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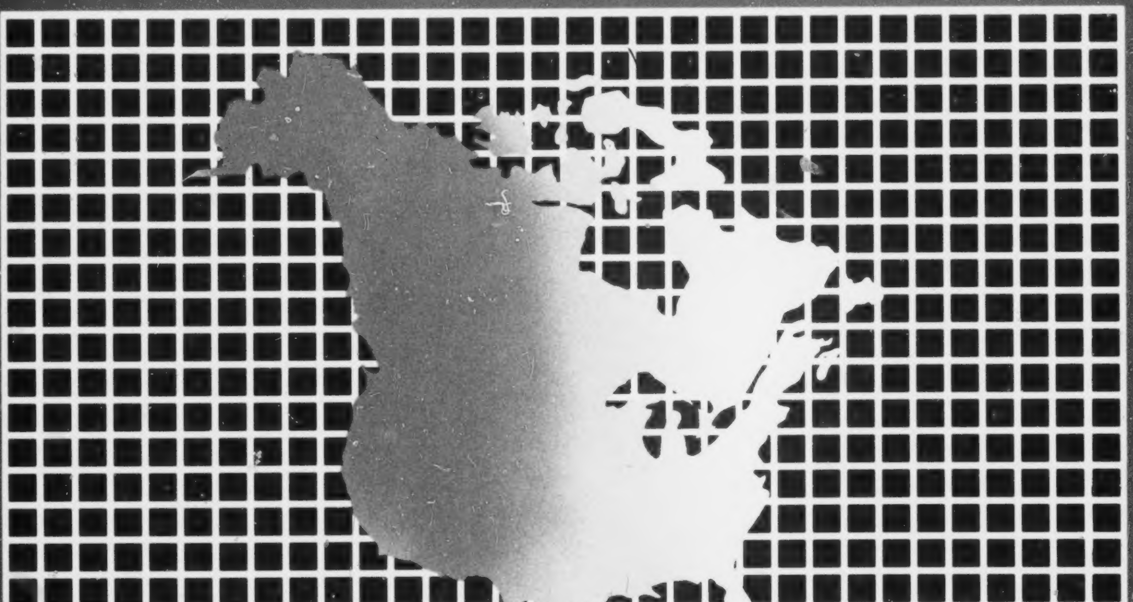
Editor & Publisher

® THE FOURTH ESTATE

Market Guide



1986

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Fort Lauderdale/South Palm Beach

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The MARKET GUIDE has been published annually by the Editor & Publisher Co., Inc. since 1924. It is the only publication providing exclusive data on all U.S. and Canadian markets where daily newspapers are published.

MARKET GUIDE STAFF

Director
Rachel C. In

Editorial/Production Staff
George Anderson
Marion Larson
Celia Lipton
Indie Ramsawak
Michael Ross
Gertrude Senk
Teri Weinstein

* * *

President
Robert U. Brown

Publisher
Ferdinand C. Teubner

Advertising Manager
Donald L. Parvin

Advertising Production Manager
Karen Raugust

Circulation Manager
Wilfred E. Richards

Promotion Manager
Mary Joneve McCormick

Photocomposition Managers
Danielle Bizzarro
Orlando Velez

GENERAL OFFICE

New York: 11 West 19th St., New York, N.Y. 10011. Phone: (212) 675-4380.

ADVERTISING OFFICES

New York: 11 West 19th St., New York, N.Y. 10011. Phone: (212) 675-4380. Donald L. Parvin, Durland Stewart, Marc Goldstein, Karen Stoddard.

Chicago: Time Life Bldg., Suite 2720, 303 East Ohio St., Chicago, 60611. Phone (312) 645-0123. Michael Rousseau, sales representative.

Los Angeles: Scott, Marshall, Sands & McGinley, 3700 Wilshire Blvd., Suite 500, Los Angeles, 90010. Phone: (213) 382-6346. William Marshall, sales representative.

San Francisco: Scott, Marshall, Sands & McGinley, 433 California St., Suite 505, San Francisco, 94104. Phone: (415) 421-7950. Peter Scott, sales representative.

Southern: Robert Mathes, 320 W. Magnolia St., Ponchatoula, La., 70454. Phone: (504) 386-9673.

Toronto: 148 King Rd. E., King Ontario LOG 1KO. Phone: (416) 833-6200. Donald Fenn, Fenn Co., Inc., sales representatives.

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New Census of Retail Trade Data

This edition contains newly released data from the 1982 U.S. Census of Retail Trade in the tables in Section IV and a new feature that has been added to the beginning of each state listing in Section II. It lists the number and percent of Spanish speaking people in each city where more than 10% of the population is of Spanish origin.

The Census of Retail Trade data gives us new benchmarks to use in estimating current retail sales, and the first opportunity since the 1977 Census of Retail Trade to check the accuracy of our past estimates, which we found to be accurate within 1.4% of the total sales in the United States and the average error in the individual state estimates was 3%.

Again we congratulate Marketing Economics Institute, the organization that does the forecasting for the Market Guide, on their accuracy.

This is the 67th edition of THE EDITOR & PUBLISHER MARKET GUIDE—an annual compilation of marketing information for every city or community in the United States and Canada where a daily newspaper is published. Since the first edition was published in 1924, its editors have kept pace with the changing requirements of the industry by adding and refining data, as surveys and discussions with users have indicated a need for such information.

From the beginning, E&P's criteria for defining a market has been a city or town where a daily newspaper is published. Time has proven the definition to be valid. A daily newspaper succeeds when it serves a market—a community of interests—that is large enough to support it. As old markets change and new markets form, newspapers change or new ones are started to serve the needs of the market.

More information about the markets listed in this Market Guide can be obtained by contacting the newspaper or its national representative shown at the end of each listing.

Ferdinand C. Teubner
Publisher

How to use the 1986 Editor & Publisher Market Guide

The data in this MARKET GUIDE is presented in four sections:

1. Market Ranking Tables
These tables show, ranked by size according to E&P estimates for 1986, the population, disposable income, total retail sales, total food sales, and income per household of all MSAs, PMSAs and larger counties and cities of the U.S.A.

2. Individual Market Surveys—United States
Facts and figures about all United States daily newspaper markets, listed alphabetically by state and city in the U.S.A., followed by Puerto Rico. The sample survey below shows the information included, and how the data is generally shown. A state map introduces surveys for each state, showing MSAs, PMSAs, MSAs, county boundaries, location of all daily newspaper cities, and county seat cities without daily newspapers.

3. Individual Market Surveys—Canada
Facts and figures about all Canadian daily newspaper markets. The map for Canada shows national and provincial capitals, and location of all daily newspaper cities.

4. Sales, Population and Income Tables
E&P 1986 retail sales estimates, total, and in nine categories, with number of stores in each, for all MSAs or PMSAs, U.S. counties and daily newspaper cities. Tables are arranged alphabetically by state (by province in Canada), followed by tables of estimated 1986 population, personal income—total, per capita and per household; also number of farms and value of crops and livestock.

GENERAL INDEX

SAMPLE SURVEY

1 - LOCATION: Lee County, E&P Map D-3, County Seat. Farming, dairying, textile and industrial center. In SE Alabama 25 mi. from Georgia line.

2 - TRANSPORTATION: Railroads-Western Rwy. of Alabama; Central of Georgia.
Motor Freight Carriers-15.
Intercity Bus Lines-Crescent Trailways; Greyhound; Tiger; Ingram.

3 - POPULATION:
Corp. Cities 80 Cen. 50,221; E&P 85 Est. 55,266
Opelika 80 Cen. 21,896; E&P 85 Est. 25,018
Auburn 80 Cen. 28,471; E&P 85 Est. 30,248
CZ-ABC: (80) 50,367
RTZ-ABC: (80) 83,617
County 80 Cen. 76,283; E&P 85 Est. 81,219
City & RTZ-ABC: (80) 133,984
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 18,009; E&P 85 Est. 19,791
Opelika 80 Cen. 7,685; E&P 85 Est. 8,915
Auburn 80 Cen. 10,324; E&P 85 Est. 10,876
CZ-ABC: (80) 18,009
RTZ-ABC: (80) 28,617
County 80 Cen. 26,973; E&P 85 Est. 29,685
City & RTZ-ABC: (80) 46,626

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	1	$30,000,000
Commercial	8	$120,000,000

6 - PASSENGER AUTOS: County 53,751

7 - ELECTRIC METERS: Residence 22,000

8 - GAS METERS: Residence 12,172

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 3,023 (N.A.); Creamery 160 (N.A.); Foundry 100 (N.A.); Recording Tape 1,200 (N.A.); Auto Tires 1,300 ($135).
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-85; Summer 70-100; Fall 50-88; Winter 18-72. First killing frost, Nov. 10; last killing frost, Mar. 25.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Two-mile stretch on Opelika-Auburn Parkway.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Midway Plaza(30)	NA	Fashion Bug, Big Ten Tire
Village Mall(35)	NA	Revco, Zales, Gayfer's, Sears, JCPenney

Principal Shopping Days-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Gayfer's; Sears; JCPenney.
Discount Stores-Lee Discount; Family Dollar; Wal-Mart 2; K mart.
Chain Supermarkets-A&P 2; Winn-Dixie 2; Kroger 2; Super Foods; Piggly-Wiggly; Consumer Foods.
Chain Drug Stores-Lee's; SupeRx; Eckerd; Revco.
Other Chain Stores-Rhodes Furn.; Skinner Furn.; Sherwin-Williams; Eleanor Shop; Diana Shop; Lorch's.

14 - NEWSPAPERS: NEWS (e-mon to fri) 13,177; (S) 14,741; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Don Watson, Adv. Mgr., NEWS, 3505 Pepperell Parkway; PO Drawer 2208, Opelika, AL 36802; Tel. (205) 749-6271.
National Representative: Thomson Newspapers.

All sections are arranged alphabetically by state and city for U.S. and by province and city for Canada. Individual market survey data are indicated in boldface type, with the survey paragraph number following the subject. Page indices for Section II, III and IV appear on dividers preceding those sections.

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  Population .... 3..II, III
Advertising, Local contact .... 14..II, III
Airlines .... 2..II, III
Apparel stores, number and sales IV
Auto registrations, passenger .... 6..II, III
Auto supply stores, number & sales IV
Average weekly wage .... 9..II, III

Banks, number & deposits .... 5..II, III
Bus lines .... 2..II, III
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RETAIL SALES ESTIMATES

The basis for kind-of-business classifications used in the *Editor & Publisher Market Guide* is the same as that used by the U.S. Department of Commerce in the Census of Retail Trade. This follows the Standard Industrial Classification (SIC) Manual (Executive Office of the President, Office of Management and Budget, Standard Industrial Classification Manual, 1972.

The 1982 Census of Retail Sales conducted by the U.S. Department of Commerce was a gigantic task and required considerable time for evaluation and tabulation. The 1982 Census is the basis for the Retail Sales Estimates included in the 1986 edition. However, strict comparison of the data for both the 1977 and 1982 census is limited by the following factors:

Geographic boundaries of a number of areas for which data are shown in the 1982 census are not the same as in the 1977 census because of annexations, other boundary changes, redefinitions of SMSA's, and changes in qualifying criteria since 1977. In 1982 data for census-defined, unincorporated places are no longer shown separately but are included as part of the "remainder of county" statistics.

In the 1977 census and prior to that, the combined data for all establishments were presented for selected kind-of-business classifications, including all 2-digit major industry groups. For these, data for nonemployer firms were obtained from administrative records of the Internal Revenue Service (IRS) based on business tax returns. For 1982, data for nonemployers and the combined data for all establishments are presented only at the retail trade total level for all geographic areas.

For your quick reference, we provide a complete list of the major group classifications of stores included in the Tables of Estimated Retail Sales in Section IV; the *Miscellaneous Retail Stores* category in this list is not included in the Tables. Numbers following names are SIC codes; PT following the SIC codes refers to "part"; n.e.c. refers to "not elsewhere classified."

Apparel and Accessories

Men's and boy's clothing and furnishings stores (5561)
Women's ready-to-wear stores (5621)
Millinery stores (5631 PT.)
Corset and lingeries stores (5631 PT.)
Other women's accessory, specialty stores (5631 PT.)
Children's and infant's wear stoes (5641)
Family clothing stores (5651)
Men's shoe stores (5661 PT.)
Women's shoe stores (5661 PT.)
Children's and juveniles' shoe stores (5661 PT.)
Family shoe stores (5661 PT.)
Furriers and fur shops (5681)
Miscellaneous apparel and accessory stores (5699)

Automotive Dealers

Dealers with domestic car franchise only (5511 PT.)
Dealers with imported car franchise only (5511 PT.)
Dealers with domestic, import car franchises (5511 PT.)
Used car dealers (5521)
Tire battery, and accessory dealers (5531 PT.)
Other auto and home supply stores (5531 PT.)
Boat dealers (5511)
Recreational and utility trailer dealers (5561)
Motorcycle dealers (5571)
Automotive dealers, n.e.c. (5599)

Drug Stores

Drug stores (5912 PT.)
Proprietary stores (5912 PT.)

Eating and Drinking Places

Restaurants and lunchrooms (5812 PT.)
Social caterers (5812 PT.)
Cafeterias (5812 PT.)
Refreshment places (5812 PT.)
Contract feeding (5812 PT.)
Ice Cream, frozen custard stands (5812 PT.)
Drinking places (alcoholic beverages) (5813)

Food

Grocery stores (5441)
Freezer and locker meat provisioners (5422)
Meat market (5423 PT.)
Fish (seafood) markets (5423 PT.)
Fruit stores and vegetable markets (5431)
Candy, nut, and confectionery stores (5411)
Dairy products stores (5451)
Retail bakeries—baking and selling (5462)
Retail bakeries—selling only (5463)
Miscellaneous food stores (5499)

Furniture, Home Furnishing, and Equipment

Furniture stores (5712)
Floor coverings stores (5713)
Drapery, curtain, and upholstery stores (5714)
Miscellaneous home furnishing stores (5719)
Household appliance stores (5722)
Radio and television stores (5732)
Record shops (5733 PT.)
Musical instrument stores (5733 PT.)

Gasoline Service Stations

Gasoline service stations (5541)

General Merchandise

Department stores (5311)
Variety stores (5331)
Miscellaneous general merchandise stores (5399)

Lumber, Hardware

(Building Materials, Hardware, Garden Supply, and Mobile Home Dealers)

Lumber and other building materials dealers (5211)
Paint, glass, and wallpaper stores (5231)
Hardware stores (5251)
Retail nurseries, lawn and garden supply stores (5261)
Mobile home dealers (5271)

Miscellaneous Retail

Liquor stores (5921)
Used merchandise stores (5931)
General line sporting goods stores (5941 PT.)
Specialty line sporting goods stores (5941 PT.)
Book stores (5942)
Stationery stores (5943)
Jewelry stores (5944)
Hobby, toy and game shops (5945)
Camera and photographic supply stores (5946)
Gift, novelty, and souvenir shops (5947)
Luggage and leather goods stores (5948)
Sewing and needlework stores and piece goods stores (5949)
General merchandise, n.e.c.—mail order (5961 PT.)
Other mail-order houses (5961 PT.)
Automatic merchandising machine operators (5962)
Furniture, home furnishings, equipment—direct selling (5963 PT.)
Mobile food service—direct selling (5963 PT.)
Other direct selling (5963 PT.)
Fuel and ice dealers, n.e.c. (5982)
Fuel oil dealers (5983)
Liquefied petroleum gas (bottled gas) dealers (5984)
Florists (5992)
Cigar stores and stands (5993)
News dealers and newsstands (5994)
Pet shops (5999)
Typewriter stores (5999 PT.)
Optical goods stores (5999 PT.)
Other retails stores, n.e.c. (5999 PT.)

DEFINITIONS AND NOTES

ABC—Adjacent to certain population figures and newspaper circulations in the surveys in this book are references to the Audit Bureau of Circulations. The ABC issues standardized statements of the circulation of publisher members, verifies the figures shown in these statements by auditors' examination and disseminates the circulation data to advertisers, advertising agencies and publishers.

Each publisher's statement and audit report issued to members covers the quantity, quality, distribution of circulation and circulation methods.

ADVERTISING & MERCHANDISING DATA—The daily newspaper is the prime source of information on local conditions in each of the newspaper market areas. The name, address and telephone number of people able to supply more information about these areas appears in paragraph 14 of each survey.

CIRCULATION FIGURES—The March 1985 figures appear in most of the surveys. Where March 1985 figures are not available, proper notation is made. Also indicated with the figure is whether the circulation is verified by ABC (Audit Bureau of Circulations), VAC (Verified Audit Circulation), CAC (Certified Audit of Circulations), or CPVS (Community Papers Verification Service) or comes from a sworn statement by the publisher of the newspaper.

CITY ZONE (CZ)—The corporate limits of the city in which the newspaper is published, plus in some cases, the contiguous areas built up adjacent to or surrounding the city of publication. This could also include more than one city, where the areas involved are continguous areas.

CONSOLIDATED METROPOLITAN STASTICAL AREA (CMSA)—The larger geographical area of which Primary Metropolitan Statistical Areas are components. CMSA's are designated and defined by the Office of Federal Statistical Policy and Standards, U.S. Department of Commerce. A complete list of these areas appears in the following pages.

CONSUMER SPENDABLE INCOME—See "Disposable Personal Income" below.

DISPOSABLE PERSONAL INCOME—Sometimes referred to as "Effective Buying Income" or "Consumer Spendable Income," is equal to current income received individuals, unincorporated business and non-profit institutions, from all sources. It includes all that is received as wages, salaries and commissions, including pensions, trust and welfare funds, labor, farm, non-farm, professional, rental, dividends, personal interest and transfer payments after taxes.

The amounts usually deducted for income, property, and other taxes not deductible as business expenses, as well as other general government revenues, such as fines, penalties, and so on, have been subtracted.

EFFECTIVE BUYING INCOME—See "Disposable Personal Income" above.

ESTIMATES—Figures on which estimates are based are always U.S. Government figures (U.S. Census) or in Canada, the latest available Census figures from Statistics Canada. Any other figures are either identified as to source or considered "local estimates."

FARM DATA—County Data: The figures used in these tables for the counties are the latest released by the U.S. Department of Agriculture. The most recent agriculture census was made in 1982.

State Data: State totals of crops and livestock are released annually by the U.S. Department of Agriculture. State totals used in these tables are from the most recent USDA Statistical Bulletin. Footnotes at the bottom of each table show the year and source of data.

HOUSEHOLDS—Not to be confused with "families." The term "household" corresponds to "private dwelling unit" as defined in the Census Bureau's current operations, which would include all persons occupying a house or an apartment together.

INCOME PER HOUSEHOLD (DISPOSABLE INCOME)—The total average income earned or received by each household with direct or indirect taxes deducted.

METROPOLITAN STATISTICAL AREA (MSA)—A large population nucleus with adjacent communities which have a high degree of economic and social integration with that nucleus. Metropolitan Statiscal Areas are designated and defined by the Office of Federal Statisical Policy and Standards, U.S. Department of Commerce. A complete list of these areas, with explanation of the standards applied to their designation, appears in the following pages.

NEIGHBORHOOD SHOPPPING AREA (OR DISTRICT)—indicates specific street locations of active retail trade.

NEWSPAPER DESIGNATED MARKET (NDM)—The geographical area which a newspaper considers to be the market it serves. Publisher members have the option of reporting circulation according to just the new NDM or in combination with a City Zone and/or Retail Trading Zone figure.

PASSENGER AUTOS—These figures are obtained from the various state departments of motor vehicles, where available, and generally on a county basis. However, in some states no county breakdown is available. Motor vehicle figures in Canada are obtained from the Transportation and Communications Division of Statistics Canada.

PERSONAL INCOME—See "Disposable Personal Income"above.

PRIMARY METROPOLITAN STATISTICAL AREA (PMSA)—A Metropolitan Statistical Area (MSA) of more than 1 million population which meets additional social and economic requirements and, together with one or more other PMSAs, forms a Consolidated Metropolitan Statistical Area (CMSA). For more information, see explanation on following pages.

RETAIL SALES ESTIMATE TABLES—Based upon the latest available (1982) U.S. Department of Commerce Census of Retail Sales, brought up-to-date, with considerations given to conditions and developments since the Census figures were collected.

Sales and "Kinds of Retail Stores" (as well as estimates) are reported as in the Bureau of Census reports, by type of store in which the sales are made (using the Standard Industrial Classification Manual codes and descriptions all listed in this volume) rather than by the products sold. For example, many non-food items are sold in food stores.

The sum of the nine types of stores will not add up to the total of retail sales estimates for each area since there is also a miscellaneous classification of stores not included in these tables.

In some areas (cities or counties), retail sales totals and retail sales per household exceed the figures shown for total income per household. This is because of the influence or attraction an area may have on the shopping patterns or habits of those who live adjacent to or outside it.

RETAIL TRADING ZONE (RTZ)—The area beyond the City Zone whose residents regularly trade to an important degree with the retail merchants in the City Zone. In establishing the boundaries of the RTZ, consideration is given to the transportation facilities, traffic flow, traveling time and schedules by both public facilities, private cars and common carriers; as well as charge accounts, phone orders and regular delivery service from the central or City Zone to the outlying areas.

SHOPPING CENTER—The term is intended to apply to developments with a number and a variety of stores, including chains, supermarkets or banks, with extensive parking facilities, and located on or near a main highway.

STATISTICS CANADA—Canadian Government agency in Ottawa responsible for all official statistics covering population, retail sales, etc.

STORES—Stores arre typed according to the definition of the 1982 U.S. Census of Business (Retail Trade) which use the Standard Industrial Classification Manual codes and descriptions.

SUPERMARKET—This term involves these three conditions; annual sales volume of at least $1 million; four departments; dairy, meat, produce and groceries; and a grocery department that is entirely self-service.

METROPOLITAN STATISTICAL AREAS
(MSAs, PMSAs and CMSAs)

METROPOLITAN STATISTICAL AREA definitions, which replaced the familiar Standard Metropolitan Statistical Area (SMSA) on June 30, 1983, were first developed and issued in the late 1940s. Their major purpose was to enable all federal statistical agencies to use consistent geographic definitions in the study of metropolitan characteristics. These definitions made it possible to compare more accurately population, housing, employment, trade and industry statistics. State and local governments, as well as the private sector, soon found these definitions most useful.

Metropolitan Statistical Areas are defined according to a set of detailed standards prepared by the Federal Committee on MSAs which advises the Office of Management and Budget. These standards are periodically reviewed in connection with each Decennial Census of Population.

In June 1983, the Committee released the results of a comprehensive review; this contained revisions in the criteria for designating MSAs, as well as new concepts in titling and classifying them. The old Standard Metropolitan Statistical Area (SMSA) was shortened to Metropolitan Statistical Area (MSA). If an area has more than 1 million population and meets certain other specified requirements, it is termed a Consolidated Metropolitan Statistical Area (CMSA), which consists of major components classified as Primary Metropolitan Statistical Areas (PMSA).

The general concept underlying the MSA is that of a geographic area consisting of a large population nucleus together with adjacent communities which have a high degree of economic and social integration with that nucleus.

An MSA includes one city of at least 50,000 or more inhabitants *or* an urbanized area of at least 50,000 with a total metropolitan population of at least 100,000. MSAs are defined in terms of entire counties; each MSA has one or more central counties, containing the area's main population concentration. In addition to the county (or counties) containing the main city (or cities), an MSA may also include outlying counties which have close economic and social relationships with the central counties. Such counties must meet certain standards regarding "metropolitan character," such as population density, and must have a specified level of commuting to the central county(ies). For example, counties with a commuting rate of 50 percent or more must have a population density of at least 25 persons per square mile. When the commuting rate is lower than this, the density requirement proportionately increases.

In the six New England states, however, MSAs are defined in terms of cities and towns rather than entire counties. Because smaller areas are used, the total MSA population requirement is reduced from 100,000 to 75,000.

The official title of an MSA always includes the state or states into which it extends and the name of the largest city in that MSA. It might include several cities—as many as three—all dependent upon relative and minimum populations of the central city and other cities in the MSA. When more than one city appears in the MSA title, they are usually ordered by their relative populations.

In total, there are 264 recognized MSAs and 21 CMSAs, consisting of 73 PMSAs. Most MSA definitions are not subject to change until after the next national census. However, a few new MSAs may be added each year, usually because additional cities have reached the 50,000 population level according to official population estimates.

An area with more than 1 million population may be defined as a **PRIMARY METROPOLITAN STATISTICAL AREA.** A PMSA is a large urbanized county or a cluster of counties that exhibit very strong social and economic links. Local opinion, obtained through Congressional delegation, is also a very strong factor in determining if an area will be designated a PMSA. The specific standards for defining PMSAs are as follows:

1. The area must include at least one county that has a population of more than 100,000;
2. At least 60 percent of this county's population must be classified as urban; and
3. Less than 50 percent of its workers commute to jobs outside the county.

The larger area of which all PMSAs are component parts is defined as a **CONSOLIDATED METROPOLITAN STATISTICAL AREA.**

The complete criteria used in defining metropolitan statistical areas can be obtained directly from the Office of Federal Statistical Policy and Standards, U.S. Department of Commerce, Washington, D.C. 20230.

METROPOLITAN STATISTICAL AREAS
(In alphabetical order by city)

Abilene, Tex.
(MSA)
Taylor County

Aguadilla, P.R.
(MSA)
Aguada Municipio
Aguadilla Municipio
Isabela Municipio
Moca Municipio

Akron, Ohio
(PMSA)
Portage County
Summit County
see also Cleveland-Akron-Lorain, Ohio CSMA.

Albany, Ga.
(MSA)
Dougherty County
Lee County

Albany-Schenectady-Troy, N.Y.
(MSA)
Albany County
Greene County
Montgomery County
Rensselaer County
Saratoga County
Schenectady County

Alburquerque, N.M.
(MSA)
Bernalillo County

Alexandria, La.
(MSA)
Rapides Parish

Allentown-Bethlehem, Pa.-N.J.
(MSA)
Carbon County, Pa.
Lehigh County, Pa.
Northampton, Pa.
Warren County, N.J.

Alton-Granite City, Ill.
(PMSA)
Jersey County
Madison County

Altoona, Pa.
(MSA)
Blair County

Amarillo, Tex.
(MSA)
Potter County
Randall County

Anaheim-Santa Ana, Calif.
(PMSA)
Orange County
see also Los Angeles-Anaheim-Riverside, Calif. CSMA.

Anchorage, Alaska
(MSA)
Anchorage Borough

Anderson, Ind.
(MSA)
Madison County

Anderson, S.C.
(MSA)
Anderson County

Ann Arbor, Mich.
Washtenaw County
see also Detroit-Ann Arbor, Mich. CSMA.

Anniston, Ala.
(MSA)
Calhoun County

Appleton-Oshkosh-Neenah, Wisc.
(MSA)
Calumet County
Outagamie County
Winnebago County

Arecibo, P.R.
(MSA)
Arecibo Municipio
Camuy Municipio
Hatillo Municipio
Quebradillas Municipio

Asheville, N.C.
(MSA)
Buncombe County

Athens, Ga.
(MSA)
Clarke County
Jackson County
Madison County
Oconee County

Atlanta, Ga.
(MSA)
Barrow County
Butts County
Cherokee County
Clayton County
Cobb County
Coweta County
De Kalb County
Douglas County
Fayette County
Forsyth County
Fulton County
Gwinnett County
Henry County
Newton County
Paulding County
Rockdale County
Spalding County
Walton County

Atlantic City, N.J.
(MSA)
Atlantic County
Cape May County

Augusta, Ga.-S.C.
(MSA)
Columbia County, Ga.
McDuffe County, Ga.
Richmond County, Ga.
Aiken County, S.C.

Aurora-Elgin, Ill.
(PMSA)
Kane County
Kendall County
see also Chicago-Gary Lake County, Ill.-Ind.-Wisc. CMSA.

Austin, Tex.
(MSA)
Hays County
Travis County
Williamson County

Bakersfield, Calif.
(MSA)
Kern County

Baltimore, Md.
(MSA)
Anne Arundel County
Baltimore County
Carrol County
Harford County
Howard County
Queen Anne's County
Baltimore city

Bangor, Me.
(MSA)

Penobscot County:Bangor, Brewer, Old Town cities; Eddington, Glenburn, Hampden, Hermon, Holden Holden, Kenduskeag, Orono, Orrington, Veazie towns; Penobscot Indian Island, Indian Reservation.

Waldo County; Winterport town.

Baton Rouge, La.
(MSA)
Ascension Parish
East Baton Rouge Parish
Livingston Parish
West Baton Rouge Parish

Battle Creek, Mich.
(MSA)
Calhoun County

Beaumont-Port Arthur, Tex.
(MSA)
Hardin County
Jefferson County
Orange County

Beaver County, Pa.
(PMSA)
Beaver County
see also Pittsburgh-Beaver Valley, Pa. CMSA.

Bellinham, Wash.
(MSA)
Whatcom County

Benton Harbor, Mich.
(MSA)
Berrien County

Bergen-Passaic, N.J.
(PMSA)
Bergen County
Passaic County
see also New York-Northern New Jersey-Long Island, N.Y.-N.J.-Conn. CMSA.

Billings, Mont.
(MSA)
Yellowstone County

Biloxi-Gulfport, Miss.
(MSA)
Hancock County
Harrison County

Binghamton, N.Y.
(MSA)
Broome County
Tioga County

Birmingham, Ala.
(MSA)
Blount County
Jefferson County
St. Clair County
Shelby County
Walker County

Bismarck, N.D.
(MSA)
Burleigh County
Morton County

Bloomington, Ind.
(MSA)
Monroe County

Bloomington-Normal, Ill.
(MSA)
McLean County

Boise City, Idaho
(MSA)
Ada County

Boston, Mass.
(PMSA)

Bristol County: Mansfield, Norton and Raynham towns.

Essex County: Lynn city; Lynnfield, Nahant and Saugus towns.

Middlesex County: Cambridge, Everett, Malden, Marlborough, Medford, Melrose, Newton, Somerville, Waltham and Woburn cities; Acton, Arlington, Ashland, Ayer, Bedford, Belmont, Boxborough, Burlington, Carlisle, Concord, Framingham, Groton, Holliston,Hopkinton, Hudson, Lexington, Lincoln, Littleton, Maynard, Natick, North Reading, Reading, Sherbon, Shirley, Stoneham, Stow, Sudbury, Townsend, Wakefield, Watertown, Wayland, Weston, Wilmington and Winchester towns.

Norfolk County: Quincy city; Belingham, Braintree, Brookline, Canton, Cohasset, Dedham, Dover, Foxborough, Franklin, Holbrook, Medfield, Medway, Millis, Milton, Needham, Norfolk, Norwood, Randolph, Sharon, Stoughton, Walpole, Wellesley, Westwood, Weymouth, and Wrethen towns.

Plymouth County: Carver, Duxbury, Hanover, Hanson, Hingham, Hull, Kingson, Lakeville, Marshfield, Middleborough, Norwell, Pembroke, Plymouth, Plympton, Rockland and Scituate towns.

Suffolk County: Boston, Chelsea and Revere cities; Winthrop town.

Worcester County: Berlin, Bolton, Harvard, Hopedale, Lancaster, Mendon, Milford, Southborough and Upton towns.

see also Boston-Lawrence-Salem, Mass.-N.H. CMSA.

Boulder-Longmont, Colo.
(PMSA)
Boulder County
see also Denver-Boulder, Colo. CMSA.

Bradenton, Fla.
(MSA)
Manatee County

Brazoria, Tex.
(PMSA)
Brazoria County
see also Houston-Galveston-Brazoria, Tex. CSMA.

Bremerton, Wash.
(MSA)
Kitsap County

Bridgeport-Milford, Conn.
(PMSA)

Fairfield County: Bridgeport and Shelton cities; Easton, Fairfield, Monroe, Stratford and Trumbull towns.

New Haven County: Ansonia, Derby and Milford cities; Beacon Falls, Oxford and Seymour towns.

see also New York-Northern New Jersey-Long Island, N.Y.-N.J.-Conn. CMSA.

Bristol, Conn.
(PMSA)

Hartford County: Bristol city; Burlington town.

Litchfield County: Plymouth town.

see also Hartford-New Britain-Middleton, Conn. CMSA.

Bruckton, Mass.
(PMSA)

Bristol County: Easton town.

Norfolk County: Avon town.

Plymouth County: Brockton city; Abington, Bridgewater, East Bridgewater, Halifax, West Bridgewater and Whitman towns.

see also Boston-Lawrence-Salem, Mass. N.H. CMSA.

Brownsville-Harligen, Tex.
(MSA)
Cameron County

Bryan-College Station, Tex.
(MSA)
Brazos County

Buffalo, N.Y.
(PMSA/CMSA)
Erie County
see also Buffalo-Niagara Falls, N.Y. CMSA.

Burlington, N.C.
(MSA)
Alamance County

Burlington, Vt.
(MSA)

Chittenden County: Burlington, South Burlington and Winooski cities; Charlotte, Colchester, Essex, Hinesburg, Jericho, Milton, Richmond, St. George, Shelburne and Williston towns.

Franklin County: Georgia town.

Grand Isle County: Grand Isle and South Hero towns.

Caguas, P.R.
(PMSA)
Aguas Buenas Municipio
Caguas Municipio
Cayey Municipio
Cidra Municipio
Gurabo Municipio
San Lorenzo Municipio
see also San Juan-Caguas, P.R. CMSA.

Canton, Ohio
(MSA)
Carroll County
Stark County

Casper, Wyo.
(MSA)
Natrona County

Cedar Rapids, Iowa
(MSA)
Linn County

Champaign-Urbana-Rantoul, Ill.
(MSA)
Champaign County

Charleston, S.C.
(MSA)
Berkeley County
Charleston County
Dorchester County

Charleston, W. Va.
(MSA)
Kanawha County
Putman County

Charlotte-Gastonia-Rock Hill, N.C.-S.C.
(MSA)
Carbarrus County, N.C.
Gaston County, N.C.
Lincoln County, N.C.
Mecklenburg County, N.C.
Rowan County, N.C.
Union County, N.C.
York County, S.C.

Charlottesville, Va.
(MSA)
Albemarle County
Fluvanna County
Greene County
Charlottesville City

Chattanooga, Tenn.-Ga.
(MSA)
Hamilton County, Tenn.
Marion County, Tenn.
Sequatchi County, Tenn.
Catoosa County, Ga.
Dade County, Ga.
Walker County, Ga.

Cheyenne, Wyo.
(MSA)
Laramie County

Chicago, Ill.
(PMSA/CMSA)
Cook County
DuPage County
McHenry County
see also Chicago-Gary Lake County CMSA.

Chico, Calif.
(MSA)
Butte County

Cincinnati, Ohio-Ky.-Ind.
(PMSA)
Clermont County, Ohio
Hamilton County, Ohio
Warren County, Ohio
Boone County, Ky.
Campbell County, Ky.
Kenton County, Ky.
Dearborn County, Ind.
see also Cincinnati-Hamilton CMSA.

Clarksville-Hopkinsville, Tenn.-Ky.
(MSA)
Montgomery County, Tenn.
Christian County, Ky.

Cleveland, Ohio
(PMSA/CMSA)
Cuyahoga County
Geauga County
Lake County
Medina County
see also Cleveland-Akron-Lorain, Ohio CMSA.

Colorado Springs, Colo.
(MSA)
El Paso County

Columbia, Mo.
(MSA)
Boone County

Columbia, S.C.
(MSA)
Lexington County
Richland County

Columbus, Ga.-Ala.
(MSA)
Chattahochee County, Ga.
Muscogee County, Ga.
Russell County, Ala.

Columbus, Ohio
(MSA)
Delaware County
Fairfield County
Franklin County
Licking County
Madison County
Pickaway County
Union County

Corpus Christi, Tex.
(MSA)
Nueces County
San Patricio County

Cumberland, Md.-W. Va.
(MSA)
Allegany County, Md.
Mineral County, W. Va.

Dallas, Tex.
(PMSA/CMSA)
Collin County
Dallas County
Denton County
Ellis County
Kaufman County
Rockwall County
see also Dallas-Fort Worth CMSA.

Danbury, Conn.
(PMSA)

Fairfield County: Danbury city; Bethel, Brookfield, New Fairfield, Newton, Redding, Ridgefield and Sherman towns.

Lichtfield County: Bridgewater and New Milford towns.

see also New York, Northern New Jersey-Long Island CMSA.

Danville, Va.
(MSA)
Pittsylvania County
Danville County

Davenport-Rock Island-Moline, Iowa-Ill.
(MSA)
Scott County, Iowa
Henry County, Ill.
Rock Island County, Ill.

Dayton-Springfield, Ohio
(MSA)
Clark County
Greene County
Miami County
Montgomery County
see also Dayton-Springfield, Ohio CMSA.

Daytona Beach, Fla.
(MSA)
Volusia County

Decatur, Ill.
(MSA)
Macon County

Denver, Colo.
(PMSA)
Adams County
Arapahoe County
Denver County
Douglas County
Jefferson County
see also Denver-Boulder CMSA.

Des Moines County, Iowa
(MSA)
Dallas County
Polk County
Warren County

Detroit, Mich.
(PMSA)
Lapeer County
Livingston County
Macomb County
Monroe County
Oakland County
St. Clair County
Wayne County
see also Detroit-Ann Arbor, Mich. CMSA.

Dothan, Ala.
(MSA)
Dale County
Houston County

Dubuque, Iowa
(MSA)
Dubuque County

Duluth, Minn.-Wis.
(MSA)
St. Louis County, Minn.
Douglas County, Wis.

East St. Louis-Belleville, Ill.
(PMSA)
Clinton County
St. Clair County
see also St. Louis-East St. Louis-Alton CMSA.

Eau Claire, Wis.
(MSA)
Chippewa County
Eau Claire County

El Paso, Tex.
(MSA)
El Paso County

Elkhart-Goshen, Ind.
(MSA)
Elkhart County

Elmira, N.Y.
(MSA)
Chemung County

Enid, Okla.
(MSA)
Garfield County

Erie, Pa.
(MSA)
Erie County

Eugene-Springfield, Ore.
(MSA)
Lane County

Evansville, Ind.-Ky.
(MSA)
Posey County, Ind.
Vanderburgh County, Ind.
Warrick County, Ind.
Henderson County, Ky.

Fall River, Mass.-R.I.
(PMSA)

Bristol County, Mass.: Fall River city; Somerset Swansea and Westport towns.

Newport County, R.I.: Little Compton and Tiverton towns.

see also Providence-Pawtucket-Fall River CMSA.

Fargo-Moorhead, N.D.-Minn.
(MSA)
Cass County, N.D.
Clay County, Minn.

Fayetteville, N.C.
(MSA)
Cumberland County

Fayetteville-Springdale, Ark.
(MSA)
Washington County

Fitchburg-Leominster, Mass.
(MSA)

Middlesex County: Ashby town.

Worcester County: Fitchburg and Leominster cities; Ashburnham, Lunenburg and Westminster towns.

Flint, Mich.
(MSA)
Genesee County

Florence, Ala.
(MSA)
Colbert County
Lauderdale County

Florence, S.C.
(MSA)
Florence County

Fort Collins-Loveland, Colo.
(MSA)
Larimer County

Fort Lauderdale-Hollywood-Pompano Beach, Fla.
(PMSA)
Broward County
see also Miami-Fort Lauderdale CMSA.

Fort Myers-Cape Coral, Fla.
(MSA)
Lee County

Fort Pierce, Fla.
(MSA)
Martin County
St. Lucie County

Fort Smith, Ark.-Okla.
(MSA)
Crawford County, Ark.
Sebastian County, Ark.
Sequoyah County, Okla.

Fort Walton Beach, Fla.
(MSA)
Okaloosa County

Fort Wayne, Ind.
(MSA)
Allen County
De Kalb County
Whitley County

Fort Worth-Arlington, Tex.
(PMSA)
Johnson County
Parker County
Tarrant County
see also Dallas-Fort Worth CMSA.

Fresno, Calif.
(MSA)
Fresno County

Gadsden, Ala.
(MSA)
Etowah County

Gainesville, Fla.
(MSA)
Alachua County
Bradford County

Galveston-Texas City, Tex.
(PMSA)
Galveston County
see also Houston-Galveston-Brazoria CMSA.

Gary-Hammond, Ind.
(PMSA)
Lake County
Porter County
see also Chicago-Gary-Lake County CMSA.

Glens Falls, N.Y.
(MSA)
Warren County
Washington County

Grand Forks, N.D.
(MSA)
Grand Forks County

Grand Rapids, Mich.
(MSA)
Kent County
Ottawa County

Great Falls, Mont.
(MSA)
Cascade County

Greeley, Colo.
(MSA)
Weld County

Green Bay, Wis.
(MSA)
Brown County

Greensboro-Winston-Salem-High Point, N.C.
(MSA)
Davidson County
Davie County
Forsyth County
Guilford County
Randolph County
Stokes County
Yadkin County

Greenville-Spartanburg, S.C.
(MSA)
Greenville County
Pickens County
Spartanburg County

Hagerstown, Md.
(MSA)
Washington County

Hamilton-Middleton, Ohio
(PMSA)
Butler County
see also Cincinnati-Hamilton CMSA.

Harrisburg-Lebanon-Carlisle, Pa.
(MSA)
Cumberland County
Dauphin County
Lebanon County
Perry County

Hartford, Conn.
(PMSA)

Hartford County: Hartford city; Avon, Bloomfield, Canton, East Granby, East Hartford, East Windsor, Enfield, Farmington, Glastonbury, Granby, Manchester, Marlborough, Newington, Rocky Hill, Simsbury, South Windsor, Suffield, West Hartford, Wethersfield, Windsor and Windsor Locks towns.

Litchfield County: Barkhamsted and New Hartford towns.

Middlesex County: East Haddam town.

New London County: Colchester town.

Tolland County: Andover, Bolton, Columbia, Coventry, Wilington, Hebron, Somers, Stafford, Tolland, Vernon and Willington towns.

see also Hartford-New Britain-Middletown CMSA.

Hickory, N.C.
(MSA)
Alexander County
Burke County
Catawba County

Honolulu, Hawaii
(MSA)
Honolulu County

Houma-Thibadoux, La.
(MSA)
Lafourche Parish
Terrebonne Parish

Houston, Tex.
(PMSA)
Fort Bend County
Harris County
Liberty County
Montgomery County
Waller County
see also Houston-Galveston-Brazoria, Tex. CMSA.

Huntington-Ashland, W. Va.-Ky.-Ohio
(MSA)
Cabell County, W. Va.
Wayne County, W. Va.
Boyd County, Ky.
Carter County, Ky.
Greenup County, Ky.
Lawrence County, Ohio

Huntsville, Ala.
(MSA)
Madison County

Indianapolis, Ind.
(MSA)
Boone County
Hamilton County
Hancock County
Hendricks County
Johnson County
Marion County
Morgan County
Shelby County

Iowa City, Iowa
(MSA)
Johnson County

Jackson, Mich.
(MSA)
Jackson County

Jackson, Miss.
(MSA)
Hinds County
Madison County
Rankin County

Jackson, Tenn.
(MSA)
Madison County

Jacksonville, Fla.
(MSA)
Clay County
Duval County
Nassau County
St. Johns County

Jacksonville, N.C.
(MSA)
Onslow County

Janesville-Beloit, Wis.
(MSA)
Rock County

Jersey City, N.J.
(PMSA)
Hudson County
see also New York-Northern New Jersey-Long Island CMSA.

Johnson City-Kingsport-Bristol, Tenn.-Va.
(MSA)
Carter County, Tenn.
Hawkins County, Tenn.
Sullivan County, Tenn.
Unicoi County, Tenn.
Washington County, Tenn.
Scott County, Va.
Washington County, Va.
Bristol city

Johnstown, Pa.
(MSA)
Cambria County
Somerset County

Joliet, Ill.
(PMSA)
Grundy County
Will County
see also Chicago-Gary-Lake County CMSA.

Joplin, Mo.
(MSA)
Jasper County
Newton County

Kalamazoo, Mich.
(MSA)
Kalamazoo County

Kankakee, Ill.
(MSA)
Kankakee County

Kansas City, Mo.-Kans.
(MSA)
Cass County, Mo.
Clay County, Mo.
Jackson County, Mo.
Lafayette County, Mo.
Platte County, Mo.
Ray County, Mo.
Johnson County, Kans.
Leavenworth County, Kans.
Miami County, Kans.
Wyandotte County, Kans.

Kenosha, Wis.
(PMSA)
Kenosha County
see also Chicago-Gary-Lake County CMSA.

Killeen-Temple, Tex.
(MSA)
Bell County
Coryell County

Knoxville, Tenn.
(MSA)
Anderson County
Blount County
Grainger County
Jefferson County
Knox County
Sevier County
Union County

Kokomo, Ind.
(MSA)
Howard County
Tipton County

La Crosse, Wis.
(MSA)
La Crosse County

Lafayette, La.
(MSA)
Lafayette Parish
St. Martin Parish

Lafayette-West Lafayette, Ind.
(MSA)
Tippecanoe County

Lake Charles, La.
(MSA)
Calcasieu Parish

Lake County, Ill.
(PMSA)
Lake County
see also Chicago-Gary-Lake County CMSA.

Lakeland-Winter Haven, Fla.
(MSA)
Polk County

Lancaster, Pa.
(MSA)
Lancaster County

Lansing-East Lansing, Mich.
(MSA)
Clinton County
Eaton County
Ingham County

Laredo, Tex.
(MSA)
Webb County

La Cruces, N.M.
(MSA)
Dona Ana County

Las Vegas, Nev.
(MSA)
Clark County

Lawrence, Kans.
(MSA)
Douglas County

Lawrence-Haverhill, Mass.-N.H.
(PMSA)

Essex County, Mass.: Haverhill, Lawrence and Newburyort cities; Amesbury, Andover, Boxford, Georgetown, Groveland, Merrimac, Methuen, Newbury, North Andover, Salisbury and West Newbury towns.

Rockingham County, N.H.: Atkinson, Brentwood, Danville, Derry, East Kingston, Hampstead, Kingston, Newton, Plaistow, Salem, Sandown, Seabrook and Windham towns.

see also Boston-Lawrence-Salem, Mass.-N.H. CMSA.

Lawton, Okla.
(MSA)
Comanche County

Lewiston-Auburn, Me.
(MSA)

Androscoggin County: Auburn and Lewiston cities; Greene, Lisbon, Mechanic Falls, Poland and Sabattus towns.

Lexinton-Fayette, Ky.
(MSA)
Bourbon County
Clark County
Fayette County
Jessamine County
Scott County
Woodford County

Lima, Ohio
(MSA)
Allen County
Auglaize County

Lincoln, Neb.
(MSA)
Lancaster County

Little Rock-North Little Rock, Ark.
(MSA)
Faulkner County
Lonoke County
Pulaski County
Saline County

Long Branch-Asbury Park, N.J.
(see Monmouth-Ocean, N.J. PMSA)

Longview-Marshall, Tex.
(MSA)
Gregg County
Harrison County

Lorain-Elyria, Ohio
(PMSA)
Lorain County
see also Cleveland-Akron-Lorain CMSA.

Los Angeles-Long Beach, Calif.
(PMSA)
Los Angeles County
see also Los Angeles-Anaheim-Riverside, Calif. CMSA.

Louisville, Ky.-Ind.
(MSA)
Bullitt County, Ky.
Jefferson County, Ky.
Oldham County, Ky.
Shelby County, Ky.
Clark County, Ind.
Floyd County, Ind.
Harrison County, Ind.

Lowell, Mass.-N.H.
(PMSA)

Middlesex County, Mass: Lowell city; Billerica, Chelmsford, Dracut, Dunstable, Pepperell, Tewksbury, Tyngsborough and Westford towns.

Hillsborough County, N.H.: Pelham town.

see also Boston-Lawrence-Salem CMSA.

Lubbock, Tex.
(MSA)
Lubbock County

Lynchburg, Va.
(MSA)
Amherst County
Campbell County
Lynchburg city

Macon-Warner Robins, Ga.
(MSA)
Bibb County
Houston County
Jones County
Peach County

Madison, Wis.
(MSA)
Dane County

Manchester, N.H.
(MSA)

Hillsborough County: Manchester city; Bedford and Goffstown towns.

Merrimack County: Allenstown and Hooksett towns.

Rockingham County: Auburn and Candia towns.

Mansfield, Ohio
(MSA)
Richland County

Mayaguez, P.R.
(MSA)
Anasco Municipio
Cabo Rojo Municipio
Hormigueros Municipio
Mayaguez Municipio
San German Municipio

McAllen-Edinburgh-Mission, Tex.
(MSA)
Hidalgo County

Medford, Ore.
(MSA)
Jackson County

Melbourne-Titusville-Palm Bay, Fla.
(MSA)
Brevard County

Memphis, Tenn.-Ark.-Miss.
(MSA)
Shelby County, Tenn.
Tipton County, Tenn.
Crittenden County, Ark.
De Soto County, Miss.

Meriden, Conn.
(See New Haven-Meriden, Conn.)

Miami-Hialeah, Fla.
(PMSA)
Dade County
see also Miami-Fort Lauderdale CMSA.

Middlesex-Somerset-Hunterdon, N.J.
(PMSA)
Hunterdon County
Middlesex County
Somerset County
see also New York-Northern New Jersey-Long Island CMSA.

Middletown, Conn.
(PMSA)

Middlesex County: Middletown city; Cromwell, Curham, East Hampton, Haddam, Middlefield and Portland towns.

see also Hartford-New Britain-Middletown CMSA.

Midland, Tex.
(MSA)
Midland County

Milwaukee, Wis.
(PMSA)
Milwaukee County
Ozaukee County
Washington County
Waukesha County
see also Milwaukee-Racine CMSA.

Minneapolis-St. Paul, Minn.-Wis.
(MSA)
Anoka County, Minn.
Carver County, Minn.
Chisago County, Minn.
Dakota County, Minn.
Hennepin County, Minn.
Isanti County, Minn.
Ramsey County, Minn.
Scott County, Minn.
Washington County, Minn.
Wright County, Minn.
St. Croix County, Wis.

Mobile, Ala.
(MSA)
Baldwin County
Mobile County

Modesto, Calif.
(MSA)
Stanislaus County

Monmouth-Ocean, N.J.
(PMSA)
Monmouth County
Ocean County
see also New York-Northern New Jersey-Long Island CMSA.

Monroe, La.
(MSA)
Ouachita Parish

Montgomery, Ala.
(MSA)
Autauga County
Elmore County
Montgomery County

Muncie, Ind.
(MSA)
Delaware County

Muskegon, Mich.
(MSA)
Muskegon County

Naples, Fla.
(MSA)
Collier County

Nashua, N.H.
(PMSA)

Hillsborough County: Nashua city; Amherst, Brookline, Hollis, Hudson, Litchfield, Merrimack, Milford, Mount Vernon and Wilton towns.

Rockingham County: Londonderry town.

see also Boston-Lawrence-Salem CMSA.

Nashville, Tenn.
(MSA)
Cheatham County
Davidson County
Dickson County
Robertson County
Rutherford County
Summer County
Williamson County
Wilson County

Nassau-Suffolk, N.Y.
(PMSA)
Nassau County
Suffolk County
see also New York-Northern New Jersey-Long Island CMSA.

New Bedford, Mass.
(MSA)

Bristol County: New Bedford city; Acushnet, Dartmouth, Fairhaven and Freetown towns.

Plymouth County: Marion, Mattapoisett and Rochester towns.

New Britain, Conn.
(PMSA)

Hartford County: New Britain city; Berlin, Plainville and Southington towns.

see also Hartford-New Britain-Middletown CMSA.

New Brunswick-Perth Amboy-Sayerville, N.J.
(see Middlesex-Somerset-Hunterdon, N.J. PMSA)
see also New York-Northern New Jersey-Long Island CMSA.

New Haven-Meriden, Conn.
(MSA)

Middlesex County: Clinton and Killingworth towns.

New Haven County: Meriden, New Haven and West Haven cities; Bethan, Branford, East Haven, Guilford, Hamden, Madison, North Branford, North Haven, Orange, Wallingford and Woodbridge towns.

New London-Norwich, Conn.
(MSA)

New London County, Conn.: New London and Norwich cities; Bozrah, East Lyme, Franklin, Griswold, Groton, Ledyard, Lisbon, Montville, North Stonington, Old Lyme, Preston, Salem, Sprague, Stonington and Waterford towns.

Windham County, Conn.: Cantebury town.

Washington County, R.I.: Hopkinton and Westerly towns.

New Orleans, La.
(MSA)
Jefferson Parish
Orleans Parish
St. Bernard Parish
St. Charles Parish
St. John the Baptist Parish
St. Tammany Parish

New York, N.Y.
(PMSA)
Bronx County
Kings County
New York County
Putnam County
Queens County
Richmond County
Rockland County
Westchester County
see also New York-Northern New Jersey-Long Island CMSA.

Newark, N.J.
(PMSA)
Essex County
Morris County
Sussex County
Union County
see also New York-Northern New Jersey-Long Island CMSA.

Newark, Ohio
(See Columbus, Ohio)

Newburgh-Middletown, N.Y.
(see Orange County, N.Y. PMSA)
see also New York-Northern New Jersey-Long Island CMSA.

Newport News-Hampton, Va.
(See Norfolk-Virginia Beach-Newport News, Va.)

Niagara Falls, N.Y.
(PMSA)
Niagara County
see also Buffalo-Niagara Falls CMSA.

Norfolk-Virginia Beach-Newport News, Va.
(MSA)
Gloucester County
James City County
York County
Chesapeake City
Hampton City
Newport News City
Norfolk City
Poquoson City
Portsmouth City

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Source: ABC Audit Reports for 12 months ending 3/31/84. Calculations by Detroit News Research Dept. 1984 S&MM Survey of Buying Power.

Suffolk City
Virginia Beach City
Williamsburg City

Northern Pennsylvania
(see Scranton-Wilkes Barre, Pa.)

Norwalk, Conn.
(PMSA)
Fairfield County: Norwalk city; Weston, Westport and Wilton towns.
see also New York-Northern New Jersey-Long Island CMSA.

Oakland, Calif.
(PMSA)
Alameda County
Contra Costa County
see also San Francisco-Oakland-San Jose CMSA.

Ocala, Fla.
(MSA)
Marion County

Odessa, Tex.
(MSA)
Ector County

Oklahoma City, Okla.
(MSA)
Canadian County
Cleveland County
Logan County
McClain County
Oklahoma County
Pottawatomie County

Olympia, Wash.
(MSA)
Thurston County

Omaha, Neb.-Iowa
(MSA)
Douglas County, Neb.
Sarpy County, Neb.
Washington County, Neb.
Pottawattamie County, Iowa

Orange County, N.Y.
(PMSA)
Orange County
see also New York-Northern New Jersey-Long Island CMSA.

Orlando, Fla.
(MSA)
Orange County
Osceola County
Seminole County

Owensboro, Ky.
(MSA)
Daviess County

Oxford-Ventura, Calif.
(PMSA)
Ventura County
see also Los Angeles-Anaheim-Riverside CMSA.

Panama City, Fla.
(MSA)
Bay County

Parkersburg-Marietta, W. Va.-Ohio
(MSA)
Wood County, W. Va.
Washington County, Ohio

Pascagoula, Miss.
(MSA)
Jackson County

Paterson-Clifton-Passaic, N.J.
(see Bergen-Passaic, N.J. PMSA)
see also New York-Northern New Jersey-Long Island CMSA.

Pawtucket-Woonsocket-Attleboro, R.I.-Mass.
(PMSA)
Bristol County, Mass.: Attleborough city; North Attleboro, Rehoboth and Seekonk towns.
Norfolk County, Mass.: Plainville town.
Worchester County, Mass.: Blackstone and Millville towns.
Providence County, R.I.: Central Falls, Pawtucket and Woonsocket cities; Burrillville, Cumberland, Lincoln, North Smithfield and Smithfield towns.
see also Providence-Pawtucket-Fall River CMSA.

Pensacola, Fla.
(MSA)
Escambia County
Santa Rosa County

Peoria, Ill.
(MSA)
Peoria County
Tazewell County
Woodford County

Petersburg-Colonial Heights-Hopewell, Va.
(See Richmond-Petersburg, Va.)

Philadelphia, Pa.-N.J.
(PMSA)
Bucks County, Pa.
Chester County, Pa.
Delaware County, Pa.
Montgomery County, Pa.
Philadelphia County, Pa.
Burlington County, N.J.
Camden County, N.J.
Gloucester County, N.J.
see also Philadelphia-Wilmington-Trenton CMSA.

Phoenix, Ariz.
(MSA)
Maricopa County

Pine Bluff, Ark.
(MSA)
Jefferson County

Pittsburgh, Pa.
(PMSA)
Allegheny County
Fayette County
Washington County
Westmoreland County
see also Pittsburgh-Beaver Valley CMSA.

Pittsfield, Mass.
(MSA)
Berkshire County: Pittsfield city; Cheshire, Dalton, Hinsdale, Lanesborough, Lee, Lenox, Richmond and Stockbridge towns.

Ponce, P.R.
(MSA)
Juan Diaz Municipio
Ponce Municipio

Portland, Maine
(MSA)
Cumberland County: Portland, South Portland and Westbrook cities; Cape Elizabeth, Cumberland, Falmouth, Freeport, Gorham, Gray, North Yarmouth, Raymond, Scarborough, Standish, Windham and Yarmouth towns.
York County: Buxton, Hollis and Old Orchard Beach towns.

Portland, Ore.
(PMSA)
Clackamas County
Multnomah County
Washington County
Yamhill County
see also Portland-Vancouver CMSA.

Portsmouth-Dover-Rochester, N.H.-Maine
(MSA)
Rockingham County, N.H.: Portsmouth city; Exeter, Greenland, Hampton, New Castle, Newfields, Newington, Newmarket, North Hampton, Rye and Stratham towns.
Strafford County, N.H.: Dover, Rochester and Somersworth cities; Barrington, Durham, Farmington, Lee, Madbury, Milton and Rollinsford towns.
York County, Maine: Berwick, Eliot, Kittery, North Berwick, Ogunquit, South Berwick, Wells and York towns.

Poughkeepsie, N.Y.
(MSA)
Dutchess County

Providence, R.I.
(PMSA)
Bristol County: Barrington, Bristol, and Warren towns.
Kent County: Warwick city; Coventry, East Greenwich and West Warwick towns.
Newport County: Jamestown town.
Providence County: Cranston, East Providence and Providence cities; Foster, Gloucester, Johnston, North Providence and Scituate towns.
Washington County: Exeter, Narragansett, North Kingstown, Richmond and South Kingston towns.
see also Providence-Pawtucket-Fall River CMSA.

Provo-Orem, Utah
(MSA)
Utah County

Pueblo, Colo.
(MSA)
Pueblo County

Racine, Wisc.
(PMSA)
Racine County
see also Milwaukee-Racine CMSA.

Raleigh-Durham, N.C.
(MSA)
Durham County
Franklin County
Orange County
Wake County

Rapid City, S.D.
(MSA)
Pennington County

Reading, Pa.
(MSA)
Berks County

Reading, Calif.
(MSA)
Shasta County

Reno, Nev.
(MSA)
Washoe County

Richmond-Kennewick-Pasco, Wash.
(MSA)
Benton County
Franklin County

Richmond-Petersburg Va.
(MSA)
Charles City County
Chesterfield County
Dinwiddie County
Goochland County
Hanover County
Henrico County
New Kent County
Powhatan County
Prince George County
Colonial Heights city
Hopewell city
Petersburg city
Richmond city

Riverside-San Bernardino, Calif.
(PMSA)
Riverside County
San Bernardino County
see also Los Angeles-Anaheim-Riverside CMSA.

Roanoke, Va.
(MSA)
Botetourt County
Roanoke County
Roanoke city
Salem city

Rochester, Minn.
(MSA)
Olmsted County

Rochester, N.Y.
(MSA)
Livingston County
Monroe County
Ontario County
Orleans County
Wayne County

Rockford, Ill.
(MSA)
Boone County
Winnebago County

Rock Hill, S.C.
(See Charlotte-Gastonia-Rock Hill, N.C.-S.C.)

Sacramento, Calif.
(MSA)
El Dorado County
Placer County
Sacramento County
Yolo County

Saginaw-Bay City-Midland, Mich.
(MSA)
Bay County
Midland County
Saginaw County

St. Cloud, Minn.
(MSA)
Benton County
Sherburne County
Stearns County

St. Joseph, Mo.
(MSA)
Buchanan County

St. Louis, Mo.-Ill.
(MSA)
Franklin County, Mo.
Jefferson County, Mo.
St. Charles County, Mo.
St. Louis County, Mo.
St. Louis city, Mo.
Clinton County, Ill.
Jersey County, Ill.
Madison County, Ill.
Monroe County, Ill.
St. Clair County, Ill.

Salem, Ore.
(MSA)
Marion County
Polk County

Salem-Gloucester, Mass.
(PMSA)
Essex County: Beverly, Gloucester, Peabody and Salem cities; Danvers, Essex, Hamilton, Ipswich, Manchester, Marblehead, Middleton, Rockport, Rowley, Swamscott, Topsfield and Wenham towns.
see also Boston-Lawrence-Salem CMSA.

Salinas-Seaside-Monterey, Calif.
(MSA)
Monterey County

Salisbury-Concord, N.C.
(See Charlotte-Gastonia-Rock Hill, N.C.-S.C.)

Salt Lake City-Ogden, Utah
(MSA)
Davis County
Salt Lake County
Weber County

San Angelo, Tex.
(MSA)
Tom Green County

San Antonio, Tex.
(MSA)
Bexer County
Comal County
Guadalupe County

San Diego, Calif.
(MSA)
San Diego County

San Francisco, Calif.
(PMSA)
Marin County
San Francisco County
San Mateo County
see also San Francisco-Oakland-San Jose CMSA.

San Jose, Calif.
(PMSA)
Santa Clara County
see also San Francisco-Oakland-San Jose CMSA.

San Juan, P.R.
(PMSA)
Barceloneta Municipio
Bayamon Municipio
Canovanas Municipio
Carolina Municipio
Catano Municipio
Corozal Municipio
Dorado Municipio
Fajardo Municipio
Florida Municipio
Guaynaho Municipio
Humacao Municipio
Juncos Municipio
Las Piedras Municipio
Loiza Municipio
Luquillo Municipio
Manati Municipio
Naranjito Municipio
Rio Grande Municipio
San Juan Municipio
Toa Alta Municipio
Toa Baga Municipio
Trujillo Municipio
Vega Alta Municipio
Vega Baja Municipio
see also San Juan-Caguas CMSA.

Santa Barbara-Santa Maria-Lompoc, Calif.
(MSA)
Santa Barbara County

Santa Cruz, Calif.
(PMSA)
Santa Cruz County
see also San Francisco-Oakland-San Jose CMSA.

Santa Fe, N.M.
(MSA)
Los Alamos County
Santa Fe County

Santa Rosa-Petamula, Calif.
(PMSA)
Sonoma County
see also San Francisco-Oakland-San Jose CMSA.

Sarasota, Fla.
(MSA)
Sarasota County

Savannah, Ga.
(MSA)
Chatham County
Effingham County

Scranton-Wilkes Barre-, Pa.
(MSA)
Columbia County
Lackawanna County
Luzerne County
Monroe County
Wyoming County

Seattle, Wash.
(PMSA)
King County
Snohomish County
see also Seattle-Tacoma CMSA.

Sharon, Pa.
(MSA)
Mercer County

Sheboygan, Wisc.
(MSA)
Sheboygan County

Sherman-Denison, Tex.
(MSA)
Grayson County

Shreveport, La.
(MSA)
Bossier Parish
Caddo Parish

Sioux City, Iowa-Neb.
(MSA)
Woodbury County, Iowa
Dakota County, Neb.

Sioux Falls, S.D.
(MSA)
Minnehaha County

South Bend-Mishawaka, Ind.
(MSA)
St. Joseph County

Spokane, Wash.
(MSA)
Spokane County

Springfield, Ill.
(MSA)
Menard County
Sangamon County

Springfield, Mass.
(MSA)
Hamden County: Chicopee, Holyoke, Springfield and Westfield cities; Agawam, East Longmeadow, Hampden, Longmeadow, Ludlow, Monson, Montgomery, Palmer, Russell, Southwick, West Springfield and Wibraham towns.
Hampshire County: Northhampton city; Belchertown, Easthampton, Granby, Huntington, Southampton and South Hadley towns.

Springfield, Mo.
(MSA)
Christian County
Greene County

Springfield, Ohio
(See Dayton-Springfield, Ohio)

Stamford, Conn.
(PMSA)
Fairfield County: Stamford city; Darien, Greenwich and New Canaan towns.
see also New York-Northern New Jersey-Long Island CMSA.

State Park, Pa.
(MSA)
Centre County

Steubenville-Weirton, Ohio-W. Va.
(MSA)
Jefferson County, Ohio
Brooke County, W. Va.
Hancock County, W. Va.

Stockton, Calif.
(MSA)
San Joaquin County

Syracuse, N.Y.
(MSA)
Madison County
Onondaga County
Oswego County

Tacoma, Wash.
(PMSA)
Pierce County
see also Seattle-Tacoma CMSA.

Tallahassee, Fla.
(MSA)
Gadsen County
Leon County

Tampa-St. Petersburg-Clearwater, Fla.
(MSA)
Hernando County
Hillsborough County
Pasco County
Pinellas County

Terre Haute, Ind.
(MSA)
Clay County
Vigo County

Texarkana, Tex.-Ark.
(MSA)
Bowie County, Tex.
Miller County, Ark.

Toledo, Ohio
(MSA)
Fulton County
Lucas County
Wood County

Topeka, Kans.
(MSA)
Shawnee County

Trenton, N.J.
(PMSA)
Mercer County
see also Philadelphia-Wilmington-Trenton CMSA.

Tuscon, Ariz.
(MSA)
Pima County

Tulsa, Okla.
(MSA)
Creek County
Osage County
Rogers County
Tulsa County
Wagoner County

Tuscaloosa, Ala.
(MSA)
Tuscaloosa County

Tyler, Tex.
(MSA)
Smith County

Uttica-Rome, N.Y.
(MSA)
Herkimer County
Oneida County

Vallejo-Fairfield-Napa, Calif.
(PMSA)
Napa County
Solano County
see also San Francisco-Oakland-San Jose CMSA.

Vancouver, Wash.
(MSA)
Clark County
see also Portland-Vancouver CMSA.

Victoria, Tex.
(MSA)
Victoria County

Vineland-Millville-Bridgeton, N.J.
(PMSA)
Cumberland County
see also Philadelphia-Wilmington-Trenton CMSA.

Visalia-Tulare-Porterville, Calif.
(MSA)
Tulare County

Waco, Tex.
(MSA)
McLennan County

Washington, D.C.-Md.-Va.
(MSA)
District of Columbia
Calvert County, Md.
Charles County, Md.
Frederick County, Md.
Montgomery County, Md.
Prince George's County, Md.
Arlington County, Va.
Fairfax County, Va.
Loudoun County, Va.
Prince William County, Va.
Stafford County, Va.
Alexandria city, Va.
Fairfax city, Va.
Fall Church city, Va.
Manassas city, Va.
Manassas Park city, Va.

Waterbury, Conn.
(MSA)
Litchfield County: Bethlehem, Thomaston, Watertown and Woodbury towns.
New Haven County: Waterbury city; Naugatuck borough; Middlebury, Prospect, Southbury and Wolcott towns.

Waterloo-Cedar Falls, Iowa
(MSA)
Black Hawk County
Bremer County

Wausau, Wisc.
(MSA)
Marathon County

West Palm Beach-Boca Raton-Delray Beach, Fla.
(MSA)
Palm Beach County

Wheeling, W. Va.-Ohio
(MSA)
Marshall County, W. Va.
Ohio County, W. Va.
Belmont County, Ohio

Wichita, Kans.
(MSA)
Butler County
Sedgwick County

Wichita Falls, Tex.
(MSA)
Wichita County

Williamsport, Pa.
(MSA)
Lycoming County

Wilmington, Del.-N.J.-Md.
(PMSA)
New Castle County, Del.
Salem County, N.J.
Cecil County, Md.
see also Philadelphia-Wilmington-Trenton CMSA.

Wilmington, N.C.
(MSA)
New Hanover County

Worcester, Mass.
(MSA)
Worcester County: Worcester city; Auburn, Barre, Boylston, Brookfield, Charlton, Clinton, Douglas, Dudley, East Brookdfield, Grafton, Holden, Leicester, Millbury, Northborough, Northbridge, North Brookfield, Oxford, Paxton, Princeton, Rutland, Shrewsbury, Spencer, Sterling, Sutton, Uxbridge, Webster, Westborough and West Boylston towns.

Yakima, Wash.
(MSA)
Yakima County

York, Pa.
(MSA)
Adams County
York County

Youngstown-Warren, Ohio
(MSA)
Mahoning County
Trumbull County

Yuba City, Calif.
(MSA)
Sutter County
Yuba County

CONSOLIDATED METROPOLITAN STATISTICAL AREAS
(In alphabetical order by city)

Boston-Lawrence-Salem, Mass.-N.H. CMSA: Includes Boston, Mass. PMSA; Brockton, Mass. PMSA; Lawrence-Haverhill, Mass.-N.H. PMSA; Lowell, Mass.-N.H. PMSA; Nashua, N.H. PMSA; and Salem-Gloucester, Mass. PMSA.

Buffalo-Niagara Falls, N.Y. CMSA: Includes Buffalo, N.Y. PMSA; Niagara Falls, N.Y. PMSA.

Chicago-Gary-Lake County, Ill.-Ind.-Wisc. CMSA: Includes Aurora-Elgin, Ill. PMSA; Chicago, Ill. PMSA; Gary-Hammond, Ind. PMSA; Joliet, Ill. PMSA; Kenosha, Wisc. PMSA; Lake County, Ill. PMSA.

Cincinnati-Hamilton, Ohio-Ky.-Ind. CMSA: Includes Cincinnati, Ohio-Ky.-Ind. PMSA; Hamilton-Middletown, Ohio PMSA.

Cleveland-Akron-Lorain, Ohio CMSA: Includes Akron, Ohio PMSA; Cleveland, Ohio PMSA; and Lorain-Elyria, Ohio PMSA.

Dallas-Fort Worth, Tex. CMSA: Includes Dallas, Tex. PMSA; Fort Worth-Arlington, Tex. PMSA.

Denver-Boulder, Colo. CMSA: Includes Boulder-Longmont, Colo. PMSA; Denver, Colo. PMSA.

Detroit-Ann Arbor, Mich. CMSA: Includes Ann Arbor, Mich. PMSA; Detroit, Mich. PMSA.

Hartford-New Britain-Middletown, Conn. CMSA: Includes Bristol, Conn. PMSA; Hartford, Conn. PMSA; Middletown, Conn. PMSA; New Britain, Conn. PMSA.

Houston-Galveston-Brazoria, Tex. CMSA: Includes Brazoria, Tex. PMSA; Galveston-Texas City, Tex. PMSA; and Houston, Tex. PMSA.

Los Angeles-Anaheim-Riverside, Calif. CMSA: Includes Anaheim-Santa Ana, Calif. PMSA; Los Angeles-Long Beach, Calif. PMSA; Oxnard-Ventura, Calif. PMSA; and Riverside-San Bernardino, Calif. PMSA.

Miami-Fort Lauderdale, Fla. CMSA: Includes Fort Lauderdale-Hollywood-Pompano Beach, Fla. PMSA; Miami-Hialeah, Fla. PMSA.

Milwaukee-Racine, Wisc. CMSA: Includes Milwaukee, Wisc. PMSA; Racine, Wisc. PMSA.

New York-Northern New Jersey-Long Island, N.Y.-N.J.-Conn. CMSA: Includes Bergen-Passaic, N.J. PMSA; Bridgeport-Milford, Conn. PMSA; Danbury, Conn. PMSA; Jersey City, N.J. PMSA; Middlesex-Somerset-Hunterdon, N.J. PMSA; Monmouth-Ocean, N.J. PMSA; Nassau-Suffolk, N.Y. PMSA; New York, N.Y. PMSA; Newark, N.J. PMSA; Norwalk, Conn. PMSA; Orange County, N.Y. PMSA; and Stamford, Conn. PMSA.

Philadelphia-Wilmington-Trenton, Pa.-N.J.-Del.-Md. CMSA: Includes Philadelphia, Pa.-N.J. PMSA; Trenton, N.J. PMSA; Vineland-Millville-Bridgeton, N.J. PMSA; and Wilmington, Del.-N.J.-Md. PMSA.

Pittsburgh-Beaver Valley, Pa. CMSA: Includes Beaver County, Pa. PMSA; Pittsburgh, Pa. PMSA.

Portland-Vancouver, Ore.-Wash. CMSA: Includes Portland, Ore. PMSA; Vancouver, Wash. PMSA.

Providence-Pawtucket-Fall River, R.I.-Mass. CMSA: Includes Fall River, Mass.-R.I. PMSA; Pawtucket-Woonsocket-Attleboro, R.I.-Mass. PMSA; Providence, R.I. PMSA.

San Francisco-Oakland-San Jose, Calif. CMSA: Includes Oakland, Calif. PMSA; San Francisco, Calif. PMSA; San Jose, Calif. PMSA; Santa Cruz, Calif. PMSA; Santa Rosa-Petamula, Calif. PMSA; and Vallejo-Fairfield-Napa, Calif. PMSA.

San Juan-Caguas, P.R. CMSA: Includes Caguas, P.R. PMSA; San Juan, P.R. PMSA.

Seattle-Tacoma, Wash. CMSA: Includes Seattle, Wash. PMSA; Tacoma, Wash. PMSA.

EDITOR & PUBLISHER'S MARKET RANKINGS

This year *EDITOR & PUBLISHER* has once again compiled market-ranking tables to help advertising and marketing executives plan programs for the coming year.

These tables have been a feature of the *E&P Market Guide* since they first apppeared in the 1964 edition. The rankings, based on *E&P* estimates for 1986, are shown for five categories: population, disposable personal income, total retail sales, food sales, and income per household.

Rankings are provided for all cities or communities in the United States in which newspapers are published on a daily basis for all counties whether daily newspapers are published in them or not, and for all metropolitan statistical areas in the United States, as defined by the Office of Management and Budget.

The tables are tabulated by computer and are based on the 1980 U.S. Census and the 1982 Census of Business, and 1986 research estimates by the Marketing Economics Institute Ltd.

Leading U.S. cities, counties and metropolitan statistical areas ranked according to EDITOR & PUBLISHER estimates for 1986

POPULATION

Metropolitan Statistical Areas	
1 New York, N.Y	8,346,155
2 Los Angeles-Long Beach, Ca	8,049,392
3 Chicago, Il	6,141,042
4 Philadelphia, Pa-N.J	4,830,818
5 Detroit, Mi	4,325,530
6 Washington, D.C-Md-Va	3,483,069
7 Houston, Tx	3,332,972
8 Boston, Ma	3,073,257
9 Nassau-Suffolk, N.Y	2,665,435
10 Atlanta, Ga	2,397,902
11 Dallas, Tx	2,301,538
12 Baltimore, Md	2,237,499
13 Minneapolis-St. Paul, Mn-Wi	2,218,748
14 Anaheim-Santa Ana, Ca	2,204,442
15 San Diego, Ca	2,191,909
16 Pittsburgh, Pa	2,189,974
17 Tampa-St. Petersburg-Clearwater, Fl	1,996,206
18 Riverside-San Bernardino, Ca	1,934,261
19 Oakland, Ca	1,915,849
20 Miami-Hialeah, Fl	1,909,071
21 Newark, N.J	1,894,065
22 Cleveland, Oh	1,892,280
23 St. Louis, Mo-Il	1,828,550
24 Phoenix, Az	1,822,195
25 Seattle, Wa	1,759,980
26 Denver, Co	1,634,715
27 San Francisco, Ca	1,575,109
28 Kansas City, Mo-Ks	1,505,485
29 Cincinnati, Oh-Ky-In	1,425,379
30 San Jose, Ca	1,413,187
31 Milwaukee, Wi	1,408,377
32 Bergen-Passaic, N.J	1,311,504
33 Columbus, Oh	1,308,150
34 Sacramento, Ca	1,299,697
35 New Orleans, La	1,299,054
36 Norfolk-Virginia Beach-Newport News, Va	1,269,842
37 San Antonio, Tx	1,235,791
38 Fort Worth-Arlington, Tx	1,201,974
39 Indianapolis, In	1,200,163
40 Fort Lauderdale-Hollywood-Pompano Beach, Fl	1,199,590
41 Portland, Or	1,156,047
42 Charlotte-Gastonia-Rock Hill, N.C-S.C	1,060,612
43 Salt Lake City-Ogden, Ut	1,022,744
44 Rochester, N.Y	996,530
45 Oklahoma City, Ok	996,360
46 Buffalo, N.Y	990,050
47 Memphis, Tn-Ar-Ms	957,885
48 Louisville, Ky-In	957,879
49 Dayton-Springfield, Oh	940,150
50 Middlesex-Somerset-Hunterdon, N.J	934,706
51 Monmouth-Ocean, N.J	928,814
52 Providence, R.I	925,594
53 Nashville, Tn	913,402
54 Greensboro-Winston-Salem-High Point, N.C	906,384
55 Orlando, Fl	901,289
56 Birmingham, Al	900,121
57 Albany-Schenectady-Troy, N.Y	853,564
58 Jacksonville, Fl	827,566
59 Richmond-Petersburg, Va	814,493
60 Honolulu, Hi	797,148
61 West Palm Beach-Boca Raton-Delray, Fl	774,533
62 Hartford, Ct	768,177
63 Tulsa, Ok	748,352
64 Scranton-Wilkes Barre, Pa	738,879
65 Austin, Tx	692,560
65 Allentown-Bethlehem, Pa-N.J	663,162
67 Syracuse, N.Y	657,792
68 Akron, Oh	657,742
69 Raleigh-Durham, N.C	636,722
70 Grand Rapids, Mi	632,822
71 Gary-Hammond, In	625,619
72 Tucson, Az	622,247
73 Toledo, Oh	616,961
74 Greenville-Spartanburg, S.C	612,710
75 Oxnard-Ventura, Ca	606,636
76 Omaha, Ne-Ia	606,143
77 Knoxville, Tn	603,376
78 Fresno, Ca	597,378
79 Las Vegas, Nv	592,402
80 Harrisburg-Lebanon-Carlisle, Pa	582,270
81 El Paso, Tx	554,506
82 Jersey City, N.J	552,888
83 Wilmington, De-N.J-Md	542,588
84 Baton Rouge, La	537,351
85 Tacoma, Wa	530,647
86 Springfield, Ma	523,864
87 Youngstown-Warren, Oh	522,781
88 Little Rock-North Little Rock, Ar	500,917
89 Mobile, Al	484,869
90 Bakersfield, Ca	480,105
91 Charleston, S.C	479,895
92 Lake County, Il	472,658
93 Wichita, Ks	455,945
94 Albuquerque, N.M	454,942
95 Bridgeport-Milford, Ct	449,806
96 Johnson City-Kingsport-Bristol, Tn-Va	449,619
97 Columbia, S.C	446,568
98 Flint, Mi	435,044
99 Chattanooga, Tn-Ga	429,508
100 Stockton, Ca	426,099
101 Lansing-East Lansing, Mi	417,969
102 Saginaw-Bay City-Midland, Mi	414,124
103 Canton, Oh	411,116
104 Worcester, Ma	407,214
105 York, Pa	400,912
106 Pawtucket-Woonsocket-Attleboro, R.I.-Ma	400,185
107 New Haven-Meriden, Ct	397,961
108 Beaumont-Port Arthur, Tx	394,975
109 Lancaster, Pa	390,438
110 Lakeland-Winter Haven, Fl	384,653
111 Vallejo-Fairfield-Napa, Ca	383,853
112 Davenport-Rock Island-Moline, Ia-Il	383,140
113 Jackson, Ms	380,758
114 Des Moines, Ia	379,254
115 Augusta, Ga-S.C	375,217
116 McAllen-Edinburg-Mission, Tx	367,850
117 Corpus Christi, Tx	367,305
118 Colorado Springs, Co	364,095
119 Joliet, Il	360,784
120 Spokane, Wa	358,426
121 Peoria, Il	353,963
122 Shreveport, La	351,616
123 Fort Wayne, In	350,799
124 Melbourne-Titusville-Palm Bay, Fl	350,601
125 Santa Rosa-Petaluma, Ca	344,846
126 Lawrence-Haverhill, Ma-N.H.	344,380
127 Daytona Beach, Fl	341,995
128 Madison, Wi	340,979
129 Santa Barbara-Santa Maria-Lompoc, Ca	337,205
130 Huntington-Ashland, W.V-Ky-Oh	336,300
131 Aurora-Elgin, Il	336,135
132 Pensacola, Fl	330,300
133 Lexington-Fayette, Ky	327,415
134 Reading, Pa	324,903
135 Salinas-Seaside-Monterey, Ca	324,721
136 Utica-Rome, N.Y	323,994
137 Trenton, N.J	318,763
138 Modesto, Ca	317,825
139 Appleton-Oshkosh-Neenah, Wi	304,495
140 East St. Louis-Belleville, Il	300,498
141 Atlantic City, N.J	298,994
142 Montgomery, Al	291,884
143 Visalia-Tulare-Porterville, Ca	288,914
144 Fort Myers-Cape Coral, Fl	283,033
145 Evansville, In-Ky	282,601
146 Rockford, Il	282,342
147 Erie, Pa	282,216
148 Orange, N.Y	276,367
149 Lorain-Elyria, Oh	273,286
150 Eugene-Springfield, Or	273,234
151 Alton-Granite City, Il	271,834
152 Macon-Warner Robins, Ga	270,844
153 Hamilton-Middletown, Oh	270,594
154 Sarasota, Fl	269,389
155 Charleston, W.V	267,875
156 Ann Arbor, Mi	267,661
157 Binghamton, N.Y	267,531
158 Salem, Or	262,904
159 Salem-Gloucester, Ma	261,662
160 Brownsville-Harlingen, Tx	260,545
161 Johnstown, Pa	259,310
162 New London-Norwich, Ct-R.I.	259,155
163 Poughkeepsie, N.Y	257,605
164 Duluth, Mn-Wi	250,401
165 Fayetteville, N.C	247,626
166 Lowell, Ma-N.H.	245,846
167 South Bend-Mishawaka, In	241,238
168 Columbus, Ga-Al	239,443
169 Provo-Orem, Ut	238,847
170 Reno, Nv	232,110
171 Savannah, Ga	228,884
172 Killeen-Temple, Tx	227,205
173 Anchorage, Ak	226,800
174 Roanoke, Va	225,959
175 Lafayette, La	223,465
176 Springfield, Mo	223,047
177 Galveston-Texas City, Tx	221,810
178 Lubbock, Tx	220,368
179 Boulder-Longmont, Co	219,726
180 Tallahassee, Fl	217,993
181 Hickory, N.C	217,764
182 Niagara Falls, N.Y	216,785
183 Kalamazoo, Mi	216,521
184 Santa Cruz, Ca	215,810
185 Huntsville, Al	214,890
186 Vancouver, Wa	209,963
187 Portland, Me	209,675
188 Portsmouth-Dover-Rochester, N.H.-Me	209,285
189 Waterbury, Ct	209,021
190 Fort Pierce, Fl	208,002
191 Lincoln, Ne	205,974
192 Stamford, Ct	202,268
193 Gainesville, Fl	201,472
194 Biloxi-Gulfport, Ms	200,806
195 Beaver, Pa	199,241
196 Amarillo, Tx	197,432
197 Brazoria, Tx	196,600
198 Boise City, Id	194,600

199 Houma-Thibodaux, La	193,953
200 Springfield, Il	192,347
201 Bradenton, Fl	190,218
202 Waco, Tx	189,276
203 Brockton, Ma	187,963
204 Green Bay, Wi	185,104
205 Wheeling, W.V-Oh	184,641
206 Danbury, Ct	184,338
207 Yakima, Wa	182,020
208 Fort Collins-Loveland, Co	177,905
209 Lake Charles, La	177,801
210 Longview-Marshall, Tx	176,571
211 Racine, Wi	175,229
212 St. Cloud, Mn	174,385
213 Bremerton, Wa	174,168
214 Fort Smith, Ar-Ok	173,300
215 Chico, Ca	173,088
216 Ocala, Fl	172,566
217 Champaign-Urbana-Rantoul, Il	171,242
218 Asheville, N.C	170,989
219 Cedar Rapids, Ia	169,801
220 Topeka, Ks	163,249
221 Nashua, N.H.	163,197
222 Benton Harbor, Mi	163,046
223 Waterloo-Cedar Falls, Ia	160,874
224 Parkersburg-Marietta, W.V-Oh	160,175
225 Muskegon, Mi	158,764
226 Steubenville-Weirton, Oh-W.V	158,332
227 Clarksville-Hopkinsville, Tn-Ky	154,66[illegible]
228 Lima, Oh	153,058
229 Tyler, Tx	152,630
230 Richland-Kennewick-Pasco, Wa	149,657
231 Odessa, Tx	149,034
232 Olympia, Wa	148,458
233 Jackson, Mi	145,814
234 Fargo-Moorhead, N.D-Mn	145,458
235 Lynchburg, Va	145,408
236 Elkhart-Goshen, In	143,837
237 Monroe, La	142,611
238 Eau Claire, Wi	142,495
239 New Britain, Ct	142,277
240 Anderson, S.C	141,726
241 Janesville-Beloit, Wi	140,084
242 Medford, Or	139,[illegible]
243 Athens, Ga	139,563
244 Florence, Al	139,547
245 Tuscaloosa, Al	139,347
246 Battle Creek, Mi	138,482
247 Greeley, Co	137,754
248 Manchester, N.H.	137,409
249 Redding, Ca	136,589
250 Vineland-Millville-Bridgeton, N.J	135,884
251 Alexandria, La	135,584
252 Terre Haute, In	135,564
253 Altoona, Pa	135,460
254 Joplin, Mo	135,416
255 Anderson, In	133,386
256 Fort Walton Beach, Fl	131,352
257 Mansfield, Oh	130,497
258 Norwalk, Ct	130,060
259 Sharon, Pa	129,131
260 New Bedford, Ma	128,740
261 Decatur, Il	127,809
262 Anniston, Al	127,175
263 Bryan-College Station, Tx	127,044
264 Wichita Falls, Tx	126,505
265 Dothan, Al	126,332
266 Abilene, Tx	126,290
267 Pueblo, Co	125,773
268 Lafayette-West Lafayette, In	125,679
269 Fall River, Ma-R.I.	125,113
270 Laredo, Tx	124,342
271 Kenosha, Wi	124,095
272 Burlington, Vt	123,773
273 Charlottesville, Va	123,618
274 Muncie, In	123,556
275 Billings, Mt	123,171
276 Pascagoula, Ms	122,974
277 Naples, Fl	121,239
278 Las Cruces, N.M	120,788
279 Bloomington-Normal, Il	120,663
280 Sioux Falls, S.D	120,410
281 Midland, Tx	119,908
282 Lawton, Ok	119,797
283 Texarkana, Tx-Ar	119,495
284 Jacksonville, N.C	119,337
285 Williamsport, Pa	118,120
286 State College, Pa	116,779
287 Sioux City, Ia-Ne	116,718
288 Bellingham, Wa	116,079
289 Panama City, Fl	115,046
290 Florence, S.C	114,605
291 Yuba City, Ca	113,967
292 Albany, Ga	113,614
293 Wausau, Wi	113,432
294 Glens Falls, N.Y	113,422
295 Hagerstown, Md	113,394
296 Danville, Va	112,777
297 Wilmington, N.C	111,742
298 Columbia, Mo	108,926
299 Fitchburg-Leominster, Ma	107,277
300 Fayetteville-Springdale, Ar	106,663
301 Cumberland, Md-W.V	105,602
302 Burlington, N.C	104,463
303 Gadsden, Al	104,095
304 Sheboygan, Wi	104,081
305 Santa Fe, N.M.	102,546
306 Bloomington, In	102,237
307 San Angelo, Tx	102,228
308 Kokomo, In	100,528
309 Kankakee, Il	100,293
310 Sherman-Denison, Tx	98,758
311 La Crosse, Wi	98,442
312 Rochester, Mn	97,841
313 Elmira, N.Y	93,108
314 Dubuque, Ia	91,568
315 Bismarck, N.D	90,516
316 Pine Bluff, Ar	90,094
317 Owensboro, Ky	89,168
318 Iowa City, Ia	88,452
319 Middletown, Ct	86,657
320 St. Joseph, Mo	86,580
321 Bangor, Me	86,171
322 Lewiston-Auburn, Me	83,175
323 Pittsfield, Ma	81,778
324 Great Falls, Mt	80,860
325 Casper, Wy	78,437
326 Victoria, Tx	77,753
327 Jackson, Tn	77,626
328 Bristol, Ct	77,611
329 Rapid City, Sd	75,216
330 Cheyenne, Wy	73,574
331 Lawrence, Ks	72,147
332 Grand Forks, N.D	67,947
333 Enid, Ok	65,926

Leading Counties

1 Los Angeles, Cal.	8,049,392
2 Cook, Ill.	5,247,607
3 Harris, Tex.	2,868,178
4 Orange, Cal.	2,204,442
5 San Diego, Cal.	2,191,909
6 Kings, N.Y.	2,190,578
7 Wayne, Mich.	2,155,602
8 Queens, N.Y.	1,933,206
9 Dade, Fla.	1,909,071
10 Maricopa, Ariz.	1,822,195
11 Dallas, Tex.	1,761,319
12 Philadelphia, Pa.	1,631,103
13 Cuyahoga, Ohio	1,474,869
14 New York, N.Y.	1,446,669
15 Allegheny, Pa.	1,421,971
16 Santa Clara, Cal.	1,413,187
17 Middlesex, Mass.	1,375,076
18 King, Wash.	1,372,476
19 Nassau, N.Y.	1,350,541
20 Suffolk, N.Y.	1,314,894
21 Broward, Fla.	1,199,590
22 Alameda, Cal.	1,186,645
23 Bronx, N.Y.	1,178,941
24 Bexar, Tex.	1,131,772
25 San Bernardino, Cal.	1,093,944
26 Tarrant, Tex.	1,054,253
27 Oakland, Mich.	1,022,173
28 St. Louis, Mo.	993,829
29 Erie, N.Y.	990,050
30 Milwaukee, Wisc.	960,787
31 Hennepin, Minn.	956,074
32 Sacramento, Cal.	917,757
33 Franklin, Ohio	912,124
34 Pinellas, Fla.	877,967
35 Westchester, N.Y.	875,419
36 Hamilton, Ohio	872,238
37 Bergen, N.J.	856,831
38 Riverside, Cal.	840,317
39 Fairfield, Conn.	831,636
40 Essex, N.J.	830,233
41 Hartford, Conn.	828,169
42 Shelby, Tenn.	813,906
43 Honolulu, Hi.	797,148
44 New Haven, Conn.	782,829
45 Hillsborough, Fla.	776,242
46 Palm Beach, Fla.	774,533
47 Marion, Ind.	770,709
48 Baltimore City, Md.	735,599
49 San Francisco, Cal.	733,075
50 Du Page, Ill.	732,945
51 Contra Costa, Cal.	729,204
52 Fairfax, Va.	714,709
53 Monroe, N.Y.	712,923
54 Macomb, Mich.	701,523
55 Salt Lake, Utah	693,989
56 Montgomery, Pa.	684,768
57 Jefferson, Ky.	671,764
58 Jefferson, Ala.	670,227
59 Baltimore, Md.	665,974
60 Suffolk, Mass.	660,665
61 Worcester, Mass.	658,562
62 Prince Georges, Md.	654,691
63 Essex, Mass.	654,023
64 Montgomery, Md.	647,147
65 Jackson, Mo.	628,115
66 Duval, Fla.	626,106
67 Oklahoma, Okla.	625,473
68 Middlesex, N.J.	623,885
69 Pima, Ariz.	622,247
70 San Mateo, Cal.	615,197
71 Norfolk, Mass.	612,511
72 District of Columbia, D.C.	610,629
73 Ventura, Cal.	606,636
74 Fresno, Cal.	597,378
75 Fulton, Ga.	596,407
76 Clark, Nev.	592,402
77 Providence, R.I.	586,499
78 Orange, Fla.	573,007
79 Montgomery, Ohio	565,174
80 Multnomah, Ore.	555,468
81 Delaware, Pa.	555,291
82 El Paso, Tex.	554,506
83 Hudson, N.J.	552,[illegible]
84 Orleans, La.	541,948
85 Monmouth, N.J.	540,610
86 Pierce, Wash.	530,647
87 Travis, Tex.	523,867
88 Bucks, Pa.	521,548
89 Tulsa, Okla.	521,508
90 Summit, Ohio	517,010
91 Union, N.J.	512,924
92 Lake, Ind.	498,714
93 Denver, Colo.	495,872
94 De Kalb, Ga.	494,653
95 Camden, N.J.	489,800
96 Bristol, Mass.	485,399
97 Davidson, Tenn.	483,626
98 Kern, Cal.	480,105
99 Lake, Ill.	472,658
100 Lucas, Ohio	468,919
101 Onondaga, N.Y.	468,379
102 Kent, Mich.	464,254
103 Ramsey, Minn.	461,883
104 Jefferson, La.	460,569
105 Bernalillo, N.M.	454,942
106 Passaic, N.J.	454,673
107 Hampden, Mass.	445,000
108 Mecklenburg, N.C.	443,617
109 Genesee, Mich.	435,044
110 Jefferson, Colo.	429,537
111 Morris, N.J.	427,561
112 San Joaquin, Cal.	426,099
113 Plymouth, Mass.	425,862
114 Douglas, Neb.	408,010
115 New Castle, Del.	407,525
116 St. Louis City, Mo.	407,302
117 Sedgewick, Kans.	406,230
118 Anne Arundel, Md.	395,526
119 Mobile, Ala.	393,105
120 Westmoreland, Pa.	391,226
121 Lancaster, Pa.	390,438
122 Arapahoe, Colo.	389,786
123 Burlington, N.J.	388,362
124 Ocean, N.J.	388,204
125 Snohomish, Wash.	387,504
126 Polk, Fla.	384,653
127 Stark, Ohio	383,669
128 East Baton Rouge, La.	382,542
129 Richmond, N.Y.	373,132
130 Cobb, Ga.	369,863
131 Hidalgo, Tex.	367,850
132 El Paso, Colo.	364,095
133 Spokane, Wash.	358,426
134 Wake, N.C.	357,889
135 Pulaski, Ark.	353,532
136 Brevard, Fla.	350,601
137 Chester, Pa.	348,252
138 Sonoma, Cal.	344,846
139 Volusia, Fla.	341,995
140 Dane, Wisc.	340,979
141 Luzerne, Pa.	339,526
142 Santa Barbara, Cal.	337,205
143 Knox, Tenn.	335,758
144 Will, Ill.	329,189
145 York, Pa.	329,059
146 Guilford, N.C.	328,853
147 Virginia Beach, Va.	328,584
148 Berks, Pa.	324,903
149 Monterey, Cal.	324,721
150 Johnson, Kans.	318,896
151 Mercer, N.J.	318,763
152 Stanislaus, Cal.	317,825
153 Polk, Ia.	312,864
154 Greenville, S.C.	310,778
155 Hillsborough, N.H.	306,301
156 Nueces, Tex.	302,342
157 Kane, Ill.	298,240
158 Allen, Ind.	290,911
159 Waukesha, Wisc.	290,532
160 Albany, N.Y.	290,256
161 Hamilton, Tenn.	289,784
162 Tulare, Cal.	288,914
163 Charleston, S.C.	287,106
164 Richland, S.C.	284,710
165 Lehigh, Pa.	284,258
166 Lee, Fla.	283,033
167 Erie, Pa.	282,216
168 Mahoning, Ohio	281,542
169 Adams, Colo.	280,573
170 Washington, Ore.	278,653
171 Orange, N.Y.	276,367
172 Solano, Cal.	275,416
173 Lorain, Ohio	273,286
174 Lane, Ore.	273,234
175 Ingham, Mich.	272,206
176 Butler, Ohio	270,594
177 Sarasota, Fla.	269,389
178 Washtenaw, Mich.	267,661
179 St. Clair, Ill.	266,903
180 Rockland, N.Y.	266,889
181 Norfolk, Va.	264,583
182 Pasco, Fla.	264,016
183 Caddo, La.	263,100
184 Forsyth, N.C.	262,884
185 Escambia, Fla.	262,647
186 Clackamas, Ore.	262,363
187 Cameron, Tex.	260,545
188 Jefferson, Tex.	259,107
189 Dutchess, N.Y.	257,605
190 Oneida, N.Y.	255,459
191 Hinds, Miss.	253,274
192 Winnebago, Ill.	252,463
193 Madison, Ill.	251,050
194 Seminole, Fla.	248,701
195 Cumberland, N.C.	247,626
196 New London, Conn.	245,689
197 Gwinnett, Ga.	245,477
198 Trumbull, Ohio	241,239
199 St. Joseph, Ind.	241,238
200 Dauphin, Pa.	239,812
201 Utah, Utah	238,847
202 Northampton, Pa.	235,521
203 Cumberland, Me.	234,517
204 Washoe, Nev.	232,110
205 Marin, Cal.	226,837
206 Anchorage, Ak.	226,800
207 Kanawha, W.Va.	226,407
208 Lackawanna, Pa.	226,206
209 Lake, Ohio	222,179
210 Galveston, Tex.	221,810
211 Saginaw, Mich.	221,438
212 Lubbock, Tex.	220,368
213 Boulder, Colo.	219,726
214 Marion, Ore.	218,058
215 Washington, Pa.	217,667
216 Niagara, N.Y.	216,785
217 Rockingham, N.H.	216,588
218 Kalamazoo, Mich.	216,521
219 Santa Cruz, Cal.	215,810
220 Broome, N.Y.	215,467
221 Madison, Ala.	214,890
222 Richmond, Va.	214,614
223 Spartanburg, S.C.	214,532
224 Dakota, Minn.	214,422
225 Somerset, N.J.	214,184
226 Gloucester, N.J.	211,694
227 Anoka, Minn.	210,779
228 Clark, Wash.	209,963
229 Montgomery, Ala.	209,789
230 Fayette, Ky.	209,600
231 Chatham, Ga.	207,742
232 St. Louis, Minn.	206,554
233 Lancaster, Neb.	205,974
234 Atlantic, N.J.	203,905
235 Collin, Tex.	200,332
236 Beaver, Pa.	199,241
237 Fort Bend, Tex.	198,223
238 Greene, Mo.	197,379
239 Henrico, Va.	197,042
240 Brazoria, Tex.	196,600
241 Ada, Ida.	194,600
242 San Luis Obispo, Cal.	193,595
243 Denton, Tex.	193,474
244 Cumberland, Pa.	192,268
245 Peoria, Ill.	190,928
246 Manatee, Fla.	190,218
247 Richmond, Ga.	189,416
248 McLennan, Tex.	189,276
249 Brown, Wisc.	185,104
250 Montgomery, Tex.	183,159
251 Yakima, Wash.	182,020
252 Sangamon, Ill.	180,647
253 Larimer, Colo.	177,905
254 Calcasieu, La.	177,801
255 Alachua, Fla.	177,447
256 Cambria, Pa.	176,689
257 Lafayette, La.	176,202
258 Racine, Wisc.	175,229
259 Wyandotte, Kans.	174,950
260 Leon, Fla.	174,705
261 Barnstable, Mass.	174,333
262 Kitsap, Wash.	174,168
263 Chesterfield, Va.	173,516
264 Butte, Cal.	173,088
265 Gaston, N.C.	172,929

266	Marion, Fla.	172,566
267	Prince William, Va.	172,126
268	Muscogee, Ga.	171,521
269	Champaign, Ill.	171,242
270	Davis, Utah	171,226
271	Buncombe, N.C.	170,989
272	St. Charles, Mo.	170,500
273	Harrison, Miss.	170,347
274	Linn, Ia.	169,801
275	Bell, Tex.	168,700
276	Ottawa, Mich.	168,568
277	Cleveland, Okla.	167,874
278	Vanderburgh, Ind	167,649
279	Rock Island, Ill.	166,073
280	Ulster, N.Y.	165,732
281	Litchfield, Conn.	165,563
282	Shawnee, Kans.	163,249
283	Berrien, Mich.	163,046
284	Merced, Cal.	162,629
285	Kent, R.I.	162,158
286	Clayton, Ga.	162,053
287	Lexington, S.C.	161,858
288	Scott, Ia.	161,638
289	Saratoga, N.Y.	161,616
290	Durham, N.C.	161,611
291	McHenry, Ill.	160,490
292	Fayette, Pa.	159,110
293	Muskegon, Mich.	158,764
294	Schuylkill, Pa.	158,500
295	Jefferson, Mo.	158,168
296	Weber, Utah	157,529
297	Arlington, Va.	154,821
298	Rensselaer, N.Y.	154,771
299	Harford, Md.	154,284
300	Newport News, Va.	152,963
301	Smith, Tex.	152,630
302	York, Me.	152,489
303	Butler, Pa.	152,447
304	Bibb, Ga.	151,816
305	Schenectady, N.Y.	150,751
306	Clark, Ohio	150,079
307	Ector, Tex.	149,034
308	Thurston, Wash.	148,458
309	Hampshire, Mass.	148,178
310	Chautauqua, N.Y.	147,753
311	Sullivan, Tenn.	147,696
312	Jackson, Mich.	145,814
313	Placer, Cal.	144,940
314	Berkshire, Mass.	144,737
315	St. Tammany, La.	144,681
316	Howard, Md.	144,605
317	Elkhart, Ind.	143,837
318	Penobscot, Me.	142,968
319	Ouachita, La.	142,611
320	Anderson, S.C.	141,726
321	Clermont, Ohio	141,715
322	Clay, Mo.	141,616
323	Portage, Ohio	140,732
324	St. Clair, Mich.	140,579
325	Rock, Wisc.	140,084
326	Jackson, Ore.	139,888
327	Tuscaloosa, Ala.	139,347
328	Calhoun, Mich.	138,482
329	Middlesex, Conn.	138,237
330	Weld, Colo.	137,754
331	Shasta, Cal.	136,589
332	Kenton, Ky.	136,029
333	Black Hawk, Ia.	135,932
334	Cumberland, N.J.	135,884
335	Rapides, La.	135,584
336	Outagamie, Wisc.	135,524
337	Blair, Pa.	135,460
338	Winnebago, Wisc.	135,125
339	Lake, Fla.	134,937
340	Greene, Ohio	134,071
341	Madison, Ind.	133,386
342	Monroe, Mich.	131,459
343	Okaloosa, Fla.	131,352
344	Richland, Ohio	130,497
345	Frederick, Md.	130,216
346	Tazewell, Ill.	129,398
347	Mercer, Pa.	129,131
348	Chesapeake, Va.	129,121
349	Licking, Ohio	129,100
350	Macon, Ill.	127,809
351	Calhoun, Ala.	127,175
352	Brazos, Tex.	127,044
353	Porter, Ind.	126,905
354	Horry, S.C.	126,780
355	Wichita, Tex.	126,505
356	Taylor, Tex.	126,290
357	Washington, Minn.	125,821
358	Pueblo, Colo.	125,773
359	Yolo, Cal.	125,763
360	Tippecanoe, Ind.	125,679
361	Webb, Tex.	124,342
362	Kenosha, Wisc.	124,095
363	Chittenden, Vt.	124,027
364	Delaware, Ind.	123,556
365	Sussex, N.J.	123,347
366	Yellowstone, Mont.	123,171
367	Jackson, Miss.	122,974
368	Hampton, Va.	122,557
369	Davidson, N.C.	121,726
370	Oswego, N.Y.	121,289
371	Collier, Fla.	121,239
372	Tolland, Conn.	121,195
373	Dona Ana, N.M.	120,788
374	McLean, Ill.	120,663
375	Minnehaha, S.D.	120,410
376	Midland, Tex.	119,908
377	St. Lucie, Fla.	119,844
378	Comanche, Okla.	119,797
379	Medina, Ohio	119,595
380	York, S.C.	119,347
381	Onslow, N.C.	119,337
382	Franklin, Pa.	119,141
383	Lycoming, Pa.	118,120
384	Bay, Mich.	117,522
385	Berkeley, S.C.	117,010
386	Gregg, Tex.	116,895
387	Centre, Pa.	116,779
388	Whatcom, Wash.	116,079
389	Bay, Fla.	115,046
390	Florence, S.C.	114,605
391	St. Lawrence, N.Y.	114,430
392	Aiken, S.C.	114,411
393	Stearns, Minn.	114,311
394	Kennebec, Me.	114,163
395	Benton, Wash.	113,804
396	Marathon, Wisc.	113,432
397	Washington, Md.	113,394
398	Columbiana, Ohio	113,342
399	Catawba, N.C.	113,301
400	Humboldt, Cal.	113,116
401	Williamson, Tex.	112,249
402	Lebanon, Pa.	112,074
403	Carroll, Md.	112,032
404	New Hanover, N.C.	111,742
405	El Dorado, Cal.	111,237
406	La Salle, Ill.	111,118
407	Vigo, Ind.	110,664
408	Hawaii, Hi	110,432
409	Wood, Ohio	109,816
410	Allen, Ohio	109,605
411	Boone, Mo.	108,926
412	Napa, Cal.	108,437
413	La Porte, Ind.	107,528
414	Potter, Tex.	107,193
415	Sussex, Del.	106,668
416	Washington, Ark.	106,663
417	Cabell, W.Va.	106,473
418	Merrimack, N.H.	106,116
419	Lawrence, Pa.	105,907
420	Imperial, Cal.	105,842
421	Warren, Ohio	105,125
422	Rowan, N.C.	105,026
423	Robeson, N.C.	104,726
424	Alamance, N.C.	104,463
425	Portsmouth, Va.	104,273
426	Etowah, Ala.	104,095
427	Sheboygan, Wisc.	104,081
428	Pinal, Ariz.	103,689
429	Ashtabula, Ohio	103,539
430	Yuma, Ariz.	103,532
431	Livingston, Mich.	103,000
432	Terrebonne, La.	102,358
433	Northumberland, Pa.	102,266
434	Monroe, Ind.	102,237
435	Tom Green, Tex.	102,228
436	Rutherford, Tenn.	102,098
437	Mesa, Colo.	101,300
438	Alexandria, Va.	101,269
439	Roanoke, Va.	100,943
440	Kent, Del.	100,616
441	Wayne, Ohio	100,526
442	Kankakee, Ill.	100,293
443	Androscoggin, Me.	100,267

Leading Cities

1	New York City, N.Y.	7,122,526
2	Los Angeles, Cal.	3,188,129
3	Chicago, Ill.	2,872,241
4	Houston, Tex.	1,831,132
5	Philadelphia, Pa.	1,631,103
6	San Fernando Valley, Cal.	1,370,589
7	Detroit, Mich.	1,032,495
8	San Diego, Cal.	989,096
9	Dallas, Tex.	975,787
10	San Antonio, Tex.	913,799
11	Phoenix, Ariz.	870,295
12	Baltimore, Md.	735,599
13	San Francisco, Cal.	733,075
14	San Jose, Cal.	693,932
15	Indianapolis, Ind.	692,517
16	Memphis, Tenn.	663,558
17	Milwaukee, Wisc.	619,668
18	Washington, D.C.	610,629
19	South Bay, Cal.	597,491
20	Columbus, Ohio	595,632
21	Jacksonville, Fla.	573,496
22	Boston, Mass.	569,151
23	New Orleans, La.	541,948
24	Cleveland, Ohio	516,468
25	Denver, Colo.	495,872
26	El Paso, Tex.	487,171
27	Seattle, Wash.	479,933
28	Nashville, Tenn.	447,595
29	Oklahoma City, Okla.	446,524
30	Austin, Tex.	427,529
31	1Kansas City, Mo.	422,918
32	Fort Worth, Tex.	420,708
33	St. Louis, Mo.	407,302
34	2Atlanta, Ga.	390,724
35	Pittsburgh, Pa.	388,464
36	Tulsa, Okla.	383,979
37	Long Beach, Cal.	376,781
38	Honolulu, Hi.	369,370
39	Tucson, Ariz.	367,188
40	Miami, Fla.	364,208
41	Charlotte, N.C.	360,304
42	Portland, Ore.	359,370
43	Cincinnati, Ohio	357,631
44	Albuquerque, N.M.	357,410
45	Oakland, Cal.	346,197
46	Minneapolis, Minn.	343,853
47	Toledo, Ohio	339,787
48	Omaha, Neb.	314,729
49	Buffalo, N.Y.	310,355
50	Newark, N.J.	309,115
51	Wichita, Kans.	306,419
52	Sacramento, Cal.	299,304
53	San Gabriel Valley, Cal.	290,219
54	Fresno, Cal.	286,184
55	Colorado Springs, Colo.	275,861
56	Tampa, Fla.	275,730
57	Birmingham, Ala.	266,116
58	Corpus Christi, Tex.	265,012
59	St. Petersburg, Fla.	259,250
60	Louisville, Ky.	258,398
61	St. Paul, Minn.	253,082
62	Baton Rouge, La.	249,894
63	Anaheim, Cal.	244,935
64	Santa Ana, Cal.	226,939
65	Anchorage, Ak.	226,800
66	Montgomery, Ala.	220,527
67	Akron, Ohio	218,472
68	Shreveport, La.	216,507
69	Rochester, N.Y.	214,872
70	Jersey City, N.J.	212,399
71	1Lexington, Ky.	209,600
72	Mobile, Ala.	205,811
73	Jackson, Miss.	204,735
74	Riverside, Cal.	200,795
75	Amarillo, Tex.	197,432
76	Arlington, Tex.	196,378
77	Yonkers, N.Y.	195,406
78	Huntington Beach, Cal.	194,696
79	Las Vegas, Nev.	189,150
80	Mesa, Ariz.	[illegible]
81	Des Moines, Ia.	183,652
82	Stockton, Cal.	183,605
83	Lincoln, Neb.	183,600
84	Raleigh, N.C.	181,156
85	Dayton, Ohio	180,331
86	Lubbock, Tex.	180,052
87	Greensboro, N.C.	174,920
88	Little Rock, Ark.	174,404
89	Grand Rapids, Mich.	171,468
90	Columbus, Ga.	170,422
91	Knoxville, Tenn.	168,708
92	Madison, Wisc.	167,144
93	Chattanooga, Tenn.	165,506
94	Kansas City, Kans.	163,594
95	Fort Wayne, Ind.	162,895
96	Spokane, Wash.	162,711
97	Tacoma, Wash.	159,611
98	Fremont, Cal.	158,662
99	Garland, Tex.	157,741
100	Syracuse, N.Y.	157,217
101	Fort Lauderdale, Fla.	156,419
102	Worcester, Mass.	153,818
103	Huntsville, Ala.	153,447
104	Orlando, Fla.	149,877
105	Salt Lake City, Utah	148,811
106	Glendale, Cal.	148,695
107	Providence, R.I.	148,649
108	Springfield, Mass.	148,625
109	Savannah, Ga.	145,498
110	Winston-Salem, N.C.	143,349
111	Paterson, N.J.	138,188
112	San Bernardino, Cal.	136,988
113	Bridgeport, Conn.	136,343
114	Springfield, Mo.	135,196
115	Gary, Ind.	135,186
116	Torrance, Cal.	134,318
117	Rockford, Ill.	133,973
118	Flint, Mich.	133,858
119	Pasadena, Tex.	128,531
120	Hartford, Conn.	127,289
121	Pasadena, Cal.	126,066
122	Lansing, Mich.	125,974
123	Evansville, Ind.	125,749
124	Tempe, Ariz.	125,729
125	Modesto, Cal.	125,313
126	Bakersfield, Cal.	125,035
127	Oxnard, Cal.	124,809
128	Irving, Tex.	122,448
129	Beaumont, Tex.	121,605
130	New Haven, Conn.	120,393
131	Hollywood, Fla.	119,519
132	Topeka, Kans.	114,887
133	Peoria, Ill.	114,475
134	Reno, Nev.	113,966
135	Laredo, Tex.	112,934
136	Independence, Mo.	111,569
137	Abilene, Tex.	111,241
138	Odessa, Tex.	111,121
139	Tallahassee, Fla.	109,996
140	Macon, Ga.	109,926
141	Erie, Pa.	109,362
142	Elizabeth, N.J.	109,146
143	Durham, N.C.	108,310
144	Boise City, Ida.	107,879
145	Ontario, Cal.	107,202
146	Cedar Rapids, Ia.	107,189
147	Waco, Tex.	106,900
148	Ann Arbor, Mich.	105,137
149	Eugene, Ore.	104,479
150	Midland, Tex.	103,137
151	Brownsville, Tex.	102,908
152	Springfield, Ill.	102,577
153	Scottsdale, Ariz.	102,055
154	Waterbury, Conn.	101,414
155	Hayward, Cal.	101,362
156	Clearwater, Fla.	101,165
157	Youngstown, Ohio	100,956
158	South Bend, Ind.	100,608
159	Davenport, Ia.	100,251
160	Pueblo, Colo.	100,205
161	Stamford, Conn.	100,183

DISPOSABLE PERSONAL INCOME

Metropolitan Statistical Areas (thousands)

1	New York, N.Y	110,558,720
2	Los Angeles-Long Beach, Ca	101,261,882
3	Chicago, Il	83,949,644
4	Philadelphia, Pa-N.J	60,152,877
5	Washington, D.C-Md-Va	59,599,142
6	Detroit, Mi	53,702,052
7	Houston, Tx	44,901,732
8	Boston, Ma	42,239,471
9	Nassau-Suffolk, N.Y	40,930,477
10	Anaheim-Santa Ana, Ca	32,741,541
11	Dallas, Tx	32,688,021
12	Minneapolis-St. Paul, Mn-Wi	32,134,658
13	Atlanta, Ga	31,915,974
14	Oakland, Ca	28,640,527
15	San Diego, Ca	28,543,158
16	Newark, N.J	27,092,983
17	Baltimore, Md	26,596,728
18	Cleveland, Oh	25,817,210
19	San Francisco, Ca	25,700,827
20	Pittsburgh, Pa	25,593,449
21	San Jose, Ca	24,988,797
22	Seattle, Wa	24,345,399
23	St. Louis, Mo-Il	24,039,634
24	Denver, Co	23,389,522
25	Tampa-St. Petersburg-Clearwater, Fl	22,106,779
26	Phoenix, Az	21,576,264
27	Miami-Hialeah, Fl	21,284,293
28	Riverside-San Bernardino, Ca	20,836,642
29	Bergen-Passaic, N.J	20,016,744
30	Kansas City, Mo-Ks	19,637,543
31	Milwaukee, Wi	17,778,152
32	Sacramento, Ca	17,384,914
33	Cincinnati, Oh-Ky-In	17,040,537

34 Fort Worth-Arlington, Tx	16,373,279
35 Fort Lauderdale-Hollywood-Pompano Beach, Fl	15,973,221
36 Columbus, Oh	15,294,518
37 New Orleans, La	14,908,661
38 Indianapolis, In	14,501,981
39 Middlesex-Somerset-Hunterdon, N.J	14,422,333
40 Portland, Or	13,938,430
41 Monmouth-Ocean, N.J	13,877,072
42 Rochester, N.Y	13,095,405
43 Norfolk-Virginia Beach-Newport News, Va	12,946,129
44 San Antonio, Tx	12,441,792
45 Charlotte-Gastonia-Rock Hill, N.C-S.C	12,277,252
46 Oklahoma City, Ok	12,083,041
47 Louisville, Ky-In	11,213,240
48 Dayton-Springfield, Oh	10,829,720
49 Nashville, Tn	10,825,789
50 Buffalo, N.Y	10,797,106
51 Hartford, Ct	10,467,811
52 West Palm Beach-Boca Raton-Delray, Fl	10,458,806
53 Salt Lake City-Ogden, Ut	10,344,376
54 Providence, R.I	10,335,735
55 Greensboro-Winston-Salem-High Point, N.C	10,292,775
56 Orlando, Fl	10,213,411
57 Memphis, Tn-Ar-Ms	10,133,112
58 Honolulu, Hi	10,071,238
59 Albany-Schenectady-Troy, N.Y	9,999,827
60 Richmond-Petersburg, Va	9,390,934
61 Birmingham, Al	9,358,213
62 Austin, Tx	8,928,240
63 Tulsa, Ok	8,927,885
64 Oxnard-Ventura, Ca	8,890,943
65 Jacksonville, Fl	8,662,186
66 Allentown-Bethlehem, Pa-N.J	8,007,948
67 Raleigh-Durham, N.C	7,938,889
68 Syracuse, N.Y	7,847,199
69 Harrisburg-Lebanon-Carlisle, Pa	7,710,374
70 Omaha, Ne-Ia	7,619,918
71 Akron, Oh	7,571,532
72 Grand Rapids, Mi	7,531,806
73 Scranton-Wilkes Barre, Pa	7,253,998
74 Toledo, Oh	7,073,452
75 Bridgeport-Milford, Ct	7,064,265
76 Lake County, Il	7,014,742
77 Tucson, Az	7,000,558
78 Wilmington, De-N.J-Md	6,910,886
79 Gary-Hammond, In	6,699,150
80 Las Vegas, Nv	6,559,340
81 Greenville-Spartanburg, S.C	6,267,923
82 Knoxville, Tn	6,230,899
83 Baton Rouge, La	6,138,729
84 Springfield, Ma	6,121,771
85 Wichita, Ks	5,954,118
86 Fresno, Ca	5,930,421
87 Vallejo-Fairfield-Napa, Ca	5,929,945
88 Jersey City, N.J	5,811,490
89 Bakersfield, Ca	5,696,357
90 Tacoma, Wa	5,663,197
91 Youngstown-Warren, Oh	5,574,511
92 Little Rock-North Little Rock, Ar	5,506,026
93 New Haven-Meriden, Ct	5,464,495
94 Albuquerque, N.M	5,437,314
95 Flint, Mi	5,388,573
96 Lansing-East Lansing, Mi	5,144,258
97 Des Moines, Ia	5,053,650
98 Columbia, S.C	5,011,388
99 Atlantic City, N.J	4,959,124
100 Worcester, Ma	4,870,091
101 Joliet, Il	4,864,282
102 York, Pa	4,657,388
103 Charleston, S.C	4,642,298
104 Lawrence-Haverhill, Ma-N.H.	4,597,367
105 Saginaw-Bay City-Midland, Mi	4,576,423
106 Davenport-Rock Island-Moline, Ia-Il	4,571,726
107 Aurora-Elgin, Il	4,542,012
108 Lancaster, Pa	4,513,750
109 Beaumont-Port Arthur, Tx	4,495,716
110 Santa Rosa-Petaluma, Ca	4,491,316
111 Santa Barbara-Santa Maria-Lompoc, Ca	4,490,115
112 Pawtucket-Woonsocket-Attleboro, R.I.-Ma	4,454,190
113 Mobile, Al	4,441,216
114 Canton, Oh	4,398,970
115 El Paso, Tx	4,391,951
116 Madison, Wi	4,373,498
117 Stockton, Ca	4,305,523
118 Melbourne-Titusville-Palm Bay, Fl	4,303,697
119 Trenton, N.J	4,243,343
120 Peoria, Il	4,199,869
121 Chattanooga, Tn-Ga	4,149,813
122 New London-Norwich, Ct-R.I.	4,095,195
123 Reading, Pa	4,051,012
124 Jackson, Ms	4,030,267
125 Johnson City-Kingsport-Bristol, Tn-Va	4,021,623
126 Anchorage, Ak	3,984,412
127 Fort Wayne, In	3,967,611
128 Colorado Springs, Co	3,958,597
129 Shreveport, La	3,925,498
130 Lexington-Fayette, Ky	3,878,748
131 Salinas-Seaside-Monterey, Ca	3,816,113
132 Salem-Gloucester, Ma	3,778,365
133 Spokane, Wa	3,730,117
134 Corpus Christi, Tx	3,662,041
135 Augusta, Ga-S.C	3,638,748
136 Ann Arbor, Mi	3,609,964
137 Stamford, Ct	3,608,502
138 Appleton-Oshkosh-Neenah, Wi	3,535,320
139 Daytona Beach, Fl	3,468,319
140 Rockford, Il	3,427,064
141 Lakeland-Winter Haven, Fl	3,365,180
142 Evansville, In-Ky	3,336,883
143 Sarasota, Fl	3,326,592
144 Lowell, Ma-N.H.	3,252,782
145 Utica-Rome, N.Y	3,195,000
146 Binghamton, N.Y	3,158,736
147 Poughkeepsie, N.Y	3,147,695
148 Orange, N.Y	3,126,548
149 Danbury, Ct	3,120,081
150 Huntington-Ashland, W.V-Ky-Oh	3,117,316
151 Fort Myers-Cape Coral, Fl	3,059,219
152 Alton-Granite City, Il	3,045,243
153 Modesto, Ca	3,040,262
154 Hamilton-Middletown, Oh	3,038,321
155 Visalia-Tulare-Porterville, Ca	3,016,527
156 Boulder-Longmont, Co	3,008,368
157 Erie, Pa	2,988,739
158 Montgomery, Al	2,985,191
159 Pensacola, Fl	2,980,828
160 Charleston, W.V	2,980,405
161 Reno, Nv	2,959,246
162 East St. Louis-Belleville, Il	2,940,591
163 Santa Cruz, Ca	2,859,737
164 Macon-Warner Robins, Ga	2,858,649
165 Waterbury, Ct	2,808,375
166 Lorain-Elyria, Oh	2,803,247
167 South Bend-Mishawaka, In	2,728,551
168 Eugene-Springfield, Or	2,713,505
169 Galveston-Texas City, Tx	2,694,015
170 Huntsville, Al	2,688,147
171 Lafayette, La	2,672,354
172 Kalamazoo, Mi	2,651,125
173 Portsmouth-Dover-Rochester, N.H.-Me	2,630,513
174 Lincoln, Ne	2,595,399
175 Brazoria, Tx	2,530,460
176 Salem, Or	2,521,047
177 Vancouver, Wa	2,496,202
178 Roanoke, Va	2,493,246
179 Springfield, Il	2,457,493
180 Portland, Me	2,453,885
181 Brockton, Ma	2,452,777
182 Springfield, Mo	2,418,982
183 Beaver, Pa	2,391,879
184 Duluth, Mn-Wi	2,372,501
185 Savannah, Ga	2,361,939
186 Niagara Falls, N.Y	2,353,919
187 Amarillo, Tx	2,347,713
188 Nashua, N.H.	2,343,362
189 Boise City, Id	2,338,298
190 Lubbock, Tx	2,331,428
191 Johnstown, Pa	2,295,004
192 Norwalk, Ct	2,236,302
193 Hickory, N.C	2,225,638
194 Fayetteville, N.C	2,202,236
195 Columbus, Ga-Al	2,198,581
196 McAllen-Edinburg-Mission, Tx	2,171,835
197 Green Bay, Wi	2,162,882
198 Cedar Rapids, Ia	2,154,009
199 Killeen-Temple, Tx	2,128,033
200 Racine, Wi	2,113,109
201 Fort Pierce, Fl	2,100,324
202 Topeka, Ks	2,077,114
203 Fort Collins-Loveland, Co	2,062,497
204 Tallahassee, Fl	2,040,431
205 Champaign-Urbana-Rantoul, Il	2,035,367
206 Bradenton, Fl	1,987,920
207 Houma-Thibodaux, La	1,968,447
208 New Britain, Ct	1,949,515
209 Lake Charles, La	1,936,636
210 Biloxi-Gulfport, Ms	1,908,189
211 Waco, Tx	1,889,327
212 Bremerton, Wa	1,885,216
213 Fargo-Moorhead, N.D-Mn	1,878,003
214 Longview-Marshall, Tx	1,840,857
215 Waterloo-Cedar Falls, Ia	1,833,838
216 Richland-Kennewick-Pasco, Wa	1,832,925
217 Gainesville, Fl	1,832,259
218 Manchester, N.H	1,821,804
219 Olympia, Wa	1,818,286
220 St. Cloud, Mn	1,767,580
221 Asheville, N.C	1,748,723
222 Tyler, Tx	1,743,426
223 Parkersburg-Marietta, W.V-Oh	1,736,651
224 Provo-Orem, Ut	1,733,999
225 Wheeling, W.V-Oh	1,711,895
226 Midland, Tx	1,701,385
227 Chico, Ca	1,686,405
228 Fort Smith, Ar-Ok	1,652,534
229 Benton Harbor, Mi	1,647,163
230 Yakima, Wa	1,627,925
231 Bloomington-Normal, Il	1,615,021
232 Sioux Falls, S.D	1,607,964
233 Janesville-Beloit, Wi	1,605,815
234 Elkhart-Goshen, In	1,600,895
235 Muskegon, Mi	1,591,466
236 Odessa, Tx	1,589,707
237 Lima, Oh	1,578,509
238 Brownsville-Harlingen, Tx	1,558,836
239 Decatur, Il	1,533,096
240 Kenosha, Wi	1,527,409
241 Anderson, In	1,504,402
242 Jackson, Mi	1,489,983
243 Steubenville-Weirton, Oh-W.V	1,487,258
244 Naples, Fl	1,470,645
245 Lafayette-West Lafayette, In	1,437,365
246 Rochester, Mn	1,426,388
247 Burlington, Vt	1,426,368
248 Monroe, La	1,420,388
249 Mansfield, Oh	1,410,569
250 Lynchburg, Va	1,402,769
251 Eau Claire, Wi	1,401,187
252 Wichita Falls, Tx	1,390,567
253 Athens, Ga	1,385,115
254 Charlottesville, Va	1,373,172
255 Terre Haute, In	1,366,761
256 Redding, Ca	1,363,985
257 Ocala, Fl	1,360,582
258 Anderson, S.C	1,351,757
259 Alexandria, La	1,350,559
260 Tuscaloosa, Al	1,342,710
261 Battle Creek, Mi	1,337,465
262 New Bedford, Ma	1,337,037
263 Fort Walton Beach, Fl	1,334,690
264 Greeley, Co	1,329,240
265 Billings, Mt	1,327,420
266 Bryan-College Station, Tx	1,323,341
267 Abilene, Tx	1,321,386
268 Sharon, Pa	1,313,311
269 Altoona, Pa	1,305,266
270 Medford, Or	1,296,388
271 Middletown, Ct	1,294,822
272 Joplin, Mo	1,283,281
273 Fitchburg-Leominster, Ma	1,277,937
274 Fall River, Ma-R.I.	1,273,370
275 Vineland-Millville-Bridgeton, N.J	1,268,672
276 Muncie, In	1,267,706
277 Clarksville-Hopkinsville, Tn-Ky	1,259,093
278 Sioux City, Ia-Ne	1,253,116
279 Florence, Al	1,252,547
280 Bismarck, N.D	1,232,952
281 Wilmington, N.C	1,232,911
282 Columbia, Mo	1,224,005
283 Kokomo, In	1,223,637
284 Bellingham, Wa	1,209,039
285 Sheboygan, Wi	1,197,591
286 Wausau, Wi	1,193,943
287 Pascagoula, Ms	1,175,103
288 Dothan, Al	1,147,329
289 State College, Pa	1,147,240
290 Williamsport, Pa	1,145,183
291 Burlington, N.C	1,142,775
292 Texarkana, Tx-Ar	1,125,084
293 Fayetteville-Springdale, Ar	1,117,628
294 Santa Fe, N.M	1,117,577
295 Hagerstown, Md	1,115,925
296 Bloomington, In	1,108,135
297 Anniston, Al	1,101,576
298 Glens Falls, N.Y	1,095,120
299 Yuba City, Ca	1,075,313
300 Albany, Ga	1,074,767
301 Panama City, Fl	1,062,997
302 San Angelo, Tx	1,061,893
303 Bristol, Ct	1,046,494
304 Danville, Va	1,041,247
305 Sherman-Denison, Tx	1,036,804
306 Casper, Wy	1,030,436
307 Lawton, Ok	1,027,420
308 La Crosse, Wi	1,026,967
309 Florence, S.C	1,026,572
310 Iowa City, Ia	1,024,150
311 Pittsfield, Ma	1,010,993
312 Kankakee, Il	1,001,225
313 Owensboro, Ky	990,264
314 Pueblo, Co	985,558
315 Las Cruces, N.M	983,474
316 Dubuque, Ia	941,923
317 Gadsden, Al	934,672
318 Rapid City, Sd	927,611
319 Elmira, N.Y	923,656
320 St. Joseph, Mo	914,251
321 Cumberland, Md-W.V	906,167
322 Bangor, Me	848,467
323 Victoria, Tx	848,115
324 Jacksonville, N.C	847,995
325 Cheyenne, Wy	847,811
326 Lewiston-Auburn, Me	814,055
327 Pine Bluff, Ar	813,540
328 Grand Forks, N.D	794,398
329 Enid, Ok	784,554
330 Great Falls, Mt	779,194
331 Jackson, Tn	739,964
332 Lawrence, Ks	727,808
333 Laredo, Tx	707,268

Leading Counties (thousands)

1 Los Angeles, Cal.	101,261,882
2 Cook, Ill.	69,413,803
3 Harris, Tex.	39,171,314
4 Orange, Cal.	32,741,541
5 San Diego, Cal.	28,543,158
6 Queens, N.Y.	26,750,835
7 Dallas, Tex.	25,320,681
8 Santa Clara, Cal.	24,988,797
9 Wayne, Mich.	24,277,082
10 New York, N.Y.	24,014,294
11 Kings, N.Y.	22,857,355
12 Nassau, N.Y.	22,431,145
13 Maricopa, Ariz.	21,576,264
14 Dade, Fla.	21,284,293
15 Middlesex, Mass.	20,605,616
16 Cuyahoga, Ohio	20,548,189
17 King, Wash.	19,572,133
18 Suffolk, N.Y.	18,499,332
19 Allegheny, Pa.	17,325,510
20 Alameda, Cal.	16,970,475
21 Philadelphia, Pa.	16,428,504
22 Broward, Fla.	15,973,221
23 Oakland, Mich.	15,203,535
24 Hennepin, Minn.	15,077,623
25 Westchester, N.Y.	15,064,646
26 St. Louis, Mo.	15,035,453
27 Tarrant, Tex.	14,581,151
28 Bergen, N.J.	14,486,011
29 Fairfax, Va.	14,456,469
30 Fairfield, Conn.	13,913,721
31 Sacramento, Cal.	12,745,878
32 Du Page, Ill.	12,283,662
33 Montgomery, Md.	12,089,216
34 Hartford, Conn.	11,758,018
35 San Bernardino, Cal.	11,736,335
36 Contra Costa, Cal.	11,670,052
37 Milwaukee, Wisc.	11,654,145
38 Bronx, N.Y.	11,364,250
39 Bexar, Tex.	11,315,531
40 Franklin, Ohio	10,967,414
41 New Haven, Conn.	10,956,402
42 Erie, N.Y.	10,797,106
43 San Francisco, Cal.	10,788,868

44	San Mateo, Cal.	10,555,102
45	Hamilton, Ohio	10,501,212
46	Pinellas, Fla.	10,491,984
47	Palm Beach, Fla.	10,458,806
48	Montgomery, Pa.	10,440,164
49	Essex, N.J.	10,267,174
50	Honolulu, Hi.	10,071,238
51	Monroe, N.Y.	9,949,140
52	Norfolk, Mass.	9,500,491
53	Prince Georges, Md.	9,452,584
54	District of Columbia, D.C.	9,357,581
55	Baltimore, Md.	9,250,626
56	Middlesex, N.J.	9,248,747
57	Marion, Ind.	9,167,183
58	Macomb, Mich.	9,119,970
59	Riverside, Cal.	9,100,307
60	Essex, Mass.	9,071,868
61	Ventura, Cal.	8,890,943
62	Shelby, Tenn.	8,782,800
63	Hillsborough, Fla.	8,429,035
64	Jefferson, Ky.	8,151,005
65	Worcester, Mass.	8,021,891
66	Monmouth, N.J.	7,960,294
67	Oklahoma, Okla.	7,933,501
68	Union, N.J.	7,839,350
69	Fulton, Ga.	7,727,667
70	Jackson, Mo.	7,715,970
71	Suffolk, Mass.	7,704,429
72	De Kalb, Ga.	7,581,929
73	Delaware, Pa.	7,465,841
74	Jefferson, Ala.	7,227,241
75	Salt Lake, Utah	7,187,567
76	Morris, N.J.	7,172,130
77	Bucks, Pa.	7,112,776
78	Lake, Ill.	7,014,742
79	Pima, Ariz.	7,000,558
80	Travis, Tex.	6,969,057
81	Montgomery, Ohio	6,701,924
82	Denver, Colo.	6,634,708
83	Tulsa, Okla.	6,611,525
84	Duval, Fla.	6,585,755
85	Ramsey, Minn.	6,578,284
86	Jefferson, Colo.	6,577,106
87	Clark, Nev.	6,559,340
88	Providence, R.I.	6,548,829
89	Baltimore City, Md.	6,525,547
90	Multnomah, Ore.	6,467,661
91	Orange, Fla.	6,390,528
92	Arapahoe, Colo.	6,185,019
93	Camden, N.J.	6,108,466
94	Summit, Ohio	6,086,247
95	Plymouth, Mass.	6,028,689
96	Davidson, Tenn.	6,010,115
97	Jefferson, La.	5,989,450
98	Fresno, Cal.	5,930,421
99	Ocean, N.J.	5,916,778
100	Onondaga, N.Y.	5,897,059
101	Hudson, N.J.	5,811,490
102	Mecklenburg, N.C.	5,788,667
103	Kern, Cal.	5,696,357
104	Pierce, Wash.	5,663,197
105	Cobb, Ga.	5,600,899
106	Kent, Mich.	5,554,992
107	Passaic, N.J.	5,530,733
108	Bristol, Mass.	5,505,238
109	Orleans, La.	5,499,872
110	New Castle, Del.	5,470,396
111	Bernalillo, N.M.	5,437,314
112	Lucas, Ohio	5,428,558
113	Genesee, Mich.	5,388,573
114	Sedgewick, Kans.	5,344,050
115	Hampden, Mass.	5,331,627
116	Douglas, Neb.	5,314,958
117	Johnson, Kans.	5,266,469
118	Richmond, N.Y.	5,247,545
119	Lake, Ind.	5,240,771
120	Anne Arundel, Md.	5,152,765
121	Burlington, N.J.	5,061,411
122	Chester, Pa.	4,977,130
123	Snohomish, Wash.	4,773,266
124	Wake, N.C.	4,767,694
125	East Baton Rouge, La.	4,557,047
126	Lancaster, Pa.	4,513,750
127	Sonoma, Cal.	4,491,316
128	Santa Barbara, Cal.	4,490,115
129	Will, Ill.	4,462,847
130	El Paso, Tex.	4,391,951
131	Dane, Wisc.	4,373,498
132	Westmoreland, Pa.	4,369,103
133	Marin, Cal.	4,356,857
134	San Joaquin, Cal.	4,305,523
135	Brevard, Fla.	4,303,697
136	Polk, Ia.	4,259,561
137	Hillsborough, N.H.	4,252,300
138	Mercer, N.J.	4,243,343
139	Stark, Ohio	4,154,977
140	Rockland, N.Y.	4,111,097
141	Solano, Cal.	4,082,188
142	Waukesha, Wisc.	4,064,347
143	Kane, Ill.	4,052,953
144	Berks, Pa.	4,051,012
145	Pulaski, Ark.	4,048,331
146	Anchorage, Ak.	3,984,412
147	El Paso, Colo.	3,958,597
148	New London, Conn.	3,943,811
149	St. Louis City, Mo.	3,928,505
150	York, Pa.	3,909,586
151	Guilford, N.C.	3,904,397
152	Virginia Beach, Va.	3,879,958
153	Monterey, Cal.	3,816,113
154	Spokane, Wash.	3,730,117
155	Washington, Ore.	3,649,590
156	Albany, N.Y.	3,623,496
157	Knox, Tenn.	3,622,333
158	Somerset, N.J.	3,621,683
159	Washtenaw, Mich.	3,609,964
160	Mobile, Ala.	3,609,804
161	Lehigh, Pa.	3,589,311
162	Atlantic, N.J.	3,560,355
163	Arlington, Va.	3,516,926
164	Volusia, Fla.	3,468,319
165	Adams, Colo.	3,397,071
166	Polk, Fla.	3,365,180
167	Dauphin, Pa.	3,337,415
168	Allen, Ind.	3,333,032
169	Sarasota, Fla.	3,326,592
170	Greenville, S.C.	3,300,997
171	Luzerne, Pa.	3,296,925
172	Ingham, Mich.	3,246,739
173	Clackamas, Ore.	3,232,344
174	Forsyth, N.C.	3,175,182
175	Dutchess, N.Y.	3,147,695
176	Orange, N.Y.	3,126,548
177	Winnebago, Ill.	3,075,243
178	Richland, S.C.	3,061,290
179	Lee, Fla.	3,059,219
180	Seminole, Fla.	3,050,348
181	Nueces, Tex.	3,045,226
182	Stanislaus, Cal.	3,040,262
183	Butler, Ohio	3,038,321
184	Tulare, Cal.	3,016,527
185	Boulder, Colo.	3,008,368
186	Erie, Pa.	2,988,739
187	Caddo, La.	2,986,574
188	Jefferson, Tex.	2,979,466
189	Washoe, Nev.	2,959,246
190	Collin, Tex.	2,944,702
191	Hamilton, Tenn.	2,934,259
192	Dakota, Minn.	2,928,363
193	Gwinnett, Ga.	2,911,029
194	Mahoning, Ohio	2,893,059
195	Rockingham, N.H.	2,874,436
196	Santa Cruz, Cal.	2,859,737
197	Charleston, S.C.	2,848,234
198	Cumberland, Me.	2,840,675
199	Madison, Ill.	2,834,964
200	Lake, Ohio	2,817,811
201	Anoka, Minn.	2,813,405
202	Lorain, Ohio	2,803,247
203	Northampton, Pa.	2,784,212
204	Cumberland, Pa.	2,775,694
205	Hinds, Miss.	2,749,302
206	St. Joseph, Ind.	2,728,551
207	Lane, Ore.	2,713,505
208	Denton, Tex.	2,697,825
209	Galveston, Tex.	2,694,015
210	Madison, Ala.	2,688,147
211	Prince William, Va.	2,684,654
212	Trumbull, Ohio	2,681,452
213	Kalamazoo, Mich.	2,651,125
214	Fayette, Ky.	2,624,212
215	St. Clair, Ill.	2,612,427
216	Fort Bend, Tex.	2,608,583
217	Henrico, Va.	2,596,184
218	Lancaster, Neb.	2,595,399
219	Oneida, N.Y.	2,566,284
220	Kanawha, W.Va.	2,560,792
221	Gloucester, N.J.	2,558,585
222	Broome, N.Y.	2,555,157
223	Pasco, Fla.	2,532,231
224	Brazoria, Tex.	2,530,460
225	Clark, Wash.	2,496,202
226	Washington, Pa.	2,446,297
227	Barnstable, Mass.	2,410,734
228	Alexandria, Va.	2,398,595
229	Beaver, Pa.	2,391,879
230	Escambia, Fla.	2,382,453
231	Niagara, N.Y.	2,353,919
232	Saginaw, Mich.	2,339,014
233	Ada, Ida.	2,338,298
234	Chesterfield, Va.	2,335,064
235	Litchfield, Conn.	2,332,393
236	Lubbock, Tex.	2,331,428
237	Sangamon, Ill.	2,317,227
238	Lafayette, La.	2,292,585
239	Montgomery, Tex.	2,273,953
240	Richmond, Va.	2,271,015
241	Norfolk, Va.	2,255,798
242	McHenry, Ill.	2,252,179
243	Peoria, Ill.	2,251,701
244	Howard, Md.	2,233,567
245	Lackawanna, Pa.	2,217,317
246	St. Charles, Mo.	2,206,569
247	Cumberland, N.C.	2,202,236
248	Montgomery, Ala.	2,201,569
249	Clayton, Ga.	2,190,491
250	Chatham, Ga.	2,174,947
251	Greene, Mo.	2,174,726
252	Hidalgo, Tex.	2,171,835
253	Brown, Wisc.	2,162,882
254	Linn, Ia.	2,154,009
255	San Luis Obispo, Cal.	2,148,692
256	Spartanburg, S.C.	2,128,634
257	Middlesex, Conn.	2,121,547
258	Racine, Wisc.	2,113,109
259	Marion, Ore.	2,094,039
260	Shawnee, Kans.	2,077,114
261	Larimer, Colo.	2,062,497
262	Champaign, Ill.	2,035,367
263	Scott, Ia.	2,024,261
264	Kent, R.I.	2,016,936
265	Manatee, Fla.	1,987,920
266	Cleveland, Okla.	1,982,735
267	Ottawa, Mich.	1,976,814
268	Lexington, S.C.	1,950,098
269	Vanderburgh, Ind.	1,949,288
270	Rock Island, Ill.	1,948,534
271	Calcasieu, La.	1,936,636
272	St. Louis, Minn.	1,936,039
273	Clay, Mo.	1,917,666
274	Durham, N.C.	1,912,665
275	Wyandotte, Kans.	1,899,114
276	Saratoga, N.Y.	1,890,228
277	McLennan, Tex.	1,889,327
278	Kitsap, Wash.	1,885,216
279	Placer, Cal.	1,879,651
280	Schenectady, N.Y.	1,870,399
281	Gaston, N.C.	1,870,371
282	Ulster, N.Y.	1,869,667
283	Napa, Cal.	1,847,757
284	Harford, Md.	1,840,057
285	Thurston, Wash.	1,818,286
286	Sussex, N.J.	1,814,329
287	Berkshire, Mass.	1,807,998
288	Jefferson, Mo.	1,805,334
289	Washington, Minn.	1,765,371
290	Leon, Fla.	1,761,721
291	Tolland, Conn.	1,756,156
292	Buncombe, N.C.	1,748,723
293	Smith, Tex.	1,743,426
294	Utah, Utah	1,733,999
295	Richmond, Ga.	1,724,934
296	Kenton, Ky.	1,715,486
297	St. Tammany, La.	1,707,411
298	Midland, Tex.	1,701,385
299	Butte, Cal.	1,686,405
300	Bell, Tex.	1,679,464
301	Muscogee, Ga.	1,672,387
302	Alachua, Fla.	1,658,930
303	Hampshire, Mass.	1,656,940
304	Berrien, Mich.	1,647,163
305	Rensselaer, N.Y.	1,637,619
306	Yakima, Wash.	1,627,925
307	Harrison, Miss.	1,625,975
308	McLean, Ill.	1,615,021
309	Minnehaha, S.D.	1,607,964
310	Rock, Wisc.	1,605,815
311	Davis, Utah	1,603,799
312	Elkhart, Ind.	1,600,895
313	Winnebago, Wisc.	1,597,154
314	York, Me.	1,595,593
315	Greene, Ohio	1,593,586
316	Muskegon, Mich.	1,591,466
317	Cambria, Pa.	1,590,812
318	Ector, Tex.	1,589,707
319	Butler, Pa.	1,579,524
320	Clermont, Ohio	1,572,468
321	Tazewell, Ill.	1,565,679
322	Bibb, Ga.	1,562,701
323	Cameron, Tex.	1,558,836
324	Monroe, Mich.	1,557,232
325	Outagamie, Wisc.	1,554,787
326	Black Hawk, Ia.	1,553,599
327	Weber, Utah	1,553,010
328	Hunterdon, N.J.	1,551,903
329	Macon, Ill.	1,533,096
330	Kenosha, Wisc.	1,527,409
331	Clark, Ohio	1,516,503
332	Madison, Ind.	1,504,402
333	Chautauqua, N.Y.	1,500,221
334	Sullivan, Tenn.	1,496,644
335	Jackson, Mich.	1,489,983
336	Portage, Ohio	1,485,285
337	Schuylkill, Pa.	1,481,849
338	Newport News, Va.	1,473,423
339	Medina, Ohio	1,471,310
340	Collier, Fla.	1,470,645
341	Yolo, Cal.	1,470,061
342	St. Clair, Mich.	1,468,774
343	Benton, Wash.	1,462,687
344	Merced, Cal.	1,462,264
345	Porter, Ind.	1,458,379
346	Chittenden, Vt.	1,452,743
347	Fayette, Pa.	1,452,539
348	Tippecanoe, Ind.	1,437,365
349	Olmsted, Minn.	1,426,388
350	Ouachita, La.	1,420,388
351	Cass, N.D.	1,411,993
352	Richland, Ohio	1,410,569
353	Williamson, Tex.	1,410,546
354	Penobscot, Me.	1,403,058
355	Cape May, N.J.	1,398,769
356	Frederick, Md.	1,395,517
357	Chesapeake, Va.	1,391,716
358	Wichita, Tex.	1,390,567
359	Shasta, Cal.	1,363,985
360	Marion, Fla.	1,360,582
361	Licking, Ohio	1,358,111
362	Anderson, S.C.	1,351,757
363	Rapides, La.	1,350,559
364	Tuscaloosa, Ala.	1,342,710
365	Calhoun, Mich.	1,337,465
366	Okaloosa, Fla.	1,334,690
367	Weld, Colo.	1,329,240
368	Yellowstone, Mont.	1,327,420
369	Brazos, Tex.	1,323,341
370	Taylor, Tex.	1,321,386
371	Newport, R.I.	1,316,184
372	Mercer, Pa.	1,313,311
373	Merrimack, N.H.	1,312,913
374	Blair, Pa.	1,305,266
375	Livingston, Mich.	1,304,949
376	Hamilton, Ind.	1,303,040
377	Jackson, Ore.	1,296,388
378	Bay, Mich.	1,292,772
379	El Dorado, Cal.	1,289,324
380	Gregg, Tex.	1,286,115
381	Carroll, Md.	1,281,871
382	La Salle, Ill.	1,281,167
383	Cumberland, N.J.	1,268,672
384	Delaware, Ind.	1,267,706
385	La Porte, Ind.	1,259,981
386	Lake, Fla.	1,258,566
387	Oswego, N.Y.	1,251,734
388	Davidson, N.C.	1,250,928
389	Randall, Tex.	1,237,451
390	New Hanover, N.C.	1,232,911
391	Franklin, Pa.	1,231,955
392	Wood, Ohio	1,231,158
393	York, S.C.	1,228,911
394	Catawba, N.C.	1,227,751
395	Boone, Mo.	1,224,005
396	Hampton, Va.	1,215,281
397	Whatcom, Wash.	1,209,039
398	Aiken, S.C.	1,206,652
399	Eaton, Mich.	1,206,636
400	Lebanon, Pa.	1,203,294
401	Sheboygan, Wisc.	1,197,591
402	Washington, R.I.	1,197,396
403	Warren, Ohio	1,194,094
404	Marathon, Wisc.	1,193,943
405	Jackson, Miss.	1,175,103
406	Kennebec, Me.	1,158,692
407	Horry, S.C.	1,155,728
408	Putnam, N.Y.	1,148,698
409	Centre, Pa.	1,147,240
410	Lycoming, Pa.	1,145,183
411	Alamance, N.C.	1,142,775
412	Allen, Ohio	1,141,638
413	Hawaii, Hi.	1,129,356
414	Fairfield, Ohio	1,126,859
415	Vigo, Ind.	1,125,501
416	Stearns, Minn.	1,121,992
417	Sarpy, Neb.	1,121,160
418	Windham, Conn.	1,118,570
419	Washington, Ark.	1,117,628
420	Washington, Md.	1,115,925
421	Humboldt, Cal.	1,112,694
422	Potter, Tex.	1,110,262
423	Monroe, Ind.	1,108,135
424	Calhoun, Ala.	1,101,576
425	Johnson, Tex.	1,101,379
426	Rowan, N.C.	1,096,652
427	Sussex, Del.	1,094,622
428	Sumner, Tenn.	1,094,459
429	St. Lucie, Fla.	1,086,409
430	Strafford, N.H.	1,084,363
431	Ontario, N.Y.	1,084,125
432	Terrebonne, La.	1,078,820
433	Cabell, W.Va.	1,077,139
434	Wood, W.Va.	1,074,529
435	Vermilion, Ill.	1,072,275
436	Warren, N.J.	1,070,872
437	Loudoun, Va.	1,067,563
438	Columbiana, Ohio	1,063,341
439	Bay, Fla.	1,062,997
440	Washington, Wisc.	1,062,956
441	Campbell, Ky.	1,062,330
442	Tom Green, Tex.	1,061,893
443	Charles, Md.	1,060,582
444	Sebastian, Ark.	1,057,295
445	Woodbury, Ia.	1,056,574
446	Mesa, Colo.	1,053,724
447	Berkeley, S.C.	1,051,903
448	Rutherford, Tenn.	1,050,113
449	Lawrence, Pa.	1,048,864
450	Morgan, Ala.	1,045,414
451	Wayne, Ohio	1,044,378
452	Randolph, N.C.	1,041,615
453	Grayson, Tex.	1,036,804
454	Orange, Tex.	1,034,727
455	Natrona, Wyo.	1,030,436
456	Howard, Ind.	1,027,875
457	Comanche, Okla.	1,027,420
458	La Crosse, Wisc.	1,026,967
459	Maui, Hi.	1,026,807
460	Florence, S.C.	1,026,572
461	Johnson, Ia.	1,024,150
462	Cabarrus, N.C.	1,022,756
463	Portsmouth, Va.	1,020,096

464	Kent, Del.	1,018,956
465	Miami, Ohio	1,017,707
466	Martin, Fla.	1,013,915
467	Steuben, N.Y.	1,008,137
468	Roanoke, Va.	1,006,207
469	Pottawattamie, Ia.	1,005,081
470	Kankakee, Ill.	1,001,225
471	Orange, N.C.	999,318
472	Ozaukee, Wisc.	996,704
473	St. Lawrence, N.Y.	993,017
474	Daviess, Ky.	990,264
475	Wayne, N.Y.	989,563
476	Fairbanks North Star, Ak.	987,264
477	Pueblo, Colo.	985,558
478	Dona Ana, N.M.	983,474
479	Geauga, Ohio	979,900
480	Johnson, Ind.	978,610
481	Benton, Ark.	975,168
482	Fond du Lac, Wisc.	974,900
483	Ashtabula, Ohio	974,709
484	Clark, Ind.	972,128
485	Androscoggin, Me.	971,079
486	Hendricks, Ind.	965,389
487	Williamson, Tenn.	962,548
488	Houston, Ga.	949,989
489	Clay, Fla.	947,776
490	Midland, Mich.	944,637
491	Dubuque, Ia.	941,923
492	Bossier, La.	938,924
493	Dougherty, Ga.	938,439
494	Roanoke, Va.	935,982
495	Northumberland, Pa.	935,974
496	Etowah, Ala.	934,672
497	Canadian, Okla.	933,442
498	Charlotte, Fla.	929,498
499	Pennington, S.D.	927,611
500	Chemung, N.Y.	923,656
501	Pitt, N.C.	917,810
502	Tompkins, N.Y.	915,262
503	Buchanan, Mo.	914,251
504	Erie, Ohio	913,564
505	Indian River, Fla.	908,843
506	Rankin, Miss.	908,127
507	Manitowoc, Wisc.	905,084
508	Lenawee, Mich.	892,654
509	Lafourche, La.	889,627
510	Eau Claire, Wisc.	887,468
511	Cowlitz, Wash.	886,901
512	Iredell, N.C.	886,541
513	Jasper, Mo.	883,852
514	Indiana, Pa.	880,089
515	Monroe, Pa.	877,871
516	Linn, Ore.	877,556
517	Allegan, Mich.	869,799
518	Hall, Ga.	866,213
519	Washington, Tenn.	863,939
520	Blount, Tenn.	862,008
521	Wayne, N.C.	861,837
522	Dodge, Wisc.	858,824
523	Tuscarawas, Ohio	858,607
524	Jefferson, Ohio	855,458
525	Beaufort, S.C.	853,892
526	Burleigh, N.D.	853,418
527	Douglas, Ore.	849,391
528	Victoria, Tex.	848,115
529	Onslow, N.C.	847,995
530	Laramie, Wyo.	847,811
531	Rockingham, N.C.	841,761
532	Pickens, S.C.	838,292
533	De Kalb, Ill.	835,513
534	Warren, Ky.	833,691
535	Baldwin, Ala.	831,412
536	Crawford, Pa.	831,380
537	Union, N.C.	831,326
538	Wood, Wisc.	827,604
539	Jefferson, N.Y.	827,070
540	Ellis, Tex.	826,961
541	Tangipahoa, La.	824,478
542	Grant, Ind.	822,231
543	Shelby, Ala.	820,272
544	Raleigh, W.Va.	818,459
545	San Juan, N.M.	818,002
546	Walworth, Wisc.	817,409
547	Santa Fe, N.M.	816,292
548	Jefferson, Ark.	813,540
549	Franklin, Mo.	813,130
550	Monroe, Fla.	807,959
551	Whiteside, Ill.	804,613
552	Muskingum, Ohio	799,531
553	Imperial, Cal.	798,217
554	Missoula, Mont.	797,372
555	Canyon, Ida.	796,717
556	Anderson, Tenn.	795,649
557	Story, Ia.	794,693
558	Bowie, Tex.	794,530
559	Grand Forks, N.D.	794,398
560	Bartholomew, Ind.	791,524
561	Nevada, Cal.	790,965
562	Clarke, Ga.	790,472
563	Floyd, Ga.	789,846
564	Cleveland, N.C.	789,370
565	Cattaraugus, N.Y.	787,685
566	Garfield, Okla.	784,554
567	Cascade, Mont.	779,194
568	Clearfield, Pa.	778,819
569	Monongalia, W.Va.	778,703
570	Franklin, Mass.	776,061
571	Yuma, Ariz.	775,022
572	Osceola, Fla.	772,535
573	Cayuga, N.Y.	772,503
574	Houston, Ala.	772,444
575	Lapeer, Mich.	770,510
576	St. Bernard, La.	768,839
577	Cheshire, N.H.	767,623
578	Garland, Ark.	767,259
579	Cochise, Ariz.	763,583
580	Armstrong, Pa.	762,150
581	Jefferson, Wisc.	761,477
582	Skagit, Wash.	761,209
583	Salem, N.J.	760,230
584	Lauderdale, Ala.	758,628
585	Livingston, La.	758,068
586	Reno, Kans.	751,136
587	Pinal, Ariz.	750,525
588	Albemarle, Va.	749,946
589	Hancock, Ohio	749,687
590	Lea, N.M.	748,329
591	Adams, Pa.	747,502
592	Robeson, N.C.	746,412
593	Shiawassee, Mich.	745,066
594	Montgomery, Tenn.	744,796
595	Harrison, W.Va.	742,974
596	Cherokee, Ga.	742,662
597	Wayne, Ind.	742,651
598	Dorchester, S.C.	742,161
599	Burke, N.C.	741,488
600	Belmont, Ohio	741,412
601	Hardin, Ky.	740,735
602	Madison, Tenn.	739,964
603	Yavapai, Ariz.	739,020
604	Floyd, Ind.	735,959
605	Henderson, N.C.	729,988
606	Adams, Ill.	729,171
607	Douglas, Ga.	729,000
608	Douglas, Kans.	727,808
609	Wilson, Tenn.	726,552
610	Bannock, Ida.	726,197
611	Cole, Mo.	725,106
612	St. Johns, Fla.	724,475
613	Citrus, Fla.	724,024
614	Bonneville, Ida.	723,896
615	Madera, Cal.	723,523
616	Lee, Ala.	721,076
617	Kings, Cal.	719,651
618	Scioto, Ohio	717,584
619	Grafton, N.H.	715,857
620	Clinton, N.Y.	715,771
621	Lauderdale, Miss.	715,065
622	Benton, Ore.	715,043
623	St. Marys, Md.	712,198
624	Wright, Minn.	708,580
625	Webb, Tex.	707,268
626	Mendocino, Cal.	706,766
627	Pike, Ky.	705,311
628	Somerset, Pa.	704,192
629	Marshall, Ala.	702,217
630	Kosciusko, Ind.	699,810
631	St. Landry, La.	698,570
632	Madison, N.Y.	698,406
633	Nash, N.C.	698,298
634	Platte, Mo.	697,881
635	Delaware, Ohio	697,544
636	Kootenai, Ida.	695,810
637	Aroostook, Me.	694,786
638	Washington, Okla.	692,976
639	Bradley, Tenn.	692,271
640	Clinton, Mich.	690,883
641	Parker, Tex.	690,749
642	Lynchburg, Va.	690,341
643	Deschutes, Ore.	688,216
644	Whitfield, Ga.	686,587
645	McCracken, Ky.	685,822
646	Creek, Okla.	684,865
647	Mercer, W.Va.	682,967
648	Marion, Ohio	680,707
649	Columbia, N.Y.	680,309
650	Cecil, Md.	680,260
651	Hunt, Tex.	679,335
652	Hanover, Va.	678,947
653	Sumter, S.C.	676,233
654	Wicomico, Md.	673,751
655	St. Mary, La.	673,109
656	Mohave, Ariz.	671,468
657	Angelina, Tex.	671,396
658	Iberia, La.	670,304
659	Sullivan, N.Y.	667,160
660	Knox, Ill.	666,352
661	Ward, N.D.	666,075
662	Craven, N.C.	665,062
663	Grays Harbor, Wash.	662,6[illegible]2
664	Washington, Ohio	662,132
665	Coconino, Ariz.	659,669
666	Clinton, Ia.	657,235
667	Muskogee, Okla.	656,184
668	Williamson, Ill.	654,570
669	Pottawatomie, Okla.	654,286
670	Cass, Mo.	654,061
671	Hernando, Fla.	653,529
672	Johnston, N.C.	653,139
673	Sandusky, Ohio	652,729
674	Glynn, Ga.	652,098
675	De Soto, Miss.	651,537
676	Lenoir, N.C.	650,356
677	Van Buren, Mich.	649,649
678	Fayette, Ga.	648,838
679	Ross, Ohio	648,766
680	Caldwell, N.C.	647,395
681	Venango, Pa.	647,369
682	Allegany, Md.	643,599
683	Cape Girardeau, Mo.	642,215
684	Marion, W.Va.	641,509
685	Sutter, Cal.	639,875
686	Rogers, Okla.	637,078
687	Forrest, Miss.	636,577
688	Saline, Ark.	635,596
689	Scott, Minn.	631,389
690	Jackson, Ill.	630,950
691	Leavenworth, Kans.	630,506
692	Boone, Ky.	628,949
693	Herkimer, N.Y.	628,716
694	Livingston, N.Y.	628,560
695	Genesee, N.Y.	626,705
696	Grand Traverse, Mich.	624,552
697	Lowndes, Ga.	623,560
698	Kay, Okla.	620,398
699	Orangeburg, S.C.	618,774
700	Ascension, La.	617,568
701	San Patricio, Tex.	616,815
702	Butler, Kans.	610,068
703	Walker, Ala.	608,502
704	Morgan, Ind.	607,381
705	Cortland, N.Y.	606,622
706	Seneca, Ohio	606,110
707	Wilson, N.C.	604,501
708	Talladega, Ala.	603,939
709	Saline, Kans.	603,763
710	Tioga, N.Y.	603,579
711	Marquette, Mich.	602,533
712	Payne, Okla.	602,104
713	Henry, Ill.	598,931
714	Liberty, Tex.	598,687
715	Moore, N.C.	598,378
716	Santa Rosa, Fla.	598,375
717	Bradford, Pa.	596,052
718	Douglas, Colo.	595,618
719	Columbia, Pa.	594,929
720	Stafford, Va.	594,442
721	Portage, Wisc.	592,644
722	Stephenson, Ill.	592,245
723	Pittsylvania, Va.	591,198
724	Craighead, Ark.	590,591
725	Coles, Ill.	590,198
726	Yamhill, Ore.	588,835
727	Bristol, R.I.	588,593
728	Ohio, W.Va.	588,056
729	Warren, N.Y.	583,722
730	Lewis, Wash.	581,611
731	Rutland, Vt.	580,482
732	Tuscola, Mich.	578,978
733	Grant, Wash.	577,928
734	Huron, Ohio	576,377
735	Greenwood, S.C.	576,015
736	Lee, Miss.	575,687
737	Coos, Ore.	574,759
738	Cerro Gordo, Ia.	574,035
739	Kaufman, Tex.	572,714
740	Cache, Utah	572,702
741	Sweetwater, Wyo.	572,338
742	Guadalupe, Tex.	571,164
743	Windsor, Vt.	570,851
744	Jones, Miss.	570,540
745	Wilkes, N.C.	570,310
746	Berkeley, W.Va.	564,582
747	Rockdale, Ga.	564,141
748	Carbon, Pa.	563,553
749	Montgomery, Va.	561,904
750	Umatilla, Ore.	561,559
751	Surry, N.C.	559,473
752	Hancock, Ind.	558,896
753	Hall, Neb.	558,703
754	Boyd, Ky.	557,855
755	Warrick, Ind.	556,290
756	Twin Falls, Ida.	555,963
757	Clallam, Wash.	555,375
758	Comal, Tex.	555,097
759	Harrison, Tex.	554,742
760	Rockingham, Va.	554,401
761	Henderson, Tex.	553,718
762	Franklin, Ky.	550,717
763	Ogle, Ill.	550,274
764	Carroll, Ga.	549,810
765	Lancaster, S.C.	549,793
766	Hays, Tex.	548,637
767	St. Croix, Wisc.	548,152
768	Otsego, N.Y.	547,738
769	Chaves, N.M.	547,489
770	Riley, Kans.	546,200
771	Flathead, Mont.	545,729
772	Augusta, Va.	544,550
773	Montgomery, N.Y.	543,445
774	Des Moines, Ia.	543,282
775	Warren, Miss.	540,809
776	Columbia, Ga.	540,260
777	St. Joseph, Mich.	539,380
778	Henderson, Ky.	534,657
779	Ionia, Mich.	531,426
780	Darke, Ohio	531,208
781	Kenai Peninsula, Ak.	529,947
782	Eddy, N.M.	529,749
783	Vermilion, La.	529,183
784	Livingston, Ill.	528,982
785	St. Charles, La.	528,033
786	Blue Earth, Minn.	526,739
787	Calvert, Md.	526,637
788	Chelan, Wash.	526,511
789	Walla Walla, Wash.	526,068
790	Henry, Va.	525,667
791	Wagoner, Okla.	525,234
792	Washington, Vt.	524,422
793	Cullman, Ala.	523,477
794	Henry, Ga.	522,643
795	Roane, Tenn.	522,356
796	Klamath, Ore.	522,239
797	Darlington, S.C.	517,049
798	Lowndes, Miss.	516,662
799	Washington, Miss.	515,351
800	Oconee, S.C.	515,328
801	Macoupin, Ill.	514,299
802	Christian, Ky.	514,297
803	Chippewa, Wisc.	513,719
804	Highlands, Fla.	513,609
805	Fulton, N.Y.	513,422
806	Carver, Minn.	513,297
807	Acadia, La.	512,874
808	Campbell, Wyo.	511,419
809	Washington, N.Y.	511,398
810	Lawrence, Ohio	510,743
811	Carson City, Nev.	509,064
812	Josephine, Ore.	507,312
813	Hamblen, Tenn.	506,535
814	Muscatine, Ia.	505,826
815	Limestone, Ala.	503,952
816	Harnett, N.C.	501,409
817	Hopkins, Ky.	501,183
818	Webster, Ia.	500,771
819	Henry, Ind.	500,557
820	Crawford, Ohio	499,912
821	Stephens, Okla.	498,677
822	Marshall, Ia.	497,899
823	Edgecombe, N.C.	497,848
824	Faulkner, Ark.	497,426
825	Troup, Ga.	495,028
826	Grant, Wisc.	494,310
827	Colbert, Ala.	493,919
828	Lee, Ia.	493,375
829	Kauai, Hi.	493,180
830	Lewis and Clark, Mont.	492,557
831	Stanly, N.C.	491,504
832	Matanuska-Susitna, Ak.	491,375
833	Oxford, Me.	490,608
834	Columbia, Wisc.	490,240
835	Rutherford, N.C.	489,995
836	Haywood, N.C.	489,850
837	Marion, Ill.	489,601
838	Kendall, Ill.	489,059
839	Spalding, Ga.	487,958
840	Carteret, N.C.	486,830
841	Walker, Ga.	486,407
842	Juneau, Ak.	486,117
843	Fauquier, Va.	485,706
844	Nacogdoches, Tex.	484,301
845	Belknap, N.H.	483,658
846	Boone, Ind.	483,374
847	Scott, Mo.	481,980
848	Laurens, S.C.	481,938
849	Ashland, Ohio	481,868
850	Hardin, Tex.	481,523
851	Madison, Ky.	481,151
852	Isabella, Mich.	480,436
853	Suffolk, Va.	479,575
854	Maury, Tenn.	479,441
855	Island, Wash.	479,267
856	Rice, Minn.	478,767
857	Greene, Tenn.	477,266
858	Putnam, Fla.	477,069
859	Carter, Okla.	475,837
860	McKinley, N.M.	474,347
861	Franklin, Ill.	472,897
862	Walker, Tex.	471,492
863	Union, Ark.	471,400
864	Montcalm, Mich.	469,742
865	Winona, Minn.	469,453
866	Osage, Okla.	469,183
867	Warren, Pa.	468,490
868	Jefferson, Pa.	467,999
869	Rusk, Tex.	467,967
870	Ottawa, Ohio	467,411
871	Chenango, N.Y.	466,772
872	Clay, Minn.	466,010
873	Navajo, Ariz.	464,447
874	Sauk, Wisc.	463,586
875	Campbell, Va.	461,432
876	Barry, Mich.	460,496
877	White, Ark.	460,180

878	McKean, Pa.	458,952
879	Fayette, W.Va.	454,864
880	Charlottesville, Va.	454,343
881	Goodhue, Minn.	453,092
882	Mifflin, Pa.	452,578
883	Elmore, Ala.	451,676
884	Grady, Okla.	450,464
885	Cass, Mich.	450,088
886	Danville, Va.	450,049
887	Bullitt, Ky.	449,908
888	Coryell, Tex.	448,569
889	Athens, Ohio	448,081
890	Pickaway, Ohio	447,384
891	Matagorda, Tex.	446,902
892	Vernon, La.	446,856
893	Mower, Minn.	445,598
894	Orleans, N.Y.	444,017
895	Putnam, Tenn.	443,685
896	Coweta, Ga.	443,664
897	Lyon, Kans.	443,480
898	Knox, Ohio	442,638
899	Webster, La.	442,232
900	Gallatin, Mont.	442,193
901	Jackson, Ala.	441,792
902	York, Va.	440,906
903	Sevier, Tenn.	440,840
904	Bureau, Ill.	438,723
905	Lincoln, N.C.	438,569
906	Lincoln, Neb.	438,440
907	Shelby, Ind.	438,108
908	Whitman, Wash.	438,014
909	Cass, Ind.	437,447
910	Auglaize, Ohio	436,871
911	Douglas, Wisc.	436,462
912	Montgomery, Kans.	436,212
913	Shelby, Ohio	436,033
914	Lake, Cal.	436,001
915	Christian, Ill.	435,859
916	Delaware, N.Y.	435,772
917	De Kalb, Ala.	435,530
918	Yuba, Cal.	435,438
919	Greene, N.Y.	434,640
920	Cowley, Kans.	434,419
921	Siskiyou, Cal.	434,274
922	Allegany, N.Y.	434,246
923	Georgetown, S.C.	434,188
924	Fulton, Ill.	433,577
925	Jefferson, Ill.	430,189
926	Fremont, Wyo.	428,586
927	Warren, Ia.	428,490
928	Otter Tail, Minn.	427,768
929	Polk, Ore.	427,008
930	Waupaca, Wisc.	426,591
931	Lamar, Tex.	426,554
932	Tehama, Cal.	426,308
933	Wapello, Ia.	426,040
934	Anderson, Tex.	425,782
935	Mississippi, Ark.	425,768
936	Bedford, Pa.	425,680
937	Marshall, Ind.	424,322
938	Logan, W.Va.	423,845
939	Defiance, Ohio	423,095
940	Kerr, Tex.	421,865
941	Wharton, Tex.	420,408
942	Spotsylvania, Va.	420,167
943	Putnam, W.Va.	419,613
944	Russell, Ala.	419,066
945	Gibson, Tenn.	418,095
946	St. John the Baptist,La.	415,056
947	Washington, La.	414,698
948	Otero, N.M.	414,465
949	Stark, N.D.	414,375
950	Laurens, Ga.	414,364
951	Fulton, Ohio	413,736
952	Knox, Ind.	411,895
953	Barton, Kans.	411,381
954	Jasper, Ia.	411,202
955	Brown, S.D.	411,022
956	Preble, Ohio	410,870
957	Lawrence, Ind.	410,141
958	Richmond, N.C.	410,125
959	Morgan, Ill.	408,903
960	Clarion, Pa.	408,505
961	Lee, Ill.	408,104
962	Howard, Tex.	406,767
963	Dallas, Ala.	406,742
964	Pope, Ark.	406,330
965	Dodge, Neb.	405,791
966	Tuolumne, Cal.	405,548
967	McMinn, Tenn.	405,388
968	Scotts Bluff, Neb.	404,664
969	Nassau, Fla.	404,180
970	Sullivan, N.H.	403,279
971	Columbus, N.C.	402,746
972	Floyd, Ky.	402,704
973	Carter, Tenn.	402,570
974	Tazewell, Va.	402,500
975	Hancock, Me.	402,151
976	Grundy, Ill.	401,435
977	Halifax, N.C.	400,161
978	Williams, N.D.	400,161
979	Lee, N.C.	399,891
980	Newton, Mo.	399,429
981	Forsyth, Ga.	397,673
982	Wayne, W.Va.	397,660
983	Coffee, Tenn.	397,178
984	Kershaw, S.C.	396,399
985	Robertson, Tenn.	395,684
986	Pulaski, Ky.	395,537
987	Wise, Tex.	395,027
988	Itasca, Minn.	394,933
989	Newton, Ga.	394,502
990	Perry, Pa.	393,971
991	St. Clair, Ala.	393,592
992	Montgomery, Ind.	392,368
993	Buffalo, Neb.	391,684
994	Cherokee, Tex.	391,245
995	Randolph, Ill.	391,243
996	Bartow, Ga.	390,411
997	Mercer, Ohio	390,162
998	Navarro, Tex.	389,331
999	Fairfax, Va.	388,934
1000	Greene, Pa.	387,766
1001	Coffee, Ala.	386,516
1002	Gibson, Ind.	386,310
1003	Lincoln, La.	385,465
1004	Van Zandt, Tex.	385,379
1005	Hutchinson, Tex.	385,182
1006	Brunswick, N.C.	384,945
1007	Sampson, N.C.	384,869
1008	Windham, Vt.	383,822
1009	Crittenden, Ark.	383,774
1010	Calumet, Wisc.	383,379
1011	Lincoln, Ore.	383,151
1012	Curry, N.M.	382,781
1013	Jackson, Ind.	382,685
1014	Woodford, Ill.	382,489
1015	Marshall, W.Va.	382,427
1016	Freeborn, Minn.	381,469
1017	Franklin, N.Y.	381,165
1018	Williams, Ohio	381,006
1019	Huntingdon, Pa.	380,200
1020	St. Martin, La.	379,669
1021	Morton, N.D.	379,534
1022	Logan, Ill.	379,474
1023	Washington, Va.	379,360
1024	Cherokee, S.C.	379,113
1025	Iroquois, Ill.	378,962
1026	St. Francois, Mo.	378,269
1027	Greenup, Ky.	377,711
1028	Hawkins, Tenn.	377,696
1029	Catoosa, Ga.	377,630
1030	Sherburne, Minn.	377,529
1031	Guernsey, Ohio	377,372
1032	Sanilac, Mich.	376,463
1033	Gratiot, Mich.	375,118
1034	Dale, Ala.	374,885
1035	Hnncock, W.Va.	374,647
1036	Baldwin, Ga.	374,639
1037	Logan, Ohio	373,992
1038	Kandiyohi, Minn.	373,631
1039	Hillsdale, Mich.	373,521
1040	Madison, Miss.	372,838
1041	Hood, Tex.	372,499
1042	Chatham, N.C.	372,071
1043	Brown, Tex.	371,356
1044	Somerse Me.	371,349
1045	Susquehanna, Pa.	371,140
1046	Elk, Pa.	370,881
1047	Franklin, Wash.	370,238
1048	Oldham, Ky.	369,997
1049	Columbia, Ore.	369,244
1050	Huntington, Ind.	369,215
1051	Dubois, Ind.	369,149
1052	Tioga, Pa.	368,946
1053	Madison, Ohio	368,824
1054	Lawrence, Tenn.	368,672
1055	Madison, Neb.	368,619
1056	Branch, Mich.	368,450
1057	Coshocton, Ohio	368,41
1058	Barron, Wisc	367,452
1059	Noble, Ind.	366,443
1060	Dearborn, Ind.	365,998
1061	Dallas, Ia.	365,599
1062	Crawford, Kans.	363,871
1063	Wyoming, N.Y.	363,354
1064	Nez Perce, Ida.	363,250
1065	Beaufort, N.C.	363,067
1066	Harvey, Kans.	362,525
1067	Frederick, Va.	361,417
1068	Marinette, Wisc.	360,940
1069	Essex, N.Y.	360,754
1070	Geary, Kans.	359,860
1071	Wabash, Ind.	359,735
1072	Green, Wisc.	359,278
1073	Crow Wing, Minn.	356,769
1074	Jefferson, W.Va.	356,386
1075	Monroe, Wisc.	356,201
1076	Jim Wells, Tex.	355,431
1077	Mason, Wash.	355,138
1078	Custer, Okla.	355,120
1079	Effingham, Ill.	355,054
1080	Adams, Neb.	354,336
1081	Clinton, Pa.	354,134
1082	Pettis, Mo.	353,637
1083	Delta, Mich.	353,579
1084	Pittsburg, Okla.	353,361
1085	Wise, Va.	353,130
1086	Bennington, Vt.	351,846
1087	Boone, Ill.	351,821
1088	Finney, Kans.	350,733
1089	Knox, Me.	349,618
1090	McDonough, Ill.	349,617
1091	Stokes, N.C.	349,407
1092	Crawford, Ark.	348,652
1093	Thomas, Ga.	348,618
1094	Gray, Tex.	348,568
1095	Wayne, Pa.	348,232
1096	Greenbrier, W.Va.	348,192
1097	Callaway, Mo.	348,138
1098	Avoyelles, La.	345,466
1099	Bedford, Va.	345,423
1100	Box Elder, Utah	344,932
1101	Okmulgee, Okla.	344,928
1102	Clinton, Ohio	344,535
1103	Miami, Ind	344,032
1104	De Kalb, Ind.	343,444
1105	Sandoval, N.M.	340,921
1106	Union, Pa.	340,248
1107	Laurel, Ky.	339,969
1108	Franklin, Vt.	339,854
1109	Montgomery, Ill.	339,154
1110	Upshur, Tex.	338,475
1111	Petersburg, Va.	338,320
1112	Phelps, Mo.	338,252
1113	Champaign, Ohio	337,490
1114	Worcester, Md.	337,239
1115	Natchitoches, La.	337,184
1116	Columbia, Fla.	336,764
1117	Tallapoosa, Ala.	336,228
1118	Johnson, Mo.	335,890
1119	McDowell, W.Va.	[illegible]5,854
1120	Chambers, Ala.	335,185
1121	Snyder, Pa.	334,858
1122	Hale, Tex.	334,054
1123	Shawano, Wisc.	333,905
1124	Bastrop, Tex.	333,874
1125	Le Flore, Okla.	333,837
1126	Pearl River, Miss.	333,755
1127	Ellis, Kans.	332,463
1128	Bulloch, Ga.	332,285
1129	Autauga, Ala.	331,946
1130	Silver Bow, Mont.	331,676
1131	Piatte, Neb.	331,585
1132	Sagadahoc, Me.	331,236
1133	Miller, Ark.	330,554
1134	McLeod, Minn.	330,478
1135	Steele, Minn.	329,568
1136	Marion, Ia.	329,494
1137	Franklin, Va.	329,447
1138	Carroll, N.H.	329,430
1139	Pierce, Wisc.	329,069
1140	Van Wert, Ohio	328,863
1141	Graves, Ky.	328,802
1142	Garfield, Colo.	328,450
1143	Union, Ohio	328,382
1144	Clinton, Ill.	328,164
1145	Pontotoc, Okla.	327,875
1146	Sheridan, Wyo.	327,752
1147	Clark, Ky.	327,122
1148	Clatsop, Ore.	326,245
1149	Talbot, Md.	326,215
1150	Mayes, Okla.	326,083
1151	McDowell, N.C.	325,844
1152	Seneca, N.Y.	325,707
1153	Rockwall, Tex.	325,138
1154	Huron, Mich.	324,975
1155	Lonoke, Ark.	324,673
1156	Clinton, Ind.	324,622
1157	Coos, N.H.	323,989
1158	Polk, Wisc.	323,260
1159	Lafayette, Mo.	323,157
1160	Barren, Ky.	321,502
1161	Cooke, Tex.	321,398
1162	Ford, Kans.	321,309
1163	Putnam, Ohio	321,194
1164	Dickson, Tenn.	320,019
1165	Newaygo, Mich.	319,916
1166	Saline, Ill.	318,948
1167	Adams, Miss.	318,890
1168	Dunn, Wisc.	318,156
1169	Covington, Ala.	318,066
1170	Harlan, Ky.	317,856
1171	Ware, Ga.	317,530
1172	Duplin, N.C.	316,920
1173	Muhlenberg, Ky.	315,263
1174	Tipton, Tenn.	315,001
1175	Beauregard, La.	314,866
1176	Chisago, Minn.	313,876
1177	La Plata, Colo.	313,281
1178	Escambia, Ala.	313,159
1179	McPherson, Kans.	312,952
1180	Queen Annes, Md.	312,295
1181	Baxter, Ark.	311,357
1182	Bingham, Ida.	311,127
1183	Pulaski, Mo.	310,562
1184	Walton, Ga.	310,191
1185	Loudon, Tenn.	309,803
1186	Putnam, Ind.	309,694
1187	Sioux, Ia.	309,664
1188	Oktibbeha, Miss.	309,441
1189	Butler, Mo.	309,409
1190	Blount, Ala.	308,606
1191	Latah, Ida.	308,183
1192	Henry, Ohio	308,155
1193	Chesterfield, S.C.	308,010
1194	Granville, N.C.	307,963
1195	Sumner, Kans.	307,198
1196	Obion, Tenn.	307,194
1197	Calaveras, Cal.	307,172
1198	Pulaski, Va.	306,874
1199	Hardin, Ohio	306,521
1200	Oneida, Wisc.	306,447
1201	Cass, Tex.	306,184
1202	Jasper, Tex.	305,709
1203	Colquitt, Ga.	305,169
1204	Jasper, Ind.	305,001
1205	Logan, Okla.	304,903
1206	Dyer, Tenn.	304,889
1207	Jefferson Davis, La.	304,501
1208	Paulding, Ga.	304,441
1209	Polk, Minn.	304,394
1210	Gila, Ariz.	304,302
1211	Alcorn, Miss.	303,841
1212	Addison, Vt.	303,835
1213	Vance, N.C.	303,292
1214	Los Alamos, N.M.	301,285
1215	Jackson, Fla.	301,164
1216	Watauga, N.C.	300,987
1217	Caddo, Okla.	300,478
1218	Greene, Ind.	300,297
1219	Boone, Ia.	300,179
1220	San Benito, Cal.	299,919
1221	Manassas, Va.	298,105
1222	Jefferson, Ind.	297,684
1223	Wyoming, W.Va.	297,277
1224	James City, Va.	297,176
1225	Independence, Ark.	297,175
1226	Posey, Ind.	296,648
1227	Monroe, Miss.	296,327
1228	Adams, Ind.	295,574
1229	Kleberg, Tex.	295,358
1230	Franklin, Me.	295,261
1231	Miami, Kans.	295,194
1232	Kittitas, Wash.	294,975
1233	Salem, Va.	294,883
1234	Hopkins, Tex.	294,522
1235	Valencia, N.M.	293,474
1236	Marion, Mo.	293,448
1237	Jefferson, Tenn.	292,989
1238	Okanogan, Wash.	292,815
1239	Calloway, Ky.	292,546
1240	Brown, Ohio	291,212
1241	Labette, Kans.	291,159
1242	Whitley, Ind.	291,135
1243	Wood, Tex.	290,211
1244	Gordon, Ga.	289,919
1245	Liberty, Ga.	289,797
1246	Bolivar, Miss.	289,539
1247	Dorchester, Md.	289,142
1248	Highland, Ohio	287,885
1249	Scotland, N.C.	287,760
1250	Albany, Wyo.	287,581
1251	Franklin, Tenn.	287,326
1252	Yadkin, N.C.	286,976
1253	Ouachita, Ark.	286,476
1254	Brown, Minn.	286,464
1255	Garvin, Okla.	286,185
1256	Clark, Wisc.	285,712
1257	Woodward, Okla.	284,384
1258	Davie, N.C.	284,270
1259	Polk, Ga.	284,098
1260	Leflore, Miss.	283,763
1261	Colleton, S.C.	283,618
1262	Ottawa, Okla.	282,721
1263	Hancock, Miss.	282,214
1264	Mingo, W.Va.	282,128
1265	Tift, Ga.	282,115
1266	Jessamine, Ky.	281,707
1267	Warren, Tenn.	280,352
1268	Bremer, Ia.	280,239
1269	Door, Wisc.	280,227
1270	Gallia, Ohio	279,522
1271	Mecosta, Mich.	279,286
1272	Steuben, Ind.	279,104
1273	Gadsden, Fla.	278,710
1274	Pike, Miss.	278,476
1275	Buchanan, Va.	278,311
1276	Decatur, Ind.	278,047
1277	Val Verde, Tex.	277,208
1278	Carlton, Minn.	276,887
1279	Randolph, Ind.	276,534
1280	Park, Wyo.	276,011
1281	Alpena, Mich.	275,936
1282	Nicollet, Minn.	275,883
1283	Dunklin, Mo.	275,192
1284	Morehouse, La.	275,004
1285	Evangeline, La.	274,907
1286	Perry, Ill.	274,906
1287	Washington, Tex.	274,579
1288	McClain, Okla.	274,174
1289	Perry, Ky.	274,041
1290	Boone, W.Va.	273,944
1291	Wells, Ind.	273,867
1292	Marshall, Ky.	273,145
1293	Russell, Va.	273,035

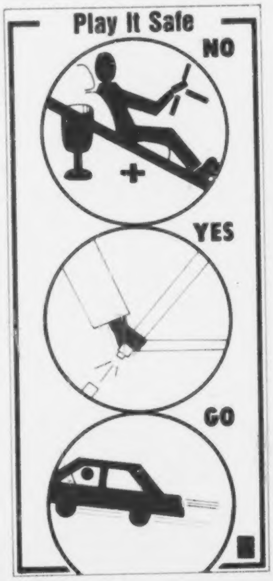
1294	Harrison, Ind.	272,935
1295	Beckham, Okla.	272,287
1296	Jackson, W.Va.	272,267
1297	Maverick, Tex.	272,098
1298	Transylvania, N.C.	272,026
1299	Hill, Tex.	271,984
1300	Audrain, Mo.	271,957
1301	Iberville, La.	271,749
1302	Tooele, Utah	271,520
1303	Stutsman, N.D.	271,353
1304	Schoharie, N.Y.	270,341
1305	Boyle, Ky.	270,340
1306	Franklin, Kans.	270,049
1307	Union, S.C.	269,856
1308	Douglas, Nev.	269,821
1309	Martin, Minn.	269,492
1310	Plaquemines, La.	268,790
1311	Marion, Ala.	268,552
1312	Yankton, S.D.	268,327
1313	Benton, Minn.	268,159
1314	Perry, Ohio	267,832
1315	Lincoln, Okla.	267,288
1316	Williamsburg, S.C.	267,198
1317	Wyoming, Pa.	266,956
1318	Franklin, Ala.	266,895
1319	Cheatham, Tenn.	266,299
1320	Uinta, Wyo.	265,845
1321	Campbell, Tenn.	265,762
1322	Chester, S.C.	265,518
1323	Brookings, S.D.	265,025
1324	Washington, Me.	264,692
1325	Lincoln, Wisc.	264,613
1326	Preston, W.Va.	264,596
1327	Houghton, Mich.	264,375
1328	Fayette, Ind.	263,251
1329	Chilton, Ala.	263,188
1330	Cherokee, Okla.	262,847
1331	Shelby, Ill.	262,707
1332	Mineral, W.Va.	262,568
1333	Bryan, Okla.	262,288
1334	Seminole, Okla.	262,243
1335	Plymouth, Ia.	262,153
1336	Whitley, Ky.	262,087
1337	Newberry, S.C.	261,842
1338	Weakley, Tenn.	261,717
1339	Douglas, Minn.	261,350
1340	Shelby, Ky.	261,308
1341	Lawrence, Mo.	260,460
1342	Fremont, Colo.	260,175
1343	Daviess, Ind.	260,137
1344	Greene, Ark.	259,709
1345	Franklin, N.C.	259,212
1346	Grant, N.M.	259,092
1347	Codington, S.D.	258,738
1348	Palo Pinto, Tex.	258,704
1349	Boone, Ark.	258,701
1350	Cumberland, Tenn.	258,150
1351	Randolph, W.Va.	258,140
1352	Beltrami, Minn.	257,867
1353	Shenandoah, Va.	257,609
1354	Person, N.C.	257,577
1355	Gage, Neb.	257,465
1356	Lafayette, Miss.	257,421
1357	Benton, Ia.	257,235
1358	Brooke, W.Va.	257,153
1359	Titus, Tex.	257,024
1360	Crawford, Ill.	256,816
1361	Accomac, Va.	256,708
1362	Erath, Tex.	256,448
1363	Alexander, N.C.	256,399
1364	Isanti, Minn.	256,318
1365	McCurtain, Okla.	256,202
1366	Botetourt, Va.	256,174
1367	Stevens, Wash.	255,938
1368	Beadle, S.D.	255,546
1369	Jackson, Ga.	254,995
1370	Lincoln, Miss.	254,397
1371	Fayette, Ohio	254,372
1372	Marion, S.C.	254,257
1373	Oconto, Wisc.	254,234
1374	Nelson, Ky.	254,208
1375	Apache, Ariz.	254,165
1376	Sumter, Ga.	253,060
1377	Amador, Cal.	252,857
1378	Mason, Mich.	252,581
1379	Becker, Minn.	252,530
1380	Lamar, Miss.	252,076
1381	Randolph, Mo.	251,851
1382	Bedford, Tenn.	251,623
1383	Polk, Tex.	251,547
1384	Jo Daviess, Ill.	251,305
1385	Mason, W.Va.	251,245
1386	De Soto, La.	251,183
1387	Amherst, Va.	250,996
1388	Monroe, Ill.	250,643
1389	Henry, Tenn.	250,506
1390	Pasquotank, N.C.	250,486
1391	Elko, Nev.	250,415
1392	Le Sueur, Minn.	250,305
1393	Fayette, Ia.	250,245
1394	Gloucester, Va.	250,123
1395	Smyth, Va.	249,523
1396	Waller, Tex.	249,195
1397	Buena Vista, Ia.	248,718
1398	Vernon, Wisc.	248,609
1399	Young, Tex.	248,274
1400	Fannin, Tex.	248,199
1401	Hockley, Tex.	247,833
1402	Morrow, Ohio	247,669
1403	Eagle, Colo.	247,578
1404	Monroe, Tenn.	247,499
1405	White, Ind.	247,441
1406	Columbia, Ark.	247,382
1407	Jackson, Ohio	246,867
1408	Hancock, Ill.	246,804
1409	Sequoyah, Okla.	246,587
1410	Lincoln, Me.	246,099
1411	Chambers, Tex.	245,974
1412	Hardin, Ia.	245,913
1413	Lyon, Minn.	245,705
1414	Stoddard, Mo.	245,234
1415	Douglas, Ill.	245,208
1416	Carroll, Ia.	244,735
1417	Montrose, Colo.	244,474
1418	Christian, Mo.	244,256
1419	Carbon, Wyo.	244,112
1420	Cibola, N.M.	244,033
1421	Carroll, Ohio	243,993
1422	Culpeper, Va.	243,983
1423	Lincoln, Mo.	243,619
1424	Sabine, La.	243,342
1425	Jackson, Okla.	242,923
1426	Pike, Pa.	242,672
1427	Taney, Mo.	242,492
1428	Harrisonburg, Va.	242,251
1429	Panola, Tex.	241,494
1430	Clay, Ind.	241,260
1431	Trempealeau, Wisc.	240,843
1432	Hot Spring, Ark.	240,647
1433	Caldwell, Tex.	240,271
1434	Lassen, Cal.	239,800
1435	Morgan, Colo.	239,733
1436	Saline, Mo.	238,421
1437	Staunton, Va.	238,381
1438	Carbon, Utah	238,273
1439	Dawson, Neb.	238,154
1440	Davison, S.D.	237,778
1441	Mahaska, Ia.	237,584
1442	Ray, Mo.	237,525
1443	Bell, Ky.	237,268
1444	Clay, Ia.	236,909
1445	Morrison, Minn.	236,898
1446	Waldo, Me.	236,666
1447	Lagrange, Ind.	236,234
1448	Falls Church, Va.	235,814
1449	Ripley, Ind.	235,519
1450	Cass, Neb.	235,338
1451	Lawrence, Ala.	234,966
1452	Howell, Mo.	234,868
1453	Upson, Ga.	234,656
1454	Washington, Utah	234,606
1455	Holmes, Ohio	234,583
1456	Camden, Mo.	234,428
1457	Richland, N.D.	234,394
1458	Barry, Mo.	234,234
1459	Nicholas, W.Va.	234,128
1460	Edgar, Ill.	233,962
1461	Calhoun, Tex.	233,524
1462	Wasco, Ore.	232,815
1463	Iosco, Mich.	232,734
1464	Adair, Mo.	232,519
1465	Atascosa, Tex.	232,468
1466	Winchester, Va.	232,245
1467	Ashley, Ark.	232,228
1468	Mecklenburg, Va.	231,973
1469	Jackson, Ia.	231,834
1470	Coahoma, Miss.	231,571
1471	Laclede, Mo.	231,388
1472	Douglas, Wash.	230,701
1473	Jackson, N.C.	230,683
1474	Scurry, Tex.	230,378
1475	Bee, Tex.	229,953
1476	Buchanan, Ia.	229,504
1477	Macon, N.C.	229,307
1478	Meade, S.D.	229,244
1479	Glenn, Cal.	229,232
1480	Logan, Ky.	228,861
1481	Letcher, Ky.	228,441
1482	Scott, Ky.	227,977
1483	Ketchikan Gateway, Ak.	227,816
1484	Austin, Tex.	227,701
1485	De Witt, Ill.	227,574
1486	Carroll, Tenn.	227,427
1487	Wexford, Mich.	227,155
1488	Woodford, Ky.	226,937
1489	Milam, Tex.	226,309
1490	Sunflower, Miss.	225,244
1491	Clarke, Ala.	225,000
1492	Habersham, Ga.	225,000
1493	Arkansas, Ark.	224,875
1494	Bonner, Ida.	224,739
1495	Caledonia, Vt.	224,735
1496	Uintah, Utah	223,150
1497	Kossuth, Ia.	223,022
1498	Dickinson, Mich.	222,800
1499	Walton, Fla.	222,286
1500	Cedar, Ia.	222,174
1501	Seward, Kans.	222,164
1502	Halifax, Va.	221,904
1503	Union, Ore.	221,870
1504	Jennings, Ind.	221,809
1505	Menominee, Mich.	221,687
1506	Barrow, Ga.	221,685
1507	Johnson, Ky.	221,672
1508	Sumter, Fla.	221,513
1509	Chippewa, Mich.	221,379
1510	Fayette, Ill.	221,256
1511	Marlboro, S.C.	220,994
1512	Warren, Va.	220,973
1513	Bladen, N.C.	220,952
1514	Rhea, Tenn.	220,741
1515	Warren, Ill.	219,896
1516	Shelby, Tex.	219,457
1517	Hocking, Ohio	219,273
1518	Lewis, N.Y.	219,105
1519	Emmet, Mich.	218,884
1520	Wyandot, Ohio	218,857
1521	Marshall, Miss.	218,758
1522	Caroline, Md.	218,477
1523	White, Ill.	217,886
1524	Medina, Tex.	217,450
1525	Fayette, Tex.	217,230
1526	Lincoln, Tenn.	217,160
1527	Manistee, Mich.	216,695
1528	Lawrence, S.D.	216,646
1529	Dillon, S.C.	216,508
1530	Mercer, Ill.	216,115
1531	Piatt, Ill.	216,005
1532	Coffee, Ga.	215,922
1533	Fulton, Ind.	215,552
1534	Pender, N.C.	215,349
1535	Nobles, Minn.	215,331
1536	Malheur, Ore.	215,330
1537	Mason, Ill.	215,021
1538	Delaware, Okla.	214,489
1539	Washington, Ia.	214,082
1540	Pointe Coupee, La.	214,035
1541	Spencer, Ind.	213,797
1542	Decatur, Ga.	213,748
1543	Phillips, Ark.	213,632
1544	Cocke, Tenn.	213,380
1545	Burnet, Tex.	213,179
1546	Pike, Ala.	213,114
1547	Giles, Tenn.	211,650
1548	Poinsett, Ark.	211,482
1549	Marion, Miss.	211,105
1550	Okeechobee, Fla.	210,993
1551	Fredericksburg, Va.	210,936
1552	Orleans, Vt.	210,879
1553	Jay, Ind.	210,696
1554	Carroll, Va.	210,490
1555	Jersey, Ill.	210,279
1556	Paulding, Ohio	210,153
1557	Jones, Ia.	210,136
1558	Isle of Wight, Va.	209,758
1559	Ravalli, Mont.	209,584
1560	Martin, N.C.	209,180
1561	St. Francis, Ark.	209,048
1562	St. James, La.	207,885
1563	Sullivan, Ind.	207,410
1564	Starke, Ind.	207,050
1565	Wythe, Va.	206,910
1566	West Baton Rouge, La.	206,046
1567	Colorado, Tex.	206,033
1568	Upshur, W.Va.	205,997
1569	Dickinson, Kans.	205,969
1570	Winneshiek, Ia.	205,706
1571	Concordia, La.	205,460
1572	Tillamook, Ore.	205,320
1573	Dare, N.C.	205,082
1574	Ohio, Ky.	204,805
1575	Green Lake, Wisc.	204,541
1576	Clark, Ark.	204,438
1577	Logan, Colo.	204,115
1578	Montgomery, N.C.	203,783
1579	Meeker, Minn.	203,553
1580	Carroll, Ind.	203,484
1581	Crawford, Ia.	203,452
1582	Delta, Colo.	203,249
1583	Wayne, Ga.	203,097
1584	Panola, Miss.	202,965
1585	Assumption, La.	202,871
1586	Hempstead, Ark.	202,694
1587	Floyd, Ia.	202,612
1588	Henry, Ia.	202,604
1589	Moore, Tex.	202,513
1590	Clayton, Ia.	202,021
1591	Inyo, Cal.	201,245
1592	Meigs, Ohio	200,835
1593	Limestone, Tex.	200,506
1594	Nodaway, Mo.	200,377

Leading Cities (thousands)

1	New York City, N.Y.	90,234,279
2	Los Angeles, Cal.	39,533,151
3	Chicago, Ill.	32,528,090
4	Houston, Tex.	24,585,798
5	Philadelphia, Pa.	16,428,504
6	Dallas, Tex.	13,895,313
7	San Diego, Cal.	12,805,226
8	San Fernando Valley, Cal.	11,934,671
9	San Jose, Cal.	11,770,864
10	San Francisco, Cal.	10,788,868
11	Phoenix, Ariz.	9,924,058
12	Detroit, Mich.	9,769,586
13	Washington, D.C.	9,357,581
14	San Antonio, Tex.	8,366,156
15	Indianapolis, Ind.	8,218,472
16	South Bay, Cal.	7,913,316
17	Cleveland, Ohio	7,844,336
18	Memphis, Tenn.	6,833,844
19	Milwaukee, Wisc.	6,826,202
20	Boston, Mass.	6,637,343
21	Denver, Colo.	6,634,708
22	Columbus, Ohio	6,609,194
23	Seattle, Wash.	6,566,631
24	Baltimore, Md.	6,525,547
25	Jacksonville, Fla.	5,983,633
26	Oklahoma City, Okla.	5,696,135
27	New Orleans, La.	5,499,872
28	Austin, Tex.	5,463,250
29	Nashville, Tenn.	5,432,192
30	Honolulu, Hi.	5,349,398
31	Fort Worth, Tex.	5,276,028
32	[1]Kansas City, Mo.	5,098,609
33	Tulsa, Okla.	5,071,007
34	Long Beach, Cal.	4,891,778
35	Charlotte, N.C.	4,766,664
36	Minneapolis, Minn.	4,740,504
37	Albuquerque, N.M.	4,515,784
38	[2]Atlanta, Ga.	4,460,703
39	Oakland, Cal.	4,420,967
40	Pittsburgh, Pa.	4,148,336
41	Portland, Ore.	4,112,932
42	Wichita, Kans.	4,049,958
43	Anchorage, Ak.	4,011,037
44	El Paso, Tex.	3,990,453
45	Omaha, Neb.	3,955,704
46	St. Louis, Mo.	3,928,505
47	Cincinnati, Ohio	3,878,418
48	Toledo, Ohio	3,740,374
49	Sacramento, Cal.	3,738,336
50	Tucson, Ariz.	3,732,612
51	Anaheim, Cal.	3,473,246
52	St. Paul, Minn.	3,381,431
53	Arlington, Tex.	3,347,402
54	Colorado Springs, Colo.	3,221,577
55	Miami, Fla.	3,184,360
56	San Gabriel Valley, Cal.	3,087,101
57	Buffalo, N.Y.	2,933,931
58	Yonkers, N.Y.	2,895,775
59	Baton Rouge, La.	2,885,994
60	Fresno, Cal.	2,811,041
61	Louisville, Ky.	2,774,160
62	Tampa, Fla.	2,772,997
63	St. Petersburg, Fla.	2,724,547
64	Corpus Christi, Tex.	2,694,232
65	[1]Lexington, Ky.	2,656,780
66	Newark, N.J.	2,532,091
67	Santa Ana, Cal.	2,491,293
68	Rochester, N.Y.	2,489,943
69	Mesa, Ariz.	2,479,813
70	Shreveport, La.	2,459,282
71	Birmingham, Ala.	2,452,281
72	Fremont, Cal.	2,429,287
73	Raleigh, N.C.	2,418,371
74	Garland, Tex.	2,406,029
75	Des Moines, Ia.	2,361,704
76	Amarillo, Tex.	2,347,713
77	Lincoln, Neb.	2,326,799
78	Jackson, Miss.	2,299,489
79	Akron, Ohio	2,283,452
80	Fort Lauderdale, Fla.	2,228,277
81	Torrance, Cal.	2,222,704
82	Glendale, Cal.	2,141,945
83	Madison, Wisc.	2,138,357
84	Greensboro, N.C.	2,108,398
85	Huntsville, Ala.	2,096,141
86	Little Rock, Ark.	2,094,089
87	Montgomery, Ala.	2,068,742
88	Riverside, Cal.	2,060,089
89	Las Vegas, Nev.	2,055,651
90	Jersey City, N.J.	2,050,138
91	Mobile, Ala.	2,017,798
92	Lubbock, Tex.	1,988,657
93	Stockton, Cal.	1,888,460
94	Grand Rapids, Mich.	1,855,087
95	Thousand Oaks, Cal.	1,842,635
96	Bakersfield, Cal.	1,817,358
97	Irving, Tex.	1,806,003
98	Kansas City, Kans.	1,779,322
99	Knoxville, Tenn.	1,776,905
100	Fort Wayne, Ind.	1,768,964
101	Stamford, Conn.	1,766,113
102	Dayton, Ohio	1,752,904
103	Scottsdale, Ariz.	1,740,868
104	Syracuse, N.Y.	1,740,296

105	Pasadena, Cal.	1,718,121
106	Pasadena, Tex.	1,718,017
107	Newport Beach, Cal.	1,712,217
108	Spokane, Wash.	1,696,513
109	Chattanooga, Tenn.	1,695,814
110	Worcester, Mass.	1,685,863
111	Salt Lake City, Utah	1,671,944
112	Winston-Salem, N.C.	1,668,939
113	Columbus, Ga.	1,662,497
114	Tacoma, Wash.	1,645,280
115	Huntington Beach, Cal.	1,622,333
116	Rockford, Ill.	1,619,910
117	Orlando, Fla.	1,602,677
118	Richardson, Tex.	1,590,149
119	Bridgeport, Conn.	1,580,898
120	Hollywood, Fla.	1,567,740
121	Providence, R.I.	1,567,091
122	Tempe, Ariz.	1,564,024
123	Springfield, Mass.	1,555,552
124	Santa Monica, Cal.	1,553,670
125	Flint, Mich.	1,509,089
126	Woodbridge, N.J.	1,508,617
127	Oxnard, Cal.	1,499,075
128	Midland, Tex.	1,487,282
129	Lansing, Mich.	1,483,112
130	Springfield, Mo.	1,454,544
131	Reno, Nev.	1,449,781
132	San Mateo, Cal.	1,441,686
133	Savannah, Ga.	1,439,926
134	Topeka, Kans.	1,435,471
135	Modesto, Cal.	1,434,724
136	Boise City, Ida.	1,417,535
137	San Buenaventura, Cal. Ventura, Cal.	1,407,232
138	Clearwater, Fla.	1,405,771
139	Bellevue, Wash.	1,400,068
140	Independence, Mo.	1,392,855
141	Beaumont, Tex.	1,392,158
142	Hayward, Cal.	1,389,849
143	Cedar Rapids, Ia.	1,384,605
144	Evansville, Ind.	1,379,722
145	Peoria, Ill.	1,365,498
146	Ann Arbor, Mich.	1,346,932
147	Springfield, Ill.	1,326,539
148	Costa Mesa, Cal.	1,304,085
149	Hartford, Conn.	1,303,686
150	Oceanside, Cal.	1,301,766
151	Norwalk, Conn.	1,300,825
152	West Covina, Cal.	1,300,260
153	Elizabeth, N.J.	1,293,657
154	New Haven, Conn.	1,293,198
155	Walnut Creek, Cal.	1,291,576
156	Sioux Falls, S.D.	1,272,002
157	Santa Rosa, Cal.	1,270,416
158	Gary, Ind.	1,261,674
159	Vallejo, Cal.	1,254,562
160	Simi Valley, Cal.	1,251,176
161	Palo Alto, Cal.	1,248,277
162	Pompano Beach, Fla.	1,239,166
163	Waterbury, Conn.	1,225,069
164	Lafayette, La.	1,223,850
165	Odessa, Tex.	1,217,591
166	Quincy, Mass.	1,216,833
167	Downey, Cal.	1,216,173
168	Davenport, Ia.	1,214,410
169	Greenwich, Conn.	1,211,286
170	Manchester, N.H.	1,198,211
171	Durham, N.C.	1,177,731
172	Paterson, N.J.	1,177,098
173	San Bernardino, Cal.	1,174,834
174	Allentown, Pa.	1,174,670
175	Boca Raton, Fla.	1,171,490
176	Santa Barbara, Cal.	1,159,754
177	Abilene, Tex.	1,156,945
178	South Bend, Ind.	1,126,103
179	New Rochelle, N.Y.	1,118,133
180	Eugene, Ore.	1,110,545
181	Albany, N.Y.	1,101,011
182	Erie, Pa.	1,100,697
183	Macon, Ga.	1,098,544
184	Framingham, Mass.	1,094,753
185	Wichita Falls, Tex.	1,092,538
186	Aurora, Ill.	1,089,705
187	Grand Prairie, Tex.	1,085,914
188	Decatur, Ill.	1,085,620
189	Nashua, N.H.	1,080,850
190	Brockton, Mass.	1,080,481
191	Lowell, Mass.	1,071,169
192	El Cajon, Cal.	1,069,340
193	Tallahassee, Fla.	1,065,143
194	Redondo Beach, Cal.	1,062,568
195	Clifton, N.J.	1,053,411
196	Sa[illegible] Cal.	1,051,567
197	Boulder, Colo.	1,036,394
198	Ontario, Cal.	1,034,181
199	Waco, Tex.	1,015,219
200	Danbury, Conn.	1,007,715
201	Whittier, Cal.	1,007,290
202	Fargo, N.D.	1,004,372
203	Green Bay, Wisc.	1,002,322
204	Alameda, Cal.	1,000,823
205	Escondido, Cal.	994,081
206	Brick Township, N.J.	979,808
207	Norman, Okla.	956,255
208	Napa, Cal.	955,610
209	Carrollton, Tex.	955,337
210	[1]Salem, Ore.	951,074
211	Pomona, Cal.	949,605
212	Tyler, Tex.	945,453
213	Rochester, Minn.	940,979
214	Elgin, Ill.	937,344
215	New Bedford, Mass.	931,674
216	Lynn, Mass.	915,601
217	Racine, Wisc.	914,870
218	Cherry Hill, N.J.	906,430
219	Youngstown, Ohio	904,836
220	Billings, Mont.	898,901
221	Longview, Tex.	897,989
222	Livermore, Cal.	897,607
223	Redwood City, Cal.	894,371
224	Joliet, Ill.	891,902
225	Hammond, Ind.	887,567
226	Mount Vernon, N.Y.	882,677
227	Fairfield, Cal.	881,727
228	New Britain, Conn.	877,523
229	Arcadia, Cal.	875,472
230	San Angelo, Tex.	874,529
231	Columbia, S.C.	872,370
232	Royal Oak, Mich.	864,540
233	Sioux City, Ia.	861,727
234	Kenosha, Wisc.	859,112
235	Waukegan, Ill.	854,079
236	Waterloo, Ia.	847,659
237	Trenton, N.J.	847,261
238	Palm Springs, Cal.	846,878
239	San Rafael, Cal.	845,051
240	Baytown, Tex.	842,873
241	[1]Bethlehem, Pa.	838,964
242	Vacaville, Cal.	836,046
243	North Little Rock, Ark.	833,681
244	Gainesville, Fla.	833,604
245	Fall River, Mass.	833,531
246	Wheaton, Ill.	832,132
247	Fort Smith, Ark.	830,384
248	Canton, Ohio	820,156
249	Waltham, Mass.	814,727
250	Meriden, Conn.	814,139
251	Middletown, N.J.	800,180
252	St. Joseph, Mo.	799,614
253	White Plains, N.Y.	797,424
254	Lawton, Okla.	794,399
255	Bristol, Conn.	794,377
256	Lake Charles, La.	794,211
257	Levittown, Pa.	793,777
258	Reading, Pa.	790,848
259	Kalamazoo, Mich.	789,823
260	Parsippany, N.J.	788,654
261	Huntington Park, Cal.	781,543
262	Pleasanton, Cal.	776,718
263	Pueblo, Colo.	775,616
264	Rockville, Md.	773,704
265	Hicksville, N.Y.	773,303
266	Fort Collins, Colo.	772,150
267	Charleston, W.Va.	759,317
268	Milford, Conn.	756,189
269	Upland, Cal.	755,573
270	Pawtucket, R.I.	750,984
271	Manchester, Conn.	749,486
272	Appleton, Wisc.	742,318
273	Medford, Mass.	738,610
274	Scranton, Pa.	738,015
275	Charleston, S.C.	736,857
276	West Palm Beach, Fla.	732,180
277	Schenectady, N.Y.	731,188
278	Muncie, Ind.	724,209
279	Casper, Wyo.	721,940
280	Albany, Ga.	721,873
281	High Point, N.C.	708,040
282	Bismarck, N.D.	707,367
283	Tuscaloosa, Ala.	706,715
284	Wilmington, Del.	703,609
285	South Gate, Cal.	702,426
286	Malden, Mass.	700,390
287	Antioch, Cal.	698,661
288	Manhattan Beach, Cal.	696,939
289	Olathe, Kans.	685,207
290	Lorain, Ohio	684,943
291	Champaign, Ill.	683,602
292	McAllen, Tex.	682,715
293	Galveston, Tex.	682,103
294	La Habra, Cal.	679,126
295	Visalia, Cal.	677,763
296	Columbia, Mo.	670,171
297	Duluth, Minn.	668,607
298	Pontiac, Mich.	667,790
299	Waukesha, Wisc.	661,923
300	Rapid City, S.D.	660,587
301	Lawrence, Mass.	660,359
302	Denton, Tex.	656,591
303	Bryan, Tex.	654,958
304	Portland, Me.	653,952
305	Longmont, Colo.	650,720
306	Everett, Wash.	644,868
307	Utica, N.Y.	644,482
308	Plano, Tex.	643,212
309	Springfield, Ohio	640,115
310	Owensboro, Ky.	639,750
311	Peabody, Mass.	639,037
312	Port Arthur, Tex.	638,719
313	Hurst, Tex.	638,028
314	Midwest City, Okla.	637,734
315	Niagara Falls, N.Y.	635,832
316	Dubuque, Ia.	634,902
317	Glendora, Cal.	632,380
318	Anderson, Ind.	632,369
319	Enid, Okla.	632,040
320	Edmond, Okla.	628,789
321	Bloomington, Ill.	625,417
322	Cape Coral, Fla.	624,666
323	Cheyenne, Wyo.	622,505
324	Hackensack, N.J.	622,483
325	Mentor, Ohio	621,284
326	Sun City, Ariz.	620,450
327	Council Bluffs, Ia.	619,542
328	Janesville, Wisc.	618,224
329	Ogden, Utah	613,760
330	Fayetteville, N.C.	609,725
331	Broken Arrow, Okla.	608,129
332	Laredo, Tex.	605,505
333	Sarasota, Fla.	604,906
334	Pittsfield, Mass.	601,898
335	Redding, Cal.	596,520
336	Hempstead, N.Y.	595,456
337	Victoria, Tex.	595,132
338	San Clemente, Cal.	591,471
339	Brea, Cal.	590,535
340	Redlands, Cal.	588,878
341	Haverhill, Mass.	588,485
342	Pensacola, Fla.	588,096
343	Saratoga, Cal.	587,943
344	Moline, Ill.	586,987
345	Elyria, Ohio	586,228
346	Trumbull, Conn.	585,739
347	Binghamton, N.Y.	584,544
348	Hamilton, Ohio	584,291
349	Iowa City, Ia.	584,169
350	Brownsville, Tex.	582,927
351	Saginaw, Mich.	582,408
352	[1]Huntington, W.Va.	574,910
353	Covina, Cal.	574,322
354	Grand Forks, N.D.	573,577
355	Great Falls, Mont.	571,119
356	Daytona Beach, Fla.	570,498
357	Greeley, Colo.	567,954
358	Wallingford, Conn.	566,902
359	Greenville, S.C.	564,450
360	Asheville, N.C.	563,642
361	Texarkana, Ark.-Texarkana, Tex., Ark.	563,570
362	[1]Texarkana, Tex.	563,570
363	Eau Claire, Wisc.	563,017
364	Camden, N.J.	562,361
365	Lawrence, Kans.	555,638
366	Camarillo, Cal.	551,126
367	Mansfield, Ohio	550,009
368	Vista, Cal.	549,501
369	Gastonia, N.C.	548,583
370	Warren, Ohio	544,8[illegible]1
371	Kokomo, Ind.	543,943
372	Dothan, Ala.	543,393
373	Enfield, Conn.	542,628
374	Beverly, Mass.	539,679
375	Bartlesville, Okla.	539,193
376	Sheboygan, Wisc.	538,272
377	Atlantic City, N.J.	537,850
378	Harrisburg, Pa.	537,303
379	Fontana, Cal.	534,716
380	Salina, Kans.	534,418
381	Middletown, Conn.	529,962
382	Davis, Cal.	529,070
383	Lakeland, Fla.	528,403
384	Midland, Mich.	525,888
385	Kennewick, Wash.	524,639
386	Oshkosh, Wisc.	524,093
387	Alexandria, La.	522,931
388	Santa Cruz, Cal.	522,543
389	Vineland, N.J.	519,849
390	Woburn, Mass.	519,823
391	Taunton, Mass.	518,263
392	Santa Fe, N.M.	517,619
393	Terre Haute, Ind.	516,995
394	Pocatello, Ida.	513,162
395	Provo, Utah	512,939
396	Carson City, Nev.	509,064
397	Clarksville, Tenn.	508,851
398	Lancaster, Pa.	507,539
399	Santa Maria, Cal.	505,629
400	Temple, Tex.	504,181
401	Pittsburg, Cal.	504,141
402	Las Cruces, N.M.	503,662
403	Rock Island, Ill.	503,577
404	Union City, N.J.	502,301
405	Newark, Cal.	500,239
406	Norwich, Conn.	500,129
407	Troy, N.Y.	500,101
408	Bridgewater, N.J.	498,600
409	Blue Springs, Mo.	498,291
410	Passaic, N.J.	497,809
411	Altoona, Pa.	497,418
412	Warner Robins, Ga.	497,402
413	Killeen, Tex.	497,236
414	Jackson, Tenn.	496,492
415	Belleville, Ill.	496,142
416	Salem, Mass.	494,936
417	Willingboro, N.J.	490,368
418	Westfield, Mass.	486,663
419	Yakima, Wash.	486,034
420	Pine Bluff, Ark.	485,242
421	Petaluma, Cal.	484,282
422	Monroe, La.	484,155
423	Texas City, Tex.	479,149
424	Fairbanks, Ak.	478,993
425	Marlborough, Mass.	477,949
426	Bloomington, Ind.	477,811
427	Rocky Mount, N.C.	477,434
428	Ames, Ia.	476,319
429	Mishawaka, Ind.	473,528
430	Marietta, Ga.	473,050
431	Hutchinson, Kans.	473,015
432	Lodi, Cal.	470,102
433	Battle Creek, Mich.	469,572
434	La Crosse, Wisc.	469,386
435	Decatur, Ala.	469,323
436	Vancouver, Wash.	468,327
437	Richland, Wash.	467,477
438	Bristol, Tenn.-Bristol, Va., Tenn.	466,761
439	Lafayette, Ind.	464,244
440	College Station, Tex.	463,891
441	Holyoke, Mass.	462,154
442	Elkhart, Ind.	462,081
443	East Lansing, Mich.	461,161
444	Kent, Wash.	460,984
445	Corona, Cal.	457,325
446	Juneau, Ak.	455,929
447	Biloxi, Miss.	455,018
448	Normal, Ill.	453,533
449	Woonsocket, R.I.	452,734
450	New Brunswick, N.J.	449,854
451	Middletown, Ohio	449,545
452	Burlington, N.C.	448,824
453	Covington, Ky.	445,566
454	Idaho Falls, Ida.	444,225
455	Merced, Cal.	438,954
456	Melrose, Mass.	438,697
457	Danville, Ill.	436,933
458	Euless, Tex.	435,404
459	Jefferson City, Mo.	435,104
460	Naples, Fla.	435,054
461	Wilkes-Barre, Pa.	434,520
462	Woodland, Cal.	434,453
463	Grand Island, Neb.	433,100
464	Perth Amboy, N.J.	432,636
465	Baldwin Park, Cal.	432,606
466	Bellingham, Wash.	431,920
467	Vernon, Conn.	431,329
468	Attleboro, Mass.	431,171
469	[1]St. Cloud, Minn.	430,961
470	Roswell, N.M.	430,691
471	Garden City, N.Y.	427,952
472	Bowling Green, Ky.	424,244
473	Minot, N.D.	422,554
474	Annapolis, Md.	422,231
475	Chapel Hill, N.C.	421,898
476	Meridian, Miss.	421,424
477	Johnson City, Tenn.	420,782
478	Slidell, La.	419,685
479	Quincy, Ill.	418,185
480	Spartanburg, S.C.	417,804
481	Urbana, Ill.	417,438
482	San Luis Obispo, Cal.	416,943
483	Bettendorf, Ia.	416,075
484	Medford, Ore.	416,029
485	Oak Ridge, Tenn.	415,790
486	Newark, Ohio	415,303
487	Martinez, Cal.	413,305
488	Gulfport, Miss.	413,113
489	Fitchburg, Mass.	412,505
490	Ocala, Fla.	411,843
491	Monterey, Cal.	409,528
492	Fayetteville, Ark.	408,791
493	Wakefield, Mass.	408,369
494	Wheeling, W.Va.	407,698

495	Parkersburg, W.Va.	406,623
496	Loveland, Colo.	406,516
497	Lewisville, Tex.	405,969
498	Gloucester, Mass.	405,306
499	Findlay, Ohio	404,515
500	Hobbs, N.M.	404,028
501	Muskogee, Okla.	402,980
502	New Albany, Ind.	401,156
503	Lima, Ohio	399,850
504	Haltom City, Tex.	398,911
505	York, Pa.	398,821
506	Rome, N.Y.	398,570
507	Newport, R.I.	398,515
508	Hilo, Hi.	398,346
509	Hattiesburg, Miss.	398,217
510	Murfreesboro, Tenn.	398,148
511	Gadsden, Ala.	393,733
512	Palm Beach, Fla.	391,751
513	2Joplin, Mo.	390,349
514	Chester, Pa.	387,343
515	Beaver Creek, Ohio	387,200
516	Richmond, Ind.	386,262
517	Leavenworth, Kans.	385,602
518	Fond du Lac, Wisc.	384,802
519	Pekin, Ill.	384,174
520	Greenville, N.C.	383,713
521	Corvallis, Ore.	382,212
522	Torrington, Conn.	382,149
523	Columbus, Ind.	380,913
524	Gilroy, Cal.	378,729
525	Farmington, N.M.	378,177
526	Galesburg, Ill.	376,730
527	Naugatuck, Conn.	376,608
528	Auburn, Wash.	376,598
529	Manteca, Cal.	374,637
530	Yuma, Ariz.	374,538
531	Houma, La.	373,488
532	Bay City, Mich.	372,124
533	Clinton, Ia.	371,890
534	Cape Girardeau, Mo.	368,965
535	Burlington, Vt.	368,520
536	Wilmington, N.C.	366,521
537	Athens, Ga.	365,942
538	Michigan City, Ind.	365,743
539	Lancaster, Ohio	365,441
540	Norristown, Pa.	364,627
541	North Tonawanda, N.Y.	362,701
542	Dedham, Mass.	361,966
543	Port Chester, N.Y.	361,301
544	Frankfort, Ky.	359,214
545	Lewiston, Me.	358,652
546	Chandler, Ariz.	358,565
547	Ossining, N.Y.	356,538
548	Concord, N.H.	356,161
549	New London, Conn.	355,350
550	Manhattan, Kans.	353,392
551	Manitowoc, Wisc.	353,311
552	Wilson, N.C.	352,104
553	Beloit, Wisc.	352,053
554	Longview, Wash.	351,113
555	Lake Jackson, Tex.	348,892
556	Rosenberg, Tex.	347,974
557	Ponca City, Okla.	347,597
558	Kingsport, Tenn.	347,435
559	Wausau, Wisc.	345,190
560	Florence, Ala.	345,110
561	Sherman, Tex.	342,940
562	Olympia, Wash.	342,362
563	Stillwater, Okla.	341,943
564	Grand Junction, Colo.	341,641
565	Marion, Ind.	340,583
566	Henderson, Ky.	339,700
567	Hermosa Beach, Cal.	339,054
568	East Chicago, Ind.	337,954
569	Bradenton, Fla.	337,601
570	Fort Myers, Fla.	337,525
571	Harlingen, Tex.	336,630
572	Butte, Mont.	336,379
573	Bremerton, Wash.	335,961
574	Turlock, Cal.	333,529
575	Mason City, Ia.	332,884
576	New Iberia, La.	331,557
577	Rock Hill, S.C.	331,408
578	Valdosta, Ga.	330,492
579	Northampton, Mass.	329,591
580	Frederick, Md.	328,446
581	Marion, Ohio	328,002
582	Augusta, Ga.	326,875
583	Fairborn, Ohio	325,934
584	Marshalltown, Ia.	324,130
585	Emporia, Kans.	323,308
586	Roseville, Cal.	322,367
587	Jonesboro, Ark.	322,194
588	Hot Springs, Ark.	321,867
589	Burlington, Ia.	320,494
590	Fort Dodge, Ia.	319,694
591	West Warwick, R.I.	319,371
592	Missoula, Mont.	318,534
593	Alton, Ill.	318,247
594	Lompoc, Cal.	316,697
595	Mamaroneck, N.Y.	315,907
596	Muskegon, Mich.	315,412
597	Watsonville, Cal.	314,957
598	Roswell, Ga.	312,502
599	Conroe, Tex.	311,923
600	Jackson, Mich.	309,552
601	De Kalb, Ill.	309,297
602	Poughkeepsie, N.Y.	308,708
603	Willoughby, Ohio	308,662
604	Hemet, Cal.	308,047
605	Newark, Del.	307,932
606	Bangor, Me.	307,515
607	Lewiston, Ida.	307,273
608	Vero Beach, Fla.	307,258
609	Neenah, Wisc.	306,078
610	Sandusky, Ohio	305,659
611	Springdale, Ark.	305,623
612	Cortland, N.Y.	305,341
613	Freeport, Ill.	304,708
614	Albany, Ore.	303,873
615	Myrtle Beach, S.C.	303,641
616	Dickinson, N.D.	303,418
617	Jamestown, N.Y.	303,018
618	North Platte, Neb.	302,237
619	Lufkin, Tex.	301,947
620	Big Spring, Tex.	301,736
621	Crystal Lake, Ill.	301,311
622	Clovis, N.M.	299,480
623	Bethpage, N.Y.	298,255
624	Renton, Wash.	297,581
625	Cleburne, Tex.	296,702
626	Peekskill, N.Y.	295,314
627	Dover, Del.	294,588
628	Florence, S.C.	294,119
629	North Attleboro, Mass.	293,246
630	Goldsboro, N.C.	292,985
631	McKeesport, Pa.	292,410
632	Massillon, Ohio	292,105
633	Shawnee, Okla.	292,023
634	Holland, Mich.	291,563
635	Ottumwa, Ia.	291,495
636	Panama City, Fla.	290,643
637	Milford, Mass.	289,883
638	West Lafayette, Ind.	288,960
639	Hickory, N.C.	288,408
640	Duncan, Okla.	287,451
641	Paducah, Ky.	286,106
642	Port Huron, Mich.	285,902
643	Hagerstown, Md.	285,832
644	Fort Pierce, Fla.	285,447
645	Austin, Minn.	285,436
646	Muscatine, Ia.	284,787
647	Greenville, Miss.	284,723
648	Tulare, Cal.	284,412
649	Twin Falls, Ida.	284,195
650	Rome, Ga.	284,054
651	Aberdeen, S.D.	283,819
652	Pottstown, Pa.	283,597
653	Pampa, Tex.	283,534
654	Cleveland, Tenn.	282,961
655	Dover, N.H.	282,864
656	New Braunfels, Tex.	282,676
657	Tupelo, Miss.	282,662
658	Carlsbad, N.M.	282,213
659	Pascagoula, Miss.	281,877
660	Lockport, N.Y.	281,854
661	League City, Tex.	279,418
662	Fremont, Neb.	279,341
663	Jacksonville, Ark.	278,978
664	Chico, Cal.	276,868
665	Ardmore, Okla.	276,294
666	Carlisle, Pa.	275,764
667	Greenville, Tex.	275,326
668	Marion, Ia.	275,276
669	New Castle, Pa.	275,243
670	Mankato, Minn.	273,715
671	Moorhead, Minn.	273,413
672	Indio, Cal.	272,341
673	Hastings, Neb.	271,724
674	Flagstaff, Ariz.	271,354
675	Kannapolis, N.C.	270,918
676	Port Hueneme, Cal.	270,815
677	Xenia, Ohio	270,010
678	El Dorado, Ark.	269,872
679	South Lake Tahoe, Cal.	269,260
680	Morristown, N.J.	268,447
681	Winter Haven, Fla.	267,676
682	Elmira, N.Y.	267,547
683	Niles, Ohio	267,461
684	Porterville, Cal.	266,709
685	State College, Pa.	266,649
686	Sanford, Fla.	266,589
687	Pinole, Cal.	266,290
688	Auburn, N.Y.	266,260
689	Santa Paula, Cal.	265,935
690	Nacogdoches, Tex.	265,787
691	Williamsport, Pa.	265,741
692	Ashland, Ky.	265,546
693	Garden City, Kans.	265,465
694	Saratoga Springs, N.Y.	265,029
695	Chillicothe, Ohio	264,691
696	Rock Springs, Wyo.	264,155
697	Hopkinsville, Ky.	264,028
698	Orange, Tex.	263,443
699	Portsmouth, N.H.	263,338
700	Millville, N.J.	262,245
701	Kankakee, Ill.	261,609
702	La Porte, Ind.	261,471
703	Logan, Utah	261,331
704	Marshall, Tex.	260,982
705	Denison, Tex.	259,823
706	Anniston, Ala.	259,467
707	Fort Walton Beach, Fla.	259,111
708	Yuba City, Cal.	258,700
709	Monroe, Mich.	258,449
710	Alvin, Tex.	258,223
711	Woodbridge, Va.	257,932
712	Huntsville, Tex.	257,691
713	Kinston, N.C.	257,315
714	Johnstown, Pa.	255,363
715	East Moline, Ill.	254,945
716	Norfolk, Neb.	254,574
717	Dodge City, Kans.	254,060
718	Hanford, Cal.	253,638
719	Columbia, Tenn.	253,403
720	Corsicana, Tex.	253,224
721	San Marcos, Tex.	251,702
722	Ansonia, Conn.	250,985
723	Auburn, Ala.	250,917
724	Hazleton, Pa.	250,805
725	Walla Walla, Wash.	250,719
726	Paris, Tex.	250,613
727	Helena, Mont.	249,590
728	Junction City, Kans.	248,980
729	Chelsea, Mass.	247,105
730	North Chicago, Ill.	246,701
731	McKinney, Tex.	245,355
732	Fairmont, W.Va.	244,289
733	Valparaiso, Ind.	243,489
734	Ridgecrest, Cal.	242,705
735	Bell, Cal.	242,695
736	Alliance, Ohio	242,484
737	West Memphis, Ark.	242,480
738	Kearney, Neb.	242,436
739	El Centro, Cal.	242,411
740	Mattoon, Ill.	242,186
741	Salisbury, N.C.	242,083
742	Hudson, Mass.	241,075
743	Lebanon, Pa.	241,008
744	Westerly, R.I.	240,583
745	Superior, Wisc.	240,071
746	Steubenville, Ohio	239,270
747	2Weirton, W.Va.	239,107
748	Madera, Cal.	238,644
749	Pullman, Wash.	238,462
750	La Grange, Ga.	238,074
751	Williston, N.D.	237,621
752	Great Bend, Kans.	237,329
753	Eureka, Cal.	236,909
754	Gillette, Wyo.	236,673
755	Ypsilanti, Mich.	236,133
756	Winona, Minn.	235,426
757	Rogers, Ark.	233,846
758	Kingston, N.Y.	233,496
759	Beckley, W.Va.	233,440
760	Wooster, Ohio	233,194
761	Dalton, Ga.	232,260
762	Auburn, Me.	232,017
763	Laramie, Wyo.	231,797
764	Lansdale, Pa.	231,568
765	Borger, Tex.	231,125
766	Carbondale, Ill.	230,898
767	Keene, N.H.	230,336
768	Anderson, S.C.	229,841
769	Delaware, Ohio	229,787
770	Goshen, Ind.	229,451
771	Kent, Ohio	229,169
772	Columbus, Miss.	228,962
773	Medina, Ohio	228,782
774	Hays, Kans.	228,152
775	Homestead, Fla.	228,072
776	Victorville, Cal.	228,024
777	Wisconsin Rapids, Wisc.	227,173
778	Clarksburg, W.Va.	226,472
779	Gardner, Mass.	226,253
780	Marshfield, Wisc.	226,246
781	Prescott, Ariz.	226,240
782	Dublin, Cal.	226,081
783	Albert Lea, Minn.	226,035
784	Bristol, Pa.	225,299
785	Easton, Pa.	225,091
786	Troy, Ohio	224,969
787	Conway, Ark.	224,624
788	Ithaca, N.Y.	224,515
789	Morgantown, W.Va.	223,749
790	Barstow, Cal.	223,638
791	Alamogordo, N.M.	223,020
792	Ashland, Ohio	222,754
793	Jeffersonville, Ind.	222,653
794	4Sikeston, Mo.	222,618
795	Middletown, N.Y.	222,295
796	Del Rio, Tex.	221,751
797	Vicksburg, Miss.	221,139
798	Portsmouth, Ohio	220,934
799	Ottawa, Ill.	220,700
800	Amsterdam, N.Y.	220,463
801	Jacksonville, N.C.	220,291
802	Brunswick, Me.	220,175
803	Ruston, La.	220,076
804	Owatonna, Minn.	219,844
805	Newburyport, Mass.	219,618
806	Coeur d'Alene, Ida.	219,377
807	Cookeville, Tenn.	218,604
808	Sumter, S.C.	218,495
809	Stevens Point, Wisc.	218,413
810	Nampa, Ida.	218,138
811	Point Pleasant, N.J.	217,318
812	Jacksonville, Ill.	216,722
813	Bowling Green, Ohio	216,402
814	Mount Vernon, Ill.	216,172
815	Greensburg, Pa.	215,772
816	Selma, Ala.	215,393
817	Mount Clemens, Mich.	215,172
818	Zanesville, Ohio	214,792
819	Sierra Vista, Ariz.	214,712
820	Newburgh, N.Y.	214,526
821	Columbus, Neb.	212,221
822	Asheboro, N.C.	212,011
823	Maryville, Tenn.	210,969
824	Sterling, Ill.	209,942
825	Vincennes, Ind.	208,690
826	Opelika, Ala.	207,565
827	Prichard, Ala.	205,558
828	Piqua, Ohio	205,448
829	Watertown, S.D.	205,353
830	Palestine, Tex.	205,197
831	Plainview, Tex.	203,958
832	Southbridge, Mass.	203,924
833	Benton, Ark.	203,781
834	Cumberland, Md.	203,569
835	Watertown, Wisc.	203,494
836	Asbury Park, N.J.	202,542
837	Enterprise, Ala.	202,479
838	Newton, Kans.	202,109
839	Tonawanda, N.Y.	201,864
840	Madisonville, Ky.	201,609
841	Tarrytown, N.Y.	201,445
842	Somerville, N.J.	201,313
843	El Reno, Okla.	201,242
844	Maywood, Cal.	201,131
845	Charleston, Ill.	200,722
846	Dover, N.J.	200,610
847	West Chester, Pa.	200,599



TOTAL RETAIL SALES

	Metropolitan Statistical Areas (thousands)	
1	Los Angeles-Long Beach, Ca	49,867,149
2	New York, N.Y	38,776,792
3	Chicago, Il	35,836,215
4	Philadelphia, Pa-N.J	27,568,433
5	Washington, D.C-Md-Va	25,098,592
6	Detroit, Mi	23,490,579
7	Boston, Ma	21,878,235
8	Houston, Tx	21,818,406
9	Nassau-Suffolk, N.Y	20,538,754
10	Dallas, Tx	19,512,916
11	Atlanta, Ga	17,250,896
12	Minneapolis-St. Paul, Mn-Wi	16,511,928
13	Anaheim-Santa Ana, Ca	16,427,855
14	Baltimore, Md	13,978,726
15	San Diego, Ca	13,471,358
16	Tampa-St. Petersburg-Clearwater, Fl	13,049,391
17	Phoenix, Az	12,926,859
18	Oakland, Ca	12,926,617
19	St. Louis, Mo-Il	12,893,107
20	Seattle, Wa	12,186,565
21	Denver, Co	12,113,307
22	Miami-Hialeah, Fl	12,057,994
23	San Francisco, Ca	11,934,604
24	Pittsburgh, Pa	11,229,926
25	Newark, N.J	10,903,146
26	Riverside-San Bernardino, Ca	10,872,636
27	Cleveland, Oh	10,831,208
28	San Jose, Ca	10,719,398
29	Fort Lauderdale-Hollywood-Pompano Beach, Fl	9,881,394
30	Kansas City, Mo-Ks	9,750,974
31	Fort Worth-Arlington, Tx	9,530,581
32	Bergen-Passaic, N.J	9,512,047
33	Cincinnati, Oh-Ky-In	8,536,081
34	Sacramento, Ca	8,278,947
35	New Orleans, La	8,155,510
36	Milwaukee, Wi	8,108,404
37	Columbus, Oh	7,974,463
38	San Antonio, Tx	7,880,702
39	Indianapolis, In	7,803,034
40	Monmouth-Ocean, N.J	7,647,754
41	Oklahoma City, Ok	7,504,683
42	Portland, Or	7,392,916
43	Orlando, Fl	7,118,004
44	Norfolk-Virginia Beach-Newport News, Va	7,062,813
45	Charlotte-Gastonia-Rock Hill, N.C-S.C	6,759,986
46	Middlesex-Somerset-Hunterdon, N.J	6,151,942
47	Louisville, Ky-In	6,102,186
48	Nashville, Tn	6,012,511
49	Memphis, Tn-Ar-Ms	5,846,088
50	Greensboro-Winston-Salem-High Point, N.C	5,798,593
51	West Palm Beach-Boca Raton-Delray, Fl	5,710,325
52	Salt Lake City-Ogden, Ut	5,688,410
53	Rochester, N.Y	5,663,540
54	Austin, Tx	5,542,333
55	Jacksonville, Fl	5,487,478
56	Hartford, Ct	5,453,958
57	Dayton-Springfield, Oh	5,388,530
58	Richmond-Petersburg, Va	5,278,441
59	Buffalo, N.Y	5,189,329
60	Albany-Schenectady-Troy, N.Y	5,085,570
61	Honolulu, Hi	4,902,475
62	Birmingham, Al	4,725,791
63	Raleigh-Durham, N.C	4,522,809
64	Tulsa, Ok	4,463,955
65	Las Vegas, Nv	4,212,174
66	Omaha, Ne-Ia	4,124,873
67	Toledo, Oh	3,911,774
68	Harrisburg-Lebanon-Carlisle, Pa	3,760,532
69	Scranton-Wilkes Barre, Pa	3,757,830
70	Oxnard-Ventura, Ca	3,747,580
71	Allentown-Bethlehem, Pa-N.J	3,745,386
72	Syracuse, N.Y	3,610,503
73	Akron, Oh	3,579,820
74	Tucson, Az	3,550,490
75	Grand Rapids, Mi	3,542,618
76	Fresno, Ca	3,504,385
77	Knoxville, Tn	3,420,259
78	Greenville-Spartanburg, S.C	3,403,054
79	Springfield, Ma	3,362,319
80	Gary-Hammond, In	3,353,896
81	Baton Rouge, La	3,332,516
82	Little Rock North Little Rock, Ar	3,236,250
83	Albuquerque, N.M	3,215,482
84	Lake County, Il	3,210,993
85	Wilmington, De-N.J-Md	3,131,231
86	Providence, R.I	3,112,540
87	El Paso, Tx	2,984,440
88	Wichita, Ks	2,862,905
89	Tacoma, Wa	2,815,622
90	Des Moines, Ia	2,762,277
91	Pawtucket-Woonsocket-Attleboro, R.I.-Ma	2,722,519
92	Youngstown-Warren, Oh	2,689,804
93	Charleston, S.C	2,678,088
94	Flint, Mi	2,661,042
95	Bridgeport-Milford, Ct	2,606,213
96	New Haven-Meriden, Ct	2,592,002
97	Bakersfield, Ca	2,589,817
98	Columbia, S.C	2,553,401
99	Melbourne-Titusville-Palm Bay, Fl	2,544,736
100	Colorado Springs, Co	2,529,329
101	Santa Barbara-Santa Maria-Lompoc, Ca	2,490,188
102	Mobile, Al	2,488,800
103	Atlantic City, N.J	2,422,747
104	Anchorage, Ak	2,404,061
105	Jersey City, N.J	2,397,523
106	Chattanooga, Tn-Ga	2,372,203
107	Madison, Wi	2,369,270
108	Jackson, Ms	2,362,638
109	Worcester, Ma	2,343,970
110	Lansing-East Lansing, Mi	2,336,055
111	Shreveport, La	2,332,234
112	Santa Rosa-Petaluma, Ca	2,325,493
113	Beaumont-Port Arthur, Tx	2,316,564
114	Lakeland-Winter Haven, Fl	2,301,326
115	Davenport-Rock Island-Moline, Ia-Il	2,275,959
116	Lancaster, Pa	2,275,723
117	Spokane, Wa	2,253,357
118	Fort Wayne, In	2,203,535
119	Johnson City-Kingsport-Bristol, Tn-Va	2,196,811
120	Stockton, Ca	2,191,870
121	Saginaw-Bay City-Midland, Mi	2,164,660
122	Corpus Christi, Tx	2,118,030
123	Reading, Pa	2,107,796
124	Augusta, Ga-S.C	2,102,374
125	Lexington-Fayette, Ky	2,094,641
126	Reno, Nv	2,083,592
127	Canton, Oh	2,074,705
128	Sarasota, Fl	2,073,691
129	Daytona Beach, Fl	2,039,394
130	Aurora-Elgin, Il	2,021,051
131	Vallejo-Fairfield-Napa, Ca	2,010,721
132	York, Pa	2,007,648
133	Salem-Gloucester, Ma	1,993,318
134	Trenton, N.J	1,966,067
135	Lawrence-Haverhill, Ma-N.H.	1,914,522
136	Portland, Me	1,889,114
137	New London-Norwich, Ct-R.I.	1,884,535
138	Salinas-Seaside-Monterey, Ca	1,882,415
139	Fort Myers-Cape Coral, Fl	1,860,926
140	Stamford, Ct	1,827,897
141	Peoria, Il	1,810,188
142	Pensacola, Fl	1,799,415
143	Orange, N.Y	1,776,938
144	Huntington-Ashland, W.V-Ky-Oh	1,753,377
145	Modesto, Ca	1,750,834
146	Amarillo, Tx	1,732,399
147	Lubbock, Tx	1,727,019
148	Evansville, In-Ky	1,700,231
149	Ann Arbor, Mi	1,686,932
150	Macon-Warner Robins, Ga	1,661,226
151	South Bend-Mishawaka, In	1,655,315
152	Joliet, Il	1,642,313
153	Utica-Rome, N.Y	1,631,938
154	Boulder-Longmont, Co	1,630,967
155	Rockford, Il	1,628,820
156	McAllen-Edinburg-Mission, Tx	1,616,573
157	Duluth, Mn-Wi	1,615,956
158	Appleton-Oshkosh-Neenah, Wi	1,612,853
159	Springfield, Mo	1,546,083
160	Manchester, N.H.	1,542,099
161	Bradenton, Fl	1,519,250
162	Binghamton, N.Y	1,518,308
163	Eugene-Springfield, Or	1,515,189
164	Montgomery, Al	1,513,984
165	Charleston, W.V	1,513,983
166	Roanoke, Va	1,488,462
167	East St. Louis-Belleville, Il	1,483,890
168	Santa Cruz, Ca	1,481,481
169	Fort Pierce, Fl	1,478,787
170	Lafayette, La	1,470,655
171	Alton-Granite City, Il	1,415,672
172	Erie, Pa	1,409,638
173	Fayetteville, N.C	1,407,632
174	Portsmouth-Dover-Rochester, N.H.-Me	1,406,409
175	Brownsville-Harlingen, Tx	1,403,711
176	Poughkeepsie, N.Y	1,389,966
177	Savannah, Ga	1,383,494
178	Waterbury, Ct	1,371,522
179	Waco, Tx	1,361,898
180	Killeen-Temple, Tx	1,360,613
181	Tallahassee, Fl	1,360,031
182	Lorain-Elyria, Oh	1,348,350
183	Danbury, Ct	1,342,687
184	Visalia-Tulare-Porterville, Ca	1,338,066
185	St. Cloud, Mn	1,331,140
186	Huntsville, Al	1,314,513
187	Longview-Marshall, Tx	1,304,470
188	Columbus, Ga-Al	1,298,635
189	Lowell, Ma-N.H.	1,281,479
190	Norwalk, Ct	1,254,178
191	Boise City, Id	1,246,241
192	Kalamazoo, Mi	1,241,112
193	Hamilton-Middletown, Oh	1,239,276
194	Springfield, Il	1,233,075
195	Salem, Or	1,229,361
196	Asheville, N.C	1,223,419
197	Fargo-Moorhead, N.D-Mn	1,204,324
198	Gainesville, Fl	1,201,153
199	Lincoln, Ne	1,188,079
200	Green Bay, Wi	1,181,617
201	Brockton, Ma	1,165,328
202	Hickory, N.C	1,163,803
203	Elkhart-Goshen, In	1,153,174
204	Ocala, Fl	1,134,886
205	Tyler, Tx	1,120,062
206	Galveston-Texas City, Tx	1,108,947
207	Cedar Rapids, Ia	1,101,372
208	Biloxi-Gulfport, Ms	1,101,038
209	Fort Collins-Loveland, Co	1,096,396
210	Niagara Falls, N.Y	1,081,335
211	Nashua, N.H.	1,072,764
212	Topeka, Ks	1,068,019
213	Abilene, Tx	1,037,832
214	Brazoria, Tx	1,036,823
215	Johnstown, Pa	1,032,157
216	Houma-Thibodaux, La	1,027,863
217	New Bedford, Ma	1,005,449
218	Champaign-Urbana-Rantoul, Il	1,002,055
219	Odessa, Tx	1,000,373
220	Lake Charles, La	988,996
221	Chico, Ca	988,202
222	Laredo, Tx	980,256
223	Fort Smith, Ar-Ok	961,080
224	Yakima, Wa	956,776
225	Burlington, Vt	954,531
226	Monroe, La	949,730
227	Provo-Orem, Ut	949,071
228	Vancouver, Wa	939,629
229	Terre Haute, In	937,910
230	Parkersburg-Marietta, W.V-Oh	934,139
231	Sioux Falls, S.D	929,890
232	Racine, Wi	913,577
233	Eau Claire, Wi	907,574
234	Medford, Or	903,107
235	Wheeling, W.V-Oh	895,784
236	Billings, Mt	893,946
237	Wilmington, N.C	884,827
238	Fall River, Ma-R.I.	877,911
239	Naples, Fl	860,568
240	Anderson, In	860,107
241	Joplin, Mo	857,593
242	Fort Walton Beach, Fl	851,369
243	Redding, Ca	851,110
244	Alexandria, La	849,365
245	Lima, Oh	845,572
246	Waterloo-Cedar Falls, Ia	843,568
247	Wichita Falls, Tx	838,841
248	Texarkana, Tx-Ar	835,149
249	Panama City, Fl	828,994
250	Lynchburg, Va	826,639
251	Decatur, Il	820,384
252	Richland-Kennewick-Pasco, Wa	812,247
253	San Angelo, Tx	802,738
254	New Britain, Ct	801,821
255	Janesville-Beloit, Wi	795,366
256	Charlottesville, Va	786,174
257	Benton Harbor, Mi	775,213
258	Athens, Ga	774,460
259	Burlington, N.C	771,264
260	Muncie, In	769,834
261	Bremerton, Wa	766,937
262	Midland, Tx	765,100
263	Lafayette-West Lafayette, In	765,095
264	Bryan-College Station, Tx	764,036
265	Fayetteville-Springdale, Ar	761,077
266	Beaver, Pa	752,169
267	Kokomo, In	749,051
268	Santa Fe, N.M	748,414
269	Olympia, Wa	747,629
270	Bloomington-Normal, Il	744,548
271	Mansfield, Oh	742,234
272	Glens Falls, N.Y	740,169
273	Lawton, Ok	731,595
274	Altoona, Pa	729,535
275	Sherman-Denison, Tx	727,392
276	Hagerstown, Md	726,095
277	Clarksville-Hopkinsville, Tn-Ky	719,698
278	Dothan, Al	716,531
279	Tuscaloosa, Al	712,065
280	Sioux City, Ia-Ne	708,023
281	Anderson, S.C	707,953
282	Albany, Ga	705,114
283	Rochester, Mn	696,636
284	Bangor, Me	691,256
285	Bismarck, N.D	690,518
286	Vineland-Millville-Bridgeton, N.J	689,897
287	Florence, Al	681,392
288	La Crosse, Wi	666,237
289	Bellingham, Wa	662,975
290	Pittsfield, Ma	657,120
291	State College, Pa	657,027
292	Rapid City, Sd	651,629
293	Muskegon, Mi	648,075
294	Florence, S.C	645,733
295	Columbia, Mo	628,815
296	Wausau, Wi	620,393
297	Pueblo, Co	620,388
298	Jacksonville, N.C	619,721
299	Steubenville-Weirton, Oh-W.V	614,080
300	Jackson, Mi	607,474
301	Williamsport, Pa	602,327
302	Bloomington, In	596,614
303	Las Cruces, N.M	587,233
304	Jackson, Tn	573,414
305	Fitchburg-Leominster, Ma	569,310
306	Greeley, Co	568,136
307	Grand Forks, N.D	566,351
308	Battle Creek, Mi	562,135
309	Cheyenne, Wy	558,019
310	Victoria, Tx	551,810
311	Bristol, Ct	549,612
312	St. Joseph, Mo	547,506
313	Cumberland, Md-W.V	547,007
314	Elmira, N.Y	546,444
315	Sharon, Pa	543,546
316	Owensboro, Ky	540,193
317	Anniston, Al	539,692
318	Great Falls, Mt	530,431
319	Kenosha, Wi	524,355
320	Yuba City, Ca	523,502
321	Lewiston-Auburn, Me	518,457
322	Dubuque, Ia	518,084
323	Casper, Wy	508,374
324	Pascagoula, Ms	497,294
325	Gadsden, Al	493,719
326	Iowa City, Ia	492,709
327	Kankakee, Il	490,720
328	Danville, Va	482,457

329	Pine Bluff, Ar	457,984
330	Sheboygan, Wi	452,255
331	Enid, Ok	443,201
332	Middletown, Ct	385,128
333	Lawrence, Ks	373,520

Leading Counties (thousands)

1	Los Angeles, Cal.	49,867,149
2	Cook, Ill.	28,265,993
3	Harris, Tex.	19,541,749
4	Orange, Cal.	16,427,855
5	Dallas, Tex.	16,266,109
6	San Diego, Cal.	13,471,358
7	New York, N.Y.	13,281,202
8	Maricopa, Ariz.	12,926,859
9	Dade, Fla.	12,057,994
10	Nassau, N.Y.	11,49[illegible],114
11	Santa Clara, Cal.	10,719,398
12	Middlesex, Mass.	10,162,417
13	King, Wash.	9,989,319
14	Broward, Fla.	9,881,394
15	Wayne, Mich.	9,619.744
16	Suffolk, N.Y.	9,047,640
17	Tarrant, Tex.	8,755,296
18	St. Louis, Mo.	8,509,256
19	Cuyahoga, Ohio	8,421,803
20	Hennepin, Minn.	8,106,506
21	Alameda, Cal.	7,918,271
22	Allegheny, Pa.	7,724,225
23	Oakland, Mich.	7,490,389
24	Bexar, Tex.	7,375,350
25	Bergen, N.J.	6,863,405
26	Philadelphia, Pa.	6,811,182
27	Du Page, Ill.	6,780,359
28	Queens, N.Y.	6,765,421
29	Westchester, N.Y.	6,383,024
30	Fairfield, Conn.	6,382,133
31	Franklin, Ohio	6,325,866
32	Kings, N.Y.	6,306,811
33	Sacramento, Cal.	6,091,244
34	Hartford, Conn.	6,072,500
35	Pinellas, Fla.	5,813,256
36	Marion, Ind.	5,776,657
37	San Bernardino, Cal.	5,751,378
38	Palm Beach, Fla.	5,710,325
39	Hamilton, Ohio	5,651,941
40	Montgomery, Md.	5,612,724
41	Montgomery, Pa.	5,482,569
42	Hillsborough, Fla.	5,470,407
43	Baltimore, Md.	5,468,466
44	Oklahoma, Okla.	5,404,804
45	Milwaukee, Wisc.	5,383,427
46	San Francisco, Cal.	5,240,454
47	Erie, N.Y.	5,189,329
48	Shelby, Tenn.	5,172,980
49	Riverside, Cal.	5,121,258
50	Prince Georges, Md.	5,070,956
51	Contra Costa, Cal.	5,008,346
52	Essex, Mass.	4,993,638
53	Fulton, Ga.	4,957,768
54	Honolulu, Hi.	4,902,475
55	Jefferson, Ky.	4,899,746
56	Norfolk, Mass.	4,897,818
57	New Haven, Conn.	4,861,608
58	San Mateo, Cal.	4,838,368
59	Travis, Tex.	4,764,177
60	Orange, Fla.	4,749,195
61	Macomb, Mich.	4,741,389
62	Fairfax, Va.	4,676,862
63	Duval, Fla.	4,558,113
64	Jackson, Mo.	4,507,011
65	Monroe, N.Y.	4,417,618
66	Suffolk, Mass.	4,361,084
67	De Kalb, Ga.	4,317,010
68	Clark, Nev.	4,212,174
69	Essex, N.J.	4,165,362
70	Salt Lake, Utah	4,142,136
71	Davidson, Tenn.	4,124,248
72	Ocean, N.J.	4,050,665
73	Jefferson, Ala.	3,931,184
74	Multnomah, Ore.	3,852.149
75	Jefferson, La.	3,772,686
76	Middlesex, N.J.	3,748,463
77	Worcester, Mass.	3,747,994
78	Ventura, Cal.	3,747,580
79	Ramsey, Minn.	3,737,734
80	Tulsa, Okla.	3,711,764
81	Bucks, Pa.	3,707,860
82	Montgomery, Ohio	3,639,694
83	Monmouth, N.J.	3,597,089
84	Mecklenburg, N.C.	3,563,046
85	Arapahoe, Colo.	3,554,496
86	Pima, Ariz.	3,550,490
87	Fresno, Cal.	3,504,385
88	Denver, Colo.	3,380,202
89	Morris, N.J.	3,367,082
90	District of Columbia, D.C.	3,322,172
91	Delaware, Pa.	3,234,965
92	Bernalillo, N.M.	3,215,482
93	Lake, Ill.	3,210,993
94	Bristol, Mass.	3,202,797
95	Baltimore City, Md.	3,200,486
96	Jefferson, Colo.	3,197,365
97	Douglas, Neb.	3,185,880
98	Lucas, Ohio	3,135,273
99	Cobb, Ga.	3,118,527
100	Providence, R.I.	3,079,537
101	Summit, Ohio	3,070.855
102	Orleans, La.	3,066,439
103	Camden, N.J.	3,035,139
104	El Paso, Tex.	2,984,440
105	Anne Arundel, Md.	2,853,735
106	Wake, N.C.	2,853,101
107	Lake, Ind.	2,842,265
108	Onondaga, N.Y.	2,839,705
109	Union, N.J.	2,821,451
110	Pierce, Wash.	2,815,622
111	Hampden, Mass.	2,808,241
112	East Baton Rouge, La.	2,791,394
113	Plymouth, Mass.	2,732,746
114	Kent, Mich.	2,729,545
115	Pulaski, Ark.	2,680.689
116	Sedgewick, Kans.	2,661,627
117	Genesee, Mich.	2,661,042
118	Passaic, N.J.	2,648,642
119	New Castle, Del.	2,634,968
120	Kern, Cal.	2,589,817
121	Guilford, N.C.	2,572,492
122	Bronx, N.Y.	2,564,790
123	Brevard, Fla.	2,544,736
124	El Paso, Colo.	2,529,329
125	Polk, Ia.	2,527,927
126	Hillsborough, N.H.	2,513,993
127	Santa Barbara, Cal.	2,490,188
128	Johnson, Kans.	2,409,496
129	Anchorage, Ak.	2,404,061
130	Hudson, N.J.	2,397,523
131	Dane, Wisc.	2,369,270
132	Burlington, N.J.	2,325,709
133	Sonoma, Cal.	2,325,493
134	Polk, Fla.	2,301,326
135	Lancaster, Pa.	2,275,723
136	Spokane, Wash	2,253,357
137	Albany, N.Y.	2,225,629
138	Snohomish, Wash.	2,197,246
139	San Joaquin, Cal.	2,191,870
140	Knox, Tenn.	2,175,744
141	Lehigh, Pa.	2,172,588
142	St. Louis City, Mo.	2,118,225
143	Charleston, S.C.	2,107,969
144	Berks, Pa.	2,107,796
145	Washoe, Nev.	2,083,592
146	Cumberland, Me.	2,081,878
147	Sarasota, Fla.	2,073,691
148	Forsyth, N.C.	2,069,520
149	Washington, Ore.	2,050,763
150	Volusia, Fla.	2,039,394
151	Mobile, Ala.	2,035,756
152	Stark, Ohio	1,989,922
153	Mercer, N.J.	1,966,067
154	Greenville, S.C.	1,952,801
155	Waukesha, Wisc.	1,941,466
156	Allen, Ind.	1,929,979
157	Kane, Ill.	1,917,979
158	Hinds, Miss.	1,917,125
159	Monterey, Cal.	1,882,415
160	Westmoreland, Pa.	1,872,758
161	Adams, Colo.	1,865,317
162	Lee, Fla	1,860,926
163	Marin, Cal.	1,855,782
164	Rockingham, N.H	1,855,768
165	Seminole, Fla.	1,848,719
166	Richland, S.C.	1,844,364
167	Nueces, Tex.	1,842,905
168	Caddo, La.	1,842,405
169	Barnstable, Mass.	1,841,955
170	Hamilton, Tenn.	1,812,009
171	Richmond, Va.	1,805,700
172	Orange, N.Y.	1,776,938
173	Virginia Beach, Va.	1,766,939
174	York, Pa.	1,757,973
175	Stanislaus, Cal.	1,750,834
176	Chester, Pa.	1,732,098
177	Lubbock, Tex.	1,727,019
178	Jefferson, Tex.	1,700,098
179	Somerset, N.J.	1,697,170
180	Washtenaw, Mich.	1,686,932
181	Atlantic, N.J.	1,678,736
182	St. Joseph, Ind.	1,655,315
183	Rockland, N.Y.	1,655,033
184	Fayette, Ky.	1,652,278
185	Boulder, Colo.	1,630,967
186	Dakota, Minn.	1,616,930
187	Hidalgo, Tex.	1,616,573
188	New London, Conn.	1,604,664
189	Henrico, Va.	1,590,549
190	Luzerne, Pa.	1,589,557
191	Escambia, Fla.	1,579,600
192	Norfolk, Va.	1,555,550
193	Ingham, Mich.	1,548,731
194	Cumberland, Pa.	1,539,231
195	Manatee, Fla.	1,519,250
196	Lane, Ore.	1,515,189
197	Will, Ill.	1,505,384
198	Lake, Ohio	1,504,203
199	Winnebago, Ill.	1,503,971
200	Dauphin, Pa.	1,498,174
201	Santa Cruz, Cal.	1,481,481
202	Mahoning, Ohio	1,474,564
203	Pasco, Fla.	1,474,541
204	Greene, Mo.	1,438,794
205	Solano, Cal.	1,434,823
206	Richmond, N.Y.	1,425,230
207	Erie, Pa.	1,409,638
208	Cumberland, N.C.	1,407,632
209	Cameron, Tex.	1,403,711
210	St. Louis, Minn.	1,400,674
211	Dutchess, N.Y.	1,389,966
212	Oneida, N.Y.	1,370,296
213	Broome, N.Y.	1,366,966
214	St. Clair, Ill.	1,363,426
215	McLennan, Tex.	1,361,898
216	Richmond, Ga.	1,356,110
217	Clayton, Ga.	1,349,086
218	Lorain, Ohio	1,348,350
219	Madison, Ill.	1,348,172
220	Chatham, Ga.	1,347,448
221	Kanawha, W.Va.	1,339,819
222	Lafayette, La.	1,339,722
223	Tulare, Cal.	1,339,066
224	Gwinnett, Ga.	1,337,508
225	Collin, Tex.	1,319,781
226	Saginaw, Mich.	1,318,641
227	Madison, Ala.	1,314,513
228	Alexandria, Va.	1,311,886
229	Anoka, Minn.	1,288,434
230	Montgomery, Ala.	1,278,263
231	Horry, S.C.	1,252,660
232	Ada, Ida.	1,246,241
233	Clay, Mo.	1,245,660
234	Vanderburgh, Ind.	1,244,916
235	Kalamazoo, Mich.	1,241,112
236	Butler, Ohio	1,239,276
237	Gloucester, N.J.	1,238,911
238	Clackamas, Ore.	1,234,528
239	Lackawanna, Pa.	1,229,712
240	Buncombe, N.C.	1,223,419
241	Trumbull, Ohio	1,215,240
242	Bell, Tex.	1,209,491
243	Sangamon, Ill.	1,206,641
244	Denton, Tex.	1,199,124
245	Kent, R.I.	1,194,854
246	Potter, Tex.	1,194,445
247	Leon, Fla.	1,191,944
248	Lancaster, Neb.	1,188,079
249	Brown, Wisc.	1,181,617
250	San Luis Obispo, Cal.	1,170,716
251	St. Charles, Mo.	1,157,585
252	Muscogee, Ga.	1,154,401
253	Elkhart, Ind.	1,153,174
254	Durham, N.C.	1,150,966
255	Marion, Fla.	1,134,886
256	Alachua, Fla.	1,129,090
257	Marion, Ore.	1,126,523
258	Smith, Tex.	1,120,062
259	Bibb, Ga.	1,119,090
260	Cleveland, Okla.	1,111,441
261	Galveston, Tex.	1,108,947
262	Stearns, Minn.	1,102,935
263	Linn, Ia.	1,101,372
264	Larimer, Colo.	1,096,396
265	Scott, Ia.	1,094,495
266	Spartanburg, S.C.	1,087,756
267	Niagara, N.Y.	1,081,335
268	Shawnee, Kans.	1,068,019
269	Taylor, Tex.	1,037,832
270	Brazoria, Tex.	1,036,823
271	Gregg, Tex.	1,027,222
272	Peoria, Ill.	1,012,540
273	Arlington, Va.	1,009,416
274	Placer, Cal.	1,004,280
275	Champaign, Ill.	1,002,055
276	Ector, Tex.	1,000,373
277	Ulster, N.Y.	992,000
278	Calcasieu, La.	988,996
279	Butte, Cal.	988,202
280	Harrison, Miss.	984,121
281	Rock Island, Ill.	983,192
282	Webb, Tex.	980,256
283	Cass, N.D.	972,815
284	Berkshire, Mass.	972,636
285	Yakima, Wash.	956,776
286	Ouachita, La.	949,730
287	Utah, Utah	949,071
288	Cabell, W.Va.	945,902
289	Clark, Wash.	939,629
290	Minnehaha, S.D.	929,890
291	Gaston, N.C.	922,167
292	Chittenden, Vt.	921,120
293	Chesterfield, Va.	920,917
294	Washington, Pa.	918,604
295	Racine, Wisc.	913,577
296	Jackson, Ore.	903,107
297	Howard, Md.	902,344
298	Penobscot, Me.	901,745
299	Yellowstone, Mont.	893,946
300	Sullivan, Tenn.	891,405
301	Prince William, Va.	888,762
302	New Hanover, N.C.	884,827
303	Northampton, Pa.	883,685
304	Hampton, Va.	879,563
305	Weber, Utah	878,657
306	Litchfield, Conn.	872,997
307	Newport News, Va.	871,062
308	Frederick, Md.	865,212
309	Collier, Fla.	860,568
310	Madison, Ind.	860,107
311	Okaloosa, Fla.	851,369
312	Shasta, Cal.	851,110
313	Rapides, La.	849,3[illegible]5
314	York, Me.	844,855
315	Middlesex, Conn.	844,154
316	Roanoke, Va.	842,279
317	Schenectady, N.Y.	839,841
318	Wichita, Tex.	838,841
319	Catawba, N.C.	835,363
320	Saratoga, N.Y.	834,648
321	Bay, Fla.	828,994
322	Vigo, Ind.	822,891
323	Harford, Md.	820,849
324	Macon, Ill.	820,384
325	Ottawa, Mich.	813,073
326	Outagamie, Wisc.	809,414
327	Tom Green, Tex.	802,738
328	Montgomery, Tex.	798,316
329	Rock, Wisc.	795,366
330	McHenry, Ill.	789,863
331	Berrien, Mich.	775,213
332	Alamance, N.C.	771,264
333	Delaware, Ind.	769,834
334	Martin, Fla.	767,747
335	Kitsap, Wash.	766,937
336	Benton, Ark.	766,472
337	Midland, Tex.	765,100
338	Tippecanoe, Ind.	765,095
339	Brazos, Tex.	764,036
340	Washington, Ark.	761,077
341	Wyandotte, Kans.	760,943
342	Black Hawk, Ia.	760,848
343	Clermont, Ohio	759,115
344	Lake, Fla.	758,748
345	Kent, Del.	754,875
346	St. Tammany, La.	752,589
347	Beaver, Pa.	752,169
348	Maui, Hi.	750,443
349	Thurston, Wash.	747,629
350	Cambria, Pa.	746,057
351	McLean, Ill.	744,548
352	Cape May, N.J.	744,011
353	Richland, Ohio	742,234
354	Chautauqua, N.Y.	736,558
355	Comanche, Okla.	731,595
356	Blair, Pa.	729,535
357	Grayson, Tex.	727,392
358	Washington, Md.	726,095
359	Sebastian, Ark.	721,210
360	Kennebec, Me.	718,480
361	Hampshire, Mass.	716,104
362	Fayette, Pa.	714,339
363	Tuscaloosa, Ala.	712,065
364	St. Lucie, Fla.	711,040
365	Lexington, S.C.	709,037
366	Anderson, S.C.	707,953
367	Hunterdon, N.J.	706,309
368	Fort Bend, Tex.	706,226
369	Clark, Ohio	699,654
370	Winnebago, Wisc.	698,416
371	Olmsted, Minn.	696,636
372	Dougherty, Ga.	695,528
373	Cumberland, N.J.	689,897
374	Schuylkill, Pa.	684,580
375	Fairfax, Va.	683,119
376	Merced, Cal.	682,476
377	Humboldt, Cal.	682,404
378	Kenton, Ky.	676,320
379	Tazewell, Ill.	676,092
380	Howard, Ind.	675,241
381	Santa Fe, N.M.	672,504
382	Davis, Utah	667,617
383	La Salle, Ill.	666,401
384	La Crosse, Wisc.	666,237
385	Whatcom, Wash.	662,975
386	Jasper, Mo.	662,159
387	Jefferson, Mo.	660,529
388	Butler, Pa.	660,088
389	Sussex, Del.	657,914
390	Allen, Ohio	657,351
391	Centre, Pa.	657,027
392	Pitt, N.C.	654,119
393	Pennington, S.D.	651,629
394	Muskegon, Mich.	648,075
395	Florence, S.C.	645,733
396	Merrimack, N.H.	645,570
397	Hawaii, Hi.	645,187
398	Mesa, Colo.	644,329
399	Terrebonne, La.	643,120
400	Woodbury, Ia.	642,178
401	Rensselaer, N.Y.	640,787
402	Bowie, Tex.	639,550
403	Yolo, Cal.	629,889
404	Boone, Mo.	628,815
405	Clarke, Ga.	621,435
406	Cabarrus, N.C.	621,060
407	Marathon, Wisc.	620,393
408	Pueblo, Colo.	620,388
409	Onslow, N.C.	619,721
410	Medina, Ohio	615,532
411	Washington, Minn.	614,448
412	Washington, R.I.	612,130

413 Jackson, Mich.	607,474
414 Lebanon, Pa.	607,208
415 Wood, Ohio	605,587
416 Eau Claire, Wisc.	603,569
417 Lycoming, Pa.	602,327
418 Wicomico, Md.	598,990
419 Wayne, N.C.	598,958
420 Carroll, Md.	598,463
421 Greene, Ohio	597,857
422 Monroe, Ind.	596.614
423 Lynchburg, Va.	591,863
424 Wood, W.Va.	591,178
425 Clark, Ind.	588,922
426 Tangipahoa, La.	588,664
427 Dona Ana, N.M.	587,233
428 Chesapeake, Va	586,694
429 York, S.C.	586,538
430 Benton, Wash.	585,411
431 Fairbanks North Star, Ak.	583,530
432 Androscoggin, Me.	579,003
433 Missoula, Mont.	577,112
434 Napa, Cal.	575,898
435 Madison, Tenn.	573,414
436 Yuma, Ariz.	573,261
437 Eaton, Mich.	569,570
438 Licking, Ohio	568,669
439 Weld, Colo.	568,136
440 Ontario, N.Y.	567,523
441 Grand Forks, N.D.	566,351
442 Wood, Wisc.	564,439
443 Houston, Ala.	564,236
444 Rowan, N.C.	563,666
445 Calhoun, Mich.	562,135
446 Burleigh, N.D.	559,792
447 Laramie, Wyo.	558,019
448 Davidson, N.C.	556,424
449 Coconino, Ariz.	556,185
450 El Dorado, Cal.	553,534
451 Lauderdale, Miss.	553,118
452 Grafton, N.H.	552,059
453 Victoria, Tex.	551,810
454 Sussex, N.J.	549,251
455 St. Clair, Mich.	549,096
456 Buchanan, Mo.	547,506
457 Chemung, N.Y.	546,444
458 Indian River, Fla.	544,657
459 Mercer, Pa.	543,546
460 Daviess, Ky.	540,193
461 Calhoun, Ala.	539,692
462 La Porte, Ind.	539,203
463 Bay, Mich.	538,727
464 Randall, Tex.	537,954
465 Washington, Tenn.	536,345
466 Warren, N.Y.	535,063
467 Beaufort, S.C.	531,301
468 Cascade, Mont.	530,431
469 Pottawattamie, Ia.	527,602
470 Monroe, Pa.	527,560
471 Garland, Ark.	526,937
472 Oswego, N.Y.	526,873
473 Kenosha, Wisc.	524,355
474 Johnson, Ind.	520,716
475 Osceola, Fla.	520,090
476 Hall, Ga.	518,726
477 Dubuque, Ia.	518,084
478 Forrest, Miss.	515,790
479 Rutherford, Tenn.	515,439
480 Wayne, Ind.	515,299
481 Boone, Ky.	515,114
482 Morgan, Ala.	513,792
483 Williamson, Tex.	513,488
484 Ward, N.D.	512,895
485 Porter, Ind.	511,631
486 Bonneville, Ida.	509,175
487 Portage, Ohio	508,965
488 Tolland, Conn.	508,554
489 Natrona, Wyo.	508,374
490 Franklin, Pa.	507,218
491 Charlottesville, Va.	507,206
492 Warren, Ky.	506,108
493 Nash, N.C.	505,826
494 San Juan, N.M.	505,711
495 Douglas, Ore.	501,802
496 Jefferson, N.Y.	499,647
497 Portsmouth, Va.	497,949
498 Jackson, Miss.	497,294
499 Blount, Tenn.	497,189
500 Imperial, Cal.	495,763
501 Strafford, N.H.	495,382
502 Etowah, Ala.	493,719
503 Johnson, Ia.	492,709
504 Charlotte, Fla.	491,121
505 Kankakee, Ill.	490,720
506 Bossier, La.	489,829
507 Liberty, Tex.	489,759
508 Warren, N.J.	489,685
509 St. Lawrence, N.Y.	489,645
510 Iredell, N.C.	489,496
511 Allegany, Md.	487,623
512 Erie, Ohio	487,545
513 Lowndes, Ga.	485,924
514 Lee, Miss.	484,283
515 Muskogee, Okla.	483,164
516 Whitfield, Ga.	479,815
517 Fond du Lac, Wisc.	478,727
518 Cowlitz, Wash.	476,289
519 Grant, Ind.	475,382
520 Aiken, S.C.	474,148
521 Hamilton, Ind.	472,518
522 Newport, R.I.	470,618
523 Robeson, N.C.	467,213
524 Monroe, Fla.	467,020
525 Grand Traverse, Mich.	466,273
526 Mohave, Ariz.	465,868
527 Raleigh, W.Va.	465,763
528 Cole, Mo.	461,406
529 Windham, Conn.	458,895
530 Johnson, Tex.	458,306
531 Jefferson, Ark.	457,984
532 Ashtabula, Ohio	457,056
533 Columbiana, Ohio	456,789
534 Montgomery, Tenn.	455,513
535 McCracken, Ky.	455,428
536 Clinton, N.Y.	455,275
537 Baldwin, Ala.	453,044
538 Sheboygan, Wisc.	452,255
539 Clearfield, Pa.	452,196
540 Miami, Ohio	451,325
541 Henderson, N.C.	450,829
542 Vermilion, Ill.	446,771
543 Wilson, N.C.	445,713
544 Cape Girardeau, Mo.	443,898
545 Linn, Ore.	443,408
546 Houston, Ga.	443,291
547 Garfield, Okla.	443,201
548 Lawrence, Pa.	443,134
549 Skagit, Wash.	442,515
550 Warren, Pa.	441,908
551 Tompkins, N.Y.	438,900
552 Surry, N.C.	438,135
553 Clay, Fla.	437,870
554 Belmont, Ohio	436,482
555 Warren, Ohio	434,770
556 Wayne, Ohio	434,378
557 Deschutes, Ore.	433,709
558 Sumter, S.C.	433,669
559 Rutland, Vt.	432,813
560 Canyon, Ida.	432,400
561 Orange, N.C.	430,871
562 Mendocino, Cal.	428,396
563 Crawford, Pa.	426,630
564 Jackson, Ill.	425,892
565 Craighead, Ark.	423,218
566 Craven, N.C.	419,790
567 Washington, Wisc.	419,519
568 Yavapai, Ariz.	416,818
569 Angelina, Tex.	416,043
570 Rockingham, N.C.	414,161
571 Monroe, Mich.	414,036
572 Lee, Ala.	413,802
573 Hancock, Ohio	410,850
574 Lauderdale, Ala.	410,697
575 Livingston, Mich.	410,298
576 Fairfield, Ohio	409,365
577 Muskingum, Ohio	408,212
578 Hardin, Ky.	407,165
579 Steuben, N.Y.	406,468
580 Payne, Okla.	406,405
581 Charles, Md.	404,886
582 Tuscarawas, Ohio	404,712
583 Glynn, Ga.	404,383
584 Worcester, Md.	404,269
585 Northumberland, Pa.	404,137
586 Lea, N.M.	404,123
587 Aroostook, Me.	403,253
588 Belknap, N.H.	402,895
589 Mercer, W.Va.	401,633
590 Walworth, Wisc.	400,527
591 Loudoun, Va.	399,768
592 Orange, Tex.	398,514
593 Putnam, N.Y.	395,281
594 Klamath, Ore.	395,179
595 Cleveland, N.C.	395,035
596 Kootenai, Ida.	393,920
597 Pottawatomie, Okla.	393,244
598 Story, Ia.	392,872
599 Sumner, Tenn.	392,789
600 Navajo, Ariz.	392,597
601 Fredericksburg, Va.	390,706
602 Floyd, Ga.	390,414
603 Bradley, Tenn.	386,953
604 Adams, Ill.	386,222
605 Sullivan, N.Y.	385,881
606 Chaves, N.M.	385,461
607 Indiana, Pa.	385,404
608 Kay, Okla.	385,236
609 Lafourche, La.	384,743
610 Bartholomew, Ind.	384,036
611 Cheshire, N.H.	384,000
612 Jefferson, Ohio	382,023
613 Flathead, Mont.	378,340
614 Reno, Kans.	378,252
615 Wright, Minn.	377,653
816 Danville, Va.	377,124
617 Scioto, Ohio	376,678
618 Williamson, Tenn.	376,485
619 Lowndes, Miss.	375,646
620 Johnston, N.C.	375,459
621 St. Landry, La.	375,014
622 Blue Earth, Minn.	374,938
623 Douglas, Kans.	373,520
624 Monongalia, W.Va.	373,419
625 Franklin, Mo.	373,341
626 Hunt, Tex.	372,441
627 Bannock, Ida.	370,803
628 Ellis, Tex.	368,980
629 Campbell, Ky.	368,662
630 Josephine, Ore.	367,606
631 Kodiak Island, Ak.	365,076
632 Cullman, Ala.	364,530
633 Ozaukee, Wisc.	363,992
634 Lenawee, Mich.	363,739
635 Sarpy, Neb.	363,177
636 Harrison, W.Va.	362,971
637 Pickens, S.C.	362,497
638 Cerro Gordo, Ia.	361,718
639 Harrisonburg, Va.	360,305
640 Canadian, Okla.	360,276
641 Bennington, Vt.	359,436
642 Saline, Kans.	357,818
643 Iberia, La.	356,884
644 Washington, Vt.	356,764
645 St. Mary, La.	355,931
646 Carson City, Nev.	353,854
647 Chelan, Wash.	353,651
648 De Kalb, Ill.	353,317
649 Gallatin, Mont.	352,421
650 Manitowoc, Wisc.	349,820
651 Knox, Ill.	349,818
652 Lenoir, N.C.	349,564
653 Anderson, Tenn.	348,685
654 Marion, W.Va.	348,556
655 Pike, Ky.	348,161
656 Grays Harbor, Wash.	346,379
657 Cattaraugus, N.Y.	346,359
658 Rutherford, N.C.	346,069
659 Washington, Miss.	344,106
660 Cayuga, N.Y.	343,176
661 Washington, Ohio	342,961
662 Randolph, N.C.	341,947
663 Marshall, Ala.	340,940
664 McKinley, N.M.	340,418
665 Cochise, Ariz.	340,310
666 Orangeburg, S.C.	340,006
667 Pinal, Ariz.	339,273
668 Roanoke, Va.	338,884
669 Crittenden, Ark.	337,985
670 Petersburg, Va.	337,289
671 Creek, Okla.	335,183
672 Montgomery, Va.	334,674
673 Nevada, Cal.	334,179
674 Umatilla, Ore.	334,086
675 Citrus, Fla.	333,680
676 Hamblen, Tenn.	333,463
677 Franklin, Mass.	332,907
678 Twin Falls, Ida.	332,765
679 St. Bernard, La.	331,921
680 Greenwood, S.C.	327,811
681 Caldwell, N.C.	326,035
682 Walker, Ala.	325,883
683 Douglas, Ga.	323,499
684 Kings, Cal.	321,513
685 Jones, Miss.	319,588
686 Winchester, Va.	319,204
687 Hall, Neb.	317,701
688 Lewis, Wash.	317,547
689 Parker, Tex.	316,979
690 Coos, Ore.	316,388
691 Union, N.C.	312,158
692 Boyd, Ky.	310,349
693 Montgomery, N.Y.	309,890
694 Manassas, Va.	309,572
695 Whiteside, Ill.	309,431
696 Marion, Ohio	309,253
697 Walker, Tex.	308,328
698 St. Johns, Fla.	307,826
699 Midland, Mich.	307,292
700 Ohio, W.Va.	306,936
701 Clinton, Ia.	306,396
702 Crow Wing, Minn.	306,030
703 Troup, Ga.	305,849
704 Haywood, N.C.	305,571
705 Jefferson, Wisc.	304,346
706 Portage, Wisc.	304,054
707 Chippewa, Wisc.	304,005
708 Madison, Ky.	303,391
709 Lamar, Tex.	302,659
710 Otsego, N.Y.	301.561
711 Wayne, N.Y.	300,720
712 Windham, Vt.	299,726
713 Benton, Ore.	299,492
714 Sutter, Cal.	299,146
715 Kosciusko, Ind.	298,786
716 Seneca, Ohio	298,142
717 Windsor, Vt.	297,188
718 Eddy, N.M.	297,055
719 Nez Perce, Ida.	296,777
720 Kenai Peninsula, Ak.	296,151
721 Lee, N.C.	294,730
722 Columbia, Pa.	294,447
723 Nacogdoches, Tex.	294,147
724 Carroll, Ga.	293,757
725 Coles, Ill.	293,681
726 Winona, Minn.	293,007
727 Cache, Utah	292,665
728 Putnam, Fla.	292,532
729 Berkeley, S.C.	292,465
730 Hernando, Fla	291,187
731 Wilkes, N.C.	290,896
732 Putnam, Tenn.	290,206
733 Geauga, Ohio	289,670
734 Carteret, N.C.	287,116
735 Dubois, Ind.	286,567
736 Allegan, Mich.	286,182
737 Somerset, Pa.	286,100
738 Carroll, N.H.	284,105
739 Adams, Miss.	283,792
740 Lewis and Clark, Mont.	283,308
741 Waller, Tex.	282,356
742 Maury, Tenn.	282,257
743 Halifax, N.C.	281,483
744 Butler, Mo.	281,482
745 Highlands, Fla.	280,530
746 Madera, Cal.	280,049
747 Union, Ark.	279,393
748 Washington, Okla.	278,949
749 Talladega, Ala.	278,507
750 Tazewell, Va.	278,229
751 Webster, Ia.	277,946
752 Armstrong, Pa.	277,911
753 Moore, N.C.	277,854
754 Dorchester, S.C.	277,654
755 Sevier, Tenn.	277,432
756 Williamson, Ill.	277,369
757 Harrison, Tex.	277,248
758 Pope, Ark.	275,484
759 Rankin, Miss.	275,173
760 San Patricio, Tex.	275,125
761 St. Marys, Md.	274,765
762 Montcalm, Mich.	274,701
763 Sandusky, Ohio	273,570
764 Kauai, Hi.	273,022
765 Clallam, Wash.	272,786
766 Bradford, Pa.	272.662
767 Rockdale, Ga.	272,581
768 Webster, La.	272,404
769 Marquette, Mich.	272,029
770 Spalding, Ga.	271,745
771 Colbert, Ala.	270,695
772 Georgetown, S.C.	270,675
773 Cecil, Md.	270,369
774 Brown, S.D.	270,319
775 Greene, Tenn.	269,691
776 Dodge, Wisc.	267,676
777 Stanly, N.C.	266,081
778 Ross, Ohio	265,808
779 Lapeer, Mich.	265,627
780 Ascension, La.	265,594
781 Hays, Tex.	264,668
782 Christian, Ky.	264,185
783 Hancock, Me.	263,775
784 Warren, Miss.	263,467
785 Shiawassee, Mich.	262,764
786 Riley, Kans.	261,907
787 Herkimer, N.Y.	261,642
788 Genesee, N.Y.	260,878
789 Columbia, Fla.	259,235
790 Effingham, Ill.	258,609
791 Des Moines, Ia.	258,308
792 Green, Wisc.	257,144
793 Yamhill, Ore.	255,476
794 Comal, Tex.	255,165
795 Ware, Ga.	254,907
796 Columbus, N.C.	254,208
797 Grant, Wash.	253,866
798 Pettis, Mo.	253,744
799 Burke, N.C.	253,550
800 Stephenson, Ill.	253,512
801 Carter, Okla.	252,951
802 Huron, Ohio	252,587
803 Wharton, Tex.	252,189
804 Anderson, Tex.	252,157
805 Suffolk, Va.	251,457
806 Columbia, N.Y.	250,785
807 White, Ark.	250,605
808 Guadalupe, Tex.	250,187
809 Adams, Pa.	249,675
810 Sauk, Wisc.	248,970
811 Hendricks, Ind.	248,426
812 St. Joseph, Mich.	248,360
813 Floyd, Ind.	247,930
814 Wilson, Tenn.	247,147
815 Snyder, Pa.	247,032
816 Berkeley, W.Va.	245,886
817 Williamsburg, Va.	245,885
818 Stephens, Okla.	244,944
819 Sweetwater, Wyo.	244,692
820 Madison, N.Y.	243,925
821 Livingston, N.Y.	243,654
822 Talbot, Md.	243,502
823 Curry, N.M.	243,234
824 Columbia, Wisc.	241,984
825 Phelps, Mo.	241,850
826 Ellis, Kans.	241,752
827 Coffee, Tenn.	241,065
828 Marion, Ill.	240,918
829 Pulaski, Ky.	240,460
830 Mississippi, Ark.	240,214

831	Tift, Ga.	240,143
832	Harnett, N.C.	239,830
833	Rogers, Okla.	238,655
834	Kaufman, Tex.	238,474
835	Oconee, S.C.	238,406
836	Albemarle, Va.	237,508
837	Cortland, N.Y.	237,457
838	Pontotoc, Okla.	237,346
839	Hanover, Va.	237,156
840	Watauga, N.C.	236,980
841	Bartow, Ga.	236,753
842	Eagle, Colo.	236,628
843	Faulkner, Ark.	236,590
844	Venango, Pa.	236,309
845	Darlington, S.C.	235,957
846	Ottawa, Ohio	235,501
847	Matagorda, Tex.	235,182
848	Greene, N.Y.	234,775
849	Shelby, Ala.	234,158
850	Otero, N.M.	233,598
851	Knox, Ind.	233,575
852	La Plata, Colo.	232,963
853	Falls Church, Va.	232,127
854	Salem, Va.	231,751
855	Clay, Minn.	231,509
856	Mower, Minn.	231,254
857	Delaware, N.Y.	231,071
858	Scotts Bluff, Neb.	230,539
859	Van Buren, Mich.	229,864
860	Campbell, Wyo.	228,727
861	Laurens, Ga.	228,095
862	Hopkins, Ky.	227,729
863	Franklin, Wash.	226,836
864	Henderson, Ky.	226,722
865	Pasquotank, N.C.	226,601
866	Bristol, Va.	226,337
867	Delaware, Ohio	225,912
868	Salem, N.J.	225,894
869	Juneau, Ak.	225,832
870	Lincoln, La.	225,276
871	Fulton, N.Y.	224,883
872	Oneida, Wisc.	224,688
873	Hancock, Ind.	224,467
874	Yuba, Cal.	224,356
875	Morgan, Ind.	224,290
876	St. Francois, Mo.	224,276
877	Otter Tail, Minn.	224,105
878	Wayne, Pa.	224,034
879	Acadia, La.	223,756
880	Garfield, Colo.	223,550
881	Lake, Cal.	223,476
882	Kerr, Tex.	223,265
883	Ionia, Mich.	223,243
884	McMinn, Tenn.	223,083
885	Livingston, La.	222,751
886	Rice, Minn.	222,180
887	Augusta, Va.	221,953
888	Waupaca, Wisc.	221,703
889	Buffalo, Neb.	221,441
890	Scott, Mo.	221,314
891	Walla Walla, Wash.	220,747
892	Wapello, Ia.	220,654
893	Coffee, Ala.	220,629
894	Cass, Mo.	220,447
895	Franklin, Ky.	220,188
896	Santa Rosa, Fla.	219,815
897	Marshall, Ia.	219,173
898	Athens, Ohio	219,030
899	Custer, Okla.	218,995
900	Scott, Minn.	218,759
901	Hardin, Tex.	217,952
902	Stark, N.D.	217,758
903	Clinton, Mich.	217,753
904	De Soto, Miss.	217,466
905	Franklin, Vt.	216,851
906	Lancaster, S.C.	216,670
907	Whitley, Ky.	216,501
908	Montgomery, Kans.	215,981
909	Beaufort, N.C.	215,978
910	Pittsburg, Okla.	215,901
911	Oxford, Me.	215,816
912	Henry, Ind.	215,647
913	Grant, Wisc.	215,588
914	Jefferson, Pa.	215,302
915	Douglas, Wisc.	215,282
916	Barron, Wisc.	214,966
917	Vermilion, La.	214,842
918	Barton, Kans.	214,597
919	Kandiyohi, Minn.	214,204
920	Edgecombe, N.C.	213,990
921	Baldwin, Ga.	213,753
922	Bristol, R.I.	213,642
923	Chenango, N.Y.	213,609
924	Franklin, N.Y.	213,443
925	Goodhue, Minn.	212,738
926	Laurel, Ky.	212,373
927	Richmond, N.C.	211,565
928	Jefferson, Ill.	210,793
929	Itasca, Minn.	210,515
930	Fremont, Wyo.	210,000
931	Calloway, Ky.	209,762
932	Catoosa, Ga.	208,694
933	Darke, Ohio	208,214
934	Bulloch, Ga.	208,177
935	Muscatine, Ia.	207,788
936	Howard, Tex.	207,092
937	Franklin, Ill.	205,939
938	Tehama, Cal.	205,658
939	Jackson, Okla.	205,486
940	Washington, N.Y.	205,106
941	Washington, Tex.	204,967
942	Jim Wells, Tex.	204,451
943	Dodge, Neb.	204,415
944	Lee, Ia.	204,276
945	Ouachita, Ark.	203,520
946	Emmet, Mich.	203,335
947	Ford, Kans.	203,305
948	Bedford, Pa.	203,164
949	Williams, N.D.	203,162
950	Isabella, Mich.	202,456
951	Leflore, Miss.	202,425
952	McKean, Pa.	202,341
953	Dallas, Ala.	201,974
954	Coweta, Ga.	201,834
955	Cherokee, Ga.	201,810
956	Butler, Kans.	201,278
957	Tuscola, Mich.	200,859
958	Brunswick, N.C.	200,674
959	Gibson, Tenn.	200,442
960	Jasper, Tex.	200,359
961	Lyon, Kans.	200,240
962	Pike, Miss.	200,210
963	Albany, Wyo.	200,202

Leading Cities (thousands)

1	New York City, N.Y.	30,343,454
2	Los Angeles, Cal.	18,406,130
3	Houston, Tex.	14,674,151
4	Chicago, Ill.	11,264,430
5	San Fernando Valley, Cal.	11,041,754
6	Dallas, Tex.	9,831,361
7	Philadelphia, Pa.	6,811,182
8	Phoenix, Ariz.	6,666,261
9	San Antonio, Tex.	6,458,255
10	San Diego, Cal.	5,972,557
11	Indianapolis, Ind.	5,461,766
12	San Francisco, Cal.	5,240,454
13	South Bay, Cal.	4,928,084
14	San Jose, Cal.	4,584,794
15	Memphis, Tenn.	4,562,235
16	Austin, Tex.	4,470,084
17	Fort Worth, Tex.	4,297,672
18	Jacksonville, Fla.	4,268,937
19	Columbus, Ohio	4,137,455
20	Oklahoma City, Okla.	4,086,745
21	Seattle, Wash.	3,996,336
22	Nashville, Tenn.	3,898,983
23	Boston, Mass.	3,837,979
24	Honolulu, Hi.	3,495,229
25	Denver, Colo.	3,380,202
26	Miami, Fla.	3,360,212
27	Washington, D.C.	3,322,172
28	2Atlanta, Ga.	3,233,014
29	Detroit, Mich.	3,230,618
30	Baltimore, Md.	3,200,486
31	Charlotte, N.C.	3,129,091
32	Tulsa, Okla.	3,118,861
33	Tampa, Fla.	3,100,182
34	New Orleans, La.	3,066,439
35	Albuquerque, N.M.	3,012,928
36	Milwaukee, Wisc.	2,913,408
37	El Paso, Tex.	2,899,619
38	Tucson, Ariz.	2,885,404
39	Omaha, Neb.	2,649,381
40	Portland, Ore.	2,633,585
41	Fort Lauderdale, Fla.	2,525,860
42	Wichita, Kans.	2,427,625
43	Anchorage, Ak.	2,404,061
44	Fresno, Cal.	2,387,746
45	Minneapolis, Minn.	2,386,998
46	Pittsburgh, Pa.	2,374,404
47	Colorado Springs, Colo.	2,347,832
48	Baton Rouge, La.	2,322,586
49	Sacramento, Cal.	2,307,050
50	Cincinnati, Ohio	2,241,336
51	Cleveland, Ohio	2,216,264
52	San Gabriel Valley, Cal.	2,158,483
53	Toledo, Ohio	2,122,173
54	St. Louis, Mo.	2,118,225
55	1Kansas City, Mo.	2,091,886
56	Long Beach, Cal.	2,022,364
57	Oakland, Cal.	2,018,056
58	Orlando, Fla.	1,988,044
59	Raleigh, N.C.	1,943,353
60	Birmingham, Ala.	1,942,105
61	St. Paul, Minn.	1,934,389
62	Anaheim, Cal.	1,916,663
63	Arlington, Tex.	1,909,777
64	Greensboro, N.C.	1,832,235
65	Torrance, Cal.	1,811,604
66	Jackson, Miss.	1,778,991
67	Santa Ana, Cal.	1,740,772
68	Mesa, Ariz.	1,738,260
69	Corpus Christi, Tex.	1,715,975
70	Knoxville, Tenn.	1,708,961
71	Des Moines, Ia.	1,704,837
72	Shreveport, La.	1,688,782
73	Salt Lake City, Utah	1,671,473
74	1Lexington, Ky.	1,652,278
75	Las Vegas, Nev.	1,650,662
76	Amarillo, Tex.	1,638,260
77	Riverside, Cal.	1,616,997
78	Mobile, Ala.	1,616,403
79	Clearwater, Fla.	1,609,683
80	Little Rock, Ark.	1,600,702
81	Winston-Salem, N.C.	1,599,896
82	Louisville, Ky.	1,599,501
83	Lubbock, Tex.	1,590,241
84	Costa Mesa, Cal.	1,545,152
85	Fort Wayne, Ind.	1,535,408
86	Hollywood, Fla.	1,506,820
87	St. Petersburg, Fla.	1,482,356
88	Reno, Nev.	1,475,205
89	Chattanooga, Tenn.	1,471,619
90	Spokane, Wash.	1,442,087
91	Akron, Ohio	1,441,276
92	Madison, Wisc.	1,406,508
93	Bakersfield, Cal.	1,395,878
94	Scottsdale, Ariz.	1,389,260
95	Tacoma, Wash.	1,388,192
96	Glendale, Cal.	1,380,876
97	Huntington Beach, Cal.	1,373,447
98	Springfield, Mo.	1,330,577
99	San Bernardino, Cal.	1,275,928
100	Buffalo, N.Y.	1,269,825
101	Santa Monica, Cal.	1,244,117
102	Montgomery, Ala.	1,233,444
103	Huntsville, Ala.	1,230,652
104	Stockton, Cal.	1,220,778
105	Irving, Tex.	1,209,159
106	West Palm Beach, Fla.	1,206,867
107	Pasadena, Cal.	1,190,056
108	Santa Rosa, Cal.	1,188,975
109	Lafayette, La.	1,184,630
110	Evansville, Ind.	1,183,796
111	Lincoln, Neb.	1,161,304
112	Tempe, Ariz.	1,156,480
113	Columbus, Ga.	1,154,401
114	Rochester, N.Y.	1,149,135
115	Worcester, Mass.	1,128,268
116	Savannah, Ga.	1,122,316
117	Springfield, Mass.	1,118,290
118	Modesto, Cal.	1,111,009
119	Flint, Mich.	1,097,329
120	Dayton, Ohio	1,088,814
121	Waco, Tex.	1,088,519
122	Bellevue, Wash.	1,083,559
123	Macon, Ga.	1,063,997
124	Beaumont, Tex.	1,056,909
125	Yonkers, N.Y.	1,048,230
126	Rockford, Ill.	1,046,850
127	Springfield, Ill.	1,043,398
128	Fremont, Cal.	1,036,174
129	Richardson, Tex.	1,031,142
130	White Plains, N.Y.	1,026,406
131	Tyler, Tex.	1,006,763
132	Topeka, Kans.	1,002,899
133	Manchester, N.H.	993,151
134	Fayetteville, N.C.	987,408
135	Garland, Tex.	981,660
136	Grand Rapids, Mich.	980,897
137	Tallahassee, Fla.	978,692
138	Abilene, Tex.	978,688
139	Boise City, Ida.	977,957
140	El Cajon, Cal.	977,460
141	Charleston, S.C.	974,237
142	Downey, Cal.	972,043
143	Greenville, S.C.	966,540
144	Laredo, Tex.	966,409
145	Durham, N.C.	962,518
146	Thousand Oaks, Cal.	959,838
147	Fort Myers, Fla.	949,543
148	Syracuse, N.Y.	945,644
149	San Buenaventura, Cal. Ventura, Cal.	944,392
150	Boulder, Colo.	938,640
151	Odessa, Tex.	932,563
152	Cedar Rapids, Ia.	922,734
153	Walnut Creek, Cal.	918,985
154	Cherry Hill, N.J.	917,273
155	Escondido, Cal.	916,619
156	Pompano Beach, Fla.	906,566
157	Eugene, Ore.	903,705
158	Danbury, Conn.	903,135
159	Fargo, N.D.	893,736
160	Hayward, Cal.	892,245
161	Jersey City, N.J.	891,072
162	1St. Cloud, Minn.	890,097
163	Lansing, Mich.	882,313
164	San Mateo, Cal.	877,181
165	Ocala, Fla.	870,937
166	Stamford, Conn.	869,866
167	Ann Arbor, Mich.	868,687
168	South Bend, Ind.	868,415
169	Woodbridge, N.J.	865,180
170	Santa Barbara, Cal.	862,361
171	Sioux Falls, S.D.	861,307
172	McAllen, Tex.	859,593
173	Columbia, S.C.	852,305
174	Norman, Okla.	850,645
175	Asheville, N.C.	847,070
176	Independence, Mo.	840,018
177	Brockton, Mass.	834,371
178	Allentown, Pa.	833,950
179	Marietta, Ga.	833,765
180	Newark, N.J.	833,651
181	Daytona Beach, Fla.	827,860
182	San Rafael, Cal.	815,927
183	Lakeland, Fla.	808,363
184	Salinas, Cal.	808,336
185	Gainesville, Fla.	803,408
186	Waterbury, Conn.	800,988
187	Billings, Mont.	798,704
188	Newport Beach, Cal.	797,983
189	Longview, Tex.	795,030
190	Davenport, Ia.	793,056
191	San Angelo, Tex.	789,566
192	Plano, Tex.	787,188
193	Pasadena, Tex.	780,676
194	Sarasota, Fla.	776,659
195	Peoria, Ill.	765,501
196	Nashua, N.H.	762,830
197	Framingham, Mass.	758,279
198	1Salem, Ore.	754,394
199	Redwood City, Cal.	753,099
200	West Covina, Cal.	748,064
201	North Little Rock, Ark.	744,860
202	Wichita Falls, Tex.	738,216
203	Brownsville, Tex.	727,656
204	Midland, Tex.	726,558
205	Elkhart, Ind.	718,788
206	Hicksville, N.Y.	717,485
207	Kansas City, Kans.	717,029
208	Providence, R.I.	711,399
209	Green Bay, Wisc.	710,788
210	Rockville, Md.	705,042
211	Duluth, Minn.	704,341
212	Fort Smith, Ark.	695,833
213	Lawton, Okla.	692,724
214	Joliet, Ill.	691,873
215	Oxnard, Cal.	688,826
216	Charleston, W.Va.	688,216
217	Norwalk, Conn.	687,347
218	Fort Collins, Colo.	686,370
219	Hartford, Conn.	685,313
220	Lake Charles, La.	681,246
221	Texarkana, Ark.-Texarkana, Tex., Ark.	678,625
222	1Texarkana, Tex.	678,625
223	Ogden, Utah	674,631
224	Alexandria, La.	669,260
225	Palo Alto, Cal.	667,106
226	Ontario, Cal.	666,674
227	Decatur, Ill.	666,057
228	Whittier, Cal.	664,616
229	Bridgeport, Conn.	663,703
230	Everett, Wash.	662,976
231	Santa Maria, Cal.	658,003
232	Monroe, La.	653,594
233	Muncie, Ind.	651,865
234	Wilmington, N.C.	651,763
235	Redding, Cal.	648,357
236	Terre Haute, Ind.	643,843
237	Hurst, Tex.	641,048
238	Medford, Ore.	640,586
239	Albany, Ga.	638,396
240	Santa Fe, N.M.	637,873
241	1Huntington, W.Va.	633,568
242	Quincy, Mass.	631,497
243	Denton, Tex.	629,097
244	Myrtle Beach, S.C.	624,732
245	Visalia, Cal.	624,048
246	Kokomo, Ind.	623,519
247	High Point, N.C.	621,486
248	Aurora, Ill.	619,149
249	Santa Cruz, Cal.	614,105
250	Boca Raton, Fla.	613,210
251	Albany, N.Y.	611,158
252	Sioux City, Ia.	607,433
253	Brick Township, N.J.	607,193
254	Frederick, Md.	606,616
255	Portland, Me.	606,076
256	Anderson, Ind.	602,765
257	Rapid City, S.D.	598,435
258	Panama City, Fla.	596,693
259	Rochester, Minn.	594,748
260	Gastonia, N.C.	594,263

TOTAL RETAIL SALES

261	Alameda, Cal.	592,444
262	Greenwich, Conn.	591,694
263	Pomona, Cal.	583,376
264	Canton, Ohio	582,813
265	Pueblo, Colo.	578,627
266	Columbia, Mo.	578,127
267	Lynn, Mass.	576,685
268	Erie, Pa.	575,029
269	Mentor, Ohio	573,409
270	Fort Pierde, Fla.	569,999
271	Kingsport, Tenn.	569,127
272	Burlington, N.C.	568,165
273	Spartanburg, S.C.	566,391
274	Eau Claire, Wisc.	565,880
275	Conroe, Tex.	563,009
276	Covina, Cal.	560,248
277	Lowell, Mass.	559,566
278	Renton, Wash.	558,884
279	Pensacola, Fla.	555,657
280	Bismarck, N.D.	552,964
281	Tuscaloosa, Ala.	552,349
282	Vallejo, Cal.	551,869
283	Yakima, Wash.	551,800
284	Waukegan, Ill.	550,454
285	Mishawaka, Ind.	546,564
286	Jackson, Tenn.	544,999
287	Scranton, Pa.	543,158
288	La Crosse, Wisc.	541,832
289	Lafayette, Ind.	541,598
290	Racine, Wisc.	539,413
291	Victoria, Tex.	539,350
292	Grand Forks, N.D.	537,633
293	Fairbanks, Ak.	536,152
294	Killeen, Tex.	535,472
295	Naples, Fla.	535,391
296	Champaign, Ill.	534,403
297	St. Joseph, Mo.	532,966
298	Salisbury, Md.	532,321
299	Grand Junction, Colo.	527,838
300	Bloomington, Ind.	525,801
301	Youngstown, Ohio	520,504
302	Las Cruces, N.M.	520,407
303	2Joplin, Mo.	518,829
304	Greenville, N.C.	518,182
305	New Haven, Conn.	514,436
306	New Bedford, Mass.	513,795
307	Dothan, Ala.	512,393
308	Meridian, Miss.	506,846
309	Bristol, Conn.	506,520
310	Annapolis, Md.	504,505
311	Temple, Tex.	504,411
312	Hackensack, N.J.	502,676
313	Clifton, N.J.	501,251
314	Bloomington, Ill.	500,948
315	Hickory, N.C.	497,443
316	Missoula, Mont.	497,340
317	Minot, N.D.	496,817
318	Waltham, Mass.	496,687
319	New Rochelle, N.Y.	495,859
320	Lancaster, Pa.	494,180
321	Kalamazoo, Mich.	493,216
322	Hot Springs, Ark.	492,486
323	Cheyenne, Wyo.	491,914
324	Reading, Pa.	491,207
325	Portsmouth, N.H.	486,009
326	Jacksonville, N.C.	484,377
327	Fall River, Mass.	481,564
328	Bristol, Tenn.-Bristol, Va., Tenn.	481,322
329	Hammond, Ind.	480,835
330	San Luis Obispo, Cal.	479,950
331	Bangor, Me.	479,671
332	Johnson City, Tenn.	479,262
333	Bowling Green, Ky.	478,639
334	Owensboro, Ky.	476,909
335	Wilmington, Del.	476,225
336	Idaho Falls, Ida.	475,528
337	Waterloo, Ia.	475,[illegible]
338	Hattiesburg, Miss.	474,565
339	Arcadia, Cal.	472,527
340	Casper, Wyo.	471,944
341	Peabody, Mass.	467,853
342	Manchester, Conn.	465,842
343	Corona, Cal.	465,398
344	Bellingham, Wash.	464,804
345	Simi Valley, Cal.	464,150
346	Bradenton, Fla.	460,840
347	Harlingen, Tex.	460,683
348	Houma, La.	460,551
349	Winter Haven, Fla.	460,107
350	Milford, Conn.	459,666
351	Dubuque, Ia.	459,246
352	Oceanside, Cal.	458,214
353	Waukesha, Wisc.	457,760
354	Gulfport, Miss.	456,591
355	Chico, Cal.	453,877
356	Fayetteville, Ark.	453,803
357	Elizabeth, N.J.	453,300
358	Moline, Ill.	452,324
359	Great Falls, Mont.	449,150
360	Hempstead, N.Y.	448,897
361	Pontiac, Mich.	448,543
362	Royal Oak, Mich.	447,682
363	Council Bluffs, Ia.	445,774
364	Midwest City, Okla.	445,328
365	Rocky Mount, N.C.	444,996
366	Bryan, Tex.	444,764
367	Binghamton, N.Y.	442,738
368	Mansfield, Ohio	440,988
369	Baytown, Tex.	440,545
370	Fairfield, Cal.	440,198
371	Jefferson City, Mo.	438,756
372	Muskogee, Okla.	437,576
373	Pittsfield, Mass.	436,916
374	Augusta, Ga.	435,990
375	Richmond, Ind.	435,899
376	Anderson, S.C.	435,786
377	Athens, Ga.	435,243
378	Merced, Cal.	434,230
379	Palm Springs, Cal.	433,939
380	Atlantic City, N.J.	432,629
381	Schenectady, N.Y.	431,881
382	Clarksville, Tenn.	430,697
383	Florence, S.C.	426,945
384	Stuart, Fla.	426,728
385	Janesville, Wisc.	426,350
386	Enid, Okla.	423,219
387	Gary, Ind.	420,706
388	Pine Bluff, Ark.	420,670
389	Woburn, Mass.	419,703
390	Valdosta, Ga.	418,741
391	Grand Prairie, Tex.	418,391
392	Roseville, Cal.	418,239
393	Yuma, Ariz.	416,611
394	Bremerton, Wash.	415,443
395	Greeley, Colo.	415,554
396	Utica, N.Y.	415,340
397	Elyria, Ohio	414,071
398	Fort Walton Beach, Fla.	413,327
399	Dalton, Ga.	412,828
400	Olympia, Wash.	411,426
401	Gainesville, Ga.	409,875
402	Tupelo, Miss.	408,737
403	Napa, Cal.	408,351
404	Medford, Mass.	407,577
405	Dover, Del.	404,255
406	Murfreesboro, Tenn.	403,832
407	Marion, Ind.	403,537
408	Belleville, Ill.	402,666
409	Decatur, Ala.	402,256
410	Slidell, La.	402,224
411	Paterson, N.J.	402,164
412	Farmington, N.M.	400,173
413	Sherman, Tex.	399,486
414	Vero Beach, Fla.	399,440
415	Parkersburg, W.Va.	398,553
416	Oshkosh, Wisc.	395,880
417	Kenosha, Wisc.	393,524
418	Galveston, Tex.	392,601
419	Longmont, Colo.	392,547
420	Elgin, Ill.	392,260
421	Hemet, Cal.	390,163
422	Woodbridge, Va.	339,387
423	Manhattan Beach, Cal.	389,132
424	State College, Pa.	388,239
425	Salem, Mass.	384,618
426	Vineland, N.J.	384,518
427	Pawtucket, R.I.	383,477
428	Warren, Ohio	383,148
429	Goldsboro, N.C.	382,825
430	Appleton, Wisc.	380,554
431	Springfield, Ohio	378,151
432	Rome, Ga.	376,944
433	Jonesboro, Ark.	376,444
434	Hamilton, Ohio	375,997
435	Paducah, Ky.	375,271
436	Wilkes-Barre, Pa.	374,771
437	Cape Girardeau, Mo.	374,047
438	Lufkin, Tex.	373,649
439	Wilson, N.C.	373,384
440	Kingston, N.Y.	372,304
441	Wausau, Wisc.	371,828
442	Hilo, Hi.	370,974
443	Hagerstown, Md.	370,469
444	Eureka, Cal.	370,103
445	Harrisburg, Pa.	369,160
446	Roswell, N.M.	369,065
447	Dedham, Mass.	368,409
448	Altoona, Pa.	368,070
449	Carrollton, Tex.	368,039
450	Flagstaff, Ariz.	366,975
451	Port Arthur, Tex.	366,539
452	Middletown, N.Y.	365,216
453	Rock Hill, S.C.	364,503
454	Gadsden, Ala.	364,147
455	Anniston, Ala.	363,817
456	Glendora, Cal.	360,946
457	Iowa City, Ia.	360,814
458	Holyoke, Mass.	360,234
459	Norwich, Conn.	359,907
460	Redondo Beach, Cal.	358,639
461	Lawrence, Kans.	358,597
462	Quincy, Ill.	356,130
463	Upland, Cal.	355,486
464	Columbus, Miss.	355,435
465	Carlisle, Pa.	355,205
466	Wallingford, Conn.	353,906
467	Carson City, Nev.	353,854
468	Attleboro, Mass.	352,712
469	Florence, Ala.	352,674
470	Hammond, La.	351,771
471	Redlands, Cal.	351,100
472	Concord, N.H.	350,960
473	Cleveland, Tenn.	350,447
474	Kennewick, Wash.	349,956
475	Salina, Kans.	349,103
476	Warner Robins, Ga.	348,039
477	Traverse City, Mich.	347,469
478	Salisbury, N.C.	345,704
479	Rogers, Ark.	344,051
480	Newburgh, N.Y.	341,586
481	Kent, Wash.	340,787
482	Biloxi, Miss.	340,057
483	1Bethlehem, Pa.	336,773
484	Brea, Cal.	336,157
485	Longview, Wash.	335,335
486	Lodi, Cal.	335,004
487	Columbus, Ind.	334,832
488	Sanford, Fla.	334,572
489	Beckley, W.Va.	333,474
490	Haverhill, Mass.	332,930
491	Hutchinson, Kans.	332,263
492	Lawrence, Mass.	332,101
493	Fond du Lac, Wisc.	331,420
494	Sumter, S.C.	330,898
495	Carbondale, Ill.	330,882
496	Shawnee, Okla.	330,735
497	Parsippany, N.J.	330,693
498	Newark, Ohio	329,912
499	Findlay, Ohio	327,450
500	Mankato, Minn.	326,668
501	Auburn, Wash.	326,653
502	Rosenberg, Tex.	326,442
503	Lewisville, Tex.	326,363
504	Provo, Utah	325,129
505	Meriden, Conn.	322,528
506	Enfield, Conn.	322,021
507	Mount Vernon, N.Y.	321,708
508	Poughkeepsie, N.Y.	320,388
509	Danville, Ill.	320,298
510	Roseburg, Ore.	319,625
511	Morristown, N.J.	319,387
512	Woonsocket, R.I.	318,347
513	New London, Conn.	317,317
514	Pocatello, Ida.	316,149
515	Niagara Falls, N.Y.	315,658
516	South Gate, Cal.	315,323
517	Covington, Ky.	315,239
518	Morristown, Tenn.	315,140
519	Pekin, Ill.	313,971
520	La Habra, Cal.	313,913
521	Edmond, Okla.	313,628
522	Newark, Del.	312,548
523	Ames, Ia.	311,409
524	Lexington, N.C.	310,998
525	Olathe, Kans.	310,370
526	College Station, Tex.	310,158
527	Sandusky, Ohio	310,013
528	Grants Pass, Ore.	309,561
529	Michigan City, Ind.	309,547
530	Sheboygan, Wisc.	308,715
531	McKinney, Tex.	308,158
532	Hanover, Pa.	307,710
533	Lorain, Ohio	307,454
534	Lancaster, Ohio	307,395
535	Lawrenceville, Ga.	307,203
536	Vancouver, Wash.	307,196
537	Hobbs, N.M.	306,259
538	Burlington, Vt.	305,732
539	Antioch, Cal.	305,052
540	Brunswick, Ga.	303,836
541	New Iberia, La.	302,490
542	Uniontown, Pa.	302,345
543	Hendersonville, N.C.	301,960
544	Washington, Pa.	301,414
545	Statesville, N.C.	300,977
546	Alton, Ill.	300,647
547	Monterey, Cal.	300,357
548	Galesburg, Ill.	300,081
549	Ithaca, N.Y.	299,319
550	New Britain, Conn.	298,273
551	Glens Falls, N.Y.	298,211
552	Victorville, Cal.	297,325
553	Greenville, Miss.	297,207
554	Saginaw, Mich.	297,125
555	Lewiston, Ida.	293,849
556	Huntsville, Tex.	292,070
557	Alcoa, Tenn.	291,059
558	Gallup, N.M.	290,957
559	Chambersburg, Pa.	290,640
560	Loveland, Colo.	289,427
561	Watertown, N.Y.	289,043
562	Pottstown, Pa.	288,137
563	Stillwater, Okla.	286,311
564	Albany, Ore.	285,860
565	Greenwood, S.C.	284,640
566	Fontana, Cal.	283,949
567	Trenton, N.J.	283,719
568	Twin Falls, Ida.	283,604
569	Malden, Mass.	283,584
570	Bozeman, Mont.	283,580
571	Zanesville, Ohio	283,577
572	Valparaiso, Ind.	282,442
573	Petaluma, Cal.	282,341
574	Paris, Tex.	281,316
575	Mason City, Ia.	281,023
576	Grand Island, Neb.	280,706
577	Cullman, Ala.	280,552
578	Vernon, Conn.	279,954
579	Bend, Ore.	279,816
580	Warren, Pa.	278,197
581	Morgantown, W.Va.	278,187
582	Middletown, Ohio	277,606
583	Corvallis, Ore.	276,765
584	Augusta, Me.	275,734
585	Beloit, Wisc.	275,475
586	Roswell, Ga.	275,195
587	Midland, Mich.	274,963
588	Coeur d'Alene, Ida.	274,642
589	Nacogdoches, Tex.	274,595
590	Norristown, Pa.	274,023
591	Leesburg, Fla.	273,864
592	Yuba City, Cal.	273,098
593	Niles, Ohio	272,001
594	Greensburg, Pa.	271,886
595	Laurel, Miss.	271,613
596	Homestead, Fla.	270,053
597	Holland, Mich.	269,761
598	Natchez, Miss.	268,556
599	Livermore, Cal.	267,868
600	Watsonville, Cal.	267,530
601	Wheeling, W.Va.	266,587
602	Keene, N.H.	265,778
603	Ponca City, Okla.	265,681
604	Beverly, Mass.	264,895
605	Cookeville, Tenn.	263,231
606	Cleburne, Tex.	262,839
607	Haltom City, Tex.	262,445
608	Wisconsin Rapids, Wisc.	262,260
609	Fort Dodge, Ia.	262,243
610	Garden City, N.Y.	261,867
611	Griffin, Ga.	261,187
612	La Grange, Ga.	260,440
613	Rutland, Vt.	260,181
614	Pascagoula, Miss.	258,357
615	Poplar Bluff, Mo.	257,971
616	Port Huron, Mich.	257 583
617	Helena, Mont.	256,648
618	West Memphis, Ark.	256,321
619	Rome, N.Y.	255,875
620	Red Bank, N.J.	255,073
621	Bartlesville, Okla.	254,377
622	Sanford, N.C.	253,574
623	Northampton, Mass.	253,294
624	Texas City, Tex.	253,180
625	Fairmont, W.Va.	253,116
626	Lumberton, N.C.	252,790
627	Stevens Point, Wisc.	252,023
628	Torrington, Conn.	251,917
629	Auburn, N.Y.	250,117
630	Middletown, N.J.	250,048
631	Union City, N.J.	249,962
632	Ashland, Ky.	249,822
633	Columbia, Tenn.	248,563
634	Peekskill, N.Y.	248,546
635	Waycross, Ga.	247,905
636	Troy, N.Y.	247,244
637	Jamestown, N.Y.	247,198
638	Logan, Utah	247,073
639	Lewiston, Me.	246,992
640	Nampa, Ida.	246,785
641	Huntington Park, Cal.	246,263
642	Crystal Lake, Ill.	245,729
643	Clinton, Ia.	244,995
644	Aberdeen, S.D.	244,829
645	Middletown, Conn.	244,634
646	Chapel Hill, N.C.	244,589
647	Vicksburg, Miss.	243,857
648	Fitchburg, Mass.	243,041
649	Somerville, N.J.	242,971
650	Concord, N.C.	242,843
651	Russellville, Ark.	242,798
652	Porterville, Cal.	242,439
653	Conyers, Ga.	242,247
654	Wenatchee, Wash.	242,116
655	Greenville, Tex.	242,112
656	Klamath Falls, Ore.	242,072
657	Manhattan, Kans.	241,647

658	Indio, Cal.	241,171
659	Camarillo, Cal.	240,589
660	Brunswick, Me.	240,405
661	Chillicothe, Ohio	240,003
662	Lima, Ohio	239,749
663	Auburn, Me.	239,322
664	Bay City, Mich.	238,999
665	Sedalia, Mo.	238,522
666	Westfield, Mass.	238,452
667	Greeneville, Tenn.	238,205
668	Auburn, Ala.	238,183
669	El Dorado, Ark.	238,142
670	Trumbull, Conn.	237,333
671	Westerly, R.I.	237,288
672	Kalispell, Mont.	237,239
673	Stroudsburg, Pa.	237,195
674	New Braunfels, Tex.	236,577
675	Manteca, Cal.	236,438
676	Butler, Pa.	236,070
677	Davis, Cal.	235,131
678	Waterville, Me.	234,807
679	Shelby, N.C.	234,374
680	Wooster, Ohio	234,080
681	Lenoir, N.C.	233,625
682	Portsmouth, Ohio	233,619
683	Manitowoc, Wisc.	233,415
684	Denison, Tex.	233,041
685	Jackson, Mich.	232,872
686	Kingman, Ariz.	231,283
687	Marshfield, Wisc.	231,130
688	Laconia, N.H.	230,721
689	Kinston, N.C.	230,548
690	Kankakee, Ill.	230,430
691	Carrollton, Ga.	230,286
692	Clovis, N.M.	229,983
693	Freeport, Ill.	228,974
694	Palm Beach, Fla.	228,860
695	San Marcos, Tex.	228,749
696	Marshall, Tex.	228,174
697	Key West, Fla.	228,112
698	Monroe, N.C.	227,913
699	Bristol, Pa.	227,636
700	Wheaton, Ill.	227,130
701	Elmira, N.Y.	226,429
702	Blue Springs, Mo.	226,386
703	Burlington, N.J.	226,086
704	Orangeburg, S.C.	226,070
705	Juneau, Ak.	225,832
706	Mount Vernon, Wash.	225,827
707	Orange, Tex.	225,644
708	Hazleton, Pa.	225,496
709	South Lake Tahoe, Cal.	225,472
710	Vacaville, Cal.	225,122
711	New Castle, Pa.	224,524
712	Ardmore, Okla.	224,139
713	Massillon, Ohio	223,780
714	Taunton, Mass.	223,715
715	New Albany, Ind.	223,429
716	Vista, Cal.	223,091
717	Johnstown, Pa.	222,877
718	New Bern, N.C.	222,793
719	Jasper, Ala.	222,695
720	Saratoga Springs, N.Y.	221,830
721	Oak Ridge, Tenn.	221,689
722	Henderson, Ky.	221,644
723	Springdale, Ark.	220,797
724	Port Chester, N.Y.	220,605
725	Gillette, Wyo.	219,601
726	Fairborn, Ohio	219,507
727	St. Augustine, Fla.	219,359
728	Broken Arrow, Okla.	219,094
729	Williamsport, Pa.	218,959
730	Alamagordo, N.M.	218,710
731	Effingham, Ill.	218,494
732	Muskegon, Mich.	217,415
733	Conway, Ark.	217,368
734	Elizabethtown, Ky.	217,038
735	Prescott, Ariz.	217,011
736	Steubenville, Ohio	215,449
737	Richmond, Ky.	215,434
738	Ada, Okla.	215,031
739	Asheboro, N.C.	215,019
740	Cumberland, Md.	214,827
741	Oroville, Cal.	214,762
742	Woodland, Cal.	214,404
743	Plattsburgh, N.Y.	213,343
744	New Brunswick, N.J.	212,705
745	Sequin, Tex.	212,497
746	Turlock, Cal.	212,287
747	Frankfort, Ky.	211,120
748	Marlborough, Mass.	210,455
749	Hays, Kans.	209,815
750	Chandler, Ariz.	209,430
751	Winona, Minn.	208,777
752	Mount Airy, N.C.	208,770
753	Hanford, Cal.	208,466
754	Monroe, Wisc.	208,143
755	Ruston, La.	207,857
756	Marshalltown, Ia.	207,402
757	El Centro, Cal.	207,327
758	Meadville, Pa.	207,279
759	Durango, Colo.	207,261
760	Hopkinsville, Ky.	206,466
761	Ottumwa, Ia.	206,349
762	York, Pa.	206,172
763	Willoughby, Ohio	206,131
764	Barstow, Cal.	205,081
765	Kannapolis, N.C.	204,749
766	Dublin, Ga.	204,607
767	Walla Walla, Wash.	204,310
768	Kearney, Neb.	202,872
769	Brooksville, Fla.	202,856
770	Alvin, Tex.	202,536
771	Weatherford, Tex.	202,367
772	Goshen, Ind.	202,119
773	Rolla, Mo.	202,103
774	Sapulpa, Okla.	202,030
775	Pleasanton, Cal.	201,497
776	Marietta, Ohio	201,161
777	Bettendorf, Ia.	200,585
778	Tifton, Ga.	200,553

TOTAL FOOD SALES

Metropolitan Statistical Areas (thousands)

1	Los Angeles-Long Beach, Ca	10,077,891
2	New York, N.Y	8,358,027
3	Chicago, Il	6,491,178
4	Philadelphia, Pa-N.J	5,637,681
5	Washington, D.C-Md-Va	4,876,349
6	Detroit, Mi	4,472,104
7	Nassau-Suffolk, N.Y	4,394,179
8	Houston, Tx	4,327,487
9	Boston, Ma	3,863,502
10	Dallas, Tx	3,615,703
11	Atlanta, Ga	3,197,260
12	Anaheim-Santa Ana, Ca	3,109,911
13	Tampa-St. Petersburg-Clearwater, Fl	2,960,252
14	Baltimore, Md	2,909,808
15	Minneapolis-St. Paul, Mn-Wi	2,874,023
16	Phoenix, Az	2,745,818
17	Oakland, Ca	2,715,210
18	San Diego, Ca	2,585,112
19	St. Louis, Mo-Il	2,567,252
20	Riverside-San Bernardino, Ca	2,515,090
21	Newark, N.J	2,505,649
22	Seattle, Wa	2,505,165
23	Denver, Co	2,416,532
24	Pittsburgh, Pa	2,414,763
25	Cleveland, Oh	2,338,352
26	San Francisco, Ca	2,278,898
27	Miami-Hialeah, Fl	2,106,737
28	San Jose, Ca	2,046,635
29	Fort Worth-Arlington, Tx	1,942,495
30	Bergen-Passaic, N.J	1,908,007
31	New Orleans, La	1,902,369
32	Fort Lauderdale-Hollywood-Pompano Beach, Fl	1,836,592
33	Cincinnati, Oh-Ky-In	1,824,801
34	Sacramento, Ca	1,767,177
35	Kansas City, Mo-Ks	1,741,212
36	Monmouth-Ocean, N.J	1,734,164
37	San Antonio, Tx	1,724,949
38	Milwaukee, Wi	1,702,985
39	Columbus, Oh	1,621,203
40	Charlotte-Gastonia-Rock Hill, N.C-S.C	1,568,810
41	Orlando, Fl	1,391,268
42	Indianapolis, In	1,386,444
43	Norfolk-Virginia Beach-Newport News, Va	1,375,399
44	Middlesex-Somerset-Hunterdon, N.J	1,372,309
45	Oklahoma City, Ok	1,341,038
46	Buffalo, N.Y	1,303,892
47	Portland, Or	1,291,607
48	Louisville, Ky-In	1,276,145
49	Rochester, N.Y	1,242,682
50	Nashville, Tn	1,196,893
51	Albany-Schenectady-Troy, N.Y	1,192,968
52	Memphis, Tn-Ar-Ms	1,189,473
53	Salt Lake City-Ogden, Ut	1,188,480
54	West Palm Beach-Boca Raton-Delray, Fl	1,170,899
55	Dayton-Springfield, Oh	1,158,777
56	Greensboro-Winston-Salem-High Point, N.C	1,152,818
57	Richmond-Petersburg, Va	1,137,837
58	Austin, Tx	1,089,921
59	Hartford, Ct	1,081,937
60	Birmingham, Al	1,040,679
61	Jacksonville, Fl	1,040,294
62	Raleigh-Durham, N.C	936,000
63	Tulsa, Ok	915,747
64	Syracuse, N.Y	880,946
65	Scranton-Wilkes Barre, Pa	865,788
66	Honolulu, Hi	864,504
67	Las Vegas, Nv	855,091
68	Akron, Oh	828,297
69	Harrisburg-Lebanon-Carlisle, Pa	825,295
70	Oxnard-Ventura, Ca	822,975
71	Toledo, Oh	812,902
72	Allentown-Bethlehem, Pa-N.J	807,963
73	Omaha, Ne-Ia	789,764
74	Greenville-Spartanburg, S.C	770,985
75	Tucson, Az	767,314
76	Baton Rouge, La	751,881
77	Fresno, Ca	743,900
78	Gary-Hammond, In	741,291
79	Knoxville, Tn	717,967
80	Springfield, Ma	710,511
81	Providence, R.I	676,542
82	Jersey City, N.J	649,666
83	Albuquerque, N.M	630,914
84	Wilmington, De-N.J-Md	615,321
85	Pawtucket-Woonsocket-Attleboro, R.I.-Ma	613,729
86	Bakersfield, Ca	608,757
87	Charleston, S.C	606,965
88	Little Rock-North Little Rock, Ar	596,405
89	Mobile, Al	592,370
90	Des Moines, Ia	591,419
91	El Paso, Tx	584,229
92	Youngstown-Warren, Oh	581,123
93	Tacoma, Wa	566,365
94	Chattanooga, Tn-Ga	564,318
95	Grand Rapids, Mi	558,920
96	Bridgeport-Milford, Ct	553,576
97	Lakeland-Winter Haven, Fl	542,096
98	New Haven-Meriden, Ct	539,447
99	Santa Rosa-Petaluma, Ca	533,782
100	Atlantic City, N.J	530,653
101	Wichita, Ks	519,109
102	Lancaster, Pa	510,696
103	Lake County, Il	500,746
104	Corpus Christi, Tx	496,877
105	Johnson City-Kingsport-Bristol, Tn-Va	493,254
106	Columbia, S.C	490,520
107	Spokane, Wa	488,584
108	Melbourne-Titusville-Palm Bay, Fl	486,012
109	Vallejo-Fairfield-Napa, Ca	485,305
110	Stockton, Ca	485,256
111	Canton, Oh	480,604
112	Beaumont-Port Arthur, Tx	476,611
113	Santa Barbara-Santa Maria-Lompoc, Ca	471,281
114	Jackson, Ms	462,634
115	Worcester, Ma	454,495
116	York, Pa	453,691
117	Daytona Beach, Fl	449,871
118	Flint, Mi	449,622
119	Shreveport, La	445,701
120	Colorado Springs, Co	444,899
121	Orange, N.Y	443,654
122	Davenport-Rock Island-Moline, Ia-Il	441,763
123	Augusta, Ga-S.C	431,908
124	Fort Wayne, In	428,395
125	Trenton, N.J	424,696
126	Portland, Me	416,586
127	Lansing-East Lansing, Mi	415,352
128	Aurora-Elgin, Il	414,028
129	Saginaw-Bay City-Midland, Mi	410,586
130	Fort Myers-Cape Coral, Fl	407,413
131	Reading, Pa	404,878
132	Lexington-Fayette, Ky	404,475
133	Modesto, Ca	404,131
134	Reno, Nv	399,970
135	Sarasota, Fl	396,267
136	Utica-Rome, N.Y	390,958
137	Madison, Wi	390,057
138	Huntington-Ashland, W.V-Ky-Oh	386,659
139	Pensacola, Fl	386,263
140	Peoria, Il	379,157
141	New London-Norwich, Ct-R.I.	376,833
142	Lawrence-Haverhill, Ma-N.H.	368,212
143	Binghamton, N.Y	357,398
144	Boulder-Longmont, Co	356,735
145	Santa Cruz, Ca	349,664
146	Evansville, In-Ky	349,608
147	McAllen-Edinburg-Mission, Tx	349,559
148	Poughkeepsie, N.Y	347,766
149	Salinas-Seaside-Monterey, Ca	343,932
150	Macon-Warner Robins, Ga	341,987
151	Brownsville-Harlingen, Tx	341,916
152	Waterbury, Ct	341,499
153	Roanoke, Va	339,028
154	Charleston, W.V	336,428
155	Rockford, Il	331,502
156	Fort Pierce, Fl	330,529
157	Duluth, Mn-Wi	330,300
158	Anchorage, Ak	328,408
159	Bradenton, Fl	327,955
160	Amarillo, Tx	325,992
161	Visalia-Tulare-Porterville, Ca	324,736
162	Lorain-Elyria, Oh	324,401
163	Salem-Gloucester, Ma	320,912
164	Alton-Granite City, Il	320,400
165	Joliet, Il	316,856
166	Hamilton-Middletown, Oh	316,297
167	Lowell, Ma-N.H.	315,358
168	South Bend-Mishawaka, In	309,116
169	Eugene-Springfield, Or	308,403
170	Erie, Pa	308,188
171	Lubbock, Tx	307,570
172	Appleton-Oshkosh-Neenah, Wi	303,984
173	Stamford, Ct	302,456
174	Tallahassee, Fl	297,974
175	Montgomery, Al	297,770
176	Brazoria, Tx	296,064
177	Killeen-Temple, Tx	292,679
178	Galveston-Texas City, Tx	289,835
179	Waco, Tx	289,046
180	East St. Louis-Belleville, Il	288,359
181	Springfield, Mo	286,849
182	Manchester, N.H.	285,909
183	Boise City, Id	283,013
184	Danbury, Ct	275,693
185	Savannah, Ga	274,658
186	Niagara Falls, N.Y	274,525
187	Gainesville, Fl	274,144
188	Longview-Marshall, Tx	271,940
189	Lafayette, La	265,475
190	Chico, Ca	265,388
191	Fayetteville, N.C	264,985
192	Hickory, N.C	263,585

193 Ann Arbor, Mi	253,099
194 Portsmouth-Dover-Rochester, N.H.-Me	249,973
195 Elkhart-Goshen, In	247,060
196 Asheville, N.C	246,473
197 Ocala, Fl	243,381
198 Huntsville, Al	241,815
199 New Bedford, Ma	241,514
200 Johnstown, Pa	240,474
201 Norwalk, Ct	239,899
202 Salem, Or	234,549
203 Lake Charles, La	234,151
204 Columbus, Ga-Al	233,142
205 Vancouver, Wa	230,953
206 Yakima, Wa	230,300
207 Springfield, Il	230,066
208 Cedar Rapids, Ia	225,565
209 Fort Collins-Loveland, Co	224,499
210 Nashua, N.H.	224,457
211 Houma-Thibodaux, La	223,894
212 Brockton, Ma	221,688
213 Biloxi-Gulfport, Ms	220,523
214 Topeka, Ks	220,429
215 Laredo, Tx	218,169
216 Wheeling, W.V-Oh	213,562
217 Lincoln, Ne	212,220
218 Beaver, Pa	206,774
219 Provo-Orem, Ut	206,268
220 Racine, Wi	204,416
221 Tyler, Tx	202,890
222 Fall River, Ma-R.I.	200,411
223 Anderson, In	197,452
224 Parkersburg-Marietta, W.V-Oh	196,473
225 Redding, Ca	194,885
226 Richland-Kennewick-Pasco, Wa	194,566
227 New Britain, Ct	188,536
228 Olympia, Wa	186,767
229 Odessa, Tx	185,953
230 Glens Falls, N.Y	185,342
231 Lynchburg, Va	184,659
232 Bremerton, Wa	183,652
233 Burlington, Vt	182,094
234 Monroe, La	181,406
235 Naples, Fl	179,589
236 Vineland-Millville-Bridgeton, N.J	179,546
237 St. Cloud, Mn	177,820
238 Kalamazoo, Mi	177,462
239 Texarkana, Tx-Ar	176,854
240 Charlottesville, Va	176,575
241 Fort Smith, Ar-Ok	176,019
242 Champaign-Urbana-Rantoul, Il	175,921
243 Abilene, Tx	175,075
244 Green Bay, Wi	174,192
245 Tuscaloosa, Al	173,296
246 Bryan-College Station, Tx	172,814
247 Wilmington, N.C	171,384
248 Athens, Ga	170,801
249 Alexandria, La	170,205
250 Janesville-Beloit, Wi	168,885
251 Joplin, Mo	167,905
252 Lima, Oh	167,576
253 Steubenville-Weirton, Oh-W.V	166,560
254 Terre Haute, In	166,244
255 Fargo-Moorhead, N.D-Mn	165,928
256 Anderson, S.C	165,545
257 Altoona, Pa	164,863
258 Waterloo-Cedar Falls, Ia	161,835
259 Medford, Or	160,456
260 San Angelo, Tx	159,469
261 Billings, Mt	158,556
262 Decatur, Il	158,235
263 Benton Harbor, Mi	157,509
264 Fort Walton Beach, Fl	156,671
265 Lawton, Ok	155,316
266 Burlington, N.C	154,543
267 Pueblo, Co	152,083
268 Midland, Tx	151,395
269 Santa Fe, N.M.	151,343
270 Eau Claire, Wi	149,907
271 Sioux City, Ia-Ne	147,890
272 Fayetteville-Springdale, Ar	147,797
273 Bellingham, Wa	147,148
274 Muncie, In	146,200
275 Williamsport, Pa	145,735
276 Sherman-Denison, Tx	142,872
277 Pittsfield, Ma	141,294
278 Wichita Falls, Tx	140,953
279 Sioux Falls, S.D	140,638
280 Kokomo, In	140,260
281 Mansfield, Oh	140,252
282 Dothan, Al	140,117
283 Pascagoula, Ms	139,704
284 Florence, Al	139,344
285 State College, Pa	138,724
286 Kenosha, Wi	138,330
287 Albany, Ga	138,096
288 Bangor, Me	137,699
289 Clarksville-Hopkinsville, Tn-Ky	136,500
290 Bloomington-Normal, Il	136,116
291 Panama City, Fl	133,999
292 Hagerstown, Md	133,851
293 Lafayette-West Lafayette, In	133,521
294 Muskegon, Mi	133,191
295 Greeley, Co	130,114
296 Florence, S.C	129,818
297 Gadsden, Al	128,431
298 Yuba City, Ca	128,230
299 Columbia, Mo	126,760
300 Wausau, Wi	123,861
301 Sharon, Pa	120,996
302 Danville, Va	120,957
303 La Crosse, Wi	120,867
304 Bloomington, In	120,645
305 Cumberland, Md-W.V	119,517
306 Lewiston-Auburn, Me	118,677
307 Jacksonville, N.C	118,508
308 St. Joseph, Mo	116,492
309 Rochester, Mn	113,417
310 Anniston, Al	113,242
311 Las Cruces, N.M	112,446
312 Owensboro, Ky	111,849
313 Victoria, Tx	110,934
314 Elmira, N.Y	108,442
315 Bismarck, N.D	107,981
316 Rapid City, Sd	107,477
317 Bristol, Ct	107,149
318 Kankakee, Il	105,450
319 Jackson, Mi	104,797
320 Battle Creek, Mi	102,781
321 Fitchburg-Leominster, Ma	102,349
322 Jackson, Tn	101,430
323 Sheboygan, Wi	100,917
324 Casper, Wy	100,565
325 Iowa City, Ia	100,462
326 Dubuque, Ia	99,440
327 Pine Bluff, Ar	98,351
328 Great Falls, Mt	90,638
329 Enid, Ok	85,434
330 Cheyenne, Wy	84,138
331 Lawrence, Ks	76,139
332 Middletown, Ct	73,424
333 Grand Forks, N.D	70,537

Leading Counties (thousands)

1 Los Angeles, Cal.	10,077,891
2 Cook, Ill.	5,285,432
3 Harris, Tex.	3,776,866
4 Orange, Cal.	3,109,911
5 Dallas, Tex.	2,779,560
6 Maricopa, Ariz.	2,745,818
7 San Diego, Cal.	2,585,112
8 Nassau, N.Y.	2,285,996
9 Suffolk, N.Y.	2,108,183
10 Dade, Fla.	2,106,737
11 Santa Clara, Cal.	2,046,635
12 King, Wash.	2,013,572
13 Wayne, Mich.	1,958,617
14 Middlesex, Mass.	1,870,305
15 Broward, Fla.	1,836,592
16 Queens, N.Y.	1,803,329
17 Cuyahoga, Ohio	1,783,522
18 New York, N.Y.	1,746,559
19 Tarrant, Tex.	1,744,425
20 Kings, N.Y.	1,721,055
21 Allegheny, Pa.	1,635,305
22 Alameda, Cal.	1,598,773
23 Bexar, Tex.	1,588,444
24 St. Louis, Mo.	1,581,235
25 Philadelphia, Pa.	1,548,541
26 Bergen, N.J.	1,450,218
27 Westchester, N.Y.	1,419,935
28 Hennepin, Minn.	1,318,938
29 Erie, N.Y.	1,303,892
30 San Bernardino, Cal.	1,288,226
31 Pinellas, Fla.	1,262,708
32 Oakland, Mich.	1,236,878
33 Fairfield, Conn.	1,235,400
34 Riverside, Cal.	1,226,864
35 Franklin, Ohio	1,225,496
36 Hillsborough, Fla.	1,211,086
37 Sacramento, Cal.	1,204,372
38 Hartford, Conn.	1,171,580
39 Palm Beach, Fla.	1,170,899
40 Baltimore, Md.	1,123,544
41 Hamilton, Ohio	1,121,233
42 Contra Costa, Cal.	1,116,437
43 Milwaukee, Wisc.	1,089,701
44 New Haven, Conn.	1,063,552
45 Prince Georges, Md.	1,059,275
46 Montgomery, Md.	1,037,498
47 Shelby, Tenn.	1,027,275
48 Du Page, Ill.	1,026,859
49 Montgomery, Pa.	1,008,402
50 Jefferson, Ky.	996,018
51 Monroe, N.Y.	961,789
52 Marion, Ind.	959,040
53 San Mateo, Cal.	942,087
54 Oklahoma, Okla.	939,415
55 San Francisco, Cal.	932,199
56 Essex, N.J.	931,470
57 Ocean, N.J.	927,104
58 Fairfax, Va.	917,453
59 Norfolk, Mass.	916,260
60 Orange, Fla.	899,469
61 Macomb, Mich.	894,053
62 Travis, Tex.	879,866
63 Honolulu, Hi.	864,504
64 Duval, Fla.	855,155
65 Clark, Nev.	855,091
66 Salt Lake, Utah	853,955
67 Essex, Mass.	844,306
68 Morris, N.J.	831,590
69 Middlesex, N.J.	830,832
70 Jefferson, Ala.	827,081
71 Ventura, Cal.	822,975
72 Bronx, N.Y.	822,836
73 Jefferson, La.	821,578
74 Monmouth, N.J.	807,060
75 Bristol, Mass.	787,699
76 Suffolk, Mass.	785,075
77 Pima, Ariz.	767,314
78 Jackson, Mo.	761,563
79 Fulton, Ga.	755,759
80 Montgomery, Ohio	755,524
81 Fresno, Cal.	743,900
82 Bucks, Pa.	736,936
83 Worcester, Mass.	732,057
84 Davidson, Tenn.	727,114
85 Jefferson, Colo.	726,898
86 De Kalb, Ga.	718,530
87 Summit, Ohio	705,906
88 Delaware, Pa.	701,366
89 Tulsa, Okla.	684,896
90 Providence, R.I.	679,779
91 Mecklenburg, N.C.	679,730
92 Baltimore City, Md.	669,287
93 Onondaga, N.Y.	668,331
94 Orleans, La.	656,006
95 Denver, Colo.	651,769
96 Hudson, N.J.	649,666
97 Lucas, Ohio	644,853
98 Bernalillo, N.M.	630,914
99 Lake, Ind.	618,495
100 Douglas, Neb.	616,027
101 Ramsey, Minn.	612,431
102 Kern, Cal.	608,757
103 Camden, N.J.	602,889
104 District of Columbia, D.C.	600,116
105 East Baton Rouge, La.	591,566
106 El Paso, Tex.	584,229
107 Union, N.J.	582,624
108 Hampden, Mass.	579,261
109 Multnomah, Ore.	573,933
110 Pierce, Wash.	566,365
111 Anne Arundel, Md.	558,635
112 Cobb, Ga.	552,962
113 Arapahoe, Colo.	552,811
114 Wake, N.C.	550,895
115 Polk, Fla.	542,096
116 Sonoma, Cal.	533,782
117 Polk, Ia.	528,120
118 Plymouth, Mass.	526,704
119 New Castle, Del.	516,744
120 Lancaster, Pa.	510,696
121 Lake, Ill.	500,746
122 Snohomish, Wash.	491,593
123 Hillsborough, N.H.	490,953
124 Spokane, Wash.	488,584
125 Brevard, Fla.	486,012
126 San Joaquin, Cal.	485,256
127 Guilford, N.C.	479,860
128 Sedgewick, Kans.	474,091
129 Santa Barbara, Cal.	471,281
130 Mobile, Ala.	469,872
131 Pulaski, Ark.	469,680
132 Stark, Ohio	463,241
133 Passaic, N.J.	457,789
134 St. Louis City, Mo.	453,531
135 Volusia, Fla.	449,871
136 Genesee, Mich.	449,622
137 Adams, Colo.	445,934
138 El Paso, Colo.	444,899
139 Orange, N.Y.	443,654
140 Cumberland, Me.	440,034
141 Knox, Tenn.	427,094
142 Charleston, S.C.	425,387
143 Mercer, N.J.	424,696
144 Waukesha, Wisc.	423,889
145 Burlington, N.J.	412,417
146 Lehigh, Pa.	408,586
147 Kent, Mich.	407,923
148 Lee, Fla.	407,413
149 Nueces, Tex.	405,154
150 Berks, Pa.	404,878
151 Marin, Cal.	404,612
152 Stanislaus, Cal.	404,131
153 Albany, N.Y.	401,919
154 Forsyth, N.C.	401,074
155 Greenville, S.C.	400,923
156 Washoe, Nev.	399,970
157 Rockingham, N.H.	398,298
158 Westmoreland, Pa.	397,743
159 Sarasota, Fla.	396,267
160 Pasco, Fla.	391,835
161 Dane, Wisc.	390,057
162 York, Pa.	388,984
163 Richmond, Va.	387,231
164 Kane, Ill.	385,608
165 Johnson, Kans.	384,408
166 Somerset, N.J.	383,629
167 Richmond, N.Y.	377,352
168 Seminole, Fla.	375,388
169 Rockland, N.Y.	372,209
170 Chester, Pa.	368,191
171 Luzerne, Pa.	365,050
172 Barnstable, Mass.	359,110
173 Hamilton, Tenn.	358,567
174 Boulder, Colo.	356,735
175 Caddo, La.	353,295
176 Allen, Ind.	351,760
177 Santa Cruz, Cal.	349,664
178 Hidalgo, Tex.	349,559
179 Dutchess, N.Y.	347,766
180 Monterey, Cal.	343,932
181 Cameron, Tex.	341,916
182 Atlantic, N.J.	341,764
183 Hinds, Miss.	339,822
184 Clackamas, Ore.	338,554
185 Cumberland, Pa.	337,953
186 Denton, Tex.	333,526
187 Dauphin, Pa.	328,714
188 Anchorage, Ak.	328,408
189 Manatee, Fla.	327,955
190 Virginia Beach, Va.	327,456
191 Henrico, Va.	326,440
192 Mahoning, Ohio	326,103
193 Solano, Cal.	325,568
194 Tulare, Cal.	324,736
195 Lorain, Ohio	324,401
196 Oneida, N.Y.	322,483
197 Gwinnett, Ga.	321,135
198 Jefferson, Tex.	319,369
199 Lake, Ohio	317,589
200 New London, Conn.	317,457
201 Collin, Tex.	317,096
202 Escambia, Fla.	316,511
203 Butler, Ohio	316,297
204 Washington, Ore.	314,981
205 St. Joseph, Ind.	309,116
206 Lane, Ore.	308,403
207 Erie, Pa.	308,188
208 Lubbock, Tex.	307,570
209 Broome, N.Y.	306,498
210 Madison, Ill.	305,822
211 Winnebago, Ill.	302,123
212 Brazoria, Tex.	296,064
213 Kanawha, W.Va.	295,347
214 Dakota, Minn.	291,290
215 St. Louis, Minn.	290,090
216 Galveston, Tex.	289,835
217 McLennan, Tex.	289,046
218 Will, Ill.	285,772
219 San Luis Obispo, Cal.	285,704
220 Richland, S.C.	284,773
221 Ada, Ida.	283,013
222 Fayette, Ky.	279,969
223 Spartanburg, S.C.	278,953
224 Lackawanna, Pa.	276,854
225 Niagara, N.Y.	274,525
226 Butte, Cal.	265,388
227 Cumberland, N.C.	264,985
228 St. Clair, Ill.	263,708
229 Ingham, Mich.	263,355
230 Norfolk, Va.	261,905
231 Chatham, Ga.	261,822
232 Gloucester, N.J.	258,939
233 Horry, S.C.	257,116
234 Greene, Mo.	256,117
235 Trumbull, Ohio	255,020
236 Clayton, Ga.	254,210
237 Washtenaw, Mich.	253,099
238 Alachua, Fla.	249,349
239 Bell, Tex.	247,298
240 Elkhart, Ind.	247,060
241 Buncombe, N.C.	246,473
242 Leon, Fla.	244,571
243 Marion, Fla.	243,381
244 Gaston, N.C.	242,385
245 Madison, Ala.	241,815
246 Vanderburgh, Ind.	240,241
247 Ulster, N.Y.	239,802
248 Placer, Cal.	237,315
249 Calcasieu, La.	234,151
250 St. Charles, Mo.	233,451
251 Clark, Wash.	230,953
252 Yakima, Wash.	230,300
253 Montgomery, Ala.	228,205
254 Durham, N.C.	228,001
255 Linn, Ia.	225,565
256 Berkshire, Mass.	225,367
257 Richmond, Ga.	225,173
258 Chesterfield, Va.	224,568
259 Sangamon, Ill.	224,545

260 Larimer, Colo.	224,499
261 Lafayette, La.	224,248
262 Northampton, Pa.	220,953
263 Saginaw, Mich.	220,498
264 Shawnee, Kans.	220,429
265 Gregg, Tex.	218,991
266 Webb, Tex.	218,169
267 Schenectady, N.Y.	217,803
268 Litchfield, Conn.	215,655
269 Scott, Ia.	214,485
270 Anoka, Minn.	213,958
271 Rensselaer, N.Y.	213,951
272 Clay, Mo.	213,665
273 Saratoga, N.Y.	212,340
274 Lancaster, Neb.	212,220
275 Kent, R.I.	208,517
276 Beaver, Pa.	206,774
277 Utah, Utah	206,268
278 Lexington, S.C.	205,747
279 Rowan, N.C.	204,853
280 Washington, Pa.	204,558
281 Racine, Wisc.	204,416
282 Bibb, Ga.	203,954
283 Smith, Tex.	202,890
284 Montgomery, Tex.	202,117
285 Potter, Tex.	201,931
286 Madison, Ind.	197,452
287 York, Me.	195,440
288 Shasta, Cal.	194,885
289 Washington, Minn.	194,305
290 St. Tammany, La.	194,262
291 Marion, Ore.	192,355
292 Schuylkill, Pa.	191,920
293 Penobscot, Me.	191,305
294 Fort Bend, Tex.	190,979
295 Jefferson, Mo.	190,175
296 Cape May, N.J.	188,889
297 Alexandria, Va.	187,941
298 Kenton, Ky.	187,939
299 Frederick, Md.	187,415
300 Peoria, Ill.	187,397
301 Humboldt, Cal.	186,942
302 Thurston, Wash.	186,767
303 Ector, Tex.	185,953
304 Rock Island, Ill.	185,752
305 Chautauqua, N.Y.	185,479
306 Kitsap, Wash.	183,652
307 Arlington, Va.	183,460
308 Howard, Md.	183,445
309 Chittenden, Vt.	183,135
310 Harford, Md.	182,664
311 Harrison, Miss.	182,431
312 Hampshire, Mass.	181,933
313 Ouachita, La.	181,406
314 Weber, Utah	180,971
315 Maui, Hi.	180,754
316 Clermont, Ohio	180,359
317 Muscogee, Ga.	180,353
318 Collier, Fla.	179,589
319 Cumberland, N.J.	179,546
320 Benton, Ark.	179,049
321 Prince William, Va.	178,960
322 McHenry, Ill.	178,887
323 Kalamazoo, Mich.	177,462
324 Fayette, Pa.	177,157
325 Champaign, Ill.	175,921
326 Cambria, Pa.	175,880
327 Cabell, W.Va.	175,284
328 Wyandotte, Kans.	175,109
329 Taylor, Tex.	175,075
330 Hawaii, Hi.	174,397
331 Brown, Wisc.	174,19[illegible]
332 Tuscaloosa, Ala.	173,296
333 Brazos, Tex.	172,814
334 Yolo, Cal.	172,566
335 Lake, Fla.	172,524
336 New Hanover, N.C.	171,384
337 Cleveland, Okla.	170,594
338 Rapides, La.	170,205
339 Tazewell, Ill.	169,626
340 Martin, Fla.	169,317
341 Rock, Wisc.	168,885
342 Middlesex, Conn.	166,824
343 Anderson, S.C.	165,545
344 Catawba, N.C.	165,354
345 Blair, Pa.	164,863
346 York, S.C.	164,740
347 Sullivan, Tenn.	164,538
348 Roanoke, Va.	163,353
349 Hampton, Va.	161,348
350 St. Lucie, Fla.	161,212
351 Grafton, N.H.	160,757
352 Jackson, Ore.	160,456
353 Sussex, N.J.	159,965
354 Napa, Cal.	159,737
355 Tom Green, Tex.	159,469
356 Clark, Ohio	158,966
357 Yellowstone, Mont.	158,556
358 Macon, Ill.	158,235
359 Hunterdon, N.J.	157,848
360 Berrien, Mich.	157,509
361 Okaloosa, Fla.	156,671
362 Merrimack, N.H.	156,375
363 Comanche, Okla.	155,316
364 Alamance, N.C.	154,543
365 Medina, Ohio	154,226
366 Davis, Utah	153,554
367 Newport News, Va.	153,057
368 El Dorado, Cal.	152,924
369 Pueblo, Colo.	152,083
370 Benton, Wash.	151,717
371 Midland, Tex.	151,395
372 Ottawa, Mich.	150,997
373 Carroll, Md.	150,532
374 Sussex, Del.	150,242
375 Williamson, Tex.	150,217
376 Kennebec, Me.	149,978
377 Tolland, Conn.	148,854
378 Oswego, N.Y.	147,867
379 Washington, Ark.	147,797
380 Whatcom, Wash.	147,148
381 Delaware, Ind.	146,200
382 Imperial, Cal.	146,144
383 Lycoming, Pa.	145,735
384 Vigo, Ind.	145,691
385 Kent, Del.	142,881
386 Grayson, Tex.	142,872
387 Merced, Cal.	142,061
388 Outagamie, Wisc.	141,858
389 Kodiak Island, Ak.	141,826
390 Greene, Ohio	141,801
391 Cabarrus, N.C.	141,533
392 Androscoggin, Me.	141,386
393 Wichita, Tex.	140,953
394 Minnehaha, S.D.	140,638
395 Richland, Ohio	140,252
396 Jackson, Miss.	139,704
397 St. Bernard, La.	139,456
398 Butler, Pa.	139,146
399 Centre, Pa.	138,724
400 Black Hawk, Ia.	138,634
401 La Salle, Ill.	138,491
402 Kenosha, Wisc.	138,330
403 Winnebago, Wisc.	137,987
404 St. Clair, Mich.	136,741
405 McLean, Ill.	136,116
406 Chesapeake, Va.	135,861
407 Woodbury, Ia.	135,826
408 Washington, R.I.	135,418
409 Loudoun, Va.	135,301
410 Liberty, Tex.	134,392
411 Bay, Fla.	133,999
412 Washington, Md.	133,851
413 Tippecanoe, Ind.	133,521
414 Dougherty, Ga.	133,390
415 Muskegon, Mich.	133,191
416 Lebanon, Pa.	131,411
417 Wood, Ohio	130,697
418 Weld, Colo.	130,114
419 Yuma, Ariz.	129,939
420 Florence, S.C.	129,818
421 Orange, N.C.	129,771
422 Licking, Ohio	129,393
423 Tangipahoa, La.	128,685
424 Etowah, Ala.	128,431
425 Aiken, S.C.	128,161
426 Mendocino, Cal.	127,736
427 Washington, Tenn.	127,575
428 Indian River, Fla.	127,485
429 Davidson, N.C.	127,058
430 Boone, Mo.	126,760
431 Cowlitz, Wash.	126,654
432 Mesa, Colo.	126,156
433 Santa Fe, N.M.	125,327
434 Pitt, N.C.	125,324
435 Randall, Tex.	124,061
436 Rockingham, N.C.	124,033
437 Marathon, Wisc.	123,861
438 Terrebonne, La.	123,837
439 Stearns, Minn.	123,818
440 Iredell, N.C.	123,411
441 Porter, Ind.	122,796
442 Columbiana, Ohio	122,769
443 Baldwin, Ala.	122,498
444 Portage, Ohio	122,391
445 Allen, Ohio	122,085
446 Rutherford, Tenn.	121,920
447 Douglas, Ore.	121,549
448 Ashtabula, Ohio	121,492
449 Howard, Ind.	121,282
450 Mercer, Pa.	120,996
451 Beaufort, S.C.	120,955
452 La Crosse, Wisc.	120,867
453 Strafford, N.H.	120,705
454 Navajo, Ariz.	120,686
455 Bay, Mich.	120,685
456 Monroe, Ind.	120,645
457 St. Lawrence, N.Y.	120,238
458 Charlottesville, Va.	120,172
459 Mohave, Ariz.	119,077
460 Johnson, Tex.	118,641
461 Onslow, N.C.	118,508
462 Jasper, Mo.	118,311
463 Lawrence, Pa.	117,839
464 Clarke, Ga.	117,116
465 Warren, Ohio	116,831
466 Wood, W.Va.	116,817
467 Wayne, N.C.	116,766
468 Monroe, Pa.	116,650
469 Buchanan, Mo.	116,492
470 Osceola, Fla.	116,411
471 San Juan, N.M.	115,982
472 Franklin, Pa.	115,977
473 La Porte, Ind.	115,927
474 Warren, N.Y.	115,673
475 Hall, Ga.	115,560
476 Coconino, Ariz.	115,138
477 Yavapai, Ariz.	114,342
478 Charlotte, Fla.	113,928
479 Skagit, Wash.	113,769
480 Olmsted, Minn.	113,417
481 Sebastian, Ark.	113,267
482 Calhoun, Ala.	113,242
483 Monroe, Fla.	112,449
484 Dona Ana, N.M.	112,446
485 Charles, Md.	112,356
486 Warren, N.J.	112,174
487 Grays Harbor, Wash.	111,891
488 Daviess, Ky.	111,849
489 Victoria, Tex.	110,934
490 Portsmouth, Va.	110,449
491 Hamilton, Ind.	110,446
492 Fond du Lac, Wisc.	110,137
493 Wayne, Ohio	110,090
494 Cass, N.D.	109,873
495 Washington, Wisc.	109,259
496 Cleveland, N.C.	109,187
497 Belmont, Ohio	109,097
498 Missoula, Mont.	108,522
499 Chemung, N.Y.	108,442
500 Bowie, Tex.	108,310
501 Houston, Ga.	107,967
502 Morgan, Ala.	107,858
503 Lynchburg, Va.	107,787
504 Flathead, Mont.	107,786
505 Pennington, S.D.	107,477
506 Jefferson, N.Y.	107,442
507 Fairfield, Ohio	106,506
508 Pinal, Ariz.	106,494
509 Creek, Okla.	105,919
510 Allegany, Md.	105,671
511 Roanoke, Va.	105,646
512 Kankakee, Ill.	105,450
513 Windham, Conn.	105,309
514 Muskogee, Okla.	105,233
515 Jackson, Mich.	104,797
516 Vermilion, Ill.	104,383
517 Ontario, N.Y.	103,936
518 Nash, N.C.	103,845
519 Sumner, Tenn.	103,831
520 Raleigh, W.Va.	103,678
521 Tompkins, N.Y.	103,526
522 Robeson, N.C.	103,424
523 Orange, Tex.	102,869
524 Calhoun, Mich.	102,781
525 Blount, Tenn.	102,631
526 Lauderdale, Miss.	102,534
527 Miami, Ohio	102,486
528 Wood, Wisc.	102,308
529 Sullivan, N.Y.	102,166
530 Campbell, Ky.	101,950
531 Madison, Tenn.	101,430
532 Houston, Ala.	101,201
533 Warren, Ky.	101,188
534 Bonneville, Ida.	101,037
535 Eau Claire, Wisc.	100,995
536 Craven, N.C.	100,962
537 Sheboygan, Wisc.	100,917
538 Natrona, Wyo.	100,565
539 Johnson, Ia.	100,462
540 Angelina, Tex.	100,194
541 Clark, Ind.	100,104
542 Garland, Ark.	100,091
543 Lafourche, La.	100,057
544 Ellis, Tex.	99,758
545 Steuben, N.Y.	99,604
546 Wicomico, Md.	99,595
547 Northumberland, Pa.	99,571
548 Deschutes, Ore.	99,544
549 Dubuque, Ia.	99,440
550 Pottawatomie, Okla.	98,867
551 Crawford, Pa.	98,677
552 Jefferson, Ark.	98,351
553 Aroostook, Me.	97,961
554 Wayne, Ind.	97,900
555 Hunt, Tex.	97,445
556 Fairbanks North Star, Ak.	96,905
557 Clearfield, Pa.	96,827
558 Kootenai, Ida.	96,701
559 Monroe, Mich.	96,617
560 Payne, Okla.	96,271
561 Grant, Ind.	96,268
562 Whitfield, Ga.	96,244
563 Berkeley, S.C.	95,667
564 Canyon, Ida.	94,953
565 Putnam, N.Y.	94,752
566 McCracken, Ky.	94,697
567 Hernando, Fla.	94,623
568 Eaton, Mich.	94,606
569 Belknap, N.H.	94,372
570 Williamson, Tenn.	94,274
571 Citrus, Fla.	94,181
572 Lee, Ala.	94,168
573 Lea, N.M.	94,030
574 Pottawattamie, Ia.	93,809
575 Muskingum, Ohio	93,495
576 Clinton, N.Y.	93,276
577 Nevada, Cal.	93,061
578 Walworth, Wisc.	92,611
579 Bossier, La.	92,406
580 Douglas, Ga.	92,306
581 St. Landry, La.	91,938
582 San Patricio, Tex.	91,723
583 Floyd, Ga.	91,660
584 Pickens, S.C.	91,109
535 Erie, Ohio	91,071
586 Forrest, Miss.	90,942
587 Cascade, Mont.	90,638
588 Wilson, N.C.	90,609
589 Monongalia, W.Va.	90,462
590 Pike, Ky.	90,405
591 Danville, Va.	90,163
592 Jefferson, Ohio	90,062
593 Cochise, Ariz.	90,026
594 St. Mary, La.	89,827
595 Story, Ia.	89,813
596 Madera, Cal.	89,662
597 Livingston, Mich.	89,546
598 Tuscarawas, Ohio	89,079
599 Henderson, N.C.	88,890
600 Harrison, W.Va.	88,730
601 Surry, N.C.	88,642
602 Bradley, Tenn.	88,598
603 Lowndes, Ga.	88,250
604 Franklin, Mo.	87,980
605 Cape Girardeau, Mo.	87,829
606 Rutland, Vt.	87,761
607 Cullman, Ala.	87,704
608 Lowndes, Miss.	87,452
609 Wright, Minn.	87,068
610 Worcester, Md.	87,059
611 Montgomery, Tenn.	86,327
612 Tazewell, Va.	86,296
613 Lauderdale, Ala.	86,071
614 Scioto, Ohio	86,020
615 Dorchester, S.C.	85,911
616 Fairfax, Va.	85,814
617 Garfield, Okla.	85,434
618 Cattaraugus, N.Y.	85,370
619 Burleigh, N.D.	85,322
620 McMinn, Tenn.	85,048
621 Lake, Cal.	84,673
622 McKinley, N.M.	84,480
623 Anderson, Tenn.	84,377
624 Laramie, Wyo.	84,138
625 Rutherford, N.C.	83,549
626 Boone, Ky.	83,496
627 Lewis, Wash.	83,482
628 Marion, W.Va.	83,395
629 Caldwell, N.C.	83,386
630 Linn, Ore.	83,350
631 Umatilla, Ore.	83,248
632 Sumter, S.C.	83,245
633 Geauga, Ohio	83,015
634 Lee, Miss.	82,949
635 Hancock, Ohio	82,853
636 Cayuga, N.Y.	82,718
637 Union, N.C.	82,678
638 Armstrong, Pa.	82,329
639 Shelby, Ala.	82,263
640 Johnston, N.C.	81,963
641 Harrisonburg, Va.	81,951
642 Carson City, Nev.	81,803
643 Lee, N.C.	81,751
644 Cheshire, N.H.	81,667
645 Lenawee, Mich.	81,404
646 Talladega, Ala.	80,797
647 Ozaukee, Wisc.	80,136
648 Sauk, Wisc.	80,108
649 Washington, Ohio	79,656
650 Kay, Okla.	79,611
651 Cerro Gordo, Ia.	79,514
652 Parker, Tex.	79,429
653 Mercer, W.Va.	79,381
654 Craighead, Ark.	79,365
655 Randolph, N.C.	78,841
656 Kauai, Hi.	78,714
657 Walker, Ga.	78,531
658 De Soto, Miss.	78,518
659 Kenai Peninsula, Ak.	78,453
660 Webster, La.	78,361
661 Chaves, N.M.	78,260
662 Newport, R.I.	77,796
663 Highlands, Fla.	77,773
664 Washington, Vt.	77,665
665 Hamblen, Tenn.	77,646
666 Montgomery, N.Y.	77,389
667 Lenoir, N.C.	77,148
668 Burke, N.C.	77,134
669 Moore, N.C.	76,597
670 Adams, Ill.	76,551
671 Coos, Ore.	76,398
672 Comal, Tex.	76,379
673 Douglas, Kans.	76,139
674 Brunswick, N.C.	76,105
675 Hendricks, Ind.	76,088
676 Grand Traverse, Mich.	75,887
677 Rankin, Miss.	75,883
678 Kings, Cal.	75,699

679	Glynn, Ga.	75,558
680	Iberia, La.	75,527
681	Carroll, Ga.	75,336
682	Columbia, Pa.	75,170
683	Reno, Kans.	75,149
684	Klamath, Ore.	75,146
685	Chelan, Wash.	74,945
686	Jefferson, Wisc.	74,890
687	Putnam, Fla.	74,793
688	Montgomery, Va.	74,663
689	Franklin, Mass.	74,484
690	Catoosa, Ga.	74,369
691	Bannock, Ida.	74,263
692	Windham, Vt.	74,147
693	Greenwood, S.C.	74,054
694	Clay, Fla.	74,007
695	Seneca, Ohio	73,993
696	Washington, Miss.	73,910
697	Josephine, Ore.	73,667
698	Wise, Va.	73,278
699	Bartholomew, Ind.	73,273
700	Putnam, Tenn.	72,593
701	Sandusky, Ohio	72,493
702	Knox, Ill.	72,487
703	Benton, Ore.	72,189
704	Berkeley, W.Va.	72,179
705	Otsego, N.Y.	72,171
706	Livingston, La.	71,715
707	Sarpy, Neb.	71,663
708	St. Marys, Md.	71,181
709	Georgetown, S.C.	70,958
710	Walker, Ala.	70,608
711	Cole, Mo.	70,538
712	Grand Forks, N.D.	70,537
713	Grant, Wash.	70,431
714	Manitowoc, Wisc.	70,244
715	Sutter, Cal.	70,185
716	Marshall, Ala.	69,826
717	Santa Rosa, Fla.	69,752
718	Columbia, N.Y.	69,688
719	Washington, N.Y.	69,669
720	Greene, N.Y.	69,566
721	Maury, Tenn.	69,435
722	Midland, Mich.	69,403
723	Spalding, Ga.	69,401
724	De Kalb, Ill.	69,285
725	Warren, Miss.	68,566
726	Miller, Ark.	68,544
727	Herkimer, N.Y.	68,475
728	Matagorda, Tex.	68,302
729	Delaware, N.Y.	68,210
730	Allegan, Mich.	68,169
731	Lewis and Clark, Mont.	68,049
732	Hardin, Ky.	68,041
733	Van Buren, Mich.	67,881
734	Wayne, N.Y.	67,868
735	Clinton, Ia.	67,740
736	Hancock, Me.	67,691
737	Nacogdoches, Tex.	67,576
738	Eddy, N.M.	67,533
739	Valencia, N.M.	67,496
740	Boyd, Ky.	67,388
741	Johnson, Ind.	67,352
742	Livingston, N.Y.	67,311
743	Clallam, Wash.	67,013
744	St. Johns, Fla.	66,811
745	Henry, Ind.	66,741
746	Canadian, Okla.	66,664
747	Winchester, Va.	66,617
748	Blue Earth, Minn.	66,562
749	Walker, Tex.	66,545
750	Winona, Minn.	66,524
751	Fredericksburg, Va.	66,438
752	Ascension, La.	66,422
753	Marion, Ohio	66,367
754	Juneau, Ak.	66,324
755	Carbon, Pa.	66,250
756	Orangeburg, S.C.	66,167
757	Ward, N.D.	66,157
758	St. Joseph, Mich.	65,892
759	Sevier, Tenn.	65,794
760	Jones, Miss.	65,775
761	Saline, Kans.	65,537
762	Cache, Utah	65,275
763	Manassas, Va.	65,230
764	Haywood, N.C.	65,179
765	Bennington, Vt.	65,064
766	Stanly, N.C.	64,860
767	Carroll, N.H.	64,793
768	Madison, N.Y.	64,748
769	Adams, Pa.	64,707
770	Halifax, N.C.	64,706
771	Somerset, Pa.	64,594
772	Ross, Ohio	64,525
773	Troup, Ga.	64,456
774	Cherokee, Ga.	64,179
775	Yamhill, Ore.	64,139
776	Edgecombe, N.C.	64,076
777	Bradford, Pa.	64,024
778	Madison, Ky.	63,995
779	Anderson, Tex.	63,965
780	Rogers, Okla.	63,885
781	Rockdale, Ga.	63,753
782	Twin Falls, Ida.	63,696
783	Floyd, Ind.	63,409
784	Tuolumne, Cal.	63,256
785	Suffolk, Va.	63,133
786	Matanuska-Susitna, Ak.	63,118
787	Morgan, Ind.	63,088
788	Marquette, Mich.	62,680
789	Harnett, N.C.	62,510
790	Greene, Tenn.	62,423
791	Genesee, N.Y.	62,383
792	Kaufman, Tex.	62,166
793	Pulaski, Ky.	62,023
794	Crow Wing, Minn.	61,871
795	Jackson, Ill.	61,705
796	Williamson, Ill.	61,466
797	Huron, Ohio	61,295
798	Kosciusko, Ind.	61,272
799	Lamar, Tex.	61,189
800	Williamsburg, Va.	61,089
801	Shiawassee, Mich.	60,940
802	Vermilion, La.	60,919
803	Washington, Okla.	60,851
804	Wharton, Tex.	60,839
805	Wilson, Tenn.	60,835
806	Windsor, Vt.	60,791
807	Oconee, S.C.	60,731
808	St. John the Baptist, La.	60,444
809	Wilkes, N.C.	60,332
810	Columbia, Fla.	60,293
811	Guadalupe, Tex.	60,126
812	Coles, Ill.	60,042
813	Gallatin, Mont.	59,901
814	Hays, Tex.	59,838
815	Union, Ark.	59,791
816	Greenbrier, W.Va.	59,758
817	Lapeer, Mich.	59,652
818	Chenango, N.Y.	59,539
819	Hopkins, Ky.	59,183
820	Siskiyou, Cal.	59,057
821	Franklin, N.Y.	58,921
822	Athens, Ohio	58,725
823	Lancaster, S.C.	58,725
824	Dare, N.C.	58,652
825	Nez Perce, Ida.	58,472
826	Salem, Va.	58,349
827	Indiana, Pa.	58,301
828	Gila, Ariz.	58,268
829	Yuba, Cal.	58,045
830	Sweetwater, Wyo.	58,038
831	Beaufort, N.C.	57,850
832	Columbus, N.C.	57,841
833	Kerr, Tex.	57,775
834	Hanover, Va.	57,539
835	Clinton, Mich.	57,391
836	Kleberg, Tex.	57,359
837	Marion, Ill.	57,326
838	Portage, Wisc.	57,023
839	Wapello, Ia.	56,973
840	Des Moines, Ia.	56,806
841	Cherokee, S.C.	56,702
842	Dodge, Wisc.	56,600
843	Cass, Mo.	56,432
844	Franklin, Vt.	56,399
845	La Plata, Colo.	56,219
846	Lee, Ia.	56,207
847	Washington, Tex.	56,117
848	Clay, Minn.	56,055
849	Somerset, Me.	55,981
850	Carteret, N.C.	55,972
851	Montcalm, Mich.	55,880
852	Cortland, N.Y.	55,627
853	Ohio, W.Va.	55,617
854	Goodhue, Minn.	55,109
855	Venango, Pa.	54,851
856	Butler, Mo.	54,849
857	Darlington, S.C.	54,677
858	Crittenden, Ark.	54,671
859	Ottawa, Ohio	54,564
860	Jim Wells, Tex.	54,450
861	Hardin, Tex.	54,373
862	Hancock, W.Va.	54,210
863	Baldwin, Ga.	54,188
864	Eagle, Colo.	54,129
865	Whiteside, Ill.	54,057
866	Okmulgee, Okla.	54,055
867	Henry, Va.	53,992
868	Tehama, Cal.	53,848
869	Richmond, N.C.	53,742
870	Stephens, Okla.	53,616
871	Pontotoc, Okla.	53,472
872	Muscatine, Ia.	53,449
873	Carter, Okla.	53,426
874	Gadsden, Fla.	53,403
875	Oxford, Me.	53,354
876	Essex, N.Y.	53,310
877	Colbert, Ala.	53,273
878	Bartow, Ga.	53,149
879	Franklin, La.	53,129
880	Henderson, Ky.	53,075
881	Stephenson, Ill.	52,954
882	Harrison, Tex.	52,949
883	Ottawa, Okla.	52,933
884	Lincoln, N.C.	52,891
885	Campbell, Wyo.	52,856
886	Scotts Bluff, Neb.	52,813
887	Fulton, N.Y.	52,113
888	McKean, Pa.	51,907
889	Russell, Ala.	51,692
890	Garfield, Colo.	51,674
891	Delaware, Ohio	51,673
892	Fauquier, Va.	51,520
893	Adams, Miss.	51,273
894	Mayes, Okla.	51,189
895	Wayne, Pa.	51,119
896	Tuscola, Mich.	51,086
897	Allegany, N.Y.	51,048
898	Bulloch, Ga.	51,005
899	Cecil, Md.	50,993
900	Calhoun, Tex.	50,925
901	Tioga, N.Y.	50,900
902	Scotland, N.C.	50,884
903	Pope, Ark.	50,846
904	Acadia, La.	50,653
905	Talbot, Md.	50,642
906	Roane, Tenn.	50,615
907	Stafford, Va.	50,513
908	Oneida, Wisc.	50,484
909	Riley, Kans.	50,468
910	Crawford, Ohio	50,460
911	Franklin, Ill.	50,344
912	Grant, Wisc.	50,294
913	Ashland, Ohio	50,265
914	Laurens, Ga.	50,216
915	Mason, Wash.	50,216
916	Christian, Ky.	50,173
917	Laurens, S.C.	50,144
918	Bristol, R.I.	50,129
919	Fayette, Ga.	50,114
920	Marshall, Ia.	50,080

Leading Cities (thousands)

1	New York City, N.Y.	6,471,131
2	Los Angeles, Cal.	3,860,686
3	Houston, Tex.	2,680,059
4	Chicago, Ill.	2,335,545
5	San Fernando Valley, Cal.	2,149,614
6	Dallas, Tex.	1,608,185
7	Philadelphia, Pa.	1,548,541
8	Phoenix, Ariz.	1,431,234
9	San Antonio, Tex.	1,333,215
10	San Diego, Cal.	1,057,705
11	San Jose, Cal.	961,072
12	South Bay, Cal.	934,752
13	San Francisco, Cal.	932,199
14	Indianapolis, Ind.	897,522
15	Memphis, Tenn.	850,308
16	Austin, Tex.	825,450
17	Jacksonville, Fla.	766,201
18	Detroit, Mich.	748,584
19	Seattle, Wash.	736,510
20	Fort Worth, Tex.	730,056
21	Columbus, Ohio	704,900
22	Nashville, Tenn.	688,410
23	Boston, Mass.	679,285
24	Baltimore, Md.	669,287
25	Milwaukee, Wisc.	662,670
26	New Orleans, La.	656,006
27	Denver, Colo.	651,769
28	Washington, D.C.	600,116
29	Oklahoma City, Okla.	570,965
30	El Paso, Tex.	562,990
31	Tucson, Ariz.	553,816
32	Honolulu, Hi.	551,195
33	Cleveland, Ohio	544,284
34	Albuquerque, N.M.	539,411
35	Tulsa, Okla.	522,842
36	Charlotte, N.C.	508,678
37	Tampa, Fla.	505,578
38	Pittsburgh, Pa.	492,720
39	Toledo, Ohio	478,742
40	Sacramento, Cal.	471,413
41	Omaha, Neb.	465,296
42	St. Louis, Mo.	453,531
43	Miami, Fla.	452,324
44	2Atlanta, Ga.	446,785
45	San Gabriel Valley, Cal.	446,258
46	Long Beach, Cal.	431,388
47	Louisville, Ky.	418,992
48	Cincinnati, Ohio	416,798
49	Oakland, Cal.	416,047
50	Fresno, Cal.	416,041
51	Wichita, Kans.	410,215
52	Colorado Springs, Colo.	407,606
53	Buffalo, N.Y.	401,148
54	Minneapolis, Minn.	400,939
55	Baton Rouge, La.	398,459
56	Arlington, Tex.	373,896
57	Portland, Ore.	367,414
58	Corpus Christi, Tex.	362,597
59	Anaheim, Cal.	362,517
60	1Kansas City, Mo.	360,362
61	St. Paul, Minn.	347,081
62	Des Moines, Ia.	345,422
63	Greensboro, N.C.	328,979
64	Anchorage, Ak.	328,408
65	St. Petersburg, Fla.	326,359
66	Santa Ana, Cal.	322,083
67	Shreveport, La.	319,855
68	Birmingham, Ala.	315,802
69	Las Vegas, Nev.	314,348
70	Mesa, Ariz.	306,666
71	Amarillo, Tex.	305,976
72	Spokane, Wash.	302,129
73	Mobile, Ala.	298,671
74	Fort Lauderdale, Fla.	294,476
75	Jackson, Miss.	293,083
76	Raleigh, N.C.	291,012
77	Akron, Ohio	290,106
78	Lubbock, Tex.	286,448
79	1Lexington, Ky.	279,969
80	Knoxville, Tenn.	276,967
81	Orlando, Fla.	276,733
82	Yonkers, N.Y.	274,356
83	Torrance, Cal.	268,749
84	Salt Lake City, Utah	265,336
85	Huntington Beach, Cal.	264,856
86	Winston-Salem, N.C.	264,395
87	Riverside, Cal.	264,023
88	Fort Wayne, Ind.	263,897
89	Chattanooga, Tenn.	258,226
90	Tempe, Ariz.	254,141
91	Garland, Tex.	244,946
92	Reno, Nev.	242,280
93	Santa Rosa, Cal.	239,425
94	Springfield, Mo.	237,971
95	Little Rock, Ark.	236,893
96	Evansville, Ind.	234,996
97	Stockton, Cal.	234,222
98	Glendale, Cal.	228,864
99	Hollywood, Fla.	225,927
100	Huntsville, Ala.	223,700
101	Scottsdale, Ariz.	223,182
102	Madison, Wisc.	222,532
103	Springfield, Mass.	222,157
104	Rochester, N.Y.	219,292
105	Montgomery, Ala.	217,879
106	Laredo, Tex.	217,657
107	Rockford, Ill.	217,301
108	Savannah, Ga.	216,870
109	Syracuse, N.Y.	215,921
110	Modesto, Cal.	215,694
111	Clearwater, Fla.	214,084
112	Flint, Mich.	214,074
113	Durham, N.C.	213,266
114	Fremont, Cal.	213,047
115	Plano, Tex.	210,990
116	Lincoln, Neb.	209,051
117	Bakersfield, Cal.	204,980
118	Jersey City, N.J.	202,091
119	Irving, Tex.	199,657
120	Tacoma, Wash.	198,996
121	Waco, Tex.	196,759
122	Topeka, Kans.	196,600
123	Boise City, Ida.	195,136
124	Macon, Ga.	194,946
125	Tallahassee, Fla.	192,845
126	Worcester, Mass.	190,882
127	Waterbury, Conn.	189,984
128	Lafayette, La.	189,150
129	Brick Township, N.J.	188,310
130	Dayton, Ohio	184,149
131	Brownsville, Tex.	182,076
132	Columbus, Ga.	180,353
133	Tyler, Tex.	179,490
134	Erie, Pa.	177,895
135	Springfield, Ill.	177,681
136	Odessa, Tex.	176,915
137	Charleston, S.C.	175,993
138	Pasadena, Cal.	174,183
139	Gainesville, Fla.	173,957
140	San Bernardino, Cal.	172,018
141	Thousand Oaks, Cal.	170,592
142	Pasadena, Tex.	169,800
143	South Bend, Ind.	169,051
144	Woodbridge, N.J.	167,706
145	Abilene, Tex.	167,541
146	El Cajon, Cal.	167,368
147	Fort Myers, Fla.	167,160
148	Elkhart, Ind.	167,123
149	Brockton, Mass.	166,314
150	Kansas City, Kans.	165,591
151	Longview, Tex.	164,872
152	Columbia, S.C.	162,709
153	Cedar Rapids, Ia.	162,694
154	Danbury, Conn.	162,145
155	Eugene, Ore.	161,317
156	Santa Barbara, Cal.	160,811
157	Boulder, Colo.	159,414
158	Hayward, Cal.	158,936
159	San Angelo, Tex.	157,459
160	Beaumont, Tex.	156,603
161	Norwalk, Conn.	155,309

162	Fayetteville, N.C.	154,415
163	Lakeland, Fla.	153,959
164	Quincy, Mass.	153,188
165	Ocala, Fla.	153,099
166	Salinas, Cal.	152,673
167	Frederick, Md.	152,037
168	Independence, Mo.	151,019
169	Simi Valley, Cal.	150,762
170	Youngstown, Ohio	150,572
171	Costa Mesa, Cal.	150,184
172	San Mateo, Cal.	150,006
173	Escondido, Cal.	149,212
174	Midland, Tex.	148,2[illegible]2
175	Allentown, Pa.	148,205
176	Newark, N.J.	147,882
177	Portland, Me.	146,903
178	Bridgeport, Conn.	145,365
179	San Buenaventura, Cal. Ventura, Cal.	145,049
180	Anderson, Ind.	144,492
181	Richardson, Tex.	143,594
182	Asheville, N.C.	143,494
183	Ontario, Cal.	142,928
184	Davenport, Ia.	142,095
185	Sarasota, Fla.	141,792
186	Manchester, N.H.	141,455
187	Providence, R.I.	141,452
188	Bellevue, Wash.	141,323
189	Racine, Wisc.	141,132
190	Stamford, Conn.	140,801
191	North Little Rock, Ark.	139,886
192	Pueblo, Colo.	139,768
193	Fort Collins, Colo.	139,198
194	Terre Haute, Ind.	138,734
195	Texarkana, Ark.-Texarkana, Tex., Ark.	137,402
196	1Texarkana, Tex.	137,402
197	Boca Raton, Fla.	136,924
198	Lawton, Okla.	136,707
199	Redwood City, Cal.	135,613
200	Billings, Mont.	135,493
201	Denton, Tex.	134,505
202	White Plains, N.Y.	134,308
203	Sioux Falls, S.D.	134,107
204	Albany, N.Y.	133,923
205	Marietta, Ga.	133,876
206	1Huntington, W.Va.	133,350
207	Walnut Creek, Cal.	132,317
208	Rockville, Md.	130,659
209	Decatur, Ill.	129,267
210	Albany, Ga.	128,113
211	Sioux City, Ia.	127,994
212	Oxnard, Cal.	127,980
213	Duluth, Minn.	127,900
214	Muncie, Ind.	127,427
215	Greenville, S.C.	127,304
216	Lake Charles, La.	126,994
217	Lansing, Mich.	126,941
218	Grand Rapids, Mich.	124,239
219	West Palm Beach, Fla.	124,112
220	Napa, Cal.	123,932
221	Gastonia, N.C.	123,925
222	Naples, Fla.	123,680
223	Santa Cruz, Cal.	123,257
224	Ann Arbor, Mich.	122,680
225	Santa Fe, N.M.	121,488
226	Myrtle Beach, S.C.	121,474
227	McAllen, Tex.	121,152
228	Wichita Falls, Tex.	120,812
229	Nashua, N.H.	120,700
230	Middletown, N.Y.	120,548
231	Downey, Cal.	119,503
232	High Point, N.C.	119,149
233	Vallejo, Cal.	118,729
234	Joliet, Ill.	118,240
235	Midwest City, Okla.	117,380
236	Conroe, Tex.	117,290
237	Ogden, Utah	117,150
238	Johnson City, Tenn.	116,815
239	New Bedford, Mass.	115,909
240	Fall River, Mass.	115,586
241	Peoria, Ill.	115,422
242	St. Joseph, Mo.	115,331
243	Fort Pierce, Fla.	115,178
244	Wilmington, N.C.	115,099
245	Schenectady, N.Y.	114,851
246	Everett, Wash.	114,565
247	West Covina, Cal.	114,202
248	Kokomo, Ind.	114,091
249	Hicksville, N.Y.	113,729
250	Clifton, N.J.	113,417
251	Utica, N.Y.	112,929
252	Chico, Cal.	112,870
253	Columbia, Mo.	112,391
254	Redding, Cal.	111,096
255	Carlisle, Pa.	110,200
256	Charleston, W.Va.	109,927
257	Baytown, Tex.	109,772
258	Pompano Beach, Fla.	109,470
259	Newport Beach, Cal.	109,282
260	Canton, Ohio	109,091
261	Tuscaloosa, Ala.	109,040
262	Victoria, Tex.	108,319
263	Hamilton, Ohio	108,100
264	Covina, Cal.	107,481
265	Alexandria, La.	107,190
266	Daytona Beach, Fla.	107,113
267	Gary, Ind.	106,677
268	Parsippany, N.J.	106,261
269	Manchester, Conn.	105,940
270	Scranton, Pa.	105,777
271	Binghamton, N.Y.	105,712
272	Bloomington, Ind.	105,664
273	Visalia, Cal.	105,184
274	Temple, Tex.	104,932
275	Elizabeth, N.J.	104,821
276	Las Cruces, N.M.	104,508
277	Whittier, Cal.	104,481
278	Kenosha, Wisc.	103,441
279	Rochester, Minn.	102,946
280	Yakima, Wash.	102,875
281	Redondo Beach, Cal.	102,384
282	Vineland, N.J.	102,242
283	Kingston, N.Y.	102,214
284	Fort Smith, Ark.	101,966
285	Rapid City, S.D.	101,767
286	Kingsport, Tenn.	101,084
287	Owensboro, Ky.	100,882
288	Grand Junction, Colo.	100,800
289	Hurst, Tex.	100,767
290	Houma, La.	100,605
291	Spartanburg, S.C.	100,436
292	Bristol, Conn.	100,367
293	Rocky Mount, N.C.	99,378
294	Bellingham, Wash.	99,200
295	Jackson, Tenn.	98,713
296	Galveston, Tex.	98,378
297	Longmont, Colo.	98,242
298	Bowling Green, Ky.	98,221
299	Santa Monica, Cal.	98,199
300	Hemet, Cal.	98,193
301	Harlingen, Tex.	97,789
302	Cherry Hill, N.J.	97,497
303	Idaho Falls, Ida.	97,304
304	San Rafael, Cal.	97,018
305	Hot Springs, Ark.	96,899
306	Norman, Okla.	96,426
307	Fargo, N.D.	96,318
308	Pomona, Cal.	96,281
309	Hammond, Ind.	96,168
310	Bradenton, Fla.	96,059
311	Waltham, Mass.	95,616
312	Greeley, Colo.	95,593
313	Arcadia, Cal.	94,824
314	Killeen, Tex.	94,163
315	Parkersburg, W.Va.	93,746
316	Eau Claire, Wisc.	93,688
317	2Joplin, Mo.	93,249
318	Monroe, La.	93,110
319	Meridian, Miss.	92,805
320	Newark, Ohio	92,579
321	Greenville, N.C.	92,477
322	Champaign, Ill.	92,463
323	Hartford, Conn.	92,418
324	Newburgh, N.Y.	92,333
325	Glendora, Cal.	92,270
326	San Luis Obispo, Cal.	92,059
327	Pittsfield, Mass.	91,829
328	Milford, Conn.	91,605
329	Casper, Wyo.	91,505
330	Niagara Falls, N.Y.	91,467
331	Paterson, N.J.	91,431
332	Salisbury, Md.	91,412
333	Winter Haven, Fla.	91,402
334	Dubuque, Ia.	91,319
335	Missoula, Mont.	91,281
336	Rock Hill, S.C.	91,208
337	Grand Prairie, Tex.	91,120
338	Vero Beach, Fla.	91,019
339	Alameda, Cal.	90,719
340	Green Bay, Wisc.	90,384
341	Palo Alto, Cal.	89,987
342	Athens, Ga.	89,769
343	Mishawaka, Ind.	89,622
344	Warren, Ohio	89,555
345	Springfield, Ohio	89,528
346	Bristol, Tenn.-Bristol, Va., Tenn.	89,285
347	Augusta, Ga.	89,271
348	Hickory, N.C.	88,859
349	Bryan, Tex.	88,711
350	Norristown, Pa.	88,655
351	Burlington, N.C.	88,632
352	Gadsden, Ala.	88,603
353	Corona, Cal.	88,495
354	Slidell, La.	88,136
355	Waterloo, Ia.	88,030
356	1Bethlehem, Pa.	87,989
357	Dothan, Ala.	87,773
358	Yuma, Ariz.	87,563
359	Lewisville, Tex.	87,057
360	New Haven, Conn.	86,974
361	Elgin, Ill.	86,928
362	1Salem, Ore.	86,706
363	Belleville, Ill.	86,668
364	Pine Bluff, Ark.	85,780
365	Janesville, Wisc.	85,686
366	Rome, Ga.	85,551
367	Framingham, Mass.	85,333
368	Stuart, Fla.	85,289
369	Great Falls, Mont.	85,141
370	Malden, Mass.	85,113
371	Salem, Mass.	85,046
372	Renton, Wash.	84,971
373	Lafayette, Ind.	84,873
374	Lowell, Mass.	84,657
375	Warner Robins, Ga.	84,340
376	Port Arthur, Tex.	84,319
377	Greenwich, Conn.	84,252
378	Lufkin, Tex.	84,057
379	Columbus, Miss.	84,052
380	Anderson, S.C.	83,968
381	Muskogee, Okla.	83,739
382	Pawtucket, R.I.	83,254
383	Jacksonville, N.C.	83,203
384	Lorain, Ohio	83,178
385	Bismarck, N.D.	82,949
386	Lynn, Mass.	82,810
387	Middletown, N.J.	82,787
388	Gainesville, Ga.	82,492
389	Waukesha, Wisc.	82,145
390	Hilo, Hi.	81,808
391	Carson City, Nev.	81,803
392	Fairbanks, Ak.	81,740
393	Mansfield, Ohio	81,510
394	Santa Maria, Cal.	81,474
395	South Gate, Cal.	81,464
396	Council Bluffs, Ia.	81,043
397	Mentor, Ohio	80,908
398	Gulfport, Miss.	80,888
399	College Station, Tex.	80,787
400	Hattiesburg, Miss.	80,648
401	Florence, S.C.	80,579
402	Vista, Cal.	80,406
403	Shawnee, Okla.	80,340
404	Oceanside, Cal.	80,267
405	Farmington, N.M.	80,127
406	Kennewick, Wash.	79,977
407	Decatur, Ala.	79,837
408	Anniston, Ala.	79,817
409	Enid, Okla.	79,767
410	Troy, N.Y.	79,537
411	Sanford, Fla.	79,446
412	Altoona, Pa.	79,348
413	1St. Cloud, Minn.	79,050
414	Cleveland, Tenn.	78,996
415	Fontana, Cal.	78,820
416	Woodbridge, Va.	78,787
417	Vernon, Conn.	78,668
418	La Crosse, Wisc.	78,640
419	Murfreesboro, Tenn.	78,450
420	Waukegan, Ill.	78,395
421	Norwich, Conn.	78,364
422	Homestead, Fla.	78,137
423	Lancaster, Ohio	78,030
424	Morgantown, W.Va.	77,818
425	Livermore, Cal.	77,683
426	Iowa City, Ia.	77,679
427	Fayetteville, Ark.	77,301
428	Manhattan Beach, Cal.	76,962
429	Medford, Mass.	76,825
430	Richmond, Ind.	76,648
431	Harrisburg, Pa.	76,648
432	Crystal Lake, Ill.	76,611
433	Peekskill, N.Y.	76,577
434	Carrollton, Tex.	75,874
435	Roswell, N.M.	75,746
436	Athens, Tenn.	75,702
437	Valdosta, Ga.	75,502
438	Wilson, N.C.	75,263
439	Marion, Ind.	75,130
440	Wilkes-Barre, Pa.	75,094
441	Dalton, Ga.	75,040
442	Covington, Ky.	74,633
443	Cheyenne, Wyo.	74,226
444	Chandler, Ariz.	74,219
445	Sanford, N.C.	73,991
446	Fond du Lac, Wisc.	73,469
447	Rosenberg, Tex.	73,351
448	Cape Girardeau, Mo.	73,349
449	Salisbury, N.C.	73,201
450	Quincy, Ill.	72,871
451	Mount Vernon, N.Y.	72,719
452	New Rochelle, N.Y.	72,646
453	Bangor, Me.	72,644
454	Pekin, Ill.	72,585
455	Concord, N.H.	72,579
456	Appleton, Wisc.	72,390
457	Petaluma, Cal.	72,161
458	Palm Springs, Cal.	72,091
459	Clarksville, Tenn.	72,044
460	Lawrence, Kans.	71,709
461	Statesville, N.C.	71,649
462	Lexington, N.C.	71,648
463	Glens Falls, N.Y.	71,619
464	Olympia, Wash.	71,309
465	Bremerton, Wash.	71,178
466	Kalispell, Mont.	70,761
467	Pensacola, Fla.	70,643
468	Merced, Cal.	70,552
469	Sumter, S.C.	70,539
470	Dover, Del.	70,426
471	Hutchinson, Kans.	70,339
472	Sheboygan, Wisc.	70,203
473	Oshkosh, Wisc.	70,066
474	Woonsocket, R.I.	70,021
475	Lodi, Cal.	69,991
476	Middletown, Ohio	69,905
477	Haltom City, Tex.	69,675
478	Antioch, Cal.	69,648
479	Sherman, Tex.	69,256
480	Panama City, Fla.	69,130
481	Camarillo, Cal.	69,092
482	Morristown, N.J.	69,089
483	Flagstaff, Ariz.	68,788
484	Massillon, Ohio	68,734
485	Hobbs, N.M.	68,700
486	Gallup, N.M.	68,647
487	Lewiston, Me.	68,611
488	Aurora, Ill.	68,521
489	Bloomington, Ill.	68,505
490	Roseville, Cal.	68,497
491	State College, Pa.	68,446
492	Cullman, Ala.	68,372
493	Fairmont, W.Va.	68,177
494	Corvallis, Ore.	68,003
495	Hendersonville, N.C.	67,925
496	Valparaiso, Ind.	67,744
497	Griffin, Ga.	67,602
498	Jefferson City, Mo.	67,586
499	Wausau, Wisc.	67,479
500	Ames, Ia.	67,406
501	Kalamazoo, Mich.	67,397
502	Michigan City, Ind.	67,320
503	Rogers, Ark.	66,970
504	Alvin, Tex.	66,641
505	Juneau, Ak.	66,324
506	Paducah, Ky.	66,178
507	Grand Forks, N.D.	66,156
508	Bristol, Pa.	65,970
509	Morristown, Tenn.	65,804
510	New Braunfels, Tex.	65,697
511	Chambersburg, Pa.	65,596
512	Reading, Pa.	65,544
513	Salina, Kans.	65,537
514	Tupelo, Miss.	65,291
515	Stillwater, Okla.	65,100
516	Auburn, N.Y.	65,018
517	New Britain, Conn.	64,771
518	Beverly, Mass.	64,561
519	Manteca, Cal.	64,429
520	Longview, Wash.	64,401
521	Rome, N.Y.	64,366
522	Hagerstown, Md.	64,300
523	Olathe, Kans.	64,101
524	Edmond, Okla.	64,098
525	Medford, Ore.	64,033
526	Johnstown, Pa.	63,799
527	Lima, Ohio	63,739
528	Westfield, Mass.	63,459
529	Minot, N.D.	63,421
530	Hackensack, N.J.	63,173
531	Florence, Ala.	63,143
532	Loveland, Colo.	63,099
533	Columbus, Ind.	63,027
534	Nacogdoches, Tex.	62,965
535	Moline, Ill.	62,962
536	Vicksburg, Miss.	62,765
537	Greenwood, S.C.	62,617
538	Coeur d'Alene, Ida.	62,522
539	Torrington, Conn.	62,334
540	Sapulpa, Okla.	62,185
541	South Lake Tahoe, Cal.	62,180
542	De Land, Fla.	62,024
543	Beloit, Wisc.	61,983
544	Taunton, Mass.	61,980
545	Pontiac, Mich.	61,875
546	Porterville, Cal.	61,799
547	Findlay, Ohio	61,788
548	Cookeville, Tenn.	61,784
549	Eureka, Cal.	61,760
550	Woodland, Cal.	61,692
551	Mankato, Minn.	61,566
552	Woburn, Mass.	61,521

553	Haverhill, Mass.	61,318
554	Galesburg, Ill.	61,226
555	Mason City, Ia.	60,876
556	Huntington Park, Cal.	60,817
557	Lenoir, N.C.	60,733
558	Peabody, Mass.	60,654
559	Yuba City, Cal.	60,613
560	Pocatello, Ida.	60,516
561	Wooster, Ohio	60,379
562	Elyria, Ohio	60,338
563	Columbia, Tenn.	60,052
564	Helena, Mont.	60,007
565	Pleasanton, Cal.	59,747
566	Laurel, Miss.	59,741
567	Wallingford, Conn.	59,666
568	Davis, Cal.	59,523
569	Elmira, N.Y.	59,510
570	Watertown, N.Y.	59,484
571	Portsmouth, N.H.	59,350
572	Upland, Cal.	59,344
573	Fort Walton Beach, Fla.	59,240
574	Augusta, Me.	59,090
575	Milford, Mass.	59,023
576	Royal Oak, Mich.	59,022
577	Texas City, Tex.	58,929
578	Huntsville, Tex.	58,927
579	Midland, Mich.	58,924
580	Hanover, Pa.	58,787
581	Fairfield, Cal.	58,693
582	Provo, Utah	58,552
583	Roseburg, Ore.	58,468
584	Monroe, N.C.	58,144
585	Turlock, Cal.	57,986
586	Grants Pass, Ore.	57,794
587	Oroville, Cal.	57,718
588	Lewiston, Ida.	57,659
589	Greenville, Miss.	57,538
590	Pascagoula, Miss.	57,518
591	Bay City, Tex.	57,457
592	Watsonville, Cal.	57,454
593	Concord, N.C.	57,423
594	Jonesboro, Ark.	57,416
595	Chapel Hill, N.C.	57,368
596	Carrollton, Ga.	57,362
597	Hammond, La.	57,294
598	Greenville, Tex.	57,201
599	Shelby; N.C.	57,179
600	Vacaville Cal.	57,113
601	Bend, Ore.	56,780
602	St. Augustine, Fla.	56,648
603	Cleburne, Tex.	56,501
604	Paris, Tex.	56,469
605	Orange, Tex.	56,358
606	New Iberia, La.	56,343
607	Traverse City, Mich.	56,277
608	Vancouver, Wash.	56,195
609	Greensburg, Pa.	56,193
610	Broken Arrow, Okla.	56,069
611	Trumbull, Conn.	56,025
612	Cape Coral, Fla.	56,011
613	Palestine, Tex.	55,888
614	Aberdeen, Wash.	55,832
615	Brooksville, Fla.	55,823
616	Danville, Ill.	55,765
617	Somerville, N.J.	55,597
618	Auburn, Wash.	55,559
619	Greeneville, Tenn.	55,509
620	Pottstown, Pa.	55,504
621	Beckley, W.Va.	55,491
622	Conyers, Ga.	55,484
623	Goldsboro, N.C.	55,464
624	Stillwater, Minn.	55,456
625	Palm Desert, Cal.	55,125
626	Redlands, Cal.	55,003
627	Grass Valley, Cal.	54,990
628	Tonawanda, N.Y.	54,569
629	Poughkeepsie, N.Y.	54,526
630	North Tonawanda, N.Y.	54,484
631	Logan, Utah	54,377
632	Wisconsin Rapids, Wisc.	54,357
633	Brunswick, Ga.	54,334
634	Jamestown, N.Y.	54,284
635	Hazleton, Pa.	54,026
636	New Albany, Ind.	54,024
637	Ottumwa, Ia.	53,652
638	Martinez, Cal.	53,596
639	Madera, Cal.	53,421
640	Indio, Cal.	53,411
641	Saginaw, Mich.	53,407
642	Prescott, Ariz.	53,401
643	Saratoga Springs, N.Y.	53,338
644	Bartlesville, Okla.	53,309
645	Wheeling, W.Va.	53,290
646	Chillicothe, Ohio	53,140
647	New Bern, N.C.	53,118
648	Zanesville, Ohio	52,830
649	Portsmouth, Ohio	52,779
650	Brenham, Tex.	52,752
651	Hempstead, N.Y.	52,593
652	Northampton, Mass.	52,549
653	Enfield, Conn.	52,489
654	Reidsville, N.C.	52,443
655	Washington, Pa.	52,392
656	Clinton, Ia.	52,353
657	Kerrville, Tex.	52,335
658	Brea, Cal.	52,313
659	Twin Falls, Ida.	52,230
660	Westerly, R.I.	51,942
661	El Dorado, Ark.	51,871
662	Oak Ridge, Tenn.	51,791
663	Tulare, Cal.	51,776
664	Kent, Wash.	51,694
665	San Marcos, Tex.	51,661
666	Cumberland, Md.	51,641
667	Annapolis, Md.	51,619
668	Burlington, Ia.	51,535
669	La Habra, Cal.	51,447
670	Henderson, Ky.	51,388
671	Claremore, Okla.	51,275
672	La Grange, Ga.	51,112
673	Morganton, N.C.	51,109
674	Lancaster, Pa.	51,013
675	Bettendorf, Ia.	50,967
676	Milledgeville, Ga.	50,937
677	Blue Springs, Mo.	50,926
678	San Clemente, Cal.	50,880
679	Ponca City, Okla.	50,877
680	Auburn, Ala.	50,824
681	Lumberton, N.C.	50,781
682	Biloxi, Miss.	50,747
683	Poplar Bluff, Mo.	50,719
684	West Monroe, La.	50,624
685	Richland, Wash.	50,617
686	Mamaroneck, N.Y.	50,495
687	Port Chester, N.Y.	50,485
688	Keene, N.H.	50,468
689	Meriden, Conn.	50,427
690	Euless, Tex.	50,376
691	Holyoke, Mass.	50,236
692	Denison, Tex.	50,186
693	Freeport, Ill.	50,170
694	Gillette, Wyo.	50,087

DISPOSABLE INCOME PER HOUSEHOLD

Metropolitan Statistical Areas

1	Anchorage, Ak	48,630
2	Danbury, Ct	48,288
3	San Jose, Ca	47,737
4	Nassau-Suffolk, N.Y	47,360
5	Stamford, Ct	47,318
6	Norwalk, Ct	47,208
7	Washington, D.C-Md-Va	45,547
8	Middlesex-Somerset-Hunterdon, N.J	44,663
9	Lake County, Il	44,641
10	New London-Norwich, Ct-R.I.	43,155
11	Oxnard-Ventura, Ca	42,875
12	Vallejo-Fairfield-Napa, Ca	41,985
13	Atlantic City, N.J	41,966
14	Bergen-Passaic, N.J	41,523
15	Bridgeport-Milford, Ct	41,283
16	Nashua, N.H.	40,846
17	Monmouth-Ocean, N.J	40,632
18	Joliet, Il	40,254
19	Honolulu, Hi	40,159
20	Anaheim-Santa Ana, Ca	40,056
21	Middletown, Ct	39,809
22	Newark, N.J	39,766
23	Rochester, Mn	39,471
24	Lowell, Ma-N.H.	39,097
25	Salem-Gloucester, Ma	38,994
26	Brockton, Ma	38,981
27	Brazoria, Tx	38,723
28	Minneapolis-St. Paul, Mn-Wi	38,588
29	Aurora-Elgin, Il	38,546
30	Midland, Tx	37,792
31	Oakland, Ca	37,769
32	San Francisco, Ca	37,726
33	Dallas, Tx	37,531
34	Bismarck, N.D	37,249
35	Ann Arbor, Mi	37,039
36	Chicago, Il	36,987
37	Trenton, N.J	36,967
38	Bristol, Ct	36,859
39	Denver, Co	36,644
40	Bloomington-Normal, Il	36,643
41	Boston, Ma	36,398
42	Fort Worth-Arlington, Tx	36,377
43	Houston, Tx	36,340
44	Atlanta, Ga	36,205
45	Lawrence-Haverhill, Ma-N.H.	36,169
46	Hartford, Ct	36,081
47	Waterbury, Ct	36,001
48	Boulder-Longmont, Co	35,966
49	New Haven-Meriden, Ct	35,905
50	Cleveland, Oh	35,763
51	Rochester, N.Y	35,741
52	Poughkeepsie, N.Y	35,706
53	New Britain, Ct	35,672
54	St. Louis, Mo-Il	35,377
55	Wilmington, De-N.J-Md	35,353
56	Huntsville, Al	35,161
57	Lafayette, La	35,053
58	Casper, Wy	35,030
59	Fargo-Moorhead, N.D-Mn	34,981
60	Harrisburg-Lebanon-Carlisle, Pa	34,962
61	Manchester, N.H.	34,928
62	Santa Barbara-Santa Maria-Lompoc, Ca	34,888
63	Sioux Falls, S.D	34,742
64	Flint, Mi	34,683
65	San Diego, Ca	34,669
66	Detroit, Mi	34,419
67	Lansing-East Lansing, Mi	34,411
68	Seattle, Wa	34,383
69	Philadelphia, Pa-N.J	34,339
70	Grand Forks, N.D	34,302
71	Des Moines, Ia	34,204
72	Portsmouth-Dover-Rochester, N.H.-Me	34,043
73	Salinas-Seaside-Monterey, Ca	33,940
74	Kenosha, Wi	33,918
75	Austin, Tx	33,917
76	Milwaukee, Wi	33,884
77	Omaha, Ne-Ia	33,833
78	Kansas City, Mo-Ks	33,800
79	Sacramento, Ca	33,787
80	Raleigh-Durham, N.C	33,687
81	Racine, Wi	33,607
82	Cedar Rapids, Ia	33,594
83	Wichita, Ks	33,432
84	Grand Rapids, Mi	33,426
85	Santa Cruz, Ca	33,389
86	Baton Rouge, La	33,368
87	Orange, N.Y	33,303
88	Madison, Wi	33,296
89	Rapid City, Sd	33,217
90	Richland-Kennewick-Pasco, Wa	33,205
91	Los Angeles-Long Beach, Ca	32,961
92	Pittsfield, Ma	32,954
93	Columbia, S.C	32,933
94	Champaign-Urbana-Rantoul, Il	32,898
95	Green Bay, Wi	32,890
96	Syracuse, N.Y	32,882
97	Galveston-Texas City, Tx	32,881
98	Rockford, Il	32,812
99	New York, N.Y	32,788
100	Baltimore, Md	32,787
101	Beaver, Pa	32,765
102	Appleton-Oshkosh-Neenah, Wi	32,754
103	Lafayette-West Lafayette, In	32,736
104	Kalamazoo, Mi	32,723
105	Kokomo, In	32,678
106	Bakersfield, Ca	32,643
107	Reading, Pa	32,609
108	Santa Rosa-Petaluma, Ca	32,602
109	Lincoln, Ne	32,561
110	Burlington, Vt	32,554
111	Lancaster, Pa	32,385
112	Worcester, Ma	32,343
113	Indianapolis, In	32,336
114	Cincinnati, Oh-Ky-In	32,262
115	St. Cloud, Mn	32,232
116	Binghamton, N.Y	32,147
117	Fitchburg-Leominster, Ma	32,143
118	Nashville, Tn	32,089
119	Topeka, Ks	32,004
120	Peoria, Il	31,945
121	Lexington-Fayette, Ky	31,866
122	Allentown-Bethlehem, Pa-N.J	31,854
123	Davenport-Rock Island-Moline, Ia-Il	31,833
124	Springfield, Il	31,783
125	Vancouver, Wa	31,781
126	Albuquerque, N.M	31,766
127	Iowa City, Ia	31,745
128	West Palm Beach-Boca Raton-Delray, Fl	31,726
129	Boise City, Id	31,687
130	New Orleans, La	31,611
131	Louisville, Ky-In	31,584
132	Hamilton-Middletown, Oh	31,551
133	Houma-Thibodaux, La	31,506
134	Charlotte-Gastonia-Rock Hill, N.C-S.C	31,499
135	Phoenix, Az	31,486
136	Saginaw-Bay City-Midland, Mi	31,482
137	Melbourne-Titusville-Palm Bay, Fl	31,457
138	Richmond-Petersburg, Va	31,384
139	Waterloo-Cedar Falls, Ia	31,366
140	Sheboygan, Wi	31,350
141	York, Pa	31,348
142	Decatur, Il	31,345
143	Olympia, Wa	31,330
144	Springfield, Ma	31,323
145	Providence, R.I	31,305
146	Akron, Oh	31,291
147	Victoria, Tx	31,220
148	Beaumont-Port Arthur, Tx	31,212
149	Lake Charles, La	31,201
150	Janesville-Beloit, Wi	31,157
151	Oklahoma City, Ok	31,106
152	Albany-Schenectady-Troy, N.Y	31,105
153	Fort Lauderdale-Hollywood-Pompano Beach, Fl	31,061
154	Columbus, Oh	30,862
155	Toledo, Oh	30,858
156	Fort Wayne, In	30,851
157	Gary-Hammond, In	30,827
158	Evansville, In-Ky	30,826
159	Dubuque, Ia	30,761
160	Amarillo, Tx	30,759
161	Reno, Nv	30,689
162	Dayton-Springfield, Oh	30,614
163	Pittsburgh, Pa	30,601
164	Columbia, Mo	30,576
165	Salt Lake City-Ogden, Ut	30,576
166	Tulsa, Ok	30,548
167	Tyler, Tx	30,531
168	Jackson, Ms	30,527
169	Bloomington, In	30,492
170	Elkhart-Goshen, In	30,449
171	South Bend-Mishawaka, In	30,447
172	Fort Collins-Loveland, Co	30,436
173	Visalia-Tulare-Porterville, Ca	30,415
174	Shreveport, La	30,380
175	Pawtucket-Woonsocket-Attleboro, R.I.-Ma	30,295
176	Owensboro, Ky	30,263
177	Greensboro-Winston-Salem-High Point, N.C	30,144
178	Anderson, In	30,140
179	Charlottesville, Va	30,069
180	Alton-Granite City, Il	30,030
181	Portland, Or	29,960
182	Enid, Ok	29,947
183	Orlando, Fl	29,933

184 Cheyenne, Wy	29,918
185 Portland, Me	29,841
186 Macon-Warner Robins, Ga	29,839
187 Lorain-Elyria, Oh	29,822
188 Colorado Springs, Co	29,761
189 Wausau, Wi	29,741
190 Santa Fe, N.M.	29,728
191 Corpus Christi, Tx	29,661
192 Memphis, Tn-Ar-Ms	29,641
193 Little Rock-North Little Rock, Ar	29,594
194 Wichita Falls, Tx	29,571
195 Lubbock, Tx	29,463
196 Norfolk-Virginia Beach-Newport News, Va	29,438
197 State College, Pa	29,426
198 San Antonio, Tx	29,380
199 Niagara Falls, N.Y	29,370
200 Erie, Pa	29,347
201 Naples, Fl	29,320
202 Mansfield, Oh	29,270
203 Wilmington, N.C	29,238
204 Tucson, Az	29,231
205 Buffalo, N.Y	29,213
206 Parkersburg-Marietta, W.V-Oh	29,205
207 Bryan-College Station, Tx	29,135
208 Youngstown-Warren, Oh	29,077
209 Canton, Oh	29,075
210 Odessa, Tx	29,071
211 Jackson, Mi	29,030
212 Riverside-San Bernardino, Ca	29,007
213 Charleston, W.V	29,000
214 Alexandria, La	28,927
215 Burlington, N.C	28,879
216 Charleston, S.C	28,867
217 Montgomery, Al	28,844
218 Killeen-Temple, Tx	28,821
219 Pascagoula, Ms	28,790
220 Bremerton, Wa	28,756
221 Abilene, Tx	28,624
222 Lima, Oh	28,601
223 Muncie, In	28,558
224 Sioux City, Ia-Ne	28,498
225 Monroe, La	28,424
226 Fort Walton Beach, Fl	28,416
227 Roanoke, Va	28,400
228 La Crosse, Wi	28,358
229 Tacoma, Wa	28,355
230 Miami-Hialeah, Fl	28,339
231 Savannah, Ga	28,292
232 Kankakee, Il	28,235
233 Greenville-Spartanburg, S.C	28,224
234 Las Vegas, Nv	28,210
235 Fayetteville, N.C	28,144
236 Longview-Marshall, Tx	27,979
237 Augusta, Ga-S.C	27,942
238 Springfield, Mo	27,931
239 Sharon, Pa	27,912
240 Billings, Mt	27,890
241 Jacksonville, Fl	27,888
242 Birmingham, Al	27,871
243 Albany, Ga	27,776
244 Bangor, Me	27,767
245 Hickory, N.C	27,767
246 Muskegon, Mi	27,708
247 East St. Louis-Belleville, Il	27,688
248 San Angelo, Tx	27,682
249 Eau Claire, Wi	27,637
250 Athens, Ga	27,569
251 Benton Harbor, Mi	27,492
252 Biloxi-Gulfport, Ms	27,443
253 Fresno, Ca	27,412
254 Fayetteville-Springdale, Ar	27,385
255 Lynchburg, Va	27,356
256 Lawrence, Ks	27,326
257 Glens Falls, N.Y	27,254
258 Utica-Rome, N.Y	27,143
259 St. Joseph, Mo	27,058
260 Knoxville, Tn	27,050
261 Jersey City, N.J	26,935
262 Elmira, N.Y	26,907
263 Sarasota, Fl	26,858
264 Vineland-Millville-Bridgeton, N.J	26,780
265 Terre Haute, In	26,765
266 Bellingham, Wa	26,756
267 Stockton, Ca	26,752
268 Tuscaloosa, Al	26,734
269 Waco, Tx	26,733
270 Columbus, Ga-Al	26,705
271 New Bedford, Ma	26,700
272 Hagerstown, Md	26,644
273 Florence, S.C	26,507
274 Sherman-Denison, Tx	26,498
275 Spokane, Wa	26,475
276 Fall River, Ma-R.I.	26,426
277 Greeley, Co	26,394
278 Williamsport, Pa	26,235
279 Chattanooga, Tn-Ga	26,205
280 Lawton, Ok	26,172
281 Asheville, N.C	26,171
282 Provo-Orem, Ut	26,099
283 Lewiston-Auburn, Me	26,094
284 Scranton-Wilkes Barre, Pa	26,015
285 Tampa-St. Petersburg-Clearwater, Fl	25,991
286 Mobile, Al	25,941
287 Anderson, S.C	25,905
288 El Paso, Tx	25,814
289 Dothan, Al	25,782
290 Modesto, Ca	25,769
291 Fort Myers-Cape Coral, Fl	25,686
292 Altoona, Pa	25,678
293 Redding, Ca	25,661
294 Battle Creek, Mi	25,626
295 Pine Bluff, Ar	25,591
296 Steubenville-Weirton, Oh-W.V	25,542
297 Jackson, Tn	25,393
298 Tallahassee, Fl	25,379
299 Great Falls, Mt	25,367
300 Jacksonville, N.C	25,297
301 Fort Smith, Ar-Ok	25,268
302 Yuba City, Ca	25,257
303 Salem, Or	25,224
304 Eugene-Springfield, Or	25,148
305 Huntington-Ashland, W.V-Ky-Oh	25,126
306 Pensacola, Fl	24,990
307 Clarksville-Hopkinsville, Tn-Ky	24,946
308 Anniston, Al	24,930
309 Fort Pierce, Fl	24,925
310 Danville, Va	24,898
311 Texarkana, Tx-Ar	24,815
312 Duluth, Mn-Wi	24,810
313 Panama City, Fl	24,769
314 Las Cruces, N.M	24,655
315 Gainesville, Fl	24,649
316 Wheeling, W.V-Oh	24,484
317 Florence, Al	24,447
318 Johnstown, Pa	24,396
319 Yakima, Wa	24,077
320 Johnson City-Kingsport-Bristol, Tn-Va	24,056
321 Gadsden, Al	24,023
322 Medford, Or	23,943
323 Bradenton, Fl	23,932
324 Joplin, Mo	23,851
325 Chico, Ca	23,762
326 Daytona Beach, Fl	23,735
327 Lakeland-Winter Haven, Fl	23,421
328 Cumberland, Md-W.V	22,629
329 McAllen-Edinburg-Mission, Tx	21,103
330 Pueblo, Co	21,055
331 Laredo, Tx	20,904
332 Brownsville-Harlingen, Tx	20,551
333 Ocala, Fl	20,247

Leading Counties

1 Bristol Bay, Ak.	58,765
2 North Slope, Ak.	57,964
3 Fairfax, Va.	56,224
4 Fairfax, Va.	52,651
5 Sitka, Ak.	52,212
6 Falls Church, Va.	51,465
7 Juneau, Ak.	50,527
8 Montgomery, Md.	49,908
9 Nassau, N.Y.	49,643
10 Morris, N.J.	49,556
11 Ketchikan Gateway, Ak.	49,504
12 Rockland, N.Y.	49,301
13 Prince William, Va.	49,223
14 Somerset, N.J.	48,696
15 Anchorage, Ak.	48,630
16 Valdez-Cordova, Ak.	48,400
17 Loudoun, Va.	48,282
18 Santa Clara, Cal.	47,737
19 Du Page, Ill.	47,620
20 Hunterdon, N.J.	47,039
21 Manassas, Va.	46,924
22 Douglas, Colo.	46,792
23 Billings, N.D.	46,783
24 Westchester, N.Y.	46,578
25 Arlington, Va.	46,282
26 Fairfield, Conn.	46,110
27 Marin, Cal.	45,953
28 Bergen, N.J.	45,436
29 Aleutian Islands, Ak.	45,297
30 Alexandria, Va.	45,240
31 Atlantic, N.J.	45,168
32 Suffolk, N.Y.	44,859
33 New London, Conn.	44,746
34 Lake, Ill.	44,641
35 Newport, R.I.	44,594
36 Fairbanks North Star, Ak.	44,296
37 Wrangell-Petersburg, Ak.	44,223
38 Fayette, Ga.	44,214
39 Johnson, Kans.	44,037
40 Sussex, N.J.	43,872
41 Tolland, Conn.	43,864
42 Howard, Md.	43,785
43 Collin, Tex.	43,736
44 Napa, Cal.	43,558
45 Washington, Minn.	43,394
46 Norfolk, Mass.	43,295
47 Skagway-Yakutat-Angoon, Ak.	43,065
48 Ozaukee, Wisc.	42,954
49 Middlesex, N.J.	42,908
50 Ventura, Cal.	42,875
51 Putnam, N.Y.	42,788
52 San Mateo, Cal.	42,746
53 Kodiak Island, Ak.	42,603
54 Prince of Wales-Outer Ketchikan, Ak.	42,502
55 Waukesha, Wisc.	42,405
56 Rockwall, Tex.	42,402
57 Arapahoe, Colo.	41,928
58 Montgomery, Pa.	41,928
59 Jefferson, Colo.	41,901
60 Matanuska-Susitna, Ak.	41,784
61 Los Alamos, N.M.	41,683
62 Monmouth, N.J.	41,681
63 Contra Costa, Cal.	41,657
64 Union, N.J.	41,523
65 Plymouth, Mass.	41,459
66 Hamilton, Ind.	41,415
67 Manassas Park, Va.	41,337
68 Chester, Pa.	41,336
69 Middlesex, Mass.	41,322
70 Anoka, Minn.	41,322
71 Richmond, N.Y.	41,322
72 Solano, Cal.	41,311
73 Middlesex, Conn.	41,230
74 Charles, Md.	41,057
75 Fort Bend, Tex.	41,026
76 St. Louis, Mo.	40,995
77 De Kalb, Ga.	40,991
78 Prince Georges, Md.	40,917
79 Will, Ill.	40,871
80 Oakland, Mich.	40,797
81 Scott, Minn.	40,722
82 Kobuk, Ak.	40,656
83 Cobb, Ga.	40,652
84 McHenry, Ill.	40,484
85 Geauga, Ohio	40,313
86 Honolulu, Hi.	40,159
87 Orange, Cal.	40,056
88 Dillingham, Ak.	39,900
89 Bucks, Pa.	39,898
90 Calvert, Md.	39,638
91 Dakota, Minn.	39,596
92 Chesterfield, Va.	39,591
93 Oliver, N.D.	39,540
94 Williamson, Tenn.	39,479
95 Olmsted, Minn.	39,471
96 Ocean, N.J.	39,302
97 Stark, N.D.	39,266
98 Burlington, N.J.	39,254
99 Cumberland, Pa.	39,192
100 Nantucket, Mass.	[illegible]
101 Campbell, Wyo.	39,108
102 Hennepin, Minn.	38,906
103 Rockdale, Ga.	38,898
104 Livingston, Mich.	38,784
105 Denton, Tex.	38,766
106 Haines, Ak.	38,751
107 Brazoria, Tex.	38,723
108 St. Charles, La.	38,636
109 Kane, Ill.	38,597
110 Bethel, Ak.	38,571
111 Oldham, Ky.	38,545
112 Clayton, Ga.	38,526
113 Cass, N.D.	38,451
114 Hillsborough, N.H.	38,415
115 Morton, N.D.	38,410
116 Kenai Peninsula, Ak.	38,377
117 Platte, Mo.	38,358
118 St. Charles, Mo.	38,358
119 Carver, Minn.	38,226
120 Anne Arundel, Md.	38,130
121 Kendall, Ill.	38,127
122 Litchfield, Conn.	37,863
123 Hartford, Conn.	37,855
124 Midland, Tex.	37,792
125 Eaton, Mich.	37,701
126 Macomb, Mich.	37,688
127 New Haven, Conn.	37,501
128 Lafayette, La.	37,411
129 Yankton, S.D.	37,392
130 Monroe, N.Y.	37,228
131 McKenzie, N.D.	37,173
132 Clinton, Mich.	37,150
133 Delaware, Pa.	37,128
134 Campbell, Ky.	37,112
135 Sarpy, Neb.	37,109
136 Dallas, Tex.	37,094
137 Washtenaw, Mich.	37,039
138 Medina, Ohio	37,029
139 District of Columbia, D.C.	37,023
140 Douglas, Ga.	36,994
141 Mercer, N.J.	36,967
142 Hendricks, Ind.	36,953
143 Stafford, Va.	36,933
144 Randall, Tex.	36,861
145 New Castle, Del.	36,850
146 Essex, Mass.	36,819
147 Montgomery, Tex.	36,767
148 Tarrant, Tex.	36,763
149 Burleigh, N.D.	36,755
150 Baltimore, Md.	36,722
151 Ramsey, Minn.	36,697
152 McLean, Ill.	36,643
153 Williamson, Tex.	36,640
154 Rockingham, N.H.	36,627
155 Chattahoochee, Ga.	36,575
156 Washington, Wisc.	36,426
157 Treutlen, Ga.	36,393
158 Sweetwater, Wyo.	36,387
159 Jefferson, La.	36,363
160 Harris, Tex.	36,226
161 Hanover, Va.	36,162
162 Wake, N.C.	36,157
163 Routt, Colo.	36,151
164 Converse, Wyo.	36,065
165 Midland, Mich.	36,059
166 Pitkin, Colo.	35,981
167 Bristol, R.I.	35,967
168 Boulder, Colo.	35,966
169 Golden Valley, N.D.	35,933
170 Hancock, Ind.	35,914
171 Lake, Ohio	35,905
172 Sherburne, Minn.	35,812
173 Boone, Ky.	35,789
174 Maui, Hi.	35,782
175 Williams, N.D.	35,751
176 Harford, Md.	35,749
177 Dutchess, N.Y.	35,706
178 Livingston, Ill.	35,660
179 Clear Creek, Colo.	35,645
180 Nome, Ak.	35,601
181 Beadle, S.D.	35,562
182 Cape May, N.J.	35,552
183 St. Marys, Md.	35,526
184 Alameda, Cal.	35,491
185 Cook, Ill.	35,485
186 Cuyahoga, Ohio	35,466
187 Clay, Mo.	35,461
188 Monroe, Mich.	35,460
189 Gloucester, N.J.	35,410
190 Cortland, N.Y.	35,361
191 Canadian, Okla.	35,328
192 De Soto, Miss.	35,245
193 Geary, Kans.	35,194
194 Poquoson, Va.	35,164
195 Madison, Ala.	35,161
196 Dauphin, Pa.	35,134
197 Queens, N.Y.	35,120
198 Henry, Ga.	35,091
199 Piatt, Ill.	35,089
200 Warrick, Ind.	35,055
201 Natrona, Wyo.	35,030
202 Morgan, Utah	35,006
203 St. Tammany, La.	34,986
204 Ottawa, Mich.	34,944
205 Ochiltree, Tex.	34,944
206 Bowman, N.D.	34,910
207 Santa Barbara, Cal.	34,888
208 Delaware, Ohio	34,882
209 Roanoke, Va.	34,812
210 King, Wash.	34,757
211 Johnson, Ind.	34,751
212 Minnehaha, S.D.	34,742
213 Genesee, Mich.	34,683
214 Sacramento, Cal.	34,669
215 San Diego, Cal.	34,669
216 Wright, Minn.	34,656
217 Plaquemines, La.	34,651
218 Calumet, Wisc.	34,645
219 Fauquier, Va.	34,644
220 Greene, Ohio	34,637
221 Virginia Beach, Va.	34,628
222 Camden, N.J.	34,601
223 Hartley, Tex.	34,589
224 Jasper, Ind.	34,569
225 Washington, R.I.	34,550
226 Roberts, Tex.	34,546
227 Benton, Wash.	34,541
228 Mecklenburg, N.C.	34,523
229 St. Croix, Wisc.	34,516
230 Grundy, Ill.	34,470

231	Kenton, Ky.	34,438
232	Polk, Ia.	34,392
233	Warren, Ia.	34,320
234	Grand Forks, N.D.	34,302
235	Carroll, Md.	34,291
236	Gwinnett, Ga.	34,264
237	Davison, S.D.	34,247
238	Eagle, Colo.	34,219
239	Lapeer, Mich.	34,214
240	Hughes, S.D.	34,200
241	Hood, Tex.	34,180
242	Kauai, Hi.	34,151
243	Dunn, N.D.	34,151
244	Whiteside, Ill.	34,137
245	Warren, Ohio	34,135
246	Woodford, Ky.	34,110
247	East Baton Rouge, La.	34,109
248	Placer, Cal.	34,096
249	Miami, Kans.	34,075
250	Scott, Ia.	34,029
251	Henrico, Va.	34,023
252	Albemarle, Va.	33,994
253	Traill, N.D.	33,993
254	Lexington, S.C.	33,980
255	Houston, Ga.	33,979
256	Kent, R.I.	33,973
257	Monterey, Cal.	33,940
258	Jefferson, Mo.	33,931
259	Kenosha, Wisc.	33,918
260	Douglas, Neb.	33,907
261	Adams, Colo.	33,884
262	Passaic, N.J.	33,880
263	Washington, Ore.	33,837
264	Onondaga, N.Y.	33,816
265	Travis, Tex.	33,736
266	Johnson, Tex.	33,714
267	Clackamas, Ore.	33,688
268	Porter, Ind.	33,685
269	Southeast Fairbanks, Ak.	33,660
270	Lake, Colo.	33,617
271	Racine, Wisc.	33,607
272	Linn, Ia.	33,594
273	Oconee, Ga.	33,557
274	Tioga, N.Y.	33,541
275	Hampshire, Mass.	33,525
276	Chittenden, Vt.	33,507
277	Essex, N.J.	33,505
278	Sedgewick, Kans.	33,498
279	Hansford, Tex.	33,461
280	Summit, Utah	33,461
281	St. Bernard, La.	33,445
282	Worcester, Mass.	33,432
283	Powder River, Mont.	33,416
284	Barnstable, Mass.	33,409
285	Boone, Ind.	33,401
286	Santa Cruz, Cal.	33,389
287	Henderson, Ky.	33,385
288	West Feliciana, La.	33,374
289	Moffat, Colo.	33,360
290	Boone, Ill.	33,354
291	Grant, Kans.	33,352
292	Richland, N.D.	33,351
293	Seminole, Fla.	33,305
294	De Kalb, Ill.	33,305
295	Orange, N.Y.	33,303
296	Dane, Wisc.	33,296
297	St. John the Baptist, La.	33,292
298	Merrimack, N.H.	33,277
299	Warren, N.J.	33,275
300	Forsyth, Ga.	33,264
301	Spotsylvania, Va.	33,241
302	Pennington, S.D.	33,217
303	Adams, N.D.	33,210
304	Parker, Tex.	33,196
305	Bartholomew, Ind.	33,160
306	Rankin, Miss.	33,153
307	Outagamie, Wisc.	33,139
308	Saratoga, N.Y.	33,119
309	Berkshire, Mass.	33,112
310	Powhatan, Va.	33,086
311	Decatur, Ind.	33,073
312	Sumner, Tenn.	33,048
313	Taylor, Ga.	33,013
314	Bleckley, Ga.	33,001
315	Tazewell, Ill.	32,987
316	Los Angeles, Cal.	32,961
317	Snohomish, Wash.	32,934
318	Kent, Mich.	32,917
319	Woodford, Ill.	32,916
320	Davis, Utah	32,902
321	Champaign, Ill.	32,898
322	Brown, Wisc.	32,890
323	Galveston, Tex.	32,881
324	Lincoln, Neb.	32,874
325	Chisago, Minn.	32,873
326	Butler, Kans.	32,865
327	Ingham, Mich.	32,831
328	Hemphill, Tex.	32,819
329	Wilson, Tenn.	32,797
330	Orange, Tex.	32,793
331	Douglas, Ill.	32,786
332	Beaver, Pa.	32,765
333	Rio Blanco, Colo.	32,759
334	Winnebago, Ill.	32,752
335	Fayette, Ky.	32,742
336	Box Butte, Neb.	32,739
337	Tippecanoe, Ind.	32,736
338	Kalamazoo, Mich.	32,723
339	Ascension, La.	32,721
340	Cameron, La.	32,711
341	Howard, Ind.	32,703
342	Steele, N.D.	32,684
343	Carbon, Wyo.	32,670
344	Carson City, Nev.	32,657
345	Rosebud, Mont.	32,645
346	York, Va.	32,645
347	Kern, Cal.	32,643
348	Clermont, Ohio	32,627
349	Berks, Pa.	32,609
350	La Porte, Ind.	32,608
351	Sonoma, Cal.	32,602
352	Chambers, Tex.	32,592
353	Cherokee, Ga.	32,587
354	Terrebonne, La.	32,563
355	Lancaster, Neb.	32,561
356	Fulton, Ga.	32,556
357	Tipton, Ind.	32,551
358	Beaufort, S.C.	32,514
359	Andrews, Tex.	32,506
360	Cleveland, Okla.	32,497
361	Lehigh, Pa.	32,491
362	Wood, Ohio	32,464
363	Leavenworth, Kans.	32,448
364	Chesapeake, Va.	32,423
365	Logan, Ill.	32,406
366	Meade, S.D.	32,393
367	Putnam, Ill.	32,391
368	Lancaster, Pa.	32,385
369	Fremont, Wyo.	32,375
370	Cass, Mo.	32,374
371	Goochland, Va.	32,368
372	Orange, N.C.	32,362
373	Mercer, N.D.	32,353
374	Muscatine, Ia.	32,321
375	Richland, S.C.	32,298
376	Grundy, Ia.	32,284
377	Story, Ia.	32,278
378	Ellis, Tex.	32,277
379	Monroe, Ill.	32,274
380	New York, N.Y.	32,258
381	Humphreys, Tenn.	32,231
382	Dodge, Wisc.	32,193
383	Morgan, Ind.	32,184
384	Fairfield, Ohio	32,165
385	Ontario, N.Y.	32,161
386	Lake, Minn.	32,160
387	Hampden, Mass.	32,137
388	Jefferson, Wisc.	32,107
389	Albany, N.Y.	32,085
390	Scott, Mo.	32,068
391	Strafford, N.H.	32,041
392	Dallas, Ia.	32,036
393	Davidson, Tenn.	32,034
394	Wade Hampton, Ak.	32,029
395	Martin, Tex.	32,029
396	Shawnee, Kans.	32,004
397	Hutchinson, Tex.	31,995
398	Winnebago, Wisc.	31,974
399	Ogle, Ill.	31,965
400	St. Mary, La.	31,960
401	Menard, Ill.	31,951
402	Cheatham, Tenn.	31,930
403	Ford, Ill.	31,928
404	Clinton, Ia.	31,909
405	Stearns, Minn.	31,903
406	Seward, Kans.	31,902
407	Erie, Ohio	31,889
408	Jefferson, Ky.	31,873
409	Lee, Ill.	31,861
410	Wayne, N.Y.	31,846
411	Dakota, Neb.	31,844
412	Broome, N.Y.	31,834
413	Finney, Kans.	31,815
414	Northampton, Pa.	31,814
415	Moultrie, Ill.	31,801
416	Schenectady, N.Y.	31,790
417	Clark, Wash.	31,781
418	San Francisco, Cal.	31,778
419	Sangamon, Ill.	31,772
420	De Witt, Ill.	31,771
421	Bernalillo, N.M.	31,766
422	Saline, Ark.	31,764
423	Whitman, Wash.	31,747
424	Johnson, Ia.	31,745
425	Gilpin, Colo.	31,738
426	Stevens, Kans.	31,736
427	Cumberland, Me.	31,733
428	Palm Beach, Fla.	31,726
429	Bonneville, Ida.	31,718
430	York, Pa.	31,714
431	Ada, Ida.	31,687
432	Bullitt, Ky.	31,661
433	Moore, Tex.	31,623
434	Cheshire, N.H.	31,617
435	Nicollet, Minn.	31,613
436	Guilford, N.C.	31,612
437	Laurens, Ga.	31,599
438	Washington, Neb.	31,576
439	Sherman, Tex.	31,567
440	Kaufman, Tex.	31,554
441	Butler, Ohio	31,551
442	Randolph, Ill.	31,544
443	Baldwin, Ga.	31,541
444	Newton, Ind.	31,539
445	Bremer, Ia.	31,495
446	Washington, Okla.	31,492
447	Maricopa, Ariz.	31,486
448	Cole, Mo.	31,476
449	Tulsa, Okla.	31,462
450	Walworth, Wisc.	31,462
451	Brevard, Fla.	31,457
452	St. James, La.	31,455
453	Frederick, Md.	31,439
454	Portage, Ohio	31,439
455	Wise, Tex.	31,421
456	Allegheny, Pa.	31,387
457	Sheboygan, Wisc.	31,350
458	Matagorda, Tex.	31,346
459	Macon, Ill.	31,345
460	Black Hawk, Ia.	31,343
461	Borden, Tex.	31,343
462	Ottawa, Ohio	31,330
463	Thurston, Wash.	31,330
464	Defiance, Ohio	31,322
465	Uinta, Wyo.	31,305
466	Stanley, S.D.	31,299
467	Oklahoma, Okla.	31,290
468	Clay, Ia.	31,288
469	Jefferson, W.Va.	31,284
470	Slope, N.D.	31,282
471	Carson, Tex.	31,281
472	Sioux, N.D.	31,274
473	Hamilton, Ohio	31,274
474	Columbia, Ga.	31,256
475	Summit, Ohio	31,255
476	Orleans, N.Y.	31,238
477	Shiawassee, Mich.	31,233
478	Franklin, Ky.	31,229
479	Victoria, Tex.	31,220
480	Forsyth, N.C.	31,207
481	Calcasieu, La.	31,201
482	Comal, Tex.	31,201
483	Livingston, N.Y.	31,194
434	Posey, Ind.	31,193
485	Kosciusko, Ind.	31,182
486	Rice, Minn.	31,168
487	Rock, Wisc.	31,157
488	Sutton, Tex.	31,154
489	Durham, N.C.	31,134
490	Windham, Conn.	31,131
491	Woodward, Okla.	31,107
492	Peoria, Ill.	31,105
493	Allen, Ind.	31,102
494	Effingham, Ill.,	31,080
495	Ward, N.D.	31,068
496	Fulton, Ohio	31,068
497	Union, N.C.	31,063
498	Broward, Fla.	31,061
499	Des Moines, Ia.	31,029
500	Cedar, Ia.	31,017
501	Floyd, Ind.	30,966
502	Milwaukee, Wisc.	30,959
503	Perry, Ill.	30,958
504	Pembina, N.D.	30,883
505	Bossier, La.	30,881
506	Brookings, S.D.	30,860
507	Franklin, Ohio	30,851
508	Hawaii, Hi.	30,844
509	Jefferson, Tex.	30,841
510	Elbert, Colo.	30,840
511	Bristol, Mass.	30,839
512	Pottawattamie, Ia.	30,832
513	Waller, Tex.	30,822
514	Rogers, Okla.	30,818
515	Clay, Fla.	30,812
516	Lea, N.M.	30,811
517	West Baton Rouge, La.	30,799
518	Yolo, Cal.	30,790
519	Portage, Wisc.	30,787
520	Madison, Ohio	30,779
521	Dubuque, Ia.	30,761
522	McLean, N.D.	30,732
523	Lander, Nev.	30,720
524	Salem, N.J.	30,706
525	Kendall, Tex.	30,698
526	Washoe, Nev.	30,689
527	Bay, Mich.	30,679
528	Montgomery, Ohio	30,677
529	Tooele, Utah	30,673
530	Newton, Ga.	30,672
531	Madison, N.Y.	30,670
532	Ulster, N.Y.	30,670
533	Marshall, Ill.	30,669
534	James City, Va.	30,659
535	Rock Island, Ill.	30,639
536	Marion, Ind.	30,628
537	New Kent, Va.	30,623
538	Tuscola, Mich.	30,622
539	Shelby, Ala.	30,621
540	Whitley, Ind.	30,614
541	Marshall, Ia.	30,582
542	Boone, Mo.	30,576
543	Lincoln, S.D.	30,567
544	Livingston, La.	30,560
545	Hettinger, N.D.	30,553
546	Trumbull, Ohio	30,551
547	Bannock, Ida.	30,542
548	Cecil, Md.	30,541
549	Fall River, S.D.	30,534
550	Smith, Tex.	30,531
551	Custer, S.D.	30,528
552	Storey, Nev.	30,525
553	Wayne, Mich.	30,519
554	Salt Lake, Utah	30,505
555	Fond du Lac, Wisc.	30,505
556	Lucas, Ohio	30,500
557	Clark, Ky.	30,495
558	Monroe, Ind.	30,492
559	Scurry, Tex.	30,469
560	Elkhart, Ind.	30,449
561	St. Joseph, Ind.	30,447
562	Larimer, Colo.	30,436
563	Jackson, Mo.	30,436
564	Custer, Mont.	30,432
565	Iowa, Ia.	30,430
566	Isanti, Minn.	30,424
567	Tulare, Cal.	30,415
568	Green, Wisc.	30,414
569	Charles City, Va.	30,406
570	Lee, Ia.	30,401
571	Glasscock, Tex.	30,390
572	Putnam, Ohio	30,387
573	Washington, Pa.	30,382
574	Hinds, Miss.	30,379
575	Platte, Neb.	30,376
576	Mono, Cal.	30,373
577	Goodhue, Minn.	30,370
578	Kearny, Kans.	30,367
579	Saginaw, Mich.	30,364
580	Hancock, Ohio	30,360
581	Buena Vista, Ia.	30,354
582	Barton, Kans.	30,347
583	Miami, Ohio	30,347
584	Putnam, Ind.	30,338
585	Mason, Ill.	30,332
586	Ionia, Mich.	30,329
587	Hardin, Tex.	30,328
588	Seward, Neb.	30,325
589	Lafourche, La.	30,312
590	Gray, Tex.	30,294
591	Stephenson, Ill.	30,271
592	Daviess, Ky.	30,263
593	Franklin, Kans.	30,251
594	Union, Ky.	30,249
595	Wood, W.Va.	30,249
596	Platte, Wyo.	30,233
597	Caddo, La.	30,226
598	Hamilton, Neb.	30,226
599	Iroquois, Ill.	30,215
600	Hays, Tex.	30,213
601	La Salle, Ill.	30,203
602	York, S.C.	30,203
603	Mercer, Ohio	30,198
604	Live Oak, Tex.	30,194
605	Westmoreland, Pa.	30,191
606	Christian, Ill.	30,188
607	Pickaway, Ohio	30,186
608	Shelby, Ind.	30,185
609	Pierce, Wisc.	30,184
610	Gray, Kans.	30,173
611	Oswego, N.Y.	30,172
612	Mercer, Ill.	30,171
613	Ramsey, N.D.	30,162
614	Calhoun, Tex.	30,155
615	Stutsman, N.D.	30,144
616	Madison, Ind.	30,140
617	King George, Va.	30,127
618	Madison, Ill.	30,118
619	Lake, Ind.	30,116
620	Coles, Ill.	30,108
621	East Feliciana, La.	30,107
622	Box Elder, Utah	30,088
623	Wayne, Ohio	30,073
624	Manitowoc, Wisc.	30,065
625	Denver, Colo.	30,046
626	Kittitas, Wash.	30,032
627	Sargent, N.D.	30,009
628	Pulaski, Ark.	30,007
629	Vermilion, Ill.	30,004
630	San Patricio, Tex.	29,996
631	Garfield, Colo.	29,990
632	Washakie, Wyo.	29,983
633	Carroll, Ia.	29,970
634	Dorchester, S.C.	29,965
635	Morton, Kans.	29,958
636	Grant, Wash.	29,955
637	Garfield, Okla.	29,947
638	Yoakum, Tex.	29,924
639	Cherokee, Ia.	29,920
640	Laramie, Wyo.	29,918
641	Jessamine, Ky.	29,912
642	Anderson, Tenn.	29,912
643	Jones, Ga.	29,906
644	Divide, N.D.	29,873
645	Dodge, Minn.	29,869
646	Steele, Minn.	29,858
647	Sagadohoc, Me.	29,857
648	Plymouth, Ia.	29,855
649	Hamilton, Ia.	29,847

650	Grand, Colo.	29,845
651	Butler, Pa.	29,833
652	Coffey, Kans.	29,826
653	Skamania, Wash.	29,825
654	Lorain, Ohio	29,822
655	Ford, Kans.	29,820
656	Gaston, N.C.	29,817
657	York, Neb.	29,811
658	Shelby, Tenn.	29,809
659	Callaway, Mo.	29,799
660	Dukes, Mass.	29,788
661	Franklin, Mo.	29,784
662	Lyon, Kans.	29,776
663	El Paso, Colo.	29,761
664	San Benito, Cal.	29,748
665	Jefferson, Kans.	29,742
666	Marathon, Wisc.	29,741
667	Yukon-Koyukuk, Ak.	29,732
668	Teller, Colo.	29,731
669	Cibola, N.M.	29,727
670	Sandusky, Ohio	29,726
671	Warren, Miss.	29,725
672	Webster, Ia.	29,721
673	Haskell, Kans.	29,718
674	Henry, Ohio	29,710
675	Wood, Wisc.	29,702
676	Clark, Ind.	29,680
677	Benton, Ia.	29,663
678	Crawford, Ill.	29,662
679	Berkeley, W.Va.	29,659
680	Appomattox, Va.	29,658
681	Morgan, Ala.	29,650
682	Wells, Ind.	29,642
683	San Bernardino, Cal.	29,638
684	Wabash, Ill.	29,633
685	Coryell, Tex.	29,630
686	Butts, Ga.	29,629
687	Bureau, Ill.	29,629
688	Louisa, Ia.	29,627
689	Franklin, Mass.	29,623
690	Sioux, Ia.	29,613
691	Codington, S.D.	29,611
692	Dubois, Ind.	29,605
693	Scott, Ky.	29,604
694	Nueces, Tex.	29,594
695	Union, Pa.	29,582
696	Wichita, Tex.	29,571
697	Adams, Pa.	29,564
698	Weston, Wyo.	29,560
699	Montour, Pa.	29,559
700	Union, Ohio	29,533
701	Rutherford, Tenn.	29,520
702	Lipscomb, Tex.	29,516
703	Harvey, Kans.	29,507
704	Botetourt, Va.	29,506
705	Blue Earth, Minn.	29,494
706	Thomas, Kans.	29,490
707	Rensselaer, N.Y.	29,485
708	Hodgeman, Kans.	29,479
709	Lee, Ga.	29,476
710	Lubbock, Tex.	29,463
711	Mills, Ia.	29,452
712	Mower, Minn.	29,444
713	Nassau, Fla.	29,436
714	Centre, Pa.	29,426
715	Huntington, Ind.	29,424
716	Shelby, Ky.	29,410
717	Crockett, Tex.	29,408
718	Boone, Ia.	29,406
719	Texas, Okla.	29,404
720	Cass, Ill.	29,403
721	Johnson, Ga.	29,399
722	Sumner, Kans.	29,394
723	Genesee, N.Y.	29,392
724	Greeley, Kans.	29,387
725	Brown, S.D.	29,384
726	Dodge, Neb.	29,382
727	Stark, Ill.	29,373
728	Talbot, Md.	29,373
729	McLeod, Minn.	29,373
730	Niagara, N.Y.	29,370
731	St. Clair, Mich.	29,364
732	Benton, Minn.	29,363
733	Crane, Tex.	29,360
734	Lebanon, Pa.	29,359
735	Jasper, Ia.	29,357
736	Harper, Okla.	29,357
737	Erie, Pa.	29,347
738	Iberia, La.	29,339
739	Bexar, Tex.	29,327
740	Collier, Fla.	29,320
741	Stark, Ohio	29,320
742	Aiken, S.C.	29,309
743	Orange, Fla.	29,307
744	Scott, Kans.	29,292
745	Marion, Ia.	29,286
746	El Dorado, Cal.	29,284
747	Autauga, Ala.	29,280
748	Teton, Wyo.	29,273
749	Richland, Ohio	29,270
750	Hall, Ga.	29,259
751	Paulding, Ohio	29,257
752	Spencer, Ind.	29,255
753	Madison, Neb.	29,251
754	Lenoir, N.C.	29,247
755	New Hanover, N.C.	29,238
756	Pima, Ariz.	29,231
757	Erie, N.Y.	29,213
758	Foster, N.D.	29,212
759	Catawba, N.C.	29,208
760	Shelby, Ohio	29,195
761	Limestone, Ala.	29,186
762	Ellis, Kans.	29,184
763	Knox, Ill.	29,182
764	Warren, Mo.	29,182
765	Henry, Ill.	29,171
766	Ray, Mo.	29,169
767	Kingfisher, Okla.	29,167
768	Salem, Va.	29,167
769	Providence, R.I.	29,166
770	Kearney, Neb.	29,161
771	Vanderburgh, Ind.	29,157
772	Howard, Tex.	29,146
773	Huron, Ohio	29,141
774	Jo Daviess, Ill.	29,140
775	Brazos, Tex.	29,135
776	Hall, Neb.	29,134
777	Cerro Gordo, Ia.	29,131
778	Sheridan, Wyo.	29,128
779	Wagoner, Okla.	29,123
780	Lawrence, S.D.	29,123
781	White Pine, Nev.	29,121
782	Pike, Ga.	29,118
783	Shelby, Ill.	29,115
784	Archer, Tex.	29,107
785	Ransom, N.D.	29,096
786	Grant, Ind.	29,090
787	Kanawha, W.Va.	29,089
788	Williamsburg, Va.	29,087
789	Gregg, Tex.	29,083
790	Dickinson, Ia.	29,073
791	Queen Annes, Md.	29,072
792	Ector, Tex.	29,071
793	Waseca, Minn.	29,058
794	Kent, Del.	29,057
795	Humboldt, Ia.	29,052
796	Perkins, S.D.	29,045
797	Glynn, Ga.	29,038
798	McPherson, Kans.	29,033
799	Fulton, Ind.	29,031
800	Jackson, Mich.	29,030
801	Whitfield, Ga.	29,018
802	Jasper, Ill.	29,016
803	Jones, Ia.	28,988
804	Culpeper, Va.	28,987
805	Clay, S.D.	28,979
806	Pratt, Kans.	28,973
807	Cabarrus, N.C.	28,968
808	Montgomery, Ala.	28,965
809	Cavalier, N.D.	28,956
810	Alpine, Cal.	28,950
811	Johnson, Wyo.	28,944
812	Armstrong, Tex.	28,931
813	Harris, Ga.	28,930
814	Le Sueur, Minn.	28,930
815	Rapides, La.	28,927
816	Beaver, Okla.	28,919
817	Cass, Neb.	28,915
818	Elko, Nev.	28,913
819	Allegan, Mich.	28,902
820	Freeborn, Minn.	28,899
821	Redwillow, Neb.	28,894
822	Jersey, Ill.	28,888
823	Emmet, Ia.	28,887
824	Charleston, S.C.	28,886
825	Alamance, N.C.	28,879
826	Morris, Tex.	28,872
827	Paulding, Ga.	28,860
828	Beauregard, La.	28,850
829	Emery, Utah	28,850
830	Clarke, Va.	28,844
831	Hockley, Tex.	28,831
832	Liberty, Tex.	28,829
833	Adams, Ind.	28,828
834	Mitchell, Ia.	28,825
835	Preble, Ohio	28,821
836	Licking, Ohio	28,819
837	Clearwater, Ida.	28,810
838	Franklin, Wash.	28,806
839	Suffolk, Mass.	28,797
840	Jackson, Miss.	28,790
841	De Kalb, Ind.	28,786
842	Transylvania, N.C.	28,783
843	Guadalupe, Tex.	28,783
844	Weber, Utah	28,781
845	Tompkins, N.Y.	28,780
846	Greenville, S.C.	28,777
847	Carbon, Utah	28,773
848	Allen, Ohio	28,770
849	Cass, Ind.	28,759
850	Kitsap, Wash.	28,756
851	Davie, N.C.	28,752
852	Gaines, Tex.	28,748
853	Kewaunee, Wisc.	28,738
854	Hancock, Ia.	28,730
855	Grand Traverse, Mich.	28,723
856	Buchanan, Ia.	28,717
857	Pawnee, Kans.	28,709
858	Carroll, Ind.	28,704
859	Pulaski, Ind.	28,704
860	Columbia, N.Y.	28,699
861	Ste. Genevieve, Mo.	28,694
862	Perry, Pa.	28,684
863	Warren, Ind.	28,675
864	Winkler, Tex.	28,671
865	Benewah, Ida.	28,653
866	Gibson, Ind.	28,650
867	Adams, Neb.	28,645
868	Reagan, Tex.	28,642
869	Caribou, Ida.	28,637
870	Wright, Ia.	28,637
871	Jackson, Ia.	28,636
872	Walton, Ga.	28,634
873	Fisher, Tex.	28,628
874	Taylor, Tex.	28,624
875	Greenlee, Ariz.	28,623
876	Anderson, Ky.	28,620
877	Bell, Tex.	28,612
878	Steuben, Ind.	28,611
879	Park, Wyo.	28,611
880	Morgan, Ill.	28,607
881	Camden, N.C.	28,586
882	Cowlitz, Wash.	28,569
883	Delaware, Ind.	28,558
884	Sandoval, N.M.	28,546
885	Lenawee, Mich.	28,540
886	Major, Okla.	28,539
887	Keith, Neb.	28,531
888	Columbia, Wisc.	28,512
889	Lawrence, Tenn.	28,511
890	Towner, N.D.	28,501
891	Grant, Wisc.	28,487
892	Jennings, Ind.	28,481
893	King William, Va.	28,478
894	Walsh, N.D.	28,476
895	Putnam, W.Va.	28,468
896	Reno, Kans.	28,467
897	Van Wert, Ohio	28,466
898	Phelps, Neb.	28,457
899	Barnes, N.D.	28,453
900	Chatham, Ga.	28,443
901	Suffolk, Va.	28,441
902	Roane, Tenn.	28,429
903	Crawford, Ia.	28,427
904	Coweta, Ga.	28,424
905	Ouachita, La.	28,424
906	Cowley, Kans.	28,418
907	Okaloosa, Fla.	28,416
908	Jefferson, Ala.	28,414
909	Saline, Kans.	28,414
910	McMullen, Tex.	28,410
911	Monroe, Ga.	28,390
912	Isabella, Mich.	28,388
913	Hopkins, Ky.	28,386
914	Campbell, Va.	28,371
915	La Crosse, Wisc.	28,358
916	Pierce, Wash.	28,355
917	Brown, Ind.	28,346
918	Shelby, Ia.	28,342
919	Russell, Kans.	28,342
920	Dade, Fla.	28,339
921	Fredericksburg, Va.	28,333
922	Pickens, S.C.	28,317
923	Stanton, Neb.	28,314
924	Montgomery, Ind.	28,299
925	McKinley, N.M.	28,287
926	Young, Tex.	28,277
927	Williams, Ohio	28,271
928	Park, Colo.	28,270
929	Hillsborough, Fla.	28,269
930	Winona, Minn.	28,255
931	Marshall, Ind.	28,252
932	Osceola, Ia.	28,252
933	Frederick, Va.	28,249
934	Bibb, Ga.	28,244
935	Hampton, Va.	28,236
936	Kankakee, Ill.	28,235
937	Riverside, Cal.	28,232
938	Saunders, Neb.	28,230
939	Noble, Ind.	28,223
940	Greene, Mo.	28,223
941	Washington, Ia.	28,221
942	Clark, Nev.	28,210
943	Benton, Ind.	28,208
944	Wahkiakum, Wash.	28,198
945	Clinton, Mo.	28,196
946	Franklin, Ind.	28,194
947	Clinton, Ill.	28,193
948	Delaware, Ia.	28,189
949	White, Ill.	28,187
950	Saline, Neb.	28,185
951	Colusa, Cal.	28,180
952	Wyandotte, Kans.	28,171
953	Auglaize, Ohio	28,169
954	Dawson, Neb.	28,164
955	Henry, Ia.	28,163
956	McClain, Okla.	28,161
957	Jackson, W.Va.	28,147
958	Cumberland, N.C.	28,144
959	Worth, Ia.	28,135
960	Seneca, Ohio	28,130
961	Kossuth, Ia.	28,127
962	Oldham, Tex.	28,118
963	York, Me.	28,117
964	San Luis Obispo, Cal.	28,114
965	Washington, Ill.	28,109
966	McCracken, Ky.	28,109
967	Deaf Smith, Tex.	28,105
968	Monroe, Pa.	28,100
969	Terrell, Tex.	28,095
970	Berkeley, S.C.	28,093
971	Seneca, N.Y.	28,088
972	Greenup, Ky.	28,087
973	O'Brien, Ia.	28,082
974	Georgetown, S.C.	28,079
975	Dickey, N.D.	28,073
976	Mountrail, N.D.	28,065
977	Franklin, Pa.	28,065
978	Kay, Okla.	28,056
979	Cape Girardeau, Mo.	28,055
980	Floyd, Ia.	28,016
981	Ashland, Ohio	28,012
982	Nez Perce, Ida.	28,009
983	Wichita, Kans.	28,000
984	Clay, Tex.	27,994
985	Snyder, Pa.	27,984
986	Garfield, Mont.	27,975
987	Buffalo, Neb.	27,975
988	Hardin, Ia.	27,973
989	Marion, Ohio	27,973
990	Scotts Bluff, Neb.	27,972
991	Maverick, Tex.	27,968
992	Wabash, Ind.	27,967
993	Elmore, Ala.	27,966
994	Woodbury, Ia.	27,952
995	Sutter, Cal.	27,945
996	Randolph, N.C.	27,934
997	Staunton, Va.	27,933
998	Titus, Tex.	27,931
999	Vermilion, La.	27,924
1000	Mercer, Pa.	27,912
1001	Carroll, Ill.	27,908
1002	Walla Walla, Wash.	27,902
1003	Labette, Kans.	27,899
1004	Boyd, Ky.	27,898
1005	Yellowstone, Mont.	27,890
1006	Eau Claire, Wisc.	27,884
1007	Harding, S.D.	27,867
1008	Marshall, Ky.	27,866
1009	Garza, Tex.	27,866
1010	Waynesboro, Va.	27,849
1011	Lyon, Nev.	27,844
1012	Kimball, Neb.	27,842
1013	Renville, N.D.	27,840
1014	Poweshiek, Ia.	27,837
1015	Davidson, N.C.	27,836
1016	Sherman, Kans.	27,833
1017	Mahoning, Ohio	27,832
1018	Oneida, N.Y.	27,824
1019	Calhoun, Ia.	27,819
1020	Pecos, Tex.	27,817
1021	Penobscot, Me.	27,812
1022	Robertson, Tenn.	27,812
1023	Grant, S.D	27,809
1024	Assumption, La.	27,806
1025	Richland, Mont.	27,804
1026	Clarke, Ga.	27,803
1027	Brown, Minn.	27,799
1028	Martin, Minn.	27,783
1029	Crook, Wyo.	27,781
1030	Pocahontas, Ia.	27,774
1031	Addison, Vt.	27,768
1032	Jefferson, Ind.	27,766
1033	Barry, Mich.	27,764
1034	Knox, Tenn.	27,758
1035	Warren, N.Y.	27,757
1036	Colonial Heights, Va.	27,757
1037	Somervell, Tex.	27,737
1038	Elk, Pa.	27,719
1039	Rice, Kans.	27,710
1040	Muskegon, Mich.	27,708
1041	Jackson, Colo.	27,702
1042	Dearborn, Ind.	27,702
1043	Chouteau, Mont.	27,702
1044	Lafayette, Wisc.	27,699
1045	Dawson, Tex.	27,697
1046	Grand Isle, Vt.	27,689
1047	Tom Green, Tex.	27,682
1048	Benton, Ark.	27,667
1049	Clark, Kans.	27,667
1050	Warren, Ill.	27,656
1051	Washington, Ohio	27,655
1052	Lancaster, S.C.	27,651
1053	Kennebec, Me.	27,643
1054	Lane, Kans.	27,635
1055	Rappahannock, Va.	27,629
1056	Gratiot, Mich.	27,627
1057	Benton, Ore.	27,626
1058	St. Clair, Ill.	27,625
1059	Harrison, Miss.	27,615
1060	Hickman, Tenn.	27,602
1061	Warren, Ky.	27,597
1062	Barber, Kans.	27,595
1063	Washington, Tex.	27,593
1064	Wayne, Neb.	27,591
1065	Rich, Utah	27,580
1066	Sac, Ia.	27,578
1067	Riley, Kans.	27,571
1068	Nye, Nev.	27,567
1069	Leelanau, Mich.	27,562

1070	Power, Ida.	27,560
1071	Door, Wisc.	27,560
1072	Esmeralda, Nev.	27,559
1073	Wabasha, Minn.	27,558
1074	Cuming, Neb.	27,554
1075	Andrew, Mo.	27,551
1076	Dougherty, Ga.	27,545
1077	Duval, Fla.	27,537
1078	Indiana, Pa.	27,518
1079	Radford, Va.	27,516
1080	Jefferson, Ill.	27,514
1081	Rowan, N.C.	27,513
1082	Clark, Ill.	27,502
1083	Lafayette, Mo.	27,500
1084	Steuben, N.Y.	27,500
1085	Berrien, Mich.	27,492
1086	Lagrange, Ind.	27,485
1087	Lyon, Ia.	27,484
1088	Wheeler, Tex.	27,480
1089	Darke, Ohio	27,477
1090	Hill, Mont.	27,474
1091	Clay, Minn.	27,471
1092	Douglas, Nev.	27,468
1093	Terry, Tex.	27,451
1094	Allen, Kans.	27,447
1095	Chatham, N.C.	27,443
1096	Butte, S.D.	27,443
1097	Humboldt, Nev.	27,439
1098	Butler, Ia.	27,434
1099	Kerr, Tex.	27,433
1100	Cheyenne, Neb.	27,431
1101	Kiowa, Kans.	27,430
1102	Palo Alto, Ia.	27,429
1103	Wheatland, Mont	27,421
1104	Grant, N.M.	27,420
1105	Houston, Tenn.	27,420
1106	Fresno, Cal.	27,412
1107	Clinton, Ind.	27,408
1108	Ward, Tex.	27,408
1109	Yamhill, Ore.	27,402
1110	Stokes, N.C.	27,394
1111	Spalding, Ga.	27,392
1112	Chickasaw, Ia.	27,389
1113	Mesa, Colo.	27,388
1114	Washington, Ark.	27,385
1115	Rush, Ind.	27,385
1116	Madison, Ia.	27,376
1117	Spartanburg, S.C.	27,374
1118	Lincoln, La.	27,373
1119	Refugio, Tex.	27,371
1120	Belknap, N.H.	27,370
1121	Clinton, N.Y.	27,357
1122	Clarion, Pa.	27,352
1123	Sioux, Neb.	27,347
1124	Cherry, Neb.	27,337
1125	Osage, Okla.	27,327
1126	Douglas, Kans.	27,326
1127	Lee, N.C.	27,326
1128	Augusta, Va.	27,325
1129	Henry, Ind.	27,324
1130	Edgar, Ill.	27,287
1131	Lyon, Ky.	27,287
1132	Jackson, Ind.	27,284
1133	White, Ind.	27,284
1134	Union, S.D.	27,283
1135	Burke, Ga.	27,280
1136	Logan, Colo.	27,277
1137	Greene, Va.	27,273
1138	Martin, Ky.	27,266
1139	Fulton, Ill.	27,260
1140	Decatur, Kans.	27,245
1141	Sebastian, Ark.	27,225
1142	Bottineau, N.D.	27,223
1143	Chippewa, Wisc.	27,221
1144	Vigo, Ind.	27,208
1145	Clark, Ohio	27,206
1146	Wabaunsee, Kans.	27,200
1147	Iredell, N.C.	27,200
1148	Muhlenberg, Ky.	27,199
1149	Venango, Pa.	27,194
1150	Morgan, Colo.	27,184
1151	Sussex, Del.	27,176
1152	Wharton, Tex.	27,170
1153	Stanton, Kans.	27,169
1154	Tama, Ia.	27,167
1155	Lexington, Va.	27,158
1156	Audrain, Mo.	27,155
1157	Upton, Tex.	27,155
1158	Nobles, Minn.	27,140
1159	Bradley, Tenn.	27,139
1160	Grafton, N.H.	27,136
1161	Moody, S.D.	27,125
1162	Gunnison, Colo.	27,122
1163	Ohio, Ind.	27,119
1164	Clinton, Ohio	27,116
1165	Sauk, Wisc.	27,113
1166	Wyoming, N.Y.	27,110
1167	Marion, Ill.	27,107
1168	Chautauqua, N.Y.	27,099
1169	Irion, Tex.	27,097
1170	Osage, Kans.	27,095
1171	Jefferson Davis, La.	27,086
1172	Harrison, Ind.	27,080
1173	Charlottesville, Va.	27,080
1174	Martin, Fla.	27,075
1175	Wyoming, Pa.	27,069
1176	Trego, Kans.	27,067
1177	Kootenai, Ida.	27,060
1178	Buchanan, Mo.	27,058
1179	Lawrence, Pa.	27,058
1180	Bingham, Ida.	27,055
1181	Alfalfa, Okla.	27,052
1182	Fayette, Ia.	27,045
1183	Morrow, Ore.	27,039
1184	Ness, Kans.	27,033
1185	Comanche, Kans.	27,029
1186	Hamilton, Tenn.	27,025
1187	Franklin, Ia.	27,023
1188	Sheridan, Neb.	27,022
1189	Moore, N.C.	27,017
1190	South Boston, Va.	27,013
1191	Grant, Ky.	27,012
1192	Monroe, Wisc.	27,003
1193	Kingman, Kans.	27,000
1194	Lyon, Minn.	26,995
1195	Blount, Tenn.	26,994
1196	Pershing, Nev.	26,991
1197	Boyle, Ky.	26,983
1198	Harrisonburg, Va.	26,977
1199	Bourbon, Ky.	26,975
1200	Dare, N.C.	26,970
1201	Austin, Tex.	26,956
1202	Green Lake, Wisc.	26,956
1203	Multnomah, Ore.	26,955
1204	Faulkner, Ark.	26,952
1205	Cayuga, N.Y.	26,949
1206	Wapello, Ia.	26,948
1207	Cumberland, Ill.	26,946
1208	Shackelford, Tex.	26,945
1209	Shoshone, Ida.	26,941
1210	Lincoln, Wyo.	26,938
1211	Hudson, N.J.	26,935
1212	Pottawatomie, Kans.	26,933
1213	Lynchburg, Va.	26,933
1214	Wayne, Ga.	26,932
1215	Bourbon, Kans.	26,931
1216	Houston, Minn.	26,930
1217	Pitt, N.C.	26,929
1218	Catoosa, Ga.	26,925
1219	Nevada, Cal.	26,913
1220	Columbia, Ore.	26,911
1221	Pierce, N.D.	26,910
1222	Chemung, N.Y.	26,907
1223	San Juan, Wash.	26,886
1224	St. Johns, Fla.	26,884
1225	Santa Fe, N.M.	26,882
1226	Muscogee, Ga.	26,873
1227	Fillmore, Neb.	26,869
1228	Jackson, S.D.	26,860
1229	Sarasota, Fla.	26,858
1230	Van Buren, Mich.	26,847
1231	Lawrence, Ill.	26,844
1232	Hancock, Ky.	26,842
1233	Banks, Ga.	26,841
1234	Kings, N.Y.	26,821
1235	Greene, N.Y.	26,820
1236	Deuel, Neb.	26,811
1237	Floyd, Ga.	26,806
1238	Tangipahoa, La.	25,804
1239	Lincoln, Mo.	26,804
1240	Treasure, Mont.	26,799
1241	Sullivan, Tenn.	26,794
1242	Hot Springs, Wyo.	26,794
1243	Stone, Miss.	26,789
1244	Alexander, N.C.	26,781
1245	Cumberland, N.J.	26,780
1246	Pike, Ind.	26,777
1247	Indian River, Fla.	26,776
1248	Angelina, Tex.	26,776
1249	Starke, Ind.	26,771
1250	Cooke, Tex.	26,770
1251	Wicomico, Md.	26,768
1252	Wayne, Ind.	26,761
1253	Dickson, Tenn.	26,760
1254	Whatcom, Wash.	26,756
1255	Polk, Neb.	26,753
1256	Winchester, Va.	26,753
1257	San Joaquin, Cal.	26,752
1258	Winneshiek, Ia.	26,750
1259	Amherst, Va.	26,750
1260	Williamson, Ill.	26,748
1261	Windsor, Vt.	26,747
1262	Merrick, Neb.	26,745
1263	Winnebago, Ia.	26,738
1264	Anderson, Kans.	26,738
1265	Tuscaloosa, Ala.	26,734
1266	McLennan, Tex.	26,733
1267	Hardin, Ohio	26,731
1268	Jackson, Ga.	26,721
1269	Madison, Tex.	26,717
1270	Washington, N.Y.	26,702
1271	Wyandot, Ohio	26,700
1272	Hardin, Ky.	26,689
1273	Grant, Okla.	26,686
1274	Parmer, Tex.	26,685
1275	Lamar, Miss.	26,675
1276	Bond, Ill.	26,674
1277	Nelson, Ky.	26,672
1278	Franklin, Me.	26,672
1279	Bulloch, Ga.	26,670
1280	Lee, Tex.	26,669
1281	Henderson, Ill.	26,666
1282	Missoula, Mont.	26,664
1283	Macoupin, Ill.	26,657
1284	Lincoln, Wash.	26,657
1285	Portsmouth, Va.	26,655
1286	Effingham, Ga.	26,645
1287	Woods, Okla.	26,645
1288	Washington, Md.	26,644
1289	Island, Wash.	26,644
1290	Grand, Utah	26,642
1291	Latah, Ida.	26,636
1292	Jackson, Kans.	26,634
1293	Morgan, W Va	26,620
1294	Sibley, Minn.	26,618
1295	Richmond, Ga.	26,615
1296	Hood River, Ore.	26,612
1297	Clay, Neb.	26,603
1298	Sublette, Wyo.	26,601
1299	St. Lawrence, N.Y.	26,593
1300	Montgomery, Ia.	26,583
1301	Bear Lake, Ida.	26,581
1302	Meigs, Tenn.	26,581
1303	Sullivan, N.H.	26,570
1304	Ross, Ohio	26,569
1305	Martinsville, Va.	26,563
1306	Kershaw, S.C.	26,561
1307	Rawlins, Kans.	26,558
1308	Ralls, Mo.	26,558
1309	Upshur, Tex.	26,555
1310	Carbon, Pa.	26,546
1311	Wasatch, Utah	26,545
1312	Uintah, Utah	26,537
1313	Adams, Ill.	26,534
1314	McDonough, Ill.	26,534
1315	Griggs, N.D.	26,534
1316	Lassen, Cal.	26,532
1317	Simpson, Ky.	26,528
1318	Jim Wells, Tex.	26,515
1319	Florence, S.C.	26,507
1320	Prince George, Va.	26,505
1321	Warren, Pa.	26,500
1322	Grayson, Tex.	26,498
1323	Howard, Ia.	26,492
1324	Hancock, Miss.	26,492
1325	Dunn, Wisc.	26,487
1326	Adams, Wash.	26,486
1327	Crawford, Ohio	26,485
1328	Richland, Ill.	26,483
1329	Iberville, La.	26,479
1330	Henderson, N.C.	26,479
1331	Harney, Ore.	26,477
1332	Spokane, Wash.	26,475
1333	Custer, Okla.	26,470
1334	Linn, Kans.	26,458
1335	Klickitat, Wash.	26,454
1336	Orange, Va.	26,449
1337	Isle of Wight, Va.	26,448
1338	Oconee, S.C.	26,446
1339	Miami, Ind.	26,444
1340	Butler, Neb.	26,429
1341	Jefferson, Ia.	26,428
1342	Churchill, Nev.	26,416
1343	Dawson, Mont.	26,413
1344	Liberty, Mont.	26,412
1345	Morrow, Ohio	26,410
1346	Rusk, Tex.	26,407
1347	Iowa, Wisc.	26,407
1348	Blackford, Ind.	26,403
1349	Houston, Ala.	26,398
1350	Pike, Pa.	26,397
1351	Kleberg, Tex.	26,395
1352	Weld, Colo.	26,394
1353	Madison, Miss.	26,388
1354	Rooks, Kans.	26,385
1355	Cheyenne, Kans.	26,382
1356	Sevier, Utah	26,374
1357	Dodge, Ga.	26,371
1358	Meeker, Minn.	26,370
1359	Montgomery, Ill.	26,369
1360	Champaign, Ohio	26,366
1361	Jackson, Tex.	26,361
1362	Panola, Tex.	26,355
1363	Franklin, Vt.	26,355
1364	Holmes, Ohio	26,352
1365	Cass, Ia.	26,350
1366	Washita, Okla.	26,349
1367	Faribault, Minn.	26,341
1368	Frontier, Neb.	26,339
1369	Coshocton, Ohio	26,321
1370	Clallam, Wash.	26,321
1371	Skagit, Wash.	26,318
1372	Orleans, La.	26,316
1373	Spink, S.D.	26,311
1374	Sterling, Tex.	26,307
1375	Lamar, Ga.	26,305
1376	Gage, Neb.	26,304
1377	Lewis and Clark, Mont.	26,291
1378	Greene, Ia.	26,281
1379	Kandiyohi, Minn.	26,279
1380	Philadelphia, Pa.	26,276
1381	Twin Falls, Ida.	26,267
1382	Otoe, Neb.	26,259
1383	Cottonwood, Minn.	26,249
1384	Cottle, Tex.	26,246
1385	Telfair, Ga.	26,236
1386	Burleson, Tex.	26,236
1387	Lycoming, Pa.	26,235
1388	Androscoggin, Me.	26,228
1389	Cache, Utah	26,227
1390	Leon, Fla.	26,224
1391	Fountain, Ind.	26,221
1392	Hancock, Ill.	26,217
1393	Nash, N.C.	26,212
1394	Hale, Tex.	26,211
1395	Noble, Okla.	26,206
1396	Ripley, Ind.	26,204
1397	Putnam, Ga.	26,203
1398	Madera, Cal.	26,202
1399	Haskell, Tex.	26,202
1400	Dawes, Neb	26,197
1401	Gosper, Neb.	26,195
1402	Lincoln, N.C.	26,186
1403	Ashtabula, Ohio	26,186
1404	Oxford, Me.	26,183
1405	Stanly, N.C.	26,183
1406	Kiowa, Colo.	26,180
1407	Wells, N.D.	26,175
1408	Comanche, Okla.	26,172
1409	Buncombe, N.C.	26,171
1410	Union, Ill.	26,167
1411	Lackawanna, Pa.	26,167
1412	Grant, Ark.	26,161
1413	Madison, Ky.	26,154
1414	Walworth, S.D.	26,149
1415	Bailey, Tex.	26,144
1416	Cochran, Tex.	26,144
1417	Hunt, Tex.	26,142
1418	Rockingham, Va.	26,136
1419	Taylor, Wisc.	26,126
1420	Bennington, Vt.	26,121
1421	Rockingham, N.C.	26,117
1422	Benson, N.D.	26,115
1423	Wilson, N.C.	26,108
1424	Mineral, Colo.	26,101
1425	Creek, Okla.	26,101
1426	Utah, Utah	26,099
1427	Haakon, S.D.	26,094
1428	Audubon, Ia.	26,091
1429	Aransas, Tex.	26,083
1430	Mineral, W.Va.	26,082
1431	Richmond, Va.	26,079
1432	Waupaca, Wisc.	26,072
1433	Anderson, Tex.	26,070
1434	Mobile, Ala.	26,067
1435	Stephens, Okla.	26,062
1436	Marshall, Ala.	26,058
1437	Jackson, Minn.	26,050
1438	Caldwell, N.C.	26,043
1439	Eddy, N.M.	26,041
1440	Lewis, N.Y.	26,031
1441	Newport News, Va.	26,030
1442	Meade, Kans.	26,022
1443	Monongalia, W.Va.	26,022
1444	Thomas, Ga.	26,018
1445	Glenn, Cal.	26,014
1446	Pinellas, Fla.	26,009
1447	Montgomery, N.Y.	26,008
1448	Schleicher, Tex.	26,007
1449	Mathews, Va.	26,006
1450	Rock, Minn.	25,995
1451	Edwards, Ill.	25,991
1452	Monroe, Ohio	25,977
1453	Burke, N.C.	25,975
1454	Mitchell, Kans.	25,974
1455	Cass, Tex.	25,974
1456	Watonwan, Minn.	25,973
1457	Camp, Tex.	25,970
1458	Franklin, Ill.	25,969
1459	Carlton, Minn.	25,967
1460	Potter, Tex.	25,967
1461	Christian, Ky.	25,965
1462	Logan, Kans.	25,963
1463	McPherson, Neb.	25,941
1464	Merced, Cal.	25,920
1465	Jefferson, Ohio	25,910
1466	Bowie, Tex.	25,907
1467	Kent, Tex.	25,907
1468	Anderson, S.C.	25,905
1469	Nolan, Tex.	25,905
1470	Castro, Tex.	25,904
1471	Jones, S.D.	25,891
1472	Monroe, Fla.	25,888
1473	Coke, Tex.	25,886
1474	Henry, Va.	25,886
1475	Tuscarawas, Ohio	25,883
1476	Loudon, Tenn.	25,877
1477	Knox, Tex.	25,871
1478	Sullivan, N.Y.	25,870
1479	Ida, Ia.	25,865
1480	Deschutes, Ore.	25,862
1481	Gallatin, Ky.	25,860
1482	Lee, Miss.	25,856
1483	Lincoln, Nev.	25,854
1484	Phelps, Mo.	25,850
1485	Hancock, W.Va.	25,848
1486	Meriwether, Ga.	25,847
1487	Bath, Va.	25,845
1488	Calaveras, Cal.	25,841
1489	Oktibbeha, Miss.	25,834

1490 Dewey, Okla.	25,833
1491 Marshall, W.Va.	25,833
1492 Camden, Ga.	25,831
1493 Grays Harbor, Wash.	25,831
1494 Lake, S.D.	25,819
1495 Franklin, Tex.	25,818
1496 El Paso, Tex.	25,814
1497 Randolph, Ind.	25,813
1498 Acadia, La.	25,809
1499 Cabell, W.Va.	25,802
1500 Cleveland, N.C.	25,801
1501 La Plata, Colo.	25,795
1502 Raleigh, W.Va.	25,795
1503 Hardeman, Tex.	25,794
1504 Linn, Ore.	25,788
1505 Douglas, Wisc.	25,783
1506 Mitchell, Tex.	25,781
1507 Sheridan, Kans.	25,777
1508 Mifflin, Pa.	25,772
1509 Stanislaus, Cal.	25,769
1510 San Juan, N.M.	25,767
1511 Montrose, Colo.	25,764
1512 Jefferson, Mont.	25,764
1513 Valley, Ida.	25,761
1514 Blaine, Okla.	25,755
1515 Eddy, N.D.	25,746
1516 Wayne, Tenn.	25,745
1517 Rutland, Vt.	25,737
1518 Essex, N.Y.	25,735
1519 Lamb, Tex.	25,735
1520 Atchison, Kans.	25,734
1521 Pulaski, Mo.	25,730
1522 Harrison, Ia.	25,728
1523 Perkins, Neb.	25,721
1524 Garfield, Wash.	25,720
1525 Washington, Vt.	25,717
1526 Ohio, Ky.	25,716
1527 Douglas, Wash.	25,716
1528 Harrison, Tex.	25,715
1529 Howard, Neb.	25,704
1530 Haywood, N.C.	25,703
1531 Lee, Fla.	25,686
1532 Susquehanna, Pa.	25,686
1533 Lowndes, Ga.	25,681
1534 Bradford, Pa.	25,680
1535 Blair, Pa.	25,678
1536 Pottawatomie, Okla.	25,675
1537 Coffee, Tenn.	25,674
1538 Troup, Ga.	25,673
1539 Plumas, Cal.	25,666
1540 Massac, Ill.	25,665
1541 Crawford, Ga.	25,664
1542 Osage, Mo.	25,664
1543 Fayette, Ind.	25,663
1544 Shasta, Cal.	25,661
1545 Sweet Grass, Mont.	25,661
1546 Alleghany, Va.	25,659
1547 Hamilton, Kans.	25,655
1548 Clayton, Ia.	25,647
1549 Columbia, Pa.	25,645
1550 Jackson, Ill.	25,633
1551 Thayer, Neb.	25,627
1552 Calhoun, Mich.	25,626
1553 Fallon, Mont.	25,626
1554 Karnes, Tex.	25,623
1555 Renville, Minn.	25,619
1556 Sanilac, Mich.	25,618
1557 Gallia, Ohio	25,618
1558 Lyman, S.D.	25,617
1559 Lonoke, Ark.	25,615
1560 Coffee, Ala.	25,614
1561 Boone, W.Va.	25,609
1562 Bastrop, Tex.	25,604
1563 Johnson, Mo.	25,601
1564 Trigg, Ky.	25,600
1565 Jay, Ind.	25,595
1566 Jefferson, Ark.	25,591
1567 Arthur, Neb.	25,581
1568 Edwards, Kans.	25,580
1569 Peach, Ga.	25,579
1570 Christian, Mo.	25,579
1571 Cattaraugus, N.Y.	25,579
1572 Schuyler, N.Y.	25,575
1573 Blaine, Ida.	25,574
1574 Cass, Mich.	25,572
1575 Henderson, Tex.	25,572
1576 Freestone, Tex.	25,571
1577 Ellis, Okla.	25,564
1578 Fayette, Ill.	25,561
1579 Kings, Cal.	25,553
1580 Scott, Ind.	25,546
1581 Amador, Cal.	25,536
1582 Scotland, N.C.	25,536
1583 Pointe Coupee, La.	25,532
1584 Webster, Ky.	25,531
1585 Cherokee, S.C.	25,531
1586 Walker, Tex.	25,523
1587 Branch, Mich.	25,519
1588 Webster, La.	25,518
1589 Wasco, Ore.	25,514
1590 Washington, Tenn.	25,514
1591 Gove, Kans.	25,508
1592 Floyd, Tex.	25,508
1593 Graham, Kans.	25,506
1594 Kent, Md.	25,502
1595 Greenwood, S.C.	25,501
1596 Little River, Ark.	25,495
1597 Columbiana, Ohio	25,490
1598 Chase, Kans.	25,483
1599 Wayne, N.C.	25,469
1600 Burke, N.D.	25,466
1601 Phillips, Kans.	25,464
1602 Minidoka, Ida.	25,463
1603 Carroll, Ohio	25,458
1604 Wilbarger, Tex.	25,458
1605 Jefferson, Pa.	25,454
1606 Greene, Pa.	25,452
1607 Perry, Ind.	25,450
1608 Harrison, Ohio	25,445
1609 Washington, N.C.	25,439
1610 Pondera, Mont.	25,437
1611 Tipton, Tenn.	25,434
1612 Wilkes, N.C.	25,423
1613 Jefferson, Ga.	25,422
1614 Baldwin, Ala.	25,407
1615 Luzerne, Pa.	25,399
1616 Granville, N.C.	25,397
1617 Santa Rosa, Fla.	25,395
1618 Madison, Tenn.	25,393
1619 St. Martin, La.	25,391
1620 Horry, S.C.	25,389
1621 Craighead, Ark.	25,381
1622 Mahaska, Ia.	25,380
1623 Lowndes, Miss.	25,380
1624 Chenango, N.Y.	25,379
1625 Spencer, Ky.	25,375
1626 Grant, N.D.	25,375
1627 Mason, W.Va.	25,373
1628 Nemahn, Neb.	25,372
1629 Screven, Ga.	25,371
1630 Colorado, Tex.	25,370
1631 Cascade, Mont.	25,367
1632 La Moure, N.D.	25,363
1633 Lawrence, Ind.	25,361
1634 Jefferson, N.Y.	25,359
1635 Saline, Ill.	25,356
1636 Concordia, La.	25,356
1637 Berrien, Ga.	25,355
1638 Otsego, Mich.	25,347
1639 Nacogdoches, Tex.	25,341
1640 Morgan, Ga.	25,336
1641 Pittsylvania, Va.	25,333
1642 Arkansas, Ark.	25,332
1643 Laurens, S.C.	25,329
1644 Yadkin, N.C.	25,320
1645 Hinsdale, Colo.	25,314
1646 Northumberland, Va.	25,314
1647 Crawford, Pa.	25,305
1648 Duchesne, Utah	25,303
1649 Keokuk, Ia.	25,300
1650 Washington, Ky.	25,300
1651 St. Joseph, Mich.	25,297
1652 Onslow, N.C.	25,297
1653 McMinn, Tenn.	25,296
1654 Jeff Davis, Ga.	25,295
1655 Baker, Fla.	25,294
1656 Murray, Ga.	25,293
1657 Fremont, Ia.	25,284
1658 Carter, Mont.	25,284
1659 Pope, Ark.	25,282
1660 Livingston, Mo.	25,274
1661 Pearl River, Miss.	25,265
1662 Buffalo, Wisc.	25,264
1663 Norfolk, Va.	25,262
1664 Hickman, Ky.	25,256
1665 Carroll, Ky.	25,237
1666 Page, Ia.	25,236
1667 Marion, Ore.	25,235
1668 Northampton, N.C.	25,234
1669 Curry, N.M.	25,231
1670 Graves, Ky.	25,230
1671 Summit, Colo.	25,226
1672 Randolph, Mo.	25,225
1673 Custer, Neb.	25,225
1674 Chelan, Wash.	25,225
1675 Jasper, Tex.	25,224
1676 Wilkinson, Ga.	25,223
1677 Knox, Ind.	25,223
1678 Wayne, Ill.	25,219
1679 Colfax, Neb.	25,218
1680 Muskingum, Ohio	25,213
1681 Craven, N.C.	25,207
1682 Wyoming, W.Va.	25,206
1683 George, Miss.	25,203
1684 Itasca, Minn.	25,202
1685 Carroll, Ga.	25,199
1686 Rock, Neb.	25,198
1687 Trimble, Ky.	25,197
1688 Barrow, Ga.	25,189
1689 Monona, Ia.	25,187
1690 Carteret, N.C.	25,185
1691 Juniata, Pa.	25,182
1692 Marion, W.Va.	25,182
1693 Polk, Wisc.	25,182
1694 Polk, N.C.	25,174
1695 Polk, Ore.	25,174
1696 Dickinson, Kans.	25,167
1697 Allegany, N.Y.	25,166
1698 Jones, Tex.	25,166
1699 Roger Mills, Okla.	25,165
1700 Mineral, Nev.	25,156
1701 Montcalm, Mich.	25,155
1702 Bandera, Tex.	25,153
1703 Meade, Ky.	25,150
1704 Lane, Ore.	25,148
1705 Inyo, Cal.	25,146
1706 Wilkin, Minn.	25,145
1707 Tioga, Pa.	25,141
1708 Lancaster, Va.	25,139
1709 Guthrie, Ia.	25,133
1710 Ballard, Ky.	25,133
1711 Clearfield, Pa.	25,133
1712 Nodaway, Mo.	25,132
1713 Llano, Tex.	25,124
1714 Carroll, N.H.	25,119
1715 St. Clair, Ala.	25,118
1716 Gloucester, Va.	25,113
1717 Pike, Mo.	25,109
1718 Delaware, N.Y.	25,106
1719 Lewis, Tenn.	25,105
1720 Koochiching, Minn.	25,104
1721 Flathead, Mont.	25,101
1722 Bronx, N.Y.	25,091
1723 Stafford, Kans.	25,087
1724 Union, Ind.	25,083
1725 Sumter, Ga.	25,080
1726 Sullivan, Ind.	25,080
1727 Tate, Miss.	25,079
1728 Tripp, S.D.	25,079
1729 Cherokee, Tex.	25,069
1730 Hidalgo, N.M.	25,058
1731 Pender, N.C.	25,052
1732 Hopkins, Tex.	25,051
1733 Perry, Tenn.	25,042
1734 Marshall, Kans.	25,041
1735 Caroline, Va.	25,034
1736 Garden, Neb.	25,030
1737 Alachua, Fla.	25,021
1738 Schoharie, N.Y.	25,020
1739 Gordon, Ga.	25,019
1740 Bee, Tex.	25,019
1741 Calloway, Ky.	25,017
1742 Cook, Minn.	25,015
1743 Van Zandt, Tex.	25,012
1744 Gem, Ida.	25,009
1745 Worth, Ga.	24,994
1746 Neosho, Kans.	24,991
1747 Medina, Tex.	24,989
1748 Ohio, W.Va.	24,985
1749 Greene, N.C.	24,981
1750 Kit Carson, Colo.	24,979
1751 Kanabec, Minn.	24,979
1752 Chariton, Mo.	24,975
1753 Cambria, Pa.	24,975
1754 Lincoln, N.M.	24,958
1755 Franklin, Va.	24,956
1756 Emmet, Mich.	24,955
1757 Lewis, Wash.	24,953
1758 Long, Ga.	24,935
1759 Calhoun, Ala.	24,930
1760 Pike, Ky.	24,928
1761 Wood, Tex.	24,926
1762 Albany, Wyo.	24,923
1763 Phillips, Colo.	24,916
1764 Roberts, S.D.	24,904
1765 Chaffee, Colo.	24,902
1766 Logan, Okla.	24,900
1767 Chester, S.C.	24,896
1768 Canyon, Ida.	24,895
1769 Essex, Va.	24,895
1770 Escambia, Fla.	24,891
1771 Bartow, Ga.	24,888
1772 Knox, Ohio	24,887
1773 Bedford, Va.	24,879
1774 Idaho, Ida.	24,877
1775 Schuyler, Ill.	24,876
1776 Blanco, Tex.	24,876
1777 Clay, Ind.	24,872
1778 Rolette, N.D.	24,870
1779 Logan, Ohio	24,866
1780 Forrest, Miss.	24,864
1781 Ouray, Colo.	24,861
1782 Palo Pinto, Tex.	24,854
1783 Shawano, Wisc.	24,846
1784 Mille Lacs, Minn.	24,844
1785 Natchitoches, La.	24,837
1786 Washington, Colo.	24,836
1787 Lincoln, Colo.	24,833
1788 Lauderdale, Miss.	24,827
1789 Edgecombe, N.C.	24,827
1790 Richmond, N.C.	24,823
1791 Marion, Kans.	24,822
1792 Conway, Ark.	24,821
1793 Hyde, S.D.	24,819
1794 Turner, S.D.	24,818
1795 Gallatin, Ill.	24,815
1796 Pendleton, Ky.	24,813
1797 Sully, S.D.	24,813
1798 Sheridan, Mont.	24,802
1799 Coconino, Ariz.	24,801
1800 Tift, Ga.	24,799
1801 Mason, Tex.	24,781
1802 Marion, Mo.	24,770
1803 Bay, Fla.	24,769
1804 Harrison, W.Va.	24,757
1805 Gallatin, Mont.	24,751
1806 Grant, La.	24,748
1807 Caldwell, Tex.	24,745
1808 Goliad, Tex.	24,742
1809 Adair, Mo.	24,741
1810 Armstrong, Pa.	24,738
1811 Stonewall, Tex.	24,738
1812 Carter, Okla.	24,736
1813 Murray, Minn.	24,735
1814 Pennington, Minn.	24,735
1815 Woodson, Kans.	24,734
1816 Otero, N.M.	24,731
1817 Warren, Va.	24,731
1818 Oneida, Wisc.	24,719
1819 Livingston, Ky.	24,715
1820 Owen, Ind.	24,702
1821 Mason, Ky.	24,702
1822 Union, Ia.	24,701
1823 Lincoln, Ga.	24,698
1824 Otsego, N.Y.	24,683
1825 Stephens, Tex.	24,683
1826 Herkimer, N.Y.	24,681
1827 Redwood, Minn.	24,679
1828 Trempealeau, Wisc.	24,674
1829 Crosby, Tex.	24,672
1830 Clinton, Pa.	24,670
1831 Pepin, Wisc.	24,670
1832 Adams, Wisc.	24,666
1833 Mercer, Ky.	24,662
1834 Cassia, Ida.	24,660
1835 Callahan, Tex.	24,657
1836 Washington, La.	24,655
1837 Dona Ana, N.M.	24,655
1838 Logan, W.Va.	24,654
1839 La Salle, La.	24,652
1840 Hillsdale, Mich.	24,645
1841 Liberty, Ga.	24,643
1842 Emmons, N.D.	24,642
1843 Roosevelt, Mont.	24,641
1844 Jerome, Ida.	24,629
1845 Pettis, Mo.	24,621
1846 Webster, Miss.	24,620
1847 Dewey Co, S.D.	24,618
1848 Brown, Tex.	24,613
1849 Union, Fla.	24,603
1850 Worcester, Md.	24,603
1851 Thomas, Neb.	24,603
1852 Rhea, Tenn.	24,601
1853 St. Louis, Minn.	24,600
1854 Dale, Ala.	24,597
1855 Parke, Ind.	24,597
1856 Grady, Okla.	24,594
1857 Person, N.C.	24,592
1858 Sheridan, N.D.	24,591
1859 Windham, Vt.	24,590
1860 Lincoln, Wisc.	24,588
1861 Ashley, Ark.	24,587
1862 Grimes, Tex.	24,580
1863 Crawford, Ark.	24,577
1864 Richland, Wisc.	24,567
1865 Tuolumne, Cal.	24,564
1866 Fayette, Pa.	24,564
1867 Boise, Ida.	24,563
1868 Davis, Ia.	24,562
1869 Harper, Kans.	24,562
1870 Asotin, Wash.	24,562
1871 Jefferson, Ida.	24,556
1872 Huron, Mich.	24,549
1873 Humboldt, Cal.	24,548
1874 Fillmore, Minn.	24,546
1875 Hendry, Fla.	24,543
1876 Bristol, Va.	24,538
1877 Reeves, Tex.	24,527
1878 Nuckolls, Neb.	24,524
1879 Colbert, Ala.	24,521
1880 Lawrence, Miss.	24,515
1881 Nelson, N.D.	24,515
1882 Richmond, Va.	24,515
1883 Johnson, Ill.	24,513
1884 Oglethorpe, Ga.	24,501
1885 Madison, Va.	24,496
1886 Irwin, Ga.	24,494
1887 Lafayette, Miss.	24,491
1888 Moniteau, Mo.	24,490
1889 Cimarron, Okla.	24,489
1890 Scott, Ill.	24,487
1891 Hamblen, Tenn.	24,485
1892 Goshen, Wyo.	24,483
1893 Chase, Neb.	24,481
1894 Lincoln, Me.	24,478
1895 Upson, Ga.	24,476
1896 Randolph, W.Va.	24,473
1897 Osceola, Fla.	24,472
1898 Noble, Ohio	24,470
1899 Marquette, Mich.	24,464
1900 Foard, Tex.	24,449
1901 Burt, Neb.	24,443
1902 Tyrrell, N.C.	24,441
1903 Sevier, Tenn.	24,440
1904 Walker, Ga.	24,438
1905 Mason, Wash.	24,433
1906 Sierra, Cal.	24,431
1907 Coos, N.H.	24,426
1908 Emanuel, Ga.	24,424
1909 Bryan, Ga.	24,422
1910 Thurston, Neb.	24,422

1911	Trousdale, Tenn.	24,415
1912	Russell, Ala.	24,410
1913	Rush, Kans.	24,410
1914	Montgomery, Va.	24,409
1915	Dinwiddie, Va.	24,402
1916	McDowell, N.C.	24,400
1917	Lauderdale, Ala.	24,399
1918	Wilson, Tex.	24,398
1919	Modoc, Cal.	24,397
1920	Clatsop, Ore.	24,392
1921	Swisher, Tex.	24,391
1922	Twiggs, Ga.	24,384
1923	Adair, Ia.	24,384
1924	Manistee, Mich.	24,383
1925	Dorchester, Md.	24,380
1926	Union, Ark.	24,378
1927	McKean, Pa.	24,362
1928	Donley, Tex.	24,361
1929	Wayne, Pa.	24,355
1930	Caldwell, Ky.	24,354
1931	Danville, Va.	24,348
1932	Ware, Ga.	24,347
1933	Greene, Ind.	24,347
1934	Issaquena, Miss.	24,342
1935	Pawnee, Okla.	24,340
1936	Mercer, W.Va.	24,331
1937	Lewis, Mo.	24,329
1938	Saline, Mo.	24,324
1939	Jack, Tex.	24,320
1940	Juneau, Wisc.	24,304
1941	Mason, Mich.	24,303
1942	Stewart, Tenn.	24,303
1943	Montgomery, Tenn.	24,287
1944	Montgomery, Kans.	24,274
1945	McLean, Ky.	24,274
1946	Lewis, Ida.	24,272
1947	De Soto, La.	24,269
1948	Walker, Ala.	24,267
1949	Jenkins, Ga.	24,263
1950	Hand, S.D.	24,237
1951	Hoke, N.C.	24,225
1952	Union, S.C.	24,215
1953	Caroline, Md.	24,213
1954	Fayette, Ohio	24,207
1955	Jefferson, Neb.	24,206
1956	Douglas, Ore.	24,205
1957	Umatilla, Ore.	24,203
1958	Darlington, S.C.	24,202
1959	Musselshell, Mont.	24,198
1960	Gillespie, Tex.	24,196
1961	Franklin, Ida.	24,185
1962	Alcorn, Miss.	24,185
1963	Lynn, Tex.	24,183
1964	Coos, Ore.	24,181
1965	Crawford, Wisc.	24,181
1966	Surry, N.C.	24,180
1967	Ellsworth, Kans.	24,169
1968	Maury, Tenn.	24,168
1969	Corson, S.D.	24,166
1970	Waushara, Wisc.	24,155
1971	Yates, N.Y.	24,153
1972	Barren, Ky.	24,148
1973	Jefferson, Wash.	24,145
1974	Greenwood, Kans.	24,144
1975	Collingsworth, Tex.	24,143
1976	Pierce, Neb.	24,142
1977	McCook, S.D.	24,140
1978	Lavaca, Tex.	24,140
1979	Big Horn, Wyo.	24,139
1980	Keya Paha, Neb.	24,131
1981	Bedford, Pa.	24,129
1982	Erath, Tex.	24,123
1983	Clark, Mo.	24,116
1984	Rowan, Ky.	24,115
1985	Grenada, Miss.	24,115
1986	Montgomery, Ky.	24,110
1987	Franklin, Tenn.	24,105
1988	Franklin, Va.	24,098
1989	Charlton, Ga.	24,090
1990	Hitchcock, Neb.	24,090
1991	Guernsey, Ohio	24,090
1992	Siskiyou, Cal.	24,084
1993	Valencia, N.M.	24,083
1994	Milam, Tex.	24,083
1995	Chaves, N.M.	24,081
1996	Clark, Ark.	24,080
1997	Yakima, Wash.	24,077
1998	Hart, Ga.	24,072
1999	Vermillion, Ind.	24,070
2000	Vernon, Wisc.	24,060
2001	Huntingdon, Pa.	24,059
2002	Clay, Miss.	24,057
2003	Navarro, Tex.	24,057
2004	Stevens, Minn.	24,053
2005	Franklin, N.Y	24,047
2006	Brown, Ohio	24,047
2007	Fulton, Pa.	24,043
2008	Polk, Minn.	24,040
2009	Morris, Kans.	24,031
2010	Mitchell, Ga.	24,027
2011	Greenbrier, W.Va.	24,026
2012	Talbot, Ga.	24,025
2013	Etowah, Ala.	24,023
2014	Gasconade, Mo.	24,019
2015	Westmoreland, Va.	24,016
2016	Obion, Tenn.	24,013
2017	Dixon, Neb.	24,006
2018	Atchison, Mo.	23,996
2019	Perry, Mo.	23,995
2020	Brooke, W.Va.	23,995
2021	Jones, Miss.	23,989
2022	Vernon, La.	23,988
2023	Glascock, Ga.	23,980
2024	McDuffie, Ga.	23,980
2025	Watauga, N.C.	23,979
2026	Crook, Ore.	23,977
2027	Cooper, Mo.	23,975
2028	Perry, Ky.	23,973
2029	Ottawa, Kans.	23,971
2030	Colleton, S.C.	23,970
2031	Jasper, Mo.	23,969
2032	Henry, Ky.	23,968
2033	Schuylkill, Pa.	23,965
2034	Fannin, Tex.	23,953
2035	Jackson, Ore.	23,943
2036	Manatee, Fla.	23,932
2037	Franklin, Ala.	23,928
2038	Martin, Ind.	23,920
2039	Clarke, Ala.	23,918
2040	Carlisle, Ky.	23,918
2041	Delta, Mich.	23,916
2042	Claiborne, Miss.	23,915
2043	Toole, Mont.	23,915
2044	Logan, Ky.	23,914
2045	Trinity, Cal.	23,912
2046	Drew, Ark.	23,910
2047	Valley, Mont.	23,896
2048	Fayette, Tex.	23,895
2049	Roanoke, Va.	23,895
2050	Cedar, Neb.	23,891
2051	Grant, Neb.	23,891
2052	Jasper, Ga.	23,883
2053	Clay, Kans.	23,878
2054	Barron, Wisc.	23,871
2055	Bracken, Ky.	23,864
2056	Beckham, Okla.	23,862
2057	Laurel, Ky.	23,861
2058	Baltimore City, Md.	23,856
2059	Runnels, Tex.	23,848
2060	Becker, Minn.	23,846
2061	Pocahontas, W.Va.	23,841
2062	Allamakee, Ia.	23,831
2063	Fulton, N.Y.	23,803
2064	Powell, Mont.	23,800
2065	Love, Okla.	23,792
2066	Wallace, Kans.	23,789
2067	Jackson, Wisc.	23,787
2068	Mendocino, Cal.	23,783
2069	Norton, Kans.	23,783
2070	Todd, Ky.	23,780
2071	Knox, Me.	23,774
2072	Escambia, Ala.	23,773
2073	Monroe, Ia.	23,773
2074	Lee, Ala.	23,771
2075	Oconto, Wisc.	23,771
2076	Butte, Cal.	23,762
2077	St. Landry, La.	23,760
2078	Yuma, Colo.	23,757
2079	Leon, Tex.	23,754
2080	Chippewa, Minn.	23,743
2081	Deer Lodge, Mont.	23,738
2082	Aroostook, Me.	23,736
2083	Volusia, Fla.	23,735
2084	Hayes, Neb.	23,729
2085	Kingsbury, S.D.	23,729
2086	McIntosh, N.D.	23,728
2087	Habersham, Ga.	23,724
2088	Cross, Ark.	23,721
2089	Preston, W.Va.	23,709
2090	Alpena, Mich.	23,708
2091	Caswell, N.C.	23,704
2092	Montgomery, N.C.	23,704
2093	Wayne, W.Va.	23,703
2094	Madison, Ida.	23,700
2095	Jackson, Ala.	23,699
2096	Boone, Ark.	23,693
2097	Montezuma, Colo.	23,692
2098	Orleans, Vt.	23,686
2099	Throckmorton, Tex.	23,682
2100	Washington, Ind.	23,679
2101	Robertson, Tex.	23,671
2102	Logan, N.D.	23,665
2103	Marinette, Wisc.	23,664
2104	Gilliam, Ore.	23,662
2105	Golden Valley, Mont.	23,660
2106	Lamar, Tex.	23,649
2107	Butte, Ida.	23,633
2108	Potter, S.D.	23,630
2109	Concho, Tex.	23,617
2110	Carroll, Mo.	23,607
2111	Mecosta, Mich.	23,604
2112	Nicholas, W.Va.	23,604
2113	Russell, Va.	23,603
2114	Clifton Forge, Va.	23,603
2115	Nemaha, Kans.	23,602
2116	Silver Bow, Mont.	23,600
2117	Garland, Ark.	23,596
2118	Newton, Mo.	23,594
2119	Hocking, Ohio	23,585
2120	Colquitt, Ga.	23,582
2121	Seminole, Ga.	23,579
2122	Allen, La.	23,577
2123	Clark, Wisc.	23,572
2124	Taylor, Ky.	23,570
2125	Muskogee, Okla.	23,570
2126	Payne, Okla.	23,569
2127	Jefferson, Ore.	23,569
2128	Highland, Va.	23,569
2129	Imperial, Cal.	23,566
2130	Macon, Mo.	23,562
2131	Columbia, Ark.	23,558
2132	Marquette, Wisc.	23,540
2133	Santa Cruz, Ariz.	23,536
2134	Heard, Ga.	23,530
2135	St. Louis City, Mo.	23,528
2136	Pasquotank, N.C.	23,526
2137	Benzie, Mich.	23,519
2138	Pontotoc, Okla.	23,519
2139	Douglas, Minn.	23,513
2140	Mayes, Okla.	23,512
2141	Barnwell, S.C.	23,508
2142	Lumpkin, Ga.	23,506
2143	Daviess, Ind.	23,499
2144	Tishomingo, Miss.	23,497
2145	Klamath, Ore.	23,497
2146	White, Ark.	23,493
2147	Polk, Ga.	23,489
2148	Doniphan, Kans.	23,483
2149	Eureka, Nev.	23,479
2150	Belmont, Ohio	23,478
2151	Pulaski, Va.	23,472
2152	Charlevoix, Mich.	23,466
2153	Deuel, S.D.	23,453
2154	Crittenden, Ark.	23,452
2155	Lamoille, Vt.	23,445
2156	Elmore, Ida.	23,442
2157	Charlotte, Fla.	23,440
2158	Piscataquis, Me.	23,440
2159	Somerset, Me.	23,426
2160	Polk, Fla.	23,421
2161	Howard, Mo.	23,421
2162	Teton, Mont.	23,417
2163	Montgomery, Mo.	23,415
2164	Marshall, S.D.	23,413
2165	Covington, Va.	23,412
2166	Daniels, Mont.	23,407
2167	Haralson, Ga.	23,402
2168	Baylor, Tex.	23,402
2169	Adams, Ida.	23,397
2170	Gates, N.C.	23,397
2171	Kidder, N.D.	23,395
2172	Jackson, N.C.	23,393
2173	Henry, Mo.	23,391
2174	Putnam, Tenn.	23,389
2175	Hill, Tex.	23,388
2176	Perry, Ohio	23,385
2177	Monroe, Ala.	23,380
2178	Adams, Miss.	23,376
2179	Macon, N.C.	23,375
2180	Mariposa, Cal.	23,364
2181	Crisp, Ga.	23,349
2182	Lac Qui Parle, Minn.	23,349
2183	Smith, Tenn.	23,349
2184	Tehama, Cal.	23,347
2185	Lucas, Ia.	23,345
2186	Traverse, Minn.	23,337
2187	San Juan, Colo.	23,329
2188	Bates, Mo.	23,320
2189	Pulaski, Ga.	23,316
2190	Fremont, Ida.	23,308
2191	Madison, Ga.	23,305
2192	Clay, Ill.	23,303
2193	Union, Ore.	23,303
2194	Hancock, Me.	23,301
2195	Northumberland, Pa.	23,301
2196	Jefferson, Tenn.	23,283
2197	Independence, Ark.	23,275
2198	Oceana, Mich.	23,271
2199	Washington, Ga.	23,270
2200	Brule, S.D.	23,262
2201	Brunswick, N.C.	23,258
2202	Curry, Ore.	23,252
2203	Lincoln, Ore.	23,251
2204	Cheyenne, Colo.	23,246
2205	Floyd, Ky.	23,243
2206	Jasper, S.C.	23,237
2207	Glacier, Mont.	23,230
2208	Hertford, N.C.	23,226
2209	Juab, Utah	23,219
2210	Brantley, Ga.	23,218
2211	Cloud, Kans.	23,213
2212	Calhoun, Ill.	23,210
2213	Taylor, Fla.	23,209
2214	Morgan, Ohio	23,208
2215	Shenandoah, Va.	23,206
2216	St. Lucie, Fla.	23,205
2217	Pine, Minn.	23,195
2218	Stephens, Ga.	23,187
2219	Somerset, Pa.	23,183
2220	Hamlin, S.D.	23,180
2221	Yellow Medicine, Minn.	23,179
2222	Beaufort, N.C.	23,177
2223	Cameron, Pa.	23,175
2224	Jim Hogg, Tex.	23,167
2225	Washington, Ala.	23,156
2226	Johnson, Ky.	23,154
2227	McHenry, N.D.	23,145
2228	Potter, Pa.	23,144
2229	Atascosa, Tex.	23,143
2230	Cochise, Ariz.	23,135
2231	Marshall, Miss.	23,132
2232	Rio Grande, Colo.	23,130
2233	Hot Spring, Ark.	23,124
2234	Adams, Ia.	23,115
2235	De Kalb, Mo.	23,109
2236	Elbert, Ga.	23,099
2237	White, Ga.	23,099
2238	Kenedy, Tex.	23,090
2239	Pickens, Ga.	23,088
2240	Claiborne, La.	23,087
2241	St. Helena, La.	23,086
2242	Decatur, Ga.	23,085
2243	Lake, Ore.	23,085
2244	Monroe, Mo.	23,082
2245	Mellette, S.D.	23,081
2246	Moore, Tenn.	23,063
2247	Ouachita, Ark.	23,062
2248	Otter Tail, Minn.	23,058
2249	Del Norte, Cal.	23,057
2250	Colfax, N.M.	23,046
2251	Lincoln, Kans.	23,036
2252	Brown, Kans.	23,033
2253	Dade, Ga.	23,030
2254	Flagler, Fla.	23,028
2255	Bennett, S.D.	23,025
2256	Harlan, Neb.	23,019
2257	Rutherford, N.C.	23,012
2258	Sevier, Ark.	22,988
2259	Crawford, Mo.	22,986
2260	Hamilton, Ill.	22,985
2261	Webster, Mo.	22,983
2262	Bon Homme, S.D.	22,983
2263	Day, S.D.	22,983
2264	Monroe, Miss.	22,982
2265	Dundy, Neb.	22,979
2266	Red River, La.	22,970
2267	Chautauqua, Kans.	22,968
2268	Columbia, Fla.	22,964
2269	Hutchinson, S.D.	22,962
2270	Antrim, Mich.	22,957
2271	Newton, Tex.	22,957
2272	Perry, Miss.	22,955
2273	Daggett, Utah	22,948
2274	Osborne, Kans.	22,947
2275	Morrison, Minn.	22,946
2276	Hampshire, W.Va.	22,946
2277	Howard, Ark.	22,941
2278	Sedgwick, Colo.	22,939
2279	Grant, Ore.	22,933
2280	Pacific, Wash.	22,931
2281	Itawamba, Miss.	22,930
2282	Edmunds, S.D.	22,930
2283	Rockbridge, Va.	22,923
2284	Marion, Ky.	22,919
2285	Crittenden, Ky.	22,906
2286	Amelia, Va.	22,903
2287	Iron, Utah	22,899
2288	Fayette, Ala.	22,896
2289	Lamar, Ala.	22,895
2290	Dyer, Tenn.	22,888
2291	Turner, Ga.	22,883
2292	Mineral, Mont.	22,877
2293	Winston, Ala.	22,876
2294	Taylor, W.Va.	22,869
2295	Rabun, Ga.	22,864
2296	Quay, N.M.	22,864
2297	Lincoln, Mont.	22,862
2298	Caddo, Okla.	22,860
2299	San Miguel, Colo.	22,849
2300	Camden, Mo.	22,849
2301	Vernon, Mo.	22,848
2302	Banner, Neb.	22,843
2303	Holt, Neb.	22,841
2304	Stevens, Wash.	22,835
2305	Monroe, Tenn.	22,832
2306	Bedford, Tenn.	22,823
2307	Bibb, Ala.	22,813
2308	Southampton, Va.	22,807
2309	Athens, Ohio	22,804
2310	Lampasas, Tex.	22,803
2311	Rains, Tex.	22,803
2312	Chilton, Ala.	22,801
2313	Pope, Ill.	22,801
2314	Kalkaska, Mich.	22,801
2315	Orange, Vt.	22,797
2316	Greene, Ill.	22,794
2317	Talladega, Ala.	22,792
2318	Tallapoosa, Ala.	22,787
2319	De Witt, Tex.	22,787
2320	Briscoe, Tex.	22,781
2321	Webster, Neb.	22,775
2322	Harrison, Ky.	22,772
2323	Early, Ga.	22,770
2324	Dallas, Ark.	22,767
2325	Marengo, Ala.	22,761
2326	Petersburg, Va.	22,756
2327	Caledonia, Vt.	22,746
2328	Lincoln, Miss.	22,734
2329	Childress, Tex.	22,734
2330	Clarke, Ia.	22,727

2331	Giles, Va.	22,718
2332	Union, N.M.	22,717
2333	Franklin, Neb.	22,712
2334	Tyler, Tex.	22,712
2335	Shannon, S.D.	22,705
2336	Johnston, N.C.	22,704
2337	Greene, Tenn.	22,704
2338	Dolores, Colo.	22,700
2339	Pike, Ill.	22,693
2340	Cook, Ga.	22,686
2341	Langlade, Wisc.	22,676
2342	Tillamook, Ore.	22,675
2343	Park, Mont.	22,674
2344	Camas, Ida.	22,673
2345	Terrell, Ga.	22,670
2346	Miller, Mo.	22,649
2347	Fluvanna, Va.	22,648
2348	Scioto, Ohio	22,642
2349	Judith Basin, Mont.	22,618
2350	Jerauld, S.D.	22,618
2351	King, Tex.	22,614
2352	Morehouse, La.	22,608
2353	Avoyelles, La.	22,593
2354	Pipestone, Minn.	22,593
2355	Baxter, Ark.	22,590
2356	Harnett, N.C.	22,580
2357	Caldwell, Mo.	22,576
2358	Gooding, Ida.	22,572
2359	Shelby, Tex.	22,571
2360	Candler, Ga.	22,568
2361	Taney, Mo.	22,568
2362	Wakulla, Fla.	22,564
2363	Wheeler, Ga.	22,562
2364	Marion, Tenn.	22,559
2365	Chesterfield, S.C.	22,558
2366	Franklin, N.C.	52
2367	Duval, Tex.	52
2368	Buena Vista, Va.	52
2369	Switzerland, Ind.	46
2370	Menominee, Mich.	22,545
2371	Alamosa, Colo.	22,538
2372	Petroleum, Mont.	22,536
2373	Miller, Ark.	22,531
2374	Johnson, Neb.	22,526
2375	St. Francois, Mo.	22,507
2376	Kimble, Tex.	22,504
2377	Bent, Colo.	22,502
2378	Houston, Tex.	22,499
2379	Linn, Mo.	22,492
2380	Newaygo, Mich.	22,483
2381	Vance, N.C.	22,479
2382	Seminole, Okla.	22,479
2383	Chambers, Ala.	22,476
2384	Clarke, Miss.	22,476
2385	Boone, Neb.	22,459
2386	Bienville, La.	22,456
2387	Luce, Mich.	22,456
2388	Alger, Mich.	22,429
2389	Henry, Ala.	22,428
2390	Nowata, Okla.	22,426
2391	Aurora, S.D.	22,424
2392	Lake, Fla.	22,414
2393	Hempstead, Ark.	22,410
2394	Fayette, Tenn.	22,401
2395	Kittson, Minn.	22,400
2396	Sabine, La.	22,397
2397	Sumter, S.C.	22,380
2398	Wilkes, Ga.	22,376
2399	Wise, Va.	22,375
2400	Loup, Neb.	22,372
2401	Big Stone, Minn.	22,371
2402	Sherman, Ore.	22,371
2403	Grant, Minn.	22,368
2404	Jackson, La.	22,367
2405	Mingo, W.Va.	22,364
2406	Daviess, Mo.	22,362
2407	Washington, Va.	22,360
2408	Norman, Minn.	22,359
2409	Pamlico, N.C.	22,354
2410	Marion, S.C.	22,352
2411	Buchanan, Va.	22,349
2412	Prince Edward, Va.	22,346
2413	Hawkins, Tenn.	22,344
2414	Middlesex, Va.	22,342
2415	Highland, Ohio	22,337
2416	Williamsburg, S.C.	22,328
2417	Simpson, Miss.	22,325
2418	Upshur, W.Va.	22,325
2419	Richardson, Neb.	22,324
2420	Bedford, Va.	22,316
2421	Okanogan, Wash.	22,301
2422	Columbia, Wash.	22,294
2423	Tazewell, Va.	22,288
2424	King and Queen, Va.	22,286
2425	Lawrence, Ky.	22,279
2426	Chickasaw, Miss.	22,279
2427	Jackson, Okla.	22,268
2428	Craig, Va.	22,268
2429	Desha, Ark.	22,266
2430	Jefferson Davis, Miss.	22,266
2431	Todd, S.D.	22,265
2432	Calhoun, S.C.	22,264
2433	Schley, Ga.	22,259
2434	Union, La.	22,252
2435	Newberry, S.C.	22,243
2436	Washington, Kans.	22,237
2437	Blount, Ala.	22,234
2438	Limestone, Tex.	22,234
2439	Nicholas, Ky.	22,227
2440	Montgomery, Ga.	22,219
2441	Lemhi, Ida.	22,217
2442	San Jacinto, Tex.	22,216
2443	Covington, Miss.	22,213
2444	Allen, Ky.	22,208
2445	Yazoo, Miss.	22,203
2446	Fayette, W.Va.	22,203
2447	Garrard, Ky.	22,200
2448	Broadwater, Mont.	22,199
2449	Tucker, W.Va.	22,192
2450	Evangeline, La.	22,188
2451	Pierce, Ga.	22,187
2452	Cleburne, Ala.	22,183
2453	Macon, Tenn.	22,168
2454	Chattooga, Ga.	22,167
2455	Evans, Ga.	22,166
2456	Uvalde, Tex.	22,166
2457	Wirt, W.Va.	22,166
2458	Prentiss, Miss.	22,165
2459	Navajo, Ariz.	22,164
2460	Montague, Tex.	22,160
2461	Mitchell, N.C.	22,157
2462	Meigs, Ohio	22,157
2463	Fulton, Ky.	22,148
2464	Forest, Pa.	22,137
2465	Valley, Neb.	22,133
2466	Yuba, Cal.	22,129
2467	Carter, Ky.	22,128
2468	Dawson, Ga.	22,126
2469	Neshoba, Miss.	22,125
2470	Murray, Okla.	22,125
2471	Val Verde, Tex.	22,118
2472	Richland, La.	22,107
2473	Nottoway, Va.	22,105
2474	Mohave, Ariz.	22,104
2475	Catahoula, La.	22,101
2476	Graham, N.C.	22,101
2477	Taylor, Ia.	22,100
2478	Niobrara, Wyo.	22,098
2479	Lincoln, Okla.	22,094
2480	Robeson, N.C.	22,092
2481	Toombs, Ga.	22,086
2482	Menominee, Wisc.	22,085
2483	Jewell, Kans.	22,082
2484	Bacon, Ga.	22,081
2485	Maries, Mo.	22,081
2486	Caldwell, La.	22,077
2487	Vilas, Wisc.	22,076
2488	Somerset, Md.	22,069
2489	Louisa, Va.	22,069
2490	Poinsett, Ark.	22,068
2491	Summers, W.Va.	22,068
2492	Pinal, Ariz.	22,064
2493	Gonzales, Tex.	22,052
2494	Orangeburg, S.C.	22,037
2495	Dallam, Tex.	22,032
2496	Dillon, S.C.	22,030
2497	Miller, Ga.	22,024
2498	Cleveland, Ark.	22,017
2499	Gibson, Tenn.	22,017
2500	Martin, N.C.	22,014
2501	Cumberland, Tenn.	22,008
2502	Furnas, Neb.	22,003
2503	Giles, Tenn.	21,996
2504	Knox, Mo.	21,992
2505	Lawrence, Ohio	21,983
2506	Jackson, Ohio	21,981
2507	Pontotoc, Miss.	21,979
2508	Surry, Va.	21,974
2509	Decatur, Ia.	21,971
2510	Stone, Mo.	21,971
2511	Washington, Miss.	21,961
2512	Marion, Ala.	21,958
2513	Garvin, Okla.	21,958
2514	Van Buren, Ia.	21,946
2515	Macon, Ga.	21,944
2516	Hopewell, Va.	21,942
2517	Page, Va.	21,936
2518	Anson, N.C.	21,935
2519	Laclede, Mo.	21,930
2520	Beltrami, Minn.	21,922
2521	Meagher, Mont.	21,922
2522	Craig, Okla.	21,913
2523	Okmulgee, Okla.	21,909
2524	Marshall, Tenn.	21,903
2525	Coffee, Ga.	21,899
2526	Hall, Tex.	21,890
2527	Brown, Neb.	21,889
2528	Culberson, Tex.	21,889
2529	Chowan, N.C.	21,886
2530	Archuleta, Colo.	21,882
2531	Gulf, Fla.	21,881
2532	Roseau, Minn.	21,873
2533	Roosevelt, N.M.	21,863
2534	Sampson, N.C.	21,861
2535	Wexford, Mich.	21,857
2536	Wallowa, Ore.	21,856
2537	Carroll, Ark.	21,853
2538	Cherokee, Kans.	21,853
2539	Arenac, Mich.	21,853
2540	Florence, Wisc.	21,849
2541	Franklin, Ga.	21,848
2542	Mecklenburg, Va.	21,847
2543	Harlan, Ky.	21,843
2544	Union, Miss.	21,839
2545	Benton, Miss.	21,838
2546	Crawford, Ind.	21,837
2547	Comanche, Tex.	21,829
2548	Cleburne, Ark.	21,827
2549	Bledsoe, Tenn.	21,815
2550	Randolph, Ark.	21,804
2551	McCulloch, Tex.	21,793
2552	Bonner, Ida.	21,792
2553	Jackson, Ark.	21,791
2554	Lawrence, Mo.	21,789
2555	Scotland, Mo.	21,785
2556	Crow Wing, Minn.	21,783
2557	Cherokee, Ala.	21,781
2558	Wilcox, Ga.	21,778
2559	Avery, N.C.	21,776
2560	Franklin, Ark.	21,774
2561	Pulaski, Ky.	21,772
2562	Pasco, Fla.	21,768
2563	Marion, Miss.	21,768
2564	Hardee, Fla.	21,766
2565	Powell, Ky.	21,763
2566	Fergus, Mont.	21,757
2567	Webster, Ga.	21,756
2568	Frio, Tex.	21,755
2569	Barbour, W.Va.	21,749
2570	Warren, Tenn.	21,748
2571	Columbus, N.C.	21,738
2572	Burnet, Tex.	21,737
2573	Walthall, Miss.	21,735
2574	Holt, Mo.	21,733
2575	Choctaw, Ala.	21,730
2576	Washington, Mo.	21,729
2577	Wythe, Va.	21,718
2578	Lincoln, Ark.	21,717
2579	Clark, S.D.	21,710
2580	Yuma, Ariz.	21,692
2581	Marshall, Minn.	21,685
2582	Orange, Ind.	21,677
2583	Estill, Ky.	21,676
2584	Geneva, Ala.	21,660
2585	Coleman, Tex.	21,645
2586	Ben Hill, Ga.	21,642
2587	Iron, Mo.	21,641
2588	Polk, Mo.	21,641
2589	Grundy, Mo.	21,638
2590	Sunflower, Miss.	21,635
2591	Barry, Mo.	21,616
2592	Mississippi, Ark.	21,610
2593	Cullman, Ala.	21,609
2594	Knox, Neb.	21,609
2595	Patrick, Va.	21,609
2596	Grant, W.Va.	21,608
2597	Garfield, Neb.	21,606
2598	Scott, Miss.	21,605
2599	Crawford, Kans.	21,599
2600	Sanpete, Utah	21,596
2601	Ferry, Wash.	21,595
2602	Greene, Ark.	21,594
2603	Benton, Mo.	21,592
2604	Chippewa, Mich.	21,585
2605	Bradford, Fla.	21,577
2606	Bosque, Tex.	21,568
2607	Appanoose, Ia.	21,557
2608	Fleming, Ky.	21,555
2609	Brown, Ill.	21,553
2610	Winn, La.	21,553
2611	Lewis, W.Va.	21,551
2612	Swift, Minn.	21,549
2613	Appling, Ga.	21,544
2614	Essex, Vt.	21,543
2615	Baker, Ga.	21,542
2616	Pend Oreille, Wash.	21,541
2617	Sullivan, Pa.	21,526
2618	Morrill, Neb.	21,523
2619	Lawrence, Ala.	21,521
2620	Pope, Minn.	21,518
2621	Ziebach, S.D.	21,512
2622	Charles Mix, S.D.	21,511
2623	Polk, Tenn.	21,510
2624	Chester, Tenn.	21,507
2625	Warren, Ga.	21,506
2626	Sussex, Va.	21,506
2627	Harding, N.M.	21,483
2628	Van Buren, Tenn.	21,479
2629	Republic, Kans.	21,478
2630	Owen, Ky.	21,476
2631	Clinch, Ga.	21,474
2632	McDowell, W.Va.	21,470
2633	Allegany, Md.	21,469
2634	Calhoun, Fla.	21,468
2635	Presque Isle, Mich.	21,467
2636	Covington, Ala.	21,466
2637	Granite, Mont.	21,461
2638	Beaverhead, Mont.	21,459
2639	Graham, Ariz.	21,457
2640	Washburn, Wisc.	21,455
2641	Mississippi, Mo.	21,436
2642	Hanson, S.D.	21,433
2643	Norton, Va.	21,429
2644	Letcher, Ky.	21,426
2645	Pike, Ark.	21,416
2646	Wheeler, Neb.	21,412
2647	Walton, Fla.	21,411
2648	Marion, Ark.	21,405
2649	Pike, Ohio	21,402
2650	Shelby, Mo.	21,400
2651	Nelson, Va.	21,400
2652	Dallas, Ala.	21,396
2653	Socorro, N.M.	21,396
2654	Payette, Ida.	21,395
2655	Waldo, Me.	21,387
2656	Hampton, S.C.	21,366
2657	Prowers, Colo.	21,349
2658	Johnson, Ark.	21,347
2659	Okeechobee, Fla.	21,343
2660	Price, Wisc.	21,334
2661	Dickinson, Mich.	21,331
2662	Delta, Tex.	21,323
2663	Ravalli, Mont.	21,319
2664	Fremont, Colo.	21,286
2665	Nevada, Ark.	21,284
2666	Duplin, N.C.	21,277
2667	Lanier, Ga.	21,267
2668	Stoddard, Mo.	21,266
2669	Breckinridge, Ky.	21,252
2670	Larue, Ky.	21,248
2671	Wilson, Kans.	21,245
2672	Gentry, Mo.	21,245
2673	Motley, Tex.	21,226
2674	Knott, Ky.	21,224
2675	Unicoi, Tenn.	21,224
2676	Bland, Va.	21,216
2677	Ashland, Wisc.	21,214
2678	Cannon, Tenn.	21,211
2679	Alleghany, N.C.	21,207
2680	Baker, Ore.	21,207
2681	Tillman, Okla.	21,204
2682	Hamilton, N.Y.	21,201
2683	San Augustine, Tex.	21,197
2684	Lincoln, Ida.	21,183
2685	San Saba, Tex.	21,176
2686	White, Tenn.	21,164
2687	Gila, Ariz.	21,163
2688	Nance, Neb.	21,161
2689	Wayne, Miss.	21,158
2690	Polk, Tex.	21,158
2691	Weakley, Tenn.	21,149
2692	Echols, Ga.	21,141
2693	Bolivar, Miss.	21,133
2694	Accomac, Va.	21,128
2695	Breathitt, Ky.	21,126
2696	Boundary, Ida.	21,115
2697	Grady, Ga.	21,103
2698	Hidalgo, Tex.	21,103
2699	Emporia, Va.	21,103
2700	Halifax, Va.	21,102
2701	Smith, Miss.	21,097
2702	Henry, Tenn.	21,095
2703	Willacy, Tex.	21,092
2704	Gadsden, Fla.	21,086
2705	Leflore, Miss.	21,085
2706	Washington, Utah	21,075
2707	Lincoln, Tenn.	21,073
2708	Pueblo, Colo.	21,055
2709	Gladwin, Mich.	21,041
2710	Van Buren, Ark.	21,039
2711	Abbeville, S.C.	21,039
2712	Vinton, Ohio	21,032
2713	Faulk, S.D.	21,028
2714	Todd, Minn.	21,014
2715	Logan, Neb.	21,013
2716	Bladen, N.C.	21,011
2717	Currituck, N.C.	21,011
2718	Schoolcraft, Mich.	21,009
2719	Jones, N.C.	21,006
2720	Cheboygan, Mich.	21,002
2721	Lunenburg, Va.	20,989
2722	Falls, Tex.	20,984
2723	Pike, Miss.	20,976
2724	Blaine, Mont.	20,975
2725	Elk, Kans.	20,963
2726	Bath, Ky.	20,954
2727	Crockett, Tenn.	20,952
2728	Dade, Mo.	20,949
2729	Monroe, W.Va.	20,948
2730	Franklin, La.	20,947
2731	Wadena, Minn.	20,929
2732	Malheur, Ore.	20,926
2733	Copiah, Miss.	20,924
2734	Marion, Tex.	20,922
2735	Webb, Tex.	20,904
2736	Lincoln, W.Va.	20,896
2737	Osceola, Mich.	20,891
2738	Washington, Ida.	20,881
2739	Antelope, Neb.	20,877
2740	Crawford, Mich.	20,874
2741	Magoffin, Ky.	20,867
2742	Dimmit, Tex.	20,862
2743	Logan, Ark.	20,858
2744	Lincoln, Ky.	20,845
2745	Tattnall, Ga.	20,836
2746	Marlboro, S.C.	20,825
2747	Perry, Ark.	20,819
2748	Yell, Ark.	20,818
2749	Macon, Ala.	20,813
2750	Floyd, Va.	20,813

2751	Washington, Me.	20,812
2752	Morgan, Tenn.	20,801
2753	Halifax, N.C.	20,799
2754	Teton, Ida.	20,797
2755	Bayfield, Wisc.	20,787
2756	Sumter, Ala.	20,782
2757	Ottawa, Okla.	20,781
2758	Mackinac, Mich.	20,778
2759	Sharp, Ark.	20,776
2760	Yalobusha, Miss.	20,775
2761	Hardy, W.Va.	20,773
2762	Carroll, Tenn.	20,758
2763	Morgan, Mo.	20,733
2764	Schuyler, Mo.	20,729
2765	Rusk, Wisc.	20,723
2766	Pike, Ala.	20,691
2767	Winston, Miss.	20,686
2768	Gilmer, Ga.	20,680
2769	Panola, Miss.	20,660
2770	Clarendon, S.C.	20,658
2771	New Madrid, Mo.	20,651
2772	Newton, Miss.	20,644
2773	Jeff Davis, Tex.	20,638
2774	Lee, S.C.	20,637
2775	Dooly, Ga.	20,619
2776	Millard, Utah	20,615
2777	Hardin, Tenn.	20,614
2778	Hudspeth, Tex.	20,614
2779	Roane, W.Va.	20,607
2780	Jefferson, Fla.	20,599
2781	Pittsburg, Okla.	20,597
2782	Calhoun, Ga.	20,592
2783	Butler, Ala.	20,588
2784	Ringgold, Ia.	20,588
2785	Hubbard, Minn.	20,581
2786	Carroll, Miss.	20,581
2787	Grayson, Ky.	20,576
2788	Wayne, Ia.	20,572
2789	Barbour, Ala.	20,567
2790	Prairie, Ark.	20,560
2791	Smith, Kans.	20,558
2792	Grainger, Tenn.	20,551
2793	Cameron, Tex.	20,551
2794	Harrison, Mo.	20,540
2795	Sharkey, Miss.	20,537
2796	Cherokee, Okla.	20,535
2797	Greene, Ga.	20,531
2798	Benton, Tenn	20,531
2799	Liberty, Fla.	20,530
2800	Dickenson, Va.	20,519
2801	Tensas, La.	20,505
2802	Lake, Mont.	20,504
2803	Eastland, Tex.	20,499
2804	Lincoln, Minn.	20,493
2805	Josephine, Ore.	20,480
2806	Grundy, Tenn.	20,479
2807	Lafayette, Fla.	20,474
2808	De Kalb, Ala.	20,469
2809	De Soto, Fla.	20,455
2810	Bamberg, S.C.	20,450
2811	Greene, Miss.	20,445
2812	Brewster, Tex.	20,437
2813	Jackson, Fla.	20,436
2814	Elliott, Ky.	20,417
2815	Ritchie, W.Va.	20,417
2816	Garrett, Md.	20,416
2817	Custer, Ida.	20,397
2818	Butler, Ky.	20,397
2819	Dallas, Mo.	20,386
2820	Smyth, Va.	20,386
2821	Delta, Colo.	20,382
2922	Louderdale, Tenn.	20,382
2823	Hardeman, Tenn.	20,380
2824	Yavapai, Ariz.	20,370
2825	Red River, Tex.	20,356
2826	Brooks, Ga.	20,352
2827	Barton, Mo.	20,350
2828	Gregory, S.D.	20,347
2829	Lafayette, Ark.	20,346
2830	Clay, Ala.	20,342
2831	Marion, Ga.	20,332
2832	Ashe, N.C.	20,322
2833	McIntosh, Ga.	20,311
2834	Carter, Tenn.	20,300
2835	Butler, Mo.	20,297
2836	Edwards, Tex.	20,295
2837	Putnam, Fla.	20,289
2838	St. Francis, Ark.	20,280
2839	Suwannee, Fla.	20,279
2840	Henderson, Tenn.	20,276
2841	Pickens, Ala.	20,275
2842	Campbell, Tenn.	20,256
2843	Iosco, Mich.	20,255
2844	Hancock, Ga.	20,249
2845	Marion, Fla.	20,247
2846	Izard, Ark.	20,244
2847	Greeley, Neb.	20,244
2848	Baca, Colo.	20,234
2849	Hardin, Ill.	20,230
2850	McPherson, S.D.	20,230
2851	Big Horn, Mont.	20,223
2852	Yancey, N.C.	20,216
2853	Mercer, Mo.	20,197
2854	Blaine, Neb.	20,197
2855	Clay, N.C.	20,191
2856	Edgefield, S.C.	20,181
2857	Beaver, Utah	20,175
2858	Pendleton, W.Va.	20,153
2859	Clare, Mich.	20,150
2860	Greer, Okla.	20,097
2861	Missaukee, Mich.	20,096
2862	Calhoun, Miss.	20,091
2863	Sanders, Mont.	20,088
2864	Wetzel, W.Va.	20,086
2865	Sawyer, Wisc.	20,086
2866	Luna, N.M.	20,077
2867	Ontonagon, Mich.	20,074
2868	Brooks, Tex.	20,073
2869	Coahoma, Miss.	20,069
2870	West Carroll, La.	20,060
2871	Lewis, Ky.	20,045
2872	Fairfield. S.C.	20,040
2873	Owyhee, Ida.	20,037
2874	Robertson, Ky.	20,029
2875	Trinity, Tex.	20,026
2876	McCone, Mont.	20,025
2877	Perquimans, N.C.	20,024
2878	Lake of the Woods, Minn.	20,021
2879	Madison, Mont.	20,017
2980	Wibaux, Mont.	20,016
2881	Hernando, Fla.	20,011

Leading Cities

1	Saratoga, Cal.	58,765
2	Thousand Oaks, Cal.	58,765
3	Blue Springs, Mo.	58,409
4	Garden City, N.Y.	57,629
5	Wailuku, Hi.	57,232
6	Richardson, Tex.	56,866
7	Bristol, Pa.	56,865
8	Carrollton, Tex.	56,134
9	Trumbull, Conn.	54,999
10	Bridgewater, N.J.	54,154
11	Greenwich, Conn.	53,725
12	Palo Alto, Cal.	53,236
13	Manhattan Beach, Cal.	52,782
14	Shrewsbury, N.J.	52,329
15	Sitka, Ak.	52,212
16	Dublin, Cal.	51,581
17	Woodbridge, N.J.	51,366
18	Hicksville, N.Y.	51,335
19	Bethpage, N.Y.	51,299
20	Pleasanton, Cal.	51,070
21	Wheaton, Ill.	50,638
22	Fairbanks, Ak.	50,251
23	Simi Valley, Cal.	50,129
24	Tarrytown, N.Y.	49,459
25	Lake Jackson, Tex.	49,223
26	Ketchikan, Ak.	49,206
27	Pinole, Cal.	49,185
28	Newport Beach, Cal.	49,086
29	Anchorage, Ak.	48,954
30	Mamaroneck, N.Y.	48,947
31	San Jose, Cal.	48,487
32	Palm Beach, Fla.	48,388
33	Ossining, N.Y.	48,207
34	Newark, Cal.	48,188
35	Rockville, Md.	47,455
36	Kodiak, Ak.	47,449
37	Juneau, Ak.	47,389
38	Gilroy, Cal.	47,335
39	Parsippany, N.J.	47,149
40	Edmond, Okla.	47,125
41	Vacaville, Cal.	47,101
42	Willingboro, N.J.	46,961
43	Brea, Cal.	46,233
44	Rosenberg, Tex.	46,120
45	Port Clinton, Ohio	46,080
46	Derby, Kans.	46,048
47	Woodbridge, Va.	46,035
48	Wakefield, Mass.	45,694
49	Walnut Creek, Cal.	45,615
50	Hanover, N.H.	45,371
51	Stamford, Conn.	45,309
52	Garland, Tex.	45,207
53	Oak Harbor, Ohio	45,056
54	Crystal Lake, Ill.	44,979
55	Cortland, N.Y.	44,667
56	Livermore, Cal.	44,591
57	Hurst, Tex.	44,539
58	Broken Arrow, Okla.	44,428
59	League City, Tex.	44,324
60	Glendora, Cal.	44,281
61	Norwalk, Conn.	44,118
62	Fremont, Cal.	43,937
63	Haysville, Kans.	43,635
64	Dedham, Mass.	43,553
65	Arcadia, Cal.	43,476
66	Arlington, Tex.	43,295
67	Slidell, La.	43,258
68	Somerville, N.J.	43,247
69	Napa, Cal.	43,141
70	Bettendorf, Ia.	43,072
71	Milford, Conn.	43,044
72	Boca Raton, Fla.	42,883
73	Framingham, Mass.	42,819
74	North Tarrytown, N.Y.	42,807
75	Mentor-On-The-Lake, Ohio	42,736
76	New Rochelle, N.Y.	42,604
77	East Stroudsberg, Pa.	42,518
78	Bellevue, Wash.	42,274
79	Normal, Ill.	42,268
80	Naples, Fla.	42,263
81	Huntington Park, Cal.	42,236
82	Hudson, Mass.	42,161
83	Torrance, Cal.	41,935
84	Langhorne, Pa.	41,869
85	San Buenaventura, Cal. Ventura, Cal.	41,723
86	White Plains, N.Y.	41,652
87	Castle Rock, Colo.	41,651
88	West Covina, Cal.	41,615
89	Wallingford, Conn.	41,577
90	Melrose, Mass.	41,551
91	San Rafael, Cal.	41,528
92	Jenkintown, Pa.	41,516
93	San Mateo, Cal.	41,498
94	Levittown, Pa.	41,418
95	Hyannis, Mass.	41,259
96	Covina, Cal.	41,052
97	Mentor, Ohio	40,952
98	Morristown, N.J.	40,860
99	Enfield, Conn.	40,778
100	Peekskill, N.Y.	40,632
101	Fairfield, Cal.	40,608
102	Vernon, Conn.	40,569
103	Olathe, Kans.	40,516
104	Dickinson, N.D.	40,510
105	Woburn, Mass.	40,334
106	Alvin, Tex.	40,234
107	Midland, Mich.	40,227
108	Midland, Tex.	40,223
109	Martinez, Cal.	40,138
110	Peabody, Mass.	40,000
111	Danbury, Conn.	39,905
112	Port Chester, N.Y.	39,848
113	Brunswick, Me.	39,743
114	Redondo Beach, Cal.	39,684
115	North Chicago, Ill.	39,618
116	Point Pleasant, N.J.	39,577
117	Dover, N.J.	39,568
118	Scottsdale, Ariz.	39,533
119	Newport, R.I.	39,469
120	Lewisville, Tex.	39,380
121	Brick Township, N.J.	39,302
122	Willoughby, Ohio	39,265
123	Nashua, N.H.	39,177
124	Sui Sun, Cal.	39,080
125	Rochester, Minn.	39,053
126	Fargo, N.D.	39,035
127	Gunnison, Colo.	38,989
128	Conroe, Tex.	38,961
129	Honolulu, Hi.	38,904
130	Stillwater, Minn.	38,851
131	Chapel Hill, N.C.	38,842
132	Irving, Tex.	38,809
133	Waltham, Mass.	38,798
134	San Clemente, Cal.	38,795
135	Pompano Beach, Fla.	38,701
136	Cherry Hill, N.J.	38,485
137	Middletown, N.J.	38,479
138	Woodstock, Ill.	38,472
139	Norwich, Conn.	38,368
140	Beverly, Mass.	38,262
141	Richland, Wash.	38,227
142	Bakersfield, Cal.	38,199
143	Marlborough, Mass.	38,181
144	Vallejo, Cal.	38,179
145	La Habra, Cal.	38,136
146	Oak Ridge, Tenn.	38,086
147	Rapid City, S.D.	37,921
148	Beaufort, S.C.	37,876
149	Rock Springs, Wyo.	37,866
150	Gillette, Wyo.	37,856
151	Kennewick, Wash.	37,839
152	Lafayette, La.	37,711
153	Newton, N.J.	37,700
154	Marion, Ia.	37,699
155	Yonkers, N.Y.	37,665
156	Grand Prairie, Tex.	37,665
157	Upland, Cal.	37,647
158	Nyack, N.Y.	37,626
159	Raleigh, N.C.	37,618
160	Jonesboro, Ga.	37,607
161	Newark, Del.	37,589
162	Euless, Tex.	37,490
163	Oxnard, Cal.	37,484
164	Anaheim, Cal.	37,483
165	Redwood City, Cal.	37,439
166	Manchester, Conn.	37,437
167	West Lafayette, Ind.	37,372
168	Bismarck, N.D.	37,348
169	Carlisle, Pa.	37,336
170	Medford, Mass.	37,287
171	Los Alamos, N.M.	37,274
172	Myrtle Beach, S.C.	37,252
173	McKinney, Tex.	37,141
174	Cape Coral, Fla.	37,132
175	Huntsville, Ala.	37,040
176	Washington, D.C.	37,023
177	Roswell, Ga.	37,000
178	Middletown, Conn.	36,996
179	Moundsville, W.Va.	36,992
180	Ansonia, Conn.	36,920
181	Yankton, S.D.	36,860
182	Oxford, Miss.	36,843
183	Honey Brook, Pa.	36,820
184	Doylestown, Pa.	36,817
185	North Attleboro, Mass.	36,752
186	Cleveland, Ohio	36,716
187	Antioch, Cal.	36,710
188	Medina, Ohio	36,705
189	Clifton. N.J.	36,690
190	Lansdale, Pa.	36,670
191	Pasadena, Tex.	36,634
192	Dover, Del.	36,586
193	Whittier, Cal.	36,557
194	Port Hueneme, Cal.	36,532
195	Petaluma, Cal.	36,484
196	Costa Mesa, Cal.	36,451
197	New London, Conn.	36,435
198	Williston, N.D.	36,372
199	Downey, Cal.	36,364
200	Fontana, Cal.	36,336
201	Baytown, Tex.	36,273
202	Clute, Tex.	36,101
203	Sioux Falls, S.D.	36,079
204	Meriden, Conn.	36,061
205	Wahpeton, N.D.	36,026
206	Royal Oak, Mich.	36,015
207	Hempstead, N.Y.	35,984
208	East Lansing, Mich.	35,972
209	Casper, Wyo.	35,944
210	Alameda, Cal.	35,878
211	Charlotte, N.C.	35,775
212	Tempe, Ariz.	35,772
213	Monroe, N.C.	35,765
214	Kent, Wash.	35,727
215	Rawlins, Wyo.	35,705
216	Hayward, Cal.	35,676
217	Bristol, Conn.	35,587
218	Neenah, Wisc.	35,491
219	Naugatuck, Conn.	35,486
220	Oceanside, Cal.	35,453
221	Freeport, Tex.	35,443
222	Hackensack, N.J.	35,431
223	Victorville, Cal.	35,413
224	Westerly, R.I.	35,385
225	Barstow, Cal.	35,352
226	Elgin, Ill.	35,289
227	Quincy, Mass.	35,234
228	Pittsburg, Cal.	35,203
229	Conyers, Ga.	35,196
230	Waukesha, Wisc.	35,140
231	Santa Paula, Cal.	35,130
232	Gainesville, Ga.	35,103
233	Ann Arbor, Mich.	35,094
234	Hickory, N.C.	35,082
235	Huron, S.D.	35,070
236	Corona, Cal.	35,055
237	Traverse City, Mich.	35,008
238	Omaha, Neb.	34,994
239	West Chester, Pa.	34,972
240	Aurora, Ill.	34,969
241	Greensboro, N.C.	34,967
242	Watsonville, Cal.	34,941
243	Mesa, Ariz.	34,922
244	Pullman, Wash.	34,893
245	Stuart, Fla.	34,861
246	Longmont, Colo.	34,841
247	Grand Forks, N.D.	34,766
248	Pontiac, Ill.	34,756
249	Winfield, Kans.	34,745
250	Woodbury, N.J.	34,741
251	Roseville, Cal.	34,734
252	Lihue, Hi.	34,728
253	Monroe, Mich.	34,705
254	Fort Walton Beach, Fla.	34,678
255	Baton Rouge, La.	34,605
256	Sterling, Ill.	34,587
257	Manteca, Cal.	34,570
258	Phoenixville, Pa.	34,567
259	Attleboro, Mass.	34,516
260	Brockton, Mass.	34,514
261	Pierre, S.D.	34,463
262	Grand Haven, Mich.	34,408
263	Beaver Creek, Ohio	34,366
264	Quakertown, Pa.	34,240

265	Mount Vernon, N.Y.	34,218
266	Waukegan, Ill.	34,206
267	Jacksonville, N.C.	34,201
268	Tallahassee, Fla.	34,183
269	Joliet, Ill.	34,180
270	Leadville, Colo.	34,118
271	Houston, Tex.	34,108
272	San Diego, Cal.	34,061
273	Mitchell, S.D.	34,021
274	Dallas, Tex.	34,014
275	Red Bank, N.J.	33,982
276	North Platte, Neb.	33,913
277	Junction City, Kans.	33,843
278	Battle Creek, Mich.	33,828
279	Hammond, La.	33,783
280	Texas City, Tex.	33,755
281	Westfield, Mass.	33,752
282	Noblesville, Ind.	33,751
283	Athens, Tex.	33,734
284	Taylor, Tex.	33,722
285	Greenfield, Ind.	33,717
286	Clinton, Mass.	33,697
287	Dublin, Ga.	33,679
288	Henderson, Ky.	33,667
289	Warner Robins, Ga.	33,629
290	Fulton, Mo.	33,627
291	Benton, Ark.	33,622
292	South Bay, Cal.	33,618
293	Santa Rosa, Cal.	33,618
294	Effingham, Ill.	33,599
295	Atlantic City, N.J.	33,593
296	Santa Ana, Cal.	33,580
297	Chardon, Ohio	33,570
298	Coatesville, Pa.	33,553
299	Lebanon, N.H.	33,538
300	Franklin, Ind.	33,497
301	Morgan City, La.	33,496
302	Bartlesville, Okla.	33,496
303	Alliance, Neb.	33,474
304	Manchester, N.H.	33,404
305	Pittsfield, Mass.	33,383
306	Gloucester, Mass.	33,364
307	Escondido, Cal.	33,326
308	Newburyport, Mass.	33,301
309	Craig, Colo.	33,287
310	Redlands, Cal.	33,285
311	Woodland, Cal.	33,263
312	North Little Rock, Ark.	33,261
313	Greensburg, Ind.	33,241
314	Boulder, Colo.	33,219
315	Brookings, S.D.	33,191
316	1Lexington, Ky.	33,148
317	4Sikeston, Mo.	33,108
318	Waxahachie, Tex.	33,104
319	Dixon, Ill.	33,092
320	Evansdale, Ia.	33,080
321	Hermosa Beach, Cal.	33,062
322	Belvidere, Ill.	33,061
323	Dover, N.H.	33,049
324	Terrell, Tex.	33,029
325	Rock Falls, Ill.	33,025
326	Lovington, N.M.	33,021
327	Cedar Rapids, Ia.	32,982
328	Haltom City, Tex.	32,981
329	Appleton, Wisc.	32,960
330	Monterey, Cal.	32,926
331	Delaware, Ohio	32,911
332	Auburn, Cal.	32,900
333	Palm Springs, Cal.	32,895
334	Hilo, Hi.	32,853
335	Malden, Mass.	32,842
336	Houma, La.	32,828
337	Gallup, N.M.	32,820
338	South Kona, Hi.	32,818
339	Bath, Me.	32,809
340	Concord, N.H.	32,775
341	Taylorville, Ill.	32,763
342	Ames, Ia.	32,732
343	Menasha, Wisc.	32,728
344	Ridgecrest, Cal.	32,670
345	Carson City, Nev.	32,657
346	East Dubuque, Ill.	32,638
347	Moses Lake, Wash.	32,631
348	Keene, N.H.	32,621
349	Camarillo, Cal.	32,619
350	Annapolis, Md.	32,615
351	Vero Beach, Fla.	32,604
352	Great Bend, Kans.	32,582
353	Gardner, Mass.	32,578
354	Bryan, Tex.	32,578
355	Canandaigua, N.Y.	32,575
356	Florida City, Fla.	32,565
357	Salinas, Cal.	32,562
358	Valparaiso, Ind.	32,556
359	Cheboygan, Mich.	32,541
360	Stevens Point, Wisc.	32,526
361	Edinburg, Ind.	32,493
362	Garden City, Kans.	32,473
363	Colorado Springs, Colo.	32,469
364	Fredonia, N.Y.	32,452
365	Glendale, Cal.	32,441
366	Porterville, Cal.	32,423
367	Indio, Cal.	32,410
368	Statesboro, Ga.	32,410
369	Independence, Mo.	32,390
370	Albuquerque, N.M.	32,383
371	Vista, Cal.	32,356
372	Jasper, Ind.	32,331
373	Wisconsin Rapids, Wisc.	32,319
374	De Kalb, Ill.	32,313
375	Ennis, Tex.	32,310
376	Austin, Tex.	32,283
377	Holland, Mich.	32,281
378	Ypsilanti, Mich.	32,272
379	Longview, Tex.	32,260
380	Tonawanda, N.Y.	32,257
381	Beaver Dam, Wisc.	32,252
382	Lincoln, Neb.	32,248
383	Idaho Falls, Ida.	32,242
384	Wichita, Kans.	32,236
385	Burlington, N.J.	32,235
386	Bloomington, Ill.	32,230
387	Hobbs, N.M.	32,211
388	Santa Monica, Cal.	32,206
389	San Gabriel Valley, Cal.	32,205
390	Grand Island, Neb.	32,203
391	Augusta, Kans.	32,180
392	Midwest City, Okla.	32,171
393	Lawrenceville, Ga.	32,168
394	Jefferson City, Mo.	32,156
395	Orange Park, Fla.	32,147
396	Paxton, Ill.	32,147
397	Torrington, Conn.	32,113
398	Marietta, Ga.	32,113
399	St. Paul, Minn.	32,099
400	Fort Worth, Tex.	32,093
401	Winston-Salem, N.C.	32,092
402	Urbana, Ill.	32,081
403	Brenham, Tex.	32,069
404	Lincoln, Ill.	32,064
405	Pasadena, Cal.	32,050
406	Kenosha, Wisc.	32,048
407	Catskill, N.Y.	32,047
408	Defiance, Ohio	32,045
409	El Dorado, Kans.	32,031
410	Salem, Mass.	32,008
411	Minot, N.D.	31,961
412	New Braunfels, Tex.	31,955
413	Madison, Wisc.	31,931
414	St. Marys, Pa.	31,908
415	Mount Clemens, Mich.	31,877
416	Little Rock, Ark.	31,826
417	Red Wing, Minn.	31,825
418	Port Lavaca, Tex.	31,810
419	Snyder, Tex.	31,798
420	Boise City, Ida.	31,797
421	Chandler, Ariz.	31,796
422	Bay City, Tex.	31,786
423	San Francisco, Cal.	31,778
424	Cleburne, Tex.	31,757
425	Loveland, Colo.	31,734
426	Rogers, Ark.	31,721
427	Chesterton, Ind.	31,721
428	Alcoa, Tenn.	31,705
429	Springdale, Ark.	31,697
430	Norman, Okla.	31,687
431	Farmington, N.M.	31,686
432	Southbridge, Mass.	31,670
433	Columbus, Ind.	31,661
434	Morganton, N.C.	31,649
435	Riverside, Cal.	31,642
436	Janesville, Wisc.	31,613
437	Muscatine, Ia.	31,597
438	Oswego, N.Y.	31,595
439	Phoenix, Ariz.	31,580
440	Liberal, Kans.	31,577
441	Wooster, Ohio	31,568
442	East Moline, Ill.	31,560
443	Tulare, Cal.	31,517
444	Visalia, Cal.	31,515
445	Bad Axe, Mich.	31,514
446	Spencer, Ia.	31,502
447	Indiana, Pa.	31,499
448	Santa Barbara, Cal.	31,481
449	El Cajon, Cal.	31,472
450	Cheyenne, Wyo.	31,444
451	Guymon, Okla.	31,440
452	Elko, Nev.	31,428
453	1St. Cloud, Minn.	31,402
454	Davenport, Ia.	31,384
455	Geneva, N.Y.	31,369
456	Moline, Ill.	31,365
457	Austin, Minn.	31,353
458	Denton, Tex.	31,345
459	Colby, Kans.	31,328
460	Watertown, Wisc.	31,321
461	Ontario, Cal.	31,305
462	Northampton, Mass.	31,300
463	La Porte, Ind.	31,295
464	Orange, Tex.	31,291
465	Warsaw, Ind.	31,250
466	Hollywood, Fla.	31,240
467	Woodward, Okla.	31,238
468	Tulsa, Okla.	31,233
469	Fort Atkinson, Wisc.	31,229
470	Ellensburg, Wash.	31,224
471	Newton, Ia.	31,217
472	Faribault, Minn.	31,213
473	Fort Madison, Ia.	31,175
474	Nashville, Tenn.	31,174
475	Borger, Tex.	31,174
476	Frankfort, Ky.	31,168
477	Clinton, Ia.	31,165
478	Edwardsville, Ill.	31,156
479	Taunton, Mass.	31,138
480	Des Moines, Ia.	31,130
481	Lead, S.D.	31,123
482	Mattoon, Ill.	31,093
483	Lebanon, Tenn.	31,093
484	Palmdale, Cal.	31,090
485	1Bethlehem, Pa.	31,081
486	Tyler, Tex.	31,073
487	Rockton, Ill.	31,050
488	El Reno, Okla.	31,046
489	Haverhill, Mass.	31,017
490	Athol, Mass.	30,996
491	Monticello, Ind.	30,995
492	Searcy, Ark.	30,987
493	Russellville, Ark.	30,982
494	Ottawa, Ill.	30,954
495	Columbia, S.C.	30,954
496	Champaign, Ill.	30,928
497	Davis, Cal.	30,923
498	Milford, Mass.	30,894
499	Norfolk, Neb.	30,887
500	Beacon, N.Y.	30,886
501	Los Angeles, Cal.	30,882
502	Lebanon, Ind.	30,839
503	Columbus, Neb.	30,837
504	Carroll, Ia.	30,829
505	Phillipsburg, N.J.	30,823
506	Pottstown, Pa.	30,812
507	Waterbury, Conn.	30,904
508	Rhinelander, Wisc.	30,801
509	Houghton, Mich.	30,797
510	Billings, Mont.	30,794
511	San Marcos, Tex.	30,793
512	Worland, Wyo.	30,785
513	Franklin, La.	30,782
514	Owatonna, Minn.	30,778
515	Lake Charles, La.	30,764
516	Renton, Wash.	30,764
517	Jackson, Miss.	30,762
518	Amarillo, Tex.	30,759
519	Rockford, Ill.	30,752
520	New Britain, Conn.	30,746
521	New Brunswick, N.J.	30,726
522	Madisonville, Ky.	30,724
523	New York City, N.Y.	30,710
524	Nevada, Ia.	30,700
525	Gastonia, N.C.	30,669
526	Redding, Cal.	30,666
527	Albany, Ga.	30,665
528	Charleston, Ill.	30,649
529	Wood River, Ill.	30,633
530	Iowa City, Ia.	30,617
531	Manistee, Mich.	30,617
532	Pampa, Tex.	30,613
533	Westminster, Md.	30,600
534	Sonora, Cal.	30,565
535	Indianapolis, Ind.	30,562
536	Festus, Mo.	30,554
537	Aiken, S.C.	30,544
538	Elizabeth, N.J.	30,543
539	McPherson, Kans.	30,542
540	Peru, Ill.	30,495
541	Gallipolis, Ohio	30,473
542	Oklahoma City, Okla.	30,448
543	Morris, Ill.	30,444
544	Two Rivers, Wisc.	30,430
545	Conway, Ark.	30,429
546	Monroe, Wisc.	30,425
547	Riverton, Wyo.	30,410
548	Lubbock, Tex.	30,394
549	Lynn, Mass.	30,391
550	Clearwater, Fla.	30,381
551	Fort Lauderdale, Fla.	30,363
552	East Spencer, N.C.	30,356
553	Shreveport, La.	30,355
554	Peoria, Ill.	30,341
555	Weatherford, Tex.	30,309
556	Corpus Christi, Tex.	30,306
557	Victoria, Tex.	30,305
558	Madison, Ind.	30,295
559	Irwin, Pa.	30,283
560	Lowell, Mass.	30,280
561	Ridgeway, Pa.	30,280
562	Augusta, Me.	30,261
563	Athens, Ohio	30,254
564	Columbia, Mo.	30,236
565	Merrill, Wisc.	30,236
566	Athens, Ala.	30,234
567	Middletown, N.Y.	30,215
568	Charleston, W.Va.	30,212
569	Portsmouth, N.H.	30,199
570	Ottawa, Kans.	30,164
571	Springfield, Ill.	30,127
572	Wichita Falls, Tex.	30,115
573	Jamestown, N.D.	30,108
574	Owosso, Mich.	30,106
575	Russell, Kans.	30,098
576	Dalton, Ga.	30,070
577	Dubuque, Ia.	30,064
578	Celina, Ohio	30,061
579	Albert Lea, Minn.	30,054
580	Pocatello, Ida.	30,053
581	Denver, Colo.	30,046
582	Bridgeport, Conn.	30,041
583	North Mankato, Minn.	30,030
584	Beaumont, Tex.	30,028
585	Coeur d'Alene, Ida.	30,027
586	Thibodaux, La.	30,021
587	Xenia, Ohio	30,011
588	Elizabethtown, Ky.	30,009
589	Watertown, S.D.	30,009
590	Alma, Mich.	29,998
591	Clinton, Ill.	29,989
592	Lompoc, Cal.	29,987
593	Emporia, Kans.	29,986
594	Saratoga Springs, N.Y.	29,984
595	Excelsior Spring, Mo.	29,979
596	Newton, Kans.	29,978
597	Oregon City, Ore.	29,963
598	Mount Carmel, Ill.	29,961
599	Decatur, Ill.	29,951
600	Michigan City, Ind.	29,945
601	Marshalltown, Ia.	29,940
602	Lehighton, Pa.	29,939
603	Fremont, Neb.	29,927
604	Hays, Kans.	29,918
605	Rensselaer, Ind.	29,890
606	Warrensburg, Mo.	29,882
607	Northport, Ala.	29,877
608	Aliquippa, Pa.	29,871
609	Jim Thorpe, Pa.	29,869
610	McCook, Neb.	29,857
611	Modesto, Cal.	29,854
612	Flagstaff, Ariz.	29,849
613	Huntsville, Tex.	29,839
614	Fort Collins, Colo.	29,824
615	Durham, N.C.	29,820
616	Minneapolis, Minn.	29,813
617	Racine, Wisc.	29,807
618	Montgomery, Ala.	29,805
619	Santa Cruz, Cal.	29,802
620	Mount Pleasant, Mich.	29,800
621	Beckley, W.Va.	29,787
622	Flint, Mich.	29,776
623	Centralia, Ill.	29,762
624	Columbia, Pa.	29,751
625	Moss Point, Miss.	29,749
626	West Monroe, La.	29,723
627	Dodge City, Kans.	29,722
628	Palestine, Tex.	29,704
629	Temple, Tex.	29,703
630	Lansing, Mich.	29,701
631	Enid, Okla.	29,686
632	Topeka, Kans.	29,681
633	Ogelsby, Ill.	29,676
634	Medina, N.Y.	29,672
635	Danville, Ill.	29,665
636	Waterloo, Ia.	29,655
637	Odessa, Tex.	29,655
638	High Point, N.C.	29,650
639	Cherokee, Ia.	29,640
640	Bentonville, Ark.	29,634
641	Fulton, N.Y.	29,623
642	Tupelo, Miss.	29,589
643	Burlington, Ia.	29,588
644	Ruston, La.	29,588
645	Beardstown, Ill.	29,587
646	Latrobe, Pa.	29,574
647	Hartford, Vt.	29,569
648	College Station, Tex.	29,549
649	Taft, Cal.	29,545
650	Asheboro, N.C.	29,544
651	Troy, Ohio	29,543
652	Bellows Falls, Vt.	29,536
653	Watseka, Ill.	29,525
654	Tipton, Ind.	29,525
655	Fairborn, Ohio	29,518
656	Grants, N.M.	29,513
657	Orangeburg, S.C.	29,506
658	Greencastle, Ind.	29,490
659	Ponca City, Okla.	29,477
660	Webster City, Ia.	29,473

661	Rolla, Mo.	29,470
662	Milford, Del.	29,459
663	Mankato, Minn.	29,457
664	Niles, Ohio	29,437
665	Greenville, Tex.	29,437
666	Tifton, Ga.	29,427
667	Chicago, Ill.	29,424
668	Madison, S.D.	29,419
669	Lockport, N.Y.	29,409
670	Martinsburg, W.Va.	29,406
671	Seattle, Wash.	29,391
672	Auburn, Wash.	29,383
673	Colusa, Cal.	29,369
674	Corning, N.Y.	29,366
675	Macomb, Ill.	29,354
676	Circleville, Ohio	29,344
677	Long Beach, Cal.	29,328
678	Findlay, Ohio	29,313
679	Ely, Nev.	29,308
680	Perth Amboy, N.J.	29,303
681	Stuttgart, Ark.	29,291
682	Murfreesboro, Tenn.	29,282
683	Milledgeville, Ga.	29,274
684	Hollister, Cal.	29,270
685	Keokuk, Ia.	29,265
686	Aberdeen, S.D.	29,263
687	Owensboro, Ky.	29,250
688	Devils Lake, N.D.	29,244
689	Abilene, Tex.	29,243
690	Worcester, Mass.	29,235
691	Bowling Green, Ohio	29,224
692	Raton, N.M.	29,216
693	Council Bluffs, Ia.	29,207
694	White River Junction, Vt.	29,203
695	Marshfield, Wisc.	29,201
696	Fort Dodge, Ia.	29,190
697	Hanover, Pa.	29,190
698	Belton, Tex.	29,190
699	Mount Vernon, Ill.	29,185
700	Easton, Md.	29,177
701	Kendallville, Ind.	29,169
702	Green Bay, Wisc.	29,165
703	Ashland Ohio	29,141
704	Santa Maria, Cal.	29,113
705	Jacksonville, Ill	29,082
706	Rockingham, N.C.	29,080
707	Mount Vernon, Ind.	29,079
708	Winchester, Ky.	29,035
709	East Ely, Nev.	29,032
710	Pekin, Ill.	29,029
711	Worthington, Minn.	29,029
712	Danville, Ky.	29,019
713	Sidney, Ohio	29,011
714	[1]Kansas City, Mo.	29,007
715	Kearney, Neb.	29,000
716	Bellefonte, Pa.	28,996
717	Jennings, La.	28,988
718	St. Joseph, Mich.	28,984
719	Goshen, Ind.	28,962
720	Ludington, Mich.	28,979
721	Pascagoula, Miss.	28,952
722	Concord, N.C.	28,938
723	Scottsbluff, Neb.	28,937
724	Fond du Lac, Wisc.	28,937
725	New Ulm, Minn.	28,936
726	Du Quoin, Ill.	28,925
727	Pratt, Kans.	28,923
728	West Warwick, R.I.	28,895
729	Ravenna, Ohio	28,889
730	Reno, Nev.	28,876
731	Sheboygan, Wisc.	28,871
732	Oshkosh, Wisc.	28,863
733	Tiffin, Ohio	28,853
734	Greenville, N.C.	28,848
735	Miles City, Mont.	28,831
736	York, Neb.	28,829
737	Auburn, Me.	28,818
738	St. Augustine, Fla.	28,815
739	Fitchburg, Mass.	28,800
740	Rochester, Ind.	28,793
741	Saco, Me.	28,789
742	Jacksonville, Ark.	28,781
743	Durango, Colo.	28,776
744	Leavenworth, Kans.	28,776
745	Dover, Ohio	28,774
746	Sheridan, Wyo.	28,774
747	Oneida, N.Y.	28,773
748	Valley City, N.D.	28,770
749	Galesburg, Ill.	28,743
750	Huntington, Ind.	28,737
751	Sacramento, Cal.	28,722
752	Grand Rapids, Mich.	28,714
753	Mount Pleasant, Tex.	28,713
754	Maryville, Tenn.	28,699
755	Fairmont, Minn.	28,696
756	Charles City, Ia.	28,694
757	Wilmington, Ohio	28,690
758	Kerrville, Tex.	28,687
759	Delphos, Ohio	28,673
760	Sun City, Ariz.	28,641
761	Big Spring, Tex.	28,636
762	Henderson, N.C.	28,635
763	Parsons, Kans.	28,634
764	Boone, Ia.	28,625
765	Duncan, Okla.	28,622
766	Spring Valley, Ill.	28,617
767	Charleston, S.C.	28,616
768	Burlington, N.C.	28,615
769	Mexico, Mo.	28,609
770	Willmar, Minn.	28,595
771	Pickneyville, Ill.	28,592
772	Kilgore, Tex.	28,583
773	Newton, N.C.	28,578
774	Boston, Mass.	28,573
775	North Tonawanda, N.Y.	28,568
776	Robinson, Ill.	28,567
777	Rock Island, Ill.	28,567
778	Kokomo, Ind.	28,564
779	Decatur, Ala.	28,562
780	Martinsville, Ind.	28,535
781	Oakland, Cal.	28,526
782	Frederick, Md.	28,518
783	Cape Girardeau, Mo.	28,518
784	Ambridge, Pa.	28,514
785	Dothan, Ala.	28,508
786	Greensburg, Pa.	28,504
787	Norwalk, Ohio	28,501
788	Thomasville, N.C.	28,495
789	Palmerton, Pa.	28,456
790	Salisbury, N.C.	28,434
791	Henderson, Tex.	28,422
792	Florence, S.C.	28,393
793	[2]Atlanta, Ga.	28,386
794	Hibbing, Minn.	28,383
795	Hastings, Neb.	28,381
796	Milan, N.M.	28,381
797	Lexington, N.C.	28,379
798	Wilson, Pa.	28,375
799	Fort Smith, Ark.	28,370
800	Goodland, Kans.	28,362
801	Crystal City, Mo.	28,360
802	Fergus Falls, Minn.	28,346
803	Fresno, Cal.	28,330
804	Monessen, Pa.	28,330
805	Clearfield, Pa.	28,329
806	Jeffersonville, Ind.	28,317
807	Burlington, Vt.	28,313
808	Chambersburg, Pa.	28,312
809	Painesville, Ohio	28,282
810	Iola, Kans.	28,278
811	Union City, Tenn.	28,270
812	Sioux City, Ia.	28,266
813	Chillicothe, Ohio	28,261
814	Greenville, Mich.	28,213
815	Dowagiac, Mich.	28,212
816	Las Vegas, Nev.	28,211
817	Longview, Wash.	28,200
818	Statesville, N.C.	28,197
819	Shelbyville, Ill.	28,194
820	Salina, Kans.	28,191
821	Van Wert, Ohio	28,183
822	Freeport, Ill.	28,182
823	Herrin, Ill.	28,181
824	Fayetteville, N.C.	28,175
825	Belleville, Ill.	28,172
826	Lewiston, Ida.	28,167
827	Estherville, Ia.	28,167
828	Bellevue, Ohio	28,153
829	Gulfport, Miss.	28,141
830	Griffin, Ga.	28,138
831	Johnson City, Tenn	28,137
832	Beaumont, Cal.	28,120
833	Gettysgurg, Pa.	28,119
834	Vineland, N.J.	28,089
835	Fostoria, Ohio	28,087
836	Oneonta, N.Y.	28,081
837	Laconia, N.H.	28,079
838	Manitowoc, Wisc.	28,078
839	Batavia, N.Y.	28,070
840	Marietta, Ohio	28,069
841	Hammond, Ind.	28,067
842	North Adams, Mass.	28,066
843	Crawfordsville, Ind.	28,053
844	Norwich, N.Y.	28,051
845	Toledo, Ohio	28,050
846	Kansas City, Kans.	28,045
847	Bangor, Pa.	28,033
848	Canton, Ill.	28,028
849	Mason City, Ia.	28,025
850	Lenoir, N.C.	28,009
851	Napoleon, Ohio	28,006
852	Norristown, Pa.	27,994
853	Wellington, Kans.	27,983
854	Enterprise, Ala.	27,982
855	Moorhead, Minn.	27,979
856	San Fernando, Cal.	27,973
857	Shelbyville, Ind.	27,964
858	Kalamazoo, Mich.	27,950
859	Jonesboro, Ark.	27,944
860	Wausau, Wisc.	27,935
861	Streator, Ill.	27,930
862	Fayetteville, Ark.	27,927
863	Lufkin, Tex.	27,924
864	New Albany, Ind.	27,908
865	Beaver, Pa.	27,903
866	Baldwin Park, Cal.	27,897
867	Shelby, Ohio	27,890
868	Hereford, Tex.	27,888
869	Havre, Mont.	27,871
870	Hutchinson, Kans.	27,860
871	Cleveland, Miss.	27,830
872	Portage, Wisc.	27,830
873	Elkhart, Ind.	27,829
874	Sapulpa, Okla.	27,812
875	Denison, Tex.	27,812
876	Elwood, Ind.	27,810
877	Cookeville, Tenn.	27,805
878	Allentown, Pa.	27,803
879	Sharpsville, Pa.	27,800
880	Chippewa Falls, Wisc.	27,799
881	Memphis, Tenn.	27,797
882	Antigo, Wisc.	27,784
883	Rocky Mount, N.C.	27,772
884	Paso Robles, Cal.	27,759
885	Bangor, Me.	27,757
886	Beloit, Wisc.	27,751
887	Big Rapids, Mich.	27,750
888	Muscle Shoals, Ala.	27,742
889	Marquette, Mich.	27,741
890	Port Angeles, Wash.	27,741
891	Holdrege, Neb.	27,738
892	Ilion, N.Y.	27,738
893	Bluffton, Ind.	27,733
894	Adrian, Mich.	27,733
895	McAllen, Tex.	27,717
896	South Bend, Ind.	27,711
897	New Kensington, Pa.	27,697
898	Blackfoot, Ida.	27,696
899	Le Mars, Ia.	27,695
900	State College, Pa.	27,695
901	South Beloit, Ill.	27,694
902	Middletown, Ohio	27,685
903	Lancaster, Ohio	27,679
904	Greenville, Ohio	27,676
905	New Iberia, La.	27,671
906	Fremont, Ohio	27,671
907	Tupper Lake, N.Y.	27,654
908	Carmi, Ill.	27,653
909	Greenfield, Mass.	27,653
910	Madera, Cal.	27,643
911	Jacksonville, Fla.	27,634
912	Kingston, N.Y.	27,633
913	Kingsport, Tenn.	27,629
914	Kent, Ohio	27,614
915	Marshall, Minn.	27,606
916	[2]Weirton, W.Va.	27,604
917	Milwaukee, Wisc.	27,592
918	Du Bois, Pa.	27,578
919	Richmond, Ky.	27,556
920	Waverly, N.Y.	27,547
921	Sequin, Tex.	27,542
922	Mount Pleasant, Ia.	27,540
923	Everett, Wash.	27,526
924	Monmouth, Ill.	27,524
925	Bloomsburg, Pa.	27,492
926	Larned, Kans.	27,490
927	East Alton, Ill.	27,476
928	Alexandria La.	27,471
929	Waterville, Me.	27,449
930	Springfield, Mass.	27,443
931	Charleroi, Pa.	27,438
932	Picayune, Miss.	27,433
933	Sherman, Tex.	27,422
934	Belle Fourche, S.D.	27,419
935	Orlando, Fla.	27,415
936	St. Marys, Ohio	27,414
937	Mount Airy, N.C.	27,403
938	Athens, Tenn.	27,396
939	San Luis Obispo, Cal.	27,394
940	Jersey Shore, Pa.	27,388
941	Magnolia, Ark.	27,385
942	Seymour, Ind.	27,381
943	Cocoa, Fla.	27,371
944	Starkville, Miss.	27,371
945	Wilson, N.C.	27,361
946	Pomona, Cal.	27,357
947	Jasper, Ala.	27,352
948	Brackenridge, Pa.	27,330
949	Rome, N.Y.	27,318
950	Piqua, Ohio	27,306
951	Claremore, Okla.	27,297
952	Holyoke, Mass.	27,283
953	Sterling, Colo.	27,277
954	Santa Fe, N.M.	27,265
955	Marion, Ill.	27,257
956	Pontiac, Mich.	27,242
957	Wabash, Ind.	27,239
958	Nevada City, Cal.	27,235
959	Moscow, Ida.	27,235
960	Artesia, N.M.	27,193
961	El Centro, Cal.	27,185
962	Clinton, Okla.	27,185
963	Arkansas City, Kans.	27,181
964	Fort Wayne, Ind.	27,180
965	Rochester, N.Y.	27,178
966	Niles, Mich.	27,166
967	Carrollton, Ga.	27,164
968	Tucson, Ariz.	27,157
969	Coshocton, Ohio	27,138
970	Harrisburg, Ill.	27,136
971	Auburn, Ind.	27,136
972	Olney, Ill.	27,134
973	Union City, Ohio	27,134
974	Murray, Ky.	27,131
975	Columbus, Ohio	27,129
976	Sharon, Pa.	27,125
977	Alva, Okla.	27,120
978	Gainesville, Tex.	27,111
979	Ashland, Ky.	27,102
980	Thomasville, Ga.	27,090
981	Columbia City, Ind.	27,087
982	Lafayette, Ind.	27,079
983	Asheville, N.C.	27,072
984	Warren, Ohio	27,069
985	Anderson, Ind.	27,037
986	Biloxi, Miss.	27,028
987	San Angelo, Tex.	27,028
988	Plainview, Tex.	27,025
989	Glenwood Springs, Colo.	27,022
990	Deadwood, S.D.	27,021
991	Rock Hill, S.C.	27,018
992	Winona, Minn.	27,011
993	Oil City, Pa.	27,006
994	Olympia, Wash.	27,002
995	Parkersburg, W.Va.	26,998
996	Cartersville, Ga.	26,995
997	New Haven, Conn.	26,989
998	San Antonio, Tex.	26,989
999	Princeton, Ind.	26,967
1000	Roseburg, Ore.	26,961
1001	Helena, Mont.	26,959
1002	Newport, Vt.	26,956
1003	Glasgow, Ky.	26,955
1004	Sanford, N.C.	26,946
1005	Urbana, Ohio	26,945
1006	Galveston, Tex.	26,945
1007	Chillicothe, Mo.	26,933
1008	Plattsburgh, N.Y.	26,923
1009	Springfield, Vt.	26,922
1010	Albany, Ore.	26,918
1011	Lyons, Kans.	26,908
1012	Elyria, Ohio	26,905
1013	Lorain, Ohio	26,903
1014	Yuba City, Cal.	26,895
1015	Ottumwa, Ia.	26,891
1016	Columbus, Ga.	26,889
1017	Hopkinsville, Ky.	26,881
1018	Eau Claire, Wisc.	26,877
1019	Texarkana, Ark.-Texarkana, Tex. Ark.	26,874
1020	[1]Texarkana, Tex.	26,874
1021	Sandusky, Ohio	26,871
1022	Salem, Ohio	26,868
1023	Alliance, Ohio	26,868
1024	Millville, N.J.	26,861
1025	Fort Morgan, Colo.	26,860
1026	Savannah, Ga.	26,843
1027	Twin Falls, Ida.	26,841
1028	Glens Falls, N.Y.	26,837
1029	Kannapolis, N.C.	26,773
1030	Portland, Me.	26,772
1031	Port Arthur, Tex.	26,762
1032	Galion, Ohio	26,759
1033	Salem, N.J.	26,756
1034	Merced, Cal.	26,741
1035	Hanford, Cal.	26,724
1036	Bay City, Mich.	26,718
1037	Atchison, Kans.	26,716
1038	Manhattan, Kans.	26,701
1039	Corsicana, Tex.	26,694
1040	Beloit, Kans.	26,692
1041	Gainesville, Fla.	26,687
1042	Lodi, Cal.	26,686
1043	Marshall, Tex.	26,685
1044	Claremont, N.H.	26,681
1045	Clairton, Pa.	26,673
1046	Rochester, Pa.	26,670
1047	Mobile, Ala.	26,657
1048	Plymouth, Ind.	26,651
1049	Bloomington, Ind.	26,607
1050	Cleveland, Tenn.	26,607
1051	Sturgis, Mich.	26,596
1052	Evansville, Ind.	26,581
1053	Greeneville, Tenn.	26,576
1054	Montpelier, Vt.	26,556
1055	Marion, Ind.	26,548
1056	Albany, N.Y.	26,543
1057	Murphysboro, Ill.	26,522
1058	Gary, Ind.	26,518

1059	Lawrence, Kans.	26,518
1060	Logansport, Ind.	26,508
1061	Abbeville, La.	26,505
1062	Beatrice, Neb.	26,502
1063	Bristol, Tenn.-Bristol, Va., Tenn.	26,501
1064	Opelousas, La.	26,499
1065	Salisbury, Md.	26,498
1066	Crowley, La.	26,489
1067	Ogdensburg, N.Y.	26,482
1068	Wapakoneta, Ohio	26,471
1069	Oskaloosa, Ia.	26,463
1070	Fort Gibson, Okla.	26,458
1071	Marysville, Ohio	26,448
1072	Fairmont, W.Va.	26,427
1073	Goldsboro, N.C.	26,397
1074	St. Albans, Vt.	26,381
1075	Macon, Ga.	26,373
1076	Caldwell, Ida.	26,369
1077	Muncie, Ind.	26,354
1078	La Salle, Ill.	26,347
1079	Pawtucket, R.I.	26,331
1080	Crookston, Minn.	26,325
1081	Springfield, Mo.	26,317
1082	New Orleans, La.	26,316
1083	La Grange, Ga.	26,309
1084	West Palm Beach, Fla.	26,307
1085	3Bluefield, W.Va.	26,300
1086	Pasco, Wash.	26,299
1087	Reidsville, N.C.	26,298
1088	Wamac, Ill.	26,278
1089	Jacksonville, Tex.	26,277
1090	Philadelphia, Pa.	26,276
1091	St. Joseph, Mo.	26,275
1092	East Chicago, Ind.	26,273
1093	Nacogdoches, Tex.	26,264
1094	Kinston, N.C.	26,257
1095	Vancouver, Wash.	26,254
1096	Binghamton, N.Y.	26,250
1097	Syracuse, N.Y.	26,244
1098	Bedford, Ind.	26,230
1099	Tarentum, Pa.	26,227
1100	Petoskey, Mich.	26,217
1101	Fort Scott, Kans.	26,212
1102	Bowling Green, Ky.	26,202
1103	Rome, Ga.	26,199
1104	Paris, Ill.	26,197
1105	Sulphur Springs, Tex.	26,194
1106	Roanoke Rapids, N.C.	26,188
1107	E. Grand Forks, Minn.	26,181
1108	Rutland, Vt.	26,176
1109	Erie, Pa.	26,175
1110	Council Grove, Kans.	76,168
1111	Silver City, N.M.	26,163
1112	Culpeper, Va.	26,133
1113	West Memphis, Ark.	26,126
1114	Sayre, Pa.	26,125
1115	New Philadelphia, Ohio	26,116
1116	Hurley, Wisc.	26,098
1117	Donora, Pa.	26,096
1118	Minden, La.	26,094
1119	Mount Vernon, Wash.	26,092
1120	Bend, Ore.	26,086
1121	Baraboo, Wisc.	26,083
1122	Mayfield, Ky.	26,075
1123	Port Jervis, N.Y.	26,072
1124	Spartanburg, S.C.	26,067
1125	Americus, Ga.	26,062
1126	Ellwood City, Pa.	26,062
1127	Lawrence, Mass.	26,059
1128	Coos Bay, Ore.	26,058
1129	South Gate, Cal.	26,056
1130	Benton, Ill.	26,053
1131	Stockton, Cal.	26,047
1132	Kewanee, Ill.	26,037
1133	Greenville, S.C.	26,018
1134	Farrell, Pa.	26,013
1135	South Haven, Mich.	26,011
1136	El Paso, Tex.	26,007
1137	Laramie, Wyo.	26,007
1138	Bryan, Ohio	26,004
1139	Atlantic, Ia.	25,996
1140	Duquesne, Pa.	25,992
1141	El Dorado, Ark.	25,987
1142	Brawley, Cal.	25,967
1143	Oelwein, Ia.	25,967
1144	Pittston, Pa.	25,966
1145	Sierra Vista, Ariz.	25,963
1146	Ardmore, Okla.	25,958
1147	Sweetwater, Tex.	25,951
1148	Hillsdale, Mich.	25,941
1149	Winter Haven, Fla.	25,933
1150	Greeley, Colo.	25,923
1151	Litchfield, Ill.	25,911
1152	Pendleton, Ore.	25,903
1153	Carbondale, Pa.	25,898
1154	Lakeport, Cal.	25,889
1155	Shelby, N.C.	25,889
1156	Clinton, N.C.	25,889
1157	Monroe, La.	25,888
1158	Vinton, Ia.	25,881
1159	Akron, Ohio	25,870
1160	Somerset, Ky.	25,868
1161	Ionia, Mich.	25,844
1162	Washington, Pa.	25,838
1163	Lumberton, N.C.	25,834
1164	Alamogordo, N.M.	25,824
1165	Chattanooga, Tenn.	25,810
1166	Wellsville, N.Y.	25,804
1167	Prescott, Ariz.	25,797
1168	Pensacola, Fla.	25,795
1169	Kirksville, Mo.	25,792
1170	Frankfort, Ind.	25,791
1171	Harriman, Tenn.	25,770
1172	Fairfield, Ia.	25,769
1173	Las Cruces, N.M.	25,768
1174	Stroudsburg, Pa.	25,763
1175	Ukiah, Cal	25,749
1176	London, Ohio	25,736
1177	Weatherford, Okla.	25,735
1178	Wilmington, Del.	25,733
1179	Yreka City, Cal.	25,730
1180	Pineville, La.	25,728
1181	Louisville, Ky.	25,719
1182	Escanaba, Mich.	25,712
1183	Sanford, Fla.	25,708
1184	Poughkeepsie, N.Y.	25,689
1185	Corry, Pa.	25,686
1186	Nebraska City, Neb.	25,675
1187	Portland, Ore.	25,673
1188	Clarksville, Tenn.	25,670
1189	Towanda, Pa.	25,667
1190	Dyersburg, Tenn.	25,664
1191	Carlsbad, N.M.	25,637
1192	Great Falls, Mont.	25,614
1193	Butler, Pa.	25,613
1194	Warren, Pa.	25,613
1195	Killeen, Tex.	25,590
1196	Mishawaka, Ind.	25,584
1197	Wheatland, Pa.	25,583
1198	La Crosse, Wisc.	25,580
1199	Athens, Ga.	25,576
1200	Pecos, Tex.	25,568
1201	Poteet, Tex.	25,560
1202	Logan, W.Va.	25,550
1203	Hudson, N.Y.	25,546
1204	Eugene, Ore.	25,542
1205	Arkadelphia, Ark.	25,539
1206	Quincy, Ill.	25,521
1207	Mineral Wells, Tex.	25,509
1208	Salamanca, N.Y.	25,508
1209	Superior, Wisc.	25,507
1210	Monongahela, Pa.	25,500
1211	Schenectady, N.Y.	25,475
1212	Marshall, Mo.	25,455
1213	Tuscaloosa, Ala.	25,453
1214	Newburgh, N.Y.	25,451
1215	Marinette, Wisc.	25,449
1216	Lock Haven, Pa.	25,442
1217	Mansfield, Ohio	25,436
1218	Harrison, Ark.	25,435
1219	Marshall, Mich.	25,435
1220	Moberly, Mo.	25,431
1221	Pittsburgh, Pa.	25,426
1222	South Connelsville, Pa.	25,425
1223	Chelsea, Mass.	25,422
1224	Blackwell, Okla.	25,414
1225	Brownwood, Tex.	25,414
1226	Dunkirk, N.Y.	25,404
1227	West Frankfort, Ill.	25,380
1228	Gonzales, Tex.	25,377
1229	New Castle, Ind.	25,367
1230	Opelika, Ala.	25,362
1231	Vicksburg, Miss.	25,348
1232	Union, S.C.	25,346
1233	Jackson, Tenn.	25,345
1234	Vandergrift, Pa.	25,337
1235	Lawton, Okla.	25,336
1236	Corinth, Miss.	25,320
1237	Kellogg, Ida.	25,317
1238	Yuma, Ariz.	25,312
1239	Massillon, Ohio	25,301
1240	1Salem, Ore.	25,294
1241	Independence, Kans.	25,290
1242	West Point, Ga.	25,272
1243	Creston, Ia.	25,268
1244	Tampa, Fla.	25,262
1245	Red Bluff, Cal.	25,261
1246	Salt Lake City, Utah	25,257
1247	Trenton, N.J.	25,256
1248	Abilene, Kans.	25,251
1249	Lakeland, Fla.	25,243
1250	Morristown, Tenn.	25,235
1251	Lewiston, Me.	25,234
1252	Shawano, Wisc.	25,234
1253	Ashtabula, Ohio	25,231
1254	Vincennes, Ind.	25,228
1255	Hattiesburg, Miss.	25,212
1256	Laurel, Miss.	25,201
1257	Turlock, Cal.	25,197
1258	Clarksburg, W.Va.	25,192
1259	Niagara Falls, N.Y.	25,188
1260	Maywood, Cal.	25,179
1261	Corvallis, Ore.	25,167
1262	Tuscumbia, Ala.	25,165
1263	Lexington, Mo.	25,160
1264	The Dalles, Ore.	25,155
1265	Port St Lucie, Fla.	25,144
1266	Dennison, Ohio	25,122
1267	Amsterdam, N.Y.	25,110
1268	Leesburg, Fla.	25,104
1269	Ogden, Utah	25,102
1270	Providence, R.I.	25,101
1271	Spence , N.C.	25,095
1272	Hamilton, Ohio	25,088
1273	Sarasota, Fla.	25,087
1274	Pryor, Okla.	25,083
1275	Washington, Ia.	25,075
1276	North Bend, Ore.	25,067
1277	San Bernardino, Cal.	25,058
1278	Pottsville, Pa.	25,057
1279	Rushville, Ind.	25,052
1280	Alton, Ill.	25,049
1281	Bellefontaine, Ohio	25,047
1282	Bonham, Tex.	25,044
1283	International Falls, Minn.	25,041
1284	Chanute, Kans.	25,025
1285	Hartford, Conn.	25,002
1286	Newark, Ohio	25,000
1287	Athens, Pa.	24,998
1288	Hendersonville, N.C.	24,994
1289	Clovis, N.M.	24,982
1290	Scottsboro, Ala.	24,974
1291	Jersey City, N.J.	24,972
1292	Bogalusa, La.	24,968
1293	Port Huron, Mich.	24,967
1294	Curwensville, Pa.	24,967
1295	Harrisburg, Pa.	24,963
1296	Lawrenceville, Ill.	24,958
1297	Upper Sandusky, Ohio	24,956
1298	Auburn, N.Y.	24,954
1299	Valdosta, Ga.	24,948
1300	Ada, Okla.	24,936
1301	Medford, Ore.	24,936
1302	Somerset, Pa.	24,933
1333	Asbury Park, N.J.	24,931
1304	Lebanon, Pa.	24,928
1305	Waynesboro, Pa.	24,923
1306	Ocala, Fla.	24,915
1307	Perry, Okla.	24,912
1308	Meadville, Pa.	24,911
1309	Sunnyside, Wash.	24,901
1310	Maryville, Mo.	24,887
1311	Breckenridge, Minn.	24,866
1312	Uniontown, Pa.	24,853
1313	Kankakee, Ill.	24,842
1314	Pine Bluff, Ark.	24,841
1315	Hartford City, Ind.	24,837
1316	Passaic, N.J.	24,821
1317	Waco, Tex.	24,820
1318	Steubenville, Ohio	24,818
1319	Olean, N.Y.	24,813
1320	Decatur, Ind.	24,812
1321	Brattleboro, Vt.	24,796
1322	Albion, Mich.	24,789
1323	Reading, Pa.	24,785
1324	Woonsocket, R.I.	24,763
1325	Moultrie, Ga.	24,761
1326	Florence, Ala.	24,757
1327	Hillsboro, Tex.	24,754
1328	Virginia, Minn.	24,748
1329	Biddeford, Me.	24,745
1330	New Bedford, Mass.	24,736
1331	Burley, Ida.	24,735
1332	Bozeman, Mont.	24,719
1333	Spencer, Ind.	24,717
1334	Hazleton, Pa.	24,717
1335	Montrose, Colo.	24,707
1336	Astoria, Ore.	24,699
1337	Sylacauga, Ala.	24,695
1338	Connersville, Ind.	24,693
1339	Peru, Ind.	24,688
1340	Paducah, Ky.	24,671
1341	Wenatchee, Wash.	24,666
1342	Bucyrus, Ohio	24,657
1343	Covington, Ky.	24,654
1344	Elk City, Okla.	24,638
1345	Carthage, Mo.	24,637
1346	Vernon, Tex.	24,634
1347	St. Johnsbury, Vt.	24,629
1348	Tacoma, Wash.	24,623
1349	Key West, Fla.	24,620
1350	Berwick, Pa.	24,618
1351	Connellsville, Pa.	24,616
1352	Cullman, Ala.	24,606
1353	Monett, Mo.	24,598
1354	Coffeyville, Kans.	24,595
1355	Kelso, Wash.	24,575
1356	Point Pleasant, W.Va.	24,555
1357	Butte, Mont.	24,517
1358	Brookhaven, Miss.	24,516
1359	Herkimer, N.Y.	24,514
1360	Fallon, Nev.	24,510
1361	Sumter, S.C.	24,509
1362	Richmond, Ind.	24,504
1363	Bennington, Vt.	24,504
1364	Cincinnati, Ohio	24,500
1365	Sedalia, Mo.	24,496
1366	Easton, Pa.	24,493
1367	Bridgeton, N.J.	24,488
1368	Greenwood, S.C.	24,481
1369	Eden, N.C.	24,472
1370	Troy, N.Y.	24,470
1371	Kalispell, Mont.	24,456
1372	Mount Vernon, Ohio	24,439
1373	Chehalis, Wash.	24,434
1374	Greenville, Pa.	24,420
1375	Marion, Ohio	24,416
1376	Hornell, N.Y.	24,407
1377	Klamath Falls, Ore.	24,407
1378	Washington, Ohio	24,401
1379	Concordia, Kans.	24,399
1380	Banning, Cal.	24,394
1381	Ronceverte, W.Va.	24,382
1382	Shawnee, Okla.	24,380
1383	Meridian, Miss.	24,378
1384	Elkins, W.Va.	24,370
1385	Detroit, Mich.	24,364
1386	Altoona, Pa.	24,363
1387	Mart, Tex.	24,355
1388	Forest City, N.C.	24,354
1389	Chickasha, Okla.	24,336
1390	Roswell, N.M.	24,331
1391	Clinton, Mo.	24,330
1392	Central Falls, R.I.	24,321
1393	Richmond, Mo.	24,319
1394	McKeesport, Pa.	24,311
1395	Bellingham, Wash.	24,302
1396	Morgantown, W.Va.	24,302
1397	Watertown, N.Y.	24,301
1398	Kenton, Ohio	24,301
1399	Marysville, Cal.	24,297
1400	Kane, Pa.	24,280
1401	Chickasaw, Ala.	24,275
1402	Lake City, Fla.	24,263
1403	Malone, N.Y.	24,250
1404	Lima, Ohio	24,229
1405	Columbia, Tenn.	24,221
1406	Stephenville, Tex.	24,206
1407	Edinburg, Tex.	24,195
1408	Paterson, N.J.	24,183
1409	Walla Walla, Wash.	24,180
1410	Kingsford, Mich.	24,164
1411	Aberdeen, Wash.	24,136
1412	Huntingdon, Pa.	24,114
1413	Three Rivers, Mich.	24,096
1414	Shenandoah, Ia.	24,095
1415	Waycross, Ga.	24,070
1416	Knoxville, Tenn.	24,053
1417	Kittanning, Pa.	24,045
1418	Grenada, Miss.	24,044
1419	1Huntington, W.Va.	24,042
1420	Livingston, Mont.	24,040
1421	Corbin, Ky.	24,036
1422	Logan, Utah	24,035
1423	Punxsutawney, Pa.	24,031
1424	Wheeling, W.Va.	24,027
1425	Alpena, Mich.	24,025
1426	Saginaw, Mich.	24,014
1427	San Fernando Valley, Cal.	24,000
1428	Milton, Pa.	23,992
1429	Johnstown, N.Y.	23,990
1430	Coldwater, Mich.	23,976
1431	Grand Junction, Colo.	23,973
1432	Greenwood, Miss.	23,955
1433	Little Falls, N.Y.	23,945
1434	Lewistown, Pa.	23,935
1435	St. George, Utah	23,924
1436	Sandpoint, Ida.	23,914
1437	Lancaster, Pa.	23,911
1438	Brunswick, Ga.	23,887
1439	Missoula, Mont.	23,883
1440	Menominee, Mich.	23,881
1441	Jackson, Mich.	23,874
1442	Union City, Ind.	23,865
1443	Salida, Colo.	23,860
1444	Baltimore, Md.	23,856
1445	Lebanon, Mo.	23,851
1446	Bradenton, Fla.	23,847
1447	Alexander City, Ala.	23,844
1448	Pulaski, Va.	23,843
1449	Spokane, Wash.	23,833

1450	Bemidji, Minn.	23,831
1451	Fall River, Mass.	23,827
1452	Danville, Pa.	23,826
1453	Cadillac, Mich.	23,806
1454	Provo, Utah	23,801
1455	Canton, Ohio	23,798
1456	De Land, Fla.	23,796
1457	Macon, Mo.	23,794
1458	Anniston, Ala.	23,782
1459	Middlesborough, Ky.	23,781
1460	Paragould, Ark.	23,778
1461	Terre Haute, Ind.	23,772
1462	Conneaut, Ohio	23,761
1463	Cortez, Colo.	23,749
1464	Williamsport, Pa.	23,725
1465	Columbus, Miss.	23,712
1466	Sheffield, Ala.	23,681
1467	Eldorado, Ill.	23,680
1468	Ashland, Wisc.	23,676
1469	St. Petersburg, Fla.	23,669
1470	Scranton, Pa.	23,668
1471	Winchester, Ind.	23,659
1472	Clarksdale, Miss.	23,653
1473	Keyser, W.Va.	23,647
1474	Chester, Pa.	23,631
1475	Miami, Okla.	23,623
1476	Anaconda, Mont.	23,620
1477	Corning, Cal.	23,611
1478	McAlester, Okla.	23,589
1479	Guthrie, Okla.	23,583
1480	Washington, Ind.	23,579
1481	Altus, Okla.	23,578
1482	Elizabethton, Tenn.	23,557
1483	St. Louis, Mo.	23,528
1484	Yakima, Wash.	23,504
1485	Anderson, S.C.	23,501
1486	Muskegon Heights, Mich.	23,500
1487	Blytheville, Ark.	23,492
1488	Centralia, Wash.	23,489
1489	Portland, Ind.	23,484
1490	Norton, Kans.	23,478
1491	Bastrop, La.	23,477
1492	Wallace, Ida.	23,476
1493	Gadsden, Ala.	23,460
1494	Boonville, Mo.	23,447
1495	Casa Grande, Ariz.	23,438
1496	Union City, N.J.	23,437
1497	Carrollton, Mo.	23,430
1498	Ithaca, N.Y.	23,397
1499	Muskogee, Okla.	23,395
1500	Greenfield, Ohio	23,381
1501	West Hazleton, Pa.	23,374
1502	Eureka, Cal.	23,359
1503	3Hannibal, Mo.	23,355
1504	Barre, Vt.	23,349
1505	Tyrone, Pa.	23,340
1506	Martins Ferry,	23,339
1507	Dunn, N.C.	23,332
1508	Wilkes-Barre, Pa.	23,331
1509	Dayton, Ohio	23,320
1510	Washington, N.C.	23,313
1511	Lansford, Pa.	23,313
1512	McComb, Miss.	23,290
1513	Birmingham, Ala.	23,287
1514	Duluth, Minn.	23,279
1515	2Joplin, Mo.	23,278
1516	Arnold, Pa.	23,255
1517	De Queen, Ark.	23,246
1518	Bremerton, Wash.	23,239
1519	Youngstown, Ohio	23,237
1520	Paris, Tenn.	23,231
1521	Stillwater, Okla.	23,220
1522	Elizabeth City, N.C.	23,215
1523	Brooksville, Fla.	23,213
1524	Springfield, Ohio	23,206
1525	Paris, Tex.	23,203
1526	Panama City, Fla.	23,177
1527	Pawhuska, Okla.	23,175
1528	Bishop, Cal.	23,130
1529	Brazil, Ind.	23,123
1530	Jamestown, N.Y.	23,105
1531	York, Pa.	23,097
1532	Nogales, Ariz.	23,095
1533	Cambridge, Ohio	23,095
1534	Brainerd, Minn.	23,083
1535	New Castle, Pa	23,054
1536	New Bern, N.C.	23,050
1537	Bell, Cal.	23,022
1538	Lisbon, Ohio	23,017
1539	Bradford, Pa.	23,005
1540	Titusville, Pa.	23,002
1541	Punta Gorda, Fla.	22,991
1542	Nevada, Mo.	22,969
1543	Forrest City, Ark.	22,958
1544	Camden, Ark.	22,955
1545	Hemet, Cal.	22,954
1546	Kingman, Ariz.	22,932
1547	White Sulphur Springs, W.Va.	22,917
1548	Carbondale, Ill.	22,911
1549	Flora, Ill.	22,902
1550	North Kona, Hi.	22,898
1551	Uhrichsville, Ohio	22,852
1552	Wilmington, N.C.	22,850
1553	Maysville, Ky.	22,814
1554	Pittsburg, Kans.	22,805
1555	Auburn, Ala.	22,786
1556	Troy, Ala.	22,780
1557	Utica, N.Y.	22,771
1558	Okmulgee, Okla.	22,770
1559	Little Falls, Minn.	22,754
1560	Clay Center, Kans.	22,729
1561	Tarboro, N.C.	22,695
1562	East Liverpool, Ohio	22,639
1563	Shelbyville, Tenn.	22,604
1564	Neosho, Mo.	22,598
1565	Bluefield, Va.	22,592
1566	Milan, Tenn.	22,582
1567	Hope, Ark.	22,579
1568	Bloomfield, Ind.	22,572
1569	Anadarko, Okla.	22,544
1570	Kennett, Mo.	22,543
1571	Baker, Ore.	22,541
1572	Clarkston, Wash.	22,538
1573	Nampa, Ida.	22,535
1574	Chico, Cal.	22,533
1575	Newark, N.J.	22,480
1576	South Lake Tahoe, Cal.	22,478
1577	Huntington Beach, Cal.	22,470
1578	Del Rio, Tex.	22,469
1579	Ontario, Ore.	22,452
1580	Selma, Ala.	22,439
1581	West Point, Miss.	22,429
1582	Ashland, Ore.	22,428
1583	Hiawatha, Kans.	22,424
1584	Alamosa, Colo.	22,421
1585	Sullivan, Ind.	22,421
1586	Oroville, Cal.	22,414
1587	Logan, Ohio	22,412
1588	Malvern, Ark.	22,408
1589	Homestead, Fla.	22,406
1590	Newport, Ark.	22,376
1591	South Fulton, Tenn.	22,367
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NEW YORK, N.Y. 10017, 1270 Avenue of the Americas, Suite 2815, Tel. (212) 246-2265.

TAMPA, FLA., 33607, 1111 N. Westshore Blvd., Suite 401, Tel. (813) 879-6746.

WELLESLEY HILLS, MASS., 02116, 36 Washington St., Tel. (617) 237-9382.

TRADE UNION ADVERTISING LABOR PRESS

NEW YORK, N.Y. 10017, 15 E. 26th St., Tel. (212) 683-7905.

U.S. SURBURBAN PRESS, INC.

SCHAUMBURG, ILL. 60195, 929 N. Plum Grove Rd., Tel. (312) 882-8262.

ATLANTA, GA., 30328, 5500 Interstate North Pkwy., Suite 530, Tel. (404) 955-3040.

CHICAGO, ILL. 60611, 100 E. Ohio St., Suite 526, Tel. (312) 664-4300.

WARRENSVILLE HGTS., OHIO, 44128, 19701 South Miles Rd., Tel. (216) 475-7231.

DALLAS, TEX., 75234, 136[illegible]2 Midway Rd., Suite 380, Tel. (214) 239-0394.

DETROIT, MICH., 48243, 400 Renaissance Ctr., Suite 500, Tel. (313) 567-0020.

LOS ANGELES, CALIF., 90070, 3400 Wilshire Blvd., Box 70024, Ambassador Station, Tel. (213) 380-8840.

WARWICK, R.I., 02886, 100 Winnisquam Dr., Tel. (401) 884-7403.

NEW YORK, N.Y. 10170, 420 Lexington Ave., Suite 454, Tel. (212) 687-8425.

PHILADELPHIA, PA., 19422, Dublin Hall, Suite 405, 1777 Walton Rd., Blue Bell, Pa., Tel. (215) 542-0232.

ST. LOUIS, MO., 63141, Suite 200, 677 N. New Ballas Rd., Tel. (314) 872-9512.

SAN FRANCISCO, CALIF., 94123, 1666 Union St., Tel. (415) 474-4346.

SCOTTSDALE, ARIZ., 85251, 3314 N. 63rd St., Tel. (602) 942-0196.

LEO WALDMAN

HIGHTSTOWN, N.J., 08520, 10 Lake Dr., Tel. (609) 448-9100.

GRANT WEBB & CO., INC.

NEW YORK, N.Y. 10022, 872 Madison Ave., Tel. (212) 570-6161.

KEENE, N.Y. 12942, Irish Hill Rd., Tel. (518) 576-2332.

LONDON, ENGLAND, W1V 8HA, Nassau House, 122 Shaftesbury Ave., Tel. 01-734-3052.

WESTERN STATE ASSOCIATES, INC.

LOS ANGELES, CALIF., 90036, 5455 Wilshire Blvd., Suite 700, Tel. (213) 933-5623.

SAN FRANCISCO, CALIF., 94104, 101 California St., Tel. (415) 421-7946.

CANADIAN NEWSPAPERS REPRESENTATIVES

A—1 NEWSPAPER NETWORK

MONTREAL, QC H3A 2C3, 2085 Union, Suite 1550, Tel. (514) 844-3403.

TORONTO, ON M5E 1K3, 69 Yonge St., Tel. (416) 865-0997.

AMERICAN PUBLISHERS' REPRESENTATIVES, LTD.

TORONTO, ON M5A 1R7, 41 Britain St., Suite 303, Tel. (416) 363-1388.

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MARKHAM, ON L3P 3J9, c/o Armadale Co., Ltd., Buttonville Airport, Toronto, Tel. (416) 477-8025.

ASSOCIATED MEDIA REPRESENTATIVES

TORONTO, ON M5M 4L8, Box 503, Station S, Tel. (416) 638-5708.

BARDAL, GOSBEE & ASSOCIATES

TORONTO, ON M5J 1C5, TORONTO, ON M5A 1R7, 41 Britain St., Suite 303, Tel. (416) 363-4004.

RUSSELL C. BOYD

TORONTO, ON M5S 2Y9, 905-150 Bloor St. West, Tel. (416) 927-1877.

JACQUES R. CARRIER

TORONTO, ON M4P 1A2, 43 Eglinton Ave. East, Suite 903, Tel. (416) 486-6647.

MALCOLM GUNN

MONTREAL, QC H5A 1G5, 35 Edison Mart East, Bonaventure, Tel. (514) 878-9794.

PAUL L'ANGLAIS, INC.

MONTREAL, QC H2L 4P2, 1600 de la Maisonneuve Blvd. East, Tel. (514) 526-9201.

TORONTO, ON M4S 1V6, 30 Soudan Ave., 4th fl., Tel. (416) 487-1551.

LINGUA ADS SERVICE

TORONTO, ON M5R 1P9, 9 Belmont St., Tel. (416) 922-5258.

METROLAND PUBLISHING AND DISTRIBUTING, LTD.

WILLOWDALE, ON M2H 2N8, 10 Tempo Ave., Tel. (416) 493-1300.

METROPOLITAN PUBLISHERS REPRESENTATIVES, INC.

TORONTO, ON M5E 1M2, 3 Church St., Suite 503, Tel. (416) 862-7157.

VERN B. MOORE

TORONTO, ON M4P 1A2, c/o Le Droit, 43 Eglinton Ave. East, Suite 903, Tel. (416) 486-9676.

NEWSPAPER MARKETING BUREAU

TORONTO, ON M5C 1B3, 21 King St. East, Suite 2100, Tel. (416) 364-3744.

MONTREAL, QC H3G 1H5, 1245 Sherbrooke St. West, Suite 1670, Tel. (514) 282-1542.

VANCOUVER, B.C. V6E 3Z3, 1166 Alberni St., Tel. (604) 669-8796.

SOUTHAM NEWSPAPERS

TORONTO, ON M5S 2Y9, 150 Bloor St. West, Tel. (416) 927-1877.

MONTREAL, QC H5A 1G5, 35 Edison, P.O. Box 1173, Place Bonaventure, Tel. (514) 878-9794.

VANCOUVER, B.C. V6B 3E4, 16-1035 Richards St., Suite 6, Tel. (604) 669-0014.

THOMSON NEWSPAPERS, LTD.

MONTREAL, QC H3B 1H9, 1117 Ste. Catherine St. West, Tel. (514) 843-7245.

TORONTO, ON M5H 2M8, 65 Queen St. West, Tel. (416) 864-1710.

THE GLOBE & MAIL (CANADA)

NEW YORK, N.Y., 10110, 500 Fifth Ave., Rm. 1250, Tel. (212) 354-6266.

SECTION II

Surveys of Daily Newspaper Cities

Communities in the United States where daily newspapers are published

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United States Daily Newspaper Cities

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Michigan	167	169	West Virginia	375	376
Minnesota	179	180	Wisconsin	380	381
Mississippi	186	186	Wyoming	388	389
Missouri	191	192	Puerto Rico	390	—

There's no place like New England

FOR HOMING IN ON RETAIL MARKETS

NEW ENGLAND '86 PER-HOUSEHOLD INCOME

$32,886* $1351 MORE PHH. EST. THAN U.S. AVERAGE

NEW ENGLAND 1986 PHH. RETAIL SALES

$16,895* 7.6% OVER $15,700 U.S. PHH. AVERAGE

NEW ENGLAND 1986 PHH. FOOD SALES

$ 3,436* EXCEEDS $3,232 U.S. PHH. FIGURE BY 6.4%

New England's economy is full of positive factors for 1986. Continued activity in high-tech manufacturing, growing involvement in defense manufacture, and an increase in the service industry employment that keeps all else on an even keel are keeping unemployment below that of the rest of the country. Notable rejuvenations are taking place in several older cities, improving both the appearance and economics of run-down areas.

No wonder, then, that New England's purchasing power is great, exceeding per-household estimates of even the fast-growing Sunbelt and Pacific areas. And in New England, newspaper readership per-household is tops.

*1986 Editor & Publisher Market Guide estimates.

Smart marketing starts with New England daily newspapers

MAINE

Bangor Daily News (M)
Bangor Weekend News (S)
The Lewiston Daily Sun (M)
Lewiston Journal (E)
Sunday Sun-Journal (S)
Maine Sunday Telegram (S)
Portland Press Herald (M)
Portland Express (E)

NEW HAMPSHIRE

Union Leader (M)
Nashua Telegraph (E)
New Hampshire Sunday News (S)

VERMONT

Burlington Free Press (M&S)
Rutland Herald (M&S)

MASSACHUSETTS

Boston Globe (AD&S)
Boston Herald (M&S)
Cape Cod Times (Hyannis) (M&S)
The Enterprise (Brockton) (E&S)
The Daily Transcript (Dedham) (E)
Gardner News (E)
Daily Evening Item (Lynn) (E)
The Middlesex News (E&S)
The Patriot Ledger (Quincy) (E)
Salem Evening News (E)
Springfield Daily News (E)
Springfield Union (M)
Springfield Republican (S)
The News Tribune (Waltham) (E)
Daily Times and Chronicle (Woburn) (E)
Worcester Telegram (M-S)
Worcester Gazette (E)

CONNECTICUT

The Advocate (Stamford) (E&S)
Bridgeport Post-Telegram (M&E)
Bridgeport Post (S)
Greenwich Time (E&S)
Hartford Courant (M&S)
Manchester Journal Inquirer (E)
Meriden Record-Journal (M&S)
Middletown Press (E)
New Britain Herald (E)
New Haven Journal-Courier (M)
New Haven Register (E&S)
New London Day (E&S)
Waterbury American (E)
Waterbury Republican (M&S)

RHODE ISLAND

The Newport Daily News (E)
Providence Bulletin (E)
Providence Journal (M&S)
The Westerly Sun (E)
Woonsocket Call (E)

SELL NEW ENGLAND • WITH NEWSPAPERS •

SURVEYS OF DAILY NEWSPAPER CITIES

Cities and communities in the United States supporting daily newspapers

ALABAMA SURVEYS

METROPOLITAN STATISTICAL AREAS

Anniston-Calhoun County.
Birmingham-Blount, Jefferson, St. Clair, Shelby, and Walker Counties.
Columbus, Ga.-Ala.-Chattahoochee and Muscogee Counties, Ga., Russell County, Ala.
Dothan-Dale and Houston Counties.
Florence-Lauderdale and Colbert Counties.
Gadsden-Etowah County.
Huntsville-Madison County.
Mobile-Baldwin and Mobile Counties.
Montgomery-Autauga, Elmore and Montgomery Counties.
Tuscaloosa-Tuscaloosa County.

POPULATION ESTIMATES

(Thousands)

Age Group	**1970**	**1980**	**1986**
Under 5 Years	301	296	310
5-14 Years	720	642	672
15-24 Years	617	736	770
25-44 Years	791	1,028	1,075
45-64 Years	691	748	782
65 and Over	324	440	460
TOTAL	3,444	3,890	4,069

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	**1977 Census**	**1982 Census**	**1986 Est.**
Bldg. Mat. Hdwr.	689	729	1,053
General Mdse.	1,308	1,651	2,107
Food	2,440	3,586	4,296
Automobiles	2,611	2,810	4,599
Gasoline Stations	810	1,173	1,252
Apparel	571	837	1,110
Furniture	468	546	853
Eat-Drink Places	691	1,080	1,393
Drugs	326	523	709
TOTAL SALES	10,705	14,480	18,770

ALEXANDER CITY

1 - LOCATION: Tallapoosa County. E&P Map C-3. Manufacturing, tourism, and agriculture. E central portion of state. 75 mi. SE of Birmingham on U.S. Hwy. 280; 45 mi. NE of Montgomery.

2 - TRANSPORTATION: **Railroad**-Norfolk Southern.

Motor Freight Carriers-North Alabama Express; Barnes Freight; Bowman Transportation; Georgia Hwy. Express.
Intercity Bus line-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 13,807; E&P 85 Est. 15,767
County 80 Cen. 38,676; E&P 85 Est. 41,690

4 - HOUSEHOLDS:
City 80 Cen. 4,856; E&P 85 Est. 5,265
County 80 Cen. 13,275; E&P 85 Est. 14,813

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$40,000,000
Commercial	2	$140,000,000

6 - PASSENGER AUTOS: County 28,216

7 - ELECTRIC METERS: Residence 4,075

8 - GAS METERS: Residence 3,645

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 7,000 ($240).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-70; Summer 70-95; Fall 55-80; Winter 5-55. First killing frost, Nov. 10; last killing frost, Mar. 20.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Alex. City(12)	2	Winn-Dixie, Rose's, Revco, Goodyear, Belk's
Edco(5)	0	Edco Discount Ctr.
Mill Square(8)	1	Wal-Mart, Winn-Dixie, Harco
B-mart(1)	1	B-mart

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Rose's, Edco, Belk's, Revco, Harco, Piggly Wiggly, A&P, Super Foods, Winn-Dixie, Wal-Mart, B-mart.

13 - RETAIL OUTLETS: **Department Stores**-Belk's; Cohen's Fair Store; Frohsin's.
Discount Stores-Edco; Fred's; Bargaintown; Rose's; Wal-Mart; B-Mart.
Chain Drug Stores-Harco; Revco.
Chain Supermarkets-Piggly Wiggly; Winn-Dixie 2; B-mart.
Other Chain Stores-Goodyear; Firestone; Western Auto.

14 - NEWSPAPERS: OUTLOOK (m-tues to fri; S) 3,824; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Billy McGhee, Adv. Dir., OUTLOOK, 139 Church St., PO Box 999, Alexander City, AL 35010; Tel. (205) 234-4281.
National Representative: Landon Associates.

ANDULSIA

1 - LOCATION: Covington County. E&P Map C-5. County Seat.

2 - TRANSPORTATION: **Railroads**-SCL/L & N.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 10,415; E&P 85 Est. 11,275
County 80 Cen. 36,850; E&P 85 Est. 39,168

4 - HOUSEHOLDS:
City 80 Cen. 4,251; E&P 85 Est. 4,296
County 80 Cen. 15,213; E&P 85 Est. 15,094

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial Banks	3	$146,198,040
Savings & Loan	1	$53,124,000

6 - PASSENGER AUTOS: County 24,717

7 - ELECTRIC METERS: Residence 4,311

8 - GAS METERS: Residence 2,832

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 2,000 ($200); Elec. Util. 175 ($300); Pecan Proc. 200 ($200); Health Care 200 ($200).
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Av. Temp.-Spring 65.5; Summer 75.8; Fall N.A.; Winter 55.1. First killing frost, Nov. 10; last killing frost, Mar. 15.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Centers**-Covington Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Covington Mall(8)	2	JCPenney, Revco, Leons, United Super
Westgate Plz.(6)	2	TG&Y, Harco
East 3-Notch Shpg.(5)	2	Winn-Dixie, Harco

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Shpg. Ctr.-every night.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Leon's.
Discount Stores- TG & Y; Howard's; Brand.
Variety Stores-Family Dollar.
Chain Drug Stores-Harco; Revco.
Chain Food Supermarkets-Winn-Dixie; Piggly Wiggly.
Other Chain Stores-Sherwin-Williams; Catos.

14 - NEWSPAPERS: THE ANDALUSIA STAR NEWS (m) 3,992; Sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Henry Burt, 209 Dunson St., P.O. Drawer 430, Andalusia, AL 36420; Tel. (205) 222-2402.
National Representative: None.

ANNISTON

1 - LOCATION: Calhoun County (MSA). E&P Map C-2. County Seat. Mfg., agric., commercial & military ctr. (Fort McClellan). NE portion of state: 60 mi. E of Birmingham; 100 mi. W of Atlanta.

2 - TRANSPORTATION: **Railroads**-Southern; Louisville and Nashville.
Motor Freight Carriers-28.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Atlantic Southeast (4 flights per day).

3 - POPULATION:
Corp. city 80 Cen. 29,523; E&P 85 Est. 30,028
CZ-ABC: (80) 69,864
RTZ-ABC: (80) 92,404
County/MSA 80 Cen. 116,936; E&P 85 Est. 123,559
City & RTZ-ABC: (80) 162,268
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,953; E&P 85 Est. 11,318
County/MSA 80 Cen. 39,431; E&P 85 Est. 42,284
CZ-ABC: (80) 24,651
RTZ-ABC: (80) 29,544
City & RTZ-ABC: (80) 54,195

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	2	$781,670,965
Commercial	12	$4,045,581,072

6 - PASSENGER AUTOS: County 95,052

7 - ELECTRIC METERS: Residence 36,246

8 - GAS METERS: Residence 32,978

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber & Wood 410; Metals 3,610; Other Durables 1,090; Textile 2,340; Total Non-Mfg. 30,300; Mfg. 11,420.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-93; Summer 50-104; Fall 20-98; Winter 3-84. First killing frost, Nov. 5; last killing frost, Feb. 3.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Lenlock(18)	5	Shoe Box, Emery Variety
Anniston Plz.(10)	NA	Winn-Dixie, Eckerd's
Quintard Mall(35)	NA	JCPenney, Martin's, SupeRx
Pelham Plz.	NA	Winn-Dixie, Whitit
Blue Pond	NA	Sky City
Golden Springs(5)	NA	Windsor's Super Valu

Principal Shopping Days-Thur., Fri., Sat., Mon.
Stores Open Evenings-Mon., Thur., Fri.; Discount-6 nights a week.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Hudson's; Wakefields; Sears; New Berman's; Kitchin's.
Discount Stores-Wal-Mart; Sky City; K mart; Fred's; Martin's.
Chain Drug Stores-SupeRx 2; Eckerd's; Big B 2.
Chain Supermarkets-Winn-Dixie; Super-Valu; Warehouse Groceries 3; Food World 2; Love's 2.
Other Chain Stores-Firestone; Friedman's Jewelers; Goodyear; Haverty Furniture; Lorch Diamond; Jefferson Furniture; Rhode Furniture.

14 - NEWSPAPERS: STAR (e-mon to fri) 30,605; (m-sat) 32,103; (S) 32,008; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Jon O'Mara, Mktg. Dir., STAR, 216 W. 10th St., Anniston, AL 36201; Tel. (205) 236-1551.
National Representative: Branham/Newspaper Sales.

ATHENS

1 - LOCATION: Limestone County. E&P Map C-1. County Seat. Agricultural and college center. 20 mi. W of Huntsville; 13 mi. N of Decatur; on U.S. Hwys. 31, 72, I-65; State Hwys. 99, 251, 127.

2 - TRANSPORTATION: **Railroads**-Louisville & Nashville.
Intercity Bus Lines-Trailways; Greyhound.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 14,558; E&P 85 Est. 15,619
County 80 Cen. 46,005; E&P 85 Est. 48,978

4 - HOUSEHOLDS:
City 80 Cen. 5,287; E&P 85 Est. 5,759
County 80 Cen. 15,358; E&P 85 Est. 16,847

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	N.A.

6 - PASSENGER AUTOS: County 39,358

7 - ELECTRIC METERS: Residence 6,052

8 - GAS METERS: Residence 1,066

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agriculture (cotton, corn, hay); Poultry Processing 800; Clothing 532; Heavy Machinery 836; Electronics 800; Dairying; Cotton Processing; University Education; Automotive Manufacturing 1,500.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-74; Summer 31-92; Fall 44-98; Winter 15-86. First killing frost, Nov. 3; last killing frost, Mar. 16.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Athens Plaza(15)	2	Rose's, Winn-Dixie, Pic'N Pay Shoes, Cato's
Athens(8)	1	Kroger, Sears, Big B Drug, Otasco
Crutcher(4)	1	Hometown Grocery, Auto Shack, Family Dollar
L&S	1	L&S Foods, K mart, Fred's Discount Dept.

13 - RETAIL OUTLETS: **Department Stores**-Brown's Fabric Center; Bennett's; Butler's Furn.; Clem Bumper to Bumper.
Discount Stores-Wal-Mart; Rose's; K mart; Hometown Groceries.
Chain Drug Stores-Revco; Big B.
Chain Supermarkets-L&S; Kroger; Food World; Winn-Dixie.
Other Chain Stores-National; Otasco; Sington's; Goodyear.

14 - NEWSPAPERS: NEWS COURIER (m-tues to fri; S) 7,915; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: W.R. Nelson, Adv. Dir., NEWS COURIER, 410 W. Green St.; PO Box 670, Athens, AL 35611; Tel. (205) 232-2720.
National Representative: None.

AUBURN

See OPELIKA

BIRMINGHAM

1 - LOCATION: Jefferson County (MSA). E&P Map C-3. County Seat. Medical and industrial center. 150 mi. W of Atlanta, 250 mi. SE of Memphis and 300 mi. NE of New Orleans.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Southern Railway; Great Southern; Seaboard Systems; Southern Railroad Co; Amtrak; Union Pacific; Birmingham-Southern.
Motor Freight Carriers-90.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Eastern; Delta; United; USAir; Republic; American; Peoples Florida; Express Air New Orleans.
Water Transportation-The Warrior-Tombigbee Waterway (9 ft. channel) from areas between Birmingham and Jasper to Mobile and the Gulf carries est. 19,000,000 tons. Birmingpost located 21 mi. from Birmingham and other ports both north and south are serviced by a number of barge lines. With completion of Tenn-Tom link to Tennessee River the Warrior-Tombigbee will provide easy access to some 13,000 mi. of inland waterways in mid and eastern United States.

3 - POPULATION:
Corp. City 80 Cen. 284,413; E&P 85 Est. 272,407
CZ-ABC: (80) 711,207
RTZ-ABC: (80) 714,969
County 80 Cen. 671,197; E&P 85 Est. 664,564
MSA 80 Cen. 883,819; E&P 85 Est. 887,958
City & RTZ-ABC: (80) 1,426,176

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 107,238; E&P 85 Est. 106,423
County 80 Cen. 244,177; E&P 85 Est. 249,337
MSA 80 Cen. 316,381; E&P 85 Est. 327,574
CZ-ABC: (80) 257,428
RTZ-ABC: (80) 244,016
City & RTZ-ABC: (80) 501,444

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	7	$2,597,967,116
Commercial	28	$7,504,976,000

6 - PASSENGER AUTOS: 482,753

7 - ELECTRIC METERS: 289,900

8 - GAS METERS: 161,325

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Avg. Wkly. Wage)-Primary Metal 11,100 ($376); Fabricated Metal 6,500 ($367); Food & Kindred Products 5,900 ($238); Health Services 27,300 (N.A.); Transportation 9,700 (N.A.); Finance, Insurance & Real Estate 23,600 (N.A.); Wholesale Trade 26,100 (N.A.); State & Local Govt. 46,400 (N.A.); Federal Govt. 87,000 (N.A.); Construction 18,900 (N.A.); Other Services 45,700 (N.A.).

Principal Pay Days-Paid Weekly (38 percent); Every two weeks (19.7 percent); twice monthly (1.1 percent); monthly (25.9 percent); 1st & 15th (13.7 percent); other (1 percent).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-85; Summer 53-102; Fall 27-94; Winter 19-76. First killing frost, Nov. 25; last killing frost, Mar. 25.

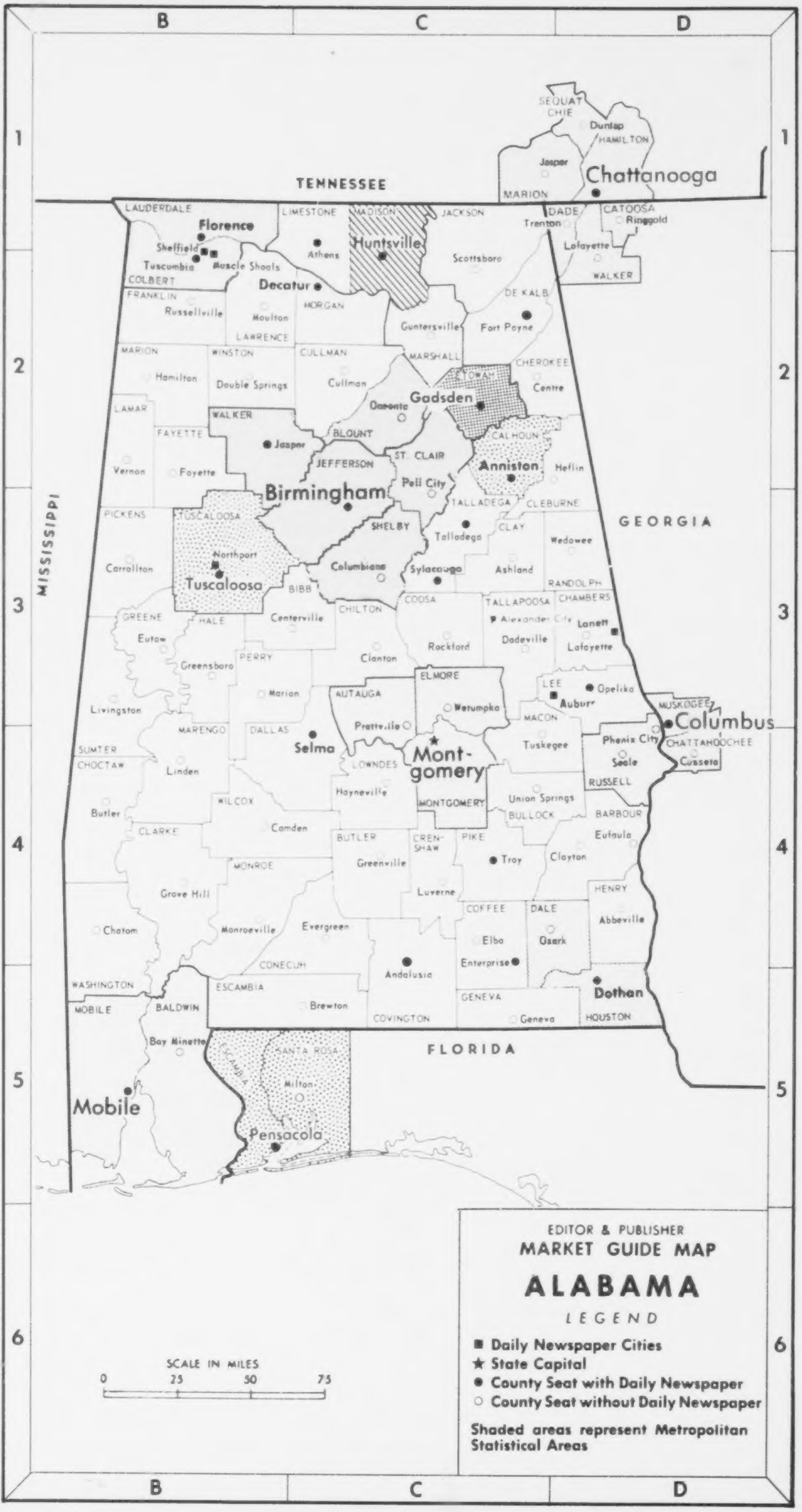
11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Downtown Shopping Center**-100 blocks Morris Ave., 8th Ave. N., 14th St. N. and 26th St. N. concentrated in 12 blocks bounded by 1st and 4th Ave. N. and 17th and 21st Sts. N.

Neighborhood Shopping Centers- (No. of Stores)-Bessemer Plaza 9; Westlake Mall 35; Westtown Plaza 18; Center Point 21; Century Plaza 115; Crestwood 5; Eastlake 3; Easttown Plaza 26; Eastwood Mall 72; Eastwood Shopping Center 20; Five Points West 86; Forestdale 30; Forest Village 3; Green Springs K mart Center 9; Green Valley 14; Hillcrest 10; Hoover Mall 25; Irondale Plaza 20; Parkway East 13; Roebuck Shopping City 18; Shades Mountain 13; Vestavia Hills 55; Village East 30; Eastgate (Center Point) 17; Belleview Plaza 18; Western Hills 50; Gardendale Shopping Center 8; Village Green 28; Brookwood Village Mall 100; Greensprings (Homewood) 15; Shades Creek 48; Hueytown Plaza 15; Hoover Shopping Center 24; Leeds Shopping Center 5; Mountain Brook 10; Midfield Park Shopping Center 31; Pleasant Grove 11; Vestavia (Todd's Mall) 16; Loehmann's Village 40; Riverchase Galleria (opening in Feb. 1986).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belleview Plaza West	8	Big B Drug, Food World
Bessemer Plaza(5)	13	Zayre, Food Giant, Big B Drug, Wal-Mart
Brookwood(100)	5	Rich's, Pizitz, Winn-Dixie, Blach's
Center Point(21)	6	TG&Y, Consumer Warehouse
Century Plaza(115)	6	Bromberg's, Rich's, Sears, Pizitz, JCPenney
Crestwood	5	Winn-Dixie
Eastgate	NA	Sears
Eastlake Plaza	6	Goodyear, Winn-Dixie, Western, Firestone
Easttown Plz.(17)	11	Food World, Wal-Mart
Eastwood Mall(72)	6	Parisian, Service Mdse., Yeilding's, Aland's, Newberry's, Goodyear
Eastwood Plz.(20)	6	World Bazaar, K mart, Eckerd, Consumer Warehouse
Five Points South	2	Woolworth, Emily Shop, Piggly-Wiggly
Five Points West (86)	5	Yeilding's, Parisian, Zayre, Pizitz, Woolworth, Big B Drugs, Eckerd
Forestdale(8)	6	Big B Drugs, Sears, Goodyear, Bruno's, TG&Y
Forest Village(3)	6	Winn-Dixie, Eckerd


B
C
D
1
2
3
4
5
6
TENNESSEE
GEORGIA
MISSISSIPPI
FLORIDA
Chattanooga
Birmingham
Huntsville
Florence
Decatur
Gadsden
Anniston
Tuscaloosa
Montgomery
Selma
Columbus
Dothan
Mobile
Pensacola
EDITOR & PUBLISHER
MARKET GUIDE MAP
ALABAMA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0
25
50
75

Gardendale	15	Big B Drugs, K mart, Food World, Goodyear
Green Springs(14)	5	Big B Drugs, Zayre, K mart, Food World, Golbro
Green Valley Village(14)	8	Golbro
Hoover	8	Zayre, Winn-Dixie, Golbro, TG&Y
Hoover Mall(21)	8	Aland's, Zayre, Eckerd, Winn-Dixie, Bromberg's
Irondale(14)	NA	Food World, Big B Drugs
Leeds	NA	Winn-Dixie TG&Y, Wal-Mart
Loehmanns Village	10	Loehmanns, Service Mdse., Marshall's
Midfield Park(21)	6	K mart, Homecrafters
Mountain Brook	4	Western, Bromberg's
Pleasant Grove	12	Winn-Dixie
Parkway East	11	Zayre, She-Shop, Handy City, T.J. Maxx
Red Mountain Plz	6	Winn-Dixie, Big B Drug
Roebuck Plaza	8	Consumer Warehouse, K mart, JCPenney, Pizitz, Western Auto
Shades Mtn. Plz	NA	Western Auto
Vestavia Hills	7	Sears, Woolworth, Winn-Dixie, Western, Goodyear, Parisian
Village Green	15	Winn-Dixie, Eckerd, Firestone, Western Auto
Village East	6	Zayre, Winn-Dixie, T.J. Maxx
Weibel Sq (8)	8	Big B, Handy City, Goodyear
Westgate	NA	Food World, Big B, Bargain Town USA, Homecrafters
West Lake	14	Sears, Consumer Warehouse
Westtown Plaza	14	Winn-Dixie, Eckerd
Western Hills	8	Pizitz, Aland's, JCPenney, Woolworth, Yeilding's

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Close-Sundays & Holidays.
Stores Open Evenings-Every evening to 9:00.

13 - RETAIL OUTLETS: **Department Stores**-Pizitz 6; Sears 7; Blach 3; Parisian 4; Newberry's 2; JCPenney 5; Yeilding's 4; Tillman-Levenson; Rich's 2; Aland's 4.
Variety Stores-TG&Y 4; Woolworth 5.
Discount Stores-Bargain Town USA 11; Family Dollar 5; Golbro 4; K mart 8; Loehmanns; Service Merchandise 2; Standard Distributors 2; Zayre 6; Marshall's; Wal-mart 7.
Chain Drug Stores-Alley 4; Big B Drugs 30; Eckerd 14; P&S Apothecary 2.
Chain Supermarkets-Consumer Warehouse 12; Dixie 4; Food Center 16; Food Town 4; Food World 13; Piggly Wiggly 3; Western 15; Winn-Dixie 20.
Other Chain Stores-Shoes: Bakers 2, Bell 2, Buster Brown 2, Dollar Shoe Box 3, Shoe Bar 3, Florsheim 5, Shoe City 9, Stride Rite 2, Kinneys 6, Butler 3, Chandler, Calhoun 2, Pic'n Pay 9, Shoe Corral 2, Sikes 2, Thom McAn 2, Village Bootery 2, Wagner's Air Step 2; Ladies' Apparel: Diana Shop; Furniture: Calder 2, Ethan Allen, Haverty, Jefferson Home 5, Lorch Furniture 3, Marks-Fitzgerald 4, Pennsylvania House, Sokols, Standard 5; Tires: Firestone 11, Goodyear 18; Auto Supplies: Bumper-to-Bumper 16, Genuine Parts 15, Western Auto 4; Jewelry: A&A Ash 2, Bromberg's 4, Buschs 4, Gordon 3, Jobe-Rose 3, Lorchs 6, Zales 2; Auto Shack 9.

14 - NEWSPAPERS: POST-HERALD (m-mon to fri) 61,200; NEWS (e-mon to fri) 169,251; Comb. (m&e) 230,451; (m-sat; hol) 53,636; (e-sat; hol) 146,904; NEWS (S) 212,273; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: William McGinnis, Nat. Adv. Mgr., NEWS and POST-HERALD, PO Box 2553, Birmingham, AL 35202; Tel. (205) 325-2230.
National Representative: Newhouse Newspapers Metro Suburbia.

CULLMAN

1 - LOCATION: Cullman County, E&P Map C-2, County Seat. Agriculture, manufacturing, poultry center. N central part of state. 50 mi. N of Birmingham.

2 - TRANSPORTATION: **Railroads**-Louisville & Nashville.
Motor Freight Carriers-15.
Intercity Bus Lines-Greyhound.
Airlines-Charter Service; Folsom Field.

3 - POPULATION:
Corp. City 80 Cen. 13,084; E&P 85 Est. 14,091
CZ-ABC: (80) 13,084
RTZ-ABC: (80) 54,302
City & RTZ-ABC: (80) 67,386
County 80 Cen. 61,642; E&P 85 Est. 65,032

4 - HOUSEHOLDS:
City 80 Cen. 5,153; E&P 85 Est. 5,348
County 80 Cen. 21,758; E&P 85 Est. 23,703
CZ-ABC: (80) 5,153
RTZ-ABC: (80) 18,541
City & RTZ-ABC: (80) 23,694

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	6	$174,000,000
Savings & Loan	2	$79,000,000

6 - PASSENGER AUTOS: County 53,870

7 - ELECTRIC METERS: Residence 32,657

8 - GAS METERS: Residence 1,699

9 - PRINCIPAL INDUSTRIES: Total Work Force in County 26,670. Electrical Appliances; Metal Products; Poultry Processing; Lumber; Textiles; Files.

10 - CLIMATE: Ann. Min. & Max. Temp.-15-100. First killing frost, Oct. 26; last killing frost, Apr. 8.

11 - TAP WATER: Fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cullman(29)	NA	Giant Food, Sears, JCPenney, Foodworld, Belk-Hudson, SuperRx
South Cullman (10)	NA	TG&Y, Harco Drug, Bull Pen
Town Square(6)	NA	Big K, Eckerd, Winn-Dixie
Northpark(6)	NA	Kroger, Revco
East Point(10)	NA	Otasco, 7-Eleven
West Town(7)	NA	Rexall, Shell, Southern Fresh, Stereo Center

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Ratliff's; Belk-Hudson; Carl's 2; JCPenney.
Discount Stores-Bargaintown USA; Wal-Mart; Top Dollar; K mart; TG&Y; Family Dollar; Dollar General.
Variety Stores-Elmores.
Chain Drug Stores-SupeRx; Eckerd; Medicine Shoppe; Big B; Harco Drugs; Rexall.
Chain Supermarkets-Piggly Wiggly; Giant 2; Minit; 7-Eleven 5; Foodworld; Warehouse Disc. & Groc. 3.
Other Chain Stores-BF Goodrich; Western Auto; Singer Center; Otasco; Radio Shack.

14 - NEWSPAPERS: CULLMAN TIMES (m-tues to fri) 9,329; (S) 11,594; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Frank Hoult, Adv. Dir., TIMES, 300 Fourth Ave., SE, Cullman, AL 35055; Tel. (205) 734-2131.
National Representative: None.

DECATUR

1 - LOCATION: Morgan County, E&P Map C-2, County Seat. In heart of Tennessee Valley on U.S. Hwys. I-65, 31; State Hwys. 67, 20, 24.

2 - TRANSPORTATION: **Railroads**-L & N; Southern.
Motor Freight Carriers-18.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-United; Republic; American; Delta.

3 - POPULATION:
Corp. City 80 Cen. 42,002; E&P 85 Est. 44,910
CZ-ABC: (80) 50,102
RTZ-ABC: (80) 154,095
County 80 Cen. 90,231; E&P 85 Est. 96,479
City & RTZ-ABC: (80) 204,197

4 - HOUSEHOLDS:
City 80 Cen. 15,183; E&P 85 Est. 16,630
County 80 Cen. 31,369; E&P 85 Est. 34,635
CZ-ABC: (80) 17,860
RTZ-ABC: (80) 52,239
City & RTZ-ABC: (80) 70,099

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	4	$107,800,000
Commercial	4	$499,978,000

6 - PASSENGER AUTOS: County 68,752

7 - ELECTRIC METERS: Residence 19,408

8 - GAS METERS: Residence 15,051

9 - PRINCIPAL INDUSTRIES: Synthetic Fibers; Tire Fabric; Copper & Brass Tubing; Hexagon Steel Nuts; Steel Barges; Steel Fabr.; Cotton Seed Oil; Insecticides; Fertilizers; Concrete Prod.; Pckg. House Prod.; Dairy Prod.; Pine Coating; Plastics; Foodstuffs; Plywood; Aluminum Extrusion; Boxes & Baskets; Poultry Proc.; Shipbuilding & Ironwork; Fluro-Chemicals; Mobile Homes; Automotive Parts; Steering Gear Assembly; Refrig. & Freezer Prod.
Principal Pay Days-Tues., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-95; Summer 67-101; Fall 52-100; Winter 23-75. First killing frost, Nov. 27; last killing frost, April 8.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Beltline Mall, Beltline Rd. on the 6th Ave. corridor; Downtown and Bank St. areas.
Neighborhood Shopping Centers-5th Ave. W.; Morningside, 19th Ave. & 12th St. S.E.; Danville Rd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
K mart	4	K mart
5th Ave. W	1	Namie's Groc.
Southland Pl.(15)	3	Radio Shack, Brown's Fabrics, Big B Drugs
Morningside	2	Morningside Groc.
Decatur(15)	3	Lang's Sporting Gds, Maison Morgan
Westgate(15)	2	Piggly Wiggly
Gateway(22)	3	Sears, Eckerd, Parisian, Belt Hudson
Morgan Plaza	9	Maison-Morgan
Austin Plaza(13)	3	Champion Mkt.
Beltline Mall(60)	5	JCPenney, Rogers, Castner-Knots
Westmead Plz (6)	NA	Westmead Drug, Holloways
Beltine Plz (20)	NA	Big B, Food World, Wal-Mart

Principal Shopping Days-Department Stores-1 p.m.-6 p.m. Sundays, Mon., Thur., Sat.; Food- Fri., Sat.
Stores Open Evenings-Most stores in major shopping centers Thur. and Fri. evenings; Beltline Mall open nightly.

13 - RETAIL OUTLETS: **Department Stores**-Parisian-Decatur; JCPenney; Sears; Castner-Knott; Maison-Morgan; Rogers.
Discount Stores-Kent's; K mart; Otasco; Wal-Mart; Family Dollar; Hills; Lowe's.
Chain Drug Stores-Eckerd; Lloyd's 3; Big B; SupeRx.
Chain Supermarkets-Kroger; Food World; Giant Foods; Busy Bee 2; Han-D-Way 3; U-Totem; Wholesale Grocery; Family Mart; Winn-Dixie; Piggly Wiggly.
Other Chain Stores-David Lee's; Diana Shop; Village Shop; Shoe City; Singer Co.; Goodyear; Busch's Jewelry; Forbes Pianos; Glidden Paint; Sherwin-Williams; Firestone; General; Goodyear; Uniroyal; Pic 'N Pay Shoes; Western Auto; Southern Sash; Payless Shoes; Lorch's; Radio Shack.

14 - NEWSPAPERS: DAILY (e-mon to fri) 25,328; (m-sat) 24,641; (S) 27,838; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Dan Jenette, Adv. Mgr., DAILY, 201 1st Ave., PO Box 1527, Decatur, AL 35602; Tel. (205) 353-4612.
National Representative: Landon Associates.

DOTHAN .

1 - LOCATION: Houston County, (MSA) E&P Map D-5, 115 mi. SE of state capital, Montgomery; 215 mi. from Birmingham; 219 mi. from Atlanta; 256 mi. from Jacksonville; 153 mi. from Pensacola.

2 - TRANSPORTATION: **Railroads**-ACL; Central of Georgia; Atlanta & St. Andrews Bay; Hartford & Slocomb.
Motor Freight Carriers-15.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Atlantic Southeastern (Delta); Devoe.

3 - POPULATION:
Corp. City 80 Cen. 48,750; E&P 85 Est. 51,624
CZ-ABC: (80) 48,750
RTZ-ABC: (80) 196,571
County 80 Cen. 74,632; E&P 85 Est. 79,031
MSA 80 Cen. 122,453; E&P 85 Est. 127,511
City & RTZ-ABC: (80) 245,321
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 17,376; E&P 85 Est. 18,835
County 80 Cen. 26,183; E&P 85 Est. 28,640
CZ-ABC: (80) 17,376
RTZ-ABC: (80) 67,084
MSA 80 Cen. 41,351; E&P 85 Est. 44,466
City & RTZ-ABC: (80) 84,460

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$360,995,250
Savings & Loan	3	$277,565,673

6 - PASSENGER AUTOS: County 69,115

7 - ELECTRIC METERS: Residence 18,500

8 - GAS METERS: Residence 8,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aircraft 775; Food 1,330; Lumber 290; Metal Works 390; Govt. 3,450; Transp. 1,400; Tobacco 175; Chemicals 250; Furniture 300; Wholesale & Retail 7,130; Services 2,960; Textiles & Apparel 1,710; Construction 4,420; Electronics 1,700; Electric Motors 1,100; Tires 1,600. Total Wage Earners 27,620 (Houston County).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-98; Summer 57-103; Fall 53-98; Winter 17-102. First killing frost, Nov. 20; last killing frost, Mar. 10.

11 - TAP WATER: Alkaline, medium hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 1/2 blocks on Main St.; 4 on Foster St.; 3 on Oates St.; Ross Clark Circle.
Neighborhood Shopping Centers-2 blocks on Main & Edgewood Dr.; 1 at St. Andrews & Cottonwood Rd.; 2 at S. Oates & Selma St.; S. East St.; 3 at North St., Andrews & Powell St.; Northside Mall; Porter Square & Circle West Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
West Main	1	Northcutt's Dixie Dandy
Southside	1	Piggly-Wiggly
Plaza Two(30)	2	Howards Brand Discount
Woodland	2	IGA Foodliner
Central Village	1	Medical Arts Phcy.
Northside Mall(70)	3	Mont. Ward
Hwy. 231 North(20)	2	Gaylords
Northview Ctr.(2)	3	K mart
Circle South(5)	4	Winn-Dixie, Revco, Radio Shack
K mart Plz.(1)	4	K mart
K mart (S.) Plz	NA	K mart
Wise	22	Furniture Fair
Porter Sq.(30)	1	JCPenney, A&P, Walgreen, TG&Y
Circle West(14)	3	Wilbro, Eckerd, Piggly-Wiggly

Principal Shopping Days-Department Stores-Mon., Fri., Sat.; Food-Thur., Fri., Sat.
Stores Open Evenings: Fri.-Northside Mall; Porter Square; Gaylord's; Howards Brand Discount & K mart every night.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; B.C. Moore; Montgomery Ward; Howards; Lowes.
Variety Stores-B.C. Moore; TG&Y; Walgreen; Albertson's.
Chain Drug Stores-Eckerd's; Revco; Walgreen.
Discount Stores-Gaylord's; Family Dollar; Howards; K mart.
Chain Supermarkets-Piggly Wiggly 3; Dixie Dandy; A&P; IGA 5; Winn-Dixie; Sav-A-Minit 6; Junior Food 6; Super Foods; E-Z Foods 4; Majik Mkt. 2; Foodworld 2; Albertsons.
Other Chain Stores-Butler Shoe; Eleanor Shop; Haverty Furn.; Goodyear; Firestone 2; Singer Store; Lowe's Inc.; Warnaco; Danley Furniture; Goodrich; Western Auto; S&H Green Stamps; Moore-Handley Hdwe.; Lorch Jewelry; Badcock Furn.; Ace Hdwe.; Young & Vann Supply.

14 - NEWSPAPERS: EAGLE (m) 22,145; (S) 26,079; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Jack Bennet, Adv. Dir., EAGLE, 203 N. Oates St.; PO Box 1968, Dothan, AL 36302; Tel. (205) 792-3141.
National Representative: Thomson Newspapers.

ENTERPRISE

1 - LOCATION: Coffee County, E&P Map C-4, County Seat. Army aviation center. Manufacturing and agricultural center. 27 mi. NW of Dothan. On U.S. Hwy. 84, State Hwys. 27, 134, 167, 248.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line.
Motor Freight Carriers-5.
Intercity Bus Lines-Trailways.
Airlines-Trans Air Express.

3 - POPULATION:
Corp. City 80 Cen. 18,033; E&P 85 Est. 20,897
County 80 Cen. 38,533; E&P 85 Est. 41,604
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,334; E&P 85 Est. 7,485
County 80 Cen. 13,430; E&P 85 Est. 14,921

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	1	$26,331,000
Commercial	3	$131,817,000

6 - PASSENGER AUTOS: County 32,873

7 - ELECTRIC METERS: Residence 8,300

8 - GAS METERS: Residence 2,600

9 - PRINCIPAL INDUSTRIES: Cotton and Cottonseed Prod.; Peanut Butter; Peanut Oil; Clothing; Meat Packing; Corn; Cattle; Hogs; Aluminum; Lumber Prod.; Poultry; Poultry Processing; Weather Radars; Locks; Sportswear; Auto Parts; Fork Lifts.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-93; Summer 57-98; Fall 53-95; Winter 10-85. First killing frost, Nov. 20; last killing frost, Mar. 10.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
College Plaza(10)	NA	Alatex Outlet
Morgan Sq.(8)	NA	SupeRx
West Gate(36)	NA	B.C. Moore & Sons, Otasco, IGA, Sears
Enterprise(9)	NA	Wal-Mart, JCPenney
Discount Plaza(10)	NA	Enterprise Wholesale
TG&Y Family Ctr.	NA	TG&Y
Boll Weevil Plz.	NA	Winn Dixie, Harco Drugs

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; TG&Y; Bisk; B.C. Moore & Sons; David Lee's.
Discount Stores-Value Mart.
Variety Stores-Super Store; Downtown 5&10.
Chain Drug Stores-Revco; SupeRx.
Chain Supermarkets-Super Foods; Piggly Wiggly; IGA Foodliner; Winn-Dixie.
Other Chain Stores-Sears; Radio Shack; Leons; Otasco; Western Auto; Whites Auto; Cato; Shoe City; Neal Logue; PayLess Shoes; National Foot Store; Easy Pay; Firestone; Danloy Furniture; Alpro Auto Parts; Sherwin-Williams.

14 - NEWSPAPERS: LEDGER (e-mon to fri) 6,895; (S) 7,357; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: Joan Ziglar, Adv. Mgr., LEDGER, PO Box 1140, Enterprise, AL 36331; Tel. (205) 347-9533.
National Representative: Thomson Newspapers.

FLORENCE-SHEFFIELD-TUSCUMBIA-MUSCLE SHOALS

1 - LOCATION: E&P Map B-1 & B-2 (In Florence MSA). Florence (County Seat) in Lauderdale County, Tuscumbia (County Seat), Sheffield & Muscle Shoals in Colbert County. In NW Alabama, electric power (TVA), chemical, metallurgical, cattle, poultry, agriculture. On Tennessee River; 140 mi. N of Birmingham; 120 mi. S of Nashville; 160 mi. E of Memphis. On U.S. Hwys. 43, 72; State Hwys. 2, 13, 17, 20, 157.

2 - TRANSPORTATION: **Railroads**-L&N; Southern.
Water-Tennessee River Barge Service.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-ASA (Atlantic Southeastern); Sunbelt.

3 - POPULATION:
Corp. Cities 80 Cen. 66,980; E&P 85 Est. 71,205
Florence 80 Cen. 37,029; E&P 85 Est. 39,531
Sheffield 80 Cen. 11,903; E&P 85 Est. 11,698
Tuscumbia 80 Cen. 9,137; E&P 85 Est. 9,667
Muscle Shoals 80 Cen. 8,911; E&P 85 Est. 10,309
CZ-ABC: (80) 66,980
RTZ-ABC: (80) 68,085
Counties 80 Cen. 135,023; E&P 85 Est. 142,497
Lauderdale 80 Cen. 80,504; E&P 85 Est. 85,944
Colbert 80 Cen. 54,519; E&P 85 Est. 56,553
MSA 80 Cen. 135,023; E&P 85 Est. 142,497
City & RTZ-ABC: (80) 135,065
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 24,591, E&P 85 Est. 26,214
Florence 80 Cen. 13,620; E&P 85 Est. 14,601
Sheffield 80 Cen. 4,612; E&P 85 Est. 4,565
Tuscumbia 80 Cen. 3,291; E&P 85 Est. 3,463
Muscle Shoals 80 Cen. 3,068; E&P 85 Est. 3,585
MSA 80 Cen. 47,388; E&P 85 Est. 51,716
CZ-ABC: (80) 24,597
RTZ-ABC: (80) 22,804
Counties 80 Cen. 47,388; E&P 85 Est. 51,716
Lauderdale 80 Cen. 28,207; E&P 85 Est. 31,134
Colbert 80 Cen. 19,181; E&P 85 Est. 20,582
City & RTZ-ABC: (80) 47,401

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$350,000,000
Commercial	12	$450,000,000

6 - PASSENGER AUTOS: Counties: Lauderdale 66,043; Colbert 44,541

7 - ELECTRIC METERS: Residence 20,158

8 - GAS METERS: Residence 13,785

9 - PRINCIPAL INDUSTRIES: (Metro Area) Industry, No. of Wage Earners-Electric power generated in Muscle Shoals (TVA hydro & steam plants) is economic base of diversified industry. Primary Metals 5,460; Chems. & Allied Pdts. 2,263; Rubber Prod. 1,260; Fabricated Metals 580; Food 490; Textile Prod. 550; Stone Clay & Glass Pdts. 500; Machinery 1,370. Also University of North Alabama over 5,000 students, 165 teachers.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-85; Summer 70-105; Fall 60-90; Winter 5-70. First killing frost, Oct. 29; last killing frost, Apr. 5.

11 - TAP WATER: Florence-Alkaline, soft; Sheffield and Tuscumbia-Alkaline, hard.

12 - RETAILING: **Principal Shopping Areas**-**Florence**-8 blocks on Court St.; 7 on Tennessee St.; 3 on Seminary St.; 2 on Mobile St.; 2 on Tombigbee St.; 4 mi. along Florence Blvd.
Sheffield-6 blocks on Montgomery Ave.; 3 on 2nd St.; 2 on Raleigh Ave.; 2 on 3rd St.; 3 on Nashville Ave.; 2 on 4th St.
Tuscumbia-2 blocks on Main St.; 3 on 6th St.; 2 on 5th St.
Muscle Shoals-2 mi. on Woodward Ave.
Neighborhood Shopping Areas-2 blocks on Wood Ave.; in N. Florence; 2 on Huntsville Rd. at Weeden Heights.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Seven Points(17)	2	TG&Y, Kroger, SupeRx
Four-Lane(18)	1	
Boulevard	3	K mart
Towne Plaza(12)	1	Hancock Fabrics, Kroger, SupeRx
Southgate Mall(30)	NA	Wal-Mart, Big B Drugs, Winn-Dixie
Florence Pl.(13)	NA	SupeRx, Kroger
English Village(15)	NA	Hancock Fabrics, London Shop
Regency Square Mall(70)	NA	Castner-Knott, Pizitz, Parisian, Sears, JCPenney

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Some-Mon., Fri. (Shopping Ctrs.-nights).

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Rogers 2; Davis.
Discount Stores-K mart 2; Big K; Family Dollar 2; Factory Discount; Fred's Dollar Store; Dollar General Store; TG&Y 2; Wal-Mart.
Variety Stores-TG&Y 2.
Chain Drug Stores-Walgreens; SupeRx 3; Whorton's 3; Big B 2; Rushing 2; Colbert's 2; Eckerd.
Chain Supermarkets-Kroger 4; Winn-Dixie 2; Big Star 5; Wilson's 3; Shop Rite 8; Food World; Consumer's Warehouse 2.

Other Chain Stores-Busch's Jewelry; Firestone 2; Goodyear; Pittsburgh Plate Glass; Sherwin-Williams; Southern Sash; Sterchi Bros. 2; Thom McAn; United Paint; Western Auto 3; Zale's Jewelry; Village Shops 5; Best Jewelry 2; Otasco; Royal Furniture; Tommie Lou's, Colony Men's Shop 2; Hancock Fabrics 2; Lerner's; Fashion Conspiracy; Radio Shack 3; Circus World; Sports Edition; Parisian; Pizitz.

14 - NEWSPAPERS: TIMES DAILY (m) 32,567; (S) 35,207; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Cheryl Ferrara, Adv. Dir., TIMES DAILY, PO Box 797, Florence, AL 35631; Tel. (205) 766-3434.

National Representative: Branham/Newspaper Sales.

FORT PAYNE

1 - LOCATION: De Kalb County, E&P Map C-2. County Seat. Mfg. & agric. city in the NE portion of state. 90 mi. N of Birmingham, 32 mi. N of Gadsden, 55 mi. S of Chattanooga on I-59. On I-59; U.S. Hwy. 11.

2 - TRANSPORTATION: **Railroads**-Southern.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,485; E&P 85 Est. 12,105
County 80 Cen. 53,658; E&P 85 Est. 56,555

4 - HOUSEHOLDS:
City 80 Cen. 4,410; E&P 85 Est. 4,653
County 80 Cen. 19,247; E&P 85 Est. 20,926

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	1	$208,498,000
Commercial	3	(see above)

6 - PASSENGER AUTOS: County 43,143

7 - ELECTRIC METERS: Residence 13,400

8 - GAS METERS: Residence 2,082

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Textile 1,500; Bakery 700; Pre-Fab. Housing 600; Fabricated Steel 500.
Principal Industry Pay Days-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-85; Summer 50-95; Fall 20-85; Winter 5-75. First killing frost, Oct. 10; last killing frost, Mar. 26.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers**-De Kalb Plz., 15 blocks on Gault Ave. South.
Neighborhood Shopping Center-Fort Payne, 1 block on Gault Ave.; Hurley's, 15 blocks on Gault Ave. North; K mart shpg. ctr., on Hwy. 35.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
De Kalb(6)	NA	Winn-Dixie, Wal-Mart
K mart(3)	NA	K mart, Big B, Food World
Hurley's(3)	NA	Bruce's Foodland

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Shpg. ctrs., food, drug.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Dollar General.
Discount Stores-Bargain Town; Family Dollar; Pic 'N Pay; K mart; Wal-Mart; Dollar General.
Chain Drug Stores-Harco; Kilgore; Big B.
Chain Supermarkets-Winn-Dixie; Warehouse Markets; Foodland; Food World.

14 - NEWSPAPERS: TIMES JOURNAL (m-tue to fri, S) 5,943; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: Jimmie Turner, Adv. Mgr., TIMES JOURNAL, PO Box 349; 200 8th St., S.E., Fort Payne, AL 35967; Tel. (205) 845-2550.
National Representative: None.

GADSDEN

1 - LOCATION: Etowah County (MSA). E&P Map C-2. County Seat. Industrial center. NE part of state, 65 mi. from Birmingham, in Sand Mountain District. Major roads and highways, 1-759; U.S. Hwys. 11, 278, 411, 431; Alabama Hwys. 25, 77, 227.

2 - TRANSPORTATION: **Railroads**-Southern; Seaboard System Railroad.
Motor Freight Carriers-29.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Atlantic Southeast.

3 - POPULATION:
Corp. City 80 Cen. 47,565; E&P 85 Est. 44,910
CZ-ABC: (80) 59,950
RTZ-ABC: (80) 144,460
County/MSA 80 Cen. 103,057; E&P 85 Est. 104,799
City RTZ-ABC: (80) 204,410

4 - HOUSEHOLDS:
City 80 Cen. 18,143; E&P 85 Est. 17,846
County/MSA 80 Cen. 36,864; E&P 85 Est. 38,708
CZ-ABC: (80) 22,401
RTZ-ABC: (80) 50,612
City & RTZ-ABC: (80) 73,013

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$500,000,000
Savings & Loan	2	$149,571,597

6 - PASSENGER AUTOS: County 81,410

7 - ELECTRIC METERS: Residence 40,579

8 - GAS METERS: Residence 24,579

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel 2,100 ($335); Rubber 4,000 ($298); Trucking ($200); Concrete Pipe ($150); Dairy Prod. ($150); Light Machinery (N.A.).
Principal Pay Days-Fri.; Rubber: Tues.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-76; Summer 50-102; Fall 48-90; Winter 12-57. First killing frost, Nov. 2; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers**-Gadsden Mall, 500,000 sq. ft.; 9 blocks on Broad St.; 6 on Chestnut St., 5 on 4th, 5th, and 6th Streets, Alabama City.
Neighborhood Shopping Centers-W Gadsden-12th and Forrest Ave. E Gadsden-E Broad and Hoke St. Alabama City: Wall St., Rainbow City, N 12th St. Attalla; N 3rd St. and Meighan Blvd., Noccalula.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Rainbow Plaza(22)	2	Food World, Food Giant
Agricola(18)	1	Consumer Wrhs., G.C. Murphy
Gadsden Mall(67)	1	Sears, Pizitz, Belk's
Canterberry Sta	NA	TG&Y, Food World
Midtown Shopping Ctr.	NA	Gregerson's Wrhs., Chuck E. Cheese

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Food; Sears; Belk-Hudson; Pizitz; all Mall stores.

13 - RETAIL OUTLETS: **Department Stores**-Pizitz; Martin's; JCPenney; Sears; Belk-Hudson.
Discount Stores-Top Dollar; K mart 2; Wal-Mart 2; TG&Y; Sparko 2.
Chain Drug Stores-Eckerd 3; Big B 3; Alaco 4; Revco 2.
Chain Supermarkets-Food World 3; Food Giant 2; Consumer Warehouse 2; Gregerson's Warehouse Groceries 3; Winn-Dixie 3.
Other Chain Stores-Otasco 2; Goodyear; Firestone; Radio Shack 2; Diana Shop; Budds; Jarman; Circus World; Gateway Books; Kinney; Lang's Sporting Goods; Stuart's; Brooks Fashions; Directions; Footscene; Pic 'N Pay; Shoe City; Lynn's; Hallmark; Vicki-V (Vogue); Lowes; Marvin's.

14 - NEWSPAPERS: TIMES (e) 29,560; (S) 32,005; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Merdith Thomas, Retail Adv. Mgr., TIMES, 401 Locust St.; PO Box 188, Gadsden, AL 35999; Tel. (205) 547-7521.
National Representative: Landon Associates.

HUNTSVILLE

1 - LOCATION: Madison County (MSA). E&P Map C-2, County Seat. Corperate area 106 sq mi. In extreme N part of state in heart of Tennessee Valley; 100 mi. N of Birmingham; 105 mi. SW of Chattanooga; 110 mi. S of Nashville; 185 mi. W of Atlanta; 200 mi. E of Memphis. Agricultural, colleges (3), misc. mfg. and textile center. Research, development, engineering and testing of space missiles and military rockets and ballistic missiles for Marshall Space Flight Center and U.S. Army Missile Command. On Florida Short Route, Florida Fast Short Route, Lee Hwy., U.S. 231, 431 and 72. Municipal Jetport.

2 - TRANSPORTATION: **Railroads**-Southern; L&N.
Motor Freight Carriers-15.
Intercity Bus Lines-Continental Trailways; Greyhound.
Airlines-United; Republic; American; Eastern; Atlantic/ Southeastern.

3 - POPULATION:
Corp. City 80 Cen. 142,513; E&P 85 Est. 151,794
CZ-ABC: (80) 142,513
RTZ-ABC: (80) 256,460
County/MSA 80 Cen. 196,966; E&P 85 Est. 209,794
City & RTZ-ABC: (80) 398,973

4 - HOUSEHOLDS:
City 80 Cen. 50,424; E&P 85 Est. 55,330
County/MSA 80 Cen. 67,082; E&P 85 Est. 73,858
CZ-ABC: (80) 50,424
RTZ-ABC: (80) 86,767
City & RTZ-ABC: (80) 137,191

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	5	$443,000,000
Commercial	6	$919,000,000

6 - PASSENGER AUTOS: County 177,456

7 - ELECTRIC METERS: Residence 81,116

8 - GAS METERS: Residence 26,073

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Redstone Arsenal 24,000 ($450); Textile & Leather 1,817 ($250); Fabricated Metals 340 ($300); Electronics, Fine Metals 370 ($300); Farm Implements 226 ($275); Constr. 4,000 ($310); Chem. 260; Mach. 1,500;

Engineering Res. & Dvlpmt. 11,000 ($450); University Education; Cosmetics 500 ($200).

10 - CLIMATE: Min. & Max. Temp.-Spring 49-72; Summer 67-89; Fall 50-73; Winter 32-52. First killing frost, Oct. 31; last killing frost, Mar. 30.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-10 blocks around Square; Washington, Jefferson, Clinton.

Neighborhood Shopping Centers-5 Points, 33 Units (Pratt, E. Holmes & 5th); Whitesburg Dr.; Parkway City 66 stores; Huntsville Outlet Mall 11 units; Mall 60 units; Dunnavant's Mall 19 units; Willowbrook 25 units; Haysland-Hamilton Square 28.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Mall(60)	3	Rutenbergs, Toys "R" Us Lerner, Woolworth
Parkway City(66)	4	Parisians, Pizitz, Rutenbergs, Murphy Mart
Huntsville Outlet	1	Burlington
Haysland-Hamilton Square(28)	6	Foodworld, Big B, Wal-Mart, Eckerd, Winn-Dixie, Belk-Hudson
Dunnavants(19)	1	Dunnavants
Oak Park(14)	3	Radio Shack
Whitesburg(16)	5	Lucky's
Willowbrook(16)	6	Eckerd
Five Points	2	Star Markets, Propsts
Sycamore Sq.(8)	4	Braggs, Ethan Allen
Madison Sq.(140)	7	JCPenney, Sears, Castner Knott, Parisians, Pizitz, Yieldings
Madison Plz.(15)	7	T.J. Maxx, Food World Service Mdse.,
Crossroads(7)	4	Winn-Dixie, Eckerd
Madison Sq.	8	Castner-Knotts, Pizitz, Parisian
Governors Dr.(5)	3	Center Drug
Northside(11)	5	Winn Dixie, Auto Shack
Westbury(10)	4	Goldbro, Big B, Foodworld
Wal-Mart(4)	3	Wal-Mart, Kroger

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Principal Shopping Center-Thur., Fri., Sun. Suburban-Mon. thru Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Dunnavants; Montgomery Ward; JCPenney; Belk-Hudson; Pizitz; Parisian; Blach; Yeilding's; Castner-Knotts.

Discount Stores-K mart; Hills 1 ; Wal-Mart 4; Edwards Warehouse; Rhodes Furn.; Handy City; Service Merchandise; Scotties; Wal-Mart; Golbro; Family Dollar; Dollar General.

Chain Drug Stores-Walgreens; Eckerd; Propst; Medicine Shoppe; Big B; Kroger; Bruno's; Revco.

Chain Supermarkets-Kroger; Winn Dixie; Lucky's; Piggly Wiggly; Star Mkt.; Big Bros.; Bruno's, Foodworld; Warehouse Groc.

Other Chain Stores-Shoes: Butlers, Ford, Jarman, Kinney; Women's Ready-to-Wear: Eleanors, Lerners, Catherine's Stout Shop, Betty G's; Furniture: Sterchi Bros., Marks Fitzgerald, Edward's, Holderfields; Hale Bros.; Furniture Center Valley Home Furnishings; Rubber Goods: Goodyear, Goodrich, General Tire, U.S. Tire, Firestone; Men's Wear: National Shirts, Baileys, Reeds, Kuppenheimer; Jewelers: Dreifus, Brombergs, Lorchs, Zales, Masons, Cross, Kay, Gordons.

14 - NEWSPAPERS: TIMES (e-mon to fri) 56,630; (e-sat) 48,915; (S) 67,622; Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: James E. Knowles, Adv. Mgr., TIMES, 2317 Memorial Pkwy., Huntsville, AL 35807; Tel. (205) 532-4000.

National Representative: Newhouse Newspapers Metro Suburbia.

NEWS (m-mon to fri) 11,270; (m-sat) 9,724, Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: Fred Holmes, Adv. Mgr., NEWS, 2117 West Clinton Ave., Huntsville, AL 35804; Tel. (205) 534-2529.

National Representative: Newhouse Newspapers Metro Suburbia.

JASPER

1 - LOCATION: Walker County (In Birmingham MSA). E&P Map B-2. 42 mi. NW of Birmingham. County Seat. Mining, mfg., & agric. (includes cattle, poultry, & timber).

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Illinois Central; Southern; Norfolk Southern.

Motor Freight Carriers-Hiller; Ross Neely; Delta; plus connections with all carriers serving Birmingham; AAA Cooper; Bowman; Rydera; Roadway; Cummings Trailways.

Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,894; E&P 85 Est. 12,712
CZ-ABC: (80) 11,894
RTZ-ABC: (80) 41,023
County 80 Cen. 68,660; E&P 85 Est. 69,678
MSA 80 Cen. 883,819; E&P 85 Est. 887,958
City & RTZ-ABC: (80) 52,917

4 - HOUSEHOLDS:
City 80 Cen. 4,412; E&P 85 Est. 4,742
CZ-ABC: (80) 4,412
RTZ-ABC: (80) 14,160
County 80 Cen. 23,817; E&P 85 Est. 24,912
MSA 80 Cen. 316,381; E&P 85 Est. 327,574
City & RTZ-ABC: (60) 18,572

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$276,000,100
Savings & Loan	2	$114,871,817

6 - PASSENGER AUTOS: County 54,281

7 - ELECTRIC METERS: Residence 14,366

8 - GAS METERS: Residence 3,200

9 - PRINCIPAL INDUSTRIES: Mining, Mfg., & Agric.; Approx. 20,000 wage earners (county), 32,030 Civ. Labor Force. Av. Wkly. Wage-N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-94; Summer 55-96; Fall 20-89; Winter 11-77

11 - TAP WATER: Fluoridated

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Jasper Mall(32)	NA	K mart, JCPenney, Zale's, Eckerd
Parklands(40)	NA	Jefferson Home Furn.
Foodworld Plz.	NA	Food World, Big B Drugs

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Weinstein's; G. May & Sons 2.

Discount Stores-Top Dollar; Bargaintown; Payless; Fred's; Wal-Mart; K mart.

Variety Stores-Woolworth.

Chain Drug Stores-Big B Drugs; Eckerd; Revco.

Chain Supermarkets-Consumer's; Winn-Dixie; Food World; Handy Dandy Minit Mkts. 4; Son's 5; Sav More.

Other Chain Stores-Goodyear; Firestone; Singer; Lorch's.

14 - NEWSPAPERS: MOUNTAIN EAGLE (e-mon to fri) 12,383; Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: John Walker, Adv. Dir., MOUNTAIN EAGLE, 1301 E. 19th St., Jasper, AL 35501; Tel. (205) 221-28[illegible].

National Representative: Landon Associates.

LANETT, AL-WEST POINT, GA

1 - LOCATION: Chambers County (AL) and Troup County (GA). E&P Map A-3. Industrial centers. 87 mi. SW of Atlanta. On U.S. Hwy. 29; State Hwys. 18, 103 in GA; in AL 50; I-85.

2 - TRANSPORTATION: **Railroads**-Atlanta & West Point; Western Railway of Alabama; Chattahoochee Valley.

Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. Cities 80 Cen. 11,191; E&P 85 Est. 11,666
Lanett, AL 80 Cen. 6,897; E&P 85 Est. 7,196
West Point, GA 80 Cen. 4,294; E&P 85 Est. 4,470
Counties 80 Cen. 89,194; E&P 85 Est. 92,561
Chambers, AL 80 Cen. 39,191; E&P 85 Est. 40,919
Troup, GA 80 Cen. 50,003; E&P 85 Est. 51,642

4 - HOUSEHOLDS:
Cities 80 Cen. 4,236; E&P 85 Est. 4,558
Lanett 80 Cen. 2,644; E&P 85 Est. 2,835
West Point 80 Cen. 1,592; E&P 85 Est. 1,723
Counties 80 Cen. 30,975; E&P 85 Est. 33,175
Troup, GA 80 Cen. 17,455; E&P 85 Est. 18,625
Chambers, AL 80 Cen. 13,520; E&P 85 Est. 14,550

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	3	$50,000,000
Commercial	3	$60,000,000

6 - PASSENGER AUTOS: Counties: Troup, GA 26,609; Chambers, AL 28,960

7 - ELECTRIC METERS: Residence 7,549

8 - GAS METERS: Residence 8,021

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textile 8,454; Latex 400; Foundry & Mach. 150; Textile Machy. 210.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Valley Plaza(15)	1	Quick Stop, Green Drug, Family Dollar
Cherry Valley(23)	NA	Roses, Big B, Curtis Mathes, Piggly Wiggly

Principal Shopping Days-Mon., Thu., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-H. Kessler; Bartlett's; Cohen's; Top Dollar; Rose's; Wal-Mart; Otasco.

Variety Stores-Bargain Town.

Chain Drug Stores-Lee's; Big B, Eckerd, Buy Wise.

Chain Supermarkets-Kwik Chek; Piggly Wiggly; Kroger; Winn-Dixie; Food Giant.

Other Chain Stores-Busch Jewelry; Sears (catalog); Diana Shop; Rhodes; Skinner; Cato's.

14 - NEWSPAPERS: VALLEY TIMES NEWS (e-mon to fri) 10,633; sworn Oct. 1, 1984.

Local Contact for Advertising and Merchandising Data: Nell D. Walls, Pub., VALLEY TIMES-NEWS, 220 N. 12th St., PO Box 627, Lanett, AL 36863; Tel. (205) 644-1101.

National Representative: Landon Associates.

MOBILE

1 - LOCATION: Mobile County (MSA). E&P Map B-5. 157 mi. NE of New Orleans in the SW part of Alabama on Mobile River at its entrance into Mobile Bay; southern outlet/inlet Tennessee Tom Bigbee Waterway; 31 mi. from Gulf of Mexico.

2 - TRANSPORTATION: **Railroads**-Alabama; Louisville & Nashville; Southern Ry System; Illinois Central Gulf; St. Louis-San Francisco; Frisco & Alabama State Docks Terminal (freight). Important river canal system.

Motor Freight Carriers-60.

Intercity Bus Lines-Continental Southern; Greyhound; Trailways; Gulf Transport.

Steamship Lines-61 Passenger; 39 Freight.

Airlines-American; Eastern; Republic; Delta; Air New Orleans.

3 - POPULATION:
Corp. City 80 Cen. 200,452; E&P 85 Est. 221,678
CZ-ABC: (80) 247,395
RTZ-ABC: (80) 496,752
MSA 80 Cen. 442,819; E&P 85 Est. 478,145
County 80 Cen. 364,379; E&P 85 Est. 391,659
City & RTZ-ABC: (80) 744,147

4 - HOUSEHOLDS:
City 80 Cen. 71,400; E&P 85 Est. 80,384
County 80 Cen. 123,090; E&P 85 Est. 136,566
MSA 80 Cen. 149,825; E&P 85 Est. 166,996
CZ-ABC: (80) 86,365
RTZ-ABC: (80) 160,321
City & RTZ-ABC: (80) 246,686

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$800,793,095
Commercial	7	$1,413,326,000

6 - PASSENGER AUTOS: County 256,042

7 - ELECTRIC METERS: Total 142,934

8 - GAS METERS: Total 86,832

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper & Allied 7,100 ($448); Shipbuilding & Repair 5,900 ($342); Chemical & Allied 4,500 ($430); Lumber & Wood Prods. 2,100 ($246); Food & Allied 2,100 ($172); Whls. & Ret 36,800; Govt. 27,200; Const. 11,000; Mfg. 31,000; Services 29,800; Transp. 10,400; Finance 7,300. Also 3 4-yr. colleges and 2 2-yr. colleges-13,000 students.

10 - CLIMATE: Min. & Max. Temp.-Spring 57-76; Summer 72-89; Fall 58-79; Winter 43-62.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-Bel Air Mall and Springdale Mall & Plaza-both at intersection of Airport Blvd. & I-65.

Neighborhood Shopping Centers-Crichton; Springhill; Government St., Loop; Brookley; Oakdale; Prichard; Chickasaw; Mertz Station; Azalea Road; New U.S. Hwy. 90., Navco, Whistler, Toulminville, Plateau; Tillman's Corner.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Downtown	NA	Burts, Eckerd, Woolworth
Bel Air Mall(138)	NA	Sears, JCPenney, Holmes, Parisian, T.J. Maxx
Springdale Plz. & Mall(100)	NA NA	Gayfers, Mont. Ward, K&B Drugs, McRae's, Solo
Prichard	NA	JCPenney, TG&Y, Eckerd
Crichton(14)	NA	Family Dollar, Shoe City
Overlook	NA	Delchamps, Gibsons, TG&Y, Kinney Shoes
Springhill Plaza & Mall(15)	NA	A&P, Firestone, TG&Y, Big B Drugs, Wests, Eckerd
Springhill Plaza(33)	NA	Delchamps, K&B
Kingswood University(13)	NA	Otasco, A&P, Gaylords, Wal-Mart
Regency	NA	Steinmart, Food World, Big B Drugs, K mart
Midtown Mart(15)	NA	A&P, Eckerd, Otasco, TG&Y
Skyline Plaza	NA	Delchamps, K&B, Greer's
Westgate(12)	NA	Winn-Dixie, Otasco, Radio Shack
Tillman's Corner	NA	Food World, Goodyear, A&P, TG&Y
Gulf Dale(12)	NA	Delchamps, Greer's
Airport Blvd.	NA	Hancock Fabrics, Rhodes Furn.

Principal Shopping Days-Food-Fri., Sat. Others-Mon., Fri., Sat.

Stores Open Evenings-Sears, Gayfer's, Holmes, McRae's, Parisian, Montgomery Ward, JCPenney, West's, Gaylord, K mart, Wal-Mart.

13 - RETAIL OUTLETS: **Department Stores**-Gayfer's; Sears; Zoghbys; JCPenney, Montgomery Ward; Holmes; McRae's; Parisian.

Discount Stores-Gaylords; Dollar General; Plain Value; Scotties; Fred's; T.J. Maxx; Solo; Steinmart.

Variety Stores-TG&Y; Woolworth; Family Dollar.

Chain Drug Stores-Eckerd 12; K&B 5; Revco 6; Big B 4; Harco 2.

Chain Supermarkets-Delchamps 21; National; A&P 6; Greer's (Save More) 15; Winn-Dixie 15; Food World (Brunos) 4; IGA 8; Bruno's.

Other Chain Stores-Singer Stores; Wests; Goodrich; Goodyear; Otasco; Firestone; Rhodes Furniture; Phillips Shoes; Lerner Shops; Gulf Furniture; Lee Optical; Lorch Jewelers; Royal Optical; Pear Vision Center; Bakers; Burts; Thom McAn; Tra: Tires; Big Ten Tire.

14 - NEWSPAPERS: REGISTER (m-mon to fri) 51,529; PRESS (e-mon to fri) 49,201; (m-sat) 85,458; PRESS-REGISTER (S) 104,384, Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: John W. Winter, Adv. Dir., PRESS-REGISTER, 304 Gov't St.; PO Box 2488, Mobile, AL 36630; Tel. (205) 433-1551.

National Representative: Newhouse Newspapers Metro Suburbia.

MONTGOMERY

1 - LOCATION: Montgomery County (MSA). E&P Map C-4. State Capital. County Seat. Center of rich farm territory, military center. Maxwell Air Force Base. 90 mi. S of Birmingham; 190 mi. NE of Mobile and 175 mi. SW of Atlanta. Located on Alabama River. Agricultural and livestock shipping center.

2 - TRANSPORTATION: **Railroads**-L&N; W of Ala; Seaboard Coast Line; Southern; Illinois Central Gulf; Norfolk Southern Corp.

Motor Freight Carriers-48.

Airlines-Delta; Republic; Atlantic Southeastern; Eastern Metro Express.

Intercity Bus Lines-Montgomery Area Transit System.

3 - POPULATION:
Corp. City 80 Cen. 177,857; E&P 85 Est. 187,693
CZ-ABC: (80) 177,857
RTZ-ABC: (80) 435,955
County 80 Cen. 197,038; E&P 85 Est. 207,935
MSA 80 Cen. 272,687; E&P 85 Est. 287,965
City & RTZ-ABC: (80) 613,812

4 - HOUSEHOLDS:
City 80 Cen. 62,716; E&P 85 Est. 68,215
County 80 Cen. 68,471; E&P 85 Est. 74,598
MSA 80 Cen. 92,692; E&P 85 Est. 101,077
CZ-ABC: (80) 62,716
RTZ-ABC: (80) 145,232
City & RTZ-ABC: (80) 207,948

5 - BANKS	**NUMBER**	**DEPOSITS**
All Banks	NA	$1,955,571,000

6 - PASSENGER AUTOS: County 160,881

7 - ELECTRIC METERS: Residence 75,961

8 - GAS METERS: Residence 66,979

9 - PRINCIPAL INDUSTRIES: Av. No. of Wage Earners (MSA)-Total-115,300. Mining and Quarrying 100; Construction 6,800; Manufacturing 17,500; Trans., Comm. & Pub. Utilities 4,500; Wholesale & Retail Trade 25,900; Fin., Ins., & Real Estate 6,600; Service 22,700; State & Local Govt. 24,300; Other 1,800.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-89; Summer 68-98; Fall 45-76; Winter 37-61. First killing frost, Nov. 30; last killing frost, Mar. 17.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-2 blocks on Dexter Ave.; 1 on Court Sq.; 1 on Montgomery St.; 2 on Commerce St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Capitol Pkwy.(15)	NA	Sewing Basket
Capitol Plaza(15)	NA	Winn-Dixie, Wilson's
Cloverland(38)	NA	IGA
Country Club(6)	NA	Winn-Dixie
Dalraida(3)	NA	Winn-Dixie
Eastdale Mall(86)	NA	Pizitz Parisians, Gayfers
East Montgomery Plaza(10)	NA	Super Foods, TG&Y
Eastbrook(33)	NA	Super Foods
Fairview Plaza(6)	NA	Winn-Dixie, Otasco, Revco
Fairview West(6)	NA	Food World
Forest Hills(12)	NA	Revco
Gay Meadows(8)	NA	D.W. Moody Hdwe.
Governers Sq.(33)	NA	County Market
Montgomery Mall(45)	NA	JCPenney, Gayfer's, Food World
Normandale(45)	NA	Winn-Dixie
Norman Bridge South(9)	NA	Shoe-City
Perry Hill(7)	NA	Super Foods
Southside(15)	NA	Winn-Dixie
Westminister(8)	NA	World Bazaar, A&P

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mall open every night to 9:00; rest open Mon., Thur., Fri. to 9.

13 - RETAIL OUTLETS: **Department Stores**-Gayfer's 2; JCPenney; Sears; Parisians; Pizitz.
Discount Stores-Gaylord's 2; Service Merchandise 2; TG&Y; K mart 2.
Variety Stores-Kress; H.L. Green.
Chain Drug Stores-Dixie Rexall; Revco 4; Eckerd 4; SupeRx; Price 2; Big B 4.
Chain Supermarkets-A&P 2; Bruno's 2; Big Bear/Super Foods 8; Big Apple 2; Food World 3; Family Mart; IGA 2; Jr. Food Mart 6; 7-Eleven 10; Southern Pantry 6; Winn-Dixie 10; Zippy Mart 11.
Other Chain Stores-Firestone; Goodyear; Singer Co.; T.J. Maxx; Goodrich; Uniroyal; S & K; Otasco; Lowe's; Zachry's; Rhodes; Zale's; West Building; County Mkt.

14 - NEWSPAPERS: ADVERTISER (m-mon to fri) 53,461; JOURNAL (e-mon to fri) 23,147; JOURNAL & ADVERTISER (sat) 68,581; (S) 89,180; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Tom D. Conner, Nat'l. Adv. Mgr., ADVERTISER and JOURNAL, 200 Washington St., Montgomery, AL 36104; Tel. (205) 262-1611.
National Representative: Branham/Newspaper Sales.

MUSCLE SHOALS
See FLORENCE

OPELIKA-AUBURN

1 - LOCATION: Lee County, E&P Map D-3. County Seat. Farming, dairying, textile and industrial center. In SE Alabama 25 mi. from Georgia line.

2 - TRANSPORTATION: **Railroads**-Western Rwy. of Alabama; Central of Georgia.
Motor Freight Carriers-15.
Intercity Bus Lines-Crescent Trailways; Greyhound; Tiger; Ingram.

3 - POPULATION:
Corp. Cities 80 Cen. 50,221; E&P 85 Est. 55,265
Opelika 80 Cen. 21,896; E&P 85 Est. 25,018
Auburn 80 Cen. 28,471; E&P 85 Est. 30,248
CZ-ABC: (80) 50,367
RTZ-ABC: (80) 83,617
County 80 Cen. 76,283; E&P 85 Est. 81,219
City & RTZ-ABC: (80) 133,984
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 18,009; E&P 85 Est. 19,791
Opelika 80 Cen. 7,685; E&P 85 Est. 8,915
Auburn 80 Cen. 10,324; E&P 85 Est. 10,876
CZ-ABC: (80) 18,009
RTZ-ABC: (80) 28,617
County 80 Cen. 26,973; E&P 85 Est. 29,685
City & RTZ-ABC: (80) 46,626

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	1	$30,000,000
Commercial	8	$120,000,000

6 - PASSENGER AUTOS: County 53,751

7 - ELECTRIC METERS: Residence 22,000

8 - GAS METERS: Residence 12,172

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 3,023 (N.A.); Creamery 160 (N.A.); Foundry 100 (N.A.); Recording Tape 1,200 (N.A.); Auto Tires 1,300 ($135).
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-85; Summer 70-100; Fall 50-88; Winter 18-72. First killing frost, Nov. 10; last killing frost, Mar. 25.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-Two-mile stretch on Opelika-Auburn Parkway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Midway Plaza(30)	NA	Fashion Bug, Big Ten Tire
Village Mall(35)	NA	Revco, Zales, Gayfer's, Sears, JCPenney

Principal Shopping Days-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Gayfer's; Sears; JCPenney.
Discount Stores-Lee Discount; Family Dollar; Wal-Mart 2; K mart.
Chain Supermarkets-A&P 2; Winn-Dixie 2; Kroger 2; Super Foods; Piggly-Wiggly; Consumer Foods.
Chain Drug Stores-Lee's; SupeRx; Eckerd; Revco.
Other Chain Stores-Rhodes Furn.; Skinner Furn.; Sherwin-Williams; Eleanor Shop; Diana Shop; Lorch's.

14 - NEWSPAPERS: NEWS (e-mon to fri) 13,177; (S) 14,741; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Don Watson, Adv. Mgr., NEWS, 3505 Pepperell Parkway, PO Drawer 2208, Opelika, AL 36802; Tel. (205) 749-6271.
National Representative: Thomson Newspapers.

SCOTTSBORO

1 - LOCATION: Jackson County, E&P Map C-2. County Seat. 45 mi. E of Huntsville.

2 - TRANSPORTATION: **Railroads**-Southern.
Motor Freight Carriers-6.
Intercity Bus Lines-Trailways.
Barge-on Tennessee River.

3 - POPULATION:
Corp. City 80 Cen. 14,758; E&P 85 Est. 15,033
County 80 Cen. 51,407; E&P 85 Est. 52,364

4 - HOUSEHOLDS:
City 80 Cen. 5,269; E&P 85 Est. 5,536
County 80 Cen. 17,689; E&P 85 Est. 18,593

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$227,758,116
Savings & Loan	1	$13,450,000

6 - PASSENGER AUTOS: County 40,283

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Clothing; Bedspreads; Bath Mats; Agric.; Lumber and Timber Area; Cotton; Corn; Printing; Textiles; Fabrication; Air Conditioning Components; Bus. Furn.; Cardboard; Power Production; Tire Cord; Apparel; Carpet Yarn; Store Fixtures.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-85; Summer 63-92; Fall 35-90; Winter 32-58. First killing frost, Oct. 31; last killing frost, Mar. 30.

11 - TAP WATER: Soft.

12 - RETAILING: **Principal Shopping Center**-Downtown area and Courthouse Sq.
Neighborhood Shopping Centers-Scottsboro Shopg. Ctr.; Holiday Ctr.; Scottsboro Plz.; Jackson Sq.; K mart Ctr.; Scottsboro Sq.; 420 Outlet (county).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Section	5	Super Valu
Grant	8	Foodland
Woodville	12	Shop-E-Zy Foods
Stevenson	14	Piggly Wiggly, Shoprit;
Pisgah	10	Super Valu
Rainsville	18	Lucky, Foodland

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Most to 8 nightly and 9 on Fri. & Sat.; Warehouse Groc.; Lucky; Piggly Wiggly; Red Food 24 hrs. exc. Sun.

13 - RETAIL OUTLETS: **Department Stores**-Belk's; Derrick's; Parks; Kennamer's; Hammer's; Cato's; Sears; Otasco.
Discount Stores-Woolworth; Family Dollar; K mart; Wal-Mart.
Chain Drug Stores-Big C; Hodges; Harco; Big B; Revco; Kroger; K mart.
Chain Supermarkets-Winn-Dixie; Piggly Wiggly; Lucky; Jitney Jr.; Super Valu; Shoprite; Red Food; Kroger.
Other Chain Stores-Goodyear; Goodrich; Lorch Jewelry; Singer Co.; Pacific Finance; Pic 'N Pay Shoes; Radio Shack; Shoe City.

14 - NEWSPAPERS: SENTINEL (m-tues to fri; S) 7,735; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Edna Kirby, Nat'l Adv. Mgr., SENTINEL, 704 E. Laurel St.; PO Box 220, Scottsboro, AL 35758; Tel. (205) 259-1020.
National Representative: General Advertising Service.

SELMA

1 - LOCATION: Dallas County, E&P Map C-4. County Seat. On Alabama River, center of state Agric. and cattle section.

2 - TRANSPORTATION: **Railroads**-Norfolk Southern; Western of Alabama; Louisville & Nashville.
Waterways-Navigable River to Port of Mobile.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 26,684; E&P 85 Est. 27,358
County 80 Cen. 53,981; E&P 85 Est. 56,163

4 - HOUSEHOLDS:
City 80 Cen. 9,201; E&P 85 Est. 9,441
County 80 Cen. 17,590; E&P 85 Est. 18,949

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$280,000,000
Commercial	5	$385,000,000

6 - PASSENGER AUTOS: County 31,913

7 - ELECTRIC METERS: Residence 17,644

8 - GAS METERS: Residence 19,092

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber 808; Cigar Mfg. 282; Lock Mfg. 487; Lawn Mowers 110; Table Mfg. 400; Garment 990; Packaging 254; Bricks 51; Farm Mach. 60; Tractor Mfg. 475; Paper 428; Aluminum Prod. 276; Windshields 180; Glass 180; Candy 350; Aluminum Prod. 285; Air-Craft 500; Apparel 500.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 58-79; Summer 70-98; Fall 58-89; Winter 20-60. First killing frost, Nov. 30; last killing frost, Mar. 3.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-8 blocks on Broad St. (3 blocks East & West).
Neighborhood Shopping Centers-N Broad St. 12; Selmont; E Selma; W Selma; Citizen's Plz.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gastons(6)	NA	IGA
Satterfield(5)	4	Winn-Dixie
Selma(45)	5	Sears, JCPenney
Valley Creek(4)	5	Piggly Wiggly, Wal-Mart

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Kaysers; JCPenney; Leon's; Bealls.
Discount Stores-Wal-Mart; Fred's.
Variety Stores-S.H. Kress; Family Dollar; Top Dollar; Bill's Dollar.
Chain Drug Stores-Carters; Walgreens; Filcher-McByrde Rexall; Eckerd; Revco; Copeland; Big B.
Chain Supermarkets-Winn-Dixie; IGA; Piggly Wiggly; Foodland; Big Bear; Kwik Way; Washington St.; Food World.
Other Chain Stores-Firestone; Goodrich; Goodyear; Zale's Jewelry; Lorch's; White Auto; Hancock Fabric; Firestone; Pic 'N Pay Shoes; Homecrafters; Diana Shops; Butlers Shoes; Th Junction; Cato; Kenwins Dress For Less; Payles Shoes; Wise Fashions; Skinner Furn.; Whole Bedding; Footscene.

14 - NEWSPAPERS: TIMES-JOURNAL (m-monto fri 9,488; (S) 10,383; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: H. Shelton Prince, Jr., Pub., TIMES-JOURNAL 1018 Water Ave., Selma, AL 36701; Tel. (205 875-2110.
National Representative: Landon Associates.

SHEFFIELD
See FLORENCE

TALLADEGA-SYLACAUGA

1 - LOCATION: Talladega County, E&P Map C-3. County Seat. 54 mi. E of Birmingham. On U.S. Hwy. 280 & 231; State Hwy. 21, 77.

2 - TRANSPORTATION: **Railroads**-Southern; L&N ACL.
Intercity Bus Lines-Continental Trailways.
Motor Freight-9.

3 - POPULATION:
Corp. Cities 80 Cen. 31,836; E&P 85 Est. 34,508
Sylacauga 80 Cen. 12,708; E&P 85 Est. 13,586
Talladega 80 Cen. 19,128; E&P 85 Est. 20,922
County 80 Cen. 73,826; E&P 85 Est. 77,406

4 - HOUSEHOLDS:
Cities 80 Cen. 10,727; E&P 85 Est. 11,700
Sylacauga 80 Cen. 4,679; E&P 85 Est. 5,002
Talladega 80 Cen. 6,048; E&P 85 Est. 6,698
County 80 Cen. 24,061; E&P 85 Est. 26,042

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	4	$91,382,428
Commercial	6	$196,940,345

6 - PASSENGER AUTOS: County 54,169

7 - ELECTRIC METERS: Residence 15,214

8 - GAS METERS: Residence 10,675

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners(Av. Wkly. Wage-N.A.)-Textiles & Bags 3,700; Machine & Foundry 600; Sawmill Machinery 120; Foundation Garments 100; Lumber & Box Mfg. 110; Men's Pants 415; Brooms & Mops 161; Miscellaneous 130.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-98; Summer 45-109; Fall 14-109; Winter 5-85. First killing frost, Oct. 21; last killing frost, Mar. 21.

11 - TAP WATER: Alkaline, medium hard, not fluoridated (Talladega); fluoridated (Sylacauga).

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northgate	NA	Wal-Mart
Gibson(3)	NA	Gibson's, Super Valu
Marble City(11)	NA	Man's World, Foot Bros., Dixie Foods
Ogletree(14)	NA	Big K, Bargaintown, Wal-Mart
Sylacauga(5)	NA	Sears, Harco, Family Dollar
Syla. Shopping Square(3)	NA	Winn-Dixie, K mart, Carport
Talladega Plaza(4)	NA	Carport, Family Dollar, Volume Shoes, Sears
Talladega(19)	NA	Winn-Dixie, Harco, Belk-Hudson, Woolworth

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Belk-Hudson; Maudee's; Helen's; Sears (catalog); Cohen's 2; Allied; Kitchens.
Discount Stores-Top Dollar; Bargaintown USA; Win Way 2; Lee's; Gibson's; TG&Y; K mart; Wal-Mart 2.
Variety Stores-Emery's; Woolworth 2.
Chain Drug Stores-Harco 2; Buy Wise; Big B; Kroger.
Chain Supermarkets-Winn-Dixie 4; A&P 2; Super Valu 2; Food Town; Consumer Warehouse; Dixie Super Store; Kroger.
Other Chain Stores-Western Auto 2; Goodyear 2; Kenwin 2; Sherwin-Williams 2; Diana Shops; Southern Shoe; Cato's; Braswell Furniture; Marvin's; Snow's; Foote Bros.; Shoe City.

14 - NEWSPAPERS: HOME (m) 11,835; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Larry M. Camp, Adv. Dir., HOME, PO Box 977, Talladega, AL 35160; Tel. (205) 362-1000.
National Representative: None.

TROY

1 - LOCATION: Pike County, E&P Map C-4, County Seat. Agric., cattle, hog, broiler, mining & industrial area. Timber & pulpwood, misc. mfg., whol. grocery, drug, insecticide distributing ctr. Dist. Hqtrs. (14 counties) State Hwy. Dept. Central SE part of state, 44 mi. from Montgomery.

2 - TRANSPORTATION: Railroads-Seaboard-Coastline; Southern.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 12,587; E&P 85 Est. 13,154
County 80 Cen. 28,050; E&P 85 Est. 29,313

4 - HOUSEHOLDS:
City 80 Cen. 4,160; E&P 85 Est. 4,501
County 80 Cen. 9,525; E&P 85 Est. 10,246

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$56,395,000

6 - PASSENGER AUTOS: County 19,087

7 - ELECTRIC METERS: Residence 3,963

8 - GAS METERS: Residence 2,080

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Woodworking 497; Textiles 511; Fertilizer-insecticides 116; College 615; Truck Body 115; College/State University (5,732 students, 180 faculty).
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 56-81; Summer 69-91; Fall 56-76; Winter 38-58.

11 - TAP WATER: Alkaline, slightly hard; fluoride treated.

12 - RETAILING: Principal Shopping Center-10 blocks on 4 sts., Troy Plz., Pk. Lane.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Parklane(6)	NA	Piggly-Wiggly, Sears, Fred's Dollar Store
The Troy Plz.(8)	NA	Big K, Winn-Dixie
Southland Village	NA	Piggly-Wiggly, TG&Y

Principal Shopping Days-Mon. through Sat.; 1 pm Sun.

13 - RETAIL OUTLETS: Department Stores-Rosenberg's; Leon's; Stanton's; Save-Way; Wal-Mart; Town Sq.
Variety Stores-Fred's.
Discount Stores-Bargaintown USA; Top Dollar.
Chain Drug Stores-SupeRx; Harco.
Chain Supermarkets-Big Bear; Piggly Wiggly; IGA; Winn-Dixie; Qwik Mart; Junior Foods.
Other Chain Stores-Diana Shops; Western Auto; Goodyear; Sears; Kenwin; Eleanor Shops; Baxter Shoes; Firestone; Kitchen Withit Shoes.

14 - NEWSPAPERS: MESSENGER (m-tues to fri) 3,500; (S) 3,500; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Brownlee Fiveash, Adv. Dir., MESSENGER, 113 N. Market St.; PO Box 727, Troy, AL 3[illegible]; Tel. (205) 566-4270.
National Representative: General Advertising Service.

TUSCALOOSA

1 - LOCATION: Tuscaloosa County (MSA), E&P Map B-3, County Seat, 56 mi. SW of Birmingham; largest city between Birmingham & Mobile; U.S. Hwy. 82, 11, 43, I-20, I-59. Industrial, lumber, agricultural, cattle raising, university and institutional town.

2 - TRANSPORTATION: Railroads-Amtrak (passenger); Norfolk-Southern (freight); L&N; Illinois Central & Gulf.
Barge Lines-To Port of Mobile, New Orleans, Chicago, Houston & points on Tennessee, Tombigbee, Mississippi & Ohio Rivers.
Motor Freight Carriers-14.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Atlantic Southeastern.

3 - POPULATION:
Corp. City 80 Cen. 75,143; E&P 85 Est. 77,460
NDM-ABC: (80) 137,541
County/MSA 80 Cen. 137,473; E&P 85 Est. 140,270

4 - HOUSEHOLDS:
Corp. City 80 Cen. 26,147; E&P 85 Est. 28,160
NDM-ABC: (80) 46,820
County/MSA 80 Cen. 46,800; E&P 85 Est. 49,247

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	3	$325,000,000
Commercial	6	$685,000,000

6 - PASSENGER AUTOS: County 92,482

7 - ELECTRIC METERS: Residence 45,121

8 - GAS METERS: Residence 27,320

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Rubber Plant 2,080 ($510); Lumber 1,800 ($325); Chemicals 157 ($475); Coal 2000 ($580).
Principal Industrial Pay Days-Tues., Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 59-83; Summer 70-92; Fall 51-76; Winter 34-56.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on University Blvd.; 4 on Greensboro Ave.; 3 on 6th St.
Neighborhood Shopping Centers-15th St. & 5th Ave.; 12th to 14th Aves. on 5th St.; 18th to 22nd Sts. on G'boro Ave.; Alberta City; 10th Ave. & 15th St.; West Park; 82 Bypass; Also 6 blocks in Northport; McFarland at 15th St.; McFarland at Skyland.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Parkview(29)	2	A&P
City Center	2	City Furn.
Westgate	3	Winn-Dixie, Harco
Leland(13)	4	Winn-Dixie (Kwik-Chek), Harco
Northgate	2	Food Center
McFarland Mall(54)	6	Gayfer's, Zayre, Winn-Dixie
Woodsquare	2	Wal-Mart
K mart	5	K mart
Bama(13)	3	Murphy Mart, Kroger
University Mall(95)	5	Sears, Pizitz, JCPenney, Parisians, Albertson's
Northwood	4	Kroger, TG&Y, Piggly Wiggly

Principal Shopping Days-Dept. Stores-Mon., Thur., Fri.; Food-Sat., Thur., Fri., Mon.
Stores Open Evenings-Food-Fri. (some 6 nights, two open 24 hours).
Shopping Centers-6 nights until 9.

13 - RETAIL OUTLETS: Department Stores-Adrians; JCPenney; Pizitz; Sears; Raymon's; Gayfer's; Murphy Mart; Parisians.
Variety Stores-Woolworth; TG&Y.
Discount Stores-Top Dollar; Bill's; K mart; Fred's; Wal-Mart; Family Dollar; Zayre.
Chain Supermarkets-A&P; Piggly Wiggly 5; Winn-Dixie 3; IGA; Cannon 4; Jr. Food Mart 8; Food World 2; Kroger 2; Consumer Warehouse 2; Bruno's.
Other Chain Stores-Women's Apparel: Eleanor Shop; Smart & Thrifty; Shoes: Butler's; Webster; Haverty; Paint: Glidden; Sherwin-Williams; Pittsburgh Plate Glass; Hdwe.: Westcash; J.O. Bowers; Lowe's; Homecrafters; Jewelry: Lorch's; Busch's; Wilson's; Auto Parts: Goodrich; Goodyear; Firestone; Carport; Sellers Auto; Battle Stores; Western Auto; General; Radio Shack; Baskin-Robbins; Singer; Lowe's; Hancock Fabric; Otasco.

14 - NEWSPAPERS: NEWS (e) 31,397; (S) 35,530; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: William M. Bonner, Adv. Dir., NEWS, 2001 6th St., PO Drawer 1, Tuscaloosa, AL 35402; Tel. (205) 345-0505.
National Representative: Landon Associates.

TUSCUMBIA
See FLORENCE

ALASKA SURVEYS

METROPOLITAN STATISTICAL AREAS

Anchorage-Anchorage Borough

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1986**
Under 5 Years	32	38	49
5-14 Years	71	69	88
15-24 Years	64	82	1,050
25-44 Years	88	144	184
45-64 Years	41	55	70
65 and Over	7	12	15
TOTAL	303	400	511

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1977 Census**	**1982 Census**	**1986 Est.**
Bldg. Mat./Hdwr.	150	340	546
General Mdse.	227	334	472
Food	[illegible]	692	920
Automobiles	241	410	745
Gasoline Stations	103	206	244
Apparel	69	127	187
Furniture	59	128	222
Eat-Drink Places	254	405	579
Drugs	80	136	205
TOTAL SALES	1,831	3,227	4,571

ANCHORAGE

1 - LOCATION: Anchorage County, E&P Map B-3 (MSA). Largest city in Alaska. Wholesale and retail distribution center for area extending 800 mi. W. Headquarters for Alaska's corporations, banks, communications, health facilities, petroleum industry, military establishment. Hub of rail, air and highway transportation. On main highway connecting W Alaska and U.S. via Canada; 550 mi. W of Juneau; 350 mi. S of Fairbanks; 1,450 mi. NW of Seattle.

2 - TRANSPORTATION: Railroads-Alaska.
Motor Freight Carriers-23.
Freight Steamship Lines-6.
Intercity Bus Lines-Alaska-Yukon Motorcoaches; Kenai Peninsula Bus Lines; Anchorage Transit (People Mover); Mat-Valley Commuter.
Airlines-17. Intermediate stop of international flights: Air France; British Airways; Japan Airlines; KLM; Korean; Lufthansa; Sabena; Scandinavian Airways; Interior: Western; Alaska; Wien Air; Northwest; Reeve Aleutian; Alaska Aeronautical, Inc.; Air Taxi 60; Helicopters 14 (40 aircraft).

3 - POPULATION:
Corp. City 80 Cen. 173,017; E&P 85 Est. 207,061
MSA/County 80 Cen. 173,017; E&P 85 Est. 207,061
NDM-ABC: (80) 225,877

4 - HOUSEHOLDS:
City 80 Cen. 60,042; E&P 85 Est. 73,926
MSA/County 80 Cen. 60,042; E&P 85 Est. 73,926
NDM-ABC: (80) 77,404

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$1,403,631,189
Commercial	10	$1,955,913,000

6 - PASSENGER AUTOS: County 123,808

7 - ELECTRIC METERS: Residence 56,854

8 - GAS METERS: Residence 55,580

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Gov't. 22,500; Wholesale & Retail Trade 17,450; Irons 8,000; Ins. & Real Est. 5,050; Const. 6,500; Mfg. 1,750; Petroleum; Services 16,000.

10 - CLIMATE: Av. Temp. Jan. 13 degrees; July 57 degrees. Annual rainfall 15 in.; av. annual snowfall 70 in.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-33 blocks on 4th, 5th and 6th Aves.; 20 blocks on Northern Lights Blvd.; 3 blocks on Diamond Blvd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Aurora Vlg.(12)	3	Carr's, Payless, Pay 'N Pak
Boniface	6	Pay'N Save, Safeway
Country Village	4	Discount Fabrics
Dimond(100)	6	Safeway, Pay'N Save, Lamont's Sportswest
Carr's Dimond	6	Carr's, Payless
Eastgate(11)	4	Carr's, Payless
Mountain View	2	Mont. Ward, Market Basket
Northern Lts.(15)	2	Safeway, Pay'N Save, Montgomery Ward
Northway Mall(73)	NA	Safeway, Pay 'N Save, Lamont's
Post Office Mall		Book Cache
Southcenter	5	D&A Super
Spenard University	4	Lamont's, Pay'N Save
Univ. Ctr.(34)	NA	Safeway, Book Cache, Sportswest
Sears Mall(30)	3	Sears, Carr's, Payless
West Side City	8	Proctor's
Eagle River(6)	15	Carr's, Payless, Proctor's

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Nordstrom; Montgomery Ward; JCPenney; Sears; Lamont's 3.
Discount Stores-Fred Meyer 2.
Variety Stores-Woolworth; B&J.
Chain Drug Stores-Pay'N Save 6; Payless 6; Rexall; Long's Drugs 2.
Chain Supermarkets-Carr's 6; Safeway 6; Proctor's 4; Prairie Mkt. 2; D&A Super 3.
Other Chain Stores-Klopfensteins (men's); Zale's 3; Kinney Shoes 3; Pay 'N Pak; Anita 2; Jay Jacobs 2; McMahan's Furn.; Pacific Fabrics; Singer 2; Discount Fabrics; Leed's Shoes 2; Singer; Baskin-Robbins 4.

14 - NEWSPAPERS: DAILY NEWS (m) 49,580; (S) 58,150; Mar. 31, 1985 ABC.
Local Contact for Advertising & Merchandising Data: Marge Campbell, Dir. of Mktg. & Research, DAILY NEWS, 200 Potter Dr., Pouch 6616, Anchorage, AK 99502; Tel. (907) 786-4200.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.
TIMES (e) 40,227; (S) 50,621; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: John Lamphiear, Adv. Dir., TIMES, 820 Fourth Ave., Anchorage, AK 99501; Tel. (907) 279-5622.
National Representative: Branham/Newspaper Sales.

FAIRBANKS

1 - LOCATION: E&P Map B-2. Judicial Seat. Only city and main business center for 227,000 sq. mi. of interior. In heart of Tanana Valley, 470 mi. by rail from coastal town of Seward; Northern terminus Alaska Hwy. from the states through Canada; northern terminus of Richardson Hwy., 365 mi. from Valdez; connected with Anchorage and Seward by Richardson, Glennallen, Seward and Hart Hwys. International and two other airports; refueling stop for China, Japan and Korea airlines; airline distribution and supply center for interior and N Alaska, including $1.5 billion national defense installations employing 21,400 military and civilian personnel. University of Alaska campus adjoins city; 4,761 on-campus students. University's research facilities include 1,400 to 1,500 technical and scientific personnel.

2 - TRANSPORTATION: Railroads-Northern terminus Alaska Railroad.
Motor Freight Carriers-20.
Bus Lines-Alaskan Coachways & Alaskan-Yukon Motorcoaches, connecting with Canadian lines to U.S. on Alaska Highway. Alaska Overland serves Fairbanks area and Clear (70 mi. SW).
Barge & River Lines-1.
Airlines-Alaska; United; Western; Markair; Frontier Air; Alaska Central Air; Polar; Aurora Air Service; Charter 20; Charter Helicopter Service 4.

3 - POPULATION:
Corp. City 80 Cen. 22,645; E&P 85 Est. 29,650
CZ-ABC: (80) 27,561
RTZ-ABC: (80) 55,538
City & RTZ-ABC: (80) 83,099
County 80 Cen. 53,983; E&P 85 Est. 69,633

4 - HOUSEHOLDS:
City 80 Cen. 8,145; E&P 85 Est. 9,560
County 80 Cen. 18,224; E&P 85 Est. 22,870
CZ-ABC: (80) 9,621
RTZ-ABC: (80) 16,410
City & RTZ-ABC: (80) 26,031

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$390,000,000
Commercial	5	(incl. above)

6 - PASSENGER AUTOS: 42,205

7 - ELECTRIC METERS: Residence 22,100

8 - GAS METERS: Bus. & Residence 139

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Construction 1,909 ($1,124); Govt. incl. Military 18,568 ($584); Services 4,749 ($405); Retail & Wholesale 5,138 ($442); Trans., Comm., Util. 2,654 ($801); Fin., Insur., Real Estate 875 ($505); Other Mfg. 449 ($577).
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 19-40; Summer 48-80; Fall 20-32; Winter -17-3. First killing frost, Sept. 2; last killing frost, May 21.

11 - TAP WATER: City system, after treatment 120 ppm hardness; 8.6 alkaline. Outside city 150 to 400 ppm hardness in wells from 30 to 400 feet.

12 - RETAILING: Principal Shopping Centers-5 blocks on 1st, 2nd, 3rd and 4th Aves.; 14 blocks on Cushman, 1st to 5th on Lacey & Noble Sts.; 6 blocks on Gaffney & Airport Rd.; Washington Plaza; Northgate Square; Regency Court; River Mall.

Neighborhood Shopping Centers-S. Cushman; Heritage Square; College Center; North Pole Plaza; Forbes Square; Beaverbrook Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gavora Mall(14)	1	Pay'n Save, Market Basket
Bentley Mall(55)	2	Pay'n Save, Safeway
Shopper's Forum(28)	2	Lamont's, Market Basket
University Ctr.(34)	4	Pay'n Save, Safeway, Fred Meyer

Principal Shopping Days-Dept. Stores-Thur., Fri., Sat.; many open Sun.; Banks-Closed Sat.; open Fri. evening.

Stores Open Evenings-Mon. and Fri.

13 - RETAIL OUTLETS: Department Stores-Nordstrom's; JCPenney; Sears; Montgomery Ward; Lamont's.

Variety Stores-Woolworth; Carr's; Pay'n Save; Fred Meyers.

Discount Stores-B&W; Hub Food Stores 2.

Chain Drug Stores-Co-Op; Pay'n Save 2.

Chain Supermarkets-Foodland; Market Basket 3; Safeway 2.

Other Chain Stores-Pay & Pak; Pay & Save Home Center.

14 - NEWSPAPERS: NEWS-MINER (e) 18,647; (S) 19,836; Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: Dwight O. Foster, Adv. Dir., NEWS-MINER, 200 N. Cushman; PO Box 710, Fairbanks, AK 99701; Tel. (907) 456-6661.

National Representative: Branham/Newspaper Sales.

JUNEAU

1 - LOCATION: Juneau City & Borough, SE Alaska, Panhandle, E&P Map D-3. On Gastineau Channel 900 mi. from Seattle. Served by air and water transport; linked by car and cargo ferry with Haines and Skagway, AK, Prince Rupert, B.C., and Seattle; connecting with Alaska Hwy. State Capital.

2 - TRANSPORTATION: Waterways-Linden Barge; Alaska Marine Line Barge; Alaska State Ferry; Northland Barge; Foss Alaska Barge.

Airlines-Alaska; Western.

3 - POPULATION:
City/Division 80 Cen. 19,528; E&P 85 Est. 24,773

4 - HOUSEHOLDS:
City/Division 80 Cen. 7,035; E&P 85 Est. 9,221

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	N.A.
Commercial	6	N.A.

6 - PASSENGER AUTOS: County 14,592

7 - ELECTRIC METERS: Residence 7,600

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Fishing; Mining; Forestry; Tourism; Transportation; Trade; Government. (State capital 4,700 employees).

10 - CLIMATE: Mild, moist; annual mean temp. 42; annual rain 55.9 in.; snow 92.1 in.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Districts-7 blocks on Franklin St.; 3 on Seward; 2 on Main; 2 on Front; 9 on Willoughby; 4 shopping centers 10 mi. on Egan Expressway in Mendenhall Valley.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Airport Shopping Center(10)	10	Shop N' Kart
Mendenhall Mall(23)	10	Super Bear Supermarket
Nugget Mall(22)	10	Kinney's, Zale's, Nugget Dept. Store, Rexall

13 - RETAIL OUTLETS: Department Stores-Nugget.

Variety Stores-Ben Franklin; Super Rexall.

Other Stores-Ace Hardware; Don Abel; Lyle's; Fred Meyer Dept. Store & Grocery.

14 - NEWSPAPERS: JUNEAU EMPIRE (e-mon to fri) 7,364, sworn Mar. 31, 1985.

Local Contact for Advertising and Merchandising Data: Robin Herdman-Paul, Adv. Mgr., JUNEAU EMPIRE, 235 2nd St., Juneau, AK 99801; Tel. (907) 586-3740.

National Representative: Branham/Newspaper Sales.

KENAI

1 - LOCATION: E&P Map B-3. Kenai Peninsula Borough, Kenai-Cook Inlet Census Div. (SC). Off Sterling Hwy. 75 mi. SW of Anchorage.

2 - TRANSPORTATION:

Motor Freight Carriers-(Sea) Northland, Lynden, Mammoth.

Airlines-AAI; South Central Air; ERA.

3 - POPULATION:
Corp. City 80 Cen. 3,533; E&P 85 Est. 5,776
Borough 80 Cen. 25,282; E&P 85 Est. 33,444

4 - HOUSEHOLDS:
City 80 Cen. 1,500; E&P 85 Est. 1,790
Borough 80 Cen. 8,546; E&P 85 Est. 11,679

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: Borough 7,498

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: Residence 1,600

9 - PRINCIPAL INDUSTRIES: Fishing; Oil.

10 - CLIMATE: Min. & Max. Temp.-Summer 46-61; Winter 4-22.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center-N. Main & Spur Rd.

Nearby Shopping Centers

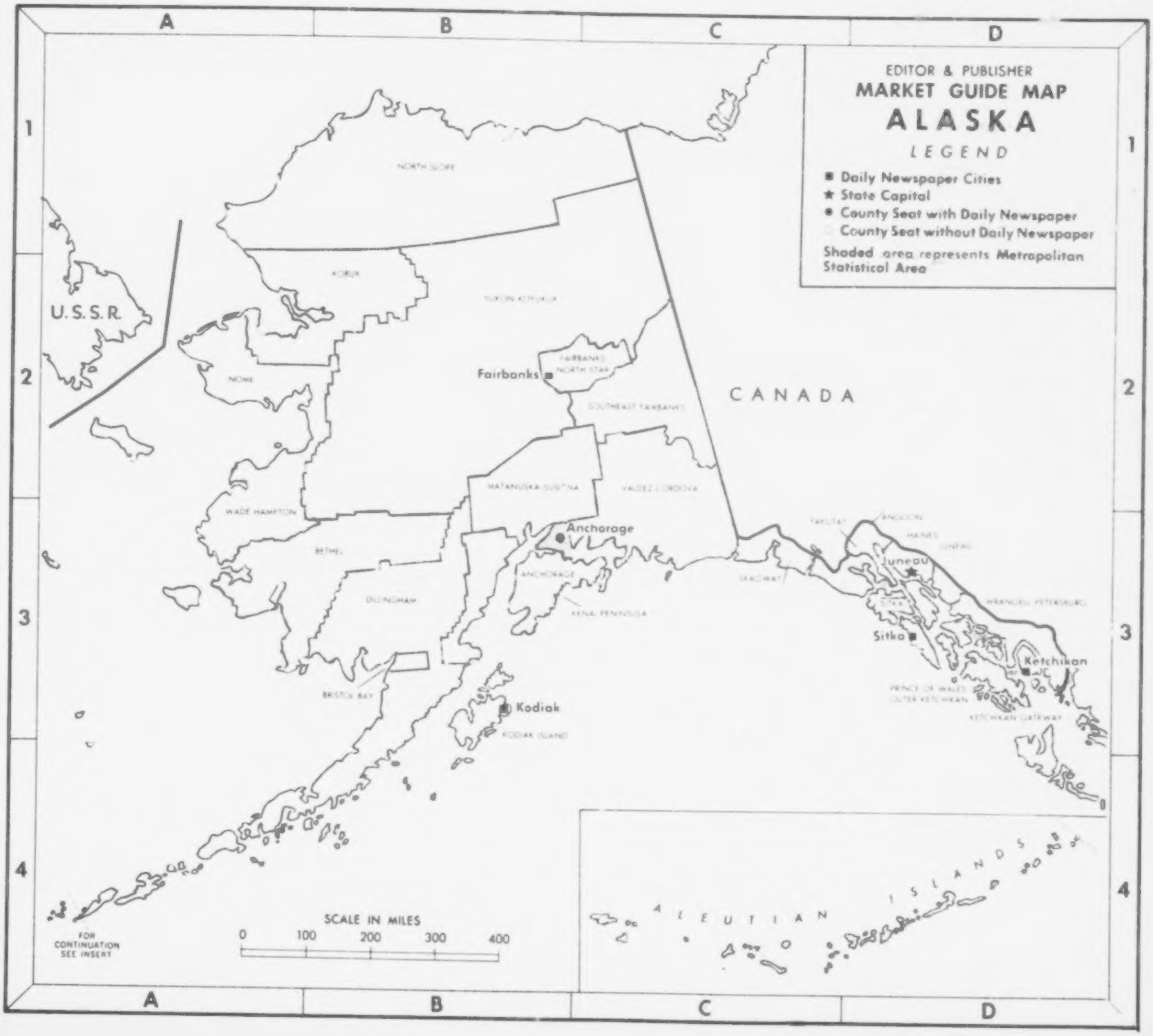
Name (No. of stores)	Miles from Downtown	Principal Stores
Kenai Mall(20)	NA	Carr's, Payless, Kinney's, Zale's
Kenai(11)	NA	Safeway, Pay'N Save
Peninsula Center Mall	NA	Lamonts

13 - RETAIL OUTLETS: Department Stores-Alaska Commercial; Lamonts.

Chain Supermarkets-Carr's; Safeway; D & A.

14 - NEWSPAPERS: PENINSULA CLARION (m) 2,949; sworn Oct. 1, 1984.

Local Contact for Advertising and Merchandising Data: Wayne Dunworth, Gen. Mgr., PENINSULA CLARION, 150 Trading Bay Road, PO Box 4330.


EDITOR & PUBLISHER
MARKET GUIDE MAP
ALASKA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded area represents Metropolitan Statistical Area
A
B
C
D
1
2
3
4
U.S.S.R.
CANADA
NORTH SLOPE
KOBUK
YUKON-KOYUKUK
NOME
FAIRBANKS NORTH STAR
Fairbanks
SOUTHEAST FAIRBANKS
WADE HAMPTON
MATANUSKA-SUSITNA
VALDEZ-CORDOVA
BETHEL
Anchorage
ANCHORAGE
KENAI PENINSULA
DILLINGHAM
BRISTOL BAY
Kodiak
KODIAK ISLAND
SKAGWAY
YAKUTAT
ANGOON
HAINES
JUNEAU
Juneau
SITKA
Sitka
WRANGELL-PETERSBURG
Ketchikan
PRINCE OF WALES-OUTER KETCHIKAN
KETCHIKAN GATEWAY
ALEUTIAN ISLANDS
SCALE IN MILES
0
100
200
300
400
FOR CONTINUATION SEE INSERT

Kenai, AK 99611; Tel. (907) 283-7551
National Representative: Landon Associates

KETCHIKAN

1 - LOCATION: Ketchikan County E&P Map D-3. N & S Hwy. connections.

2 - TRANSPORTATION: **Motor Freight Carriers**-3.
Ferries-Alaska State Ferry System (daily service).
Airlines-Alaska, Western.

3 - POPULATION:
Corp. City 80 Cen. 7,198; E&P 85 Est. 8,300
Ketchikan Div. 80 Cen. 11,316; E&P 85 Est. 12,855
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,644; E&P 85 Est. 3,027
Ketchikan Div. 80 Cen. 3,985; E&P 85 Est. 4,659

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$125,000,000
Savings & Loan	1	$21,250,000
Credit Union	1	$4,500,000

6 - PASSENGER AUTOS: 6,561

7 - ELECTRIC METERS: Residence 5,093

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Pulp Mill 827 ($400); Lumber 120 ($400); Fishing 850; Canning 800; Government (including state ferry system) 600 ($550); Total Employment 7,400.

10 - CLIMATE: Min. & Max. Temp.-20-80 degrees, year around average 52.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Port West (Sea Mart Super); Port West Plz. (opened May 1985 with 48 stores); Mark-It-Foods; Tatsuda's.
Principal Shopping Days-Thur., Fri.
Stores Open-Evenings and Sundays.

13 - RETAIL OUTLETS: **Department Stores**-Tongass Trading; Bon Marche; Sears (catalog).
Variety Stores-Ben Frankin.
Chain Drug Stores-Race Downtown 2; Stenforr Rexall.
Chain Supermarkets-Mark-It-Foods; Sea Mart Super; Tatsuda's.

14 - NEWSPAPERS: NEWS (e) 4,244; sworn Sept. 28, 1984.
Local Contact for Advertising and Merchandising Data: Bob Monsey, Adv. Dir., NEWS, 501 Dock St., PO Box 7900, Ketchikan, AK 99901; Tel. (907) 225-3157.
National Representative: Branham/Newspaper Sales.

KODIAK

1 - LOCATION: Third Judicial Div., Kodiak Borough E&P Map B-3. On NE part of Kodiak Island on Gulf of AK. 250 mi. SW of Anchorge. U.S. Coast Guard Base. Fishing & canning ctr.; stock farming & timber area.

2 - TRANSPORTATION: Boat & air only.

3 - POPULATION:
Corp. City 80 Cen. 4,756; E&P 85 Est. 5,533
Borough 80 Cen. 9,939; E&P 85 Est. 10,505

4 - HOUSEHOLDS:
City 80 Cen. 1,535; E&P 85 Est. 1,680
Borough 80 Cen. 3,027; E&P 85 Est. 3,285

5 - BANKS	**NUMBER**	**DEPOSITS**
Commerical	3	N.A.

6 - PASSENGER AUTOS: 5,102

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Salmon & Herring Canning; Fishing; Timber Working; Stock Farming.

10 - CLIMATE: N.A.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Center**-Kodiak Mall, City Ctr.; O'Kraft (Center St.); Waldo's Shpg. Ctr.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: MIRROR (e-mon to fri) 2,953; Sworn Oct. 9, 1984.
Local Contact for Advertising and Merchandising Data: Nancy Freeman, Pub., MIRROR, PO Box 1307, Kodiak, AK 99615; Tel. (907) 486-3227.
National Representative: None.

SITKA

1 - LOCATION: E&P Map D-3. On Baranof Isl. 90 airline mi. from Juneau and 900 mi. by steamship from Seattle. Outfitting point for 1,500 fishing boats; fish proc.; lumbering center; pulp mill.

2 - TRANSPORTATION:
Airlines-Alaska Coastal; Ellis.
Steamships-Alaska Steamship; State Ferry.

3 - POPULATION:
Corp. City/County 80 Cen. 7,803; E&P 85 Est. 7,262

4 - HOUSEHOLDS:
City/County 80 Cen. 2,440; E&P 85 Est. 2,335

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: 3,324

7 - ELECTRIC METERS: Residence 1,440

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Govt., School & Hosp., Fishing (seasonal) 2,000; Pulp Mill 450; Total Mfg. 630; Serv. 539; Govt. 1,147.
Principal Pay Days-Every other Thur., 5th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Jan. 23-35; Apr. 32-47; July 48-61; Oct. 37-51. First killing frost, Sept. 15; last killing frost, Mar. 15.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on 3 streets.
Stores Open Evenings-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sitka Bazaar; Sitka Cold Storage; Market Center.
Variety Stores-Ben Franklin.

14 - NEWSPAPERS: SENTINEL (e-mon to fri) 2,904; sworn Sept. 28, 1984.
Local Contact for Advertising and Merchandising Data: Catherine Bagley, Adv. Mgr., SENTINEL, PO Box 799, Sitka, AK 99835; Tel. (907) 747-3219.
National Representative: Branham/Newspaper Sales.

ARIZONA SURVEYS

METROPOLITAN STATISTICAL AREAS

Phoenix-Maricopa County
Tucson-Pima County

POPULATION ESTIMATES

(Thousands)

Age Group	**1970**	**1980**	**1986**
Under 5 Years	159	214	253
5-14 Years	380	431	510
15-24 Years	319	516	611
25-44 Years	413	742	878
45-64 Years	342	508	601
65 and Over	161	307	363
TOTAL	1,774	2,718	3,218

Based on U.S. Census

POPULATION ESTIMATES

(Thousands)

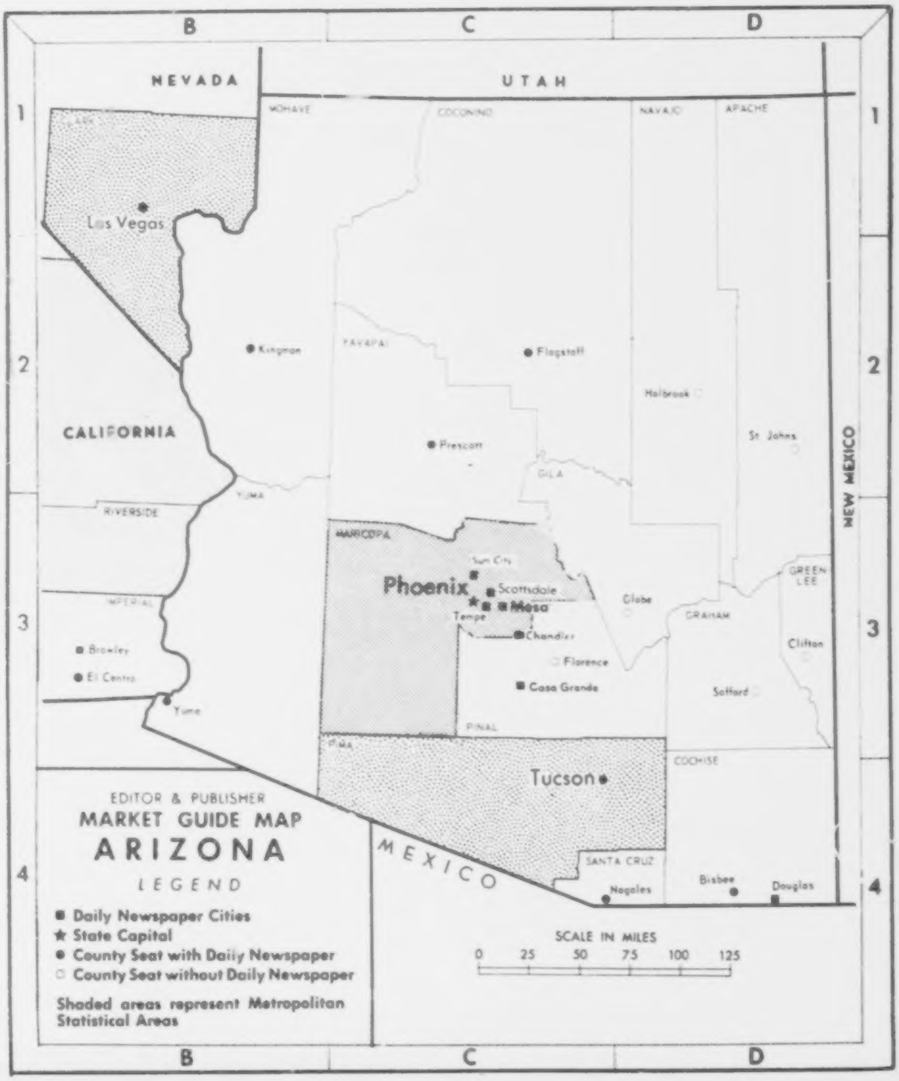
Places of 50,000 or more and Central Cities of MSA's with 10% or more of Spanish Origin Population

City	Total Pop.	Spanish Origin	Percent
Phoenix	765	113	14.8
Tucson	331	82	24.9

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	**1977 Census**	**1982 Census**	**1986 Est.**
Bldg. Mat./Hdw.	473	681	1,102
General Mdse.	1,053	1,485	2,122
Food	1,893	3,355	4,502
Automobiles	1,707	2,584	4,737
Gasoline Stations	652	1,306	1,562
Apparel	288	547	812
Furniture	419	636	1,114
Eat-Drink Places	775	1,402	2,026
Drugs	275	525	797
TOTAL SALES	8,170	13,894	20,165


B
C
D
1
2
3
4
NEVADA
UTAH
CALIFORNIA
NEW MEXICO
MEXICO
MOHAVE
COCONINO
NAVAJO
APACHE
CLARK
Las Vegas
Kingman
YAVAPAI
Flagstaff
Holbrook
St. Johns
Prescott
GILA
YUMA
RIVERSIDE
MARICOPA
Sun City
Phoenix
Scottsdale
Mesa
Tempe
Chandler
Globe
GREENLEE
GRAHAM
Clifton
Florence
Casa Grande
Safford
IMPERIAL
Brawley
El Centro
Yuma
PINAL
PIMA
COCHISE
Tucson
SANTA CRUZ
Nogales
Bisbee
Douglas
EDITOR & PUBLISHER
MARKET GUIDE MAP
ARIZONA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0 25 50 75 100 125

BISBEE

1 - LOCATION: Cochise County, E&P Map D-4. Military ctr., SW corner of state. Approx. 92 mi. SE of Tucson on Hwy. 90.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Motor Freight Carriers-3 interstate, 2 intrastate; UPS.
Intercity Bus Lines-Greyhound; Nogales Bisbee Stage.
Airlines-Cochise Airlines feeder flights to Tuscon & Phoenix.

3 - POPULATION:
Corp. City 80 Cen. 7,154; E&P 85 Est. 6,922
County 80 Cen. 86,717; E&P 85 Est. 91,419
CZ-ABC: (80) 7,154

4 - HOUSEHOLDS:
City 80 Cen. 2,883; E&P 85 Est. 3,005
County 80 Cen. 29,174; E&P 85 Est. 32,011
CZ-ABC: (80) 2,883

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$61,000,000
Savings	1	(incl. above)
Savings & Loan	1	(incl. above)
Credit Union	1	(incl. above)

6 - PASSENGER AUTOS: County 40,624

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Bisbee, formerly a mining town, is now primarily a tourist & housing area for Fort Huachuca & Sierra Vista workers. There are many small arts & crafts shops.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-74; Summer 64-89; Fall 51-78; Winter 34-59.

11 - TAP WATER: Wells from underground river.

12 - RETAILING: **Principal Shopping Centers**-Bisbee Rd. Shpg. Ctr.; El Rancho Shpg. Ctr.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Chain Supermarket-Safeway.

14 - NEWSPAPERS: REVIEW (e-mon to fri) 1,334; (S) 1,436; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Dennis Benth, Adv. Dir., REVIEW, 102 Fab Ave., Sierra Vista, AZ 85635; Tel. (602) 432-2231.
National Representative: None.

CASA GRANDE

1 - LOCATION: Pinal County, E&P Map C-3. S central part of state. 50 mi. SSE of Phoenix; 65 mi. NW of Tucson. On I-8, 10; State Hwys. 84, 93, 287.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Motor Freight Carriers-10.
Intercity Bus Lines- Greyhound; Continental Trailways.
Airports- 1 municipal; 2 private.

3 - POPULATION:
Corp. City 80 Cen. 14,971; E&P 85 Est. 18,722
CZ-ABC: (80) 14,971
RTZ-ABC: (80) 40,271
County 80 Cen. 90,918; E&P 85 Est. 99,744
City & RTZ-ABC: (80) 55,242
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,819; E&P 85 Est. 5,750
County 80 Cen. 28,411; E&P 85 Est. 32,267
CZ-ABC: (80) 4,819
RTZ-ABC: (80) 11,290
City & RTZ-ABC: (80) 16,109

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	1	$32,472,000
Commercial	5	$134,929,000

6 - PASSENGER AUTOS: County 44,160

7 - ELECTRIC METERS: Residence 8,130

8 - GAS METERS: Residence 7,034

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mining 300; Construction 800; Mfg. 1,500; Trans., Comm. & Pub. Util. 500; Whlse. & Retail 850; Fin., Insur. & Real Estate 225; Services 1,000; Gov't. 1,250; Agriculture 3,650; Other 425.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-86; Summer 75-107; Fall 52-89; Winter 33-66. Humidity-less than 30% average.

11 - TAP WATER: Not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-40 blocks on Main; Florence Blvd.; 1st to 12th; Drylake; Picacho; Sacaton; W. Sec. Pinal Ave. and including Pinal Ave.
Neighborhood Shopping Centers-Basha's Plaza-Basha's; Walgreens; Cornet Store; Jack-in-the-Box. Casa Grande Mall-K mart, Safeway, SupeRx Drug; Fashion Conspiracy; Sears; Simon's Menswear. Satellite Center; Lee Optical; Gold Rush Jewelers; Mall Cinema; Tastee Freeze; Mejia's Mall Haircutters; Cactus Flower; Kinney Shoes; Radio Shack; Household Finance; B.J.'s Hallmark. Manana Grande Shopping Center-Golden Corral, Auto Schack, Gifts Unlimited, Rainbow Boutique, Kiss 'n Tell, Montgomery Ward, Arizona Shoe Shop; Casa Grande Shopping Center-TG&Y, Fry's, La Galeria, Merle Norman/Sunshine Beauty Salon, CG Health Foods.
Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Most major stores Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Brook's; Cornet; TG&Y; K mart.
Discount Stores-Yellow Front; Checker Auto; K mart; TG&Y.
Variety Stores-V&S Variety.
Chain Drug Stores-SupeRx 2, Revco; Walgreens; M-D Pharmacy.
Chain Supermarkets-Basha's 2; Safeway; Fry's.
Other Chain Stores-Western Auto; Firestone; Foxworth-Galbraith; Home Improvement Center; Montgomery Ward (catalog); Kinney Shoes; Fashion Conspiracy; Radio Shack; Pep Boys; Auto Shack.

14 - NEWSPAPERS: DISPATCH (e) 7,150; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Dominick C. Magliaro, Adv./Mktg. Dir., DISPATCH, PO Box 639, 200 W. 2nd St., Casa Grande, AZ 85222; Tel. (602) 836-7461.
National Representative: U.S. Suburban Press.

CHANDLER

1 - LOCATION: Maricopa County, (In Phoenix MSA) E&P Map C-3. 25 mi. SE of Phoenix. Manufactures fertilizer, electronics, cotton gins. Winter resort, agric. & citrus fruits. Served directly by Arizona Rts. 87 & 93 and by I-10.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Motor Freight Carriers-22 lines.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Phoenix Sky Harbor International Airport-15 mi.

3 - POPULATION:
Corp. City 80 Cen. 29,673; E&P 85 Est. 33,824
County/MSA 80 Cen. 1,508,030; E&P 85 Est. 1,714,294

4 - HOUSEHOLDS:
City 80 Cen. 9,455; E&P 85 Est. 10,883
County/MSA 80 Cen. 544,252; E&P 85 Est. 639,232

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	1	N.A.
Commercial	11	N.A.

6 - PASSENGER AUTOS: County 891,126

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric. & Processing 825 ($225); Electronic Mfg. 4,125 ($315).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-94; Summer 68-104; Fall 45-87; Winter 37-70.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Arizona Ave. (34 stores); Chandler Ctr (8 stores); Smitty's Angels (8).
Neighborhood Shopping Centers (No. of Stores)-Basha's Plz. (7); Granada Plz. (15).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fiesta Mall(93)	7	Sears, Diamonds, Broadway & Goldwaters
North Park Plaza(21)	NA	Fotomat, Pizza Hut, State Farm Ins.
Safeway Thrifty(8)	NA	Safeway, Thrifty Drug

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Shopping Centers every evening.

13 - RETAIL OUTLETS: **Department Stores**-C.R. Anthony; Saba's; Smitty's.
Discount Stores-Yellow Front; Cornet.
Variety Stores-Sprouse Reitz.
Chain Drug Stores-Revco; Thrifty; Arrow's United Drug.
Chain Supermarkets-Basha's; Bayless; Safeway; Smitty's Angels.
Other Chain Stores-Big O Tires; Checker Auto; Firestone; Goodyear; Payless Shoes; Paul Sale Furn.; Serrano's; Tune-up Masters; Payless Cashways.

14 - NEWSPAPERS: ARIZONAN (m) 5,490; (S) 5,542; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Hal De Keyser, Pub., ARIZONAN, PO Box 368, Chandler, AZ 85224; Tel. (602) 827-3001.
National Representatives: Landon Associates; U.S. Suburban Press.

DOUGLAS

1 - LOCATION: Cochise County, E&P Map D-4. Situated near the Mexican border. 117 mi. SE of Tucson. On U.S. Hwys. 80, 666.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Nacozari (S into Mexico).
Intercity Bus Lines-Greyhound Pacific.
Motor Freight Carriers-4.
Airlines-Flight Aire.

3 - POPULATION:
Corp. City 80 Cen. 13,058; E&P Est. 14,111
NOTE: Douglas adjoins Agua Prieta, Mexico, estimated population 60,008.
County 30 Cen. 86,717; E&P 85 Est. 91,419
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,031; E&P 85 Est. 4,325
County 80 Cen. 29,174; E&P 85 Est. 32,011

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	1	$23,000,000
Commercial	4	$43,500,000

6 - PASSENGER AUTOS: County 40,624

7 - ELECTRIC METERS: Residence 5,033

8 - GAS METERS: Residence 4,661

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Smelter 308 ($440); Dresses & Sport Shirts 400 ($150); Electronics 152 ($195); Vegetable Canning 380 (Seasonal) ($134); Cochise College 100 ($150); Hospital 210; Prison 132($350), 23 Electronic & Auto Parts "Twin Plant" Industries.
Principal Industrial Pay Days-Fri., 1st, 15th. (Area economy includes industry in Agua Prieta, Mexico, with 4,500 workers.)

10 - CLIMATE: Min. & Max. Temp.-Spring 43-78; Summer 63-93; Fall 43-59; Winter 31-62. First killing frost, Oct. 28; last killing frost, Mar. 30.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: **Principal Shopping Area**-8th to 15th Sts. bet. F and Pan American Aves.; 8th to 10th Sts. bet. Cochise & Florida; Bayless Shpg. Ctr. (1800 block on 10th St.-20 units); Safeway Shpg. Ctr. (San Antonio Dr. & 10th St.-10 units). Douglas serves 185,000, including Sonora, Mexico. ($49,000,000 was spent by Mexican shoppers in area last year.)
Principal Shopping Days-Wed., Thur., Fri. & Sat.
Stores Open Sundays-Food, clothing, drug & variety.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Phelps Dodge Mercantile; K mart; Parisian; Capin's Mercantile; Montgomery Ward.
Variety Stores-K mart; J.J. Newberry; Ben Franklin.
Chain Drug Stores-Rexall; Revco.
Chain Supermarkets-Safeway; Bayless; Phelps-Dodge Mercantile Co. 9.
Other Chain Stores-Western Auto Supply; The Shoe Salon; Complete Auto Supply; Gold Bond Redemption Center; Checker Auto; Yellow Front; Payless Shoes; Radio Shack; Sears (catalog); Ace Hardware; True Value Hardware.

14 - NEWSPAPERS: DISPATCH (e) 3,007; sworn Sept. 28, 1984.
Local Contact for Advertising and Merchandising Data: Bonnie Thysell, Adv. Mgr., DISPATCH, 530 11th St.; Box H, Douglas, AZ 85607; Tel. (602) 364-3424.
National Representative: Branham/Newspaper Sales.

FLAGSTAFF

1 - LOCATION: Coconino County, E&P Map C-2. County Seat. 152 mi. N of Phoenix; 323 mi. W of Albuquerque; 525 mi. E of Los Angeles.

2 - TRANSPORTATION: **Railroads**-Amtrak.
Motor Freight Carriers-10.
Intercity Bus Lines-Trailways; Greyhound; Nava-Hopi Tours.
Airlines-Sun West; Skywest.

3 - POPULATION:
Corp. City 80 Cen. 34,641; E&P 85 Est. 41,732
NDM-ABC: (80) 45,922
County 80 Cen. 74,947; E&P 85 Est. 80,729
RTZ-ABC: (80) 29,086
Total NDM & RTZ-ABC: (80) 75,008
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,227; E&P 85 Est. 10,400
NDM-ABC: (80) 14,393
County 80 Cen. 21,904; E&P 85 Est. 24,379
RTZ-ABC: (80) 7,497
Total NDM & RTZ-ABC: (80) 21,890

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$15,000,000
Commercial	10	$110,000,000

6 - PASSENGER AUTOS: County 33,000

7 - ELECTRIC METERS: Residence 12,500

8 - GAS METERS: Residence 10,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Saw-Mills 1,415 ($300); Ord. Plants 110 ($225); Steel Fabric 168 ($200); University Education 1,785 ($450).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-75; Summer 43-79; Fall 21-72; Winter 12-42. First killing frost, Nov. 6; last killing frost, Apr. 8.

11 - TAP WATER: Soft, alkaline.

12 - RETAILING: **Principal Shopping Center**-34 blocks on Aspen, Santa Fe, Leroux, Beaver, San Francisco, Birch & Cherry Sts.
Neighborhood Shopping Centers-Mt. Elden, East Flagstaff, K mart 4 stores; Flag Mall 35 stores; Park Santa Fe 15 stores; University Plaza 15 stores.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Greenlaw(35)	NA	Mont. Ward
Cedar Pines(10)	NA	Bayless
South Beaver(8)	NA	
Pinegrove(9)	NA	UPD
Plaza Mall(13)	NA	Yellow Front, Auto Shack, Bayless
University Pl.(15)	NA	Safeway, TG&Y, SupeRx
Flag Mall(35)	NA	Sears, JCPenney
Park Santa Fe(15)	NA	El Rancho, SupeRx, Yellow Front

Principal Shopping Days-Wed., Fri., Sat.; Many stores open evenings and Sundays.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Babbitt's; JCPenney; Boston.
Discount Stores-Yellow Front 2; K mart.
Chain Drug Stores-Revco; SupeRx; Thrifty; Long's; TG&Y.
Chain Supermarkets-Safeway 3; Bayless 2; El Rancho 2.
Other Chain Stores-Sweet Briar; Daniels; Rosenzweigs; Radio Shack; Dustys; Fashion Conspiracy; Fashion Fabrics.

14 - NEWSPAPERS: ARIZONA DAILY SUN (e-mon to fri) 11,024; (S) 11,908; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Theresa Smith, Adv. Dir., ARIZONA DAILY SUN, 417 W. Santa Fe, Flagstaff, AZ 86002; Tel. (602) 774-4545.
National Representative: Scripps League Newspapers.

KINGMAN

1 - LOCATION: Mohave County, E&P Map B-2. County Seat. Mining, manufacturing, ranching, tourism. NW corner of state. 100 mi. S of Las Vegas on U.S. 93; junction of U.S. 93 & I-40.

2 - TRANSPORTATION: **Railroads**-Santa Fe; Amtrak.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Trailways; Las Vegas-Tonopah-Reno Stageline.
Airlines-Golden Pacific, plus charter.

3 - POPULATION:
Corp. City 80 Cen. 9,257; E&P 85 Est. 11,668
NDM-ABC: (80) 15,187
County 80 Cen. 55,693; E&P 85 Est. 70,201
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,299; E&P 85 Est. 3,687
County 80 Cen. 21,074; E&P 85 Est. 27,430
NDM-ABC: (80) 5,643

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	2	$91,000,000
Commercial	6	$149,734,000

6 - PASSENGER AUTOS: County 39,047

7 - ELECTRIC METERS: Residence 3,573

8 - GAS METERS: Residence 19,120

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mining 450 ($285), Mfg. 587 ($240).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-90; Summer 60-105; Fall 40-85; Winter 20-75. First killing frost, Oct. 10; last killing frost, Mar. 20.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Beale St.
Neighborhood Shopping Centers-Kingman; Safeway; K mart Plaza; Northern Avenue; Stockton Hill Plaza.
Principal Shopping Days-Fri. & Sat
Stores Open Evenings-Shopping centers every evening to 8.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Babbitt's; Montgomery Ward.
Discount Stores-Yellow Front 2; TG&Y; K mart; Checker Auto; Factory 2 U.
Variety Stores-Sprouse Reitz; Great West (Western Auto).
Chain Drug Stores-Revco 2; Walgreens.
Chain Supermarkets-Safeway 2; Circle K 3; Bashas; El Rancho; Ranch Markets 2.
Other Chain Stores-Firestone; Sweetbriar; Western Auto; Mode O'Day.

14 - NEWSPAPERS: MINER (e-mon to fri) 6,573; (S) 6,606; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Jack Baldwin, Adv. Mgr., MINER, Box 3909, Kingman, AZ 86402; Tel. (602) 753-2337.
National Representative: Branham/Newspaper Sales.

MESA

1 - LOCATION: Maricopa County, (In Phoenix MSA) E&P Map C-3. S central part of state, 16 mi. SE of Phoenix. On U.S. Hwys. 60, 70, 80, 89; State Hwys. 87, 93.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Intercity Bus Lines-Greyhound; Continental Trailways; Sun Valley; Tonto Basin Stage.
Motor Freight Carriers-6.
Airlines-At Sky Harbor Airport, 16 mi. W: TWA; Delta; American; Frontier; Western; Apache; Eastern; PSA; Continental; United; Republic; America West; USAir; Northwest Orient; Wein; Southwest; Continental.

3 - POPULATION:
Corp. City 80 Cen. 152,453; E&P 85 Est. 173,776
County/MSA 80 Cen. 1,508,030; E&P 85 Est. 1,714,294

4 - HOUSEHOLDS:
City 80 Cen. 54,148; E&P 85 Est. 68,530
County/MSA 80 Cen. 544,252; E&P 85 Est. 639,232

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	7	$896,000,000
Savings & Loan	7	$560,000,000

6 - PASSENGER AUTOS: County 891,126

7 - ELECTRIC METERS: Residence 62,379

8 - GAS METERS: Residence 20,162

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mining 100; Construction 700; Mfg., Trans., Comm. & Pub. Utilities 1,500; Wholesale & Retail 3,000; Fin., Ins. & Real Estate 400; Service 3,000; Government 1,200; Agriculture 8,700.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-98; Summer 62-106; Fall 39-101; Winter 34-84. Little humidity year round except in July and Aug. Average rainfall 7.

11 - TAP WATER: Not fluoridated.

12 - RETAILING: **Principal Shopping Areas**-20 blocks on E and W Main St.; 2 on N & S MacDonald St.; 2 on First Ave.; 2 on S Country Club; 20 blocks on E and W Broadway; 20 blocks on E and W Southern.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Basha's(4)	NA	Basha's Mkt., SuperRx
Fiesta Mall(140)	NA	Diamonds, Broadway, Sears, Goldwaters
Lucky(10)	NA	Lucky Mkt.
Main/Lazona(14)	NA	Low Cost, Skagg's
Mesa(21)	NA	Fry's Mkt.
Safeway(2)	NA	Safeway, Thrifty
Sherwood Pl.(18)	NA	TG&Y, Sally's Fabrics
Smitty's(6)	NA	Smitty's
Tri-City Mall(43)	NA	Basha's, Diamonds, JCPenney
Velda Rose(11)	NA	Hancock Fabrics, Revco
Westwood Pl.(21)	NA	Bayless Mkt., TG&Y
Wright's(8)	NA	Hahn's Mkt.

Principal Shopping Days-Mon. through Sun.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Hanny's; Switzer Diamonds; Goldwater's; Broadway; Montgomery Ward; Target.
Variety Stores-J.J. Newberry; TG&Y.
Chain Drug Stores-Walgreen 3; Thrifty 2; SupeRx 3; Revco 3; Skagg's 4; Rexall 2; Long's 2.
Discount Stores-Gemco; Smitty's; K mart 2; Thrifty 2; Yellow Front 8.
Chain Supermarkets-Safeway 2; Basha's 5; Wright's; Bayless 2; Low Cost; Lucky; Smitty's Big Town 3; Fry's 4; Alpha Beta 4.
Other Chain Stores-Firestone; Daniel's Jewelers; Singer; Barrow's; Foxworth Lbr.; Lee Optical; Mesa Optical; Home Depot; Pep Boys.

14 - NEWSPAPERS: TRIBUNE (m) 39,517; (S) 39,517; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: Ralph Elliott, Adv. Dir., TRIBUNE, 120 W. First Ave., Mesa, AZ 85202; Tel. (602) 898-6500.
National Representative: U.S. Suburban Press.

NOGALES

1 - LOCATION: Santa Cruz County. E&P Map C-4. County Seat. Port of entry on Mexican border.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Pacifico de Mexico.

3 - POPULATION:
City 80 Cen. 15,683; E&P 85 Est. 17,364
County 80 Cen. 20,459; E&P 85 Est. 22,651

4 - HOUSEHOLDS:
City 80 Cen. 4,335; E&P 85 Est. 4,854
County 80 Cen. 5,999; E&P 85 Est. 6,809

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings&Loan	5	N.A.

6 - PASSENGER AUTOS: County 11,804

7 - ELECTRIC METERS: Residence 3,050

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Shipping point for winter vegetable crop grown on W coast of Mexico, marketed in U.S.; Silver, copper, lead mined in vicinity.

10 - CLIMATE: Min. & Max. Temps. Av. 43-79.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mariposa Plz.(19)	NA	Baskin-Robbins, Radio Shack
Rio Rico(15)	NA	Food Giant

Principal Shopping Days-Fri., Sat., Thur.

13 - RETAIL OUTLETS: **Department Stores**-LaVille de Paris; Bracker's; El Paso; JCPenney; Capin Mercantile Corp.; Marcus.
Variety Stores-Kress; Woolworth.
Chain Drug Stores-M&M 5.
Chain Supermarkets-Safeway; Puchi's; Downtown Progressive 4.

14 - NEWSPAPERS: HERALD (e-mon to fri) 3,340; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: Alvin Sisk, Pub., HERALD, 134 Grand Ave., Nogales, AZ 85621; Tel. (605) 287-3622.
National Representative: None.

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PHOENIX

1 - LOCATION: Maricopa County (MSA). E&P Map C-3. Capital. County Seat. Packing, processing, shipping, transp., marketing, mfg. and whsl. center, high-technology. S central part of state; about 398 mi. E of Los Angeles, 400 mi. W of El Paso, Texas.

2 - TRANSPORTATION: **Railroads**-Amtrak.
Intercity Bus Lines-Continental Trailways; Greyhound.
Airlines-America West; American; Alaska Airlines; Braniff; Continental; Delta; Eastern; Frontier; Northwest Orient; Pacific Southwest (PSA); Republic; Southwest; TWA; United; USAir; Western.

3 - POPULATION:
Corp. City 80 Cen. 789,704; E&P 85 Est. 871,895
CZ-ABC: (80) 1,473,759
RTZ-ABC: (80) 260,486
County/MSA 80 Cen. 1,509,052; E&P 85 Est. 1,714,294
City & RTZ-ABC: (80) 1,734,245
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 284,780; E&P 85 Est. 314,000
County/MSA 80 Cen. 544,759; E&P 85 Est. 639,232
CZ-ABC: (80) 533,365
RTZ-ABC: (80) 87,798
City & RTZ-ABC: (80) 521,163

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	9	$14,553,703,000
Commercial	26	$19,760,835,000

6 - PASSENGER AUTOS: County 891,126

7 - ELECTRIC METERS: Residence 680,039

8 - GAS METERS: Residence 279,335

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 127,000; Construction 66,700; Retail & Wholesale 201,500.

10 - CLIMATE: Min. & Max. Temp.-Spring 59-84; Summer 80-104; Fall 62-86; Winter 48-66.

11 - TAP WATER: Alkaline, 10 grains of hardness per gallon; not fluoridated.

12 - RETAILING: **Principal Downtown Shopping Center**-Park Central Mall, Central Ave. N of Thomas Rd. Principal Stores: Diamonds, Goldwater's, JCPenney, Switzer's.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Biltmore Fashion Park(55)	NA	Broadway, I. Magnin, Saks
Camel View Plaza(25)	NA	Bullock's, Sakowitz
Chris-Town(150)	NA	Broadway, JCPenney, Mont. Ward
Colonnade(60)	NA	Mervyns, Marshalls, Sears
Fiesta Mall(145)	NA	Broadway, Diamonds, Goldwater's, Sears
Los Arcos Mall(80)	NA	Broadway, Sears
Maryvale Mall(60)	NA	Mervyns, Target, Boston Store
Metrocenter(265)	NA	Broadway, Diamonds, Joskes, Sears, Goldwater's
Paradise Valley Mall(130)	NA	Diamonds, JCPenney, Goldwater's
Scottsdale Fashion Square(54)	NA	Diamonds, Goldwater's
Thomas Mall(80)	NA	Diamonds, Mont. Ward
Tri-City Mall(60)	NA	JCPenney
Valley West(75)	NA	Mont. Ward, Boston Store, JCPenney
Westridge Mall(90)	NA	Diamonds, Sears, JCPenney

Principal Shopping Days-Wed., Thur., Fri., Sat. Groceries-Wed., Sat.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-Broadway; Bullocks; Diamonds; Goldwater's; JCPenney; Montgomery Ward; Sears; Joske's; Mervyn's;
Discount Stores- Yates; Yellow Front; K mart; Gemco; La Belle's; Loehmanns; Marshalls; Price Club; Target; Designer Depot; Ross Stores.
Variety Stores-Newberry; Woolworth; TG&Y; Sprouse Reitz; McCrory's.
Other Chain Stores-Goodyear; Goodrich; Western Auto; Pep Boys; Checker Auto; Baker Shoes; Gallenkamp; Lewis Salon; Thom McAn; David's; Goot; Chandler's; Ansonia; Kinney's; Joyce; Famous Brands; Payless; Zale's; Daniel's Jewelers; Kay Jewelers; Frederick's of Hollywood; Hanny's; I. Magnin; Sakowitz; Saks; Switzer's; Lady Marden; Starretts; Lerner's; Angel's; Handyman; O'Malley BMC; Appliance TV City; Home TV & Appliance; Levitz Furn.; Lou Regester; Mayo's; Mehagian's; Barrows; Breuner's; Radio Shack; Pier I Imports; Home Depot.

14 - NEWSPAPERS: ARIZONA REPUBLIC (m) 325,677; GAZETTE (e) 125,021; ARIZONA REPUBLIC (S) 499,917; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: John Naughton, Gen. Adv. Mgr., ARIZONA REPUBLIC/GAZETTE, 120 E. Van Buren, Phoenix, AZ 85004; Tel. (602) 271-8000.
National Representative: Million Mkt. Newspapers.

PRESCOTT

1 - LOCATION: Yavapai County. E&P Map C-2. County Seat. U.S. Hwy. 89 connects with I-40, 42 mi. N and U.S. 60-70 and I-10 to the S. 394 mi. from Los Angeles; 989 mi. from Denver; 89 mi. from Phoenix on I-17; 817 mi. from San Francisco. Alt. 5,389 ft.

2 - TRANSPORTATION: **Motor Freight Carriers**-7.
Intercity Bus Lines-Greyhound; Continental.
Airlines-Golden Pacific.

3 - POPULATION:
Corp. City 80 Cen. 20,055; E&P 85 Est. 24,908
NDM-ABC: (80) 34,797
RTZ-ABC: (80) 8,458
County 80 Cen. 68,145; E&P 85 Est. 84,636
Total NDM & RTZ-ABC: (80) 43,255

4 - HOUSEHOLDS:
City 80 Cen. 7,971; E&P 85 Est. 9,177
County 80 Cen. 26,599; E&P 85 Est. 34,185
NDM-ABC: (80) 13,427
RTZ-ABC: (80) 3,126
Total NDM & RTZ-ABC: (80) 16,553

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	$418,295,000
Savings	3	N.A.

6 - PASSENGER AUTOS: County 46,123

7 - ELECTRIC METERS: Residence 14,650

8 - GAS METERS: Residence 9,729

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners N.A. (Av. Wkly. Wage-N.A.)-Electronic Systems; Clothing; Lumber Treating; Plastics; Aluminum windows & doors; Cement Blocks; Tourism & Recreation; Ranching; Manufacturing; Copper Mining.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-77; Summer 53-87; Fall 40-72; Winter 27-52. First killing frost, Oct. 31; last killing frost, Apr. 15.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-Downtown; 2 blocks on Gurley St.; 3 on Montezuma; 2 on Cortez; Marina St. (1 block). Willow Creek Village (K mart & 12 stores); Miller Road (2 blocks); Ponderosa Plaza Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Prescott Towne Ctr.(10)	3	Longs
Park Plaza(9)	1	SupeRx
Ponderosa(25)	3	Bayless, Sears, TG&Y, Zales, SupeRx, JCPenney
Prescott(10)	3	Rexall, Fry's Food Store
Prescott Valley	11	Safeway, Revco
Iron Springs(9) Plaza	2	
Willow Creek Village(20)	2	K mart, Safeway

Principal Shopping Days-Wed., Sat.
Stores Open Evenings and Sundays-Grocery, drug & variety.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Solts; Pennington; Cornet; Sears; K mart; TG&Y; Babbitts.
Discount Stores-Yellow Front; Checker.
Variety Stores-Cornet; Sprouse Reitz; TG&Y.
Chain Drug Stores-Rexall; SupeRx; Longs; Revco.
Chain Supermarkets-Safeway 3; Fry's; Bayless.
Other Chain Stores-Firestone; McMahns; Mode O'Day; Barrows; Mayos; Zales; Kinneys.

14 - NEWSPAPERS: COURIER (e-mon to fri) 12,421; (S) 12,795; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Sherry Armstrong, Adv. Dir., COURIER, 147 N. Cortez, Prescott, AZ 86301; Tel. (602) 445-3333.
National Representative: Branham/Newspaper Sales.

SCOTTSDALE

1 - LOCATION: Maricopa County (In Phoenix MSA). E&P Map C-3.

2 - TRANSPORTATION: **Airlines**-TWA; American; Frontier; Air West; Western; Continental; Delta; Aeromexico; Pacific Southwest; USAir; United; Pan Am; Eastern; Northwest Orient.
Railroads-Southern Pacific; Santa Fe; Amtrak.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Continental; Tanner.

3 - POPULATION:
Corp. City 80 Cen. 88,622; E&P 85 Est. 101,017
NDM-ABC: (80) 152,428
County/MSA 80 Cen. 1,508,030; E&P 85 Est. 1,714,294
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 34,295; E&P 85 Est. 44,105
County/MSA 80 Cen. 544,252; E&P 85 Est. 639,232
NDM-ABC: (80) 56,756

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	16	$1,385,879,000
Commercial	38	$2,869,573,000

6 - PASSENGER AUTOS: County 891,126

7 - ELECTRIC METERS: City 48,000

8 - GAS METERS: City 30,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Elec. 18,416 ($487); Tourism 14,750 ($310).

10 - CLIMATE: Min. & Max. Temp.-Spring 53-82; Summer 80-105; Fall 57-86; Winter 30-66.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Center**-Scottsdale Rd., one block E. and W. from 2nd St. to Shea Blvd.; corner of McDowell; Van Buren & Scottsdale Roads.
All Centers less than 2 1/2 mi. from center of town.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Borgata(60)	1	Grand Maison de Blanc, Pierre Deux
Camelback Mall(30)		Safeway, Thrifty
Camelback's Miller Plaza(28)		Skagg's, Angel's
Camel View(20)		Sakowitz, Bullock's
Fifth Ave Shops(225)		
Frontier Town(18)		SupeRx, Tang's
Lincoln Plaza(16)	1	Bayless, SupeRx
Los Arcos(81)		Sears, Broadway
Lucky(12)		Lucky's, Thrifty
McDowell Plz.(35)	1	
Old Town(212)		Skaggs
Orange Tree(7)	1	Safeway, SupeRx
Papago Plaza(33)		Revco, Home TV & Appliances
Paradise Village(130)	2	JCPenney, Diamonds, Mervyn's, Goldwaters
Park Scottsdale(15)	1	Basha's
Scottsdale Fashion Sq.(68)		Diamond's, Revco, Goldwater's, Bayless
Scottsdale Village(24)		Walgreens, Safeway
Shea Scottsdale Ctr.(42)	1	Safeway, Long's Drugs
Shoppers Fair(22)	1	Earl's Food, TG&Y
Smitty's Bigtown(8)	1	Smitty's, Western Savings
Paseo Village(30)	1	Alpha Beta, Town & Country
Stetson Sq.(31)		
Indian School & Miller Plz.(14)		Fry's, SuperRx
Valley Plaza(9)	1	Basha's, Skagg's Drug
Gold Dust Plz.(10)	1	Bayless, Revco

Principal Shopping Days-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Diamond's; JCPenney; Goldwater's; Hanny's; Smitty's; Sakowitz; Saba's; Sears; Broadway; Bullock's; Mervyns.

Discount Stores-K mart; Smitty's 3; Yellow Front 3; TG&Y 2; LaBelle's Distributing 2; Appliance TV City.

Chain Supermarkets-Bashas 3; A.J. Bayless 7; Alpha Beta 5; Circle K 14; Fry's 3; Lucky Store Inc.; Safeway 2; Smitty's Town 3; U-Totem Mkt. 4; 7-Eleven 6.
Chain Drug Stores-Revco 3; Skagg's 4; SupeRx 4; Walgreens.
Other Chain Stores-Breuner's; Goodyear; Firestone; General Tire; R-B Furniture; Checker Auto; Zale's Jewelry; Uniroyal; Angel's; Colortile; Pier 1; Lawson Jewelry.

14 - NEWSPAPERS: PROGRESS (e) 20,578; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Al Reynolds, Adv. Dir., PROGRESS, PO Box 1150, Scottsdale, AZ 85252; Tel. (602) 941-2300.
National Representative: U.S. Suburban Press.

SIERRA VISTA

1 - LOCATION: Cochise County. E&P Map D-4. Military ctr., constr. industry, retirement community. SE corner of state, 70 mi. SE of Tucson, on Hwys. 90 & 92. I-10 is 30 mi. N.

2 - TRANSPORTATION: **Motor Freight Carriers**-3 I., 2 intrastate; UPS.
Intercity Bus Lines-Greyhound; Nogales-Bisbee Stage.
Airlines-Cochise; Copper State.

3 - POPULATION:
Corp. City 80 Cen. 25,968; E&P 85 Est. 27,346
County 80 Cen. 86,717; E&P 85 Est. 91,419
NDM-ABC: (80) 48,510

4 - HOUSEHOLDS:
City 80 Cen. 7,708; E&P 85 Est. 8,289
County 80 Cen. 29,174; E&P 85 Est. 32,011
NDM-ABC: (80) 16,374

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$60,500,000
Commercial	3	$32,439,790

6 - PASSENGER AUTOS: County 40,624

7 - ELECTRIC METERS: Residence 5,250

8 - GAS METERS: Residence 6,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-U.S. Army Base (Fort Huachuca) 6,331 military; 4,885 civilian.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-73; Summer 66-85; Fall 51-76; Winter 34-58.

11 - TAP WATER: Hard.

12 - RETAILING: **Principal Shopping Area**-3-mi. strip along Fry Blvd. Chamber of Commerce lists 1,200 businesses in the city. All shopping ctrs. are located within one block on Fry Blvd. There are 11 major shopping ctrs. grouped along Fry.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bayless(10)	NA	Ben Franklin, Revco Drugs
Cochise Plaza(16)	NA	Sears, El Rancho
El Rancho	NA	McCrory's
Shade's Plaza(6)	NA	TG&Y

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-All shopping ctrs. every night until 9.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Montgomery Ward.
Discount Stores-K mart; Surplus City; Payless; Kinneys; TG&Y.
Variety Stores-McCrory's; Yellow Front; Ben Franklin.
Chain Drug Stores-Thrifty; Revco.
Chain Supermarkets-Food Giant; Safeway; El Rancho; Bayless; Circle K; 7-Eleven.
Other Chain Stores-JoAnn's.

14 - NEWSPAPERS: HERALD-DISPATCH (e-mon to fri) 5,568; (S) 6,083; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Dennis Benth, Adv. Dir., HERALD-DISPATCH, 102 Fab Ave., Sierra Vista, AZ 85635; Tel. (602) 458-9440.
National Representative: None.

SUN CITY

1 - LOCATION: Maricopa County. NDM includes town of Youngtown and unincorporated community of Sun City West. (In Phoenix MSA) 15 mi. NW of Phoenix; 12 mi. W of I-17 & I-10; on U.S. Hwys. 60, 89, 93.

2 - TRANSPORTATION: **Railroads**-Santa Fe.
Intercity Bus Lines-Trailways; Greyhound; Grayline.

3 - POPULATION:
Corp. City 80 Cen. 40,664; E&P 85 Est. 57,515
NDM-ABC: (80) 46,886
County/MSA 80 Cen. 1,508,030; E&P 85 Est. 1,714,294

Reach The Unreachables.

The Young.

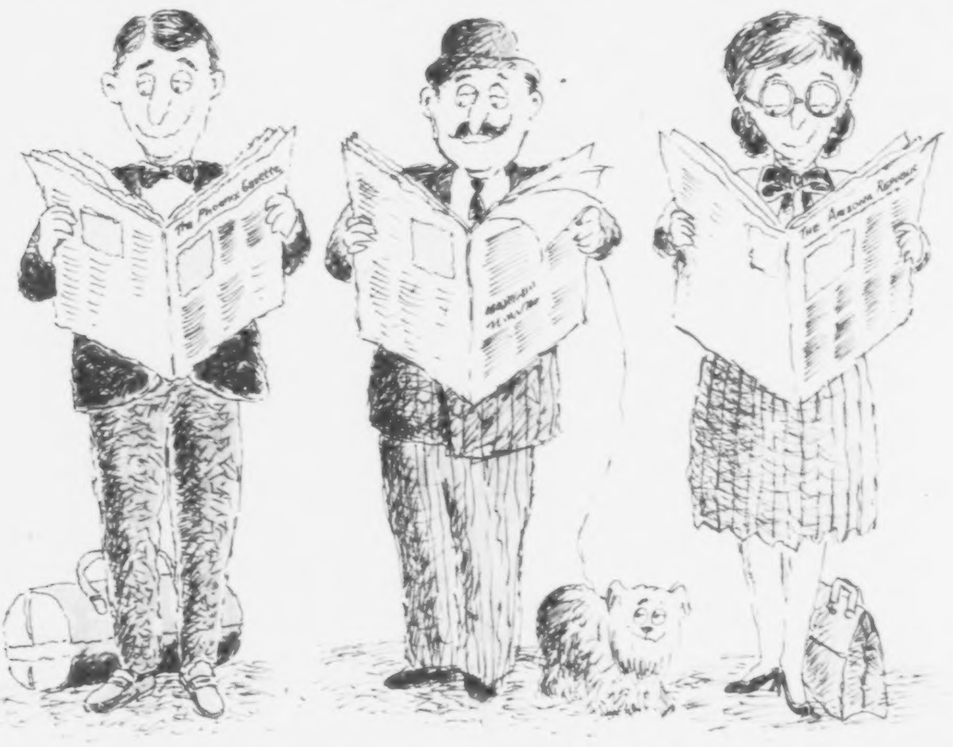
We deliver 57% of adults 18 to 34 with any daily issue.

The Affluent.

60% of our readers have a household income over $25,000.

The Educated.

50% of our readers are college-educated.



Forget everything you've ever heard about media imperatives, audience fragmentation, or the rise of the suburban daily. In Phoenix, the two metro dailies are still the most effective way to reach this rapidly-growing market—and virtually every important target group within it.

An average daily issue of *The Arizona Republic/The Phoenix Gazette* delivers more than six of every ten metro Phoenix adults—over 803,000 readers.

And whether you look at our audience psychographically, demographically, or geographically, you're getting excellent coverage in all those elusive target market groups that require specialized media in other markets.

Such broad-based penetration makes us unique among the nation's leading dailies. In fact, among the top twenty newspaper markets, we rank first in household coverage and CPM efficiency.

All of which proves that the hardest working medium in Phoenix just might be the easiest buy you'll ever make.

THE ARIZONA REPUBLIC/*The Phoenix Gazette*

When you buy us, you own Phoenix.

A Member of Million Market Newspapers, Inc.

Sources: 1985 Scarborough Survey of the Phoenix market. Top 20 markets based on Sales & Marketing Management consolidated area definitions where available, otherwise PMSA. Metro coverage, Circulation '84/'85, Standard Rate and Data Service, 12/12/84 Audit Bureau of Circulations FAS-FAX, 9/30/84. Cost per thousand based on latest open line rates for SAU #13.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 22,762; E&P 85 Est. 23,838
NDM-ABC: (80) 26,156
County/MSA 80 Cen. 544,252; E&P 85 Est. 639,232

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	6	N.A.
Savings & Loan	9	$1,250,000,000

6 - PASSENGER AUTOS: County 891,126

7 - ELECTRIC METERS: Residence 29,007

8 - GAS METERS: Residence 11,167

9 - PRINCIPAL INDUSTRIES: Industry (Av. Wkly. Wage) Majority Retail Services, Real Estate & Professionals ($175).

10 - CLIMATE: Min. & Max. Temp.-Spring 65-90; Summer 80-106; Fall 57-85; Winter 40-68. Av. An. 58-85.

11 - TAP WATER: Alkaline.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Grand Ctr.(29)	NA	Safeway
Hadley's Ctr.(10)	NA	Hadley's
La Ronde(36)	NA	Revco
Royal Oak	NA	SupeRx
Sun Bowl Plz.(34)	NA	Safeway
Thunderbird(17)	NA	Bayless
Greenway Ter.(31)	NA	Lucky's
Bell Camino(21)	NA	Safeway
Arrowhead Mall(41)	NA	Lucky's
Campana Sq.(22)	NA	Red Lobster
Sundome(10)	NA	Safeway
Plaza 99(12)	NA	King's Table
Promenade(15)	NA	Linens Plus

13 - RETAIL OUTLETS: Variety Stores-TG&Y; Sprouse Reitz; Yellow Front.
Chain Drug Stores-Walgreen; Revco; Value Drug; Longs Drugs; SupeRx.

14 - NEWSPAPERS: NEWS-SUN (e) 18,687, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Thomas Coakley, Adv. Dir., NEWS-SUN, 10102 Santa Fe Dr., Sun City, AZ 85351; Tel. (602) 972-6397.
National Representative: Branham/Newspaper Sales.

TEMPE

1 - LOCATION: Maricopa County. (In Phoenix MSA). E&P Map C-3. On U.S. Hwys. 60, 70, 80, 89; I-10; 8 mi. E of Phoenix.

2 - TRANSPORTATION: Railroads-So. Pacific.
Intercity Bus Lines-Greyhound; American; Continental.
Airlines-American; TWA; Frontier; PSA; USAir; Air West; Western; Continental; Delta; Aeronaves de Mexico; Eastern; America West.

3 - POPULATION:
Corp. City 80 Cen. 106,743; E&P 85 Est. 121,672
County/MSA 80 Cen. 1,508,030; E&P 85 Est. 1,714,294

4 - HOUSEHOLDS:
City 80 Cen. 37,277; E&P 85 Est. 42,195
County/MSA 80 Cen. 544,252; E&P 85 Est. 639,232

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	5	$101,000,000
Commercial	8	$248,400,000

6 - PASSENGER AUTOS: County 891,126

7 - ELECTRIC METERS: Residence 39,078

8 - GAS METERS: Residence 19,862

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Steel Casting 475; Rolling Mill 375; SRP Hqtrs. 910; Garments 400; Electronics 700; Insur. 450; Food Dist. 650; Misc. 1,000; Univ. Educ. 4,750 faculty and staff.

10 - CLIMATE: Min. & Max. Temps.-Jan. 50-66; Apr. 66-83; July 89-104; Oct. 71-89.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
McLintlock Dr.(2)	NA	Basha's Mkt., Walgreen
Baseline-McClintock(9)	NA	Safeway, SupeRx
Bayless(10)	NA	Bayless
Broadway Plaza Center(16)	NA	Fotomat, Knapp Shoes
Broadway Rural(13)	NA	SupeRx, Lucky's
Danelle(37)	NA	Western Auto, Hayden's
Tempe Center(32)	NA	Low Cost
Hayden E.(30)	NA	Woolco, Fry's, SupeRx
Lake Country(40)	NA	Safeway, Skagg's
Valley Plaza(13)	NA	TG&Y, Revco, Payless

Principal Shopping Days-Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-TG&Y Family Ctr.; Smitty's; Mervyn's; Gemco; K mart; Marshall's.
Variety Stores-TG&Y.
Chain Drug Stores-Skaggs; SupeRx 3; Smitty's; Revco 2; Thrifty; Walgreens.
Chain Supermarkets-Safeway 2; A.J. Bayless 2; Low Cost; Lucky; Fry's 2; Superette; Basha's; Alpha Beta; Smitty's; Gemco.

14 - NEWSPAPERS: NEWS (m) 10,303; (S) 10,020; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: Pat Mitchel, Adv. Dir., News, 607 Mill Ave., Tempe, AZ 85281; Tel. (602) 829-4700.
National Representative: U.S. Suburban Press.

TUCSON

1 - LOCATION: Pima County (MSA). E&P Map C-4. County Seat. Shipping, agricultural, astronomy, financial, military (Fort Huachuca, DMAFB), educational, stock raising, film producing, mining area, electronic, aircraft, misc. mfg. & wholesale center. 125 mi. S of Phoenix; 512 mi. E of Los Angeles; 325 mi. W of El Paso; 68 mi. N of U.S.-Mexican Border at Nogales, Sonora.

2 - TRANSPORTATION: Railroads-Southern Pacific; Amtrak.
Motor Freight Carriers-32.
Intercity Bus Lines-Greyhound; Citizens Auto Stage.
Airlines-Aeromexico; America West; American; Eastern; Frontier; PSA; Republic; Sunworl; TWA; United; USAir; Western; Northwest Orient.

3 - POPULATION:
Corp. City 80 Cen. 330,537; E&P 85 Est. 373,067
CZ-ABC: (80) 512,105
RTZ-ABC: (80) 241,857
County/MSA 80 Cen. 531,263; E&P 85 Est. 599,620
City & RTZ-ABC: (80) 753,962
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 125,266; E&P 85 Est. 143,116
County/MSA 80 Cen. 195,460; E&P 85 Est. 227,954
CZ-ABC: (80) 189,872
RTZ-ABC: (80) 76,353
City & RTZ-ABC: (80) 266,225

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	6	$7,367,198,000
Commercial	7	$14,723,898,000

6 - PASSENGER AUTOS: County 275,980

7 - ELECTRIC METERS: Residence 210,841

8 - GAS METERS: Residence 148,507

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Manufacturing 27,600 ($334); Mining 3,900 ($519); Construction 17,000 ($423); Ret. & Whsle. Trade 45,400 (N.A.); Trans., Util. 8,900 ($418); Govt. 45,900 (N.A.)
Principal Pay Days-Fri., 1st, 15th, 5th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-90; Summer 66-98; Fall 45-93; Winter 38-67. First killing frost, Nov. 26; last killing frost, Feb. 25.

11 - TAP WATER: South Side Reservoir No. 1; Alkaline, very hard. North Side Reservoir No. 3; Alkaline, soft; not fluoridated.

12 - RETAILING: Downtown Shopping Area-30 city blocks housing city and county government offices plus retail stores. Bounded by Main Ave. and 3rd Ave.; 13th St. and Toole Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Broadway Pl.(25)	NA	
El Con(124)	NA	JCPenney, Sanger-Harris, Mont. Ward, Goldwaters
Green Valley(81)	NA	Lucky's, Revco
Park Mall(106)	NA	Sears, Diamonds, Broadway Southwest
Tucson Mall(104)	NA	

Principal Shopping Days-Tues. thru Sat.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Broadway; Southwest 2; Diamond's 2; Goldwater's 2; Sanger-Harris; JCPenney 2; Montgomery Ward; Mervyn's 3; Sears 2.
Discount Stores-Fed Mart; Yellow Front 7; K mart 5; Jewelcor; La Belle's 2; Target 2.
Variety Stores-Sprouse Reitz 4; McLellan's 3; Ben Franklin; TG&Y 2.
Chain Drug Stores-Walgreen 12; Revco 19; Skagg's 7; Thrifty 9; Defender 5; United 4; Long's 2; Rexall 2.
Chain Supermarkets-Alpha Beta 4; Bayless 10; Circle K 110; El Grande 3; Food Giant 8; Gemco 2; Lucky 15; Safeway 15; Fry's 10; Quik Mart 19; 7-Eleven 27; Lavicios 8; Warehouse Foods 2.
Other Chain Stores-Ace Hardware 7; Ann Mercer 2; Barrow's Furniture; Baum & Adamson; Browse Around 3; Carpet Giant; Cele Peterson 4; Checker Auto Supply 14; Cloth World 2; College Shop; Daniel's Jewelers 8; Discount Nursery 5; Fitzgerald TV; Flash's TV; Franklin's Men's Store 3; Handyman 2; Kinney Shoes 5; Lady Marden's; Lee Optical 6; Sam Levitz Warehouse; Lerner's 4; May's 5; Payless Cashway Lumber 6; Plant World 6; Radio Shack 21; Lou Regester; Singer Co. 2; Standard Brands 3; Vicki Wayne 3; Zale's 3; O'Malley's 3; Home Depot 2; Fashion Gal 3; Old Pueblo Traders 6.

14 - NEWSPAPERS: STAR (m) 80,377; CITIZEN (e) 62,409; STAR (S) 149,758; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Richard Lowe, Nat'l. Adv. Dir., STAR AND CITIZEN, 4850 S. Park Ave., Tucson, AZ 85726; Tel. (602) 294-4433.
National Representative: Gannett Media Sales.
THE DAILY TERRITORIAL (m-mon to fri) 1,437; Sept. 30, 1984 VAC.
Local Contact for Advertising and Merchandising Data: Michael Levy, Adv. Dir., THE DAILY TERRITORIAL, 1 W. Orange Grove Rd., Tucson, AZ 85704; Tel. (602) 297-1107.
National Representative: None.

YUMA

1 - LOCATION: Yuma County. E&P Map B-3. County Seat. On Colorado River at junction with Gila River; 184 mi. SW of Phoenix; 244 mi. W of Tucson; 185 mi. E of San Diego, and 289 mi. SE of Los Angeles. On I-8 & U.S. Hwy. 95.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Intercity Bus Lines-Greyhound; Continental.
Motor Freight Carriers-9 interstate.
Airlines-Sunaire.

3 - POPULATION:
Corp. City 80 Cen. 42,481; E&P 85 Est. 47,467
NDM-ABC: (80) 64,321
County 80 Cen. 90,554; E&P 85 Est. 101,184
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,045; E&P 85 Est. 14,794
County 80 Cen. 29,848; E&P 85 Est. 34,504
NDM-ABC: (80) 21,931

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	13	$399,842,000
Savings	2	N.A.

6 - PASSENGER AUTOS: County 38,342

7 - ELECTRIC METERS: Residence 25,660 (Yuma area)

8 - GAS METERS: Residence 12,435

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-RR 1,050 ($275); Agriculture 9,225 ($220); Aerospace 350 ($375); Clothing 1,000 ($249); Other Mfg. 500 ($260).

10 - CLIMATE: Min. & Max. Temp.-Spring 58-87; Summer 78-115; Fall 68-95; Winter 46-71.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main St. bet. 1st and 4th Sts.; 1 block off Main on 1st, 2nd and 3rd; Palm Plaza (21 stores), 24th St. & Ave. A; Westbluff Center (8 stores), 24th St. and Ave. A; Western Village (11 stores), 14th St. & 4th Ave.; Alpha Beta Center, 4th Ave. & Catalina; Plaza Del Sol.
Neighborhood Shopping Centers-3 blocks on 4th Ave. on the mesa between 8th and 11th St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
16th at 4th Ave.	3	El Rancho, TG&Y
Bayless(10)	4	Bayless, Ranchman Sportswear
Big Curve(52)	4	Walgreens, Safeway, TG&Y, Miller's Outpost
Southgate(34)	4	Albertson's, Thrifty, JCPenney, Sears
Alpha Beta	NA	Alph Beta, Long's Drugs

Principal Shopping Days-Wed., Fri., Sat., Sun.
Stores Open Evenings & Sundays-All.

13 - RETAIL OUTLETS: Department Stores-Babbitt's; JCPenney; C.R. Anthony; Apparel By Johnny; Sears; Mervyn's; Kloth Knight; Outhouse.
Variety Stores-TG&Y.
Chain Drug Stores-Thrifty; Walgreen; Revco; United Drug 3; Yuma-Mesa Drug; Sants; Medical Arts; Long's.
Chain Supermarkets-Safeway 2; Bayless; Central Market; Olsens 4; El Rancho; Alpha Beta; Albertson's.
Discount Stores-Fed-Mart; Yellow Front; K mart; Pic & Save; Popular Surplus; LaBelles.
Other Chain Stores-Sweetbriar (women's clothing); Firestone; Checker Auto; Sears; Goodyear; McMahans Furn.; S&H Green Stamps; Imperial Stores; Kinney's Shoe; Fashion Conspiracy; BF Goodrich; Daniel's Jewelers; House of Fabrics; Zale's Jewelers; Radio Shack 2; O'Malley Lumber Co; Pam's; 84 Lumber; Miller's Outpost; Clothestime; Pep Boys; Foot Locker; Payless Shoe Source.

14 - NEWSPAPERS: SUN (e-mon to fri) 26,633; (S) 27,536; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Sandra K. Feller, Adv. Dir., SUN, PO Box 271, Yuma, AZ 85364; Tel. (602) 783-3333.
National Representative: Branham/Newspaper Sales.

ARKANSAS SURVEYS

METROPOLITAN STATISTICAL AREAS

Fayetteville-Springdale-Washington County.
Fort Smith, Ark.-Okla.-Crawford and Sebastian Counties, Ark.; Sequoyah County, Okla.
Little Rock-North Little Rock-Faulkner, Lonoke, Pulaski and Saline Counties.
Memphis, Tenn.-Ark.-Miss.-Shelby and Tipton Counties, Tenn.; Crittenden County, Ark.; De Soto County, Miss.
Pine Bluff-Jefferson County.
Texarkana, Ark.-Tex.-Miller County, Ark.; Bowie County, Tex.

POPULATION ESTIMATES
(Thousands)

Age Group	**1977**	**1980**	**1986**
Under 5 Years	158	175	183
5-14 Years	383	366	382
15-24 Years	326	408	426
25-44 Years	411	583	609
45-64 Years	407	442	462
65 and Over	238	312	327
TOTAL	1,923	2,286	2,389

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1977 Census**	**1982 Census**	**1986 Est.**
Bldg. Mat./Hdwr	432	466	704
General Mdse	751	1,146	1,528
Food	1,453	2,037	2,549
Automobiles	1,539	1,930	3,299
Gasoline Stations	496	760	847
Apparel	326	461	639
Furniture	267	310	506
Eat-Drink Places	385	622	838
Drugs	193	257	363
TOTAL SALES	5,383	9,114	12,336

ARKADELPHIA

1 - LOCATION: Clark County. E&P Map B-3. County Seat. On the Ouachita River, 65 mi. SW of Little Rock. On U.S. Hwy. 67; I-30.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Buslines-Continental Trailways.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 10,005; E&P 85 Est. 10,131
County 80 Cen. 23,326; E&P 85 Est. 23,415

4 - HOUSEHOLDS:
City 80 Cen. 3,267; E&P 85 Est. 3,302
County 80 Cen. 8,134; E&P 85 Est. 8,367

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$110,000,000
Savings & Loan	2	$2,054,000,000

6 - PASSENGER AUTOS: County 8,422

7 - ELECTRIC METERS: Residence 3,025

8 - GAS METERS: Residence 2,488

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aluminum 600; Sawmill 150; Marine 245; Gypsum Pdts. 130; Berring 500.
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-65; Summer 50-100; Fall 40-60; Winter 30-40. First killing frost, Nov. 7; last killing frost, Mar. 25.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Center**-10 blocks on 4 streets.
Shopping Centers-Pine Plaza (Safeway, West Dept., Alco, Revco, JCPenney).
Principal Shopping Days: Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; West's.
Discount Stores-Wal-Mart, Alco.
Chain Drug Stores-Walgreens 2; Rexall.
Chain Supermarkets-Safeway; Piggly Wiggly 2.
Other Chain Stores-Otasco; Goodyear; Western Auto.

14 - NEWSPAPERS: SIFTINGS HERALD (e-mon to fri) 3,894; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Ken Richardson, Gen. Mgr., SIFTINGS HERALD, 205 S. 26th St.; PO Box 10, Arkadelphia, AR 71923; Tel. (501) 246-5525.
National Representative: Papert Companies.

BATESVILLE

1 - LOCATION: Independence County, E&P Map C-2, County Seat. On White River. 100 mi. N of Little Rock; 125 mi. W of Memphis, TN; 300 mi. S of St. Louis, MO. State Hwys. 25, 14, 69, 37, 87, 122, 106; U.S. Hwys. 167, 233, 394.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific.
Motor Freight Carriers-5.
Intercity Bus Lines-Wells.

3 - POPULATION:
Corp. City 80 Cen. 8,263; E&P 85 Est. 955
County 80 Cen. 30,147; E&P 85 Est. 33,898

4 - HOUSEHOLDS:
City 80 Cen. 3,272; E&P 85 Est. 4,041
County 80 Cen. 10,901; E&P 85 Est. 12,719

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$133,371,825
Commercial	2	$136,371,587

6 - PASSENGER AUTOS: County 12,167

7 - ELECTRIC METERS: Residence 4,500

8 - GAS METERS: Residence 4,434

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)Rubber Prod. 206 (N.A.); Poultry Proc. 202 ($160); Thermostats, Gas Burners 500 (N.A.); Lime Mfg. 327 (N.A.); Shoes 500 (N.A.); Egg Proc. ($160); Frozen Foods ($160); Others ($120); Steam Generating Plant ($200).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 60-112; Fall 42-75; Winter 15-55. First killing frost, Nov. 1; last killing frost, Mar. 15.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: **Principal Shopping Days**-Mon., Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Cato's; Barnett Bros.; Montgomery Ward; Sears; Van Atkins.
Discount Stores-Fred's Dollar Store; Marshall Economy; Wal-Mart; Magic Mart; Dollar General.
Chain Supermarkets-Kroger; Safeway; Thriftway; Town & Country.
Other Chain Stores-Otasco; Western Auto; Goodyear; Firestone; Harris Style Shop; Jr. Junction; The Specialty Shop; Furniture: Batesville, Bowling, Russ, Whittington, Skinner's; Shoes: Monday's, Heuers, Kay's.

14 - NEWSPAPERS: GUARD (e-mon to fri) 8,775; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: Jim Kemp, Adv. Mgr., GUARD, 285 W. Main; PO Box 2036, Batesville, AR 72501; Tel. (501) 793-2383.
National Representative: Papert Companies.

BENTON

1 - LOCATION: Saline County (In Little Rock-N. Little Rock MSA). E&P Map B-3. County Seat. 23 mi. SW of Little Rock. U.S. Hwys. I-30, 67 & 70; State 35.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific.
Intercity Bus Lines-Trailways.

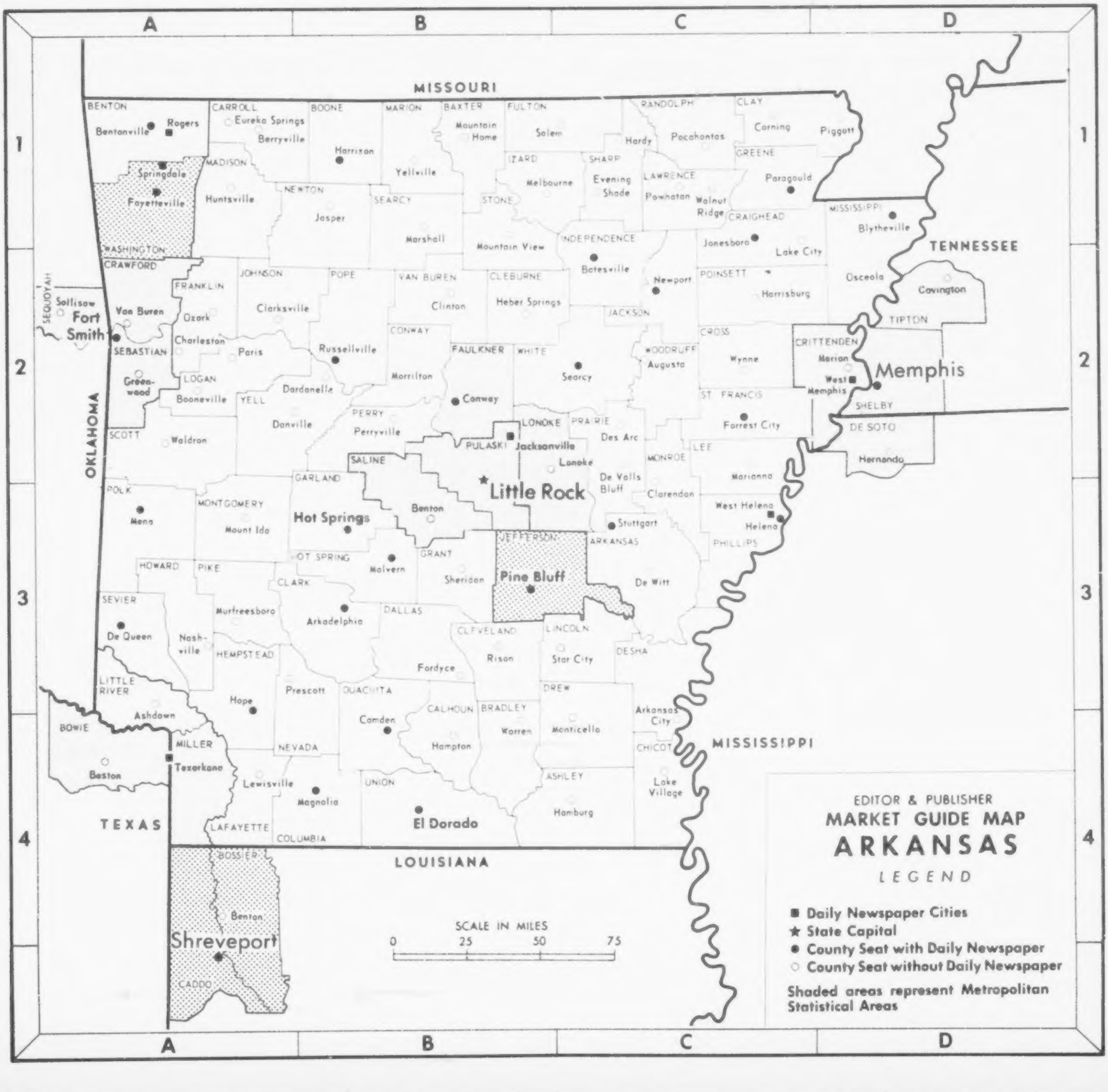
3 - POPULATION:
Corp. City 80 Cen. 17,437; E&P 85 Est. 19,264
County 80 Cen. 52,881; E&P 85 Est. 56,673
MSA 80 Cen. 474,204; E&P 85 Est. 496,398
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 6,316; E&P 85 Est. 7,027
County 80 Cen. 17,477; E&P 85 Est. 19,325
MSA 80 Cen. 168,985; E&P 85 Est. 182,550

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$120,000,000
Savings & Loan	3	$73,000,000

6 - PASSENGER AUTOS: County 22,790

7 - ELECTRIC METERS: Residence 7,100


A
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1
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MISSOURI
TENNESSEE
OKLAHOMA
TEXAS
LOUISIANA
MISSISSIPPI
BENTON
Bentonville
Rogers
CARROLL
Eureka Springs
Berryville
BOONE
Harrison
MARION
Yellville
BAXTER
Mountain Home
FULTON
Salem
RANDOLPH
Pocahontas
CLAY
Corning
Piggott
Hardy
IZARD
Melbourne
SHARP
Evening Shade
LAWRENCE
Powhatan
Walnut Ridge
GREENE
Paragould
Springdale
Fayetteville
MADISON
Huntsville
NEWTON
Jasper
SEARCY
Marshall
STONE
Mountain View
INDEPENDENCE
Batesville
CRAIGHEAD
Jonesboro
Lake City
MISSISSIPPI
Blytheville
Osceola
Covington
TIPTON
WASHINGTON
CRAWFORD
SEQUOYAH
Sallisaw
Fort Smith
Van Buren
FRANKLIN
Ozark
Charleston
SEBASTIAN
Greenwood
JOHNSON
Clarksville
POPE
Russellville
VAN BUREN
Clinton
CLEBURNE
Heber Springs
Newport
JACKSON
POINSETT
Harrisburg
LOGAN
Booneville
Paris
YELL
Dardanelle
Danville
CONWAY
Morrilton
FAULKNER
Conway
WHITE
Searcy
WOODRUFF
Augusta
CROSS
Wynne
CRITTENDEN
Marion
West Memphis
Memphis
SHELBY
ST. FRANCIS
Forrest City
DE SOTO
Hernando
SCOTT
Waldron
PERRY
Perryville
LONOKE
PULASKI
Jacksonville
Lonoke
PRAIRIE
Des Arc
De Valls Bluff
MONROE
Clarendon
LEE
Marianna
SALINE
GARLAND
Little Rock
Benton
Hot Springs
POLK
Mena
MONTGOMERY
Mount Ida
Stuttgart
ARKANSAS
West Helena
Helena
PHILLIPS
HOT SPRING
Malvern
GRANT
Sheridan
JEFFERSON
Pine Bluff
De Witt
HOWARD
PIKE
CLARK
SEVIER
De Queen
Murfreesboro
Arkadelphia
DALLAS
Nashville
HEMPSTEAD
CLEVELAND
Rison
LINCOLN
Star City
DESHA
Fordyce
LITTLE RIVER
Ashdown
Hope
Prescott
OUACHITA
Camden
CALHOUN
Hampton
BRADLEY
Warren
DREW
Monticello
Arkansas City
BOWIE
Boston
MILLER
Texarkana
NEVADA
Lewisville
Magnolia
UNION
El Dorado
ASHLEY
Hamburg
CHICOT
Lake Village
LAFAYETTE
COLUMBIA
BOSSIER
Benton
Shreveport
CADDO
SCALE IN MILES
0
25
50
75
EDITOR & PUBLISHER
MARKET GUIDE MAP
ARKANSAS
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas

8 - GAS METERS: Residence 7,700

9 - PRINCIPAL INDUSTRIES: Poultry; Beef & Dairy Farming; Lumber; Pulpwood, Furniture Mfg.; Aluminum Ore Mines; Primary & Secondary Aluminum Production; Corrugated Packaging; Chemicals; Truckbeds; Boat Trailers.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-80; Summer 65-95; Fall 50-85; Winter 32-56. First killing frost, Nov. 15; last killing frost, Mar. 6.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Center**-Military Road.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Military Plaza(14)	2	Wal-Mart
Niloak Square(12)	2	Kroger, Alco
Plaza Center	1	Cinema
Lincoln Square(20)	2	West-Co

13 - RETAIL OUTLETS: **Department Stores**-Gingle's; West's; Otasco.
Discount Stores-West-Co; Wal-Mart; Alco; Fred's Price Place; Price Place.
Chain Drug Stores-Petty's; Rexall; Medic; Revco; Wal-Mart Pharm.

14 - NEWSPAPERS: COURIER (e-mon to fri) 10,238; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Sam Hodges, Pub.; Carroll Powell, Adv. Mgr.; Mike Brown, Mktg. Dir., COURIER, 322 Main St.; PO Box 207, Benton, AR 72015; Tel. (501) 778-8228.
National Representative: Papert Companies.

BENTONVILLE

1 - LOCATION: Benton County, E&P Map A-1. County Seat. NW portion of state. Livestock market. Hwy. 71. Industrial, agricultural, retirement-recreation center.

2 - TRANSPORTATION: **Intercity Bus Lines**-Jefferson Lines.

3 - POPULATION:
Corp. City 80 Cen. 8,756; E&P 85 Est. 11,365
County 80 Cen. 78,115; E&P 85 Est. 86,996

4 - HOUSEHOLDS:
City 80 Cen. 3,248; E&P 85 Est. 4,141
County 80 Cen. 28,622; E&P 85 Est. 32,943

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$97,358,000
Savings & Loan	5	$223,328,000

6 - PASSENGER AUTOS: County 38,063

7 - ELECTRIC METERS: Residence 4,176

8 - GAS METERS: Residence 3,560

9 - PRINCIPAL INDUSTRIES: Retailing, Casting; Moulding. No. of Wage Earners-County 6,888. Av. Wkly. Wage $219.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-85; Summer 55-90; Fall 20-75; Winter 0-55. Rainfall, 40-45 in. per year. First killing frost, Oct. 10; last killing frost, April 10-15.

11 - TAP WATER: Medium.

12 - RETAILING: **Principal Shopping Center**-Downtown.
Neighborhood Shopping Center-Wal-Mart-Old Town Center; Northwest Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northwest Arkansas Mall(50)	23	Sears, JCPenney
Dixieland Mall(4)	8	Dillards, K mart
Bella Vista Town Center	6	Phillips Foods, Cooper Communities

Principal Shopping Days-Wed., Fri.
Stores Open Evenings-Shopping centers every evening to 9.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Dillards.
Discount Stores-Wal-Mart 2, K mart.
Chain Supermarkets-Phillip's Foods; Food 4 Less.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri;S) 6,219 sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Tim Lewallen, Adv. Mgr., DEMOCRAT, PO Box 1049, Bentonville, AR 72712; Tel. (501) 273-7781.
National Representative: Landon Associates.

BLYTHEVILLE

1 - LOCATION: Mississippi County, E&P Map D-1. County Seat. Cotton and soy bean shipping, wholesale center; NE corner of state; 70 mi. N of Memphis; 230 mi. S of St. Louis; 9 mi. W of Mississippi River. U.S. Hwys. 61, I-55; State Hwy 18.

2 - TRANSPORTATION: **Railroads**-Burlington Northern (freight only).
Motor Freight Carriers-7.
Intercity Bus Lines-Dixie Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 24,314; E&P 85 Est. 23,344
County 80 Cen. 59,517; E&P 85 Est. 57,743

4 - HOUSEHOLDS:
City 80 Cen. 8,086; E&P 85 Est. 7,767
County 80 Cen. 19,757; E&P 85 Est. 19,750

5 - BANKS	NUMBER	EST. DEP.
Savings	2	$130,000,000
Savings & Loan	2	$35,700,000

6 - PASSENGER AUTOS: County 21,623

7 - ELECTRIC METERS: Residence 9,319

8 - GAS METERS: Residence 5,878

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Machinery & Metal 1,100 ($240); Carbon Paper & Ribbons 370 ($235); Food 340 (N.A.); Chemicals 325 (N.A.); Clothing 250; Air Force Installation 3,500 (N.A.).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-72; Summer 65-93; Fall 50-71; Winter 45-52.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on 3 Sts.; 3 blocks on 2 Sts.
Neighborhood Shopping Centers-Division at Main; 21st at Main; 6th & Chickasawba; Moultrie & N 6th.
Shopping Center-West End, 20 blocks; Blytheville Plaza, N 6th, 6 blocks; Day Shpg. Ctr., N 6th, 7 blocks; I-55 at Hwy. 18, N. 6th at Moultrie.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
U.S. Hwy 61	NA	Safeway, Mont. Ward
Blytheville Plz(19)	NA	Walgreens, IGA
Town North(5)	NA	Kroger, Alco, JCPenney
Day Center(14)	NA	Mont. Ward, Safeway

Principal Shopping Days-Sat. and Fri.
Stores Open Evenings-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; Sears (catalog); West's.
Discount Stores-Gibson; Fred's; Wal-Mart; K mart; Alco; Family Dollar.
Chain Drug Stores-Pill Box; Plaza 2.
Chain Supermarkets-Kroger; Safeway; Hays 4; Piggly Wiggly 2.
Other Chain Stores-Goodyear; Goodrich; Firestone; Radio Shack; Hays; Oklahoma Tire.

14 - NEWSPAPERS: COURIER-NEWS (e) 9,957; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Charles Berry, Adv. Mgr., COURIER-NEWS, PO Box 1108, Blytheville, AR 72316; Tel. (501) 763-4461.
National Representative: Landon Associates.

CAMDEN

1 - LOCATION: Ouachita County, E&P Map B-4. County Seat. Residential ctr. S central Arkansas. 100 mi. S of Little Rock (capital). On Ouachita River. U.S. Hwys. 79 & 167, State Hwys. 4, 7 & 24.

2 - TRANSPORTATION: **Railroads**-St. Louis-Southwestern; Missouri Pacific; East Camden & Highland.
Airlines-Sunbelt; Harrell Field.
Motor Freight Carriers-11.
Intercity Bus Lines-Greyhound; Connections with Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 15,356; E&P 85 Est. 16,074
County 80 Cen. 30,541; E&P 85 Est. 31,747

4 - HOUSEHOLDS:
City 80 Cen. 5,883; E&P 85 Est. 6,260
County 80 Cen. 11,198; E&P 85 Est. 11,985

5 - BANKS	NUMBER	DEPOSITS
Credit Union	1	N.A.
Banks	2	$144,267,085
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 13,355

7 - ELECTRIC METERS: Residence 6,950

8 - GAS METERS: Residence 8,332

9 - PRINCIPAL INDUSTRIES: Viper-MLRS, Explosives; Paper Prod.; Roofing; Electronics; Machy.; Printing Ink; Garment Mfg.; Disposable Diapers; Dairy Products, Railcar repair; Lumber, Paneling; Soft Drinks.

10 - CLIMATE: Summer av. low 90's; winter av. low 40's; rainfall 51 in.

11 - TAP WATER: soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cardinal(12)	4	Piggly Wiggly
Garden Oaks(15)	1	Piggly Wiggly, Howard's
Wal-Mart(14)	2	Wal-Mart, Kroger
West Gate(8)	1	Handi Pack Groc.

Principal Shopping Days-Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Watt's; JCPenney; Belk-Jones; Beall's Credit Shop; Freers; Starr Fashion.
Discount Stores-West Co., Howard's, Wal-Mart.
Variety Stores-Bargain World; Dollar General Stores 2.
Chain Supermarkets-Kroger; Safeway; Piggly Wiggly; Smitty's.
Other Chain Stores-Goodyear; Firestone; Oklahoma Tire; Western Auto; Singer Co.; Sears (catalog).

14 - NEWSPAPERS: NEWS (e) 6,028; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: Cheryl Shikle, Adv. Dir., NEWS, PO Box 798, Camden, AR 71701; Tel. (501) 836-8192.
National Representative: Papert Companies.

CONWAY

1 - LOCATION: Faulkner County. (In Little Rock-N Little Rock MSA). E&P Map B-2. County Seat. 30 mi. NNW of Little Rock. On U.S. Hwys. 64, 65, I-40.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific.
Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 20,375; E&P 85 Est. 22,257
County 80 Cen. 46,192; E&P 85 Est. 50,459
MSA 80 Cen. 474,204; E&P 85 Est. 496,398

4 - HOUSEHOLDS:
City 80 Cen. 6,798; E&P 85 Est. 7,446
County 80 Cen. 15,489; E&P 85 Est. 17,515
MSA 80 Cen. 168,985; E&P 85 Est. 182,550

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$123,663,000
Savings & Loan	4	$88,055,935

6 - PASSENGER AUTOS: County 17,828

7 - ELECTRIC METERS: Residence 6,208

8 - GAS METERS: Residence 6,208

9 - PRINCIPAL INDUSTRIES: Shoes; Food & Dairy Prod.; Bus Bodies; Fishing Tackle; Oars; Farm Mach.; School Furn., Paper Boxes; Pianos; Furn.; Concrete Prod.; Refrigerated Cabinets; Mobile Homes; License Tags; Vending Machines; Kotex Prod.; Wheel Alignment Prod.; Water Pumps; Horse Trailers.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Con-Ark(10)	NA	Rexall Drugs
Mid-Town(2)	NA	
Faulkner Plz.(1)	NA	Kroger, Wal-Mart
North Plz.(12)	NA	Piggly Wiggly.
Oak St.(2)	NA	West's, Gibson's, Safeway, Duckwall-Alco

Principal Shopping Days-Wed., Fri., Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; West's; Frank Rivers.
Discount Stores-Fred's; Wal-Mart; Gibson's; Ashleys; Duckwall-Alco.
Chain Drug Stores-Village Rexall; Village Mart.
Chain Supermarkets-Kroger; Safeway; Piggly Wiggly.

14 - NEWSPAPERS: LOG CABIN DEMOCRAT (e) 8,901; (S) 9,050; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: John Reno, Adv. Mgr., LOG CABIN DEMOCRAT, 1058 Front St.; PO Box 969, Conway, AR 72032; Tel. (501) 327-6621.
National Representative: Papert Companies.

DE QUEEN

1 - LOCATION: Sevier County, E&P Map A-3. County Seat. 53 mi. N of Texarkana; 143 mi. SW of Little Rock. On U.S. Hwys. 59, 70 and 71; State Hwy. 41.

2 - TRANSPORTATION: **Railroads**-Kansas City Southern; De Queen & Eastern; Texas, Oklahoma & Eastern.
Motor Freight Carries-4.
Intercity Bus Lines-Jordan; Jefferson.

3 - POPULATION:
Corp. City 80 Cen. 4,594; E&P 85 Est. 4,980
County 80 Cen. 14,060; E&P 85 Est. 13,975
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,884; E&P 85 Est. 1,957
County 80 Cen. 5,527; E&P 85 Est. 5,199

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$102,144,000

6 - PASSENGER AUTOS: County 5,206

7 - ELECTRIC METERS: Residence 1,973

8 - GAS METERS: Residence 2,019

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Timber Products 1,717 ($320); Poultry Processing 1,200 ($204).

10 - CLIMATE: Min. and Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Day**-Sat.

13 - RETAIL OUTLETS: **Department Stores**-Knight's; Fred's; Gibson's; Mullin's; Wal-Mart.
Chain Supermarkets-Piggly Wiggly; Lewis Food Center; De Queen.

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 2,731; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: Ray Kimball, Pub., CITIZEN, 404 De Queen Ave., De Queen, AR 71832; Tel. (501) 642-2111.
National Representative: None.

EL DORADO

1 - LOCATION: Union County, E&P Map B-4. 110 mi. S of Little Rock; 90 mi. NE Shreveport, LA; 96 mi. E of Texarkana; 85 mi. SW of Pine Bluff. Federal Hwy., U.S. 82 & 167; on State Hwys. 15 & 7.

2 - TRANSPORTATION: **Railroads**-El Dorado & Wesson; Missouri Pacific.
Motor Freight Carriers-6.
Intercity Bus Lines-Continental Trailways.
Airlines-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 25,270; E&P 85 Est. 25,271
CZ-ABC: (80) 25,270
RTZ-ABC: (80) 23,303
County 80 Cen. 49,988; E&P 85 Est. 49,998
City & RTZ-ABC: (80) 48,573

4 - HOUSEHOLDS:
City 80 Cen. 11,176; E&P 85 Est. 10,870
CZ-ABC: (80) 9,831
RTZ-ABC: (80) 8,249
County 80 Cen. 20,226; E&P 85 Est. 19,193
City & RTZ-ABC: (80) 18,080

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$134,986,000
Commercial	3	$363,895,000

6 - PASSENGER AUTOS: County 21,153

7 - ELECTRIC METERS: Residence 14,750

8 - GAS METERS: Residence 9,885

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage N.A.)-Oil & Gas 1,144; Lumber 1,182; Chemical 149; Pet. Ref. 1,134; Const. 680; All Mfg. 12,147.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-90; Summer 65-98; Fall 38-89; Winter 27-80. First killing frost, Nov.; last killing frost, Mar. 19.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-Mellor Park Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
El Dorado(6)	NA	Brookshire's, Mont. Ward
El Do(8)	8	Goodyear
Gibson Center(4)	NA	Gibson's
Mellor Park(16)	NA	Kroger, SupeRx, Wal-Mart
Northwest Vlg.(16)	NA	West's, Safeway, Walgreens

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Food nightly to 9; Shopping centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores-M.M. Cohn; El Dorado House; B.W. Reeves; J.A. West; Bealls; JCPenney.
Discount Stores-Howard Bros.; Dollar General; Gibson's; K mart; Wal-Mart.
Variety Stores-Dollar General.
Chain Drug Stores-Rexall; Walgreens; SupeRx.
Chain Supermarkets-Safeway 2; Kroger; Brookshire's 2; Smitty's.
Other Chain Stores-Payless Shoes; Famous Brands Shoes; Firestone; Babcock Auto; Goodyear; Oklahoma Tire; Union Tire; Singer Co.; Sherwin Williams; Zale's Jewelry; Sears; Montgomery Ward; Auto Shack; Burke Hall; Radio Shack; Factory First.

14 - NEWSPAPERS: NEWS-TIMES (m) 11,205; (S) 11,679; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Ollie Bennett, Adv. Dir., NEWS-TIMES, 111 N. Madison, El Dorado, AR 71730; Tel. (501) 862-6611.
National Representative: Papert Companies.

FAYETTEVILLE

1 - LOCATION: Washington County (In Fayetteville-Springdale MSA). E&P Map A-1. County Seat. Education, agriculture, poultry, dairy, beef cattle area; growing industrial area. On U.S. Hwys. 62, 71; State Hwys. 16, 45, 112, 180, 265.

2 - TRANSPORTATION: Railroads-St. Louis & San Francisco.
Motor Freight Carriers-5.
Airlines-Skyways, Metro.
Bus Lines-Continental; Jefferson, KG Lines.

3 - POPULATION:
Corp. City 80 Cen. 36,604; E&P 85 Est. 41,610
CZ-ABC: (80) 36,608
RTZ-ABC: (80) 82,850
County/MSA 80 Cen. 99,735; E&P 85 Est. 104,836
City & RTZ-ABC: (80) 119,485

4 - HOUSEHOLDS:
City 80 Cen. 13,480; E&P 85 Est. 15,581
County/MSA 80 Cen. 36,072; E&P 85 Est. 38,973
CZ-ABC: (80) 13,482
RTZ-ABC: (80) 29,385
City & RTZ-ABC: (80) 42,867

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$157,020,688
Commercial	3	$407,199,324

6 - PASSENGER AUTOS: County 43,795

7 - ELECTRIC METERS: Residence County 46,927

8 - GAS METERS: Residence 27,363

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Avg. Wkly Wage N.A.)-Poultry Proc. 1,700; Clothing 250; Elec. 610; Woodworkers 210; Ptg. 560; Electronics 400; Light Metal 750; Sporting Goods, Fishing Reels 350; Tool & Die 74; Food Proc. 640; Civilian Labor Force (Fayetteville-Springdale SMSA) 76,100.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-75; Summer 61-98; Fall 36-60; Winter 32-54. First killing frost, Oct. 25; last killing frost, Apr. 6.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-N.W. Arkansas Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastgate(5)	NA	Watson, Collier Drug
Evelyn Hills(29)	NA	Mont. Ward, IGA, Anthony's
N.W. Ark. Mall(82)	NA	Sears, Woolworth, Mode O'Day, Dillard, JCPenney, Kinney's
Highway 71 N.	NA	Wal-Mart, K mart, Consumers Market
Highway 62	NA	Food 4 Less, Wal-Mart.
Oak Plaza(16)	NA	Dillon's, Ben Franklin
Southgate Park(4)	NA	Family Dollar, IGA
Westgate(11)	NA	IGA.
Downtown(45)	NA	Campbell Bell, Lewis Brcs.

Principal Shopping Days-Wed., Thur., Sat.; Food, Discount, & Dept. stores open Sunday.

13 - RETAIL OUTLETS: Department Stores-Campbell Bell; Montgomery Ward; JCPenney; Boston Store; C.R. Anthony; Sears; Dillard's; Beall Ladymon.
Variety Stores-Woolworth; Ben Franklin.
Discount Stores-Wal-Mart; K mart; Woolworth; Otasco; Mathias; Family Dollar.
Chain Drug Stores-Collier (Rexall) 3; Consumer's.
Chain Supermarkets-Consumers IGA 4; Safeway; Dillon's Thriftmart 2; Consumer's Discount Foods; Speedimart 2; 7-Eleven 2; Food 4 Less.

14 - NEWSPAPERS: NORTHWEST ARKANSAS TIMES (e-mon to fri) 10,785; (m-sat) 10,589; (S) 11,723; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Alden H. Spencer, Pub., NORTHWEST ARKANSAS TIMES, 212 N. East St., Fayetteville, AR 72702; Tel. (501) 442-6242.
National Representatives: Papert Companies; Thomson Newspapers.

FORREST CITY

1 - LOCATION: St. Francis County. E&P Map C-2. County Seat. 45 mi. SW of Memphis; 90 mi. E of Little Rock.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri Pacific.
Motor Freight Carriers-Yellow Freight Systems; Missouri Pacific Piggy Back; Roadway Truck Lines; Consolidated Freightways; Batesville Truckline; Arkansas Freightways; Mistletoe Express.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 13,803; E&P 85 Est. 14,548
County 80 Cen. 30,858; E&P 85 Est. 30,906

4 - HOUSEHOLDS:
City 80 Cen. 4,651; E&P 85 Est. 4,910
County 80 Cen. 9,930; E&P 85 Est. 10,303

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$147,700,000
Savings & Loan	2	$1,102,440,683

6 - PASSENGER AUTOS: County 10,141

7 - ELECTRIC METERS: Residence 5,650

8 - GAS METERS: Residence 4,446

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-TVs & Microwave Ovens 2,200; Hoisting Equipment 250; Electrical Motors 400; Heating & Air Cond. Equipment 200; Farm Machy. 50; Textiles 150; Rubber Products 335.

10 - CLIMATE: Min. & Max. Temp.-45-87.

11 - TAP WATER: Hard.

12 - RETAILING: Principal Shopping Centers 10 blocks downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Valli Vista	NA	Kroger, Revco, Fred's Dollar Store
Cloverleaf	NA	Big Star, Wal-Mart, Super D Drug
Edwin-Houston Ctr.	NA	The Colony Shop, Edwin-Houston, Roy Bailey Pharmacy, Vel-Rich Jewelers
Cricket Complex	NA	Cricket on the Heart, Taylor-Casbeer, Tadpoles, The Shoe Bag

13 - RETAIL OUTLETS: Department Stores-Sears; The Colony Shop; Taylor-Casbeer; Edwin-Houston; Tadpoles; Montgomery Ward.
Discount Stores-Wal-Mart, Fred's Dollar Store; Main $ Store; Best Dollar Store.
Chain Supermarkets-Kroger; Safeway; Food Giant; Big Star; Vandiver's Discount; Piggly Wiggly 2.
Other Chain Stores-Goodyear, Western Auto; Super D Drug; Revco.

14 - NEWSPAPERS: TIMES-HERALD (e-mon to fri) 4,746; sworn Sept. 28, 1984.
Local Contact for Advertising and Merchandising Data: Bonner McCollum, Pub., TIMES-HERALD, 222 N. Izard St., Forrest City, AR 72335; Tel. (501) 633-3130.
National Representative: Papert Companies.

FORT SMITH

1 - LOCATION: Sebastian County, (In Fort Smith AR-OK MSA). E&P Map A-2. 134 mi. from Tulsa, OK; 417 mi. from St. Louis; 296 mi. W of Memphis; 300 mi. NE of Dallas. U.S. Hwys. 64, 71, 71, 271; State Hwys. 9, 10, 22, 45, 59, 270.

2 - TRANSPORTATION: Railroads-KCS; Midland Valley; Missouri Pacific; Frisco.
Motor Freight Carriers-26.
Intercity Bus Lines-Continental Trailways, Crown Coach; KCS; Okla. Trans., Inter City Transit.
Airlines-Frontier.

3 - POPULATION:
Corp. City 80 Cen. 71,384; E&P 85 Est. 74,036
CZ-ABC: (80) 89,851
RTZ-ABC: (80) 202,700
County 80 Cen. 94,930; E&P 85 Est. 98,457
MSA 80 Cen. 162,571; E&P 85 Est. 170,504
City & RTZ-ABC: (80) 292,551
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 27,654; E&P 85 Est. 29,534
County 80 Cen. 35,686; E&P 85 Est. 38,194
MSA 80 Cen. 58,842; E&P 85 Est. 63,465
CZ-ABC: (80) 34,140
RTZ-ABC: (80) 71,479
City & RTZ-ABC: (80) 105,619

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	5	$175,000,000
Commercial	3	$401,775,000

6 - PASSENGER AUTOS: County 46,080

7 - ELECTRIC METERS: 21,457

8 - GAS METERS: 19,161

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners -Food Prod. 2,600; Apparel 500; Lumber & Wood Prod. 400; Furn. & Fixtures 4,950; Printing & Pub. 550; Stone, Clay & Glass Prod. 900; Metal Ind. 5,200; Fabricated Metal Prod. 450; All Other Mfg. 1,650; Non-mfg. 28,750; Mining 450; Contract Constr. 2,400; Whol. Trade 2,150; Ret. Trade 7,100; Fin., Insur. & R. E. 1,450; Servs. Industries 6,950; Govt. 6,150; All other Non-agric. employment 6,850; Agric. 2,200; Totals: Durables 11,650; Non-Durables 6,250; Total Employment (MSA) 55,400; Civilian Work Force 58,950.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-81; Summer 67-95; Fall 38-87; Winter 29-55. First killing frost, Oct. 25; last killing frost, Mar. 20.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Downtown Shopping Center-10 blocks on Garrison Ave. & same blocks on Rogers Ave.
Neighborhood Shopping Centers-Suburban & Grand; 21st & Midland Blvd.; Sunnymede & North O St.; Greenwood Vlg., Greenwood & Rogers Aves.; Pk. Plz. 3400 Rogers Ave.; Phoenix Vlg., Towson & Phoenix; K mart; Jenny Lind & South Zero; Central Mall, Rogers & Waldron Rd.; Waldron Sq., 5300 Rogers Ave.; Towson Plz., 3600 Towson.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grand Plz.(8)	2	Ben Franklin
Midland & Division(5)	3	Midland Drugs
Central Mall(67)	NA	JCPenney, Sears, Boston Store
Green Wood Vlg.	NA	IGA, Otasco
Pk. Plz.(8)	2	TG&Y
Phoenix Vlg.(52)	5	TGP, Otasco
K mart(30)	6	IGA, K mart

Principal Shopping Days-Mon., Wed., Thur.
Stores Open Evenings-Dept.-Thur.; Food-nightly; Central Mall & Phoenix Vlg.-nightly.

13 - RETAIL OUTLETS: Department Stores-Boston Store 2; Sears; Tilles 2; Hunt's 6; JCPenney; Lou Ann's; Froug's-on-the-Mall; Buster Brown Family Ctr.
Discount Stores-K mart; Kroger; Wal-Mart.
Variety Stores-TG&Y; Ben Franklin.
Chain Drug Stores-Law's 2; Osco 2.
Chain Supermarkets-Milgram's 6; Kroger 3; IGA Affiliates-Winton's IGA 3; IGA Thriftway; Safeway 3.
Other Chain Stores-Arcade Men's Poise N Ivy; Dollar Saver; Hunt's Warehouse; Day Discount; Elkins Antiques & Used Furniture; The Sample Seller; Eagle Store; Goins Statewide Furniture; The Leader; Aubrey Jewelry; Davis Furniture; McCann's Photo; China & Glass Co.; Butterfield Trails News Stand; Go-Breaker Electronic; Midwest Hardware & Sporting Goods; D&D Pharmacy; Trophies Unlimited; Newton's Jewelers; Cowan Jewelry; Carpet World; Firestone; Arkansas Glass & Mirror; Snooper's Barn; Junior League Bargain Box; Oklahoma Tire & Supply; S&Q Clothiers; Discount Sew & Sound.

14 - NEWSPAPERS: SOUTHWEST-TIMES RECORD (all day-mon to fri) 42,432; (m-sat) 41,904; (S) 47,429; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Truman Beasley, Adv. Dir., SOUTHWEST-TIMES RECORD, 920 Rogers Ave., Fort Smith, AR 72901; Tel. (501) 785-7700.
National Representative: Papert Companies.

HARRISON

1 - LOCATION: Boone County. E&P Map B-1. County Seat. Industrial, agricultural, and recreational center. 92 mi. S of Springfield, MO; 140 mi. N of Little Rock. U.S. Hwys. 62, 65.

2 - TRANSPORTATION:
Motor Freight Carriers-Arkansas Freightways.
Intercity Bus Lines-Continental.
Airline-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 9,567; E&P 85 Est. 10,898
County 80 Cen. 20,067; E&P 85 Est. 26,471

4 - HOUSEHOLDS:
City 80 Cen. 3,931; E&P 85 Est. 4,478
County 80 Cen. 9,781; E&P 85 Est. 10,210

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$636,000,000
Commercial	2	$163,000,000

6 - PASSENGER AUTOS: County 12,075

7 - ELECTRIC METERS: Residential 4,216

8 - GAS METERS: Residential 3,784

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Woodworking 444; Tool & Die Casting 216; Garment 570; Chalk & Bulletin Boards 200; Handle Factory 100.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-90; Summer 60-97; Fall 42-65; Winter 0-50.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northvale(9)	NA	Ace Hdwe.
Ozark Mall(32)	NA	West's, Alco, JC Penney
Younes(4)	NA	

Principal Shopping Days-Tues., Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; West's; Walters; Sears; JCPenney.
Discount Stores-Wal-Mart; Bee Discount; Alco.
Variety Stores-Ben Franklin; United; Crest Variety; Cost Plus.
Chain Supermarkets-Consumer's.
Other Chain Stores-Otasco; Coast-to-Coast; Mode O'Day; Goodyear; Radio Shack; Ace Hdwe.

14 - NEWSPAPERS: TIMES (e-mon to fri) 10,482; sworn Dec. 31, 1984 VAC.
Local Contact for Advertising and Merchandising Data: Lee Dunlap, Bus. Mgr., TIMES, PO Box 40, Harrison, AR 72602-0040; Tel. (501) 741-2325.
National Representative: Papert Companies.

HELENA-WEST HELENA

1 - LOCATION: Phillips County. E&P Map C-3. County Seat. 125 mi. E of Little Rock; 90 mi. S of Memphis. On State Hwys. 1, 20, 44.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Motor Freight Carriers-3.
Intercity Bus Lines-Continental; Arrow.

3 - POPULATION:
Corp. Cities 80 Cen. 20,965; E&P 85 Est. 20,069
Helena 80 Cen. 9,598; E&P 85 Est. 8,869
West Helena 80 Cen. 11,367; E&P 85 Est. 11,200
County 80 Cen. 34,772; E&P 85 Est. 33,669

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 7,251; E&P 85 Est. 7,014
Helena 80 Cen. 3,371; E&P 85 Est. 3,189
West Helena 80 Cen. 3,880; E&P 85 Est. 3,825
County 80 Cen. 11,434; E&P 85 Est. 11,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$137,000,000

6 - PASSENGER AUTOS: County 10,757

7 - ELECTRIC METERS: Residence, County 14,000

8 - GAS METERS: Residence, County 12,000

9 - PRINCIPAL INDUSTRIES: Boxes; Crates; Cotton Seed Products; Meat Packing; Insecticides; Fertilizer; Plywood; Concrete Blocks; Luggage; Swimming Pools; Furniture; Shortening; Chemicals; Soy Bean Oil & Meal; Clothing.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Twin City(8)	NA	Gibson's, Safeway, McCrory
Tri County Plz.(6)	NA	Wal-Mart, Pizza Hut

13 - RETAIL OUTLETS: Department Stores-JCPenney; Stephens; Wall's; Cato; Smith's.
Variety Stores-Fred's; Agee's; McCrory; Ronny's.
Discount Stores-Gibson's; Wal-Mart.
Chain Drug Stores-M-C 2; Economy 2.
Chain Supermarkets-Safeway 2; Kroger; Big Star; Piggly Wiggly.
Other Chain Stores-Goodyear; Firestone; Sears.

14 - NEWSPAPERS: WORLD (e-mon to fri; S) 5,046; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Thomas G. Wilson III, Gen. Mgr., WORLD, 417 York St., PO Box 340, Helena, AR 72342; Tel. (501) 338-9181.
National Representative: Papert Companies.

HOPE

1 - LOCATION: Hempstead County. E&P Map A-3. County Seat. 120 mi. SW of Little Rock; 200 mi. NE of Dallas; 90 mi. N of Shreveport (LA); 30 mi. NE of Texarkana. On U.S. Hwys. 67 & I-30, State Hwys. 4, 29, 32, 73, & 355.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Louisiana; Kansas City Southern; St. Louis-San Francisco.
Motor Freight Carriers-8.
AirlinesCommercial air service is available at Texarkana Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 10,290; E&P 85 Est. 11,133
CZ-ABC: (80) 10,290
RTZ-ABC: (80) 21,830
County 80 Cen. 23,635; E&P 85 Est. 23,719
City & RTZ-ABC: (80) 32,120

4 - HOUSEHOLDS:
City 80 Cen. 3,882; E&P 85 Est. 4,159
County 80 Cen. 8,578; E&P 85 Est. 8,877
CZ-ABC: (80) 3,882
RTZ-ABC: (80) 7,785
City & RTZ-ABC: (80) 11,667

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$111,000,000
Commercial	2	$144,747,248

6 - PASSENGER AUTOS: County 8,559.

7 - ELECTRIC METERS: Residence 5,997.

8 - GAS METERS: Residence 5,201.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Wood Working 360; Textile 200; Others 1,798. Av. Wkly. Wage$221-$269.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Mean Daily Max. Temp.-75.2; Mean Daily Min. Temp.-51.2.

11 - TAP WATER: Alkaline, soft; fluoridated (natural).

12 - RETAILING: Principal Shopping Center-18 blocks on five streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hope North	NA	Howard's
Hope Vlg.(13)	NA	Thriftway, Rexall, West's Dept., Sears
Hervey St.(2)	NA	TG&Y, Smitty's

Stores Open Evenings-Sat.
Stores Open Sunday-One drug; all grocery.

13 - RETAIL OUTLETS: Department Stores-JCPenney; J.A. West; Rephan's; Lewis-McLarty.
Variety Stores-TG&Y; Fred's; Bill's Dollar Store.
Discount Stores-Howard's.
Chain Supermarkets-Smitty's; Safeway; Liberty Valu-Mkts. 10; Thriftway; Piggly Wiggly.
Other Chain Stores-Oklahoma Tire & Supply; Western Auto; Montgomery Ward (catalog); Sears (catalog); Fred's Dollar Store; Cato's.

14 - NEWSPAPERS: STAR (e) 4,771; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: David Weikal, Adv. Dir., STAR, W 3rd & Grady Sts.,PO Box 648, Hope, AR 71801; Tel. (501) 777-8841.
National Representative: Papert Companies.

HOT SPRINGS

1 - LOCATION: Garland County. E&P Map B-3.

2 - TRANSPORTATION: Intercity Bus Lines-Trailways.
Motor Freight Carriers-6.
Airlines-Skyways.

3 - POPULATION:
Corp. City 80 Cen. 35,166; E&P 85 Est. 36,891
CZ-ABC: (80) 35,781
RTZ-ABC: (80) 59,294
County 80 Cen. 69,916; E&P 85 Est. 73,915
City & RTZ-ABC: (80) 95,075

4 - HOUSEHOLDS:
City 80 Cen. 15,200; E&P 85 Est. 15,670
CZ-ABC: (80) 15,483
RTZ-ABC: (80)21,837
County 80 Cen. 27,888; E&P 85 Est. 30,481
City & RTZ-ABC: (80) 37,320

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$223,393,627
Commercial	3	$565,556,921

6 - PASSENGER AUTOS: County 34,852.

7 - ELECTRIC METERS: Residence 31,084.

8 - GAS METERS: Residence 15,925.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Aluminum Pigs, Ingots & Billets 1,000 ($250); Ladies' & Girls' Shoes 750 ($200); Wood Proc. 675 ($200); Aluminum Extrusions & Doors 500 ($175); Vanadum 195; Alum. Wire & Cable 178.

10 - CLIMATE: Av. Temp.-Winter 47; Summer 72. First killing frost, Nov. 6; last killing frost, Mar. 30.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Center-10 blocks Central Ave.; 7 Quachita; 8 Malvern; 10 Albert Pike; 1 block Freeman Center; 8 Albert Pike; 3 Oaklawn; 6 blocks South Central Ave.; 1 Park Ave.; 2 Indiandale; Malvern Ave; Hot Springs Mall-20 blocks S. Central Ave.

Nearby Shopping Centers

Name (No of stores)	Miles from Downtown	Principal Stores
Albert Pike(8)	NA	Rexall, Ferguson's Furn., Western Auto
Central City(18)	NA	K mart, Piggly Wiggly
Freeman	NA	
Hot Springs Mall(40)	6	Sears, Dillards, JCPenney, Bealls, Walgreens, Zale's
Rector Hts.(2)	NA	K mart
Mowery-Wyatt(10)	NA	Walgreens, Alco, Otasco, Safeway
Market Place	NA	Wal-Mart, Kroger, Revco

Principal Shopping Days-Mon., Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Rephans 2; Gartenberg's; Dillard's; Kress; Sears; Bealls.
Variety Stores-General Dollar Stores.
Discount Stores-K mart 2; Alco 2; Wal-Mart 2.
Chain Drug Stores-Walgreens 3; Crawford 2; Medical Arts 2; Topmost; Revco 2.
Chain Supermarkets-Safeway 3; Kroger 2; Piggly Wiggly 3; Cooley's; Food-4-Less.
Other Chain Stores-Oklahoma Tire 3; Goodyear; Firestone; Fleet Tire; Singer Co.; Western Auto; Scotties.

14 - NEWSPAPERS: SENTINEL-RECORD (m) 18,344; (S) 19,351; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Floyd Emerson, Adv. Dir., SENTINEL-RECORD, PO Box 580; 300 Spring St., Hot Springs, AR 71902; Tel. (501) 623-7711.
National Representative: Papert Companies.

JACKSONVILLE

1 - LOCATION: Pulaski County (In Little Rock-North Little Rock MSA). E&P Map B-2. 15 mi. NW of Little Rock on U.S. Hwy. 67.

2 - TRANSPORTATION: Railroads-Missouri Pacific.

3 - POPULATION:
Corp. City 80 Cen. 27,589; E&P 85 Est. 32,430
MSA 80 Cen. 474,204; E&P 85 Est. 496,398
County 80 Cen. 340,613; E&P 85 Est. 354,043

4 - HOUSEHOLDS:
City 80 Cen. 8,646; E&P 85 Est. 10,440
County 80 Cen. 124,516; E&P 85 Est. 133,653
MSA 80 Cen. 168,985; E&P 85 Est. 182,550

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$57,589,000

6 - PASSENGER AUTOS: County 170,496.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Apparel Mfg.; Sheet Metal Mfg.; Lumber Working; Cotton and Rice Growing; Small Motor Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-80; Summer 65-90; Fall 50-85; Winter 32-56. First killing frost, Nov. 15; last killing frost, Mar. 6.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gregory Place(15)	NA	K mart, Safeway
Heritage(7)	NA	7-Eleven
Jacksonville(13)	NA	Alco, Sears, Knight's Food
Jackson Square(10)	NA	Wal-Mart

13 - RETAIL OUTLETS: Discount Stores-Wal-Mart, K mart.
Chain Drug Stores-Dotson 2; Price Drug Center.
Chain Supermarkets-Safeway; Thriftway; Food 4 Less; Knight's Food.

14 - NEWSPAPERS: NEWS (e) 5,372; (S) 5,372; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: F.D. Oliver, Pub.; Lorraine Darrall, Adv. Mgr., NEWS, 116 Hickory St., Jacksonville, AR 72076; Tel. (501) 982-6506.
National Representative: Papert Companies.

JONESBORO

1 - LOCATION: Craighead County. E&P Map C-2. County Seat. 66 mi. NW of Memphis; 135 mi. NE of Little Rock, 253 mi. S of St. Louis.

2 - TRANSPORTATION: Railroads-St. Louis-Southwestern; St. Louis-San Francisco; Missouri Pacific.
Motor Freight Carriers-10.
Air Travel-Jonesboro Municipal Airport.
Bus Lines-Union Bus Station.

3 - POPULATION:
Corp. City 80 Cen. 31,530; E&P 85 Est. 31,699
CZ-ABC: (80) 31,530
RTZ-ABC: (80) 79,134
County 80 Cen. 63,218; E&P 85 Est. 63,556
City & RTZ-ABC: (80) 110,664

4 - HOUSEHOLDS:
City 80 Cen. 11,405; E&P 85 Est. 11,713
County 80 Cen. 22,330; E&P 85 Est. 23,163
CZ-ABC: (80) 11,405
RTZ-ABC: (80) 27,894
City & RTZ-ABC: (80) 39,299

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	N.A.
Commercial	4	$435,139,250

6 - PASSENGER AUTOS: County 26,304.

7 - ELECTRIC METERS: Residence 15,399.

8 - GAS METERS: Residence 15,072.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Electric Mts. Comm. 1,893; Materials Handling Eqpt. 378; Rice 400; Shoes 1,424; Plumbing Fixtures 450.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Oct. 15; last killing frost, Apr. 17.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Indian Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Birchwood Sq.(7)	NA	Falk Footwear
Caraway Plaza(16)	NA	Skagg's, Dollar General, Grisham's
Eastwood(7)	NA	Colony Shop
Fountain Square(4)	NA	Green Leaf, Gold & Stone
Indian Mall(49)	NA	Dillard's, Sears, JCPenney, Stimson's
Jonesboro Plz.(2)	NA	Kroger, Wal-Mart
Southgate Plz.(5)	NA	Jac's
Southwest Vlg.(4)	NA	M.H. Kenward
Univ. Ctr.(10)	NA	Gibson's, Mont. Ward, Big Star Mkt.
West Mart Ctr.(15)	NA	Big Star Mkt.
Highland(12)	NA	K mart

Principal Shopping Days-Weekends.

13 - RETAIL OUTLETS: Department Stores-Broadway's; JCPenney; Dillard's; Sears; Grisham's.
Discount Stores-Gibson's; Wal-Mart; Fred's Dollar Store; K mart; General Dollar Store; Fred P. Gattas.
Chain Drug Stores-Crall's 2; Service 2; Skagg's; Consumer Pharmacy 2.
Chain Supermarkets-Safeway 2; Kroger; Stimson's 2; Big Star 3; Merriman Food World; Jr. Food Stores 5; Hays.

14 - NEWSPAPERS: SUN (m) 20,528; (S) 22,146; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Jerry Donohue, Ret. Adv. Mgr., SUN, 518 Carson, Jonesboro, AR 72401; Tel. (501) 935-5525.
National Representative: Papert Companies.

LITTLE ROCK

1 - LOCATION: Pulaski County (In Little Rock-North Little Rock MSA). E&P Map B-2. County Seat. Geographical, economic and industrial center and capital of the state. Wholesale distribution center. 137 mi. to Memphis; 200 mi. to Tulsa; 425 mi. to Oklahoma City; 350 mi. to St. Louis.

2 - TRANSPORTATION: Railroads- Missouri Pacific; Cotton Belt (freight); Amtrak (passenger).
Motor Freight Carriers-38 (franchised).
Intercity Bus Lines-Arrow Coach; Continental Trailways; Greyhound; Inter City; Great Southern; Houston-Bigelow; Central Ark. Transit; Jefferson.
Airlines-American; Delta; Frontier; Skyways; Trans-Central; TWA; Southwest; Northeastern; United; Republic.
Barge Lines-10.

3 - POPULATION:
Corp. City 80 Cen. 158,461; E&P 85 Est. 164,720
CZ-ABC: (80) 317,859
RTZ-ABC: (80) 707,825
MSA 80 Cen. 474,204; E&P 85 Est. 496,398
County 80 Cen. 340,613; E&P 85 Est. 354,043
City & RTZ-ABC: (80) 1,025,684
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 60,749; E&P 85 Est. 65,103
County 80 Cen. 124,516; E&P 85 Est. 133,653
MSA 80 Cen. 168,985; E&P 85 Est. 182,550
CZ-ABC: (80) 116,937
RTZ-ABC: (80) 248,422
City & RTZ-ABC: (80) 365,359

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	6	$1,032,200,000
Commercial	10	$2,421,446,809

6 - PASSENGER AUTOS: County 170,496.

7 - ELECTRIC METERS: Residence 179,303.

8 - GAS METERS: Residence 118,689.

9 - PRINCIPAL INDUSTRIES: Industry (Units) Earnings (No. of Wage Earners)-Food (37) $48,131,000 (3,197); Lumber (18) $9,540,000 (830); Furn. & Fix. (12) $4,287,000 (460); Printing (83) $38,602,000 (2,618); Elec. & Elec. Equip. (18) $74,985,000 (N.A.); Transportation Equip. (15) $19,333,000 (950); Fab. Metal (30) $40,563,000 (2,410); Paper (10) $16,852,000 (1,001).
Principal Industrial Pay Days-Weekly, 1 & 15, Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-81; Summer 68-90; Fall 40-63; Winter 35-56. First killing frost, Nov. 12; last killing frost, Mar. 11.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Downtown Shopping Center-8 blocks on Main St. and 2 blocks on West Capitol Ave.; 4 blocks on Main St. in N Little Rock.
Neighborhood Shopping Areas-Asher Ave. & University Ave.; Markham & University Ave.; Forest Heights; Rodney Parham area; Geyer Springs & Baseline; West 7th St. (600 to 1200 blocks); Park Hill (NLR); Indian Hills; McCain Mall; The Other Center; The Outlet Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Metrocentre(44)		M.M. Cohn, Osco, Dillard's
Heights Center(64)	5	Safeway, Kroger
Tanglewood(24)	6	Safeway, Otasco
Park Plaza(42)	5	Dillard's, Beall's, McCrory
Colony West(14)	7	Kroger, Osco Drug
Sturbridge(7)	7	Custom Audio
Williamsburg Row(7)	7	The Fifth Season
The Market Place(29)	7	Wyatt's Cafeteria, Audio World, Crofton's Home Decor
Trellis Square(18)	7	Radio Shack
University Mall(35)	5	JCPenney, Mont. Ward, Osco
Broadmoor(16)	5	Arkansas Bookhouse

Breckenridge(24)	7	Merle Norman, Jack Sommer's Shoes, Greenshaw's
Town & Country(9)	6	Otasco
K mart Plaza(8)	6	K mart
Southwest City Mall(32)	9	Osco, Target, Bealls
Colony South(10)	10	Kroger, Alco
Village Center(21)	6	West's, Western Auto
University Pl.(13)	6	Schuster's Savers, Food 4 Less
Rose City(12)	5	Safeway, Dollar General, Otasco
Lakehill Center(11)	4	Hog Heaven, Schuster's Savers
McCain Mall(72)	6	M.M. Cohn, Dillard's, JCPenney, Sears
The Other Ctr.(10)	6	Target, Red River Pottery
Levy Center(8)	5	Ben Franklin
North Park Mall(13)	4	Alco, Otasco
Indian Hills(17)	6	Kroger, Wal-Mart, Radio Shack
Pike Plaza(25)	5	West's, Alco
Stein Mart Plaza(5)	6	Stein Mart, Radio Shack
Geyer Springs(9)	10	Food 4 Less, Wal-Mart
Galleria Park(12)	7	Regan's
Cloverdale Plz.(4)	12	Kelly TV, True Value Hdw.
Vali-Hi Center(14)	5	Curtis Mathes
Baseline/Chicot	12	Ashley's West, Arky House
Geyer South(9)	NA	Factory Firsts, Bowen's
Cloverdale(8) Center	12	Baker Drug, Harry's Mkt.

Principal Shopping Days-Fri., Sat., Mon. Food-Wed., Thur., Fri., Sat.
Stores Open Evenings-Food chains; All shopping centers-Mon. & Fri.; University Mall, McCain Mall, Park Plaza & Breckenridge-9:00 p.m. daily.

13 - RETAIL OUTLETS: Department Stores-Dillard's 3; M.M. Cohn 3; Sterling; JCPenney 2; Sears 2; West's 4; Montgomery Ward; Bealls 3; McCrory's 2.
Discount Stores-K mart 4; Wal-Mart 5; Target 3; Skagg's 3.
Variety Stores-Sterlings; TG&Y.
Chain Drug Stores-Skagg's 3; Osco 5; Petty's 6; Consumers 2; Medic 3; Drug Mutual 33.
Chain Supermarkets-Safeway 14; Kroger 8; IGA 10; Food City; Affiliated Foods Inc. (Model Mkts. 4. Thriftway 4, Indep. 5); 7-Eleven 15; Majik Mkts. 12; Skagg's 3; Food 4 Less 4; GSC; U-Tote-Em 8.
Other Chain Stores-National Shirt Shops; Dundee; Kinney Shoes 2; Baker's Shoes 3; Otasco 10; Stinger Sam 6; Voss Hutton 3; Handy Dan's 3; Lowe's; Western Auto 4; Genuine Auto Parts 7; Goodyear 7; Firestone 7; B.F. Goodrich; Kelly-Springfield; Gordon's Jewelers 3; Jaccard's; Zale's 4; Haverty Furniture; Singer Co. 3; Pittsburgh Paints 2; Sherwin-Williams 3; Cook Paints; Devoe & Reynolds; Assoc. Paints 2; Dollar General 3; United Jewelers; Service Merchandise 2; Auto Shack 5; Factory First 4.

14 - NEWSPAPERS: ARKANSAS DEMOCRAT (m) 81,222; (S) 150,191; Mar 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Dick Browning, Nat'l. Adv. Mgr., ARKANSAS DEMOCRAT, Capitol Ave. & Scott, Little Rock, AR 72201; Tel. (501) 378-3447.
National Representative: Branham/Newspaper Sales.
ARKANSAS GAZETTE (m) 129,848; (S) 164,393; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: George H. Van Wagner, Adv. Dir., ARKANSAS GAZETTE, 112 W. Third Ave.; PO Box 1821, Little Rock, AR 72203; Tel. (501) 371-3994. Additional Market Information: Wm. C. Bohannon, Research Mgr., (501) 371-3868.
National Representative: Sawyer-Ferguson-Walker Co.

MAGNOLIA

1 - LOCATION: Columbia County, E&P Map B-4, County Seat. 60 mi. E of Texarkana. State Hwys. 19, 132; U.S. Hwys. 79, 82.

2 - TRANSPORTATION: Railroads-L&NW; St. Louis Southwestern (Cotton Belt).
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 11,909; E&P 85 Est. 12,821
County 80 Cen. 26,644; E&P 85 Est. 27,908

4 - HOUSEHOLDS:
City 80 Cen. 4,306; E&P 85 Est. 4,711
County 80 Cen. 9,535; E&P 85 Est. 10,355

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	$52,485,012
Commercial	4	$235,104,000

6 - PASSENGER AUTOS: County 10,730

7 - ELECTRIC METERS: Residence 5,010

8 - GAS METERS: Residence 4,740

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber 850 ($220); Textile 495 ($190); Oil Prod. 2,300 ($335); Aluminum 500 ($245); Rubber Life Boats 730 ($245); Chemical 450 ($340).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-74; Summer 65-98; Fall 50-70; Winter 20-65.

11 - TAP WATER: Neutral, soft, not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Columbia(11)	NA	Piggly-Wiggly
North Park Plz.	NA	Wal-Mart
Peace(12)	NA	Shock's, Dollar General
University	NA	K mart, Bealls, Revco, Kroger

Principal Shopping Days-Tues., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Talbot's; West's, Bealls.
Discount Stores-Gibson's; Wal-Mart; Dollar General; K mart.
Chain Drug Stores-Drug Mart; Medic-Aid; Revco.
Chain Supermarkets-Smitty's; Piggly-Wiggly; Kroger.
Other Chain Stores-Western Auto; Sears; JCPenney; Montgomery Ward; S&H Green Stamps; Goodyear; Firestone.

14 - NEWSPAPERS: BANNER-NEWS (e) 4,520; sworn Sept. 25, 1984.
Local Contact for Advertising and Merchandising Data: Mrs. Mary Haynie, Adv. Mgr., BANNER-NEWS, 134 S. Washington, Box 100, Magnolia, AR 71753; Tel. (501) 234-5130.
National Representative: None.

MALVERN

1 - LOCATION: Hot Spring County, E&P Map B-3, County Seat. 43 mi. SW of Little Rock. On U.S. Hwys. 67 & 270; State Hwys. 9 & I-30.

2 - TRANSPORTATION: Railroads-M.P.; Chicago.
Motor Freight Carriers-4.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,163; E&P 85 Est. 11,195
County 80 Cen. 26,819; E&P 85 Est. 27,414

4 - HOUSEHOLDS:
City 80 Cen. 3,955; E&P 85 Est. 4,375
County 80 Cen. 9,683; E&P 85 Est. 10,221

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$103,000,000
Savings & Loan	3	$62,000,000

6 - PASSENGER AUTOS: County 10,333

7 - ELECTRIC METERS: Residence 8,600

8 - GAS METERS: Residence 5,584

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Aluminum 1,450; Brick & Tile 400; Mining 330; Lumber & Wood Products 490; Plastics 125.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-83; Summer 60-98; Fall 38-88; Winter 18-64.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Days-Sat., Mon., Wed., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; West Bros.; Leader; Samon's.
Discount Stores-Gibson's; Wal-Mart; Fred's; Family Dollar.
Chain Drug Stores-Rexall 2; Walgreens; SupeRx.
Chain Supermarkets-Safeway; Food Center; Huckaby Thriftway; Piggly Wiggly; AG Foods.
Other Chain Stores-Oklahoma Tire; Western Auto; Goodyear; Montgomery Ward; Sears; JCPenney.

14 - NEWSPAPERS: RECORD (e-mon to fri) 5,905; sworn Sept. 29, 1984.
Local Contact for Advertising and Merchandising Data: Buddy King, Pub., RECORD, 219 Locust St., Malvern, AR 72104; Tel. (501) 337-7523.
National Representative: Landon Associates.

MENA

1 - LOCATION: Polk County, E&P Map A-3, County Seat. 85 mi. S of Ft. Smith; 100 mi. N of Texarkana; 78 mi. W of Hot Springs. On U.S. Hwys. 59, 71 & 270; State Hwys. 8 & 88.

2 - TRANSPORTATION: Railroad-Kansas City Southern.
Intercity Bus Lines-Jefferson Lines; Continental Bus.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 5,154; E&P 85 Est. 5,996
County 80 Cen. 17,007; E&P 85 Est. 18,520

4 - HOUSEHOLDS:
City 80 Cen. 2,068; E&P 85 Est. 2,506
County 80 Cen. 6,318; E&P 85 Est. 7,107

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$103,303,000
Savings & Loan	2	$38,000,000

6 - PASSENGER AUTOS: County 6,485

7 - ELECTRIC METERS: Residence 2,366 (city), 6,703 (county)

8 - GAS METERS: Residence 2,550

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Woodworking 275; Aircraft Repair 103; Electric Motors 300.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-100; Summer 49-100; Fall 18-79; Winter 11-94.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center-Northside Shopping Center-5 blocks from center of town (Northside Food Center, Wal-Mart, plus 13 others).
Principal Shopping Days-Mon. & Sat.

13 - RETAIL OUTLETS: Department Stores-Herod's; Adam & Eve.
Discount Stores-Cowden Factory Outlet; Wal-Mart.
Chain Drug Stores-Rexall; Walgreens; Consumer's.
Other Chain Stores-Otasco; Goodyear; Mode O'Day.

14 - NEWSPAPERS: STAR (e-mon to fri) 1,637; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Derwood Brett, Pub., STAR, 501-7 Mena St., Mena, AR 71953; Tel. (501) 394-1900.
National Representative: None.

NEWPORT

1 - LOCATION: Jackson County, E&P Map C-2, County Seat. 87 mi. NW of Little Rock; 85 mi. W of Memphis. On State Hwys. 14, 17; U.S. Hwy. 67.

2 - TRANSPORTATION: Railroads-Amtrak; Missouri Pacific; Rock Island.
Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,339; E&P Est. 8,272
CZ-ABC: (80) 8,339
RTZ-ABC: (80) 16,508
County 80 Cen. 21,646; E&P Est. 21,473
City & RTZ-ABC: (80) 24,847
Demographic Information available-Community Development Director, City of Newport, City Hall, Newport, AR 72112 and The White River Planning and Development District, Batesville, AR 72501.

4 - HOUSEHOLDS:
City 80 Cen. 3,122; E&P 85 Est. 3,119
County 80 Cen. 7,786; E&P 85 Est. 7,953
CZ-ABC: (80) 3,122
RTZ-ABC: (80) 5,829
City & RTZ-ABC: (80) 8,951

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$33,000,000
Commercial	4	$81,775,000

6 - PASSENGER AUTOS: County 7,969

7 - ELECTRIC METERS: Residence 10,824

8 - GAS METERS: Residence 4,500

9 - PRINCIPAL INDUSTRIES: Steel Mill; Timber; Metal Prod.; House Trailer Mfg.; Meat Packing; Concrete Prod.; Alum. Foil; Lighting Fixtures; Rice Milling; Steel Wire Mfg.; Leisure Furniture.

10 - CLIMATE: Ann. Average Temp. 65

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-Village Mall.
Principal Shopping Days-Mon., Thur. & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Van-Atkins.
Variety Stores-Dollar General; Fred's Dollar; Otasco.
Discount Stores-Wal-Mart.
Chain Drug Stores-Headlee's; Revco.
Chain Supermarkets-Kroger; Thriftway; Safeway; IGA; Hays.

14 - NEWSPAPERS: INDEPENDENT (e-mon to fri) 3,709; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Orville I. Richolson, Adv. Dir., INDEPENDENT, 2111 Highway 67N, PO Box 460, Newport, AR 72112; Tel. (501) 523-5855.
National Representative: Landon Associates.

PARAGOULD

1 - LOCATION: Greene County, E&P Map C-1, County Seat. In NE corner of state; 215 mi. from St. Louis; 82 mi. from Memphis.

2 - TRANSPORTATION: Railroads-St. Louis Southwestern; Mo. Pac.; Paragould & Southeastern.
Intercity Bus Lines-Great Southern Coaches.
Motor Freight Carriers-18.

3 - POPULATION:
Corp. City 80 Cen. 15,214; E&P 85 Est. 15,696
County 80 Cen. 30,774; E&P 85 Est. 31,718

4 - HOUSEHOLDS:
City 80 Cen. 5,928; E&P 85 Est. 6,266
County 80 Cen. 11,228; E&P 85 Est. 11,973

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$179,657,000
Savings & Loan	2	$63,246,513

6 - PASSENGER AUTOS: County 12,063

7 - ELECTRIC METERS: Residence 5,725

8 - GAS METERS: Residence 5,560

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electric Motors 1,250; Shirts 300; Milk Proc. 125; Store Fixtures 700; Automobile Shock Absorbers 800; Sprockets & Gears 100; Bottling 180; Conveyor Belt Mfg. 150; Hospital 270; Gas Grills 600.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-75; Summer 75-95; Fall 50-75; Winter 15-74.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Shopping Centers-Paragould Plaza, Paragould Park Plaza; Centre One.
Stores Open Evenings: Fri. to 9.

13 - RETAIL OUTLETS: Department Stores-Belk's.

Discount Stores-Gibson's; Wal-Mart; Magic Mart; Fred's.
Chain Supermarkets-Kroger; Farmer's Market; Big Star 3; Warehouse Foods.
Other Chain Stores-Otasco, Radio Shack; Super D Drugs; Revco; Auto Shack.

14 - NEWSPAPERS: PRESS (e-mon to fri) 8,555; sworn Sept. 28, 1984.
Local Contact for Advertising and Merchandising Data: Fred A. Wulfekuhler, Ed. & Pub., PRESS, Highway 49 at Hunt St., PO Box 38, Paragould, AR 72450; Tel. (501) 239-8562.
National Representative: Landon Associates.

PINE BLUFF

1 - LOCATION: Jefferson County (MSA), E&P Map B-3, County Seat. 42 mi. from Little Rock; 150 mi. from Memphis.

2 - TRANSPORTATION: Railroads-St. Louis Southwestern; Union Pacific-Missouri; Pacific-Western.

Motor Freight Carriers-23.
Intercity Bus Lines-Southeast Ark.; City Bus System; Greyhound; Continental; Trailways.
Airlines-American; Continental; Delta; Frontier; Southwest; TWA. Little Rock Airport.

3 - POPULATION:
Corp. City 80 Cen. 56,576; E&P 85 Est. 56,555
CZ-ABC: (80) 56,636
RTZ-ABC: (80) 122,913
County/MSA 80 Cen. 90,718; E&P 85 Est. 91,447
City & RTZ-ABC: (80) 179,549

4 - HOUSEHOLDS:
City 80 Cen. 19,928; E&P 85 Est. 20,338
County/MSA 80 Cen. 30,588; E&P 85 Est. 31,842
CZ-ABC: (80) 19,960
RTZ-ABC: (80) 41,270
City & RTZ-ABC (80) 61,230

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$656,825,867
Savings & Loan	3	$4,148,417,040

6 - PASSENGER AUTOS: County 52,495

7 - ELECTRIC METERS: Residence 32,403

8 - GAS METERS: Residence 22,600

9 - PRINCIPAL INDUSTRIES: Industry. No. Wage Earners-Manufacturing 5,550; Durable Goods 5,520; Food & Kindred 700; Paper & Allied Products 2,075; Other non durable 350; Construction 975; Transportation & Public Utilities 3,200; Wholesale & Retail Trade 5,550; Finance, Insurance & Real Estate 1,250; Service & Mining 5,575; Government 6,650; Agriculture 1,725.
Principal Pay Days-RR 1st, 15th; Utilities 5th, 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-96; Summer 52-106; Fall 10-104; Winter 12-87.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Main & Pine Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Broadmoor(11)	NA	Alco, Safeway
Jefferson Square(39)	NA	TG&Y, Kroger, Mangel's, Dillards
Oak Park(15)	NA	Alco, Safeway

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Varies.

13 - RETAIL OUTLETS: **Department Stores**-Cohen's; JCPenney; Sears; Baim's; Dillard's.
Discount Stores-Alco 2; K mart; Wal-Mart.
Variety Stores-TG&Y; Dollar General; Fred's.
Chain Drug Stores-Conery's 2; Oak Park 2; Walgreens.
Chain Supermarkets-IGA 4; Safeway 4; Kroger; In & Out Convenience 29; Mad Butcher 2; County Market 2.
Other Chain Stores-Kinney; Mangel's; Majik Market; Haverty Furn.; Gordon's Jewelers; S&H Green Stamps.

14 - NEWSPAPERS: COMMERCIAL (e) 21,168; (S) 22,565; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Charles H. Barnes, Adv. Dir., COMMERCIAL, 300 Beech St., Pine Bluff, AR 71611; Tel. (501) 534-3400.
National Representative: Papert Companies.

ROGERS

1 - LOCATION: Benton County, E&P Map A-1. Farm marketing and manufacturing. On U.S. Hwys. 71 & 62, State Hwys. 12 & 94.

2 - TRANSPORTATION: **Railroad**-Burlington-Northern.
Motor Freight Carriers-8.
Intercity Bus Lines-Jefferson Lines; Arkoma.

3 - POPULATION:
Corp. City 80 Cen. 17,429; E&P 85 Est. 22,593
CZ-ABC: (80) 17,429
RTZ-ABC: (80) 92,548
County 80 Cen. 78,115; E&P 85 Est. 86,996
City & RTZ-ABC: (80) 109,977
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,554; E&P 85 Est. 8,322
County 80 Cen. 28,622; E&P 85 Est. 32,943
CZ-ABC: (80) 6,554
RTZ-ABC: (80) 33,916
City & RTZ-ABC: (80) 40,470

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	7	$488,518,000
Savings & Loan	9	$367,941,000

6 - PASSENGER AUTOS: County 43,772

7 - ELECTRIC METERS: County 68,032

8 - GAS METERS: County 79,647

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Manufacturing 7,486; Food Prod. 2,467; Machinery (except electrical) 949. Other manufacturing 3,950. Includes toy guns; nylon hosiery; electric motors; carbide-tipped industrial tools; coated telephone wire; plastic pipe; vehicle wheels; corrugated board; broiler feed; pole line hardware; plastic household packaging produce; valves; non-woven fabrics; electronic components; school room furnishings.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-77; Summer 60-92; Fall 35-84; Winter 15-50. First killing frost, Oct. 25; last killing frost, Mar. 20.

11 - TAP WATER: Neutral, medium hard, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on Walnut St.; Dixieland Mall.
Neighborhood Shopping Centers-Hwy. 71 S.; Hwy. 71 W.; Hwy. 12 E.; Hwy. 62 N.

Nearby Shopping Centers

Name (No of stores)	**Miles from Downtown**	**Principal Stores**
Cash Vlg (8)	NA	Gibson Discount
Southgate(15)	NA	IGA
Walnut Plz (14)	NA	Wal-Mart, IGA

Principal Shopping Days- Fri. & Sat.
Stores Open Evenings-Dixieland; Downtown Thur.

Stores Open Sundays- Food markets.

13 - RETAIL OUTLETS: **Department Stores**-Stroud Mercantile; Hunt's; Campbell; Bell-Lewis Bros.; Bealls; The Laddies Peddler; Lyndals.
Discount Stores-Wal-Mart; K mart.
Chain Drug Stores-Corner Rexall; Lewis; Rogers & Rose; Consumer; Rogers Phcy. 7; Freddie's Phcy.
Chain Supermarkets-Food Town 2; Thriftway 2; Phillips Food Ctr.; Safeway; Food 4 Less.
Other Chain Stores-Oklahoma Tire & Supply; Western Auto Supply; Mode O'Day; Sherwin Williams; Linkway; Big 8 Tires; Hastings Books & Records; Gordon Jewelerys; Zale's Jewelers; Worths; Kinney Shoes; Maurice's; Whites Auto.

14 - NEWSPAPERS: NORTHWEST ARKANSAS NEWS (m-mon to fri) 13,444; (S) 15,045; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Jim Stilwell, Adv. Mgr., NEWS, 313 S. 2nd, PO Box 718, Rogers, AR 72756; Tel. (501) 636-4411.
National Representative: Papert Companies.

RUSSELLVILLE

1 - LOCATION: Pope County, E&P Map B-2. County Seat. 78 mi. NW of Little Rock; 87 mi. E of Fort Smith. On U.S. Hwy. 65, State Hwy. 7, I-40.

2 - TRANSPORTATION: **Railroads**-Missouri-Pacific; Dardanelle-Russellville; Arkansas River Port.
Intercity Bus Lines-Trailways; Interstate.

3 - POPULATION:
Corp. City 80 Cen. 14,000; E&P 85 Est. 16,830
County 80 Cen. 39,003; E&P 85 Est. 43,040

4 - HOUSEHOLDS:
City 80 Cen. 5,014; E&P 85 Est. 6,115
County 80 Cen. 13,612; E&P 85 Est. 15,577

5 - BANKS	**NUMBER**	**DEPOSITS**
Commerical	2	$202,106,536

6 - PASSENGER AUTOS: County 16,180

7 - ELECTRIC METERS: County Res. 16,156; Industrial 582; Commercial 2,464; Government 36

8 - GAS METERS: Res. County 19,029

9 - PRINCIPAL INDUSTRIES: Shoes; Lumber Prod.; Coal; Poultry Processing; Ice Cream Mix; Butter; Walk-In Refrigerators; Furniture Plant; Parking Meters; Frozen Foods; Innertube Mfg.; Steel Fab.; Leather Mfg.; Metalworking; Aluminum Extrusion; Chemical Processing; Lumber; Corrugated Boxes; Master Frabicators; Boat Manufacturer.

10 - CLIMATE: Av. Temp.-Jan. 45; July 82.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
City Mall(14)	NA	JCPenney, Safeway
Plaza East(7)	NA	Wal-Mart, C. [illegible] Anthony
Main Plaza(2)	NA	Van Atkins, Arkansas Hardware
Southgate	3	Revco

13 - RETAIL OUTLETS: **Department Stores**-F.C. Peters; Van Atkins; JCPenney; Beal's; C. R. Anthony.
Variety Stores-Alco.
Discount Stores-Wal-Mart; Fred's; Dollar General; K mart.
Chain Supermarkets-Kroger; Safeway; IGA 3; Food-4-Less.
Other Chain Stores-Payless Shoes; Irma Dumas; Van Atkins; Colony Shop; Sears; Montgomery Ward; Otasco; Western Auto; Goodyear; Loeflers; Cato's; Sherwin-Williams; Revco; Auto Shack; Wickes Lumber; Zale's.

14 - NEWSPAPERS: COURIER-DEMOCRAT (e-mon to fri) 10,590; (S) 11,975; Sworn Sept. 28, 1984.
Local Contact for Advertising and Merchandising Data: James A. Mills, Mktg. Dir., COURIER DEMOCRAT, 201 E. Second, Russellville, AR 72801; Tel. (501) 968-5252.
National Representative: Harte-Hanks Communications, Landon Associates.

SEARCY

1 - LOCATION: White County, E&P Map C-2. County Seat. On U.S. Hwys. 67 & 64, State Hwys. 16 & 36. 1 mi. E of Little Red River; 54 mi. N of Little Rock, state capital.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific.
Motor Freight Carriers-5.
Intercity Bus Lines-Missouri Pacific; Trailways; Continental Midwest.

3 - POPULATION:
Corp. City 80 Cen. 13,612; E&P 85 Est. 14,511
County 80 Cen. 50,835; E&P 85 Est. 54,195

4 - HOUSEHOLDS:
City 80 Cen. 4,478; E&P 85 Est. 4,892
County 80 Cen. 17,423; E&P 85 Est. 19,213

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	$80,961,982
Savings & Loan	2	$100,461,273
Commercial	2	$38,632,538

6 - PASSENGER AUTOS: County 18,764

7 - ELECTRIC METERS: Residence 5,246

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agriculture 1,750 ($220); Manufacturing 3,550 ($203).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-75; Summer 60-105; Fall 35-85; Winter 10-60.

11 - TAP WATER: Soft, not fluoridated.

12 - RETAILING: **Principal Shopping Days**-Wed., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Montgomery Ward; Sears.
Discount Stores-Fred's; Alco; Wal-Mart; Dollar General.
Chain Drug Stores-Rexall; Headlee 2; Revco.
Chain Supermarkets-Kroger; Safeway; Associated Grocers; Food 4 Less; Piggly Wiggly 2; Warehouse Foods.
Other Chain Stores-Goodyear; Cato's; Mode O'Day; Western Auto; Otasco; Hancock Fabrics.

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 6,438; (S) 6,881; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Richard Guerrero, Adv. Dir., CITIZEN, PO Box 1379, Searcy, AR 72143; Tel. (501) 268-8621.
National Representative: Landon Associates.

SPRINGDALE

1 - LOCATION: Washington County (In Fayetteville-Springdale MSA), E&P Map A-1. NW corner of state. Agricultural market ctr. Mfg. & canning industries. Birthplace of poultry industry in AR. Home office of 3 major national trucking firms. 72 mi. N of Ft. Smith; 100 mi. E of Tulsa, OK.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-10.
Bus Lines-Crown Coach Co.; Santa Fe Trailways; Arkoma; Continental Trailways; Jefferson.
Airlines-Skyways; Metro.

3 - POPULATION:
Corp. City 80 Cen. 23,458; E&P 85 Est. 27,631
CZ-ABC: (80) 23,458
RTZ-ABC: (80) 116,391
County/MSA 80 Cen. 99,735; E&P 85 Est. 104,836
City & RTZ-ABC: (80) 139,849
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,510; E&P 85 Est. 1[illegible]246
County/MSA 80 Cen. 35,825; E&P 85 Est. 38,973
CZ-ABC: (80) 8,510
RTZ-ABC: (80) 42,589
City & RTZ-ABC: (80) 51,099

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Comm.	1	$228,827,767
Savings & Loan	1	(incl. above)

6 - PASSENGER AUTOS: County 43,795

7 - ELECTRIC METERS: Residence 8,000

8 - GAS METERS: Residence 11,272

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Canning 1,150; Feed Mfg. 850; Hatcheries 690; Trucking 1,200; Poultry Proc. 4,000; Elect. 705; Tool Making 730; Alum. Fab. 325.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-85; Summer 60-95; Fall 45-80; Winter 0-65.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Emma Ave., 2 on Main; 1 on Mill; 1 on Holcomb & Block; 30 blocks on 68 W.; 20 blocks on 68 E.; 20 blocks on Hwy. 71.
Neighborhood Shopping Centers-8 blocks on N Thompson; 8 on S. Thompson; 1 on Caudle Ave.; 30 blocks on Hwy. 68 W.
Principal Shopping Days-Fri., Mon.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Elmdale(6)	NA	
Plaza(6)	NA	Harp's Food Store
N.W. Ark. Mall(76)	NA	Sears, Boston Store, JCPenney, Dillard's, Beall-Ladymon
Sunset Ctr.(3)	NA	Harp's, K mart

Stores Open Evenings-Shpg. ctrs. every evening until 9:00., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Camps; Clarkson; B & K Foods; Cameron's; Anthony's; Sears; JCPenney; Montgomery Ward; Ryan's; Dillard's; Boston Store; Beall-Ladymon.
Variety Stores-Woolworth.
Discount Stores-Wal-Mart; K mart.
Chain Drug Stores-Rexall; Sav-On; Consumer's.
Chain Supermarkets-Harp's; Food-4-Less; Consumer's Market; Safeway; IGA.
Other Chain Stores-E-Z Mart; Spee-Dee Mart; 7-Eleven; One Stop Mart; Goodyear.

14 - NEWSPAPERS: NEWS (e-mon to fri) 12,468; (S) 13,809; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Danny Dotson, Adv. Dir., NEWS, 514 E. Emma Ave., Springdale, AR 72764; Tel. (501) 751-6200.
National Representative: Papert Companies.

STUTTGART

1 - LOCATION: Arkansas County, E&P Map C-3. County Seat. 50 mi. SE of Little Rock.

2 - TRANSPORTATION: **Railroads**-St. Louis Southwestern.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,941; E&P 85 Est. 10,978
County 80 Cen. 24,175; E&P 85 Est. 23,676

4 - HOUSEHOLDS:
City 80 Cen. 4,111; E&P 85 Est. 4,107
County 80 Cen. 8,909; E&P 85 Est. 8,962

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$67,815,708
Commercial	2	$162,486,970

6 - PASSENGER AUTOS: County 9,826

7 - ELECTRIC METERS: Residence 4,595

8 - GAS METERS: Residence 4,745

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Rice Mills 1,400; Seed Processors 145; Metal Fabricators 134; Soy Bean Plant 330; Well Drilling 100; Heating/Air Conditioning Mfg. 251.

10 - CLIMATE: Ann. Avg. Temp. 60-66; Rainfall 50 inches.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Southgate(10)	NA	Kroger, Wal-Mart
Stuttgart Sq.(8)	NA	West's, Fred's, Piggly Wiggly

Principal Shopping Days-Mon., Wed. & Sat.
Stores Open Evenings-Shopping centers to 8 & 9 ex. Sun.

13 - RETAIL OUTLETS: **Department Stores**-Belk-Jones; West's; Sears; Holidays.
Variety Stores-Dollar General; Fred's; Family Dollar.
Discount Stores-Wal-Mart; Fred's.
Chain Supermarkets-Piggly Wiggly; Safeway; Kroger; Food Palace 2.
Other Chain Stores-Western Auto; Okla. Tire; Singer Co.; Radio Shack.

14 - NEWSPAPERS [illegible] to fri) 4,230, sworn Sept. 30, 19[illegible]
Local Contact for Advertising and Merchandising Data: Gene Austin, Adv. Dir., LEADER, PO Box 531, Stuttgart, AR 72160; Tel. (501) 673-8533.
National Representative: Landon Associates.

TEXARKANA
See TEXARKANA, TX

WEST MEMPHIS

1 - LOCATION: Crittenden County (In Memphis, TN-AR-MS MSA). E&P Map D-2. Agricultural ctr. in NE portion of state. 6 mi. W of Memphis, 125 mi. E of Little Rock.

2 - TRANSPORTATION: **Railroads**-Chicago, Rock Island & Pacific; Frisco; Missouri Pacific.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways; Greyhound; West Memphis Transportation.
Waterway-West Memphis Port.

3 - POPULATION:
Corp. City 80 Cen. 28,138; E&P 85 Est. 26,042
CZ-ABC: (80) 28,138
Bal. in NDM-ABC: (80) 21,361
County 80 Cen. 49,097; E&P 85 Est. 45,440
MSA 80 Cen. 912,887; E&P 85 Est. 947,222
Total NDM-ABC: (80) 49,499

4 - HOUSEHOLDS:
City 80 Cen. 9,250; E&P 85 Est. 8,455
County 80 Cen. 15,571; E&P 85 Est. 14,908
CZ-ABC: (80) 9,250
Bal in NDM-ABC: (80) 6,451
Total NDM-ABC: (80) 15,701
MSA 80 Cen. 311,996; E&P 85 Est. 334,198

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$746,457,411
Commercial	3	$104,644,700

6 - PASSENGER AUTOS: County 17,292.

7 - ELECTRIC METERS: Residence 10,000.

8 - GAS METERS: Residence 9,600.

9 - PRINCIPAL INDUSTRIES: Steel & Foundries; Corragated Boxes; Refinery; Valves; Forklifts; Wooden Boxes; Trailers-Mobile Home; Soft Drink Cases; Concrete Slabs; Cotton Compresses; Household Bleach; Tank; Notebook Metal Parts; Bumper Refinishing Plant; Wood Glue; Pipe Fabricators; Oil Pkg.; Farm Implements; Wood Paneling; Paper Bags; Styrofoam. No. of Wage Earners-9,815 city; 23,625 county. (Av. Weekly Wage N.A.)

10 - CLIMATE: Av. Ann. Min. & Max. Temp.-30-95.

11 - TAP WATER: Soft, provided by 6 deep wells, pumping capacity of 4,824,000 gallons per 24 hours.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Broadway.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Meadowbrook(16) Sq.(20)	NA	Wal-Mart, Pic Pac, Super Drug
Broadway Plz.(10)	NA	E-Z Foods, Big Star
Holiday Plz.(26)	NA	Walgreen, Kroger
Missouri Plz.(8)	NA	E-Z Foods

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Holiday Plz. Mall, Wal-Mart.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Western Auto; Goodyear; Goodrich; Saig's; Wal-Mart; Colony Shop; Campbells; Country Squire; Fred's; Radio Shack; Lowes Lumber; Kelly Springfield; Fred P. Gattas.
Chain Drug Stores-Walgreen; Rexall; Super D Drug.
Chain Supermarkets-Kroger; Big Star; Safeway Warehouse; Pic Pac; Marion Big Star; Nite 'N Day.
Other Chain Stores-Van Zants; Johnny Hall Clothing; Just for Kids; Kid's Stuff; Payless Shoe; Baskin's Firestone; Master Home Furnishings.

14 - NEWSPAPERS: TIMES (e-mon to fri) 7,801; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: David Tiebel, Adv. Mgr., TIMES, 111 E. Bond St., PO Box 459, West Memphis, AR 72301; Tel. (501) 735-1010.
National Representative: None.

Editor & Publisher
the story behind
hot news stories.

CALIFORNIA SURVEYS

METROPOLITAN STATISTICAL AREAS

Bakersfield-Kern County
Chico-Butte County
Fresno-Fresno County
Modesto-Stanislaus County
Redding-Shasta County
Sacramento-El Dorado, Placer, Sacramento and Yolo Counties
Salinas-Seaside-Monterey-Monterey County
San Diego-San Diego County
Santa Barbara-Santa Maria-Lompoc-Santa Barbara County
Stockton-San Joaquin County
Visalia-Tulare-Porterville-Tulare County
Yuba City-Sutter and Yuba Counties

PRIMARY METROPOLITAN STATISTICAL AREAS

Anaheim-Santa Ana-Orange County
Los Angeles-Long Beach-Los Angeles County
Oakland-Alameda and Contra Costa Counties
Oxnard-Ventura-Ventura County
Riverside-San Bernardino-Riverside and San Bernardino Counties
San Francisco-Marin, San Francisco and San Mateo Counties
San Jose-Santa Clara County
Santa Cruz-Santa Cruz County
Santa Rosa-Petaluma-Sonoma County
Vallejo-Fairfield-Napa-Napa and Solano Counties

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Los Angeles-Anaheim-Riverside-Includes Anaheim-Santa Ana PMSA, Los Angeles-Long Beach PMSA, Oxnard Ventura PMSA, and Riverside-San Bernardino PMSA.
San Francisco-Oakland-San Jose-Includes Oakland PMSA, San Francisco PMSA, San Jose PMSA, Santa Cruz PMSA, Santa Rosa-Petaluma PMSA, and Vallejo-Fairfield-Napa PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1986**
Under 5 Years	1,643	1,708	1,924
5-14 Years	3,886	3,446	3,880
15-24 Years	3,565	4,486	5,053
25-44 Years	5,044	7,058	7,950
45-64 Years	4,036	4,556	5,132
65 and Over	1,792	2,415	2,720
TOTAL	19,966	23,669	26,659

Based on U.S. Census

POPULATION ESTIMATES
(Thousands)
Places of 50,000 or more and Central Cities of MSA's with 10% or more of Spanish Origin Population

City	Total Pop.	Spanish Origin	Percent
Bakersfield	106	16	15.0
Escondido	62	9	14.6
Fremont Newark	164	23	14.0
Fresno	217	51	23.6
Glendale	139	25	17.8
Hayward	94	19	20.2
Huntington Park South Gate	160	94	58.4
Long Beach	361	51	14.0
Los Angeles	2,967	816	27.5
Modesto	106	11	10.5
Oceanside	77	14	18.4
Ontario Upland	136	37	27.1
Orange Co. (Anaheim)	219	38	17.2
Orange Co. (Costa Mesa)	82	8	10.3
Orange Co. (Santa Ana)	204	91	44.5
Oxnard	108	48	44.4
Pasadena	118	22	18.4
Pomona	93	28	30.5
Riverside	171	28	16.2
Sacramento	276	39	14.2
Salinas	80	31	38.1
San Bernardino	119	30	25.4
San Diego	876	13	14.9
San Francisco	679	84	12.3
San Jose	630	140	22.3
Santa Barbara	75	17	22.2
Santa Monica	88	11	13.0
Stockton	150	33	22.1
Whittier	69	16	23.4

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1977 Census**	**1982 Census**	**1986 Est.**
Bldg. Mat. Hdwr.	4,328	5,211	7,948
General Mdse.	10,554	13,946	18,779
Food	17,267	27,688	35,002
Automobiles	16,232	21,488	37,113
Gasoline Stations	5,733	10,531	11,860
Apparel	3,766	6,182	8,650
Furniture	4,341	5,914	9,752
Eat Drink Places	8,052	13,416	18,258
Drugs	3,040	5,142	7,353
TOTAL SALES	81,058	123,946	168,496

ALAMEDA

1 - LOCATION: Alameda County. E&P Map B-5 (In Oakland PMSA). On an island in San Francisco Bay, 12 mi. E of San Francisco, separated from Oakland by an estuary, and connected with the mainland by 5 bridges.

2 - TRANSPORTATION: **Railroads**-Alameda Belt Line; W.P.
Motor Freight Carriers-15.

Passenger and Freight Steamship Lines-46.
Intercity Bus Lines-A. C. Transit District.
Airlines-Airlines using Oakland Airport.

3 - POPULATION:
Corp. City 80 Cen. 63,852; E&P 85 Est. 64,256
County 80 Cen. 1,105,379; E&P 85 Est. 1,176,430
PMSA 80 Cen. 1,767,631; E&P 85 Est. 1,885,256

4 - HOUSEHOLDS:
City 80 Cen. 26,517; E&P 85 Est. 27,922
County 80 Cen. 402,092; E&P 85 Est. 468,575
PMSA 80 Cen. 667,626; E&P 85 Est. 737,905

5 - BANKS	**NUMBER**	**DEPOSITS**
Comm. & Savings	11	$357,134,000
Savings & Loan	7	$251,850,000

6 - PASSENGER AUTOS: County 640,118.

7 - ELECTRIC METERS: Residence 25,611.

8 - GAS METERS: Residence 23,248.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-$500)-Aircraft Repair 4,500; Shipbuilding 1,000; Shipping Terminals 300-400; Steel Prods. 850.
Principal Industrial Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. Spring 47-65; Summer 55-72; Fall 50-71; Winter 39-56.

11 - TAP WATER: Alkaline, very soft, fluoridated.

12 - RETAILING:
Principal Shopping Centers-4 blocks on Park St. (East End), and 4 blocks on Webster St. (West End). 65 acres on S. Shore Retail Ctr. at ft. of Park St. with 53 stores; Fernside Shopping; Broadway & Blanding; 12 retail outlets.
Neighborhood Shopping Centers-2 blocks on Encinal & Versailles; 1 on High & Fernside Blvd.; 1 on Morton & Encinal Ave.; 1 on Caroline & Central Ave.; 2 on Lincoln & Bay Sts.; 1 on Chestnut & Encinal Ave. Major commissary and base exchange facilities at Naval Air Station, Alameda.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
South Shore(61)	NA	JCPenney, Mervyn's, Safeway, Woolworth, Ross Dress For Less
Fernside(16)	NA	Payless Drug, Alpha Beta

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Mervyn's.
Variety Stores-Woolworth; Sprouse Reitz.
Chain Drug Stores-Long's; Walgreens; Nelson's; Pay Less.
Chain Supermarkets-Safeway 2; Lucky's 2; Encinal Mkts.; Super-S Mkts.; Central; William Bros.; Alpha Beta; Chestnut-Encinal.
Other Chain Stores-Goodyear; Gallenkamp; Grand Auto Supply; Anita Shops; Crescent Jewelers; Thom McAn; Goldman's; Grodin's; Dorothy's Apparel; Radio Shack; House of Fabrics; Miller's Outpost; Kinney Shoes; Ross.

14 - NEWSPAPERS: TIMES-STAR (m) 8,598; sworn Oct. 24, 1984.
Local Contact for Advertising and Merchandising Data: Mort Kofman, Adv. Dir., TIMES-STAR, 1516 Oak St., Alameda, CA 94501; Tel. (415) 523-1200.
National Representatives: Landon Associates; U.S. Suburban Press.

ANAHEIM
See ORANGE COUNTY

ANTIOCH

1 - LOCATION: Contra Costa County (In Oakland PMSA). E&P Map B-4. 38 mi. from Stockton; 30 mi. from Oakland; 60 mi. from Sacramento; 40 mi. from San Francisco. On San Joaquin River. State Hwys. 4 & 24; U.S. Hwy. 40.

2 - TRANSPORTATION: **Railroads**-SP; Santa Fe; River Lines (boat, freight).
Intercity Bus Lines-Greyhound; Bay Area Rapid Transit; Tri Delta; Central Contra Costa Transit Authorities.

3 - POPULATION:
Corp. City 80 Cen. 43,559; E&P 85 Est. 54,304
CZ-ABC: (80) 42,683
RTZ-ABC: (80) 32,534
County 80 Cen. 657,252; E&P 85 Est. 708,826
PMSA 80 Cen. 1,762,631; E&P 85 Est. 1,885,256
City & RTZ-ABC: (80) 75,217
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,227; E&P 85 Est. 19,647
County 80 Cen. 241,805; E&P 85 Est. 269,330
PMSA 80 Cen. 667,626; E&P 85 Est. 737,905
CZ-ABC: (80) 14,955
RTZ-ABC: (80) 11,056
City & RTZ-ABC: (80) 26,011

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	6	$118,795,000
Savings & Loan	6	$95,422,000

6 - PASSENGER AUTOS: County 420,070.

7 - ELECTRIC METERS: Residence 18,020.

8 - GAS METERS: Residence 13,592.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (No. of plants)-Paper Prods. 1,000 (1); Heavy Prods. 1,100 (2); Chemicals 385 (2); Gypsum Prods. 150 (1); Gas, Electric Power 100 (1); Fruit/veg. Canneries 600 to 1,600 seasonal (2); Glass Containers 300 (1). (Av. Wkly. Wage-$240)

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft, from San Joaquin River; fluoridated.

12 - RETAILING: **Neighborhood Shopping Centers**-Downtown area, 45 in 4-block trading area.

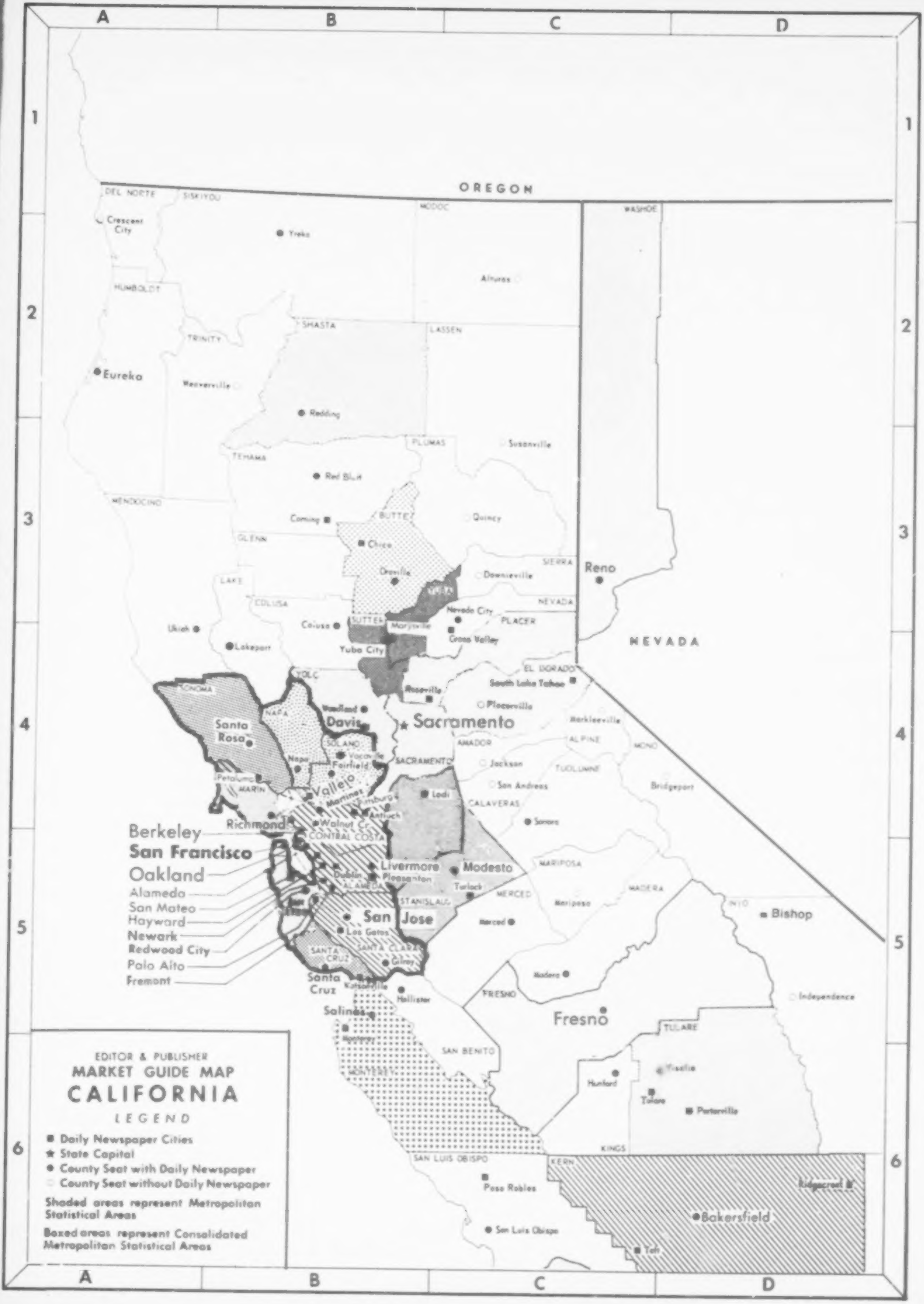
Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Antioch(18)	NA	Lucky Stores, Ben Franklin
Antioch Sq.(15)	NA	Hilson's
County East(50)	NA	Sears, Safeway, JCPenney, Mervyn's, Mont. Ward
Lone Tree(8)	NA	Savings Center, Rexall
K mall(8)	NA	K mart, Liquor Barn
Raleys(21)	NA	Raleys
Somersville Ctr.(8)	NA	Green's TV
Lone Tree Plz.(7)	NA	Beverly's Fabrics, Superfoods

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Wed. & Fri.

13 - RETAIL OUTLETS: **Department Stores**-Famous Fashions; Sears; Hilson's; Wards; Mervyn's; JCPenney.
Variety Stores-Ben Franklin.
Discount Stores-Payless; K mart; Handyman.
Chain Supermarkets-Safeway; Lucky Stores 2; Fry's; Savings Center; Mt. View; Dutch Pride; Raley's.
Chain Drug Stores-Long's; Raley's; Payless.
Other Chain Stores-Firestone; Grand Auto; Goodyear; Crown; Payless Paint.

14 - NEWSPAPERS: LEDGER (e-mon to fri) 13,347; (m-sat) 20,067; (S) 20,561; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: James G. Harris, Gen. Mgr., LEDGER/POST DISPATCH, 1700 Cavallo Rd.; PO Box 70, Antioch, CA 94509; Tel. (415) 757-2525.
National Representatives: Cresmer, Woodward, O'Mara & Ormsby; U.S. Suburban Press.


A
B
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OREGON
NEVADA
DEL NORTE
SISKIYOU
MODOC
WASHOE
Crescent City
Yreka
Alturas
HUMBOLDT
SHASTA
LASSEN
TRINITY
Eureka
Weaverville
Redding
Susanville
PLUMAS
TEHAMA
Red Bluff
MENDOCINO
Corning
BUTTE
Quincy
GLENN
Chico
Oroville
SIERRA
Downieville
Reno
LAKE
COLUSA
NEVADA
Colusa
SUTTER
Marysville
Nevada City
PLACER
Grass Valley
Ukiah
Lakeport
Yuba City
EL DORADO
YOLO
South Lake Tahoe
SONOMA
NAPA
Roseville
Placerville
Woodland
Davis
Sacramento
Markleeville
Santa Rosa
SOLANO
Vacaville
ALPINE
MONO
Napa
Fairfield
SACRAMENTO
AMADOR
Jackson
TUOLUMNE
Petaluma
MARIN
Vallejo
Lodi
San Andreas
Bridgeport
Martinez
Pittsburg
CALAVERAS
Richmond
Walnut Cr.
Antioch
Sonora
CONTRA COSTA
Berkeley
San Francisco
Oakland
Alameda
San Mateo
Hayward
Newark
Redwood City
Palo Alto
Fremont
Livermore
Modesto
Dublin
Pleasanton
MARIPOSA
ALAMEDA
Turlock
MERCED
Mariposa
MADERA
STANISLAUS
San Jose
INYO
Bishop
Merced
Los Gatos
SANTA CRUZ
SANTA CLARA
Gilroy
Madera
Santa Cruz
Watsonville
Hollister
FRESNO
Independence
Salinas
Fresno
Monterey
TULARE
SAN BENITO
MONTEREY
Visalia
Hanford
Tulare
Porterville
KINGS
SAN LUIS OBISPO
KERN
Paso Robles
Ridgecrest
Bakersfield
San Luis Obispo
Taft

EDITOR & PUBLISHER

MARKET GUIDE MAP

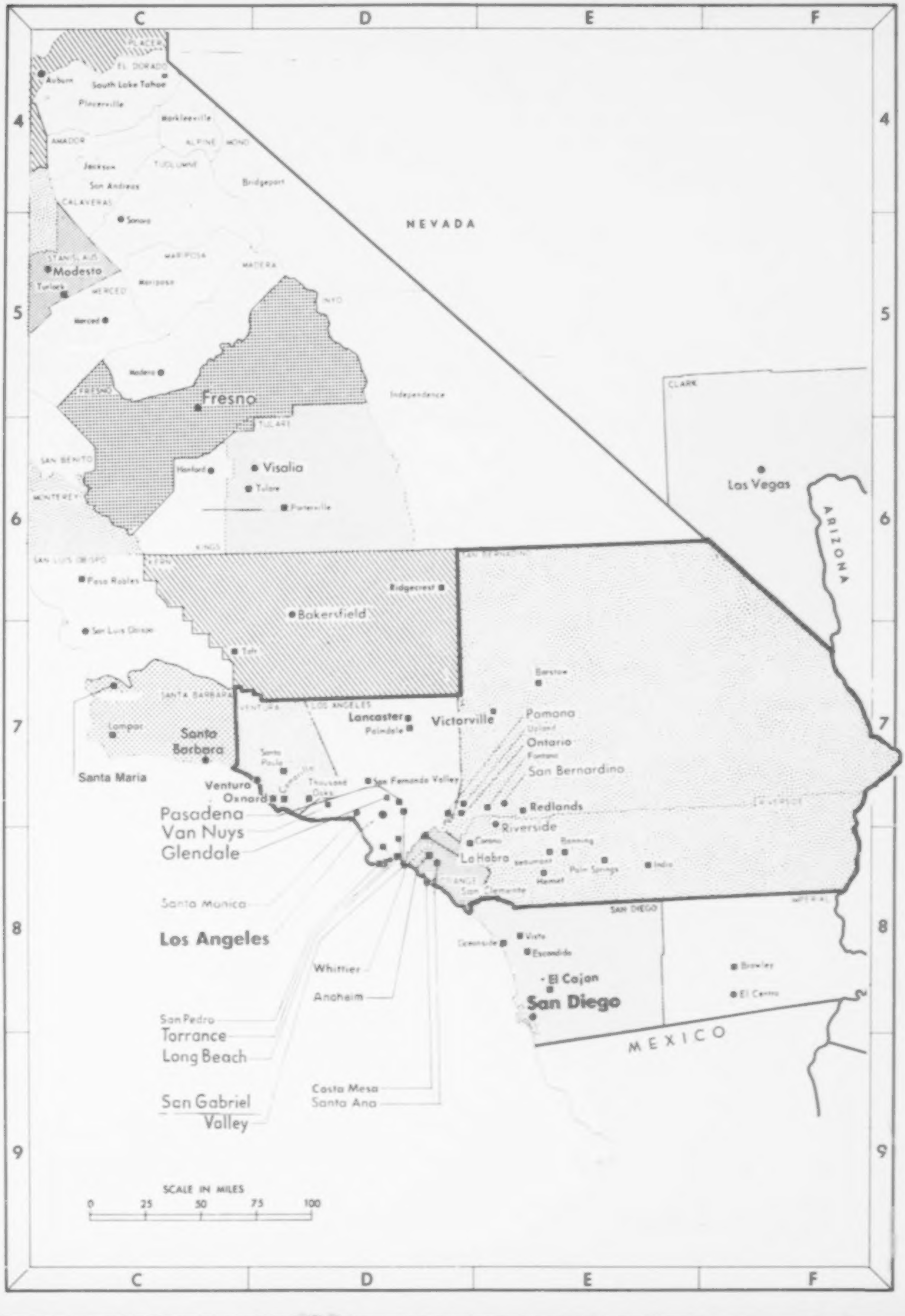
CALIFORNIA

LEGEND

- ■ Daily Newspaper Cities
- ★ State Capital
- ● County Seat with Daily Newspaper
- ○ County Seat without Daily Newspaper

Shaded areas represent Metropolitan Statistical Areas

Boxed areas represent Consolidated Metropolitan Statistical Areas


C
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PLACER
EL DORADO
Auburn
South Lake Tahoe
Placerville
Markleeville
AMADOR
ALPINE
MONO
Jackson
TUOLUMNE
San Andreas
Bridgeport
CALAVERAS
Sonora
NEVADA
STANISLAUS
Modesto
MARIPOSA
MADERA
Turlock
MERCED
Mariposa
Merced
INYO
Madera
FRESNO
Fresno
Independence
TULARE
CLARK
SAN BENITO
Visalia
Hanford
Tulare
Las Vegas
MONTEREY
Porterville
ARIZONA
KINGS
SAN BERNARDINO
SAN LUIS OBISPO
KERN
Paso Robles
Ridgecrest
Bakersfield
San Luis Obispo
Taft
Barstow
SANTA BARBARA
VENTURA
LOS ANGELES
Lancaster
Victorville
Palmdale
Pomona
Lompoc
Santa Barbara
Upland
Ontario
Fontana
Santa Paula
San Bernardino
Santa Maria
Ventura
Thousand Oaks
San Fernando Valley
Oxnard
Camarillo
Redlands
RIVERSIDE
Pasadena
Riverside
Van Nuys
Corona
Banning
Glendale
La Habra
Beaumont
Palm Springs
Indio
Hemet
ORANGE
San Clemente
IMPERIAL
SAN DIEGO
Santa Monica
Los Angeles
Vista
Oceanside
Escondido
Whittier
Brawley
El Cajon
Anaheim
El Centro
San Diego
San Pedro
MEXICO
Torrance
Long Beach
Costa Mesa
Santa Ana
San Gabriel Valley
SCALE IN MILES
0
25
50
75
100

AUBURN

1 - LOCATION: Placer County. E&P Map C-4 (In Sacramento MSA). County Seat. Mountain resort. Gold mines, fruits, cattle, poultry prods. 35 mi. NE of Sacramento on I-80.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Served by all major airlines through Sacramento Airport.

3 - POPULATION:
Corp. City 80 Cen. 7,540; E&P 85 Est. 9,446
County 80 Cen. 117,247; E&P 85 Est. 136,527
MSA 80 Cen. 1,099,814; E&P 85 Est. 1,248,588

4 - HOUSEHOLDS:
City 80 Cen. 3,188; E&P 85 Est. 3,611
County 80 Cen. 42,732; E&P 85 Est. 51,487
MSA 80 Cen. 416,356; E&P 85 Est. 488,750

5 - BANKS	**NUMBER**	**EST. DEP**
Commercial	9	N.A.
Savings & Loan	7	N.A.

6 - PASSENGER AUTOS: County 80,287

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mining; Agric.; Forestry; Farming; Computers.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 55-105; Fall 45-90; Winter 30-65.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Centers**-Hwy. 80, Interchange Rd. Downtown; Palm Ave., Hwy. 49 & Fulweiler; Grass Valley Hwy.; Bell Rd. & Hwy. 49; I-80 at Foresthill exit.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Auburn Ravine(18)	2	Raley's Drug & Mkt.
Auburn Town Ctr.	1	Longs; Lucky's Mkt.
Palm Center(10)	1	Lumber Jack
Sierra Elm Ctr.(9)	1	Alpine Mkt.
Rock Creek(29)	2	K mart; Payless

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Shopping centers every evening until 9.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Daughtry's; Lumberjack.
Discount Stores-Pay Less; K mart; Long's.
Variety Stores-Sprouse Reitz.
Chain Drug Stores-Sierra Drug; Raley's; Long's; Payless; Thrifty.
Chain Supermarkets-Lucky's; Raley's; Alberton's; Safeway.
Other Chain Stores-Hallmark; Baskin Robbins; Fashionable Flea; Radio Shack; Beno's; Payless Shoes; Carpet town; Montgomery Ward Appliance & Auto Ctr.; Sears (catalog).

14 - NEWSPAPERS: JOURNAL (m-mon to fri) 13,070; (S) 14,239; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: James Webb, Adv. Dir., JOURNAL, 1030 High St., Auburn, CA 95603; Tel. (916) 885-5656.
National Representative: U.S. Suburban Press, Inc.; Papert Companies.

BAKERSFIELD

1 - LOCATION: Kern County. (In Bakersfield MSA) E&P Map D-6. County Seat. 113 mi. N of Los Angeles; 291 mi. S of San Francisco; on Hwy. 99.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Santa Fe; Amtrak; junction for use of single track over Tehachapi Mountains to Los Angeles.
Motor Freight Carriers-37.
Intercity Bus Lines-Greyhound; Continental Trailways; Orange Belt Stages; Kernville Stage and Freight; Golden Empire Transit System; Kern County Trans.; Airport Bus of Bakersfield.
Airlines-Imperial; Pacific Coast; Sun Aire.

3 - POPULATION:
Corp. City 80 Cen. 105,735; E&P 85 Est. 121,325
CZ-ABC: (80) 219,882
RTZ-ABC: (80) 183,207
County/MSA 80 Cen. 403,089; E&P 85 Est. 462,510
City & RTZ-ABC: (80) 403,089
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 39,602; E&P 85 Est. 45,606
County/MSA 80 Cen. 139,811; E&P 85 Est. 166,018
CZ-ABC: (80) 79,788
RTZ-ABC: (80) 60,023
City & RTZ-ABC: (80) 139,811

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	20	$415,249,000
Commercial	39	$875,327,000

6 - PASSENGER AUTOS: County 218,981

7 - ELECTRIC METERS: Residence 138,900

8 - GAS METERS: Residence 61,517

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food & Beverages 1,590 ($182); Apparel & Textiles 355 ($158); Lumber & Wood Prod. 275 ($162); Printing & Pub. 503 ($184); Chemicals 335 ($223); Primary Metal 378 ($184); Metal Prod. 703 ($187); Cement Prod. 220 ($272); Refinery 704 ($294); Rubber & Plastics 423 ($163).

10 - CLIMATE: Min. & Max. Temp.-Spring 65-88; Summer 84-110; Fall 75-95; Winter 33-75. First killing frost, Nov. 1; last killing frost, Feb. 21.

11 - TAP WATER: Alkaline; city wells vary, but water is generally hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-20 blocks on Chester Ave.; 6 on Nineteenth St.; 5 on Baker St.; 5 on F St.; 8 on Ming Ave.; 4 on Stockage Hwy. & California Ave.
Neighborhood Shopping Centers-5 blocks on N Chester; 4 on E Niles; 2 on S.H.; 3 on Columbus; 5 on Brundage; 2 blocks on California; 4 blocks SW on California; 2 blocks on W Stockdale Hwy.; 2 on New Stine Rd.; 2 on Wilson & Wible.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Downtown(40)	NA	JCPenney; Korb's; Brock's
Benton Pk.(14)	NA	Thrifty; Mayfair
Brundage(14)	NA	Thrifty; Alpha Beta
College Ctr.(12)	NA	JCPenney; Dunlaps
Hillcrest(10)	NA	Thrifty; Western Auto
Stockdale Vlg.(22)	NA	Von's; Sav-On; Hallmark
Stockdale West(22)	NA	Martin's Pharmacy
Valley Plz.(75)	NA	Sears; Brock's; Broadway; Payless
Westchester(14)	NA	Montgomery Ward; Thrifty Drug
Ming Plz.(15)	NA	Ardan's; Picadilly's
Mervyn's Plz.(10)	NA	Mervyn's; Builders Emporium

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept.-Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-Brocks 2; Sears; Montgomery Ward; JCPenney 2; Broadway; Mervyn's; Gemco.
Discount Stores-K mart 3; Zody's; Pic 'N Save 2; Gemco.
Variety Stores-Cornet 2; Newberry 2; TG&Y 2; Ted's; Bonanza 88; Woolworth 2.
Chain Drug Stores-Thrifty 6; Sav-On 2; El Tejon 3; Rufener's 3; Payless 2; Skagg's 2; Longs 2.
Chain Supermarkets-Safeway 13; Albertson's 3; Young's 2; Arden-Mayfair 2; Alpha Beta 3; Circle K 22; 7-Eleven 22; Jiffy Foodstores 4; Vons 5.
Other Chain Stores-Ardan; Barker Bros.; Best; Big 5; Builders Emporium; Cal Auto; Carpeteria; Carpet Town; Chief Auto; Color Tile; Copelands Sports; Designer Fabrics; Diamond Lumber; Dunn-Edwards Paints; Firestone; FISCO; Furrow; Goodyear; Grand Auto; Grossmans; Korb's; Kragen; McMahans; Millers Outpost; Ortho; Oshmans; Pep Boys; Radio Shack; R.B. Furniture; Sackett & Peters; Shoe Stop; Sofa Factory; Standard Brands; Wild West Stores; Winston Tire.

14 - NEWSPAPERS: CALIFORNIAN (m) 81,553; (S) 87,974; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Lynn Bryan, Mktg./Sales Dir., CALIFORNIAN, 1707 Eye St., Bakersfield, CA 93301; Tel. (805) 395-7225.
National Representative: Story & Kelly-Smith.

BANNING

1 - LOCATION: Riverside County (In Riverside-San Bernardino PMSA). E&P Map E-7, in San Gorgonio Pass.

2 - TRANSPORTATION: N.A.

3 - POPULATION:
Corp. City 80 Cen. 14,020; E&P 85 Est. 17,726
County 80 Cen. 663,923; E&P 85 Est. 778,020
PMSA 80 Cen. 1,557,080; E&P 85 Est. 1,814,628
Demographic Information for county available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,356; E&P 85 Est. 6,719
County 80 Cen. 243,019; E&P 85 Est. 294,698
PMSA 80 Cen. 551,081; E&P 85 Est. 664,720

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 394,412

7 - ELECTRIC METERS: (3 Cities) 6,575

8 - GAS METERS: (3 Cities) 9,120

9 - PRINCIPAL INDUSTRIES: Milling; Electronics; Shirt Making; Poultry Processing; Ceramics; Motor Homes; Copper Foil Mfg.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Natural fluorides.

12 - RETAILING: **Shopping Centers**-Plaza; Stagecoach Plaza; Beaumont Plaza Center.
Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS:
Variety Stores-Coronet; K mart.
Chain Drug Stores-Thrifty; O'Briens; Beaumont Rexall.
Other Chain Stores-JCPenney; Alpha Beta; Safeway; Sears; Western Auto; The Chief; Mode O'Day; Goodyear; McMahan's; Beno's; Stater Bros.; Mark C. Bloome.

14 - NEWSPAPERS: RECORD-GAZETTE (e-mon to fri) 3,071; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Neil C. Harrand, Pub., RECORD-GAZETTE, 218 N. Murray St., Banning, CA 92220; Tel. (714) 849-4586.
National Representative: Scripps League Newspapers.

BARSTOW

1 - LOCATION: San Bernardino County. E&P Map E-7 (In Riverside-San Bernardino PMSA). In heart of high desert, Mojave Desert region; hub of U.S. Hwys. 66, 91, I-15, I-40, State Hwy. 58; 150 mi. NE of San Pedro (Seaport Term.); 130 mi. NE of Los Angeles; 434 mi. SE of San Francisco; San Bernardino 75 mi.; Las Vegas 156 mi.

2 - TRANSPORTATION: **Railroads**-Atchison, Topeka & Sante Fe; Union Pacific; Amtrak.
Motor Freight Carriers-6. Overnight delivery to Los Angeles.
Intercity Bus Lines-Greyhound; Orange Belt; Continental Trailways.
Airlines-Charter; commercial links to L.A.

3 - POPULATION:
Corp. City 80 Cen. 17,690; E&P 85 Est. 20,594
County 80 Cen. 893,157; E&P 85 Est. 1,036,608
PMSA 80 Cen. 1,557,080; E&P 85 Est. 1,814,628

4 - HOUSEHOLDS:
City 80 Cen. 6,174; E&P 85 Est. 6,789
County 80 Cen. 308,062; E&P 85 Est. 370,022
PMSA 80 Cen. 551,081; E&P 85 Est. 664,720

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	N.A.

6 - PASSENGER AUTOS: County 500,489

7 - ELECTRIC METERS: Residence 11,500

8 - GAS METERS: Residence 8,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (An. Payroll)-R.R. Diesel Repair Shops 1,450 ($36,000,000); USMC Supply Depot 3,000 ($37,600,000); Motels 250 ($480,000); Restaurants 720 ($1,800,000); Gas Stations 250 ($90,000); Fort Irwin 3,400 ($40,000,000); Goldstone Tracking Facility ($11,000,000); Yellow Freight 400 (N.A.); Barstow Unified School Dist. 817 (N.A.).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-81; Summer 69-103; Winter 30-59. Prevailing winds from west; smogfree; humidity 25% (yearly average).

11 - TAP WATER: Hardness 175 p.p.m.; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Between 1st St. & Barstow Rd.; 4 blocks from Main on F; Williams; Barstow Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Barstow Mall(34)	NA	Sears; K mart; Rude's Dept.
Yucca/Main(24)	NA	Von's Super Mkt.; Thrifty Drug; Safeway
Desert Plaza(12)	NA	Alpha Beta; TG&Y
East Main(8)	NA	Sears
Williams St.	NA	

Principal Shopping Days-Thur., Fri., Mon.
Stores Open Evenings-Fri. until 9.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Rude's; Sears; David's; K mart.
Variety Stores-Sprouse Reitz; TG&Y.
Discount Stores-H&E Home Builders City; K mart.
Chain Drug Stores-Safeway; Thrifty.
Chain Supermarkets-Safeway; Von's; Alpha Beta.
Other Chain Stores-Karl's (shoes); Burgermeister; Desert Dist. Co.; Lucky Lager Dist. Co.; Goodyear; Singer Co.; Howard Johnson; Top Deck; Jack in the Box; Naugle's; Rodman Home Furn.; Lee's Furn.; Video Electronics; Arby's; Bob's Big Boy; McDonald's; Carpet Corral; Carls Jr.; Pioneer Chicken; Sizzler; Miller's Outpost; Kinney's; Zale's; Barry's Jewelers; Modern Woman; Chief Auto Parts; Radio Shack; Mode O'Day; Winston Tire.

14 - NEWSPAPERS: DESERT DISPATCH (e) 7,406; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: Bob Ring, Adv. Mgr., DESERT DISPATCH, 130 Coolwater Lane, Barstow, CA 92311; Tel. (714) 256-2257.
National Representatives: Papert Companies.

BRAWLEY

1 - LOCATION: Imperial County. E&P Map F-8. Junction of State Hwys. 111 & 86; 22 mi. N of Mexican border; 14 mi. N of El Centro; geographic and road network center, Imperial Valley; 200 mi. SE of Los Angeles; 120 mi. E of San Diego.

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2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-16
Intercity Bus Lines-Greyhound
Airlines-Sunaire

3 - POPULATION:
Corp. City 80 Cen. 14,946; E&P 85 Est. 17,381
NDM-ABC (80) 24,865
County 80 Cen. 92,110; E&P 85 Est. 103,052
Demographic information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 4,659; E&P 85 Est. 5,291
County 80 Cen. 28,157; E&P 85 Est. 32,547
NDM-ABC (80) 7,614

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	N.A.
Savings & Loan	2	N.A.
Thrift	1	N.A.

6 - PASSENGER AUTOS: County 46,223

7 - ELECTRIC METERS: County Residence 33,927

8 - GAS METERS: County Residence 16,670

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agriculture; Field Packing 850; Comm. Harvesting 850; Sugar 550 ($400 to $450); Geothermal Resources.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-86; Summer 70-115; Fall 57-89; Winter 23-86. First killing frost, Nov. 15; last killing frost, Feb. 2.

11 - TAP WATER: Alkaline, very hard, 950 (ppm), not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-10 blocks on Main, E St., B St., City Plaza, Rio Vista Center, W. Main & Rio Vista Ave. Main Street has been designated as a Community Development Project, as well as the downtown area.
Shopping Centers-Rio Vista Plaza (8 stores-Arden, Mayfair Mkt., Thrifty Drug); Downtown area; Cudad Plaza.
Principal Shopping Days-Thur., Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-National; McMahan's; Imperial Hdwr.
Variety Stores-J.J. Newberry
Drug Stores-Henry's; Adams; Thrifty; White Cross.
Chain Supermarkets-Safeway; Cook's; Mayfair Rancho; Westmoreland 2.
Other Chain Stores-Firestone; Kennedy's Firestone; Western Auto; Goodyear; Valley Auto Supply; Dorman's.

14 - NEWSPAPERS: NEWS (e) 5,318; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Robert Bostick, Adv. Mgr., NEWS, 135 S. Plaza, Brawley, CA 92227; Tel. (714) 344-1220.
National Representative: Branham/Newspaper Sales.

CAMARILLO

1 - LOCATION: Ventura County (In Oxnard-Ventura PMSA). E&P Map D-7. On U.S. Hwy. 101, 45 mi. S of Santa Barbara; 45 mi. N of Los Angeles; 9 mi. from Pacific Ocean. Principal city of Pleasant, Santa Rosa and Las Posas Valleys.

2 - TRANSPORTATION: **Railroads**-So. Pac., Amtrak.
Intercity Bus Lines-Greyhound
Motor Freight Carriers-13
Airlines-Hughes Air West, Golden West.

3 - POPULATION:
Corp. City 80 Cen. 37,732; E&P 85 Est. 48,809
NDM-ABC (80) 51,807
County/PMSA 80 Cen. 529,899; E&P 85 Est. 584,490
Demographic information is available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 13,298; E&P 85 Est. 17,840
County/PMSA 80 Cen. 173,254; E&P 85 Est. 197,123
NDM-ABC (80) 17,252

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 323,651

7 - ELECTRIC METERS: Residence 7,151

8 - GAS METERS: Residence 5,934

9 - PRINCIPAL INDUSTRIES: Electronics; Citrus Prod.; Rock Prod.; Vegetables; Cattle.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-77; Summer 62-83; Fall 57-82; Winter 50-62.

11 - TAP WATER: Alkaline, neutral, hard; 16 grains per gal.; not fluoridated.

12 - RETAILING: **Neighborhood Shopping Center**-Ventura Blvd., 5 blocks, N. & S. sides (40 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ponderosa(29)		Von's, Sears, Thrifty
Camarillo Vlg (16)		Alpha Beta
Los Posas Plz (30)		Safeway
Carmen Plz (20)		Sav-On Drug, Lucky's, Builder's Emporium, Miller's Outpost
Central Plz		K mart, Ralph's, Long's Drug
Conejo Vlg (13)	7	Von's
Pleasant Valley	8	Safeway
Hughes	9	Hughes Mkt.
The Esplanade(80)	7	Sears, May Co.
The Oaks(140)	7	Robinsons, Broadway, May Co.
Oxnard-Super	10	Mayfair, Thrifty
Fremont Sq (30)	12	Food Giant
Buenaventura(54)	13	Mont. Ward, Von's, Broadway
Plaza	13	Von's, Safeway

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Montgomery Ward; Broadway-Hale; Akron; JCPenney; May Co.; Newberry's; Mervyn's; Broadway; Robinson's.
Discount Stores-K mart; Gemco; Best.
Variety Stores-Sprouse Reitz
Chain Drug Stores-Thrifty; Sav-On; Long's; Clark's.
Chain Supermarkets-Von's; Safeway; Lucky's; Alpha Beta; B&D; Ralph's.

14 - NEWSPAPERS: NEWS (m) 10,864; (S) 10,960; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Hank Crockett, Pub., NEWS, 99 S. Glen Dr., Camarillo, CA 93010; Tel. (805) 987-5001.
National Representative: Papert Companies.

CHICO

1 - LOCATION: Butte County (in Chico MSA). E&P Map B-3. In N California, on U.S. Hwy. 99, approx. 90 mi. N of Sacramento.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Sacramento Northern; Amtrak.
Motor Freight Carriers-9
Intercity Bus Lines-Greyhound
Airlines-West Air.

3 - POPULATION:
Corp. City 80 Cen. 26,601; E&P 85 Est. 34,639
NDM-ABC (80) 127,024
County/MSA 80 Cen. 143,851; E&P 85 Est. 165,930

4 - HOUSEHOLDS:
City 80 Cen. 10,524; E&P 85 Est. 13,872
County/MSA 80 Cen. 56,904; E&P 85 Est. 68,017
NDM-ABC (80) 49,935

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	8	$72,830,000
Commercial	12	$311,692,000

6 - PASSENGER AUTOS: County 82,966

7 - ELECTRIC METERS: Chico Div. 34,383

8 - GAS METERS: Chico Div. 24,822

9 - PRINCIPAL INDUSTRIES: (Butte County) Industry, No. of Wage Earners-Agriculture 3,200; Food Processing 1,225; Retail Trade 9,600; Gov./Education 8,600; Hospitals 2,400; Construction & Mining 1,775; Total labor force 65,850.
Principal Industrial Pay Days-1st & 15th

10 - CLIMATE: Av. Ann. Temp.-63. Summer high-105; Winter low-20. Max. humidity-54%; Rainy season-Dec. to Apr., 24 inches annually.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Broadway; 8 on Main St.; 3 on 1st, 2nd, 3rd & 4th, plus auto row on Park Ave.
Neighborhood Shopping Centers-Esplanade & 3rd Ave.; 15th & Park Ave.; Longfellow at 1st Ave.; Nord & Sacramento Aves.; East Ave. & Cohassett; Esplanade and Cohassett Rd.; 5th & Mangrove; Esplanade & Eaton Rd.; Skyway Park; Esplanade & East Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Almond Orchard(29)	4	Radio Shack
Park Plaza(13)	1	Safeway, Thrifty Drug, Payless, Consumer's, Radio Shack
Mangrove Plaza(10)	1	Shop 'N Save
North Valley Plaza(56)	4	K mart, Lucky Mkt., Shop 'N Save, Long's, Mervyn's, Mont. Ward, JCPenney

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Mon. through Fri.
Stores Open Sundays-Supermarkets; all major chain stores.

13 - RETAIL OUTLETS: **Department Stores**-M Oser, JCPenney; Montgomery Ward; Sears; K mart; Ben Franklin; Mervyn's; Gemco.
Chain Drug Stores-Lee (Rexall); Long's; Payless; Thrifty; Raleys Superstore.
Chain Supermarkets-Safeway 3; Holiday 3; Lucky Mkt.; Shop 'N Save 2; Gemco.
Other Chain Stores-Firestone; McMahan's (furniture); Sherwin-Williams; Gallenkamp's Shoes; Goldman's; Grand Auto; Goodyear; Hickory Farms; Weisfield's Jewelers; Zale's Jewelers; Johnson Shoes; FISCO Farm Store; Kauffman's; Handyman; Cutlery World; Kragen Auto Stores; Grossman's; Color Tile; Bistrin's; McCurry Camera; Ardan; Consumer's; Winston Tire; PV Ranch & Home; B. Dalton Bookseller; Brooks Fashions; Millers Outpost; House of Fashions; Tower Books/Records.

14 - NEWSPAPERS: ENTERPRISE-RECORD (e) 26,522; (S) 25,451; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Dana Anderson, Adv. Dir., ENTERPRISE-RECORD, 700 Broadway, PO Box 9, Chico, CA 95927; Tel. (916) 891-1234.
National Representative: Papert Companies.

COLUSA

1 - LOCATION: Colusa County. E&P Map B-3. County Seat. On Sacramento River, 80 mi. NW of Sacramento; 29 mi. W of Marysville.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Delta Freight Line.
Motor Freight Carriers-3

3 - POPULATION:
Corp. City 80 Cen. 4,075; E&P 85 Est. 4,998
County 80 Cen. 12,731; E&P 85 Est. 15,189

4 - HOUSEHOLDS:
City 80 Cen. 1,528; E&P 85 Est. 1,827
County 80 Cen. 4,690; E&P 85 Est. 5,721

5 - BANKS	NUMBER	EST. DEP.
Savings	5	$15,000,000
Commercial	2	N.A.

6 - PASSENGER AUTOS: County 7,581

7 - ELECTRIC METERS: County 6,850

8 - GAS METERS: County 3,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food (Seasonal) 150-2,000 ($60-140); Cable Eqpt. 300 ($60-160).
Principal Pay Days-1st and 15th; Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-86; Summer 55-108; Fall 41-84; Winter 40-78.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Market; 3 on Fifth; 2 on Sixth.
Neighborhood Shopping Centers-Two blocks on Fremont St.; Country Plaza, 1/2 mile, 4 units.
Principal Shopping Days-Thur., Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Worsley's.
Variety Stores-X.S.
Chain Supermarkets-Ranch Market; Shop 'N Save; Chung Sun Grocery; Frank's Market.
Other Chain Stores-Western Auto; Diamond National; Montgomery Ward (catalog); Sears (catalog).

14 - NEWSPAPERS: SUN-HERALD (e-mon to fri) 3,031; Sworn Sept. 28, 1984.
Local Contact for Advertising and Merchandising Data: Cathy Barney, Adv. Mgr., SUN-HERALD, 210 Sixth St., Colusa, CA 95932; Tel. (916) 458-2121.
National Representative: Branham/Newspaper Sales.

CORNING

1 - LOCATION: Tehama County. E&P Map B-3. Residential ctr., 120 mi. NNW of Sacramento; 187 mi. N of San Francisco; 5 mi. W of Sacramento River. On U.S. Hwy. 99W.

2 - TRANSPORTATION: **Railroad**-Southern Pacific.
Bus Lines-Greyhound
Airlines-Air West.

3 - POPULATION:
Corp. City 80 Cen. 4,745; E&P 85 Est. 6,154
County 80 Cen. 38,888; E&P 85 Est. 45,030
Demographic information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 1,850; E&P 85 Est. 2,329
County 80 Cen. 14,538; E&P 85 Est. 17,426

5 - BANKS	NUMBER	DEPOSITS
Commercial	1	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 20,541

7 - ELECTRIC METERS: Residence 1,563

8 - GAS METERS: Residence 1,515

9 - PRINCIPAL INDUSTRIES: Olive Packing; Lumbering; Wood Working.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, medium.

12 - RETAILING: **Principal Shopping Center**-Solano St.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Sundays-Grocery, drug, restaurants.

13 - RETAIL OUTLETS: **Department Stores**-Million's; Man's; Letza's; The Shoe Tree; D&L Hangups; Clothes Encounters; R. Barc.
Variety Stores-Sprouse Reitz; Babb's Variety; Coronet.
Chain Supermarkets-Safeway; Holiday; Nu-way.

14 - NEWSPAPERS: OBSERVER (e-mon to fri) 2,123; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: Mari Petty, Pub., OBSERVER, 710 Fifth St.; PO Box 558, Corning, CA 96021; Tel. (916) 824-5464.
National Representative: None.

CORONA

1 - LOCATION: Riverside County. E&P Map D-7 (in Riverside-San Bernardino PMSA). Citrus ctr. with allied industries. Mining, agric., dairy and misc. mfg. 50 mi. SE of Los Angeles; 119 mi. N of San Diego; 15 mi. SW of Riverside. Intersection of Freeways 18, 91 & 71; I-15.

2 - TRANSPORTATION: **Railroads**-Santa Fe
Motor Freight Carriers-75
Intercity Bus Lines-Greyhound; RTD; Dial-A-Ride.

Airlines-Ontario Intl. Airport 15 mi. NW- 13 airlines; Riverside Municipal Airport 10 mi. NEDesert Sun Airlines.

3 - POPULATION:
Corp. City 80 Cen. 37,791; E&P 85 Est. 49,844
County 80 Cen. 663,923; E&P 85 Est. 778,020
PMSA 80 Cen. 1,557,080; E&P 85 Est. 1,814,628

4 - HOUSEHOLDS:
City 80 Cen. 11,964; E&P 85 Est. 14,187
County 80 Cen. 243,019; E&P 85 Est. 294,698
PMSA 80 Cen. 551,081; E&P 85 Est. 664,720

5 - BANKS	NUMBER	EST. DEP.
Commercial	7	N.A.
Savings & Loans	5	N.A.

6 - PASSENGER AUTOS: County 394,412

7 - ELECTRIC METERS: Residence 12,836

8 - GAS METERS: Residence 12,875

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Citrus 2,300 ($175); Ceramics 425 ($200); Raw Mined Materials 225 ($200); Mfg. 1,500 ($300); Services; Retail Trade.
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-80; Summer 56-91; Fall 45-73; Winter 40-67.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main St.; 5 blocks on 6th St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Tyler Mall(83)	NA	Broadway, JC Penney, May Co.
Butterfield Stage Sq.(35)	NA	Alpha Beta, Wineman's, Mervyn's
Corona Plaza(13)	NA	Von's Mkt., Art Mart, Thrifty Drug, Aaron Bros.
Corona Mall(70)	NA	Emerson Pauly, Radio Shack, Vasels
North Mall	NA	Albertson's, Sav-On Drug
Town & Country(9)	NA	Alpha Beta

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Mon.-Fri.

13 - RETAIL OUTLETS: Department Stores-K mart; Mervyn's; Miller's Outpost.
Variety Stores-Sprouse Reitz; TG&Y.
Discount Stores-Builder's Emporium; TG&Y.
Chain Supermarkets-Food Barn (Safeway); Alpha Beta 3; Von's; Stater Bros. 3; Ranchland; Phil's Courtesy 2; Albertson's.
Other Chain Stores-Karl's Shoes; McMahan's (furn.); Thrifty Drug; Goodyear; Kragen; Mark C. Bloome; Firestone; Security Tire; Goslin Tire; Chief Auto Supply; Winston Delta Tire; K mart; Sav-On Drug.

14 - NEWSPAPERS: INDEPENDENT (e-mon to fri) 7,323; sworn Sept. 26, 1984.
Local Contact for Advertising and Merchandising Data: Sandra Lipari, Adv. Dir., INDEPENDENT, 823 S. Main St., PO Box 1029, Corona, CA 91720; Tel. (714) 737-1234.
National Representative: None.

COSTA MESA
See ORANGE COUNTY

DAVIS

1 - LOCATION: Yolo County (In Sacramento MSA). E&P Map B-4. 14 mi. W of Sacramento. On I-80, California 113, near I-15.

2 - TRANSPORTATION: Railroads-Southern Pacific; Amtrak; Transcontinental.
Intercity Bus Lines-Greyhound; UCD London Bus System.
Airlines-All major airlines at Sacramento Metro Airport (20 mi.).

3 - POPULATION:
Corp. City 80 Cen. 36,640; E&P 85 Est. 45,114
County 80 Cen. 113,374; E&P 85 Est. 122,217
MSA 80 Cen. 1,099,814; E&P 85 Est. 1,248,588

4 - HOUSEHOLDS:
City 80 Cen. 14,041; E&P 85 Est. 17,557
County 80 Cen. 41,304; E&P 85 Est. 46,084
MSA 80 Cen. 416,356; E&P 85 Est. 488,750

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: County 59,992.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lucky Ctr.(10)	NA	Lucky Grocery Store
Davis Manor(8)	NA	Albertson's, Grand Auto
G Street Mall(7)	NA	Radio Shack
University Mall(22)	NA	Pay 'N Save, Safeway
Oak Tree Plz.(11)	NA	Long's Drug, Safeway
South Davis(7)	NA	Nugget Mkt.

13 - RETAIL OUTLETS: Department Stores-Winger's; Lawrence's; Sears.
Chain Drug Stores-Pay 'N Save; Long's.
Chain Supermarkets-Safeway 2; Albertson's; Lucky; State Mkt. 2; Nugget Mkt.

14 - NEWSPAPERS: ENTERPRISE (e-mon to fri) 8,744; Dec. 31, 1984 VAC.
Local Contact for Advertising and Merchandising Data: Frank DeMasi, Adv. Dir., ENTERPRISE, PO Box 1470, Davis, CA 95616; Tel (916) 756-0800.
National Representative: U.S. Suburban Press.

EL CAJON

1 - LOCATION: San Diego County (In San Diego MSA). E&P Map E-8. SW corner of state.

2 - TRANSPORTATION: Railroads-Amtrak.
Motor Freight Lines-14.
Intercity Bus Lines-San Diego Transit System; Trailways; Greyhound.
Airlines-American; Continental; Delta; PSA; Sun-Aire; United; Western; C&M; Southwest; America-West; Republic; Ozark; Frontier; Imperial; TWA; Pan Am.

3 - POPULATION:
Corp. City 80 Cen. 73,892; E&P 85 Est. 93,813
CZ-ABC: (80) 118,599
RTZ-ABC: (80) 174,713
County/MSA 80 Cen. 1,861,846; E&P 85 Est. 2,082,422
City & RTZ-ABC: (80) 293,312
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 28,464; E&P 85 Est. 36,821
County/MSA 80 Cen. 670,094; E&P 85 Est. 777,314
CZ-ABC: (80) 44,110
RTZ-ABC: (80) 62,436
City & RTZ-ABC: (80) 106,546

5 - BANKS	NUMBER	DEPOSITS
Commercial	14	N.A.
Savings & Loan	17	N.A.

6 - PASSENGER AUTOS: County 1,110,658.

7 - ELECTRIC METERS: 125,983.

8 - GAS METERS: 86,968.

9 - PRINCIPAL INDUSTRIES: Light to medium manufacturing, industrial. 20.8% residents work in El Cajon; 34% in San Diego (aircraft, shipbuilding); balance work in county area. Av. Wkly. Wage $259.

10 - CLIMATE: Av. Ann. Temp.-62.4. Mild climate year round.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bostonia(9)	NA	
El Cajon(18)	NA	Von's, Walker-Scott
El Cajon II(8)	NA	Safeway, Thrifty Drug
Fletcher Hills(42)	NA	Discount Fabrics, Checker Auto
Madison Plaza(10)	NA	Alpha Beta, TG&Y
Parkway Plaza(115)	NA	Sears, Woolworth, May Co.
Town & Country(15)	NA	Von's
Valley Chase	NA	TG&Y
1st & Main	NA	Food Basket, Sav-On
Grossmont(107)	NA	Broadway, Mont. Ward, Food Basket, Bullocks, Buffums
College Grove	NA	Walker-Scott, Long's, Safeway, JCPenney, Mervyns
E. Main Plaza	NA	Food Basket, Rexall

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Thur., & Fri. to 9.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Broadway; Sears; Walker Scott; May Co.; Akron; Bill Gamble's; C&R Clothiers; Wild West; The Gap; Lane Bryant; Marsi's; Bullocks; Buffums; Mervyns; Clothing Clearance Ctr.
Discount Stores-Gemco; K mart; Best Co.; Federated.
Variety Stores-TG&Y; Woolworth; Moskatel's; Target.
Chain Drug Stores-Thrifty; Long's; Sav-On; Payless; Knapp; Target.
Chain Supermarkets-Alpha Beta; Safeway; Food Basket; Big Bear; Von's; Frazier Farms; Windmill Farms; Ralphs; Bonens.
Other Chain Stores-Auto Accessories: Dorman's; Pep Boys; Firestone; Western Auto; Goodyear; Checker Auto; Chief Auto Parts; Kragen; Jewelry: Koven's; Lawson; Shoes: Kinney; Thom McAn; Gallenkamps; Furniture: McMahan's; Family Furniture; La-z-Boy; Home Improvement: Handyman; Dixieline; Builder's Emporium; Boise Cascade.

14 - NEWSPAPERS: CALIFORNIAN (e) 22,704; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Arthur Phelps, Gen. Adv. Mgr., CALIFORNIAN, 1000 Pioneer Way, PO Drawer 1565, El Cajon, CA 92022; Tel. (619) 442-4404.
National Representatives: U.S. Suburban Press; Papert Companies.

Editor & Publisher
REACHES
more people now
than ever before.

EL CENTRO

1 - LOCATION: Imperial County. E&P Map F-8. 115 mi. E of San Diego, 220 mi. SE of Los Angeles. U.S. Hwy. 86; State Hwys. 78, I-8, 79 & 111. 60 mi. W of Yuma, AZ. 10 mi. N of Mexicali, Baja Cal., Mexico, population to 1,000,000.

2 - TRANSPORTATION: Railroads-Southern Pacific; San Diego & Arizona Eastern (freight only).
Motor Freight Carriers-45.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Sunaire; (commuter).

3 - POPULATION:
Corp. City 80 Cen. 23,996; E&P 85 Est. 29,517
NDM-ABC: (80) 51,567
County 80 Cen. 92,110; E&P 85 Est. 103,052
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,783; E&P 85 Est. 9,540
County 80 Cen. 20,157; E&P 85 Est. 32,547
NDM-ABC: (80) 15,290

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	3	N.A.
Commercial	6	$259,430,000

6 - PASSENGER AUTOS: County 46,223.

7 - ELECTRIC METERS: County 33,927.

8 - GAS METERS: County 16,670.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agriculture is principal industry with 365-day growing season. County ranks 4th in dollar volume nationally. Irrigation District 960 ($345); County Employees 840 ($325); Fruit & Veg. Packers 3,000 ($650 to $900); Sugar 450 ($450); Gypsum 185 ($450); U.S. Naval Air Facility. Geothermal Energy (An exceedingly large field is now under development for power generation, fresh water, and potential industrial uses.) Exploration nearby is being conducted by San Diego Gas & Elec., So. Cal. Edison, State Dept. of Resources and a number of major oil companies. Test power plants on-line & under development in various locations. County Geothermal potential 4,000 M.W. The city is experimenting with non-electrical geothermal applications.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-86; Summer 70-115; Fall 57-89; Winter 23-86. First killing frost, Nov. 15; last killing frost, Feb. 2.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Main St. plus 5 shopping centers.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
El Centro(22)	NA	Sears, Mervyns, Zale's, Miller's Outpost
Valley Plaza(50)	NA	Woolworth, JCPenney, Kinney Shoes

Principal Shopping Days-Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Yellow Mart; K mart; Mervyn's; Miller's Outpost.
Variety Stores-Woolworth.
Chain Drug Stores-Thrifty; Rexall; El Centro 2; Clements 2; Long's.
Chain Supermarkets-Safeway; Cook's 2; Mayfair.
Other Chain Stores-Town Shop; Payless Shoes; McMahan; Dorman's; Imperial Stores 3; Goodyear; Checker Auto; Valley Auto Supply; Winston's; Brooks; Henry's; George's; Smith's; S&H Green Stamps; Radio Shack 2; Chief Auto; Zale's; Kids Mart; Clothesline; Kay Bee Toy Stores; Rent To Own.

14 - NEWSPAPERS: IMPERIAL VALLEY PRESS (e) 10,952; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Robert Bostick, Nat'l & Retail Adv. Mgr., IMPERIAL VALLEY PRESS, 205 N. 8th St., PO Box 251, El Centro, CA 92244; Tel. (714) 352-2211.
National Representative: Branham/Newspaper Sales.

ESCONDIDO

1 - LOCATION: San Diego County (In San Diego MSA). E&P Map E-8. Light indust., agric. and dairy ctr. SW part of state. 110 mi. SE of Los Angeles; 30 mi. N of San Diego. Junction of U.S. I-15 and State Hwy. 78.

2 - TRANSPORTATION: Railroads-AT & Santa Fe.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Palomar-Oceanside; San Diego-Escondido and North County Transit.
Airlines-29 mi. to San Diego Intl. Airport.

3 - POPULATION:
Corp. City 80 Cen. 62,480; E&P 85 Est. 69,945
CZ-ABC: (80) 104,190
RTZ-ABC: (80) 138,175
County/MSA 80 Cen. 1,861,846; E&P 85 Est. 2,082,422
City & RTZ-ABC: (80) 242,365
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 24,501; E&P 85 Est. 28,686
County/MSA 80 Cen. 670,094; E&P 85 Est. 777,314
CZ-ABC: (80) 38,559
RTZ-ABC: (80) 48,825
City & RTZ-ABC: (80) 87,384

5 - BANKS	NUMBER	EST. DEP.
Commercial	79	N.A.
Savings & Loan	67	N.A.

6 - PASSENGER AUTOS: County 1,110,658.

7 - ELECTRIC METERS: Residence 29,020.

8 - GAS METERS: Residence 20,045.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aircraft Tools 139; Building Materials Mfg. 107; Clothing Mfg. 360; Electronics 3,951; Fab. 133; Food Proc. 242; Golf Equip. 115; Machine Products 185; Medical & Dental Supplies 717; Plating 206; Radio/TV Mfg. 1,005; Marine Prod. Res. 115; Misc. 282. Total 133 Industrial Plants.
Principal Industrial Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-71; Summer 52-88; Fall 46-76; Winter 38-68.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-12 blocks on Grand Ave.; 6 on Second Ave.; 14 on E. Valley Parkway So.; 15 on Escondido Blvd.; 4 on Broadway; 2 on laterals leading into above streets; 16 on Valley Parkway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ardan	NA	Ardan
Escondido(12)	NA	Thrifty Drug, Alpha Beta
Escondido Sq.	NA	Thrifty Drug
Escondido Mall(75)	NA	Sears, Walker-Scott
Felicita Plaza(26)	NA	Safeway, Carter Realty, Del Sol Travel
Felicita Vlg.(40)	NA	Safeway
Midtown Plaza(16)	NA	Montgomery Ward
Town & Country	NA	Safeway, Long's Drugs
Trafalgar Sq.(15)	NA	Century 21
Valley Plaza(20)	NA	
The Vineyard(65)	NA	Alpha Beta, Pacific Telephone
Washington Sq.(14)	NA	
Wild West	NA	
Del Norte		Vons, Savon

Principal Shopping Days-Sun., Fri., Sat.
Stores Open Evenings-Largest-every week night.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Walker Scott; K mart; Montgomery Ward; Gemco.
Variety Stores-Ardan; TG&Y; Newberry's.
Discount Stores-Pic 'N Sav.
Chain Drug Stores-Fiesta (Rexall); Thrifty; Sav-On; Long's.
Chain Supermarkets-Safeway 3; 7-Eleven; Food Basket; Von's 2; Alpha Beta; Lavicio's 2; Albertsons; Ralphs.
Other Chain Stores-Western Auto Supply; McMahan's Furn.; San Diego Glass & Paint; Fashion Conspiracy; United Furn.; Shoes: Kinney; Steicher's; Koby; Payless; Thom McAn; Famous Footwear; Fabrics: House of Fabrics; Golden State; Embassy; Singer; Handyman; Hickory Farms of Ohio; Builder's Emporium; Goodrich Surplus; Motherhood Maternity; C&R Clothiers; Drue's Appliance TV City; Lawson's; Thearle's Music; Ortho Mattress; Radio Shack; Shelli's; Colortile; General Nutrition; Checker Auto Stores; Moskatels; Millers Outpost; Spruse Reitz; Dorman's The Bedroom; Orange Julius; Wild West; Woolworth; Home & Garden; Picadilly; Ross For Less; Jewelers: LeRoy's; Jessop's; Zale's; Larson; Paint: Frazee's; Standard Brands; Sinclair; Lumber: Pine Tree; Dixieline; Wickes; Tires: Kennedy; Firestone; Winston; Trainer; L & M Goodyear.

14 - NEWSPAPERS: TIMES-ADVOCATE (e) 35,862; (S) 37,989; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Edward Moss, Nat. Adv. Dir., TIMES-ADVOCATE, 207 E. Pennsylvania Ave., Escondido, CA 92025; Tel. (619) 745-6611.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

EUREKA

1 - LOCATION: Humboldt County, E&P Map A-2, County Seat. On E side of Humboldt Bay, 284 mi. N of San Francisco. Redwood Hwy. U.S. 101; Fortuna-Redbluff Hwy.; Trinity Hwy. 299. Lumber, tourism, commercial fishing, dairy, agriculture, Humboldt State University, local junior college.

2 - TRANSPORTATION: Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Eureka Transit.
Airlines-Republic; West Air; United.

3 - POPULATION:
Corp. City 80 Cen. 24,153; E&P 85 Est. 25,183
CZ-ABC: (80) 42,373
RTZ-ABC: (80) 84,369
County 80 Cen. 108,024; E&P 85 Est. 113,138
City & RTZ-ABC: (80) 126,742
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,121; E&P 85 Est. 10,519
County 80 Cen. 41,383; E&P 85 Est. 44,698
CZ-ABC: (80) 16,835
RTZ-ABC: (80) 31,521
City & RTZ-ABC: (80) 48,356

5 - BANKS	**NUMBER**	**EST. DEP.**
Comm. & Sav.	22	$275,000,000
Savings & Loan	4	$85,000,000

6 - PASSENGER AUTOS: County 55,503

7 - ELECTRIC METERS: Residence 37,480

8 - GAS METERS: Residence 25,421

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber 5,550 ($400); Comm. Fishing 1,775 ($230); Construction 1,150 ($600); Mfg. 3,525 ($400).
Principal Pay Days-Fri.; Lumber & Mfg.-10th & 25th; Dairy-15th; Construction-Mon.; Commercial Fishing-Wed.; County-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-56; Summer 51-61; Fall 48-60; Winter 42-54.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on 5th; 5 blocks on 4th; 4 blocks on F; 3 blocks on 3rd and 4 blocks on 2nd.
Neighborhood Shopping Center-6 blocks at Henderson and F Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Henderson	2	Schafer's Hdw., Food Mart
Myrtle Towne	2	Coast-to-Coast, Myrtletown Pharmacy
Broadway	1	Eureka Mkt., Pay 'N Pak
The Mall	2	Sears, Payless Drug, Safeway, S.H. Kress
Burre Center	1	Long's Drug
McKinleyville	15	Food Mart, Safeway, Sprouse Reitz
Uniontown	7	Value Giant, Safeway
Valley West	13	Sprouse Reitz, Thrifty Drugs, Beno's, Sentry Mkt.
Redwood Village	15	Safeway, Thrifty Drug, Beno's, Sprouse Reitz
Mall 101	2	Payless, Beno's, Mark & Save

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Dept.-Fri.; Food-nightly.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; White House; Bistrin's; Sears; Daly's; Beno's.
Variety Stores-S.H. Kress; Woolworth; Jones; Sprouse Reitz; Shafer's; Ace Hardware.
Discount Stores-Pay'n Pak.
Chain Drug Stores-Rexall; Long's; Red Cross 2; Ritchie Wood Rx 3; Pay Less; Thrifty.
Chain Supermarkets-Safeway 6; Food Mart 3; Murphy's Markets 2; Eureka Mkt.; Sentry Mkt.; Mark & Save.
Other Chain Stores-Firestone; W.P. Fuller (paint); Sherwin-Williams; Jenkel & Davidson (optical); Singer Co.; Mode O'Day; Weisfield's (jewelry and home appl.); Kinney Shoes; McMahan's Furniture; S&H Green Stamps; Coast-to-Coast; Karl's Shoes; Leeds Shoes; Blue Chip Stamps.

14 - NEWSPAPERS: TIMES-STANDARD (e) 20,249; (S) 21,268; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: John Nelson, Adv. Sales Mgr., TIMES-STANDARD, PO Box 3580, Eureka, CA 95501; Tel. (707) 442-1711.
National Representatives: Papert Companies; Thomson Newspapers.

Editor & Publisher
FEATURES
syndicate news each week, and annually.

FAIRFIELD-SUISUN

1 - LOCATION: Solano County, E&P Map B-4 (In Vallejo-Fairfield-Napa PMSA). County Seat. Agric., industry & Travis AFB. 47 mi. NE of San Francisco; 50 mi. SW of Sacramento. U.S. Hwys. 80, 680; State Hwy. 12.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Vaca Valley; Solano; Continental.

3 - POPULATION:
Corp. Cities 80 Cen. 69,186; E&P 85 Est. 80,699
Fairfield 80 Cen. 58,099; E&P 85 Est. 65,038
Suisun 80 Cen. 11,087; E&P 85 Est. 15,661
County 80 Cen. 235,203; E&P 85 Est. 262,132
PMSA 80 Cen. 334,402; E&P 85 Est. 369,947

4 - HOUSEHOLDS:
Cities 80 Cen. 21,840; E&P 85 Est. 26,127
Fairfield 80 Cen. 18,406; E&P 85 Est. 21,014
Suisun 80 Cen. 3,434; E&P 85 Est. 5,113
County 80 Cen. 80,426; E&P 85 Est. 92,853
PMSA 80 Cen. 117,050; E&P 85 Est. 134,147

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	14	N.A.
Savings & Loan	8	$53,000,000

6 - PASSENGER AUTOS: County 137,935

7 - ELECTRIC METERS: Residence 22,486

8 - GAS METERS: Residence 23,621

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Weekly Wage)-County 515 ($195); Air Force Base 311 ($333); Explosives 135; Agric. 500; Misc. Industry 300; Beer 630; Metal Cans 259; Plastic Bottles 584; Indust. Pumps 260; Food & Dairy 175; Prefab. Homes 50; Explosive Division 200.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Summer high-86; Winter low-36.

11 - TAP WATER: Moderately hard, fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on W Texas and 14 blocks on N Texas; K mart Shopg. Ctr.; Raley Shpg. Ctr. on Holiday Lane and Travis Blvd.; Mission Vlg., N Texas; Solano Mall.
Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.
Stores Open Evenings-Nightly exc. Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Mervyn's; Ross; Emporium-Capwells; Sears; Macy's.
Discount Stores-Warehouse; K mart; Food and Hardware; Ardans; Consumers; Ole's Building & Home Center.
Chain Drug Stores-Longs; Thrifty; Raley; Walgreens.
Chain Supermarkets-Safeway; Lucky 2; Campos Food Fair 2; Raley; Albertson's.
Other Chain Stores-Sears; Montgomery Ward; Gensler-Lee; Goodyear; Diamond National; Grossman's; Wicke's Lbr.; Radio Shack; Consumers Distributors; Grand Auto; Firestone; Ardans; Warehouse Records; Kragan Auto; Smith's; Miller's Outpost; Zale's; Granat Bros.; Samuels; The Gap; Richman Bros.; Gingiss Formalwear; Jumping Jack Shoes; Kinney Shoes; Hustons Florsheim.

14- NEWSPAPERS: REPUBLIC (mS) 15,790; Sept. 30, 1984 VAC.
Local Contact for Advertising and Merchandising Data: Ken Kuraica, Adv. Mgr., REPUBLIC, 1250 Texas St.; PO Box 47, Fairfield, CA 94533; Tel. (707) 425-4646.
National Representative: Branham/Newspaper Sales.

FONTANA

1 - LOCATION: San Bernardino County (In Riverside-San Bernardino PMSA). E&P Map E-7. Steel prod. ctr. 8 mi. W of San Bernardino; 13 mi. E of Ontario; 45 mi. E of Los Angeles. On U.S. Hwys. 10, 66, 99 & 70; State Hwy. 26.

2 - TRANSPORTATION: Railroads-AT&SF; Pac. Elec.; SP; Union Pacific.
Motor Freight Carriers-15.
Intercity Bus Lines-Greyhound; Southern California Rapid Transit District.

3 - POPULATION:
Corp. City 80 Cen. 37,107; E&P 85 Est. 43,200
County 80 Cen. 893,157; E&P 85 Est. 1,036,608
PMSA 80 Cen. 1,557,080; E&P 85 Est. 1,814,628
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,388; E&P 85 Est. 14,109
County 80 Cen. 308,062; E&P 85 Est. 370,022
PMSA 80 Cen. 551,081; E&P 85 Est. 664,720

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$80,000,000
Commercial	4	$90,000,000

6 - PASSENGER AUTOS: County 500,489

7 - ELECTRIC METERS: Residence 9,100

8 - GAS METERS: Residence 9,911

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 14,000; Agric. 250; Constr. 1,200; Transp., Comm. & Util. 1,000; Whol. & Ret. 2,500; Fin., Insur. & Real Est. 500; Servs. & Hospitals 1,040; Misc. 400.

10 - CLIMATE: Av. Temp.-Spring 60; Summer 75; Fall 67; Winter 52. First killing frost, Nov. 23; last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, med. hardness.

12 - RETAILING: Principal Shopping Districts-Sierra, 6 blocks N from Merrill; Arrow, 4 blocks W from Sierra; Foothill, 8 blocks E and W from Sierra; Sierra & Valley Blvd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fontana Sq.(24)	0	JCPenney, Thrifty Drug, Woolworth
Inland Ctr.(78)	9	Sears, May Co., Broadway
Central City Mall(100)	9	Mont. Ward, JCPenney, Harris Co.
Tyler Mall(85)	15	Sears, May Co., JCPenney
South Sierra(27)	1	Rasco, Stater Bros., Thrifty Drug
Fontana Plz.	1	Lucky's, Sav-On Drug, Miller's Outpost

Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; TG&Y; Mervyn's.
Discount Stores-Pic 'N Save; K mart.
Variety Stores-Woolworth; Rexall; Finley 2.
Chain Drug Stores-Thrifty 2; Rexall; Finley 2; Sav-On.
Chain Supermarkets-Safeway; Stater Bros. 3; Alpha Beta; Lucky.
Other Chain Stores-Goodyear; McMahan's Furniture; Ole's Hdwr.; Chief Auto; Radio Shack; Thom McAn; Goodman Jewelers; Miller's Outpost; Kragen Auto; Trak Auto; National Lumber; Pep Boys.

14 - NEWSPAPERS: HERALD-NEWS (e) 3,602; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: W.M. Shufflebarger, Adv. Dir., HERALD-NEWS, 16920 Spring, Fontana, CA 92335; Tel. (714) 822-2231.
National Representive: None.

FREMONT-NEWARK

1 - LOCATION: Alameda County (In Oakland PMSA). E&P Map B-5. Manufacturing, agricultural, residential. In San Francisco Bay area, 25 mi. S of Oakland; 15 mi. N of San Jose.

2 - TRANSPORTATION: Railroads-Southern Pacific; Union Pacific.
Motor Freight Carriers-50 common carriers, over 250 radial carriers.
Intercity Bus Lines-Greyhound; Peerless; Bay Area Rapid Transit Terminal.
Nearby Airports-Metropolitan Oakland Intl. (22 mi.); San Jose Municipal (16 mi.); San Francisco Intl. (35 mi.); Hayward (12 mi.); Fremont; Sky Sailing.

3 - POPULATION:
Corp. Cities 80 Cen. 164,071; E&P 85 Est. 191,796
Fremont 80 Cen. 131,945; E&P 85 Est. 157,490
Newark 80 Cen. 32,126; E&P 85 Est. 34,306
County 80 Cen. 1,105,379; E&P 85 Est. 1,176,430
PMSA 80 Cen. 1,762,631; E&P 85 Est. 1,885,256
Cities of Pub.-ABC: (80) 164,071
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 53,341; E&P 85 Est. 64,266
Fremont 80 Cen. 44,125; E&P 85 Est. 54,184
Newark 80 Cen. 9,216; E&P 85 Est. 10,082
County 80 Cen. 426,092; E&P 85 Est. 468,575
PMSA 80 Cen. 667,626; E&P 85 Est. 737,905
Cities of Pub.-ABC: (80) 53,341

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	13	N.A.
Commercial	15	N.A.

6 - PASSENGER AUTOS: County 640,118

7 - ELECTRIC METERS: 59,668

8 - GAS METERS: 52,608

9 - PRINCIPAL INDUSTRIES: Fremont-Food Distrib. 1,260; Salt Mfg. 435; Misc. Mfg. 1,025; Paper Mfg. 500; Electronic Equip.; Gas and Electric Meters.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-67; Summer 54-75; Fall 49-73; Winter 38-58.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Brookvale Ctr.(24)	NA	Long's Drug, Lucky, Safeway, Liquor Barn
Cabrillo Pk.(13)	NA	Kragen Auto
Center Sq.(11)	NA	Specialty Shops
Crossroads(II)	NA	Fry's
Paseo Padre(10)	NA	Fry's Foods
Franciscan Ctr.(12)	NA	Flair Foods
Fremont Plaza(21)	NA	Payless, Nob Hill, Thrifty
Fremont Fashion Center(34)	NA	Capwell's
Fremont Hub(96)	NA	Mont. Ward, Mervyn's, Safeway, Longs, Ross
Glenmoor Ctr.(47)	NA	Fremont Markets
Meadow Sq.(13)	NA	Fry's Foods
Mission Ranch Center(11)	NA	Specialty Shops
Mission Valley(6)	NA	Lucky Mkt.
Monument(9)	NA	Lucky Mkt.
Mowry Plz.	NA	Service Merchandise
Century Plaza(16)	NA	Specialty Shops
Sundale Ctr.(13)	NA	Lucky
Town Fair Ctr.	NA	Specialty Shops
Tri-City Ctr.(28)	NA	Tri-City Sporting Goods, Handyman
Rosemont Sq.(13)	NA	Lucky, Pay Less, Grand Auto
Lido Faire(30)	NA	Thrifty, Safeway
Newark Sq.(12)	NA	Specialty Shops
K mart Ctr.(7)	NA	K mart, Alpha Beta
New Park Mall(130)	NA	Sears, Macy's
Villa Food Center	NA	Sarco, specialty shops
Mowry East, Phase 3	NA	Cost Plus, NY Fabrics, Aaron Brothers Art Mart
Sunset Village	NA	Specialty stores
Walnut Plaza	NA	Alpha Beta
Mowry/Highway 17	NA	Pay'n'Pak, Marshall's
Rickmart Center	NA	Auto Supply
Safeway Center	NA	Super Safeway
Irvington Square	NA	Allied Auto

Stores Open Evenings-Shopping centers, Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-Capwell's; Sears; Montgomery Ward; Mervyn's; Macy's; Ross.
Variety Stores-Woolworth.
Discount Stores-K mart; Gemco.
Chain Drug Stores-Long's 2; Pay Less 2; Thrifty 3.
Chain Supermarkets-Alpha Beta 4; Fremont Market; Lucky 4; Flair Market; Safeway 4; Fry's 4; Nob Hill.
Other Chain Stores-Clothing: Smith's; Grodin's; Grutman's; Goldman's; JayVee; Hartfield's; Frederick's; Foxmoor; Topps 'N Trousers; Picadilly; Casual Corner; Miller's Outpost; Clothes Barn; Contempo; Richman's. Jewelry: Crescent; Milen's; Davidson & Licht; J. Herbert Hall; Gordon's; Weisfield's. Tire & Auto: Goodyear; Firestone; Gerard; Grand Auto; Kragen Auto; Winston Tires; Wholesale Distributors. Shoes: Kinney; Kushin's; Allen's; Hardy. Home Furnishings: Connolly's; Abbey Carpet; Carpeteria; Conklin Bros.; Misc.: Orchard Supply; Four Star Bldg. Materials; Brennan's Magnavox; Big "5"; Sportina Goods; House of Fabrics; Fabric Lane.

14 - NEWSPAPERS: THE ARGUS (m) 22,484; (S) 23,077; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Joel Hall, Adv. Mgr., THE ARGUS, 37427 Centralmont Pl., Fremont, CA 94536; Tel. (415) 794-0111.
National Representatives: Long & Associates; Papert Companies.

FRESNO

1 - LOCATION: Fresno County (MSA). E&P Map C-5. County Seat. Agricultural, industrial, wholesale center. 189 mi. from San Francisco. 221 mi. from Los Angeles. On U.S. Hwy. 99.

2 - TRANSPORTATION: Railroads-Southern Pacific; Sante Fe; Amtrak.
Motor Freight Carriers-31 interstate, 75 intrastate carriers with local terminals. Also 26 freight forwarders servicing the Fresno area.
Intercity Bus Lines-Pac Greyhound; Continental Trailways.
Airlines-United; Western; Pacific Southwest; Pacific Coast; West Air; Sky West.

3 - POPULATION:
Corp. City 80 Cen. 217,129; E&P 85 Est. 244,375
NDM-ABC: (80) 514,621
County/MSA 80 Cen. 515,013; E&P 85 Est. 575,885
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 81,996; E&P 85 Est. 95,025
County/MSA 80 Cen. 178,624; E&P 85 Est. 206,630
NDM-ABC: (80) 178,506

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	18	N.A.
Commercial	23	N.A.

6 - PASSENGER AUTOS: County 272,833

7 - ELECTRIC METERS: County 241,083

8 - GAS METERS: County 158,858

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-All Mfg. 21,300; Nondurable Goods 11,100; Durables 10,200; Transp. & Public Utilities 10,000; Fin., Insur. & Real Estate 12,800; Government 40,700; Retail Trade 35,900; Wholesale Trade 12,000; Services 41,500; Agriculture, Forestry & Fisheries 59,100; Construction 10,600.
Principal Pay Days-Thur., Fri., 1 & 15.

10 - CLIMATE: Min. & Max. Temp.-Oct. 50-73; Jan. 35-49; April 46-70; July 65-97. First killing frost, Dec. 24; last killing frost, April 7.

11 - TAP WATER: Med. hard; not fluoridated.

12 - RETAILING: Principal Shopping Areas-North Blackstone from Shields to Alluvial; Shaw Ave. from Hwy. 99 to Sanora; Shaw Ave. from Valentine to West; Shaw Ave. from Hwy. 41 to North First; Downtown Clovis; Downtown Fresno (Fulton Mall); Olive Ave. from Fruit to Van Ness (Tower District); Ventura/Kings Canyon from Fifth Ave. to Willow; Kings Canyon and Clovis Ave. (Sunnyside District); Butler and Chestnut.
Neighborhood Shopping Centers-Ashlan Park; Barnyard; Blackstone Plaza; Bonanza; Bullard Fair; Bullard Plaza; Bullard West; Chestnut; College Square; Country Plaza; Country Squire; Crossroads; Dry Creek; Farmers Market; Gettysburg Plaza; Manchester Mall; Midtown Plaza; Mission Village; Pepper Tree Village; Piccadilly; Princeton Square; Rodeo Plaza; Saddleback Village; Shaw Villa; Tarpey Village; Times Square; Wild West Village.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fashion Fair	5	Weinstock's, JCPenney, Macy's, Gottschalk's
Fig Garden	7	Gottschalk's, Foodworld
Northgate	8	K mart, Pic 'N' Save
Manchester Center	4	Gottschalk's, Long's Drugs, Sears
Eastgate	5	K mart, Thrifty Drugs, Mayfair Market
Sunnyside Plaza	6	Payless, Safeway
Sunnyside Country Club	6	Von's, Handyman
Cedar Tree Plaza	8	Ollenbergers, Long's Drugs, Save Mart
Fresno Shaw Plaza	5	Cost-Plus Imports

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-Gottschalk's 4; JCPenney 2; Montgomery Ward; Sears Roebuck; Ollenberger's 4; Weinstock's; Macy's.
Discount Stores-K mart 3; Handyman 2; Mervyn's; Gemco; Ardan's; Best; Consumers.
Variety Stores-Woolworth 2; Newberry; Sprouse Reitz 1.
Chain Drug Stores-Long's 8; Thrifty 6; Payless 5; Drug Fair; Family Phmcy. 2.
Chain Supermarkets-Safeway 6; Continental; Country Boy; Save Mart 11; Foodland 8; Hanoian's; Young's 2; Bad Boy; Gong's 2; Prairie Market 2; Von's 5; Sav-On; Pak 'n Save; IGA 4; Gemco.
Other Chain Stores-Apparel: Lerner Shops, Rodder's-Goldring 2, Berkeley's 2, Flagg Bros., Topps & Trousers, Coffees 2, Walter Smith, Hodge & Son 2, We Are Sportswear, Trend O'Fashion, Tall Fashions, Miller's Outpost 5; Shoes: Asher Bros. 2, Gallenkamp's 4, Kinney 3, Karl's, Burt's, Leeds, Koby's 3, Queen's, Red Cross, S&K Allen's, C.H. Baker, Jarman's, Kushin; Automotive: Firestone, Goodrich, Lucky, Pep Boys 3, Goodyear, Kragen's 5, Grand Auto 4, Chief 6; Furniture: R.B. Furniture, McMahan's 3, Levitz, Breuner's, Sofa Factory 2, Copenhagen; Yardage: House of Fabrics, Fashion Fabrics, Fabrics West; Candy: See's 3; Hardware: Fresno Ag, Grossman's, Handyman 2, Lumberjack 2; Agriculture: Food Machy. & Chem., Quinn Co., Homelite, Grange.

14 - NEWSPAPERS: BEE (m) 139,969; (S) 165,497; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Vahe Simonian, Natl. Adv. Mgr., BEE, 1626 E St., Fresno, CA 93786; Tel. (209) 441-6176.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

GILROY

1 - LOCATION: Santa Clara County (San Jose PMSA). E&P Map B-5. In extreme S area of county (Gilroy, Morgan Hill, and San Martin). 25 mi. from San Jose. 45 min from Silicon Valley.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound; Santa Clara County Transit.
Airlines-Air California; Republic; Continental; PSA; United; Western; American; TWA (all at San Jose Int'l Airport 30 mi. north).

3 - POPULATION:
Corp. City 80 Cen. 21,641; E&P 85 Est. 23,141
County/PMSA 80 Cen. 1,295,071; E&P 85 Est. 1,387,880

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,218; E&P 85 Est. 7,708
County/PMSA 80 Cen. 458,519; E&P 85 Est. 507,495

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 847,725

7 - ELECTRIC METERS: 22,515 in Gilroy, Morgan Hill & San Martin

8 - GAS METERS: 15,657 in Gilroy, Morgan Hill & San Martin

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food Proc. 3,300; Mfg. 3,450; Retail 3,200; Serv. 3,300; Wholesale 1,500; Fin., Ins. & Real Estate 1,800.
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-73; Summer 56-86; Fall 62-76; Winter 41-57.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers-Downtown and South Valley Shpg. Ctr. Tennant Station (Morgan Hill).
Neighborhood Shopping Centers-Town Plz.; Gilroy Plz.; Westwood; Hecker Pass; Downtown Morgan Hill; Nob Hill Ctr.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Fords.
Discount Stores-K mart.
Variety Stores-TG&Y; Sprouse-Reitz.
Chain Drug Stores-Long's; Bills.
Chain Supermarkets-Alpha Beta; Luckys; Nob Hill; Safeway; Food Villa; 7-Eleven.
Other Chain Stores-Kinney Shoes; Shoe Stop; Firestone; Winston Tires; Fosters Freeze; Baskin Robbins; Dick Bruhns; Goodyear; Kragens; McMahans; Western Auto; Orchard Supply Hardware.

14 - NEWSPAPERS: THE DISPATCH (e-mon to fri) 9,900; sworn Sept. 30, 1984 VAC.
Local Contact for Advertising and Merchandising Data: Bob McCray, Adv. Dir., THE DISPATCH, 6400 Monterey; PO Box 7, Gilroy, CA 95020; Tel. (408) 842-6411.
National Representative-Papert Companies.

GLENDALE

1 - LOCATION: Los Angeles County. E&P Map D-7 (In Los Angeles-Long Beach PMSA). Approx. 7 mi. N of the city of Los Angeles. Situated in the SE part of the San Fernando Valley. Comprises an area of 30.5 sq. mi.

2 - TRANSPORTATION: Railroads-Southern Pacific; Amtrak.
Motor Freight Carriers-15.
Intercity Bus Lines-Continental-Santa Fe Trailways; Greyhound; Tanner Grey Lines; RTD.
Airlines-Pacific Southwest; Air West; Air California; Continental; Hollywood-Burbank. Plus 11 major airlines into L.A. Int'l Airport.

3 - POPULATION:
Corp. City 80 Cen. 139,060; E&P 85 Est. 152,308
County/PMSA 80 Cen. 7,477,421; E&P 85 Est. 8,014,655
Demographic Information available from Newspaper. See pāragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 59,339; E&P 85 Est. 66,616
County/PMSA 80 Cen. 2,730,674; E&P 85 Est. 3,023,071

5 - BANKS	NUMBER	DEPOSITS
Comm. & Savings	21	$567,676,000
Savings & Loan	24	$2,033,335,000

6 - PASSENGER AUTOS: County 4,181,647

7 - ELECTRIC METERS: Residence 68,886

8 - GAS METERS: 54,486

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agriculture, Forestry, and Fisheries 200; Construct. 5,200; Food Prods. 2,100; Fabric. Metals 3,300; Elec. Machy. 1,700; Transp. Equip. 1,350; Instruments 2,600; Other Mfg. 14,900; Transp., Commun. and Util. 1,900; Whole. and Ret. Trade 17,200; Fin., Ins. and Real Estate 3,300; Service 14,200; Govt. 5,600.
Principal Pay Days-Fri., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-98; Summer 52-105; Fall 37-101; Winter 38-88. Av. rainfall-17.5 in.

11 - TAP WATER: Neutral medium hard. Metro water 152 parts per million; 8.82 grains per gal.

12 - RETAILING: Principal Shopping Centers-8 blocks on Brand; 5 blocks on Broadway; 6 blocks on Central; 2 blocks on Wilson; 4 blocks on Colorado & Broadway; Glen. Galleria 34.7 acres.
Neighborhood Shopping Centers-8 blocks on Glendale Ave.; Adams Sq. Area; 3 blocks on N. Pacific from Glenoaks N. Kenneth Rd. & Grandview; Chevy Chase & Verdugo; Cracker Barrel Shopping Center, 1200 S Glendale Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Montrose	4	Hale's, Safeway
Atwater	3	Beech's
Chaseway	2	Alpha Beta
Eagle Rock	2	May Co., Mont. Ward
Glen. Galleria(238)	NA	Broadway, JCPenney, Ohrbach's, Nordstrom's, Buffum's, Melvin's
Glendale Fashion	NA	J.W. Robinson's, Webbs
Glendale Plaza	NA	Thrifty Drug

Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Dept., 6 nights; Food, Every night; Others, Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Webbs; Sears; JCPenney; Reinie's; Robinson's; May Co.; Montgomery Ward; Broadway; Orbach's; Buffum's; Nordstrom's; Melvin's.
Discount Stores-Lucky; Value Center; K mart.
Variety Stores-Woolworth; S.H. Kress.
Chain Drug Stores-Thrifty 2; Sav-On.
Chain Supermarkets-Safeway 6; Albertson's 3; Ralph's 2; Jim & Gil's; Von's 2; Alpha Beta; Lucky Markets 2; Market Basket 2; Phils.
Other Chain Stores-Auto Supply: Firestone, Goodyear, General, Pep Boys; Paint: Dunn-Edwards, Fuller Paints, General Paints, Pittsburgh Paints, Sherwin-Williams; Candy: Curries, See's; Men's and Women's Clothing: Judy's, Baxter Bros., Bruno's, Eagleson's, C&R Clothiers, Miller's Outpost, CLothes for Eve, Joseph Magnin, The Gap, Harris & Frank, Hartfields, Modern Women, Zeeman's; Furniture: Barker Bros., Levitz, Riviera Convertible Sofas, RB, Maple Shops, McMahan's; Jewelers: Brand, J. Herbert Hall, Zale's, Slavick's; Misc.: Hickory Farms, Singer Co.; Shoes: C.H. Baker, Bernett's, Karl's, Leed's, Thom McAn, Roe, Mandel's, Kinney, Ryan, Buster Brown, Desmond's, Draper's, Wetherby Kayser, Waltah Clark, J. Magnin.

14 - NEWSPAPERS: NEWS-PRESS (e) 8,921; (S)8,921 sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: Anthony A. Allegretti, Pub., NEWS-PRESS, 111 N. Isabel; PO Box 991, Glendale, CA 91209; Tel. (818) 241-4141.
National Representative: Landon Associates; U.S. Suburban Press.

GRASS VALLEY

1 - LOCATION: Nevada County. E&P Map C-4. Electronics mfg., lumber mfg., ranching, recreation, historic gold area. E central part of state; Sierra Nevada foothills. 60 mi. N of Sacramento; 37 mi. E of Marysville. At junction of State Hwys. 20, 49; about 12 mi. N of I-80.

2 - TRANSPORTATION: Airlines-Nevada County Airpark.
Motor Freight Carriers-6.
Intercity Bus Lines-Gold County Stage; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,697; E&P 85 Est. 9,823
NDM-ABC: (80) 45,949
County 80 Cen. 51,645; E&P 85 Est. 67,785

4 - HOUSEHOLDS:
City 80 Cen. 3,037; E&P 85 Est. 4,144
NDM-ABC: (80) 17,930
County 80 Cen. 20,350; E&P 85 Fst. 27,127

5 - BANKS	NUMBER	EST. DEP.
Savings	12	N.A.
Savings & Loan	8	N.A.
Commercial	11	N.A.

6 - PASSENGER AUTOS: County 34,652

7 - ELECTRIC METERS: Residence 14,841

8 - GAS METERS: Residence 3,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumbering 500; Agri. 1,200; Mfg. 1,000; Mining 100; Util. 400; Constr. 300; Electronic Mfg. 700; Retail Trade; Services; Govt.
Principal Pay Days-Mon., 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-61; Summer 39-85; Fall 27-70; Winter 11-54. First killing frost, Oct. 16; last killing frost, Apr. 15.

11 - TAP WATER: Not fluoridated; chlorinated.

12 - RETAILING: Principal Shopping Centers-Main & Mill Sts.; Neal St.; Spring Hill; Colfax Ave.; Grass Valley; Broad St.; Zion St., Nevada City; Glenbrook; Gold Country Ctr.; Brunswick Plz.; Grass Valley Shpg. Ctr.
Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Sundays-Some.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Sears; Rasco's; Alpha; K mart.
Variety Stores-Sprouse Reitz; Rasco's; Cornet; Ben Franklin.
Chain Supermarkets-Safeway 2; 1 Stop Super Market; SPD Mkt. 2; Lucky.
Chain Drug Stores-DeMartini Rexall; Thrifty Drug; Longs.
Other Chain Stores-Anita's Apparel; Mode O'Day; Pacific Dollar; Firestone 2.

14 - NEWSPAPERS: UNION (e) 13,207; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Bob Lintner, Adv. Dir., UNION, 11464 Sutton Way; PO Box 1035, Grass Valley, CA 95945; Tel. (916) 273-9561.
National Representative: None.

HANFORD

1 - LOCATION: Kings County. E&P Map C-6. County Seat. Midway btwn. Los Angeles & San Francisco.

2 - TRANSPORTATION: Railroads-Santa Fe; Southern Pacific; Amtrak.
Airlines-United; PSA; Air California; Inland Empire; Golden Gate; Republic; charter service available. (FAT & Visalia Airport).
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Orange Belt.

3 - POPULATION:
Corp. City 80 Cen. 24,450; E&P 85 Est. 26,250
CZ-ABC: (80) 33,815
RTZ-ABC: (80) 46,169
County 80 Cen. 73,738; E&P 85 Est. 81,487
City & RTZ-ABC: (80) 79,984
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,364; E&P 85 Est. 9,416
County 80 Cen. 23,499; E&P 85 Est. 26,827
CZ-ABC: (80) 11,623
RTZ-ABC: (80) 13,847
City & RTZ-ABC: (80) 25,470

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	7	$331,528,000
Savings & Loan	10	$45,000,000

6 - PASSENGER AUTOS: County 35,108

7 - ELECTRIC METERS: Residence 24,330

8 - GAS METERS: Residence 19,312

9 - PRINCIPAL INDUSTRIES: Industry-Rubber Tires; Oil Refinery; Multiwall Bags; Tomato Processing; Metal Buildings; Ladies Garments; Dairy Prod.; Computer Forms; Dairy Barn Equip.; Baled Cotton Warehousing; Beef Packing; Flour Milling; Fertilizers; Livestock & Poultry Feed Supplements.
Principal Industrial Pay Days-1st, 16th.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-75; Summer 60-110; Fall 46-79; Winter 29-70. First killing frost, Dec. 1; last killing frost, Feb. 1.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-Six blocks, Kings Mall (25 stores).
Neighborhood Shopping Centers-Grangeville Blvd. & 11th Ave.; Irwin & Ivy Sts.; 11th Ave. & 5th St.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; Food nightly.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Case's; Montgomery Ward; K mart.
Variety Stores-Woolworth; Cornet; Sprouse Reitz.
Chain Drug Stores-Thrifty; Long's.
Chain Supermarkets-Superway; Save Mart; Big John's; Farm Boy.
Other Chain Stores-Cal Auto Supply; Automotive Supply Co.; Anita Dress Shop; The Vogue; Remar's Dress Shop; Mode O'Day; McMahan's; Kinney Shoes; Singer; House of Fabrics; Bonanza 88¢ Store; Pep Boys; Sprouse Reitz; Grand Auto; Wilshire Paint; Millers Outpost.

14 - NEWSPAPERS: SENTINEL (e) 14,853, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Derral Hawkins, Adv. Dir., SENTINEL, PO Box 9, 418 W. 8th, Hanford, CA 93232; Tel. (209) 582-0471.
National Representative: Newspaper Advertising Service.

HAYWARD

1 - LOCATION: Alameda County (In Oakland PMSA). E&P Map B-5. Industry, government, agriculture center. 14 mi. S of Oakland-San Francisco Bay region. 26 mi. N of San Jose 25 airline mi. SE of San Francisco; 385 mi. N of Los Angeles.

2 - TRANSPORTATION: **Railroads**-Southern Pacific (2 lines); Western Pacific.
Intercity Bus Lines-Greyhound; Peerless Stages; Santa Fe Trailways; AC Transit; Bay Area Rapid Transit (Fremont to Oakland, San Francisco, Richmond, Concord).
Airlines-Hayward Air Terminal, 10 mi. to Oakland Int'l. Airport; 23 mi. to San Francisco Int'l. Airport; 28 mi. to San Jose Municipal Airport.
Motor Freight Carriers-Over 150 truck lines and carriers.

3 - POPULATION:
Corp. City 80 Cen. 94,342; E&P 85 Est. 101,535
CZ-ABC: (80) 215,907
RTZ-ABC: (80) 245,435
County 80 Cen. 1,105,379; E&P 85 Est. 1,176,430
PMSA 80 Cen. 1,762,631; E&P 85 Est. 1,885,256
City & RTZ-ABC: (80) 461,342
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 34,600; E&P 85 Est. 38,528
County 80 Cen. 426,092; E&P 85 Est. 468,575
PMSA 80 Cen. 667,626; E&P 85 Est. 737,905
CZ-ABC: (80) 78,092
RTZ-ABC: (80) 87,625
City & RTZ-ABC: (80) 165,717

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	23	$1,200,000,000
Savings & Loan	14	(Incl. above)

6 - PASSENGER AUTOS: County 640,118

7 - ELECTRIC METERS: Residence 82,628

8 - GAS METERS: Residence 72,141

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners- (Figures cover the Alameda county labor market)-Total Employment 496,000; Agriculture: 3,000; Construction 22,400; Finance, Real Estate, Insurance 25,100; Government 112,200; Manufacturing 73,000; Retail Trade 91,800; Service 105,300; Transportation, Communication, Utilities 32,200; Wholesale Trade 31,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-65; Summer 55-71; Fall 49-71; Winter 39-56.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Areas**
Downtown Hayward-4 blocks each on A, B, Foothill & Mission Blvd.; 3 each on C & Main Sts.; 2 each on Watkins & D Sts.
Shopping Centers
Castro Valley-Lake Chabot Rd./Seven Hills; Creekside Center; Castro Village; Castro Valley Blvd./Redwood Rd.; E. Castro Valley Blvd.; Lucky Center.
Hayward-Bedford Sq.; Hayward Strip; Hesperian/Winton; Winton Sq.; Southland Mall; Amador Center; Shafer Park; Huntwood Manor; Mission/Harder; Oliver Corners; Alpha Beta Center (Hesperian); Tennyson Center; Mission Blvd.; Fairway Park; Creekside; Haymont.
Union City-Alpha Beta Center (Alvarado); Lucky Discount Center; Union Plaza; El Mercado; Union Square; Town & Country Center.
Principal Shopping Days-Thur., Fri. & weekends. Most centers open evenings until 9; daily ex. Sat. & Sun.
Stores Open Evenings-Shopping Centers Mon., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Capwell's 2; Macy's 2; JCPenney; Montgomery Ward 2; Sears 2; Mervyn's 3; Daughtrey's; Marshalls; Ross.
Variety Stores-Woolworth 3; Toys "R" Us 2.
Discount Stores-Gemco 2; K mart 3; Liquor Barn 4.
Chain Supermarkets-Alpha Beta 6; Rebello's 4; Flair 2; Fry's 5; Lucky's 15; Safeway 16; Thriftway 2; Romley's; Tony's.
Chain Drug Stores-Walgreens 3; Thrifty 7; Pay Less 5; Long's 6; Bill's Drug.
Other Chain Stores-Automotive: Coast-to-Coast, Grand Auto, Kragen Auto, Firestone, B.F. Goodrich, Goodyear, Big "O" Tire, Gerard Tire, Winston Tires, Four Wheel Brake; Apparel: Anita Shops, Grutman's, Gold Hanger, Male Box, Nobby, Miller's Outpost, Lane Bryant, Grodin's, Frederick's of Hollywood, Casual Corner, Foxmoor, Goldman's, Smiths Richman's; Candies: MacFarlane's, See's; Furniture & Household: Abbey Carpet, Conklin Bros., Sleep 'N Aire, Levitz, Colonial Village, Cousins, Carpeteria; Fabrics & Sewing Centers: House of Fabrics, Yardage Fair, New York Fabric, Singer Sewing Center; Jewelers: Baron's, Crescent, Granat Bros., Gordon's, J. Herbert Hall, Weisfield's, Milen's, Zales's; Shoes: Allen's, Florsheim, Gallenkamp, Kinney, Leeds, Thom McAn, Red Wing, Regal, Sommer & Kaufman, Kushins; Home Improvement & Building Supplies: Grossman's, Handyman, 84 Lumber, 4 Star Bldg. Mat., Wickes, Ole's Supply, Orchard Supply; Miscellaneous: Sherwin Williams, Color Tile, Standard Brands, Best Products, Service Merchandise, Radio Shack, Pacific Stereo, Big "5" Sporting Goods, Oshman's Sporting Goods, Woolworth Garden.

14 - NEWSPAPERS: REVIEW (e) 46,194; (S) 47,221; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Jack Schiffer, Adv. Dir., REVIEW, PO Box 5050, Hayward, CA 94540; Tel. (415) 783-6111.
National Representatives: Long & Associates; U.S. Suburban Press.

HEMET

1 - LOCATION: Riverside County (In Riverside-San Bernardino PMSA). E&P Map E-8. On Hwys. 74 & 79.

2 - TRANSPORTATION: **Railroads**-Santa Fe.

3 - POPULATION:
Corp. City 80 Cen. 23,211; E&P 85 Est. 32,176
County 80 Cen. 663,923; E&P 85 Est. 778,020
PMSA 80 Cen. 1,557,080; E&P 85 Est. 1,814,628

4 - HOUSEHOLDS:
City 80 Cen. 11,477; E&P 85 Est. 15,175
County 80 Cen. 243,019; E&P 85 Est. 294,698
PMSA 80 Cen. 551,081; E&P 85 Est. 664,720

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	34	$3,485,000,000

6 - PASSENGER AUTOS: County 394,412

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mobile Homes & Trailers, Aircraft Pts., Agric.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-94; Summer 66-110; Fall 48-93; Winter 39-76.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Sears Plz.(15)	NA	K mart, Sears
Hemet West(30)	NA	AIM
Hemet Mall(22)	NA	JCPenney, Harris

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Harris; Boston.
Discount Stores-K mart; AIM.
Chain Supermarkets-Staters; Vons; Alpha Beta; Albertson's.

14 - NEWSPAPERS: NEWS (e) 18,275, sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: James W. Gill, III, Pub., NEWS, 123 S. Carmalita St., Hemet, CA 92343; Tel. (714) 925-0555.
National Representative: None.

HOLLISTER

1 - LOCATION: San Benito County. E&P Map B-5. County Seat. Shipping center. On coast, center of state. 90 mi. S of San Francisco.

2 - TRANSPORTATION: **Railroads**-So. Pacific.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,488; E&P 85 Est. 15,082
CZ-ABC: (80) 11,488
Bal. In NDM-ABC: (80) 13,517
County 80 Cen. 25,005; E&P 85 Est. 28,608
Total NDM-ABC: (80) 25,005
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 3,716; E&P 85 Est. 4,965
CZ-ABC: (80) 3,716
Bal. in NDM-ABC: (80) 4,166
County 80 Cen. 7,882; E&P 85 Est. 9,323
Total NDM-ABC: (80) 7,882

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$125,000,000
Savings & Loan	2	$41,250,000

6 - PASSENGER AUTOS: County 13,374

7 - ELECTRIC METERS: Residence 5,067 (Rural 2,762)

8 - GAS METERS: Residence 6,040

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food Proc. 1,400 ($350); Explosive Ordnance 550 ($400); Agric. 2,500 ($225); Misc. 210 ($225).
Principal Industrial Pay Days-10th and 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-78; Summer 49-90; Fall 40-75; Winter 36-65.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on San Benito St.; 2 blocks on Fifth St.; 2 blocks on Fourth St.; 3 outlying shopping ctrs.
Principal Shopping Days-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Ford's; JCPenney.
Variety Stores-Cornet's.
Chain Supermarkets-Nob Hill; K&S (Indep.); Hollister (Indep.).

14 - NEWSPAPERS: FREE LANCE (e-mon to fri) 5,399, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Maureen Upton, Adv. Mgr., FREE LANCE, 360 Sixth St., Hollister, CA 95023; Tel. (408) 637-5566.
National Representative: Papert Companies.

INDIO

1 - LOCATION: Riverside County. (In Riverside-San Bernardino PMSA). E&P Map E-7.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Intercity Bus Lines-Greyhound; Trailways.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 21,611; E&P 85 Est. 25,267
CZ-ABC: (80) 36,309
RTZ-ABC: (80) 52,803
County 80 Cen. 663,923; E&P 85 Est. 778,020
PMSA 80 Cen. 1,557,080; E&P 85 Est. 1,814,626
City & RTZ-ABC: (80) 89,112
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 6,626; E&P 85 Est. 8,013
County 80 Cen. 243,019; E&P 85 Est. 294,698
PMSA 80 Cen. 551,081; E&P 85 Est. 664,720
CZ-ABC: (80) 10,983
RTZ-ABC: (80) 20,283
City & RTZ-ABC: (80) 31,266

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	7	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 394,412

7 - ELECTRIC METERS: Residence 25,264

8 - GAS METERS: Residence 11,993

9 - PRINCIPAL INDUSTRIES: Agriculture-$130 million gross sales.
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Naturally fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Indio Heights	3	Retail-Independents
Tyselling Ctr.	3	Jack Kelly Electronic
Indio Fashion Mall(43)	1	Sears, Harris
Town & Country(9)	3	Alpha Beta, K mart, Wendy's
Indio Plaza(16)	2	Von's, Pick N Save, JCPenney
Palm Desert Country	10	Welty's Mkt., Stater Bros.
Valley Mall	2	Rite T.V.
Coachella Ctr.(12)	2	Alpha Beta, Thrifty
Coachella Island	2	Safeway
Ralph's Grocery	3	Ralph's, Firestone
Sav-On-Drugs(2)	2	Sav-On-Drugs
Smith's Food King	2	Smith's, Straw Hat Pizza

Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Discount & markets open evgs. & Sun.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; McMahan's; Olsan's; Imperial Hdwr.; Sprouse Reitz; Sears; Harris; Yellow Mart; Wise Shop; Zody's; Sunshine Lumber; 84 Lumber; Builders Supply.
Chain Drug Stores-Thrifty; Gemco; Sav-On.
Chain Supermarkets-Safeway; Alpha Beta; Ralph's; Circle K; Von's; Gemco; Stater Bros.; Smith's Food King.
Discount Stores-K mart; Wise Shops; Pic N' Save; Gemco.
Other Chain Stores-Firestone; Stockwell & Binney; Goodyear; Chief Auto Parts; Imperial Furniture; Winston Tire; High Performance; Earl Schieb; Pep Boys.

14 - NEWSPAPERS: DAILY NEWS (e) 9,116, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Fred H. Hamilton, Mktg. Dir., DAILY NEWS, 45-140 Towne St., PO Drawer NNN, Indio, CA 92201; Tel. (619) 347-3313.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

LA HABRA
See ORANGE COUNTY

LAKE TAHOE
See SOUTH LAKE TAHOE

LAKEPORT

1 - LOCATION: Lake County. E&P Map A-3. County Seat. 45 mi. N of Santa Rosa.

2 - TRANSPORTATION: **Motor Freight**-1.
Bus Lines-Lake County Transit.
Airlines-2 small airports.

3 - POPULATION:
Corp. City 80 Cen. 3,675; E&P 85 Est. 5,241
County 80 Cen. 36,366; E&P 85 Est. 47,025

4 - HOUSEHOLDS:
City 80 Cen. N.A.; E&P 85 Est. 1,841
County 80 Cen. N.A.; E&P 85 Est. 20,362

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 25,624

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric.; Geothermal; Gold Mining.

10 - CLIMATE: Min. & Max. Temp.-28-105. Mean Temp. 68.

11 - TAP WATER: Hard, not flouridated.

12 - RETAILING: Principal Shopping Center-2 in Lakeport and 2 in Clear Lake

13 - RETAIL OUTLETS: Variety Stores-TGY
Chain Drug Stores-Thrifty, Bills Drugs
Chain Food Supermarkets-Safeway
Other Chain Stores-Sprouse-Reitz

14 - NEWSPAPERS: LAKE COUNTY RECORD BEE (m-tues to fri) 8,500; sworn Mar. 31, 1985
Local Contact for Advertising and Merchandising Data: Penny Knutson, Adv. Dir., RECORD BEE, 495 N. Main St.; PO Box 849, Lakeport, CA 95453, Tel (707) 263-5636.
National Representative Landon Associates

LIVERMORE

1 - LOCATION: Alameda County. E&P Map B-5 (In Oakland PMSA). Research and development, manufacturing, agriculture

2 - TRANSPORTATION: Railroads-Southern Pacific; Union Pacific; AC Transit connector to BART
Motor Freight Carriers-27
Intercity Bus Lines-Greyhound

3 - POPULATION:
Corp. City 80 Cen. 48,349; E&P 85 Est. 57,482
County 80 Cen. 1,105,379; E&P 85 Est. 1,176,430
PMSA 80 Cen. 1,762,631; E&P 85 Est. 1,885,256
NDM-ABC: (80) 142,544
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 16,637; E&P 85 Est. 19,739
County 80 Cen. 426,092; E&P 85 Est. 468,575
PMSA 80 Cen. 667,626; E&P 85 Est. 737,905
NDM-ABC: (80) 46,374

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	10	N.A.
Savings & Loan	12	N.A.

6 - PASSENGER AUTOS: County 640,118

7 - ELECTRIC METERS: Residence 39,175

8 - GAS METERS: Residence 37,066

9 - PRINCIPAL INDUSTRIES: Industry-Computers, Labs.
Principal Pay Days-Every other Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-95; Summer 60-106; Fall 48-97; Winter 25-75

11 - TAP WATER: Alkaline, hard

12 - RETAILING: Principal Shopping Areas-Downtown Livermore-seven blocks on First & Second Sts., abutting side streets between Livermore Ave. & P Street.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alcosta Mall(30)	NA	Safeway, Liquor Barn
San Ramon Valley Plaza(16)	NA	Lucky
Shamrock(22)	NA	World of Shoes, Round Table Pizza
Dublin Square	NA	Romley's, Drug City
The Orchards(11)	NA	Sofa Beds Ltd., Sizzler
Dublin Plaza(16)	NA	Albertsons, Payless, Mervyns
Dublin Place	NA	Mont. Ward, Gemco, Pacific Stereo
Dublin Station	NA	Standard Brands
Ross Center	NA	Ross, Levitz, Orchard Supply
Parkway Plaza	NA	Kragen Auto, Pic-A-Dilly, Radio Shack
Stoneridge(185)	NA	Emporium Capwell, Macys
Val Vista	NA	Lucky
Alpha Beta Ctr.	NA	Alpha Beta, Thrifty
Mission Plaza(22)	NA	Flair Market
Valley Plaza	NA	True Value, Workbench
Amador Ctr.(21)	NA	Safeway, Grutman's, Carl's Drug
Pleasanton Plaza	NA	Cole's Mkt.
Livermore Ctr.(21)	NA	Blue Ribbon Mkt.
Alpha Beta Sq.(19)	NA	Alpha Beta, Thrifty, TG&Y
Livermore Arcade(18)	NA	Safeway, Long's Drugs, Orchard Supply
Second St. Plaza	NA	JCPenney
Nob Hill Ctr.(16)	NA	Nob Hill Market, Bill's Drugs, Price-Rite
East Avenue Ctr	NA	Big T Market
Granada Ctr.(31)	NA	Lucky, Sprouse-Reitz
Best Plaza	NA	Best, Specialty Stores, Ortho Matress
Hopyard Center	NA	Specialty Stores
Depot Plaza	NA	Lucky
Village Square	NA	Kelly-Morre Paints
Stoneridge Mall	NA	JC Penneys, Macy's, Emporium Capwell
K-mart	Na	K-mart
Pleasant Plaza	NA	Flair Foods
East Ave. Ctr.	NA	Big T Grocery.

Stores Open Evenings Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney, Ross, Mervyn's, Macy's, Capwell's, Montgomery Ward.
Discount Stores-TG&Y, Sprouse Reitz 2, K mart, Gemco.
Chain Drug Stores-Price-Rite; Carl's; Thrifty 2; Long's Drug; Pay Less 2.
Chain Supermarkets-Albertson's; Alpha Beta 2; Flair Market; Lucky 4; Safeway 3; Nob Hill.
Other Chain Stores-Firestone; Grossman's; Handyman; Kinney's; Grand Auto; Sears (catalog); Goodyear; Gerard Tires; Kragen Auto Supply; Orchard Supply; Big "O" Tires; Oshman's Sporting Goods; Richman's; Milen's; Granat Bros.; Kushins; Malings; Casual Corner; Lerners; Shreve's; Thom McAn; Zale's; Florsheim; Levitz; Sofa Factory; Cousins Furniture; Liquor Barn; Standard Brands; Radio Shack.

14 - NEWSPAPERS: TRI-VALLEY HERALD (m) 21,193; (S) 21,316; Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Wayne Hollingshead, Nat'l Adv. Mgr., TRI-VALLEY HERALD, 6207 Sierra Ct., PO Box 3000, Dublin, CA 94568; Tel. (415) 783-6111.
National Representatives Long & Associates; U.S. Suburban Press.

LIVERMORE
Also See PLEASANTON

LODI

1 - LOCATION: San Joaquin County (In Stockton MSA). E&P Map B-4. Residential center 34 mi. S of Sacramento; 14 mi. N of Stockton; 90 mi. E of San Francisco; on U.S. Hwys. 99, 50; State Hwy. 12; Transcontinental I-5.

2 - TRANSPORTATION: Railroads-Southern Pacific; California Traction Co.
Motor Freight Carriers-15
Intercity Bus Lines-Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 35,221; E&P 85 Est. 45,890
County/MSA 80 Cen. 347,342; E&P 85 Est. 410,447

4 - HOUSEHOLDS:
City 80 Cen. 14,015; E&P 85 Est. 18,307
County/MSA 80 Cen. 124,626; E&P 85 Est. 152,730

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$286,290,000
Savings & Loan	8	$52,774,491

6 - PASSENGER AUTOS: County 199,157

7 - ELECTRIC METERS: Residence 18,000

8 - GAS METERS: Residence 14,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)- Packaged & Canned Goods 865 ($290); Fab. Metal Products 700 ($265); Aggregates 175 ($385); Sportswear 165 ($190); Iron Casting 160 ($310); Cast Concrete Prod. 200 ($255); Wineries 370 ($255); Rubber Prod. 290 ($275); Meat Packing 280 ($305).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-73; Summer 53-92; Fall 44-61; Winter 36-54; Ann. av. temp. 60; Ann. rainfall 18.28 inches.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Main Shopping District-4 blocks on School & Sacramento Sts.; 2 blks. on Pine, Oak, Elm.
Neighborhood Shopping Centers Lakewood 22; Long's; Payless 7; Top Value 4; Vineyard 19; Arbor Square 16.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Top Valu	1	Top Valu
Lakewood(22)	1	Sellrite
Lucky-Payless	1	Lucky Stores
Vineyard(19)	2	Fry's, Mervyn's

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Thur.; market & discount every evening.

13 - RETAIL OUTLETS: Department Stores-Newfield's, JCPenney, Mervyn's.
Variety Stores-Woolworth.
Discount Stores-Long's, Payless, Thrifty, K mart, Pic 'N Save.
Chain Drug Stores-Long's; Payless; Pay n' Save.
Chain Supermarkets-Safeway; Lucky Stores 2; Lodi; Fry's; Raley's.
Other Chain Stores-Gensler Lee Diamonds; McMahan Furniture; Burton's; Singer; Goodyear; Diamond Lumber; Grand Auto; Grossman's; Kragen Auto; Shoe Stop; Payless Shoe Source; Sherwin Williams; Winston Tire.

14 - NEWSPAPERS: NEWS-SENTINEL (m) 15,693; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: Dan Battilana, Adv. Mgr., NEWS-SENTINEL, 125 N. Church St., Lodi, CA 95240; Tel. (209) 369-2761.
National Representative Papert Companies

LOMPOC

1 - LOCATION: Santa Barbara County (In Santa Barbara-Santa Maria-Lompoc MSA). E&P Map C-7. Vandenberg Air Force Base.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-4
Intercity Bus Lines-Greyhound

3 - POPULATION:
Corp. City 80 Cen. 26,267; E&P 85 Est. 29,581
NDM-ABC: (80) 47,143
County/MSA 80 Cen. 298,660; E&P 85 Est. 329,787
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 9,380; E&P 85 Est. 10,855
County/MSA 80 Cen. 109,343; E&P 85 Est. 124,206
NDM-ABC: (80) 15,836

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	N.A.
Independent	3	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 189,547

7 - ELECTRIC METERS: 9,127

8 - GAS METERS: 11,300

9 - PRINCIPAL INDUSTRIES: Vandenberg Air Force Base. West coast Space Shuttle Launch & recovery site. MX test launch site. Military & Civ. 13,662; Diatomaceous earth mining 672; Agriculture.
Principal Industrial Pay Days-Fri. 5th, 15th, 20th, last day of month; Air Force Pay Days, 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. (Av.)-48-63; 13.20 inches of rain per yr.

11 - TAP WATER: Hard, non-fluoridated.

12 - RETAILING: Principal Shopping Centers-Four blocks center of town (22 stores); three blocks 1/2 mi. N. of center of town on N. H St. (26 stores).
Neighborhood Shopping Centers-Williams Bros. 3 blocks on West Ocean (5 units); Northside (14 units); K mart (5 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
North Side Center(12)	2	Longs Drugs, Williams Bros.
South Broadway	17	Mont. Ward
Santa Maria Town Center(87)	19	Gottschalk's, Sears
Lompoc Shopping Center(23)	1	JCPenney

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-JCPenney -Mon., Thur., Fri.; Lucky's & K mart to 9; All stores Fri. night.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Moore's; Sears (catalog); Montgomery Ward.
Variety Stores-Woolworth; Newberry's; K mart.
Chain Drug Stores-Thrifty; Rexall; Longs.
Discount Stores-K mart.
Chain Supermarkets-Williams Bros. 3; Lucky's 2.
Other Chain Stores-Remar's; Kinney Shoes; McMahan's; Miller's Outpost.

14 - NEWSPAPERS: RECORD (e-mon to fri) 10,005; (S) 10,196; Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Dick Bausman, Adv. Dir., RECORD, 115 North H St., Lompoc, CA 93436; Tel. (805) 736-2313.
National Representative Papert Companies.

LONG BEACH

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA). E&P Map D-8. Harbor on Pacific Ocean. 22 mi. from Los Angeles on U.S. Hwy. 101.

2 - TRANSPORTATION: Railroads-Union Pacific; Southern Pacific; Santa Fe; Amtrak.
Motor Freight Carriers-There are 4,550 common, contract and radial highway carriers registered in Los Angeles County, serving Southern California with joint service throughout the U.S.
Freight Steamship Lines-46. Long Beach Harbor is nation's second largest port in containerized Cargo tonnage.
Airlines-Alaska; American; Jet America; Pacific Southwest; United.
Intercity Bus Lines-Greyhound; Long Beach Transit; Trailways; RTD; Orange County Transit.

3 - POPULATION:
Corp. City 80 Cen. 361,334; E&P 85 Est. 387,356
CZ-ABC: (80) 639,414
RTZ-ABC: (80) 657,529
County/PMSA 80 Cen. 7,477,657; E&P 85 Est. 8,014,655
City & RTZ-ABC: (80) 996,943
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 151,611; E&P 85 Est. 168,906
County/PMSA 80 Cen. 2,730,674; E&P 85 Est. 3,023,071
CZ-ABC: (80) 251,565
RTZ-ABC: (80) 110,409
City & RTZ-ABC: (80) 361,974

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	131	$3,000,000,000
Savings & Loan	92	3,600,000,000

6 - PASSENGER AUTOS: County 4,181,647

7 - ELECTRIC METERS: Residence 146,517

8 - GAS METERS: Residence 146,000

9 - PRINCIPAL INDUSTRIES: Manufacturing, Aerospace; Aircraft; Chemical; Petroleum; Professional and Related Services; 26 Hospitals; City and State University Education.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-72; Summer 56-82; Fall 56-76; Winter 47-72.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-8 blocks on Pine Ave.; 6 on Locust Ave.; 20 on Long Beach Blvd.; Long Beach Plaza; Belmont Shore; Bixby Knolls; Marina Pacifica; Market Place.
Regional Shopping Centers-Lakewood Center Mall; Los Altos; Los Cerritos; Carson Mall; Stonewood; Huntington; Del Amo; Westminster; Rossmoor; Norwalk Square.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bixby Knolls	4	Safeway, Sav On, Thrifty, Von's
Carson(83)	8	Broadway, Sears, JCPenney
Del Amo(216)	10	Broadway, Bullock's, Mont. Ward, JCPenney, Robinson's, Sears
Huntington(60)	14	Broadway, Mont. Ward, JCPenney, Thrifty
Lakewood(181)	7	Akron, Boy's Mkt., Buffums, Bullock's, May Co., Mont. Ward, Mervyn's, Lucky's, JCPenney, Sav On
Long Beach Plaza(102)	NA	Buffums, CVS, JCPenney, Mont. Ward
Los Altos(72)	6	Broadway, Sav On, JCPenney, Target
Los Cerritos(147)	9	Broadway, May Co., Nordstrom, Ohrbach's, Robinson's, Sears
Marina Pacifica(91)		Lucky, Buffums
Market Place(47)	4	Food & Drug
Norwalk Square	16	JCPenney, Sav On
Rossmoor	10	Boston Stores, Smith's Food King
Stonewood(81)	14	Broadway, Thrifty, JCPenney
Westminster(189)	12	Buffums, May Co., Robinson's, Sears

Principal Shopping Days-Wed. through Sun.
Stores Open Evenings-All dept. stores & most stores in regional centers.

13 - RETAIL OUTLETS: Department Stores-May Co.; Sears; Buffums; Broadway; JCPenney; Bullocks; Robinson's; Ohrbach's; Montgomery Ward; Mervyn's; Nordstrom.
Variety Stores-Woolworth; Newberry; TG&Y.

Discount Stores-Fedco; Zody's; Gemco; K mart; Dooley's; Target; Best; Home Club; Price Club.
Chain Drug Stores-Thrifty 21; Sav-On 12.
Chain Supermarkets-Albertson's 6; Alpha Beta 12; Big D Ranch; Boys 4; Eddies 4; Fedco; Food Rack; Food Barn 2; Gemco 4; Grocery Warehouse; Lucky 15; Market Place Food & Drug; McCoy's; Ralph's 9; Safeway 10; Sav-Mor 2; Smith's Food King 2; Super A Foods; Von's 14.
Other Chain Stores-Firestone; Florsheim; Grayson's Goodrich; Leed's; W.P. Fuller (paints); Harris & Frank Clothing; Standard Brands Paint; Kay Jewelers; See's (candy); Singer Co.; Bond's Clothes; Lerner's; Silverwoods; Helen Grace Candy; Akron; Kinney Shoes; Gallenkamp Shoes; Chandler's Shoes; Standard Brand Shoes; The Gap; Judy's; Ross Stores; Hickory Farms; Lane Bryant; C&R Clothier; Pacific Stereo; Radio Shack; Thom McAn; University Stereo; Innes; Miller's Outpost; Federated Group; Lafayette Electronics; Wild West Stores; Goodyear; Pep Boys; The Man's Shop; Karl's Shoes; Regal Shoes; Gordon's Jewelers; Slavicks; Weisfield's; Zale's; Baskin-Robbins; Richmond Bros.; Gene's Clothes; National Lumber; Angel's Home Center; Ole's Home Improvement Centers; Builder's Emporium; Handyman; See's Candy; Naturalizer; Wherehouse; Air Step; B. Dalton Books; Waldenbooks; Casual Corner; Foxmoor; Video Concepts; House of Fabrics; Big 5; Oshman's; Footlocker; Fayva Shoes; Musicland; General Nutrition Center; Great Earth Vitamins; Barker Bros.; RB Furniture; Levitz.

14 - NEWSPAPERS: PRESS-TELEGRAM (m-mon to fri) 120,910; (e-mon to fri) 6,960; (m-sat) 121,059; (S) 141,879; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Dan Mikkelson, Nat'l. Adv. Mgr., PRESS-TELEGRAM, 604 Pine Ave., Long Beach, CA 90844. Tel. (213) 435-1161.
National Representative: Knight-Ridder Newspaper Sales.

LOS ANGELES

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA). E&P Map D-7. County Seat. Pacific coast harbor; indust., agric. & tourist ctr. City 463.7 sq. mi.

2 - TRANSPORTATION: **Railroads**-SF; SP; UP; Amtrak.
Motor Freight Carriers-5,786 primary markets.
Passenger & Freight Steamship Lines-(Los Angeles & Long Beach harbors) 72.
Intercity Bus Lines-Continental Trailways; Greyhound.
Airlines-Aerolineas Argentinas; Aeromexico; Aero Peru; Air Canada; Air France; Air New Zealand; Air Panama; American; Avianca; British Airways; Canadian Pacific Air; China; Continental; Delta; Eastern; Equatoriana; Hughes Airwest; Japan; Korean; Lufthansa; National; Northwest Orient; Pacific Southwest; Pan American; Scandinavian; Texas Intl.; Trans World; United; U.T.A. French; Varig; Western; AerLingus; Air Calif.; Air India; Air Jamaica; Air Manila; Air Niugini; Alaska; Alia; Alitalia; All Nippon; Baja Cortez; Bonanza; British Caledonian; British West Indian; Costa Rica; ELAL Israel; Ethiopean; Finnair; Golden West; Iberia; Icelandic; Iran Air; KLM; Kuwait; Laker; Lan-Chile; Lancia; Mexico Air; Phillippine Air; Quantas; Sabena; Saudi Arabian; Seaboard; South African; Swissair; Taca Intl.; World; JAT; Holiday; Sierra Pacific.

3 - POPULATION:
Corp. City 80 Cen. 2,966,763; E&P 85 Est. 3,263,277
County/PMSA 80 Cen. 7,477,657; E&P 85 Est. 8,014,655
DAILY NEWS
NDM-ABC: (80) 1,091,052
HERALD-EXAMINER
CZ-ABC: (80) 3,289,439
RTZ-ABC: (80) 6,364,341
City & RTZ-ABC: (80) 9,653,780
TIMES
L.A. County-ABC: (80) 7,477,503
Orange County-ABC: (80) 1,932,709
Total NDM-ABC: (80) 9,410,212
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 1,135,184; E&P 85 Est. 1,290,649
County/PMSA 80 Cen. 2,730,674; E&P 85 Est. 3,023,071
DAILY NEWS
NDM-ABC: (80) 410,752
HERALD-EXAMINER
CZ-ABC: (80) 1,218,304
RTZ-ABC: (80) 2,257,649
City & RTZ-ABC: (80) 3,475,953
TIMES
L.A. County-ABC: (80) 2,730,469
Orange County-ABC: (80) 686,267
Total NDM-ABC: (80) 3,416,736

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	198	$58,973,545,000
Savings & Loan	73	$67,461,000,000

6 - PASSENGER AUTOS: 4,181,647

7 - ELECTRIC METERS: Residence 2,058,976

8 - GAS METERS: Residence 2,983,234

9 - PRINCIPAL INDUSTRIES: (Los Angeles and Orange Counties) Industry, No. of Wage Earners (Av. Wkly. Wage)-Food & Kindred Prod. 59,600 ($384); Textile Mill Prod. 10,700 ($236); Apparel & Other Textiles Prod. 85,600 ($209); Paper & Allied Prod. 21,500 ($453); Printing & Pub. 63,200 ($412); Chem. & Allied Prod. 49,700 (N.A.); Petroleum & Coal Prod. 14,000 ($516); Rubber & Plastics 46,800 ($305); Leather & Leather Prod. 6,800 ($229); Lumber & Wood 13,800 ($378); Furn. & Fixtures 45,600 ($279); Stone, Clay & Glass 22,300 ($457); Primary Metal Industries 24,200 ($431); Fab. Metal Prod. 89,300 ($386); Mach. (Except Elect.) 107,200 ($416); Electric & Electronic Equip. 202,000 ($405); Trans. Equip. 174,000 ($498); Instruments & Related Prod. 45,300 ($403); Misc. Mfg. 24,500 ($283).

10 - CLIMATE: Los Angeles Civic Center: Min. & Max. 55-81; Winter 48-72.

11 - TAP WATER: Moderately soft 4.1 grains per gal. Slightly alkaline 6.2 grains per gal. Aqueduct water varies somewhat from area to area but between 80%-90% is moderately soft, 87 mg/1 and slightly alkaline, 117 mg/1.

12 - RETAILING: **Principal Shopping Centers**-Los Angeles is unique in that shopping centers are spread throughout the market and each represents a major shopping center for that area. Downtown Los Angeles thus represents one of many. It extends 8 blocks N & S from 1st St. to 9th St. & 7 blocks E & W from Spring St. to Figueroa. In discussing the retailing structure of Los Angeles, Orange County, which is part of the marketing area and part of the primary market or city and retail trading zone of Los Angeles metropolitan newspapers, becomes an integral part. All following figures are, therefore, for Los Angeles and Orange Counties.
Neighborhood Shopping Centers-In the Los Angeles Marketing Area there are 110 incorporated cities with their central shopping districts and community shopping centers. In addition there are 56 spacious regional centers, which include department stores, supermarkets, shops, restaurants and parking areas.
Principal Shopping Days-Dept.-Mon., Thur., Fri., Sat.; Food-Thur., Fri., Sat., Sun.
Stores Open Evenings-Dept. staggered by shpg. ctr., many open every night. Food every night and Sun.

13 - RETAIL OUTLETS: **Department Stores** (L.A. and Orange Counties)-Broadway 29; Bullock's 14; May Co. 22; Montgomery Ward 17; Nordstrom 4; JCPenney 45; Robinsons 16; Sears 26.
Variety Stores (L.A. and Orange Counties)-The Akron 13; Cornet 17; Freeway 8; National Dollar 14; Newberry 42; Pick 'N Save 28; Rasco 17; S.H. Kress 7; Sprouse-Reitz 24; Sunset House/Gadget Tree 15; Surprise Stores 4; Woolworth 31.
Discount Stores (L.A. and Orange Counties)-Best Products 9; Cal Fed; Fedco 5; Gemco 26; K mart 38; Leonards; Target 18; The Treasury 7; Value Fair; Zody's 28.
Chain Supermarkets (L.A. and Orange Counties)-ABC 6; Albertson's 48; Alpha Beta 127; Big D Ranch Markets 7; Boys Mkts. 34; Dale's 12; Fedco 5; Food Barn 7; Foods Co. 10; Gelson's 7; Gemco 25; Grocery Wrhse. 4; Hughes 26; Hughes El Rancho 8; Jewel T 13; Jonsons 5; Jurgensen's 6; Lucky 80; Market Basket 59; Mayfair 11; McCoy's 20; The Pantry 12; Phil's 5; Ralphs 86; Safeway 92; Smith's Food King 25; Stater Bros. 33; Super A Foods 7; Thriftimart 26; Von's 90; Westward Ho 4.
Chain Drug Stores (L.A. and Orange Counties)-Best Buy Drugs 4; Circle Pharmacies 4; Clark 15; CVS 10; Danber Drugs 5; Disco 12; Drug King 9; Exclusive 4; Garfield 4; Guild 8; Hill 4; Hy-Lo 8; Horton & Converse 6; Leader 4; Longs 10; Mascarin 4; Sav-On 98; Shapero 6; Skaggs 12; Thrifty 189; White Front 4.
Supermarket Chains With Pharmacies-Albertsons 11; Fedco 5; Gemco 25; Lucky 24; Safeway 9.

14 - NEWSPAPERS: DAILY COMMERCE (e) 6,291; June 30, 1984 VAC.
Local Contact for Advertising and Merchandising Data: William Work, Adv. Mgr., DAILY COMMERCE, 210 S. Spring St., P.O. Box 54, Los Angeles, CA 90054.
National Representative: None.
DAILY NEWS (m-mon to fri) 145,523; (m-sat) 132,841; (S) 165,119; Mar. 10, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Victor Field, Nat. Adv. Mgr., DAILY NEWS, 14539 Sylvan St., Van Nuys, CA 91411. Tel. (818) 997-4291.
National Representative: Sawyer-Ferguson-Walker.
HERALD-EXAMINER (m-mon to fri) 237,424; (m-sat) 182,933; (S) 213,898; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: O.Q. DiMaria, Nat. Adv. Mgr., HERALD-EXAMINER, 1111 S. Broadway, Los Angeles, CA 90051. Tel. (213) 744-8000.
National Representative: Hearst Advertising Service.
TIMES (m-mon to fri) 1,069,564; (m-sat) 985,017; (S) 1,332,138; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Larry Letters, Gen. Adv. Mgr., TIMES, Times Mirror Sq., Los Angeles, CA 90053. Tel. (213) 972-5000.
National Representatives: Los Angeles Times offices in New York, Chicago, Detroit & San Francisco.

LOS ANGELES COUNTY
See SAN PEDRO
See SANTA MONICA
See TORRANCE

MADERA

1 - LOCATION: Madera County. E&P Map C-5. County Seat. 22 mi. N of Fresno, 250 mi. N of Los Angeles, 160 mi. S of San Francisco. In the heart of San Joaquin Valley, geographical center of California.

2 - TRANSPORTATION: **Railroads**-SP; SF.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Continental.
Airlines-United; Pacific Air (thru Fresno).

3 - POPULATION:
Corp. City 80 Cen. 21,732; E&P 85 Est. 29,184
CZ-ABC: (80) 21,732
RTZ-ABC: (80) 41,384
County 80 Cen. 63,116; E&P 85 Est. 75,150
City & RTZ-ABC: (80) 63,116

4 - HOUSEHOLDS:
City 80 Cen. 7,359; E&P 85 Est. 9,765
County 80 Cen. 20,950; E&P 85 Est. 25,807
CZ-ABC: (80) 7,359
RTZ-ABC: (80) 13,591
City & RTZ-ABC: (80) 20,950

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$113,000,000

6 - PASSENGER AUTOS: County 33,275

7 - ELECTRIC METERS: Residence 8,711

8 - GAS METERS: Residence 8,124

9 - PRINCIPAL INDUSTRIES: Industry-Cotton Ginning; Cotton Seed Oil; Wineries; Olives & Olive Oil; Lumber; Meat Packing; Concrete Pipe; Farm Mach.; Chip Plant; Air Conditioning Mfg.; Rubber Products; Glass Mfg.; Carton Mfg.; Plastic Cannery Equipment; Campers; Armco Steel; Corn Prods.; Almond Processing; Raisin Packing; Fiberglass Insulation.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: First killing frost, Dec. 1; last killing frost, Apr. 1.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-20 blocks on 4 Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Valley W. Plz (10)	2	K mart; Sav-Mart
Bethard Sq (14)	2	Thrifty Drug; Mayfair
Sure Save(5)	2	Sure Save
Country Club Plz.	2	Long's Drug; Lucky's

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Fri.
Stores Open Sundays-Grocery & most stores in shopping centers; JCPenney.

13 - RETAIL OUTLETS: **Department Stores**-James Cenoni's; JCPenney; Money Back Sam; Vizcarra's.
Variety Stores-Coronet; Bonanza 88; Newberry's.
Chain Drug Stores-Thrifty; Long's.
Chain Supermarkets-Sierra Foodland; Sure-Save; Madera; Mayfair; Sav-Mart; Prairie; Lucky's.
Other Chain Stores-McMahan's; Sears; Montgomery Ward; Radio Shack; Coast-to-Coast; K mart; Boise Cascade; Kragen Auto; Baskin-Robbins; Fashion Footwear; Indy Auto Stores.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 8,510; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Les Hayes, Gen. Mgr., TRIBUNE, 100 E. 7th St., Madera, CA 93637. Tel. (209) 674-2424.
National Representative: Papert Companies.

MANTECA

1 - LOCATION: San Joaquin County. (In Stockton MSA). E&P Map B-5. 320 mi. N of Los Angeles, 76 mi. E of San Francisco, 62 mi. S of Sacramento.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Tidewater Southern; Western Pacific.
Motor Freight Carriers-8 Transcontinental; 6 Calif. Carriers.
Intercity Bus Lines-Greyhound.
Airlines-Frontier; Inland Empire; Pacific Express; Federal Express (freight); West Air.

3 - POPULATION:
Corp. City 80 Cen. 24,925; E&P 85 Est. 29,436
CZ-ABC: (80) 24,925
RTZ-ABC: (80) 20,488
County/MSA 80 Cen. 325,100; E&P 85 Est. 410,447
City & RTZ-ABC: (80) 45,413

4 - HOUSEHOLDS:
City 80 Cen. 8,592; E&P 85 Est. 10,268
County/MSA 80 Cen. 124,626; E&P 85 Est. 152,730
CZ-ABC: (80) 8,592
RTZ-ABC: (80) 6,224
City & RTZ-ABC: (80) 14,816

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	7	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 199,157

7 - ELECTRIC METERS: Residence 20,456 (incl. Lathrop, Ripon city)

8 - GAS METERS: Residence 15,481 (incl. Lathrop, Ripon city)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Govt. Contractor 1,510; Electronics 900; Auto Glass Mfg. 200; Agriculture Mfg. 969; Public Util. 227; Retail Trade; Services; Govt.
Principal Industrial Pay Day-1st of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-73; Summer 60-93; Fall 50-77; Winter 37-53. First killing frost, Nov. 30; last killing frost, March 2.

11 - TAP WATER: Municipal system.

12 - RETAILING: **Principal Shopping Center**-Downtown.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
K mart	1	K mart; Thrifty; Sav-Mart
Lincoln	1	Hafer's Furn.
Cardosa(11)	1	Payless; Safeway; Sprouse Reitz
Koftinow	1	Big Boy Mkt.
TG&Y	1	TG&Y; Alpha Beta
Town Sq	1	Country Gourmet; Happy Steak
Lucky, Long's Ctr.	2	Lucky Food; Longs Drugs

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-Manteca; Mars; Brown Mahin.
Discount Stores-TG&Y; K mart.
Variety Stores-Sprouse Reitz.
Chain Drug Stores-Thrifty; Payless; Longs Drugs.
Chain Supermarkets-Safeway; Alpha Beta; Save-Mart; New Deal; Lucky.
Other Chain Stores-Radio Shack; Grand Auto; Chief Auto; Kragen Auto.

14 - NEWSPAPERS: BULLETIN (m) 5,643; (S) 5,671; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Polly Wright, BULLETIN, 531 E. Yosemite Ave., Manteca, CA 95336. Tel. (209) 239-3535.
National Representatives: Morris Newspaper Corp. Advertising Sales; Landon Associates.

MARIN COUNTY

1 - LOCATION: (In San Francisco PMSA). E&P Map B-4. County Seat is San Rafael. Light mfg. & residential community N of San Francisco, connected by Golden Gate Bridge. Richmond-San Rafael Bridge linking Marin Cty. at San Rafael to Contra Costa Cty. & the E Bay. U.S. Hwy. 101; State Hwys. 9, 1, 17, 37.

2 - TRANSPORTATION:
Intercity Bus Lines-Golden Gate Transit; Greyhound.

3 - POPULATION:
City (San Rafael) 80 Cen. 44,700; E&P 85 Est. 49,845
CZ-ABC: (80) 203,753
RTZ-ABC: (80) 18,839
City & RTZ-ABC: (80) 222,592
PMSA 80 Cen. 1,490,090; E&P 85 Est. 1,592,263
County 80 Cen. 222,952; E&P 85 Est. 231,750

4 - HOUSEHOLDS:
City (San Rafael) 80 Cen. 18,757; E&P 85 Est. 21,207
County 80 Cen. 88,983; E&P 85 Est. 95,452
PMSA 80 Cen. 612,880; E&P 85 Est. 678,921
CZ-ABC: (80) 82,932
RTZ-ABC: (80) 5,791
City & RTZ-ABC: (80) 88,723
Demographic Information available from Newspaper. See paragraph 14

5 - BANKS	NUMBER	DEPOSITS
Comm. & Sav	67	$1,445,918,000
Savings & Loan	42	$1,078,276,000

6 - PASSENGER AUTOS: County 145,852

7 - ELECTRIC METERS: County 100,640

8 - GAS METERS: Residence County 80,790

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Agric. 500; Contract Constr. 4,400; Mfg. 6,000; Trans., Comm. & Util. 2,900; Whol. & Ret. Trade 23,200; Fin., Ins. & R.E. 10,000; Servs. 24,600; Govt. 14,200.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-69; Summer 52-80; Fall 50-74; Winter 38-56. First killing frost, Nov. 20; last killing frost, Jan. 2.

11 - TAP WATER: Alkaline, med. hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Fourth, Third & Second Sts., about 18 blocks; Northgate Regional Shpg. Ctr.; Corte Madera Ctr.
Neighborhood Shopping Centers-San Anselmo, Northgate, Fairfax, Ross, Kentfield, Corte Madera, Larkspur, Novato.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Town & Country(90)	8	Safeway
Northgate(60)	4	Emporium, Sears, Mervyns, Payless
Northgate One	NA	Safeway
Northgate Plz.	NA	Long's, Lucky's
Pacheco Plz (26)	5	Safeway
Corte Madera(40)	5	JCPenney
Larkspur Landing(60)	2	Fry's Food & Drugs
Marin Central	3	Cost Plus
Marin Sq	NA	Ross Dept. Store
Montecito(30)	NA	Thrifty, Standard Brands, Goodman's
San Anselmo	1	Kaufman's, Guasco Super
Bon Air(23)	2	Petrini's Super, Longs
The Boardwalk	8	Boardwalk Foods
Kentfield	5	Jim Corbet's Hdwe.
The Sq	10	Pay 'N Save
Nave Ctr.(19)	10	Alpha Beta, Thrifty
Novato Fair(15)	10	Carithers
Novato Ctr.(4)	10	Lucky, Long's
Red Hill(24)	2	Safeway, Long's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept. Mon., Wed., Fri.; most grocery & drug every evening.
Stores Open Sundays-Grocers; Bldg. Materials; Drugs; Montgomery Ward; Young Bros. Furn.; Emporium; JCPenney; Sears; Macy's.

13 - RETAIL OUTLETS: **Department Stores**-Macy's; Emporium; JCPenney; Kaufman's; Mervyn's; Norstroms; Sears; Carithers.
Discount Stores-Consumers Distributing 2; Cost Plus; Ross.
Variety Stores-Woolworth; TG&Y; Glen's 2.
Chain Drug Stores-Payless; Thrifty 4; Longs 3; Merrill's; Pay'N Save; Bill's.
Chain Supermarkets-Safeway 9; Cala/QFI 5; United 2; Lucky 3; Alpha Beta 4; Fry's Food & Drug; Roger Wilco; Petrini's.
Other Chain Stores-Singer; Cost Plus; Granat Bros. Jewelry; Hastings; Leed's; Roos Bros.; Sommer & Kaufmann; See's Candies; Goodman's (Gen. Mdse.) 3; Super Auto; Grand Auto; Mrs. Fields; Yardbirds; Rainbow Records; Liquor Barn; Earnies; Goodyear 2; Abbey Carpets; Kinney Shoes 2; Standard Brands Paint; Firestone; General Tires; Handyman; Pacific Stereo 2; Kaufman's Fabric-Land; Big 5 Sports 2; Foxmoor Casuals; Livingston's; R. B. Furniture; Abbey/Hallmark; American Express; Walden Books; Conklin Bros.; Grossman's; Yaeger's Carriage House; Record Factory; N.Y. Fabric; Carpeteria; Grodin's 2; Wherehouse Records 2; Good Vis 2; Musicland; Wall-Paper-To-Go; House of Fabrics; Gallenkamp 2; Zale's Jewelers; The Limited; Kragen Auto.

14 - NEWSPAPERS: INDEPENDENT-JOURNAL (e) 37,072, Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Scott Haskins, Adv. Dir., INDEPENDENT-JOURNAL, PO Box 330, San Rafael, CA 94915; Tel. (415) 883-8600.
National Representatives: Gannett Media Sales, Long & Associates.

MARTINEZ

1 - LOCATION: Contra Costa County (In Oakland PMSA). E&P Map B-4. County Seat. Residential & industrial ctr. 30 mi. E of San Francisco; 25 mi. E of Oakland & Berkeley; I-680; State Hwy. 4.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Amtrak.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Central C.C.C. Transit Auth.

3 - POPULATION:
Corp. City 80 Cen. 22,582; E&P 85 Est. 27,543
County 80 Cen. 657,252; E&P 85 Est. 708,826
PMSA 80 Cen. 1,762,631; E&P 85 Est. 1,885,256

4 - HOUSEHOLDS:
City 80 Cen. 8,437; E&P 85 Est. 10,667
County 80 Cen. 241,805; E&P 85 Est. 269,330
PMSA 80 Cen. 667,626; E&P 85 Est. 737,905

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$52,731,409
Savings & Loan	2	$16,193,466

6 - PASSENGER AUTOS: County 420,070

7 - ELECTRIC METERS: Residence 14,917

8 - GAS METERS: Residence 14,872

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Refining 3,100 ($314); Chem. 790 ($286); Govt. 6,400 ($372); VA Hosp. 1,334 ($283); Roofing; Asphalt; Petroleum Prod.
Principal Pay Days-1st, 15th, 10th, 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 65-75; Summer 70-90; Fall 65-85; Winter 29-75. First killing frost, Nov. 28; last killing frost, Feb. 18.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on Main St.; 4 on Ferry St.; 1 on Las Juntas St.; 2 on Castro; 1 on Estudillo; 3 on Escobar; 4 on Ward; 4 on Alhambra.
Shopping Centers-Gregson's; L&L U-Save; Virginia Hills.
Principal Shopping Days-Wed., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Hilsons.
Chain Drug Stores-Rexall 3; Thrifty; Long's.
Chain Supermarkets-Larid's; Gregson's; Safeway; Farmers.
Other Chain Stores-Goodyear; Big O Tires; Mode O'Day; Foster's Freeze; Shoes: Grande's; Country Walk; Auto: Dells; Wheel Enterprises; Martinez; Clothing: Hilson's; Lily Field Boutique; Strictly Underwear; Furn.: Kens; Valley Used; Hdwe.: Lasell's; Restaurants: The Albatross; Amato's; Hot Dog Depot; Family Kitchen/Martinez Creamery; La Beau's Bar & Grill; Vicki's Lite Bites & Snacks.

14 - NEWSPAPERS: NEWS-GAZETTE (m-tues to sat) 3,350; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Arvel R. Voss, Adv. Mgr., NEWS-GAZETTE, 615 Estudillo; PO Box 151, Martinez, CA 94554; Tel. (415) 228-6400.
National Representatives: Papert Companies; U.S. Suburban Press.

MARYSVILLE-YUBA CITY

1 - LOCATION: Yuba and Sutter Counties (In Yuba City MSA). E&P Map B-4. Both cities are County Seats. Agricultural center. 45 mi. N of Sacramento. On U.S. Hwy. 99E; State Hwys. 20, 65 & 70.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Western Pacific; Sacramento Northern; Amtrak.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. Cities 80 Cen. 28,634; E&P 85 Est. 34,671
Marysville 80 Cen. 9,898; E&P 85 Est. 10,607
Yuba City 80 Cen. 18,736; E&P 85 Est. 24,064
NDM-ABC: (80) 101,979
Counties/MSA 80 Cen. 101,979; E&P 85 Est. 111,366
Yuba 80 Cen. 49,733; E&P 85 Est. 51,685
Sutter 80 Cen. 52,246; E&P 85 Est. 59,681

4 - HOUSEHOLDS:
Cities 80 Cen. 11,982; E&P 85 Est. 14,859
Maryville 80 Cen. 4,183; E&P 85 Est. 4,624
Yuba City 80 Cen. 7,799; E&P 85 Est. 10,235
NDM-ABC: (80) 36,313
Counties/MSA 80 Cen. 36,313; E&P 85 Est. 40,910
Yuba 80 Cen. 17,504; E&P 85 Est. 18,742
Sutter 80 Cen. 18,809; E&P 85 Est. 22,168

5 - BANKS	NUMBER	EST. DEP.
Commercial	15	N.A.
Savings & Loan	14	N.A.
Credit Unions	6	N.A.

6 - PASSENGER AUTOS: Yuba County 25,021; Sutter 29,426

7 - ELECTRIC METERS: Residence 45,250

8 - GAS METERS: Residence 29,858

9 - PRINCIPAL INDUSTRIES: Food; Lumber; Plastics; Mobile Homes; Trailers.
Principal Industrial Pay Days- 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 50-107; Fall 45-80; Winter 20-70. First killing frost, Nov. 15; last killing frost, Feb. 21.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on D Street, Marysville; 12 blocks Side St., 7 blocks Plumas St., Yuba City.
Neighborhood Shopping Centers-12th and Ramirez, Marysville; 19th and Covillaud, Marysville; Marysville Square; College Center, Marysville; Carriage Square, Yuba City; Yuba Plaza, Yuba City; The Peach Tree Mall, Linda; Hillcrest Plaza, Yuba City.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
PV Center	NA	PV, Big A Auto Parts
College Ctr	NA	Sprouse Reitz
Colusa Ave.(15)	NA	Sprouse Reitz, Safesave Drug, Designer Fabrics
Hillcrest Plz (22)	NA	Jane's, Lovelies, Continental Galleries
K mart Center(5)	NA	K mart, Liquor Barn
Marysville Sq.(5)	NA	Mont. Ward, Lucky, Long's
Linda	NA	
The Peach Tree Mall(40)	NA	JCPenney, Pay 'n Save, K mart
Raley's Shopping Center	NA	Raley's, Rico's Pizza, Pay 'N Pak
Village Ctr (7)	NA	
Westbridge(15)	NA	Bradley's, Lucky, Payless, Radio Shack, Filco Appliances
Yuba Plaza(5)	NA	Sears, Thrifty Drug, Handyman, Holiday Market
Heritage Oak(8)	NA	Safeway
Gridley(8)	NA	Thrifty Drug

Principal Shopping Days-The Peach Tree Mall, Linda-Westbridge Shopping, Yuba City-Fri., Sat., Mon.
Stores Open Evenings-Wed., Fri.
Stores Open Sundays-Food, drug, clothing, appliances.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Montgomery Ward; Sears; Bradley's; Mervyn's; National Dollar; Gemco.
Discount Stores-Pay 'N' Save; K mart; PV.
Variety Stores-Woolworth; Sprouse Reitz.
Chain Drug Stores-Payless 2; Thrifty 2; Safe-Save 2; Walgreens; Pay'n Save; Long's.
Chain Supermarkets-Safeway 2; Yuba Munger 2; Lucky 2; Gemco; Raley's; Holiday 4.
Other Chain Stores-Singer; Firestone; Goodrich; Shoe Stores: Shannon's; Kinney's; Dave's 2; Kahn's 3. Men's Stores: Kauffman's; Schneider's; Miller's Outpost; Others: Radio Shack; House of Fabric; McMahan's Furniture; Bresler's Ice Cream; College-Hi; General Nutrition; Bedazzled; Wherehouse; Handyman; Designer Fabric; Kragen Auto Supply; Pay 'n Pak.

14 - NEWSPAPERS: APPEAL-DEMOCRAT (e) 20,778, Mar. 31, 1985 ABC.
Local Contact for Advertising and Marketing Data: Claude C. Lathrop, Sales & Mktg. Dir., APPEAL-DEMOCRAT, 319 G St., Marysville, CA 95901; Tel. (916) 741-2345.
National Representative: Branham/Newspaper Sales.

MERCED

1 - LOCATION: Merced County. E&P Map C-5. County Seat. Livestock, fruits, agricultural, canning, dairy & small mfg. center, heart of San Joaquin Valley. 127 mi. SE of San Francisco; 63 mi. S of nearest seaport terminal (Stockton); 55 mi. N of Fresno. Gateway to Yosemite Nat'l. Park. On State Hwys. 140, 99 & 59.

2 - TRANSPORTATION: **Railroads**-Amtrak; AT&SF; Southern Pacific.
Intercity Bus Lines-Greyhound; Continental Trailways; Yosemite Transp.
Airlines-Wings West.

3 - POPULATION:
Corp. City 80 Cen. 36,499; E&P 85 Est. 41,579
CZ-ABC: (80) 59,395
RTZ-ABC: (80) 83,405
County 80 Cen. 134,560; E&P 85 Est. 152,781
City & RTZ-ABC: (80) 142,800
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 13,381; E&P 85 Est. 15,343
County 80 Cen. 44,539; E&P 85 Est. 52,164
CZ-ABC: (80) 20,501
RTZ-ABC: (80) 27,244
City & RTZ-ABC: (80) 47,745

5 - BANKS	NUMBER	DEPOSITS
Commercial	12	$669,500,000
Savings & Loan	8	(incl. above)

6 - PASSENGER AUTOS: County 68,859

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food Processing & Packing 2,300; Insurance 1500; Lumber 300; Aluminum Products 150; Health Care Products 100; Printing & Publishing 600; Drapery Mfg. 150; Trucking 200; Air Force Base 7,500 ($122 million annual payroll); Metal Electrical Contractors 140.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-90; Summer 43-106; Fall 32-88; Winter 28-80. Last killing frost, Mar. 20.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Downtown: 15 blocks on Main St., 5 on 18th St., 2 on Canal St., 2 on M St.; Merced Mall Regional Shopping Center 1000 W. Olive Ave., 56 stores.
Neighborhood Shopping Centers-Westgate Center, W. Main St.; Save Mart Center, G St. & North Bear Creek Dr.; College Green Center, Olive Ave. & G. Sts.; Yosemite Parkway, 21st St.; Bear Creek Shopping Center, Alexander Ave. & G. Sts.; Payless Plaza Merced, Olive & G Sts.; Olivewood Center, Olive & Austin Sts.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.; Food, Drug & Shopping Centers every night.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Montgomery Ward; Gottschalk's; Mervyn's; Newberry's; Stefani's; JCPenney; Tall's; K mart.
Chain Drug Stores-Thrifty 2; Long's; Bill's 2; Payless.
Chain Supermarkets-Save Mart 4; Holley's; New Deal Markets; Lucky's.
Other Chain Stores-Toppers Jewelry; Mode O Day; Gallenkamp's; Shoe Palace; House of Fabrics; Musicland; Kinney Shoes; Singer; Goodyear; Goodrich; Firestone; Western Auto; Pep Boys Auto; McMahan Furniture; Slater's Furniture; Diamond International; Sherwin-Williams; Kerr Rug; Baskin Robbins; General Nutrition; Topps & Trousers; Asher Bros. Shoes; Coronet; Beverly Fabrics; Grand Auto; Kragen Auto; Grossman's; Handyman; Feminine Fitness; Miller's Outpost; B. Dalton Booksellers; Big 5 Sports; Miller Stockman; Kits Cameras; Computerland; Foot Locker; Toymakers; Consumer's Distributors.

14 - NEWSPAPERS: SUN-STAR (e) 22,814, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Zack Horrell, Dir. of Sales, SUN-STAR, PO Box 739, Merced, CA 95341; Tel. (209) 722-1511.
National Representative: Papert Companies.

MODESTO

1 - LOCATION: Stanislaus County (MSA). E&P Map C-5. County Seat. Livestock, fruits and agricultural center. 94 mi. SE of San Francisco; 348 mi. N of Los Angeles; 29 mi. S of nearest seaport terminal (Stockton). Food processing center. On U.S. Hwy. 99; State Hwys. 132 & 108.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Tidewater Southern (subsidiary of Western Pacific); Santa Fe connected by Modesto & Empire Traction.
Motor Freight Carriers-122.

Intercity Bus Lines-Pacific Greyhound; Modesto Transit; Continental Trailways.
Airlines-Wings West; West Air.

3 - POPULATION:
Corp. City 80 Cen. 106,105; E&P 85 Est. 122,688
CZ-ABC: (80) 106,602
Bal. in NDM-ABC: (80) 159,298
County/MSA 80 Cen. 265,902; E&P 85 Est. 305,581
Total NDM-ABC: (80) 265,900
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 39,127; E&P 85 Est. 46,531
County/MSA 80 Cen. 97,700; E&P 85 Est. 112,452
CZ-ABC: (80) 39,257
Bal. in NDM-ABC: (80) 55,418
Total NDM-ABC: (80) 94,675

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	31	$805,347,000
Savings & Loan	23	$477,064,000

6 - PASSENGER AUTOS: County 148,558

7 - ELECTRIC METERS: Residence (City) 58,361

8 - GAS METERS: Residence (City) 42,651

9 - PRINCIPAL INDUSTRIES: Industry. No. of Wage Earners-All Mfg. 18,100; Nondurable Goods 12,800; Durables 5,300; Food Processing 12,800; Retail Trade 18,700; Wholesale Trade 4,000; Govt. 15,600; Construction 4,900; Transp. and Util. 4,400; Services 18,500.

10 - CLIMATE: Min. & Max. Temp.-Winter 36-54; Spring 45-73; Summer 58-94; Fall 48-77. First killing frost, Nov. 28; last killing frost, Mar. 3.

11 - TAP WATER: Alkaline; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Five mi. of McHenry Ave. (from Needham North) & Downtown; 8 blocks on 10th St.; 4 on 11th St.; 6 on I St.; 8 on J St.; N Freeway 99 at Dale Rd.
Neighborhood Shopping Centers-McHenry Village, 1700 McHenry Ave.; Roosevelt Center, College & Orangeburg; Yosemite, Santa Cruz & Yosemite Blvd.; Caruso, 2 mi. S on Crows Landing Road; Paradise Plaza, Paradise Rd. & Sutter St.; Gregory Gardens, 2000 Tully Rd.; Ulrich, Orangeburg & Virginia Ave.; Briggsmore Sq., McHenry & Briggsmore; McHenry Sq., McHenry & Bowen; Scenic, Old Oakdale Rd. at Scenic Dr.; Ceres Plaza, Coffee Plaza, Coffee Rd. at Floyd; Mervyns, McHenry at Leveland; Briggsmore Plaza, Briggsmore & Prescott; Lloyds Sq., McHenry near Leveland; Bowen; Coffee & Orangeburg Center; Tully Manor, Tully at Standiford; Century Center, Oakdale at Orangeburg; Frontier Town, Tully at Standiford; Northgate Village, McHenry at Rumble; Western Plaza, Coffee at Floyd.
Regional Shopping Center-Vintage Faire, N Freeway 99 at Dale Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Vintage Faire	4	Sears, JCPenney, Macy's, Weinstock's, Gottschalk's
McHenry Vlg	2	Keller's, New Deal, Ardan's
Yosemite	2	New Deal
Caruso	2	Landon's, Jumbo
Roosevelt	2	Paul's, O'Brien's
Paradise Plaza	1	Sprouse Reitz
Sisk Road Center	4	Federated Group, Sofa Factory, Aaron Bros.
Gregory Gardens	2	Save Mart, Thrifty
Ulrich	2	Save Mart
Lloyds Square	2	Handyman
Mervyn's	3	Mervyn's
Briggsmore Sq.	2	Mont. Ward, Thrifty
Briggsmore Plz.	2	Bonanza
McHenry Sq.	2	Payless
Scenic	2	Angelo's
Coffee Plaza	2	Save Mart
Ceres Plaza	3	Lucky Stores, TG&Y, Food 4 Less
Tully Manor	3	Raley's
Standiford Ctr.	4	Lucky's, Long's, Pier 1
Century Center	3	Gottschalk's, Raley's
Frontier Town	3	Center State Bank
Northgate Village	3	Ken's Camera
Western Plaza	3	Phone Center
Whitmore	4	Save Mart
Dale Road	4	Handy Andy, Big 5, Pacific Stereo
Sylvan Square	4	Richland Mkts.

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Department Stores-Mon., Thur.; Food-every night except Sun.; Vintage Faire-Mon. through Fri. until 9 p.m.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; JCPenney; Loebs; Colburns; Mervyn's; TG&Y; Gottschalk's; Weinstock's; Macy's.
Variety Stores-Woolworth; Sprouse Reitz 4.
Chain Drug Stores-Payless 2; Long's 3; Rexall 3; Thrifty 6; Raley's 2.
Chain Supermarkets-Lucky; Gemco 4; Sam's Food City; Angelo's 2; Save Mart 8; Richland 2; New Deal 8; Jumbo Foods; Ray's; ~~Sav~~-Mor 5; Raley's 2; Food 4 Less.
Discount Stores-K mart 3; Bonanza; TG&Y; Gemco; Payless 2; Long's 3; Liquor Barn; Liquor Depot.
Other Chain Stores-Anita Shops; Aaron Bros.; Asher Bros.; Baker's; Brick Furniture; Brownie Muffler; Copeland Lumber; Dutch Boy Paint; Federated Group; Firestone; Fuller Paints; Handy Andy; Handyman; Hartfield's; House of Carpets; House of Fabrics; King Norman; Kragen Auto; Landons; Leed's; Levitz; Lumberjack; Thom McAn; McMahan's; Midas Muffler; Miller-Stockman; Mode O'Day; Moss Stores; Pep Boys; Pittsburgh Paint; Roger's Jewelry; See's; Sherwin-Williams; Singer Co.; Simpson's; Topper's; Western Auto; Wicke's Lumber; Payless; Grand Auto; Mervyn's; Ardan's; Bedazzled; Ernie's Liquors; Gallenkamp's; Hatfield Jewelers; Huston Shoes; Radio Shack; The Swiss Colony; National Uniform; Kinder Foto; Mailing's Shoes; Miller's Outpost; Naturalizer Shoes; Grossman's; Sofa Factory; Standard Brands; B.A.D. Goods; Orchard Supply Hardware; Simco Corp; Rasco Toys; Video Concepts.

14 - NEWSPAPERS: BEE (m) 70,990; (S) 76,807; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Craig A. Moon, Adv. Dir., BEE, 1325 H. St., PO Box 3928, Modesto, CA 95352; Tel. (209) 578-2080.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

MONTEREY

1 - LOCATION: Monterey County (In Salinas-Seaside-Monterey MSA). E&P Map B-5. Tourist center. Vacation area and fishing. Fort Ord (Army); Navy Post Graduate School; Defense Language Institute. 125 mi. or 17 min. air time from San Francisco.

2 - TRANSPORTATION: **Motor Freight Carriers**-1.
Intercity Bus Lines-Monterey Peninsula Transit; Coastlines; Greyhound.
Airlines-United; Pacific Coast; Wings West.

3 - POPULATION:
Corp. City 80 Cen. 27,558; E&P 85 Est. 30,662
CZ-ABC: (80) 90,934
Bal. in NDM-ABC: (80) 46,141
County/MSA 80 Cen. 290,444; E&P 85 Est. 315,328
Total NDM-ABC: (80) 137,075

4 - HOUSEHOLDS:
City 80 Cen. 11,208; E&P 85 Est. 12,786
County/MSA 80 Cen. 95,734; E&P 85 Est. 107,281
CZ-ABC: (80) 33,476
Bal. in NDM-ABC: (80) 15,704
Total NDM-ABC: (80) 49,180

5 - BANKS Corp. City 9; Deposits N.A.

6 - PASSENGER AUTOS: County 162,561

7 - ELECTRIC METERS: Residence 42,768

8 - GAS METERS: Residence 36,929

9 - PRINCIPAL INDUSTRIES: Industry. Annual Payroll-Military $422,300,000; Tourist $278,900,000; Manufacturing $5,375,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-65; Summer 52-70; Fall 48-66; Winter 43-61. First killing frost, Dec. 4; last killing frost, Feb. 2.

11 - TAP WATER: Alkaline, medium hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Del Monte Shopping Center in Monterey; 6 blocks on Alvarado and Monterey; 4 on Ocean, Carmel; 4 on Lighthouse, Pac. Grove.
Neighborhood Shopping Centers-Fremont & Broadway; Seaside; Monte Vista Ctr., Monterey; Forest Hill Ctr.; Fairway Ctr.; Country Club Gate; Pacific Grove; Village Ctr.; Carmel Valley.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Del Monte(90)	NA	Macy's, Lucky, Thrifty Drugs, Saks, Mervyn's
The Barnyard(60)	NA	Thunderbird Book Store
Carmel Rancho(10)	NA	Albertson's, Brinton's
Crossroads(60)	NA	Long's, Safeway
Olympia Plaza(22)	NA	Sears
Carmel Plaza(62)	NA	I. Magnin
Country Club(22)	NA	Alpha Beta, Thrifty Drug

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon. through Fri.; Food-daily.

13 - RETAIL OUTLETS: Department Stores-Ford's; Macy's; JCPenney; Mervyn's.
Discount Stores-K mart.
Variety Stores-Woolworth; Sprouse Reitz 3.
Chain Drug Stores-Long's 2; Thrifty 2.
Chain Supermarkets-Safeway 6; Nob Hill; Lucky; Alpha Beta.
Other Chain Stores-Western Auto; Firestone 2; Friedman's; Goldsmith Jewelers; Sees Candies; Grand Auto; Ardans; Singer Co.; Hastings; Leed's; Gallenkamp's; Petrie's; Peck & Peck; I. Magnin; Saks Fifth Avenue; Books Inc.

14 - NEWSPAPERS: PENINSULA HERALD (m) 32,794; (S) 34,529; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: James Rutledge, Adv. Mgr., PENINSULA HERALD, Pacific & Jefferson Sts., Monterey, CA 93940; Tel. (408) 646-4300.
National Representative: Branham/Newspaper Sales.

NAPA

1 - LOCATION: Napa County. (In Vallejo-Fairfield-Napa PMSA). E&P Map B-4. County Seat. 50 mi. N of San Francisco; 35 mi. N of Oakland. Off I-80 & State Hwys. 12, 29 & 121.

2 - TRANSPORTATION: **Railroads**-So. Pacific.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.
Airlines-Bridgeford Flying Service.

3 - POPULATION:
Corp. City 80 Cen. 50,879; E&P 85 Est. 62,543
CZ-ABC: (80) 55,326
RTZ-ABC: (80) 43,873
County 80 Cen. 99,199; E&P 85 Est. 107,815
PMSA 80 Cen. 334,402; E&P 85 Est. 369,947
City & RTZ-ABC: (80) 99,199
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 19,714; E&P 85 Est. 23,637
County 80 Cen. 36,624; E&P 85 Est. 41,294
PMSA 80 Cen. 117,050; E&P 85 Est. 134,147
CZ-ABC: (80) 20,767
RTZ-ABC: (80) 15,857
City & RTZ-ABC: (80) 36,624

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	15	$360,500,000
Savings & Loan	9	$510,200,000

6 - PASSENGER AUTOS: County 57,480

7 - ELECTRIC METERS: 30,649

8 - GAS METERS: 30,166

9 - PRINCIPAL INDUSTRIES: Industry. No. of Employees-Leather Goods 425; Clothing 150; Tractor 90; Steel Pipe 1,200; Grape & Wine 1,266; Napa State Hospital 2,100; Calif. Veteran's Home 1,018; Building Materials 562; Aircraft Maintenance 110; Dairy 65.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-70; Summer 52-82; Fall 46-77; Winter 37-57. First killing frost, Oct. 23; last killing frost, Mar. 26.

11 - TAP WATER: Hard, not fluoridated.

12 - RETAILING: Principal Shopping Centers (No. of Stores)-Napa Valley (18); River Park (13); K mart; Bel Aire Plaza (15); Grape Yard (15); Silverado Plaza (14); Redwood Plaza (10).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sun Valley	24	Macy's
Larwin Plaza	11	K mart, Sears
Hilltop	24	Capwells
Coddingtown	40	Emporium, K mart
Santa Rosa Plaza	36	Sears, Macy's
Solano Mall	20	JCPenney, Mervyn's, Sears, Emporium

Principal Shopping Days-Thur., Fri. & Sat. Stores open Thur. evenings.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Carithers; Mervyn's.
Variety Stores-Woolworth; Darr's; Roberts.
Discount Stores-K mart; TG&Y.
Chain Drug Stores-Rexall 2; PayLess; Longs; Merrill's; Thrifty 2.
Chain Supermarkets-Safeway 3; Food Fair; Food City; Vallerga's 3; Lucky; Alpha Beta; Fiesta Markets; Albertson's.
Other Chain Stores-Kinney Shoes; Gensler-Lee; Singer Co.; Sears; Goodyear; Grand Auto; Grossman's; Wickes; Garden Center; Sherwin-Williams; Radio Shack; Handyman; Kragen Auto; Bistrin's; PayLess.

14 - NEWSPAPERS: REGISTER (e) 21,842; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Jess Hasty, Adv. Dir., REGISTER, 1615 Second St.; PO Box 150, Napa, CA 94558; Tel. (707) 226-3711.
National Representative: None.

NEWARK
See FREMONT-NEWARK

OAKLAND

1 - LOCATION: Alameda County (in Oakland PMSA). E&P Map B-5. County Seat. Terminus of three transcontinental railroads. Largest port in San Francisco Bay. Center of air routes. Education center.

2 - TRANSPORTATION: **Railroads**-SP; Santa Fe; UP; WP.
Motor Freight Carriers-1,318.
Passenger & Freight Steamship Lines-70.
Rapid Transit-Bay Area Rapid Transit (BART).
Intercity Bus Lines-Continental; Greyhound; Peerless; Alameda-Contra Costa Transit.
Airlines-America West; Jet America; Alaska; American; People Express; Sun World; TWA; Republic; Frontier; Air California; PSA; United; Western; World Airways; SFO Helicopter.

3 - POPULATION:
Corp. City 80 Cen. 339,288; E&P 85 Est. 349,490
NDM-ABC: (80) 1,761,759
County 80 Cen. 1,105,379; E&P 85 Est. 1,176,430
PMSA 80 Cen. 1,762,631; E&P 85 Est. 1,885,256
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 141,640; E&P 85 Est. 154,465
NDM-ABC: (80) 667,626
County 80 Cen. 426,092; E&P 85 Est. 468,575
PMSA 80 Cen. 667,626; E&P 85 Est. 737,905

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	346	$7,164,450,000
Savings & Loan	248	$5,255,331,000

6 - PASSENGER AUTOS: County 640,118

7 - ELECTRIC METERS: Residence 720,845

8 - GAS METERS: Residence 653,057

9 - PRINCIPAL INDUSTRIES: (County). Industry. No. of Wage Earners (Av. Wkly. Wage)-Food 14,700 ($404); Fab. Metal Prods. 10,400 ($400); Mach. 10,600 ($431); Trans. & Equip. 4,600 ($513); Primary Metals 5,900 ($424); Chem. 9,500 ($442); Petroleum & Coal Prods. 8,100 ($627); Printing & Publ. 9,000 ($436); Paper Prods. 3,600 ($474); Stone, Clay & Glass Prods. 4,900 ($474); Elect. Equip. 7,200 ($427).

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown-15 blocks on Broadway; 4 on Telegraph Ave.; Broadway & MacArthur Blvd.
Neighborhood Shopping Centers-8 blocks on 7th St.; 8 at Park Blvd. & 18th St.; 5 at 23rd Ave. & E 14th St.; 65 along E 14th St.; 4 at Seminary Ave. & MacArthur Blvd.; 4 at Foothill Blvd. & Seminary Ave., 6 at 73rd Ave. & MacArthur Blvd.; 10 at Fruitvale Ave. & MacArthur Blvd.; 10 at Grand Lake Ave. & MacArthur Blvd.; 10 at Moraga Ave. & LaSalle St.; 6 at San Pablo Ave. & Powell St.; 9 at College Ave. & Alcatraz ~~Ave~~; 12 at Telegraph Ave. & 51st St.; 4 at 53rd St. & Grove St.; Foothill Sq., Foothill Blvd. & 108 Ave.; MacArthur Blvd. & B'way.; Rockridge Center; Eastmont Mall, 73rd & Foothill.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alameda County		
Fremont Fashion Center(32)	NA	Emporium-Capwell
Fremont Hub(96)	NA	
South Shore Ctr (55)		Montgomery Ward, Mervyn's, JC Penney
Southland(125)	NA	JCPenney, Sears, Emporium-Capwell, Macys, Sears
Newpark Mall(101)	NA	Mervyn's
Eastmont Mall(82)	NA	JCPenney, Mervyn's
Stoneridge(77)	NA	Emporium-Capwell, Macys, JC Penney
Bay Fair Mall(115)	NA	Macys, Montgomery Ward

Contra Costa County		
County East Mall(55)	NA	JCPenney, Sears, Mervyn's
Sunvalley(140)	NA	Emporium-Capwell, Macys, JCPenney, Sears
El Cerrito Plz.(50)	NA	Emporium-Capwell
Hilltop(140)	NA	Emporium-Capwell, Macys, JCPenney
Broadway(62)	NA	I. Magnin, Nordstrom, Emporium-Capwell

Stores Open Evenings-Mon., Thur. Many food stores open every evening and Sun.

13 - RETAIL OUTLETS: Department Stores-Emporium-Capwell 8; Macy's 5; Mervyn's 8; Montgomery Ward 5; JCPenney 9; Sears 5; Gabardine; Nordstrom; McCaulou's 8.

Discount Stores-Gemco 5; K mart 9.

Variety Stores-Newberry 3; Sprouse Reitz 13; Woolworth 9.

Chain Drug Stores-Drug King 2; Guy's 10; Long's 21; Domar's; Kerstein's 2; Payless 12; Pay 'N Save 3; Thrifty 20; Walgreen 8; Day & Night 2; Leo's 3; Abreu's; Bill's Drugs 7.

Chain Supermarkets-Safeway 55; Albertson's 5; Fry's 9; Park & Shop 2; Lucky 55; Cooperative of Berkeley 3; Alpha Beta 13; 7-Eleven 88; Big T Supermarket 11; Farmer's Markets 4; Emby 3; Nob Hill 2; Pro Mkts. 3; Rebello's 3; Diablo Foods 4; Flair Mkt. 7; Petrini's.

Other Chain Stores-Ross Dress For Less 5; Abbey Carpets 5; Abbey Rents 2; Arden's 5; Big 3 Tires; Bond's 3; Breuner's 3; C.B.S. Plywood 6; Crescent Jewelers 10; Davidson & Licht 5; Edison Bros. 12; Firestone 14; Florsheim 6; Foreman & Clark 2; Gallenkamp's 17; Goodyear 31; Grand Auto 17; W.T. Grant 4; Grodin's 7; Hartfield's 7; Hastings 2; Zale's Jewelers 3; Kinney Shoes 8; Kragen Auto 18; Lerner's 2; Levitz 3; I. Magnin 2; Thom McAn; Milen's 6; Mode O'Day 10; Ortho Mattress 7; Big O Tires 21; The Brick 6; Merritt Tire 5; Standard Brands 6; Regal Shoes 4; Singer 10; Sleep Aire 4; Smith's 10; Kress 3; Goldmans 12.

14 - NEWSPAPERS: THE TRIBUNE (m-mon to fri) 150,336; (m-sat) 140,506; (S) 156,944 Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: Fred Wetton, Adv. Dir., THE TRIBUNE, 409 13th St., PO Box 24304, Oakland, CA 94623; Tel. (415) 645-2528.

National Representative: Branham/Newspaper Sales.

OCEANSIDE

1 - LOCATION: San Diego County. (In San Diego MSA). E&P Map E-8. 85 mi. S of Los Angeles on I-5. Adjoins Camp Pendleton of the U.S. Marine Corps.

2 - TRANSPORTATION: Railroads-Santa Fe.

Motor Freight Carriers-3.

Intercity Bus Lines-Greyhound; Santa Fe Trailways; Oceanside Transit.

3 - POPULATION:

Corp. City 80 Cen. 76,698; E&P 85 Est. 85,862
CZ-ABC: (80) 112,188
RTZ-ABC: (80) 159,699
County/MSA 80 Cen. 1,861,846; E&P 85 Est. 2,082,422
City & RTZ-ABC: (80) 271,887

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:

City 80 Cen. 29,022; E&P 85 Est. 35,311
County/MSA 80 Cen. 670,094; E&P 85 Est. 777,314
CZ-ABC: (80) 42,608
RTZ-ABC: (80) 53,402
City & RTZ-ABC: (80) 96,010

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	19	N.A.

6 - PASSENGER AUTOS: County 1,110,658

7 - ELECTRIC METERS: Residence (Tri City) 22,148

8 - GAS METERS: Residence (Tri City) 16,508

9 - PRINCIPAL INDUSTRIES: (No. of Employees)-Elect. Connectors (500); D.C. Power Supplies/Transformers (380); Electrical Components/Systems (250); Agric. (Bulb Growing, etc.) (200); Electronic Equip. (126); Crystal & Elect. Mfg. (100).

Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-64; Summer 62-72; Fall 54-70; Winter 43-61.

11 - TAP WATER: Neutral, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-16 blocks on Hill St.; 6 on Mission Ave.; 3 on Freeman St.

Neighborhood Shopping Centers-1700 block Mission Ave.; 3100 block on Carlsbad Blvd.; 1600 block on South Hill; 2000 block on Mission; 300 block on Vista Way.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mission Sq.(23)	1	Von's, Thrifty
Long's	2	Safeway, Long's
Plaza Camina Real(129)	4	JCPenney, May Co., Woolworth, Bullock's, Broadway, Sears
Poinsettia(14)	NA	Big Bear, TG&Y
Oceanside Plz.(21)	2	Alpha Beta, Value Fair
Tamarack East	5	Thrifty, Safeway
Fed Mart	NA	Fed Mart
Mesa Marguirita(3)	NA	Express Lane Foods
Mercado De Oceana(17)	NA	Market Place, Price Drug
College Plz.(20)	NA	Sprouse Reitz, Safeway, Thrifty
Cape Code Vlg.(13)	NA	
Medical Park(3)	NA	Gordon Tait Phcy.
Baskin Robbins(9)	NA	Baskin Robbins
Oceanside(15)	NA	Safeway, Long's Drug

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Huckaby's; May Co.

Variety Stores-Sprouse Reitz; Woolworth; Long's; Pay Less.

Discount Stores-Fed-Mart; Value-Fair; K mart.

Chain Drug Stores-Mission Park 2; Fed Mart; Long's.

Chain Supermarkets-Safeway 2; Von's; Shop Smart; Alpha Beta; Red & White 2; Albertson's.

Other Chain Stores-Singer Co.; Sears Roebuck; Elms; Southern California; Thrifty Drug; Kirby Shoes; Mode O'Day; Berner-Judd Fashions; Salms; Ortho; Dormans; Hickory Farms; Checker Auto.

14 - NEWSPAPERS: BLADE-TRIBUNE (e-mon to fri) 30,832; (S) 32,188 Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: Scott Little, Adv. Dir., BLADE-TRIBUNE, 1722 S. Hill, Oceanside, CA 92054; Tel. (714) 433-7333.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

ONTARIO-UPLAND

1 - LOCATION: San Bernardino County (In Riverside-San Bernardino PMSA). E&P Map D-7. 35 mi. E of Los Angeles. On U.S. Hwy. 66; State Hwys. 30, 71 & 83; I-10, 15 & 60.

2 - TRANSPORTATION: Railroads-Amtrak; Southern Pacific; Santa Fe; Union Pacific; Pacific Electric.

Intercity Bus Lines-Greyhound; So. Cal. Rapid Transit; Continental Trailways; Omnitrans; Dial-A-Ride.

Airlines-Air Cal.; Air Cortez; Alaska; American; Continental; Golden West (commuter); Imperial (commuter); Inland Empire (commuter); Republic; Sun Aire (commuter); Pacific Southwest; TWA; United; Western.

3 - POPULATION:

Corp. Cities 80 Cen. 136,467; E&P 85 Est. 166,703
  Ontario 80 Cen. 88,820; E&P 85 Est. 103,405
  Upland 80 Cen. 47,647; E&P 85 Est. 63,298
PMSA 80 Cen. 1,557,080; E&P 85 Est. 1,814,628
NDM-ABC: (80) 268,392
County 80 Cen. 893,157; E&P 85 Est. 1,036,608

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:

Cities 80 Cen. 46,397; E&P 85 Est. 53,118
  Ontario 80 Cen. 29,376; E&P 85 Est. 31,673
  Upland 80 Cen. 17,561; E&P 85 Est. 21,445
County 90 Cen. 308,062; E&P 85 Est. 370,022
PMSA 80 Cen. 551,081; E&P 85 Est. 664,720
NDM-ABC: (80) 86,529

5 - BANKS	NUMBER	EST. DEP.
Commercial	28	N.A.
Savings & Loan	19	N.A.

6 - PASSENGER AUTOS: County 500,489

7 - ELECTRIC METERS: Residence 80,942

8 - GAS METERS: Residence 44,875

9 - PRINCIPAL INDUSTRIES: Industry, No. of of Wage Earners-Aircraft 1,475; Citrus Processing 794; Mach. Works 570; Truck Mfg. 300; Plastics 260; Misc. Mfg. 1,282.

10 - CLIMATE: Min. & Max. Temp.-Spring 51-103; Summer 63-103; Fall 45-96; Winter 37-89.

11 - TAP WATER: Slightly alkaline, moderate; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Euclid Ave.; 5 on Holt Blvd., Ontario; 2 blocks on 2nd & 2 blocks on 9th, Upland.

Neighborhood Shopping Centers-4 blocks at 9th St. & 2nd Ave., Upland; 2nd St. & 3rd Ave.-Upland; 2 blocks at Foothill Blvd. & Euclid Ave., Upland; Galvin Park, 3 blocks at 4th St. & Grove Ave., Ontario; Mountain View, 2 blocks at Mountain Ave. & D St., Ontario; Montclair, 2 blocks at Mountain & Foothill, Upland; 2 blocks at 7th & Mountain.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plaza	3	Millers Outpost, K mart
Indian Hill Vlg.	6	Sears, Sav-On Drugs, Newberry's
Montclair Plaza	5	Broadway, May Co., Mont. Ward
Ontario Plz.(36)	NA	Thrifty Drug, Ross
Mountaingreen	NA	Mervyn's, Long's
Rancho Towne Ctr.	6	Gemco
Town Center Upland	NA	Thrifty Drug, Von's, Sav-On Drugs
Upland Ctr.(18)	NA	Stater Bros., Pic 'N Save
Upland Sq.(23)	NA	Alpha Beta, Gemmel's

Principal Shopping Days-Wed., Fri., Sat.

Stores Open Evenings-Dept. & discount-Fri., Supermarkets-nightly.

Stores Open Sundays-Department, discount, major mkts.

13 - RETAIL OUTLETS: Department Stores-JCPenney 2; J.M. McDonald; Miller's Outpost 3; Mervyn's; May Co.; Broadway; Best Products; Montgomery Ward; Gemco 2; Zody's; Target.

Discount Stores-K mart 3; Fedco; Pic 'N Save.

Variety Stores Cornets; Sprouse Reitz 2; TG&Y; Ralphs 5 & 10.

Chain Drug Stores-Thrifty 10; Owl Lucky; Gemmel 7; Sav-On 2; Long's.

Chain Supermarkets-Von's 4; Alpha Beta 7; Stater Bros. 9; Ralphs 2; Albertson's; Lucky 3; Skaggs; Alpha Beta; Safeway.

Other Chain Stores-Angels 3; Standard Brands Paints 2; Firestone; Pep Boys; General Tire; Winston Tire; F&H Tire; Chief Auto; McMahan's Furniture; Armstrong Nurseries; Lerners; Gallenkamps; House of Fabrics; Cloth World; Ole's Hardware; Builder's Emporium; Radio Shack; Sears; Singer; It's A Dilly; Olympic Sales; B.C. Shoes; Clothestime; Koby Shoes.

14 - NEWSPAPERS: DAILY REPORT (e) 38,813; (S) 40,295 Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: Toebe Bush, Adv. Mgr., DAILY REPORT, PO Box 4000, Ontario, CA 91761; Tel. (714) 983-3511.

National Representative: Papert Companies.

ORANGE COUNTY
(Anaheim)

1 - LOCATION: Orange County. (In Anaheim-Santa Ana PMSA). E&P Map D-8. Anaheim is in center of Orange Co., adjoining Santa Ana, County Seat. Manufacturing and tourist center. On I-5; Calif. Hwys. 29, 55, 57, 72, 90, 91 & 250; 8 mi. NW of Santa Ana.

2 - TRANSPORTATION: Railroads-AT&SF; SP; UP.

Motor Freight Carriers-6.

Intercity Bus Lines-Continental Trailways; Greyhound; Orange County Transit; Southern Calif. Rapid Transit.

3 - POPULATION:

Corp. City 80 Cen. 219,494; E&P 85 Est. 233,019
County/PMSA 80 Cen. 1,931,570; E&P 85 Est. 2,146,474
NDM-ABC: (80) 449,322

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:

City 80 Cen. 80,628; E&P 85 Est. 85,653
County/PMSA 80 Cen. 685,815; E&P 85 Est. 787,334
NDM-ABC: (80) 156,012

5 - BANKS	NUMBER	DEPOSITS
Sav. & Comm.	36	$2,727,804,347
Savings & Loan	28	$712,942,861

6 - PASSENGER AUTOS: City 128,480

7 - ELECTRIC METERS: Residence 79,627

8 - GAS METERS: Residence 63,636

9 - PRINCIPAL INDUSTRIES: No. of Wage Earners-Electronic Equipment 8,020; Amusement Park 6,000; Electro-mechanical Prods. 1,400; Computer Graphics Prods. 1,500; Chain Restaurant Hdqtrs. & Warehouse 2,790; Hotel 1,660; Interstate Electronic Equipment 1,700; Hospital 1,400; Residential Locksets 1,350; Rubber Prods. 950.

Principal Pay Days-15th & 31st.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-89; Summer 55-92; Fall 49-94; Winter 35-83.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-No. of Stores- Plaza de Oro 41; Anaheim Hills 34; Ball-Euclid Plaza 32; Disneyland Hotel Plaza 30; Plaza de Seville 30; The Village 26; Canyon Village 28; La Palma-Imperial 30.

City Neighborhood Shopping Centers-Anaheim Hills Center 18; Euclid-Crescent Square 17; Granada Square 23; Madison Square 18; Magnolia-Broadway Center 15; Magnolia-La Palma Center 16; Mayfair Plaza 20; Wonderland Center 15.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Canyon Plaza(70)	13	Singer, Albertson's
Anaheim Plaza(62)	2	Mervyn's, Robinson's
Brookhurst(51)	3	Goodyear, Alpha Beta
E. Anaheim(50)	1	Ralphs, Boston Store

Principal Shopping Days-Fri., Sat., Sun.

Stores Open Evenings-Most stores throughout the week.

Stores Open Sundays-Food, drug, discount, specialty stores.

13 - RETAIL OUTLETS: Department Stores-The Akron; Boston Stores; Broadway; Gemco; Robinson's; Mervyn's.

Discount Stores-Lucky; Zody's; K mart.

Variety Stores-Sprouse Reitz.

Chain Drug Stores-Rexall; Sav-On; Thrifty; Skaggs.

Chain Supermarkets-Albertson's; Alpha Beta; Gemco; Lucky; Ralphs; Stater Bros.; Thriftimart; Von's.

Other Chain Stores-Bond Clothes; C&R Clothiers; Color Tile Supermarkets; Dorman's Tire and Auto Supply; Florsheim Shoes; Firestone Tire; Goodyear Tire; Goodrich Tire; Grant Boys; Hartfield's; Hickory Farms; House of Tailoring; Judy's Lido Fashions; Mark C. Bloome Tires; McMahan Furn.; Midas Muffler; Nurseryland; Pep Boys; Radio Shack; Rayco Car Service; See's Candy Shops; Silverwoods; Singer Co.; Toy City; Toys R Us; Uniroyal Tires.

14 - NEWSPAPERS: ANAHEIM BULLETIN (e) 14,209 Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: Karl Wray, [illegible], ANAHEIM BULLETIN, PO Box 351, Anaheim, [illegible]2805-0351; Tel. (714) 634-1567.

National Representative: Story & Kelly-Smith.

ORANGE COUNTY
(Costa Mesa)

1 - LOCATION: Orange County. (In Anaheim-Santa Ana PMSA). E&P Map D-8. Residential, industrial and resort communities. 40 mi. SE of Los Angeles. On State Hwy. 55; U.S. Hwy. 101 & I-405.

2 - TRANSPORTATION: Railroads-Southern Pacific (freight); Amtrak (passenger).

Motor Freight Carriers-22.

Bus Lines-Greyhound; Laguna Beach-Santa Ana; Westminster; Continental Trailways; Santa Ana; Orange County Transit District.

Airlines-Air California; Republic; Frontier; American; America West; Continental; Imperial; Jet America; PSA; West Air; Western.

3 - POPULATION:

Corp. City 80 Cen. 82,291; E&P 85 Est. 95,673
CZ-ABC: (80) 145,118
RTZ-ABC: (80) 337,221
County/PMSA 80 Cen. 1,931,570; E&P 85 Est. 2,146,474
City & RTZ-ABC: (80) 482,339

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:

City 80 Cen. 32,487; E&P 85 Est. 38,673
County/PMSA 80 Cen. 685,815; E&P 85 Est. 787,334
CZ-ABC: (80) 60,457
RTZ-ABC: (80) 120,563
City & RTZ-ABC: (80) 181,020

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	96	$2,185,596,000
Comb. Banks, S&L	217	$4,478,997,000

6 - PASSENGER AUTOS: County 1,252,193

7 - ELECTRIC METERS: Residence 33,363

8 - GAS METERS: Residence 27,263

9 - PRINCIPAL INDUSTRIES: Electronic Components; Space Research & Development; Guidance Control Systems; Precision Tools; Sprinkler

Controls; Valves; Thermal Insulation; Acoustical Pdts.; Structural Adhesives; Lamination Material; Fiberglass Pdts.; Boats & Boating Equip.; Univ. of Calif.; Irvine Campus; Sporting Goods; Oil Wells; El Toro Marine Air Station; Computer Technology; Medical Supplies; Tourism; Agriculture.

10 - CLIMATE: Ann. Min. and Max. Temp.-Costa Mesa: 43-74; Newport Beach: 53-67.

11 - TAP WATER: Colorado River softness. 125 parts per million; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**
Costa Mesa-South Coast Plaza; Harbor Center; Mesa Plaza; Mesa Center; Hillgren Square; Downtown Costa Mesa.
Newport Beach-Fashion Island; Westcliff Plaza; Bayside Center; Eastbluff Center; Downtown Newport; Lido; Balboa; Balboa Island; Corona del Mar; Mariners' Mile; Harbor View Center; Newport Hills Center and Old Newport Beach.
Nearby Shopping Centers-Huntington Center eight mi. from city zone retail center (Broadway, Montgomery Ward, JCPenney); Westminster Mall (Sears, Broadway, Buffums, May Co., J.W. Robinson); Laguna Hills Mall (Sears, Buffums, JCPenney, Broadway); Woodbridge Center, Irvine.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Supermarkets; May Co.; Sears; JCPenney; The Broadway. All stores in South Coast Plaza-Mon. through Fri. Other Center-Mon., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores-Costa Mesa**-May Co.; Sears; JCPenney; Montgomery Ward; Bullock's; Nordstrom's; Saks Fifth Ave.; Mark Cross; I. Magnin; Reinert's.
Newport Beach-Broadway; J.W. Robinson; Buffum's; Bullock's-Wilshire; Neiman-Marcus; Silverwoods; Brooks Bros.
Discount Stores-Costa Mesa-Builder's Emporium; K mart; Fedco; Ross.
Variety Stores-Gilbert's.
Chain Drug Stores-Thrifty; Sav-On; Long's.
Chain Supermarkets-Costa Mesa-Alpha Beta; Albertson's; Stater Bros.; Safeway; Lucky Stores; Von's; Pantry Markets; Tic Toc; 7-Eleven; Ralph's.
Newport Beach-Albertson's; Safeway; El Rancho; Gelson's; Tic Toc; Hughes; Ralph's.
Other Chain Stores-Harris & Frank; Brooks Bros.; Joseph Magnin; Silverwood's; Mandel's; Slavick; Singer Co.; B.D. Howes; Brentano's; House of Nine; Lane Bryant; C.H. Baker; Cabot's Gudes Barnett; Leed's; Thom McAn; Pickwick; Wetherby-Kayser; Kinney's; Anita Shops; Baskin-Robbins; Firestone; B. Dalton Books; Big Five Stores; Kirk Jewelers; Vendome Liquors; Imperial Hardware; See's Candies; Home Silk Shop; Pep Boys; Wickes; Weisfield Jewelers; Courreges; The Gap; J.K. Gill; Western's Color Tile; The Grant Boys; F.A.O. Schwarz.

14 - NEWSPAPERS: DAILY PILOT (e) 33,423; (S) 33,465; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Howard Mullenary, Adv. Dir., DAILY PILOT, 330 W. Bay St., PO Box 1560, Costa Mesa, CA 92626; Tel. (714) 642-4321.
National Representative: Landon Associates; U.S. Suburban Press.

ORANGE COUNTY
(La Habra)

1 - LOCATION: Orange County (In Anaheim-Santa Ana PMSA). E&P Map D-8. 14 mi. N of Santa Ana; 28 mi. E of Los Angeles.

2 - TRANSPORTATION: **Railroads**-La Habra: Southern Pacific; Union Pacific. Brea: Southern Pacific.

3 - POPULATION:
Corp. City 80 Cen. 45,232; E&P 85 Est. 51,703
NDM-ABC: (80) 73,145
County/PMSA 80 Cen. 1,931,570; E&P 85 Est. 2,146,474
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,538; E&P 85 Est. 19,304
NDM-ABC: (80) 26,453
County/PMSA 80 Cen. 685,815; E&P 85 Est. 787,334

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	12	N.A.
Commercial	20	N.A.

6 - PASSENGER AUTOS: County 1,252,193.

7 - ELECTRIC METERS: Residence 27,568.

8 - GAS METERS: Residence 20,584.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees-Food 1,900; Oil Field Research 950; Photochemicals & Camera Parts 375; Department Stores 650; Hospital 285. Brea-Mechanical Rubber Goods 950; Industrial Protective Coatings 352; Ball Bearings & Swivel Joints 300; Utility Products 300; Industrial & Agric. Chems. 175.

10 - CLIMATE: Annual Av. Temp.-62.

11 - TAP WATER: La Habra: Alkaline, hard, not fluoridated. Brea: Alkaline, medium soft, not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
La Habra		
Fashion Sq.(50)	NA	Bullock's, Buffums
La Habra Sq.(22)	NA	Ralph's Mkt., Builder's Emporium
La Habra Circle(20)	NA	Jackson Bros.
La Habra Mall(20)	NA	Lowe's for Men
Hacienda Plz.(16)	NA	Sears
Brea		
Brea Mall(100)	NA	Sears, May Co.
Brea Plz.(30)	NA	Thrifty Drug, Albertson's
Brea Heights(16)	NA	Ray's Mkt.
Imperial Plz.(16)	NA	Alpha Beta

Other Shopping Centers (No. of Stores)-La Habra: Highland Ctr. (15); La Habra Plz. (14); Imperial Beach Ctr. (14); Beach Plz. (12); Town & Country (12); Harbor Sq. (12); Spadra Sq. (10); North Hills Plz. (10); Harbor Central Plz. (10); Central Plz. (10); Chantry Sq. (10); Beach Plz. (9).
Brea: Brea Ctr. (14); Brea West (14); 770 Center (10); Olinda Village (10).

13 - RETAIL OUTLETS: **Department Stores**-Builder's Emporium; Buffum's; Bullocks; Sears; May Co.; Broadway.
Discount Stores-K mart; Gemco.
Variety Stores-Pic 'N' Save; Sprouse Reitz.
Chain Drug Stores-Thrifty 4; Long's; Sav-On; Drug Emporium.
Chain Supermarkets-Albertson's; Alpha Beta; Ralphs; Safeway; Hughes.
Other Chain Stores-Mark C. Bloome Tires; Chief Auto Supply; Daniels Tire Centers; Firestone; Florsheim Shoes; Hickory Farms; Innes Shoes; Leed's Shoe Store; 7-Eleven Food Stores; Shoe Market; Silverwoods; Singer Co.; Sears Roebuck Service Ctr.; Slavick's Jewelry; Standard Brands Paint; C.H. Baker; Gallenkamp; Harris & Frank; House of Fabrics; Kinney Shoes; Radio Shack; Thom McAn; Zale's Jewelers.

14 - NEWSPAPERS: STAR-PROGRESS (e-mon to fri) 4,046; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Nelson Roberts Jr., Pub., STAR-PROGRESS, PO Box 2040, La Habra, CA 90631; Tel. (714) 529-2144.
National Representative: Story & Kelly-Smith.

ORANGE COUNTY
(Santa Ana)

1 - LOCATION: Orange County (In Anaheim-Santa Ana PMSA). E&P Map D-8. County Seat. 35 mi. SE of Los Angeles; 95 mi. N of San Diego on Santa Ana Fwy. (I-5); San Diego Fwy. (I-405); Garden Grove Fwy. (22) Riverside Artesia Fwy. (91); Newport Fwy. (55); Orange Fwy. (57); R.M. Nixon Fwy. (90); Laguna Fwy. (133); State Hwys. 1, 39, 72.

2 - TRANSPORTATION: **Railroads**-Santa Fe; Southern Pacific (freight); Union Pacific (freight); Amtrak.
Motor Freight Carriers-137.
Intercity Bus Lines-Greyhound; Trailways; So. Calif. Rapid Transit; Orange County Transit (OCTD); Airport Service, Inc.; Laguna Beach Municipal Transit; Town Tours; Grayline Tours; Charter Lines-Four Winds; Taylor Bus; Roberts Holiday Lines. **Airlines**-Air Cal; Republic Airlines; Continental Airlines; PSA at John Wayne Airport. Commuter Service also to all airlines at L.A. Int's (LAX) and Long Beach.

3 - POPULATION:
Corp. City 80 Cen. 204,023; E&P 85 Est. 248,123
NDM-ABC: (80) 1,932,709
County/PMSA 80 Cen. 1,931,570; E&P 85 Est. 2,146,474
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 64,038; E&P 85 Est. 78,422
County/PMSA 80 Cen. 685,815; E&P 85 Est. 787,334
NDM-ABC: (80) 686,267

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	332	$14,917,130,000
Commercial	449	$9,158,657,000

6 - PASSENGER AUTOS: County 1,252,193.

7 - ELECTRIC METERS: County 822,000.

8 - GAS METERS: County 663,000.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agriculture 5,800; Construction 53,100; Manufacturing 236,800; Transportation, Communic. & Utilities 32,500; Wholesale Trade 57,600; Finance, Insurance & Real Estate 72,500; Services 236,500; Government 108,700.
Principal Industrial Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-80; Summer 57-90; Fall 43-85; Winter 35-82. First killing frost, Dec. 7; last killing frost, Feb. 7.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING: **Neighborhood Shopping Centers**-In the Orange County Metropolitan Area there are 26 incorporated cities with central shopping districts and community shopping centers; also 20 major regional centers which include dept. stores, individual shops, restaurants, drug stores, supermarkets and large parking areas.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Anaheim Plaza(75)	NA	Broadway, Mervyn's, Robinson's
Brea Mall(137)	NA	Sears, May Co., Nordstrom
Buena Park(160)	NA	Sears, May Co.
City, The(94)	NA	May Co., JCPenney
Fashion Island(76)	NA	Robinson's, Broadway
Fashion Square (La Habra)(43)	NA	Buffum's, Bullock's
Fashion Square (Santa Ana)(34)	NA	I. Magnin, Bullock's
Honer Plaza(27)	NA	Mont. Ward
Huntington(63)	NA	JCPenney, Broadway
Laguna Hills(80)	NA	JCPenney, Broadway
Mall of Orange(97)	NA	Broadway, JCPenney, Sears
Orangefair(42)	NA	JCPenney, Boston
S. Coast Plaza(15)	NA	Saks, Sears, May Co.
Westminster(185)	NA	Sears, May Co., Robinson's
Mission Viejo(130)	NA	Robinson's, Montgomery Ward

Principal Shopping Days-Fri., Sat. & Mon.
Stores Open Evenings-Mon. through Fri.
Stores Open Sundays-Food, drug, discount, furniture, hardware, appliance & all dept. stores.

13 - RETAIL OUTLETS: **Department Stores**-Boston; Broadway; Buffums; Bullock's; May Co.; JCPenney; Robinson's; Sears; Montgomery Ward; I. Magnin; Mervyn's; Neiman-Marcus; Nordstrom; Saks Fifth Avenue.
Discount Stores-The Akron; Fedco; Gemco; K mart; Zody's; Target.
Variety Stores-K mart; Newberry's; Pic 'n Save; Sprouse Reitz; Sunset House; TG&Y; Woolworth.
Chain Drug Stores-Danber 5; Gemco Pharm. 7; Hill Drugs 3; Rexall 10; Sav-On 38; Super Valu 2; Thrifty 36; Lucky's Pharm. 7; Vista 3.
Chain Supermarkets-Albertson's 23; Alpha Beta 4; A & M; Gemco Foods 7; Lucky 8; Pantry 5; Ralph's 27; Safeway 16; Stater Bros. 15; Von's 19; Hughes 5.
Other Chain Stores-Men's Wear: Harris & Frank; Chasins; House of Tailoring; Silverwood's; M/W Wear; Bond's; The Gap; Wild West. Women's Apparel: Anita Shop; Judy's; Lane Bryant; Show Off; Draper's; Wet Seal. Auto Supply: Pep Boys; [illegible] Auto; Goodyear; Firestone; Security Tire; [illegible]loome; Chief Auto Supply. Footwear: [illegible]therby-Kayser; Thom McAn; Standard; [illegible]inney's; Gallenkamp; C.H. Baker. Jewelers: Rupert's; J. Herbert Hall; Zale's; Weisfeild's. Furniture: Barker Brosm; J.H. Biggar; Riviera; McMahan's; Levitz; R.B.; Simmons. Fabrics: Fabric City; Singer; Fabric King. Health Salons: Richard Simmons Anatomy Asylum; Gloria Marshall Salons; Holiday Health Spa; Jack LaLanne. Paint: Dutch Boy; Sherwin-Williams; Pittsburgh Paint; Standard Brands; Sinclair. Trading Stamps: Blue Chip Stamps. Hardware: Ole's; Builders Emporium; Handyman Store; Linbrook Hardware; Ward & Harrington; Wickes Lumber. Misc.: Thrif-d-lux Cleaners; Abby Rents; Jurgensen's Gourmet.

14-NEWSPAPERS: REGISTER (all day-mon to fri) 291,619; (m-sat) 285,821; (S) 326,038; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Howard Grothe, V.P./Adv., REGISTER, 625 N. Grand Ave., Santa Ana, CA 92711; Tel. (714) 953-7703.
National Representative: Story & Kelly-Smith.

OROVILLE

1 - LOCATION: Butte County. E&P Map B-3. County Seat. Agriculture, horticulture, lumber, mining, fruit processing, livestock, tourist center. On Feather River 28 mi. N of Marysville; 22 mi. SE of Chico; 85 mi. from Sacramento. On State Hwy. 70.

2 - TRANSPORTATION: **Railroads**-Western Pacific (main line); Southern Pacific (branch).
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Oroville Area Transit.

3 - POPULATION:
Corp. City 80 Cen. 8,683; E&P 85 Est. 10,806
NDM-ABC: (80) 41,191
County 80 Cen. 143,851; E&P 85 Est. 165,930
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,753; E&P 85 Est. 4,903
NDM-ABC: (80) 15,769
County 80 Cen. 56,904; E&P 85 Est. 68,017

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 82,966.

7 - ELECTRIC METERS: Residence 13,512.

8 - GAS METERS: Residence 7,266.

9 - PRINCIPAL INDUSTRIES: (County) Industry, No. of Wage Earners (Av. Wkly. Wage)-Woodworking 1,120 ($205); Food Processing 1,410 ($195); Mfg. (Lumber & Other) 175 ($180); Comm. & Util. 1,535 ($160); Timber; Ag. Products.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-90; Summer 51-108; Fall 32-92; Winter 28-65.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Principal Shopping Days**-Thur., Fri., Sat.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; K mart; JCPenney; Western Auto; City of Paris; Firestone; Grand Auto; Kragen Auto.
Variety Stores-Woolworth; Sprouse-Reitz.
Chain Drug Stores-Thrifty; Raley's; Long's.
Chain Supermarkets-Raley's; Safeway; Albertson's; Lucky.
Other Chain Stores-Kinney; Payless Shoes.

14 - NEWSPAPERS: MERCURY-REGISTER (e) 10,556; (m-sat) 11,060; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Howard Greene, Adv. Dir., MERCURY-REGISTER, 2081 Second St., PO Box 651, Oroville, CA 95965; Tel. (916) 533-3131.
National Representative: Papert Companies.

OXNARD

1 - LOCATION: Ventura County (In Oxnard-Ventura PMSA). E&P Map D-7. On U.S. Hwy. 101A, midway betw. Santa Monica & Santa Barbara; 62 mi. from Los Angeles; 2 mi. from U.S. Hwy. 101 (inland rt.); 3 mi. from Pacific Ocean.

2 - TRANSPORTATION: Railroads-So. Pac.; Amtrak; Ventura County Railway.
Intercity Bus Lines-Greyhound.
Airlines-Wings West.
Shipping-Oxnard Harbor District, Port of Hueneme, Deep Water Harbor.
Motor Freight Carriers-50.

3 - POPULATION:
Corp. City 80 Cen. 108,195; E&P 85 Est. 134,927
CZ-ABC: (80) 125,998
RTZ-ABC: (80) 69,252
County/PMSA 80 Cen. 529,899; E&P 85 Est. 584,490
City & RTZ-ABC: (80) 195,250
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 33,087; E&P 85 Est. 42,465
County/PMSA 80 Cen. 173,254; E&P 85 Est. 197,123
CZ-ABC: (80) 38,929
RTZ-ABC: (80) 22,677
City & RTZ-ABC: (80) 61,606

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	18	$1,677,420,000
Savings & Loan	30	$1,829,660,000

6 - PASSENGER AUTOS: County 323,651.

7 - ELECTRIC METERS: Residence 36,716.

8 - GAS METERS: Residence 29,597.

9 - PRINCIPAL INDUSTRIES: Boat Mfg. & Sales; Bldg. & Constr. Materials; Chem. Mfg.; Electronics; Environmental Controls; Flowers; Food Proc.; Forging; Frozen Foods; Fruit & Vegetable Packing.

Glass Prod.; Marina Facilities; Medical Instruments; Mobile Home Mfg. & Sales; Office Supp.; Oil Refining; Garment Mfg.; Paper Prod.; Plastics; Precision Hydraulics; Precision Machining; Printing & Pub.; Steel Fab.; Trailers.

10 - CLIMATE: Min. & Max. Temp.-Jan. 42-65; July 56-74.

11 - TAP WATER: Slightly alkaline, moderately hard.

12 - RETAILING: **Shopping Centers**-28 shpg. ctrs. with 660 stores.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-Akron; Broadway; May Co.; Mont. Ward; JCPenney; Sears; Mervyn's 2.
Variety Stores-TG&Y 2; Sprouse Reitz 2; Woolworth 2.
Discount Stores-K mart 3; Gemco; Zody's; Target; Color Tile.
Chain Drug Stores-Key Rexall; Laubacher's 3; Sav-On; Thrifty 3.
Chain Supermarkets-Alpha Beta 2; Albertson's; Hughes; Lucky's 4; Mayfair 2; Safeway 4; Santa Cruz 2; Von's.
Other Chain Stores-Levitz Furniture; Radio Shack; Grossman's Lumber; Ole's Home Ctr.; Big 5 Sporting Goods; Standard Brands; Hickory Farms; Petrie's; Dalton Books; 7-Eleven; See's Candies; Stop 'n Go 5; Stride-Rite; Handyman; Pic 'N Save; Nat'l. Dollar.

14 - NEWSPAPERS: PRESS-COURIER (e) 19,483; (S) 20,294; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Robert E. LaMacchia, Adv. Dir., PRESS-COURIER, 300 W. Ninth St., Oxnard, CA 93030; Tel. (805) 483-1101.
National Representatives: Thomson Newspapers; Papert Companies.

PALMDALE-LANCASTER

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA). E&P Map D-7. County Seat. 2,500 Sq. mi. in the SW corner of the Mojave Desert. Palmdale 40 mi. from downtown Los Angeles. Two major military facilities: Edwards AFB, AF Plant.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Motor Freight Carriers-Greyhound; Trailways; Antelope Valley.
Airlines-Desert Sun.

3 - POPULATION:
Corp. Cities 80 Cen. 60,304; E&P 85 Est. 70,966
Palmdale 80 Cen. 12,277; E&P 85 Est. 13,105
Lancaster 80 Cen. 48,027; E&P 85 Est. 57,861
County/PMSA 80 Cen. 7,477,657; E&P 85 Est. 8,014,655

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 21,907; E&P 85 Est. 27,807
Palmdale 80 Cen. 4,658; E&P 85 Est. 5,246
Lancaster 80 Cen. 17,312; E&P 85 Est. 22,561
County/PSMA 80 Cen. 2,687,824; E&P 85 Est. 3,023,071

5 - BANKS	NUMBER	DEPOSITS
Commerical	7	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 4,181,647.

7 - ELECTRIC METERS: Residence 21,700.

8 - GAS METERS: Residence 28,675.

9 - PRINCIPAL INDUSTRIES: Industry (Av. Wkly. Wage)-Aerospace $425; Agric. $200.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-90; Summer 65-110; Fall 30-75; Winter 10-75. First killing frost Oct., last killing frost Mar.

11 - TAP WATER: Well water.

12 - RETAILING: **Principal Shopping Center**-Mervyns Shpg. Ctr., Downtown Palmdale.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mervyn's(15)	3	Mervyn's, Longs, Consumers
K Mart(20)	2	K mart, Miller's Outpost
Penney's Plz.(16)	1	JCPenney, Albertson's

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Shpg. Ctrs., JCPenney, Sears, Mervyn's, Gemco and Drug Stores until 9 PM.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Mervyn's.
Discount Stores-K mart; Gemco.
Variety Stores-Woolworth; Sprouse-Reitz.
Chain Drug Stores-Thrifty; Savon; Longs.
Chain Supermarkets-Albertson's; Alpha Beta; Gemco; Grocery Warehouse; Lucky; Safeway; Stater Bros.; Vons.
Other Chain Stores-Goodyear; Firestone; Goodrich; 7-Eleven; McMahan's Furn.; Consumers Distributing; Wicks Lumber; Western Auto.

14 - NEWSPAPERS: ANTELOPE VALLEY PRESS(m-tues., thur., fri.; S) 21,986; Mar. 31, 1984 VAC.
Local Contact for Advertising and Merchandising Data: William C. Markham, Adv. Dir., PO Box 880, Palmdale, CA 93550; Tel. (805) 273-2700.
National Representative: Papert Companies.

PALM SPRINGS-PALM DESERT

1 - LOCATION: Riverside County (In Riverside-San Bernardino PMSA). E&P Map E-8. Desert resort. 105 mi. SE of Los Angeles. On State Hwy. 111, off I-10, U.S. Hwys. 62 & 74.

2 - TRANSPORTATION: **Intercity Bus Lines**-Greyhound.
Motor Freight Carriers-9.
Airlines-American; Western; Republic; TWA; Alaska; Sun Aire; Pacific Express; CP; Pacific Western; Pan Am.

3 - POPULATION:
Corp. Cities 80 Cen. 44,072; E&P 85 Est. 51,638
Palm Springs 80 Cen. 32,366; E&P 85 Est. 37,841
Palm Desert 80 Cen. 11,801; E&P 85 Est. 13,797
CZ-ABC: (80) 72,230
Bal. in NDM-ABC: (80) 13,174
PMSA 80 Cen. 1,557,080; E&P 85 Est. 1,814,628
County 80 Cen. 663,923; E&P 85 Est. 778,020
Total NDM-ABC: (80) 85,404
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 34,603; E&P 85 Est. 34,731
Palm Springs 80 Cen. 24,461; E&P 85 Est. 24,552
Palm Desert 80 Cen. 10,142; E&P 85 Est. 10,179
County 80 Cen. 243,019; E&P 85 Est. 294,698
PMSA 80 Cen. 551,081; E&P 85 Est. 664,720
CZ-ABC: (80) 32,262
Bal. in NDM-ABC: (80) 6,172
Total NDM-ABC: (80) 38,434

5 - BANKS	NUMBER	DEPOSITS
Commercial	38	N.A.
Savings & Loan	41	N.A.

6 - PASSENGER AUTOS: County 394,412.

7 - ELECTRIC METERS: Desert Hot Springs, Palm Springs, Cathedral City, Palm Desert 73,000.

8 - GAS METERS: Residence 45,764.

9 - PRINCIPAL INDUSTRIES: Tourism; 58 golf courses, 27 clubs; 9 major, 300 smaller hotels; spring training home of California Angels; Bob Hope Golf Classic; Nabisco-Dinah Shore Golf Classic; World's largest passenger-carrying aerial tramway.

10 - CLIMATE: Unusually dry throughout the year. Rainfall, annual average 2.40 inches. Min. & Max. Temp.-Spring 47-94; Summer 66-110; Fall 48-93; Winter 39-76.

11 - TAP WATER: Relatively soft, abundant supply, not fluoridated.

12 - RETAILING: **Principal Shopping Area**-Along Palm Canyon Dr. and in 11 shopping centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Desert Inn Fashion Plaza(37)		I. Magnin, Silverwood's, J. Magnin
Indian Palms		Smith's Food King, K mart
Palm Desert Town Ctr.(140)	12	Bullock's, JCPenney, Bonwit Teller, May Co.
Palm Springs Mall(41)	1	JCPenney, Walker-Scott, Thrifty, Von's
Plaza		Desmond's
Palms to Pines III(22)	11	Safeway, McDonald's
Rancho Las Palmas	10	Long's, Von's
Smoke Tree Village(21)	3	Von's, Long's
Sun Center		Sears(catalog)
Sunrise(23)	2	Smith's Food King
The Vineyard(27)		Fashion Optical

13 - RETAIL OUTLETS: **Department & Specialty Stores**-Bullock's Wilshire; Saks Fifth Ave.; Robinson's; Desmond's; JCPenney; I. Magnin; Silverwoods; J. Magnin; Walker-Scott; Leed's Jewelers; Big Five; K mart; Gemco; Beno's; Sears; Harris; May Co.; Bonwit Teller; Bullock's.
Chain Variety Stores-Woolworth; Pic 'N Save; Coronet; Sprouse Reitz.
Chain Drug Stores-Thrifty 7; Drug King; MDX; Long's 2; Sav-On 2.
Chain Supermarkets-Safeway 5; Alpha Beta 4; Von's 7; Smith's Food King 5; Jurgensons 2; Gemco 2; Stater Bros. 4; Ralph's 3; Jensen's.
Other Chain Stores-Sears (catalog); Singer Co.; Hickory Farms; Kinney Shoes; Lumberman's; See's Candies; Woman's World; Zale's; Slavock's; Big 5 Sporting; Pep Boys; Chief Auto Parts; Crown Books; Silverwoods; Big A Auto; Goodyear; Winston Tire; Tri-City Tire; Firestone; National Lumber; Mark C. Bloome; Aaron Brothers; House of Fabrics; Miller's Outpost; McMahan's Furniture; Ortho Mattress; R.B. Furniture.

14 - NEWSPAPERS: DESERT SUN (e) 30,971; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Fred H. Hamilton, Mktg. Dir., DESERT SUN, 611 S. Palm Canyon Dr., PO Box 190, Palm Springs, CA 92263; Tel. (619) 325-8666.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

PALO ALTO

1 - LOCATION: Santa Clara County (In San Jose PMSA). E&P Map B-5. University center. Central San Francisco Peninsula location, 32 mi. S of San Francisco; 17 mi. N of San Jose. Primarily residential with electronics mfg. & research; missile development & research; financial & medical center.

2 - TRANSPORTATION: **Railroads**-SP.
Motor Freight Carriers-45.
Intercity Bus Lines-Greyhound; Santa Clara County Transit; Peerless Stages; Barrett Airport Bus.
Airlines-At San Francisco Airport (15 mi. N): TWA; British Airways; Lufthansa; CAAC; Mexicana; Alaska; CP Air; Singapore; China Airlines; Eastern; Republic; Northwest Orient; Air Canada; West Air; Yosemite; Pan American; United; American; Western; Flying Tigers; Japan; Quantas; Empire; Delta; Philippines; Air Cal; Continental; Inland Empire; Condor; British Caledonian; LTU International; Pacific Coast; Pacific East; Pacific Express; Southwest; Sun Country; Transamerica; USAir; Wings West. At San Jose Airport (15 mi. S): PSA; Republic; American; Apollo; TWA; United; Western; Air California; Continental; Sunworld; West Air; Wings West.

3 - POPULATION:
Corp. City 80 Cen. 55,225; E&P 85 Est. 58,476
CZ-ABC: (80) 339,068
RTZ-ABC: (80) 131,658
County/PMSA 80 Cen. 1,295,071; E&P 85 Est. 1,387,880
City & RTZ-ABC: (80) 470,726
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 23,041; E&P 85 Est. 25,110
County/PMSA 80 Cen. 458,519; E&P 85 Est. 507,495
CZ-ABC: (80) 133,063
RTZ-ABC: (80) 52,846
City & RTZ-ABC: (80) 185,909

5 - BANKS	NUMBER	EST. DEP.
Commercial	26	$9,094,593,000
Savings & Loan	15	$6,594,996,000

6 - PASSENGER AUTOS: County 847,725.

7 - ELECTRIC METERS: County 414,381.

8 - GAS METERS: County 347,527.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Electronics 30,000 ($195); Education 5,800 ($185); Print. & Pub. 950 ($165); Manufacturing 238,200 ($345); Services 160,400 (N.A.); Retail Trade 100,500 (N.A.).
Principal Industrial Pay Days-Electronics Plants Wed. or Fri.; Education, 1st & 16th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-68; Summer 54-77; Fall 48-72; Winter 39-58. Killing frosts very rarely.

11 - TAP WATER: Soft, fluoridated.

12 - RETAILING: **Downtown Shopping District**-8 blocks on University Ave. and 1, 2, or 3 on 7 cross sts.
Neighborhood Shopping Centers-7 blocks at California Ave. at El Camino Real; 2 at Middlefield Rd. & Colorado Ave.; 15 on El Camino Real S of California Ave.; 8 on S Cruz Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Town & Country	1	Town & Country Mkt.
Sunnyvale Town & Country	9	
Sunnyvale Town Ctr.	10	Mont. Ward, Macy's
Peninsula Boardwalk	9	K mart, Aaron Bros., Big 5, Mervyn's
Edgewood(11)	1	Lucky Mkt.
Midtown	2	Bergmann's, Safeway, Co-Op, Midtown Mkt.
San Antonio	2	JCPenney, Sears, Mervyn's, Grodin's
Old Mill(50)	2	
Stanford Villa	1	Lucky Mkt.
Menlo Park	2	Dreagers, Safeway
Los Altos	7	Safeway
Charleston	2	Brentwood, Coast-to-Coast
Mountain View(18)	4	Lucky Mkt.
Los Altos Rancho	8	Rancho Mkt.
Vallco Fashion Park	14	JCPenney, Smith's, Sears, I. Magnin, Emporium-Capwell
Stanford Regional (133)	0	Emporium, Macy's, I. Magnin, Neiman Marcus, Saks, Nordstrom

Principal Shopping Days-Every day.
Stores Open Evenings-Weekdays.
Open Sundays-Food, department, drug, discount, lumber, nursery.

13 - RETAIL OUTLETS: **Department Stores**-The Emporium 5; Saks Fifth Ave.; I. Magnin 3; JCPenney 4; Sears 3; Bergmann's 2; Macy's 5; Mervyn's 6; Nordstrom's 2; Neiman Marcus.
Discount Stores-Gemco; K mart.
Variety Stores-Woolworth 3; Sprouse Reitz 2; TG&Y; Coast-to-Coast.
Chain Drug Stores-Rexall 7; Walgreens 2; Thrifty Drug 3; Payless 3; California Ave. Phcy. 5; Palo Alto Drug 2; Long's 3.
Chain Supermarkets-All American; Littleman's; Lucky Stores 5; Safeway 15; Brentwood 3; Albertson's; Continental 2; Consumer's Co-Op 5; Alpha Beta 5; Fry's; Q.F.I.
Other Chain Stores-Firestone; Western Auto; Hasting's (apparel); Blum's; See's; Edy's; Kinney; Sommer & Kaufman (shoes); Florsheim; Leeds Shoes; Grodin's; S&H Green Stamps; Thom McAn; Woolworth Garden Center; Montgomery Ward (auto); Grand Auto; Van Ness Auto; Goodyear; Shreve; Kragen's (auto); The Akron; Scherba's Auto.

14 - NEWSPAPERS: PENINSULA TIMES TRIBUNE (e) 58,175; (S) 60,380; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Harlan Evans, Display Adv. Mgr., PENINSULA TIMES TRIBUNE, 245 Lytton Ave., Palo Alto, CA 94301; Tel. (415) 853-5429.
National Representative: Cresmer, Woodward, O'Mara & Ormsby.

PASADENA

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA). E&P Map D-7. In San Gabriel Valley, 10 mi. NE of Los Angeles business district.

2 - TRANSPORTATION: **Railroads**-Santa Fe; Union Pacific; Amtrak.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Continental Trailways; Los Angeles Rapid Transit; Airport Service Inc.; Santa Fe.
Airports-Burbank/Glendale/Pasadena; Los Angeles International; Ontario International.

3 - POPULATION:
Corp. City 80 Cen. 118,072; E&P 85 Est. 129,158
CZ-ABC: (80) 189,236
RTZ-ABC: (80) 200,006
County/PMSA 80 Cen. 7,477,657; E&P 85 Est. 8,014,655
City & RTZ-ABC: (80) 389,242
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 47,470; E&P 85 Est. 54,099
County/PMSA 80 Cen. 2,730,674; E&P 85 Est. 3,023,071
CZ-ABC: (80) 71,743
RTZ-ABC: (80) 76,381
City & RTZ-ABC: (80) 148,124

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	19	N.A.
Commercial	12	N.A.

6 - PASSENGER AUTOS: County 4,181,647.

7 - ELECTRIC METERS: Residence 46,408.

8 - GAS METERS: Residence 41,263.

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage N.A.)-(Area includes Pasadena, La Canada/Flintridge, San Marino, South Pasadena, Altadena.) Agriculture 200; Construction 4,200; Manufacturing 19,000; Trans/Comm/Utilities 6,000; Retail Trade 28,000; Wholesale Trade 4,000; Finance/Real Estate/Insurance 8,000; Services 42,000; Government 16,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-70; Summer 59-89; Fall 57-83; Winter 45-69.

11 - TAP WATER: Alkaline, medium hard, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Plaza Pasadena, 12 blocks on Colorado Blvd. and 5 on South Lake; Foothill-Rosemead Shopping Center; Hastings Ranch Shopping Center.
Neighborhood Shopping Centers-Lake & Washington; Santa Anita & Colorado; La Canada.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
W. Arcadia	5	May Co., Hinshaw's
Santa Anita(120)	5	Broadway
Fashion Pk.	5	Buffum's, JCPenney, J.W. Robinson
E. Pasadena	3	Fedco
South Lake(44)	1	Bullock, I. Magnin
Downtown Pasadena	NA	J.W. Robinson's
Rosemead	3	
Foothill(9)	3	Hughes, El Rancho
Colorado & Lake(50)	1 1	
Plaza Pasadena(126)	NA	JCPenney, May Co., Broadway
Fairgrove(10)	NA	Thrifty Drug
Hastings Ranch(21)	3	Woolworth, Sears, Marshall's
Washington East(7)	2	Alpha Beta, Von's
Eagle Rock	4	May Co., Mont. Ward
Monrovia	7	Safeway, Ole's, Mervyn's

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Dept. Stores-Mon., Wed., Thur., Fri., some Sundays; Food-Daily & Sunday.

13 - RETAIL OUTLETS: **Department Stores**-Bullock's; Broadway; Sears; JCPenney; J. W. Robinson; Iver's; Magnin.
Discount Stores-Big 5; Fedco; Lucky; Ole's; Marshall's.
Variety Stores-Woolworth.
Chain Drug Stores-Thrifty 5; Safeway; Rexall 2; The Apothecary Shop; Berry & Sweeny Rx 2; Vernon's; Exclusive Prescription; Sav-On 2.
Chain Supermarkets-Albertson's 3; Alpha Beta 3; Safeway 4; Ralph's 7; Pantry 6; Von's 6; Jurgensen's 3; Hughes 4; Lucky 2.
Other Chain Stores-Auto Supplies: Pep Boys, Allied Auto, Goodrich, Firestone 3, Midas Muffler 2; Furniture: Barker Bros., Jamestown, McMahan's, Biggar's; Women's Apparel: Sivenwood's, Harris & Frank, Lane Bryant, I. Magnin; Women's Shoes: C. H. Baker, Huggins, Leed's, Wetherby Kayser; Paint: Sherwin-Williams, Dutch Boy, Mathews, Standard Brands, General, W. P. Fuller, Pittsburgh Plate Glass; Electronics: Pacific Stereo, Dow-Milo, Wesco, Empire, Radio Shack.

14 - NEWSPAPERS: STAR-NEWS (m) 41,318; (S) 47,041; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Walt Stiles, Adv. Dir., STAR-NEWS, 525 E. Colorado Blvd., Pasadena, CA 91109; Tel. (818) 578-6525.
National Representative: Knight-Ridder Newspaper Sales.

PASO ROBLES

1 - LOCATION: San Luis Obispo County, E&P Map C-6. Midway bet. San Francisco and Los Angeles on Hwy. 101. Agricultural, cattle center, light mfg., recreation (Lake Nacimiento), Lake San Antonio, San Miguel Mission.

2 - TRANSPORTATION: **Railroads**-So. Pacific.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound, Orange Belt.

3 - POPULATION:
Corp. City 80 Cen. 9,163; E&P 85 Est. 11,941
County 80 Cen. 155,345; E&P 85 Est. 182,138
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,631; E&P 85 Est. 4,715
County 80 Cen. 58,171; E&P 85 Est. 70,955

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$151,000,000
Commercial	8	$190,000,000

6 - PASSENGER AUTOS: County 95,326.

7 - ELECTRIC METERS: Residence 5,100.

8 - GAS METERS: Residence 4,755.

9 - PRINCIPAL INDUSTRIES: Industry-Electronic Components; Business Forms; Metal Fabrication; Greeting Card Printing; Feed Products; Fruit and Nut Processing; 4 Wheel Drive Adapters; Almond Processing; Correctional Institution; Plastic Tools; Printing Components; Portable Airline Hangers; Feed and Grain; Medical Devices; Farm Work & Equip.; Regulators; Meat Packing; Machine Work & Welding; Wineries 24; Solar Heating; Sheet Metal.

10 - CLIMATE: Av. Temp.-Spring 38-56; Summer 50-74; Fall 38-60; Winter 39-52.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING: **Principal Shopping Center**-Downtown, 5 blocks on Park Ave., 3 on 12th St., 4 on Pine St., 7 on Spring St., 3 blocks on Creston Rd.
Principal Shopping Days-Dept.-Mon.-Sat.; Food-Mon.-Sat.; Stores open Fri. night.

13 - RETAIL OUTLETS: **Department Stores**-Paso Robles Mercantile; JCPenney; Redi-Western; K mart.
Variety Stores-Cornet Stores; JJ Newberry.
Chain Drug Stores-A2K; Rexall; Thrifty.
Chain Supermarkets-Safeway; Williams; Lucky's.
Other Chain Stores-Mode O'Day; Montgomery Ward; Sears (catalog); TV & Appliance; Radio Shack; Coast-toCoast; Hayward Lumber; Diamond International; Kragen Auto.

14 - NEWSPAPERS: DAILY PRESS (e-mon to fri) 4,703; sworn Oct. 16, 1984.
Local Contact for Advertising and Merchandising Data: R.D. Reddick, Adv. Dir., DAILY PRESS, PO Box 427, Paso Robles, CA 93447; Tel. (805) 238-0330.
National Representative: None.

PETALUMA

1 - LOCATION: Sonoma County (In Santa Rosa-Petaluma PMSA), E&P Map B-4, 38 mi. N of San Francisco on U.S. Hwy. 101, 20 mi. E of Pacific Ocean, at headwaters of Petaluma River.

2 - TRANSPORTATION: **Railroads**-Northwestern Pac.; Petaluma & Santa Rosa; Southern Pacific.
Intercity Bus Lines-Greyhound; Golden Gate Transit.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 33,834; E&P 85 Est. 42,333
CZ-ABC: (80) 33,834
RTZ-ABC: (80) 130,534
County/PMSA 80 Cen. 299,827; E&P 85 Est. 332,413
City & RTZ-ABC: (80) 164,368
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,122; E&P 85 Est. 14,973
County/PMSA 80 Cen. 114,523; E&P 85 Est. 131,183
CZ-ABC: (80) 12,122
RTZ-ABC: (80) 47,298
City & RTZ-ABC: (80) 59,420

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 184,914.

7 - ELECTRIC METERS: Residence 19,500.

8 - GAS METERS: Residence 18,329.

9-PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Optics 330; Plastic Bottles 150; Poultry 150; Creamery 160; Check Printing 120; Dairy 106; Machine Shops; Iron Foundry; Non-Ferrous Metals; Native Stone and Adobe.

10 - CLIMATE: Av. Daily Temp.- 44 to 70.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Petaluma Plaza(18)	1	Albertson's, Thrifty, JCPenney, Radio Shack, True Value Hdwe.
Plaza North(25)	1	K mart, Long's Drug
Washington Sq.(44)	1	Safeway, Mervyn's, Bill's Drugs
Golden Eagle(30)	NA	Alpha Beta

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Mon., Thur., Fri.; nurseries open Sun.

13 - RETAIL OUTLETS: **Department Stores**-Mervyn's; JCPenney; Carithers; Montgomery Ward.
Discount Stores-K mart.
Chain Drug Stores-Payless; Long's; Bill's; Tuttle.
Chain Supermarkets-Albertson's; Alpha Beta; Lucky Stores; Safeway; Food City; Hagstrom's; Carl's Mkt.
Other Chain Stores-Firestone; Triple S Tire; Kinney Shoe; Smith Shoe; Marlene's; Modern Eye; Meyers Jewelers; Kragen Auto; Grand Auto; McPhail's Appliances; Wilson Furniture; Self Service Furniture; Ernie's Liquors; Baskin Robbins; Diamond Lumber; Wickes Lumber; True Value Hardware; Shaw's Candies; Radio Shack; Sizes Unlimited; PV Ranch & Home; Sports-a-foot; Payless Shoes; Beauty Store & More; Shutterbug; Command Performance; Sizes Plus; Kids Mart; Clothes Time; Color Tile; Winston Tire; Pedersen Furn.; Super Cuts; Athletic Shoe Factory; Marin Surplus; House of Fabrics.

14 - NEWSPAPERS: ARGUS-COURIER (e) 9,718; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Dorothy Herdt, Adv. Dir., ARGUS-COURIER, 830 Petaluma Blvd. N, Petaluma, CA 94952; Tel. (707) 762-4541.
National Representative: Scripps League Newspapers, Inc.

PINOLE

1 - LOCATION: Contra Costa County (In Oakland PMSA), E&P Map B-4, 12 mi. NE of San Francisco, 5 mi. N of Oakland.

2 - TRANSPORTATION: **Railroads**-Bay Area Rapid Transit (BART); Southern Pacific; Sante Fe.
Intercity Bus Lines-Greyhound; A.C. Transit.

3 - POPULATION:
Corp. City 80 Cen. 14,253; E&P 85 Est. 16,035
County 80 Cen. 657,252; E&P 85 Est. 708,826
PMSA 80 Cen. 1,762,631; E&P 85 Est. 1,885,256

4 - HOUSEHOLDS:
City 80 Cen. 4,897; E&P 85 Est. 5,638
County 80 Cen. 241,418; E&P 85 Est. 269,330
PMSA 80 Cen. 667,626; E&P 85 Est. 737,905

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$86,490,000
Savings & Loan	2	$31,236,000

6 - PASSENGER AUTOS: County 420,070.

7 - ELECTRIC METERS: Residence 5,767.

8 - GAS METERS: Residence 5,118.

9 - PRINCIPAL INDUSTRIES: Chevron Petroleum; Sugar Refining; Food; Shipping; Chemicals.
Principal Industrial Pay Days-N.A.

10 - CLIMATE: Min. Temp. 44; Max. Temp. 75.

11 - TAP WATER: Soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hilltop Mall(115)	NA	JCPenney, Macy's, Emporium-Capwell
El Cerrito Plaza(47)	NA	Lucky, Mervyn's, Emporium-Capwell
Pinole Vista S.C.(27)	NA	K mart, Best, Alpha Beta
El Portal S.C.(48)	NA	Mervyn's, Safeway

Principal Shopping Days-Wed., Thur., Fri., Sat., Sun.
Stores Open Evenings-Most.

13 - RETAIL OUTLETS: **Department Stores**-Macy's; Montgomery Ward; Emporium-Capwell; JCPenney; Mervyn's; Sears.
Discount Stores-Best; K mart.
Chain Drug Stores-Long's; Payless.
Chain Food Supermarkets-Alpha Beta; Lucky; Safeway.
Other Chain Stores-Big 5; Kragen Auto; 7-Eleven.

14 - NEWSPAPERS: WEST COUNTY TIMES (m) 11,464; Sept. 30, 1984 VAC.
Local Contact for Advertising and Merchandising Data: Ruth Maracich, Adv. Mgr., WEST COUNTY TIMES, 1660 San Pablo Ave., Pinole, CA 94564.
National Representative-Cresmer, Woodward, O'Mara & Ormsbee.

PITTSBURG

1 - LOCATION: Contra Costa County (In Oakland PMSA) E&P Map B-4. Industrial and residential center. On State Hwys. 4, 24, 32 mi. from Oakland.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Santa Fe; Sacramento Northern.
Intercity Bus Lines-Greyhound; BART Feeder; AC Transit.

3 - POPULATION:
Corp. City 80 Cen. 33,034; E&P 85 Est. 41,378
CZ-ABC: (80) 33,034
RTZ-ABC: (80) 8,773
PMSA 80 Cen. 1,762,631; E&P 85 Est. 1,885,256
County 80 Cen. 657,252; E&P 85 Est. 708,826
City & RTZ-ABC: (80) 41,807
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,087; E&P 85 Est. 14,773
County 80 Cen. 241,805; E&P 85 Est. 269,330
PMSA 80 Cen. 667,626; E&P 85 Est. 737,905
CZ-ABC: (80) 11,087
RTZ-ABC: (80) 3,292
City & RTZ-ABC: (80) 14,379

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$128,212,000
Savings & Loan	2	$56,010,000

6 - PASSENGER AUTOS: County 420,070.

7 - ELECTRIC METERS: Residence 13,136.

8 - GAS METERS: Residence 12,769.

9 - PRINCIPAL INDUSTRIES: Steel; Chemicals; Roofing; Ceramics; Rubber; Power plant.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-78; Summer 61-90; Fall 50-63; Winter 43-55.

11 - TAP WATER: N.A.

12 - RETAILING: **Shopping Centers**-County East; Sun Valley; Heights; Lido Square; Shoreacres; Pittsburg Towne Center; Highland Square; Atlantic Plaza.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Mervyn's; Sears; K mart; Sprouse Reitz; JCPenney; Montgomery Ward.
Chain Drug Stores-Thrifty; McKeil; Regal; Evola; Long's; Pay 'N Save; Raley's.
Chain Supermarkets-Big T; Safeway; Lucky; Ken's Quality Mkt.; Albertson's; Raley's.
Other Chain Stores-Ace Hardware; Radio Shack; National Dollar; Goodyear; Firestone; Big O Tires.

14 - NEWSPAPERS: POST-DISPATCH (e-mon to fri) 6,842; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Ann Walker, Adv. Mgr., POST-DISPATCH, 515 Railroad Ave., Pittsburg, CA 94565; Tel. (415) 432-7336.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; U.S. Suburban Press.

PLEASANTON

1 - LOCATION: Alameda County, E&P Map B-5 (In Oakland PMSA), 25 min. from San Francisco.

2 - TRANSPORTATION: **Intercity Bus Lines**-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 35,160; E&P 85 Est. 44,592
County 80 Cen. 1,105,379; E&P 85 Est. 1,176,430
PMSA 80 Cen. 1,762,631; E&P 85 Est. 1,885,256
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. N.A.; E&P 85 Est. 14,764
County 80 Cen. 426,092; E&P 85 Est. 468,575
PMSA 80 Cen. 667,628; E&P 85 Est. 737,905

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	9	N.A.

6 - PASSENGER AUTOS: County 640,118.

7 - ELECTRIC METERS: Residence 18,809.

8 - GAS METERS: Residence 39,479.

9 - PRINCIPAL INDUSTRIES: Industry, Computer Labs.

10 - CLIMATE: Av. min. temp. 51.3; Av. max. temp. 72.9.

11 - TAP WATER: Hard.

12 - RETAILING:

Nearby Shopping Centers

Name-(No. of stores)	Miles from Downtown	Principal Stores
Alcosta		Safeway, TG&Y
Dublin Plz.(6)		Albertson's, Mervyn's
Dublin Sq.(10)		
Shamrock Vlg.(22)		Safeway, Sprouse-Reitz
Village Sq.(18)		Alpha Beta Mkt.
Granada S.C.(15)		Lucky, Sprouse-Reitz
Stoneridge		Capwells, Macy's, JCPenney
Alpha Beta Sq.(17)		Alpha Beta
Dublin Pl.		Wards, Gemco
Lincoln S.C.		Lincoln

Principal Shopping Days-Wed., Fri., Sat., Sun.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-Mervyn's; Liberty House; JCPenney's; Capwells; Macy's; Wards.
Discount Stores-K mart; Thrifty; Gemco.
Variety Stores-Handyman; Romley's; Safeway; Alpha Beta; Lucky's; Albertson's; Sprouse-Reitz; TG&Y.

14 - NEWSPAPERS: VALLEY TIMES (m&S) 10,925; Mar. 31, 1985 VAC.
Local Contact for Advertising and Merchandising Data: Karen Hanes, Adv. Mgr., VALLEY TIMES, 126 Spring St., PO Box 607, Pleasanton, CA 94566; Tel. (415) 462-4160.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee; U.S. Suburban Press.

POMONA

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA). E&P Map D-7. 28 mi. E of Los Angeles. On U.S. Hwy. 66; State Hwys. 57, 60, 71; I-10, I-210.

2 - TRANSPORTATION: **Railroads**- Main lines of S.P., U.P., Santa Fe, and Amtrak.
Motor Freight Carriers-5.
Intercity Bus Lines-Southern California Rapid Transit District; Omni-Trans; Greyhound; Trailways.
Airlines-AirCal; Alaska; Pacific Southwest; Western; American; Continental; United; TWA; SunAire; Sun World; Eastern; Delta; American West; Northwest Orient; Southwest.

3 - POPULATION:
Corp. City 80 Cen. 92,742; E&P 85 Est. 102,284
NDM-ABC: (80) 291,139
County/PMSA 80 Cen. 7,477,657; E&P 85 Est. 8,014,655
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 32,153; E&P 85 Est. 34,982
County/PMSA 80 Cen. 2,730,674; E&P 85 Est. 3,023,071
NDM-ABC: (80) 91,499

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 4,181,647

7 - ELECTRIC METERS: Residence 32,910

8 - GAS METERS: Residence 32,124

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agriculture 7,000; Forestry & Fisheries 2,000; Construction 6,000; Mfg. 40,000 (Guided Missiles 7,800; Tech. Prod. 925; Paper Prod. 500; Street Sweeping Machinery 643; Misc. 1,000); Trans. Commun. Util. 4,000; Whol. & Ret. 23,000; Fin. Ins., Real Estate 3,500; Services 23,000; Govt. 20,000 (80 estimates).

10 - CLIMATE: Min. & Max. Temp.-Spring 48-71; Summer 60-89; Fall 53-79; Winter 40-64. First killing frost, Nov. 30; last killing frost, April 1.

11 - TAP WATER: Moderately hard; not fluoridated.

12 - RETAILING: **Major Shopping Centers**-Indian Hill Mall, Pomona (100 stores); Phillips Ranch Village, Pomona (12 stores); Montclair Plaza, Montclair (190 stores); Diamond Bar Blvd. Center, Diamond Bar (60 stores); Puente Hills Mall, Puente (165 stores); Mountain Green Center, Upland (25 stores); Ontario Plaza, Ontario (20 stores).
Neighborhood Shopping Areas-7 neighborhood shopping areas at E. Holt, North Garey, South Garey, West Holt, West Mission Ave. and East, North Towne, Foothill Garey, and Indian Hill on I-10.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Montclair(190)	6	May Co., Broadway, JCPenney, Mont. Ward, Best, Nordstrom, Sears
Indian Hill(100)	3	Newberry, Radio Shack, Zody's, Roberts, Sav-On, Millers Outpost
Mountain Green(25)	5	Long's Drugs, Mervyn's
Target	5	Target
K mart	4	K mart, California Fit
Fedco	10	Fedco
Downtown Mall		Buffum's
No. Indian Hill	3	Gemco, Skaggs/Alpha Beta
Ontario Plaza	5	Ross

Principal Shopping Days-7 days a week.
Stores Open Evenings-Food & dept.

13 - RETAIL OUTLETS: **Department Stores**-Brands; Buffum's; Roberts; Sears 2; Millers Outpost 3; JCPenney; Nordstrom; Best Products; May Co.; Mervyn's; Montgomery Ward; California Fit; Broadway; Boston; Target.
Discount Stores-Gemco 3; Zody's; K mart 5; Fedco; Ross; Price Club.
Variety Stores-Cornet 3; Newberry; Rexall 2; Sprouse Reitz; TG&Y 2.
Chain Drug Stores-Rexall 2; Hamilton 3; Long's; CVS; Sav-On 3; Thrifty 12; Clark's 2; Skaggs.
Chain Supermarkets-Albertson's; Alpha Beta 4; Boys; Von's 4; Gemco 3; Hughes; Stater Bros. 8; Ralphs 3; Lucky 2.
Other Chain Stores-Pep Boys; Mark C. Bloome; F&H Tire; Firestone; Winston Tire; Big O Tire; Chief Auto; Kinney Shoes; Cal Auto; Builder's Emporium; RB Furniture; Radio Shack; House of Fabrics; McMahan's Furniture; National Lumber; Oles; Standard Brands; Liquor Barn; Liquor Commissary; MGM Liquors; Harlow Carpets; Ole's; Carpeteria; 84 Lumber; Aaron Bros.; Art Mart; Home Club; Pier I Imports; Levitz; Stockwell & Binney.

14 - NEWSPAPERS: PROGRESS-BULLETIN (e) 41,737; (S) 43,926; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Dave Berkowitz, Adv. Mgr., or Dennis Wolf, Adv. Dir., PROGRESS-BULLETIN, PO Box 2708, Pomona, CA 91769; Tel. (714) 622-1201.
National Representative: Papert Companies.

PORTERVILLE

1 - LOCATION: Tulare County (In Visalia-Tulare-Porterville MSA). E&P Map D-6. Situated 71 mi. SE of Fresno; 170 mi. N of Los Angeles. State Hwy. 65.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Santa Fe.
Intercity Bus Lines-Orange Belt.
Motor Freight Carriers-14.

3 - POPULATION:
Corp. City 80 Cen. 19,707; E&P 85 Est. 25,791
NDM-ABC: (80) 67,222
County/MSA 80 Cen. 245,751; E&P 85 Est. 277,761

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,605; E&P 85 Est. 8,827
NDM-ABC: (80) 22,045
County/MSA 80 Cen. 80,659; E&P 85 Est. 94,241

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	5	$118,335,000
Commercial	7	$227,500,000

6 - PASSENGER AUTOS: County 120,054

7 - ELECTRIC METERS: City 7,614

8 - GAS METERS: Residence City 7,409

9 - PRINCIPAL INDUSTRIES: Yarn Mfg.; Mach. Shops; Ultra Lite Aircraft Mfg.; Electronics; 24 Packing Plants; Oranges; Nuts; Poultry; Cotton; Cattle; Wheat; Hay; Dairying; Lumbering; Fruits; Vegetables; Bakery; Poultry; Concrete; Helicopter Mfg. & Maintenance Servs.; Commercial Printing; Hospital 2,100 emp.; Textile Plant; Clothing Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-76; Summer 63-99; Fall 49-81; Winter 35-57.

11 - TAP WATER: Alkaline, med. hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Porterville Plaza(26)	NA	Plaza Foods, Mont. Ward, Thrifty Drug
Porterville West(4)	NA	K mart, Long's

Neighborhood Shopping Centers-Promenade; Smith's Town Square; Town & Country; Village; Eastridge Plz. (Save Mart & Thrifty & Pizza Hut).
Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; Western Auto; JCPenney; K mart; Bullard's; Grossmans.
Chain Drug Stores-Thrifty 2; Town & Country; Long's; Smith's.
Chain Supermarkets-Town & Country; Smith's; Food King; Save Mart.
Other Chain Stores-Sears (catalog); Reisig's Shoes; The Vogue; Topper's; Bonanza Store; Newberry's; Cassidy's Shoes; Chief Auto; Kragen Auto; PayLess Shoes.

14 - NEWSPAPERS: RECORDER (e) 13,914; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Mel Gosage, Adv. Mgr., RECORDER, 115 E. Oak Ave., Porterville, CA 93257; Tel. (209) 784-5000.
National Representative: Branham/Newspaper Sales.

RED BLUFF

1 - LOCATION: Tehama County, E&P Map B-3. County Seat. Situated at head of navigation on Sacramento River. On State Hwy. 36; U.S. 99; I-5. City is 200 mi. from San Francisco.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Intercity Bus Lines-Pacific Greyhound; Continental Trailways; Mt. Lassen Transit.
Motor Freight-5.
Airlines-Republic; Frontier.

3 - POPULATION:
Corp. City 80 Cen. 9,490; E&P 85 Est. 12,132
NDM-ABC: (80) 38,888
County 80 Cen. 38,888; E&P 85 Est. 45,030
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,684; E&P 85 Est. 4,643
County 80 Cen. 14,538; E&P 85 Est. 17,426
NDM-ABC: (80) 14,533

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	4	$128,326,868
Savings & Loan	3	(incl. above)

6 - PASSENGER AUTOS: County 20,541

7 - ELECTRIC METERS: Residence City 5,365

8 - GAS METERS: Residence City 4,814

9 - PRINCIPAL INDUSTRIES: Lumber and byproducts; Molded Pulp; Gov't. Agencies; Cattle; Orchards; State Agencies.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-71; Summer 65-105; Fall 51-77; Winter 37-53.

11 - TAP WATER: Moderate, hardness 92; chlorinated.

12 - RETAILING: **Principal Shopping Area**-3 by 5 Blk. Downtown Area.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Riverside Plaza	1	Mont. Ward, Raley's
Adobe Plaza	1	Western Farm, Frosile & Assoc., Rose Realty
K mart Ctr.	1	K mart, PayLess Shoes, Perko
Antelope Ctr.(9)	2	Holiday Mkt., T&P Liquors
Old Cowtown(31)	3	Camper's Corral, M'Lady Boutique
Peavy Center	3	Peavy
Bell Mill Landing	4	Payless Drug, Kragen Auto, Luckys

Principal Shopping Days-Thur., Fri.
Stores Open Evenings-Genl. Mdse., Fri.; Food every night and Sun.
Stores Open Sundays-Food; Montgomery Ward; Sprouse Reitz; K mart.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; Army-Navy; Peavy Ranch & Home.
Discount Stores-K mart; W. Mines.
Variety Stores-Sprouse Reitz; Ben Franklin.
Chain Drug Stores-Raley's Drug Center; Payless.
Chain Supermarkets-Luckys; Prairie Mkt.; Holiday 2; Raley's; Better Buy Mkt.
Other Chain Stores-Mode O'Day; Coast-to-Coast; Sears (Catalog); Diamond Natl.; Paint Mart; Kragen Auto; Honey Yogurt.

14 - NEWSPAPERS: DAILY NEWS (e) 8,756; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Jean Thompson, Adv. Mgr., NEWS, 545 Diamond Ave.; PO Box 220, Red Bluff, CA 96080; Tel. (916) 527-2151.
National Representative: Papert Companies.

REDDING

1 - LOCATION: Shasta County, (MSA) E&P Map B-2. Situated 222 mi. N of San Francisco and 161 mi. N of Sacramento. At extreme north end of Sacramento Valley on Sacramento River. County Seat; Jr. College Center.

2 - TRANSPORTATION: **Railroads**-Amtrak.
Motor Freight Carriers-17.
Intercity Bus Lines-Greyhound; Trailways; Redwood Empire Lines.
Airlines-West Air; United; Wings West.

3 - POPULATION:
Corp. City 80 Cen. 41,995; E&P 85 Est. 47,857
NDM-ABC: (80) 133,238
County/MSA 80 Cen. 115,715; E&P 85 Est. 131,868

4 - HOUSEHOLDS:
City 80 Cen. 16,786; E&P 85 Est. 19,138
NDM-ABC: (80) 49,773
County/MSA 80 Cen. 43,014; E&P 85 Est. 50,636

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	25	$520,000,000
Savings & Loan	12	(incl. above)

6 - PASSENGER AUTOS: County 67,463

7 - ELECTRIC METERS: 21,247

8 - GAS METERS: 15,810

9 - PRINCIPAL INDUSTRIES: Foundry; Lumber Prods.; Dairy; Trucking; Cement; Boats; Electronic Equip.; Recreation; Metal Fabrication; Campers; Plastics.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-82; Summer 58-110; Fall 39-81; Winter 26-69. First killing frost, Nov. 15; last killing frost, Apr. 1.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on Market St., including 3-block air-conditioned mall; 2 on Placer St.; 2 on Yuba St.; 2 on Butte St.; 2 on Pine St.
Neighborhood Shopping Centers-Village Plaza; No. Market St.; So. Market St.; Country Club; Enterprise; Pine Street School; Hartnell.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cypress(5)	2	Albertsons, Long's, K mart, Grand Auto
Cypress Square(32)	1	Home Fabrics, Prince James
Village Plaza(14)	1	Mont.Ward, Thrifty Drug, Farmers Mkt., McMahans, Ole's
N. Market St.	1	Farmers Mkt.
S. Market St.	3	Farmers Mkt.
Enterprise	4	Holiday Mkt.
Country Club(20)	3	
Redding Mall(85)	NA	Dickers, Payless
Mount Shasta Mall(64)	2	Sears, JCPenney, Pay N' Save
Town & Country(18)	2	
Mission Square	2	
4-Corners(35)	4	Safeway, Sprouse Reitz
Westwood Village	4	Thrifty, Holiday
Cobblestone	2	Raleys
Mervyn's	2	

Principal Shopping Days-Wed. through Sat.
Stores Open Evenings-Mon., Fri.; Mt. Shasta Mall, Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; C.M. Dicker; Sears.
Discount Stores-K mart.
Variety Stores-Sprouse Reitz; Bonanza.
Chain Drug Stores-Thrifty; Pay Less; Pay 'N Save 2; Owen's 3; Longs.
Chain Supermarkets-Safeway 4; Farmers Mkt. 5; Holiday Markets 5; Albertson's; MRS 5; Raleys.
Other Chain Stores-Apparel: Bistrin's, Oser's, Sun West, Prince James, Kauffman's; Auto Supply: Western Auto, Goodyear, Goodrich, Grand Auto, Calif. Parts & Equip., Diamond National, C. C. Meek Lbr. 2; Candy: MacFarlane's, Rafferty's, Van Duyn's; Furniture: McMahan's; Jewelry: Gensler-Lee, Tiffan's; Shoes: Brown's, Kinney's 2, Huston's, Johnson Shoes, Buster Brown, Guild House; Misc.: Hickory Farms, Baskin-Robbins, Bresler's Ice Cream 2, Carousel Snack Bars, Coast-to-Coast Hdwe., B. Dalton Booksellers, House of Fabrics 2, Merle Norman, Pay 'N Pak, Pay 'N Save Home Center, Radio Shack, Singer Co., Bear Music, Ardans, Consumers.

14 - NEWSPAPERS: RECORD SEARCHLIGHT (e) 35,915; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Bill Dawson, Adv. Dir., RECORD SEARCHLIGHT, PO Box 2397, Redding, CA 96099; Tel. (916) 243-2424.
National Representative: Papert Companies.

REDLANDS

1 - LOCATION: San Bernardino County, E&P Map E-7 (In Riverside-San Bernardino PMSA). 68 mi. E of Los Angeles; 14 mi. NE of Riverside. On I-10 and U.S. Hwy. 70.

2 - TRANSPORTATION: **Railroads**-SF; SP.
Motor Freight Carriers-12.
Intercity Bus Lines-Santa Fe; Greyhound; Omnitrans.

3 - POPULATION:
City 80 Cen. 43,619; E&P 85 Est. 55,646
County 80 Cen. 893,157; E&P 85 Est. 1,036,608
NDM-ABC: (80) 52,394
PMSA 80 Cen. 1,557,080; E&P 85 Est. 1,814,628
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 15,759; E&P 85 Est. 18,987
County 80 Cen. 308,062; E&P 85 Est. 370,022
NDM-ABC: (80) 19,004
PMSA 80 Cen. 551,081; E&P 85 Est. 664,720

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	N.A.
Savings & Loan	8	N.A.

6 - PASSENGER AUTOS: County 500,489

7 - ELECTRIC METERS: Residence 17,093

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage N.A.)-Chair Mfg. 289; Aircraft Batteries 200; Packing & Lamination 167; Electric Vehicles 135; Rock, Sand, Redi-Mix 135; China Plumbing Fixtures 125; Air Force Base 13,223 (Civilian).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-71; Summer 57-88; Fall 46-75; Winter 38-62.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on State St., 6 on Orange; 6 on Citrus.
Neighborhood Shopping Centers-Orange & Colton Ave., Redlands Blvd. & Cypress Ave., Brookside Ave. & San Mateo, Lugonia & Church, Orange & San Bernardino Ave., Alabama & I-10

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Citrus Village(25)	1	Lucky, Webb's
University Plaza(10)	2	Thrifty, Alpha Beta
North Redlands	1	Stater Bros.
West Redlands	NA	Redlands Mkt.
Redlands Oasis(5)	NA	7-Eleven
South Redlands	NA	Gerrards Mkt.
Redlands Mall(45)	NA	Harris, Sav-On
Tri-City(17)	NA	Mervyn's, Longs, Vons

Principal Shopping Days-Thur., Fri.
Stores Open Evenings Mon., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Harris; Webb's; Mervyn's.
Discount Stores-K mart.
Chain Drug Stores-Prescription City; Thrifty; Keystone; Long's; Sav-On.
Chain Supermarkets-(Corp. Limits)-Lucky; Stater Bros. 3; Alpha Beta; Von's.
Other Chain Stores-McMahan's; Firestone; Goodyear; House of Fabrics; Mode O'Day; Radio Shack; General Nutrition; Winston Tire; Chief Auto; Pep Boys Auto; Kragen Auto; Waldenbooks; B. Dalton Bookseller; Zale's; Round Table Pizza; Miller's Outpost; Mark C. Bloome Tire; Midas Muffler; Hallmark.

14 - NEWSPAPERS: FACTS (e) 9,056; (S) 9,003; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: David Woods, Adv. Sales Mgr., FACTS, 700 Brookside, Redlands, CA 92373; Tel. (714) 793-3221.
National Representative: Papert Companies.

RIDGECREST

1 - LOCATION: Kern County, (In Bakersfield MSA). E&P Map D-6. 110 mi. E of Bakersfield; 155 mi. NE of Los Angeles. Logging Lumber Mill. On U.S. Hwy. 395; State Hwys. 14, 178.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Airlines- Desert Sun.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
City 80 Cen. 15,929; E&P 85 Est. 18,278
County/MSA 80 Cen. 403,089; E&P 85 Est. 462,510

4 - HOUSEHOLDS:
City 80 Cen. 5,762; E&P 85 Est. 7,122
County/MSA 80 Cen. 139,811; E&P 85 Est. 166,018

5 - BANKS	**NUMBER**	**DEPOSITS**
Credit Unions	2	$26,767,541
Savings & Loan	1	$9,200,000
Commercial	4	N.A.

6 - PASSENGER AUTOS: County 218,981

7 - ELECTRIC METERS: Residence 7,180

8 - GAS METERS: Residence 7,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Annual Payroll)-Chemical 1,100 ($33,400,000); Naval Research 6,000 ($193,000,000); Lumber 152 ($1,206,000).

10 - CLIMATE: Min. & Max. Temp.-Spring 65-88; Summer 84-110; Fall 75-95; Winter 33-75. First killing frost, Nov. 1; last killing frost, Feb. 21.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-Ridgecrest Plz.; China Lake Blvd., 12 at Ridgecrest; 10 at Sierra Vista Shpg. Ctr.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings Sprouse Reitz, Heritage Sq. Shpg. Ctr. (20 Stores).

13 - RETAIL OUTLETS: **Chain Stores**-Western Auto; K mart; Sprouse Reitz; Coast-to-Coast; Thrifty Drug; Goodrich; Safeway; Albertsons; Sears; Wards; Anita's; Mode O'Day; Sav-On Drug; Penney's; Hallmark's.

14 - NEWSPAPERS: INDEPENDENT (e-mon to fri) 7,004, sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: Mike R. Waltman, Adv. Dir., INDEPENDENT, 739 N. China Lake Blvd.; PO Box 7, Ridgecrest, CA 93555; Tel. (619) 375-4481.
National Representative: None.

RIVERSIDE

1 - LOCATION: Riverside County (In Riverside-San Bernardino PMSA). E&P Map E-7. County Seat. Situated 53 mi. E of Los Angeles; 10 1/2 mi. SW of San Bernardino; 50 mi. E of Pasadena; 57 mi. E of Long Beach; 54 mi. NW of Palm Springs; 16 mi. E of Ontario International Airport.

2 - TRANSPORTATION: **Railroads**-Union Pacific; Santa Fe; Southern Pacific.
Motor Freight Carriers-68.
Intercity Bus Lines-Rapid Transit; Pacific Greyhound; Overland Continental; Hemet; Riverside Transit Agency.
Airlines-Air Cal.; Alaska; American; America West; Continental; Delta; Eastern; Frontier; PSA; Resort Commuter; Sky West; Southwest; Sun Aire; Sun World; TWA; United; Western.

3 - POPULATION:
Corp. City 80 Cen. 170,591; E&P 85 Est. 219,665
NDM-ABC: (80) 472,271
County 80 Cen. 663,923; E&P 85 Est. 778,020
PMSA 80 Cen. 1,557,080; E&P 85 Est. 1,814,628
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 60,964; E&P 85 Est. 71,080
County 80 Cen. 243,019; E&P 85 Est. 294,698
PMSA 80 Cen. 551,081; E&P 85 Est. 664,720
NDM-ABC: (80) 169,360

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	30	$773,311,000
Savings & Loan	24	$886,711,000

6 - PASSENGER AUTOS: County 394,412

7 - ELECTRIC METERS: Residence 65,500

8 - GAS METERS: Residence 58,526

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (quarterly payroll)-Agriculture 18,974 ($47,854,577); Mining 444 ($3,647,254); Construction 16,699 ($80,233,951); Manufacturing 26,745 ($141,280,626); Transportation 8,319 ($52,137,792); Wholesale Trade 7,440 ($37,254,258); Retail Trade 48,443 ($130,803,978); Finance 10,453 ($47,199,448); Services 44,643 ($156,815,083); Government 45,104 ($250,970,636).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-75; Summer 57-93; Fall 48-83; Winter 37-65.

11 - TAP WATER: Alkaline, medium soft; naturally fluoridated.

12 - RETAILING: **Major Shopping Centers**
Regional Centers-Riverside Plaza, Tyler Mall, Riverside Auto Center, Riverside; Inland Center and Central City Mall, San Bernardino; Palm Springs Mall, Palm Springs; Palm Desert Town Center, Palm Desert; Indio Fashion Mall, Indio; Hemet Valley Mall, Hemet.
Area Centers-Downtown Riverside Mall; Haruman Center; Brockton Arcade; Town Square Center; Canyon Crest Towne Center; Arlington Plaza; Arlington Square; Madington Square; Adams Plaza; Lincoln Plaza; Gemco Center; La Sierra Plaza-Riverside. Sunnymead Shopping Center-Moreno Valley. Corona Mall; Corona Plaza; Butterfield Stage; Village Grove; Lincoln West Shopping Center; Parkridge Plaza-Corona. Lake Elsinore Plaza-Lake Elsinore. Sun City Shopping Center-Sun City. Perris Plaza-Perris. Stage Coach Plaza-Banning. Beaumont Village Shopping Center-Beaumont. Vons East Shopping Center; Hemet Plaza; Stater Bros. Shopping Center; Sears Plaza; Ramona Plaza; Vons West Shopping Center; Alpha Beta Shopping Center; Diamond Valley Plaza; West Hemet Village; Hemet Valley; Farmer's Corner-Hemet. Desert Inn Fashion Plaza; Palm Springs Downtown Plaza; Palm Canyon Plaza; Smoke Tree Shopping Center; Sunrise Plaza; Vineyard-Palm Springs. Palms to Pines Plaza; El Paseo Square-Palm Desert. Town & Country Center; Indio Plaza-Indio. Some 20 centers distributed throughout the cities and in other areas of Riverside County.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Riverside Plaza(85)	3	Harris, Wards, Vons
Town Square(9)	2	Miller's Outpost, Thrifty
Canyon Crest Towne Ctr.(30)	4	Thrifty, Alpha Beta
Pine Center(6)	2	Alpha Beta
University(4)	3	Alpha Beta
Brockton Arcade(65)	2	Uli's
Madington Sq.(8)	3	Ross Store
Hardman Ctr.(39)	3	Lucky Discount
Arlington Sq.(8)	3	Gemco
Victoria Vlg.(8)	4	Stater Bros.
California Sq.(12)	5	Alpha Beta
Adams Plaza(10)	5	Albertson's
Arlington Plz.(14)	5	Food Barn, Ole's
Tyler Mall(88)	7	JCPenney, May Co., Broadway
Mission Village(5)	3	Alpha Beta
DeAnza Country Plaza(24)	6	Stater, K mart, Thrifty
Pedley Square(23)	9	Newberry's, Vons

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Food and Drug every evening. Many retail stores five nights weekly.

13 - RETAIL OUTLETS: **Department Stores**-(In PMSA) JCPenney 2; Montgomery Ward; Sears 2; Carpenter's; Broadway; Harris 2; May Co.; Mervyn's 2.
Discount Stores-Gemco 2; K mart 6; Zody's; Target.
Variety Stores-TG&Y 4; Sprouse Reitz 6; Woolworth 2; Cornet 2.
Chain Drug Stores-Thrifty 12; Sav-On 4; Sail; Long's 2.
Chain Supermarkets-Alpha Beta 11; Stater Bros. 25; Vons 8; Safeway 7; Albertson's 4; Gemco 2; Ralph's; Lucky 3.
Other Chain Stores-Adler Shoes; Aaron Bros.; Aamco; All American Auto; American Tire Warehouse; Athletic Express; Baby News; Banner Bedding; Barker Bros.; Best Products; Builders Emporium; Big 5; Carpeteria; Chief Auto Supply; Cline's Stationery; Cloth World; Color Tile; Color Tyme; Clothes Time; Car Parts Inc.; C&R Clothiers; Crown Books; Consumer Value Store; Contempo Casuals; Cookie Company; Docktor's Pet Center; Dutch Boy Paints; B. Dalton Booksellers; D'Arca Tux & Bridal; Eagleson's Mens Wear; Earthcraft; Earl Scheib; Farrell's; Fashion Conspiracy; Fashion Barn; Fashion Crossroads; Federated; Firestone; Florsheim Shoes; Foxmore Casuals; Fuller O'Brien Paints; Flagg Bros.; Footlocker; Fayva; Forsight Optical; Friedman's Microwaves; Gallenkamp's Shoes; General Nutrition; Goodyear; Goldmine; Great Earth Vitamins; Hali Spectts; H&H Crafts; House of Fabrics; IBM; Jr. Shoetown; Kay Bee Toys; Key Carpets; Kinney Shoes; Kirk's Jeweler's; Kragen's Tires; Leed's; Lerner Shops; Licorice Pizza; Little Folk Shop; Leo's Stereo; Maling's Shoes; Mark C. Bloom; McMahan's; Merle Norman; Modern Women; Miller's Outpost; Morrow's Nut House; Moran Draperies; Musicland; Motherhood Maternity; Moskatel's; N.E.A.; Ole's; Olsan's Furn.; Ortho Mattress; Pacific Fashions; Pams; Payless Shoes; Pep Boys; Park Lane Hosiery; Phil & Jims; Pic 'n Save; Pittsburgh Plate Glass; Plaza Shoetown; Plum Tree; R&B Furniture; Radio Shack; Richman Bros.; Richlen; Ringmaker; Ross Stores; S&W Plastics; See's Candy; Sherwin-Williams; Show Off; Singer; Ski & Sport; F.W. Smith; Standard Brands Paint; Stockwell & Binney; Strouds Linen; Styleleader; Swiss Colony; Swensens Ice Cream; Sun Boss; Thom McAn; The Carpet Man; The Corn Popper; T Shirt Plus; Tinderbox; Things Remembered; Tri City Tires; Video Concepts; Weisfields; Wetherby Kayser; Western Auto; Wherehouse; Wholesale Furniture Distributor; William Pitt, Inc.; Winston Tires; Zale's.

14 - NEWSPAPERS: PRESS-ENTERPRISE (m) 123,521; (S) 129,284; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Ray Hammond, Jr., Gen. Adv. Mgr., PRESS-ENTERPRISE, 3512 14th St., Riverside, CA 92502; Tel. (714) 684-1200.
National Representative: Sawyer-Ferguson-Walker Co.

ROSEVILLE

1 - LOCATION: Placer County (In Sacramento MSA). E&P Map B-4. Sacramento, State Capital, 18 mi. SW; San Francisco, 108 mi. SW; Lake Tahoe, 95 mi. E; Reno, NV, 112 mi. E.

2 - TRANSPORTATION: **Railroads**-So. Pac.; Amtrak; Union Pac.; Western Pac.
Motor Freight Carriers-ABF Freight Systems; McLaughlin Draying; Nikkel; Peters Truck Lines; Rice Trans.; Wells Cargo.
Intercity Bus Lines-Greyhound; Continental Trailways.

3 - POPULATION:
City 80 Cen. 24,347; E&P 85 Est. 31,875
NDM-ABC: (80) 64,825
County 80 Cen. 117,247; E&P 85 Est. 136,527
MSA 80 Cen. 1,099,814; E&P 85 Est. 1,248,588
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 9,164; E&P 85 Est. 10,556
County 80 Cen. 42,732; E&P 85 Est. 51,487
MSA 80 Cen. 416,356; E&P 85 Est. 488,750
NDM-ABC: (80) 22,767

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	N.A.
Savings & Loans	6	N.A.

6 - PASSENGER AUTOS: County 80,287

7 - ELECTRIC METERS: Residence 10,334

8 - GAS METERS: Residence 20,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Railroad Car Maint.; Marshalling Yard 1,800 ($300); Cement & Clay Prod. 925 ($240); Elect. 2,350 ($365); Medical Serv. 1,500 ($500); Wood Prod. 259 ($312); Higher Educ. 127 ($400).

10 - CLIMATE: Min. & Max. Temp.-Spring 52-70; Summer 57-106; Fall 40-90; Winter 31-61.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Centers**-Vernon St.; Roseville Sq.; Grand Oaks; Sunset Plz.; Harding Plz.; Historic Old Town; Roseville; Lincoln; Loomis; Granite Bay; Antelope; Placer Ctr.; South Harding; Rose Villa.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Auburn(74)	18	K mart
Birdcage Walk(27)	10	Macy's
Placer Ctr.		Mervyn's
Sunrise Mall(107)	10	Weinstocks, JCPenney
Roseville Sq.(37)		Ross Stores
Rocklin	3	Safeway, Payless

Principal Shopping Days-Mon. through Sat.
Stores Open Evenings-Dept. Mon. & Fri.; Food-Nightly.

13 - RETAIL OUTLETS: **Department Stores**-K mart; Payless; Mervyns; Lucky; Ross; Pay 'N Pak; Lumberjack.
Chain Drug Stores-Rexall 4; Raley's; Payless 3; Thrifty 4.
Chain Supermarkets-Safeway 2; Raley's 2; Lucky Stores; Albertson's; Alpha Beta; Jumbo; Stop 'N Save; Mervyns; Lucky; Bel Air.
Other Chain Stores-Firestone; Grand Auto; Kragen Auto; Diamond International; Pay 'N Pak; Woolworth's; Consumers; Farmer's Warehouse Liquors; Jolly; Flagg; Tom Thumb; Rainbow.

14 - NEWSPAPERS: PRESS-TRIBUNE (e-mon to fri) 13,350; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Weyman W. Zelder, Ret. Adv. Mgr., PRESS-TRIBUNE, 413 N Lincoln, Roseville, CA 95678; Tel. (916) 786-8742.
National Representatives: Papert Companies.

Late news about
NEWSPAPER MARKETS
appears weekly in
Editor & Publisher

11 West 19th Street
New York, N.Y.
10011

SACRAMENTO

1 - LOCATION: Sacramento County (MSA), E&P Map B-4, State Capital and County Seat. State Gov't.; U.S. aircraft repair & modification; farming; manufacturing; aerospace; food processing; lumber products; mobile home manufacturing and wholesale center. Army depot and technical training center; electronics; Calif. Expo. 89 mi. E of San Francisco.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Santa Fe; Western Pacific; Sacramento Northern; Central California Traction; overnight freight service on Sacramento R.R. between S.F. Bay and Sacramento; Sea Port (deepwater channel to San Francisco Bay, and Pacific Ocean; River Container Barge System).
Motor Freight Carriers-16 interstate common carriers with local terminals; 542 total carriers (the majority of which have p.u.c. permits).
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-United; Western; P.S.A.; Air Calif.; Frontier; West Air; Republic; American; Wings West; Pacific Coast.

3 - POPULATION:
Corp. City 80 Cen. 275,741; E&[illegible] Est. 324,033
NDM-ABC: (80) 1,059,461
County 80 Cen. 783,381; E&P 85 Est. 886,559
MSA 80 Cen. 1,099,814; E&P 85 Est. 1,248,588
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 112,859; E&P 85 Est. 138,477
NDM-ABC: (80) 400,151
County 80 Cen. 299,805; E&P 85 Est. 350,757
MSA 80 Cen. 416,356; E&P 85 Est. 488,750

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	60	$5,837,873,000
Savings & Loan	45	$4,028,060,000

6 - PASSENGER AUTOS: County 473,304

7 - ELECTRIC METERS: County 372,315

8 - GAS METERS: County 249,075

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Retail Trade 80,300; Wholesale Trade 19,600; All Mfg. 28,200; Nondurable Goods 12,400; Durables 15,800; Food Products 4,400; Fed. Govt. 26,900; State & Local Govt. 118,400; Construction 17,500; Transportation & Public Utilities 20,400; Fin., Insurance & Real Estate 23,700; Services 84,[illegible]00.

10 - CLIMATE: Min. & Max. Temp.-Winter 39-53; Spring 48-71; Summer 59-93; Fall 52-77.

11 - TAP WATER: Varies, soft to hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Sunrise Mall (106 stores) 5900-6100 Sunrise Blvd.; Florin Mall (88 stores) 5901 Florin Road; Country Club Plaza (53 stores) 2300 Watt Avenue; Country Club Centre (48 stores) 3300 El Camino; Arden Fair Mall (82 stores) 1601 Arden Way; Downtown Plaza (43 stores) Downtown Plaza; Birdcage Walk (50 stores) 5901-6197 Sunrise Blvd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Arcade Square(18)	NA	Raley's Mkt.
Arden Fair(82)	NA	Woolworth, Sears, Thrifty Drug, Weinstock's
Arden Plaza(17)	NA	Lucky Mkt., Manor Drug, Valley Hardware
Arden Town(16)	NA	Holiday Mkt.
Birdcage Walk(50)	NA	Long's, Wards, Corti Bros., Macy's
Camellia City(9)	NA	Lucky Mkt., TG&Y
College Greens(8)	NA	Raley's Mkt.
Country Club Center(48)	NA	Wards
Country Club Plaza(53)	NA	Weinstock's, JCPenney
Cordova(30)	NA	Thrifty
Crestview(27)	NA	Lucky Mkt., Thrifty, Ross
Crossroads(10)	NA	Corti Bros.
Downtown Plaza(43)	NA	Macy's, Weinstock's, I. Magnin
Florin Plaza	NA	Jumbo Mkt.
Florin Square(23)	NA	
Florin Mall(94)	NA	Weinstock's, Sears, JCPenney, Wards
Fort Sutter(11)	NA	Raley's
Fruitridge(29)	NA	Holiday Mkt., Manor Drug
Grand Oaks(23)	NA	Lucky Mkt., Hancock Fabrics
Grant Plaza (Citrus Heights)	NA	Thrifty, Alpha Beta
Hollywood Plaza(6)	NA	Raley's
Lanai(38)	NA	
Madison Mall(35)	NA	Raley's
Midway(El Camino)(14)	12	Jumbo Mkt.
Mills(18)	NA	Raley's Mkt.
Northridge(17)	NA	Raley's Mkt.
N. Sacramento(4)	NA	Safeway
Point West(20)	NA	Mervyn's, Consumers Distr.
River Park(13)	NA	Pantry
Roseville Sq.(37)	NA	Thrifty, Safeway
Southgate(27)	NA	Thrifty Drug, Ross, Home Club
South Hills(31)	NA	Sprouse Reitz, Jumbo
Sunrise Mall(109)	NA	Weinstock's, Sears, JCPenney, Macy's
Sunrise Oaks(21)	NA	Thrifty, Alpha Beta
Tallac Vlg.(14)	NA	Vans
Taylor's(23)	NA	Lucky Mkt.
Town & Country(55)	NA	William Glen
University Vlg.(23)	NA	Safeway
Almond Orchard(20)	NA	
Country West(15)	NA	Big R
Elkhorn/Watt(11)	NA	Thrifty, Albertson's, K mart
Manzanita/Madison(12)	NA	Cloth World, Raley's

Principal Shopping Days-Department Stores-Thur., Fri., Sat. Grocery Stores-Wed., Thur., Fri., Sat., Sun.
Stores Open Evenings-Department Stores-Mon. thru Fri. Food every night.
Stores Open Sundays-Grocery, Drugs, Discount, Dept., Automotive.

13 - RETAIL OUTLETS: **Department Stores**-Weinstock's 5; Macy's 2; Sears 3; Montgomery Ward 3; JCPenney 3; Mervyn's 5.
Discount Stores-K mart 9; Gemco 4; Best Products 3; Consumer Dist. 4.
Variety Stores-Woolworth 3; Ben Franklin 1; Sprouse Reitz 6; TG&Y.
Chain Drug Stores-Payless 16; Manor 3; Rexall 1; Raley's 17; Thrifty 21; Long's 11.
Chain Supermarkets-Safeway 18; 7-Eleven 37; Corti Bros. 4; Bel Air 8; Lucky 24; Jumbo 8; Raley's 17; Van's 1; Albertson's 10; Circle K 43; Comptons/Holiday 5.
Other Chain Stores-Firestone; Goodyear; Goodrich; See's; Zale's Jewelry; Fuller Paints; Mary Carter Paints; Pittsburgh Paints; Sherwin-Williams Paints; Thom McAn; Gallenkamps; Kirby's; Chandler's; Florsheim; Leeds; Lerner; Sherman Clay; Breuners; Grodins; Kinney Shoes; Dalton Books; I. Magnin; Ransohoff's; Smith's Men's Wear; Singer Co.; Lane Bryant; Mode O'Day; Baskin Robbins; Levitz Furniture; Oshman's; Walden Books; Big 5; Pay N Pak; Athletic Shoe Factory; Knapp Shoes; Fleet Feet; The Brick; The Gap; Wherehouse Records; Pacific Stereo; Fashion Conspiracy; College-Hi; Lumberjack; Granat Bros.; Rogers Jewelers; Gran Tree; Mother-to-Be; Merle Norman; Radio Shack; McCurry's; Fotomat; Bedazzled; Groths Shoes; Huston Shoes; Hickory Farms; Marlenes; Devon Jewelers; Richman Bros.; Foxy Lady; Kinderfoto; Marshalls; Pic-A-Dilly; Toys R Us; Handyman; Fox Photo; Cost Plus Imports; Pier 1 Imports; Tower Records; Tower Books; Tower of Shoes & Clothing; Ross; Home Club.

14 - NEWSPAPERS: BEE (m) 230,160; (S) 263,763; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Clifford Chapman, Nat'l Adv. Mgr., BEE, 21st & Q Sts., PO Box 15779, Sacramento, CA 95852; Tel. (916) 446-9354.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.
UNION (m) 102,317; (S) 101,182; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Larry Murray, Nat'l. Adv. Mgr., UNION, 301 Capitol Mall, Sacramento, CA 95812; Tel. (916) 442-7811.
National Representative: Landon Associates.

SALINAS

1 - LOCATION: Monterey County (In Salinas-Seaside-Monterey MSA), E&P Map B-5, County Seat. Agricultural, industrial, commercial, financial center. 106 mi. S of San Francisco; 333 mi. N of Los Angeles.

2 - TRANSPORTATION: **Railroads**-Amtrak; Southern Pacific.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound.
Airlines-United; Wings West; West Air; Pacific Coast.

3 - POPULATION:
Corp. City 80 Cen. 80,479; E&P 85 Est. 98,349
CZ-ABC: (80) 80,479
RTZ-ABC: (80) 83,645
County/MSA 80 Cen. 290,444; E&P 85 Est. 315,328
City & RTZ-ABC: (80) 164,124

4 - HOUSEHOLDS:
City 80 Cen. 26,857; E&P 85 Est. 32,953
County/MSA 80 Cen. 95,734; E&P 85 Est. 107,281
CZ-ABC: (80) 26,857
RTZ-ABC: (80) 23,177
City & RTZ-ABC: (80) 50,034

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	23	$572,706,000
Savings & Loan	10	$394,331,000
Credit Unions	6	$17,419,000

6 - PASSENGER AUTOS: County 162,561

7 - ELECTRIC METERS: Residence 40,035

8 - GAS METERS: Residence 33,778

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agriculture, Forestry & Fisheries 30,900; Construction 3,300; Manufacturing 9,800; Transport[illegible], Comm. & Util. 4,500; Wholesale & Retail Trade 21,700; Fin., Ins. & Real Estate 4,500; Services 22,200; Gov't 24,600.
Industrial Pay Days-Vary.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-67; Summer 52-71; Fall 47-74; Winter 38-64.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Northridge (3 mi. on Highway 101); 3 blocks on downtown Main St.; 4 blocks on S Main St. area (Valley Center); 3 blocks on N Main (Sherwood Gardens); Star Center (2 blocks S Main St.); 2 blocks E Alisal St. (Monte Mart); 2 blocks E Alisal St. (mid-City Center); South Salinas Plaza, 2 blocks on S Main St.; Hartnell Plaza, 1 block on W Alisal.
Neighborhood Shopping Districts-2 blocks on N Main St.; 3 blocks on E Alisal St.; 1 block San Juan Road; 1 block on S Main; 2 blocks on E Laurel Dr.; 1 block on W Laurel Dr.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Northridge	3	Sears, Safeway, Emporium, JC Penney
Valley Center	1	Woolworth, Carpeteria, Mont. Ward
Sherwood Gdns.	2	Mont. Ward, Handyman
Alisal	2	Monte Mart, Safeway
Mid City Ctr.	1	Long's Drugs, Monte Mart
Star Center	NA	Star Market
S. Salinas Plaza	1	Thrifty Drug, Nob Hill Mkt.
Monte Mart	NA	Monte Mart
No. Salinas	NA	Thrifty Drug, Alpha Beta
Hartnell Plaza	1	Alpha Beta
Laurel	3	K mart, Nob Hill
E. Laurel	NA	Longs, Lucky

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Northridge Shpg. Ctr.; other shpg. ctrs. times vary; Chain Food & Chain Drug: Daily.

13 - RETAIL OUTLETS: **Department Stores**-Emporium; Sears; JCPenney; Ford's; Mervyn's; Malnicks; Monte Mart; Montgomery Ward; K mart.
Variety Stores-Woolworth; Bonanza 88.
Chain Drug Stores-Thrifty 2; Long's 2; Star, Payless.
Chain Supermarkets-Safeway 2; Lucky 2; Star Mkt.; Monte Mart 2; Alpha Beta 2; Nob Hill 2.
Other Chain Stores-Auto Supplies: Firestone, Goodyear, Kragen; Furniture: McMahan's, Empire 2; Garden Supplies: Monte Mart, Handyman; Paint: Sherwin-Williams, Standard Brand Paints; Shoes: Leeds, Kushin's, Kinney; Women's Apparel: Lerner's, Petries; Other: Color Tile, Carpeteria.

14 - NEWSPAPERS: CALIFORNIAN (e) 23,132; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Donald Borucki, Adv. Dir., CALIFORNIAN, 123 W. Alisal St., Salinas, CA 93901; Tel. (408) 424-2221.
National Representative: Gannett Media Sales.

SAN BERNARDINO

1 - LOCATION: San Bernardino County (In Riverside-San Bernardino PMSA), E&P Map E-7, County Seat. Misc. Mfg.; Distribution; Military and Space Complex; Rail Transportation Center; 60 mi. E of Los Angeles.

2 - TRANSPORTATION: **Railroads**-AT&SF; U.P. and S.P. Mainline; Amtrak.
Motor Freight Carriers-30.
Intercity Bus Lines-Municipal Transit; Greyhound; Rapid Transit; Continental Trailways; Roesch.
Airlines-Western; Air Cal.; Continental; PSA; American; United; TWA; Alaska Airlines; Sun World; Sun Aire; America West; Delta; Eastern; Southwest.

3 - POPULATION:
Corp. City 80 Cen. 118,794; E&P 85 Est. 138,300
NDM-ABC: (80) 470,164
County 80 Cen. 893,157; E&P 85 Est. 1,036,608
PMSA 80 Cen. 1,557,080; E&P 85 Est. 1,814,628
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 42,823; E&P 85 Est. 47,046
County 80 Cen. 308,143; E&P 85 Est. 370,022
PMSA 80 Cen. 551,662; E&P 85 Est. 664,720
NDM-ABC: (80) 167,348

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	11	N.A.
Savings & Loan	20	N.A.

6 - PASSENGER AUTOS: County 500,489

7 - ELECTRIC METERS: Residence 45,330

8 - GAS METERS: Residence 39,410

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Avg. wkly. wage N.A.)-Manufacturing 62,500; Construction 26,000; Mining 1,200; Trans. Comm. Util. 26,100; Fin. Ins., R.E. 20,000; Serv. 105,000; Gov. 108,300; Agric. 23,400; Whsle Trade 17,500; Retail Trade 108,200; Total 525,100.
Principal Industrial Pay Days-1st, 10th, 15th, 25th.

10 - CLIMATE: (Avg. Temperature) Spring 61; Summer 76; Fall 70; Winter 55.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: **Neighborhood Shopping Centers**-Base Line; Highland Ave.; Mt. Vernon Ave.; Marshall Blvd.; 40th & Sierra Way; Del Rosa; Palm Highland; Arrowhead Ave. & Orange Show Road; Downtown.
Regional Shopping Centers-Inland Center with 3 major dept. stores, air conditioned mall, 75 stores south part of city limits, 1 mi. from downtown; Central City Mall, with 3 major dept. stores, air conditioned, 103 stores, downtown.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Marshall Blvd. & E St.(8)	3	Alpha Beta
Central City(103)	NA	Woolworth, Harris, Mont. Ward, JCPenney
Del Rosa(40)	4	Stater Bros., Long's
Inland Center(75)	1	Sears, May Co., Broadway
Sterling(21)	4	Gemco, TG&Y, Von's
Wildwood Plaza(18)	4	Alpha Beta, TG&Y, Thrifty Drug, Staters
S Fontana(20)	10	Mervyns, K mart, Standard Brands
N Rialto(20)	6	Alpha Beta, Stater's
Mt. Vernon(15)	3	Thrifty Drug
Palm & Highland(12)	5	Sprouse Reitz, Stater's
Redlands(25)	10	Von's Mkt.

Principal Shopping Days-Sat., Fri., Sun.
Stores Open Evenings-Dept.; Downtown and Shopping Center-Mon. thru Sun. Food every night.

13 - RETAIL OUTLETS: **Department Stores**-Harris Co.; Sears; JCPenney; May Co.; Broadway; Montgomery Ward; Mervyn's.
Discount Stores-Fedco; Target; Norton AFB PC; K mart; Lucky's; Zody's; Gemco; Price Club.
Variety Stores-Woolworth; TG&Y 4; Pic 'N Save; Sprouse Reitz.
Chain Drug Stores-Thrifty 5; Long's 3; Drug King; Sav-On.
Chain Supermarkets-Safeway 4; Stater Bros. 37; Alpha Beta 16; Von's 6; Lucky Stores 4.
Other Chain Stores-McMahan (furn.) 5; R&B Furn.; Mark C. Bloome; Silverwoods; Weisfield Jewelry; Zale's-Slavick's; Goodyear (auto supplies) 3; Home Club; House of Fabrics; Kinney's Shoes 2; Riviera Sofa; Singer Co.; Sofa Factory; Thom McAn; Mode O'Day; Leeds; Gallenkamp; Fredericks; Anita Shops; Levitz Furn.; Builder's Emporium; Earl Schieb; Standard Brands; Changing Times; Chess King; Hardy Shoes; Parklane Hosiery; Lane Bryant; Walden Books; Hickory Farms; Cles; Musicland; Sunset House; Stride-

Rite; Maggie's; Nobby; Foxmore Casuals; See's Candies; Goodman Jewelry; Irv Silvers; Oshman's Sporting Goods; Big 5 Sporting Goods; Winston Tire; Pep Boys; One Day Paint & Body; Federated; Granlunds Candy; Yellow Mart; Footlocker; General Nutrition; Helzberg Jewelers; Arthur's Jewelers; Miller's Outpost; Footscene.

14 - NEWSPAPERS: SUN (m) 80,240; (S) 85,640; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Sue Barry, Gen. Ad. Mgr., SUN, 399 D St., San Bernardino, CA 92401; Tel. (714) 889-9666.
National Representative: Gannett Media Sales.

SAN CLEMENTE

1 - LOCATION: Orange County, E&P Map D-8 (In Anaheim-Santa Ana PMSA). Tourist resort, light industry, military center. On Pacific Coast Hwy.; 75 mi. S of Los Angeles; 75 mi. N of San Diego.

2 - TRANSPORTATION: **Railroads**-Santa Fe.
Motor Freight Carriers-4.
Intercity Bus Lines-Continental Trailways; San Clemente Stage Lines; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 27,325; E&P 85 Est. 34,468
CZ-ABC: (80) 33,493
RTZ-ABC: (80) 47,811
County/PMSA 80 Cen. 1,931,570; E&P 85 Est. 2,146,414
City & RTZ-ABC: (80) 81,304

4 - HOUSEHOLDS:
City 80 Cen. 11,764; E&P 85 Est. 16,396
County/PMSA 80 Cen. 685,815; E&P 85 Est. 787,334
CZ-ABC: (80) 14,099
RTZ-ABC: (80) 18,673
City & RTZ-ABC: (80) 32,772

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	13	N.A.
Savings & Loan	10	N.A.

6 - PASSENGER AUTOS: County 1,252,193.

7 - ELECTRIC METERS: Corp. City 8,743.

8 - GAS METERS: Corp. City 8,149.

9 - PRINCIPAL INDUSTRIES: Industry-Rubber Prod.; Aerospace; Light Aggregate; Copper Prod.; Plastic Plates; Cabinets; Musical Instruments; Ceramics; Pub. & Ptg. (Ave. Wkly. Wage $140).

10 - CLIMATE: Min. & Max. Temp.-Spring 51-67; Winter 45-64; Summer 61-74; Fall 56-73.

11 - TAP WATER: Saline, hard.

12 - RETAILING: **Principal Shopping Center**-Del Mar and environs; Mission Viejo Mall.
Neighborhood Shopping Centers-Alpha Beta-El Camino Plz., 800 block, South El Camino Real and San Diego Freeway at Estrella exit; Thrifty Drug, 700-800 block North El Camino Real, San Clemente, Capistrano Valley-Von's Market; Thrifty Drug, Doheny Park Rd. and Victoria Ave., Capistrano Beach; La Plz.; Dana Point; El Adobe Plz.; San Juan Capistrano; Monarch Bay Plz.; Laguna Niguel; Ralph's/SavOn; Pico Plz.; Von's Center; Camino Capistrano; San Juan Capistrano.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Montgomery Ward; May Co.; Robinsons; Bullocks; Best Products.
Variety Store-Thrifty Drug; Gilbert; Cornet; Sproutz-Ritz.
Chain Drug Stores-Thrifty; SavOn.
Chain Supermarkets-Alpha Beta 2; Albertsons 2; Ralphs 2; Von's; Lucky Stores.

14 - NEWSPAPERS: SUN-POST (e-mon to fri) 6,997; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Stanford Manning, Pub., SUN-POST, 1542 N. El Camino Real; PO Box 367, San Clemente, CA 92672; Tel. (714) 492-5121.
National Representatives: Landon Associates; U.S. Suburban Press.

SAN DIEGO

1 - LOCATION: San Diego County (MSA), E&P Map E-8, County Seat. Tourist center. Ocean-based industry & biochemical center. Agriculture county 132 mi. S of Los Angeles. 15, 8, 15, 163 and 805.

2 - TRANSPORTATION: **Railroads**-Santa Fe; San Diego & Arizona; Southern Pacific; Amtrak.
Motor Freight Carrier-42.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-American; Pacific Southwest; United; Western; Continental; Delta; Republic; Pan Am; TWA; Frontier; Ozark; America West; Northeast; U.S. Air.

3 - POPULATION:
Corp. City 80 Cen. 875,504; E&P 85 Est. 980,108
CZ-ABC: (80) 1,470,244

YOU WOULDN'T RACE A MOTOCROSS WITH ONLY ONE WHEEL

And you can't cover Sacramento with only one newspaper

Market Newspaper Penetration

Sacramento Union/Bee	65%
Los Angeles Times/ Herald-Examiner	30%
San Francisco Chronicle/Examiner	27%
Daily Circulation	

Sacramento has the highest newspaper penetration of any major market in the Western States. It takes two newspapers to reach the upscale high-spending Sacramento market.

Sacramento Union readership delivers over 5 billion dollars in spendable income . . . and exceeds market averages in virtually every demographic target. The Union provides the extra strength and reach necessary to cover one of America's most profitable markets.

SOURCE: ABC Fas Fax 3/31/85, S&MM Survey of Buying Power

The Sacramento Union

You Can't Cover Sacramento Without It

Represented nationally by Landon Assoc., Inc.

RTZ-ABC: (80) 391,602
County/MSA 80 Cen. 1,861,846; E&P 85 Est. 2,082,422
City & RTZ-ABC: (80) 1,861,846
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 321,039; E&P 85 Est. 368,838
County/MSA 80 Cen. 670,094; E&P 85 Est. 777,314
CZ-ABC: (80) 532,561
RTZ-ABC: (80) 137,533
City & RTZ-ABC: (80) 670,094

5 - BANKS	**NUMBER**	EST. DEP.
Savings & Loan	35	N.A.
Commercial	65	N.A.

6 - PASSENGER AUTOS: County 1,036,836

7 - ELECTRIC METERS: County, Residence 795,955

8 - GAS METERS: County, Residence 547,465

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Govt. 141,600 (N.A.); Service 181,000 (N.A.); Trade 174,000 (N.A.); Mfg. 115,300 ($318).

10 - CLIMATE: Min. & Max. Temp.-Spring 48-75; Summer 85-80; Fall 50-90; Winter 42-81.

11 - TAP WATER: Alkaline, hard; Not fluoridated.

12 - RETAILING: Principal Shopping Area-(Downtown) Number of Stores-76 blocks on Broadway and A, B, C, E, Sts. 900 stores.
Community Shopping Centers (No. of Stores)-El Cajon Shopping 19; Clairemont Quad 40; Loma Square 19; Mission Square 23; Pacific Plaza 42; Spring Valley 27; Midtown Plaza 16; Plaza of The Four Flags 20; Balboa Mesa 28; Boulevard Mart 16; Broadway Vista Ctr. 16; Camino Town & Country 46; Flower Hill 52; Genesee Plz. 50; Glasshouse Sq. 16; La Costa Plz. 18; La Mesa Springs 26; Mission Ctr. 53; Old Poway Vlg. 34; Rancho Bernardo Town Ctr. 23; Rancho San Diego 25; San Carlos 20; Seaport Vlg. 79; Sweetwater Town & Country 40; Target Stores Plz. 6; The Vineyard 65.
Neighborhood Shopping Areas-Along length of El Cajon Blvd.; Hillcrest; North Park; Pacific Beach; La Jolla; Ocean Beach; National City; Chula Vista; La Mesa; El Cajon; Del Mar; Cardiff; Encinitas; Coronado.

Regional Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Horton Plz.(200)	NA	Robinson, Nordstrom, Broadway, Mervyn's
Mission Valley(122)	4	Mont. Ward, May Co., Bullock's, Saks Fifth Ave.
College Grove Center(85)	6	Walker Scott, JCPenney, Mervyn's, J.J. Newberry
Clairmont Sq.(86)	7	Walker Scott
Grossmont Ctr.(134)	12	Broadway, Buffum's, Bullock's, Mont. Ward
Chula Vista(38)	10	Broadway, JCPenney, Sears
Parkway Plaza(114)	15	Sears, May Co.
Mira Mesa Mall(75)	15	Walker Scott, J.J. Newberry
Fashion Valley(140)	4	Robinson's, JCPenney, Buffum's, Nordstrom, Broadway, Neiman Marcus
South Bay Plaza(50)	5	Fedco, Walker Scott
Escondido Vil.(51)	30	Walker Scott, Sears
Plaza Camino Real(140)	30	May Co., JCPenney, Broadway, Sears
University Towne Center(177)	12	Broadway, Sears, Robinson's
La Jolla Village Square(79)	11	Bullock's Wilshire, May Co.
Plaza Bonita(117)	10	Mont. Ward, JCPenney, May Co., Mervyn's

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Nightly & Sun. afternoon.

13 - RETAIL OUTLETS: Department Stores-Broadway 5; Walker Scott 14; Sears 6; Montgomery Ward 4; JCPenney 9; May Co. 5; Robinson's 2; Buffum's 2; Bullock's; Bullocks Wilshire; Mervyn's 6.
Discount Stores-Fedco; Gemco 8; Jetco; K mart 11; Price Club 4; Target 7.
Variety Stores-Woolworth 6; Comet 10; Rasco 8; Newberry 4; TG&Y 14.
Chain Drug Stores-Drug King 2; Thrifty 34; Long's 16; Sav-On 25.
Chain Supermarkets-Safeway 45; Mayfair 3; Lucky (Food Basket & Gemco) 33; Alpha Beta 23; Big Bear 22; Von's 28; Jurgensen's 2; 7-Eleven Stores 170; Corner Foods 3; Circle K 2; U-Tot-Em 38; Laviclo's Deli-Mkt. 15; Ralph's 13; Albertson's 2.
Other Chain Stores-Harris & Frank; Mode O'Day; Anita Shops 2; National Dollar; Eastman Kodak; Standard Brand Paints 7; Lerner's 4; Thom McAn 6; Firestone 5; Goodrich Pep Boys 8; Singer Co. 6; Glidden; Kinney's Shoes 15; Goodyear 14; Zale Jewelers 8; C. H. Baker (shoes) 2; Dorman's (auto supplies) 18; Flagg Bros.; Frazee's Paints 14; Gallenkamp 4; Golden State Fabrics 6; Handyman (lawn & garden) 9; Highlander (men's) 5; J. Jessop Jewelers 8; Lane Bryant 2; Lawson Jewelers 5; Leeds (shoes) 9; Marsis (women's) 6; McMahan's Furn. 5; Saks Fifth Ave. 2; San Diego Glass & Paint 17; Schiller Jewelers 3; Streicher's Shoes 11; Universal Boot 11; Western Auto 2; Boise Cascade (lumber & supplies) 8; Radio Shack 35; Ortho Mattress 7; Checker Auto 11; Builder's Emporium 5; Oshman's 6.

14 - NEWSPAPERS: TRIBUNE (e) 122,590; UNION (m) 231,306; (S) 368,285; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Walter Moore, Display Mgr., UNION and TRIBUNE, 350 Camino de la Reina, San Diego, CA 92108; Tel. (619) 299-3131.
National Representative: Sawyer-Ferguson-Walker.
TRANSCRIPT (m-mon to fri) 7,989; Dec. 31, 1984 ABC (Initial Audit).
Local Contact for Advertising and Merchandising Data: Ted Diekman, Dir. Nat'l. Adv., TRANSCRIPT, 2131 Third Ave., San Diego, CA 92101; Tel. (619) 232-4381.
National Representative: None.

SAN DIEGO COUNTY
See EL CAJON
See ESCONDIDO
See OCEANSIDE

SAN FRANCISCO

1 - LOCATION: San Francisco County and the City of San Francisco are co-extensive (In San Francisco PMSA). On the Pacific Coast E&P Map B-5, 340 mi. N of Los Angeles; 687 air mi. S of Seattle. West Coast Pacific port. Fin. and insur., mining, agric., electronics and wholesale ctr.

2 - TRANSPORTATION: Railroads-Amtrak; Bay Area Rapid Transit (Subway); Southern Pacific; Santa Fe; Western Pacific; Muni Metro (light rail); Northwestern Pacific.
Motor Freight Carriers-100.
Steamship Lines-53.
Intercity Bus Lines-AC Transit; Calif-Nevada Golden Tours; Trailways; Eastshore; Falcon; Franciscal; Gateway; Golden Gate Transit; Greyhound; Northgate Transit; Suntrans; Samtrans; Muni.
Airlines-Air California; Air Canada; Alaska; American; Braniff; British Airways; CAAC; CP Air; China; Condor; Continental; Delta; Eastern; Frontier Horizon; Hawaiian; Japan; LTU Intl.; Lufthansa; Mexicana; Northwest; PSA; Pacific Coast; Pan Am; Philippine; Qantas Republic; Singapore; Southwest; Sun Country; Sunworld; Trans America; TWA; United USAir; Western; Wien; World; Air National; Airborne; Cargolux; DHL; Dynamic Air; Evergreen; Federal; Flying Tiger; IASCO; Interstate; Gold Coast; Deverian; Peninsula Air; Purolator; Orion Air; OPS; Pacific Coast; SFO Helicopter; Westair Commuter; Wings West; Rosenbalm Aviation; Salair Air; Sierra F[illegible]ess.

3 - POPULATION:
City/County 80 Cen. 678,974; E&P 85 Est. 747,330
CZ-ABC: (80) 757,493
Bal. in NDM-ABC: (80) 3,352,048
Total NDM-ABC: (80) 4,109,541
PMSA 80 Cen. 4,109,541; E&P 85 Est. 1,592,263
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City/County 80 Cen. 298,957; E&P 85 Est. 340,849
CZ-ABC: (80) 326,028
Bal. in NDM-ABC: (80) 1,274,903
Total NDM-ABC: (80) 1,600,931
PMSA 80 Cen. 612,880; E&P 85 Est. 678,921

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	85	$32,855,558,000
Savings & Loan	32	$6,714,057,000

6 - PASSENGER AUTOS: County 304,084

7 - ELECTRIC METERS: Residence PMSA 1,145,617

8 - GAS METERS: Residence PMSA 1,250,698

9 - PRINCIPAL INDUSTRIES: (San Francisco/Oakland PMSA) Industry, No. Wage Earners-Const. 104,700; Mfg. 86,800; Food Prod. 22,540; Textile Prod. & Apparel 17,300; Paper 2,100; Printing & Pub. 13,900; Chem. Prod. 9,000; Petroleum 13,200; Rubber & Plastics 4,200; Leather 620; Lumber 1,100; Furn. 4,525; Stone 7,100; Metal, inc. Fab. 30,000; Mach. 14,200; Elect. 18,400; Trans. Equip. 8,700; Instruments 5,400; Util. & Trans. 82,700; Wholesale & Retail Trade 317,300; Fin., Insur. & Real Estate 116,200; Serv. 425,900; Govt.-Federal 69,100; State & Local 195,900.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-62; Summer 52-65; Fall 53-66; Winter 47-56.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: San Francisco Central Business District boundaries est. 1955; bounded on the N by Van Ness Ave., Ellis St., Leavenworth, Bush, Stockton, CA, Kearny & Pacific; on the E by the Embarcadero; on the S by Howard St., and the W by 11th St., Market and Van Ness.
Principal Shopping Center-9 blocks on Market St., 1st to 9th Sts.; and a triangular area composed by Sutter, Market and Mason Streets including 15 blocks of stores and offices.
Stores Open Sundays: All major department stores; Regional shpg. ctrs., most Food stores.

PMSA Regional Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bayfair, San Leandro	NA	Macy's, Mont. Ward
Broadway, Walnut Creek	NA	Emporium-Capwell, JCPenney, Nordtrom, I. Magnin
Contra Costa(17) Pleasant Hill(34)	NA	Mont. Ward
Country E. Mall(55) Antioch(21)	NA	JCPenney, Sears Mervyn's Mont. Ward
Eastmont(82) Oakland	NA	JCPenney, Sears Mervyn's
El Cerrito Plz.(50) El Cerrito(7)	NA	Emporium-Capwell
Fashion Island(70)	NA	Bullock's
San Mateo	NA	JCPenney, Mont. Ward
Fremont Fashion(21) Ctr., Fremont(30)	NA	Emporium-Capwell
Fremont Hub Fremont(30)	NA	Mont. Ward., Ross Mervyn's
Hillsdale San Mateo	NA	Macy's, Sears, Nordstrom's Emporium-Capwell Mervyn's
Hilltop Richmond	NA	JCPenney, Macy's, Emporium Capwell, Sears
Newpark Mall Newark	NA	Macy's, Sears, Mervyn's
Northgate San Rafael	NA	Emporium-Capwell, Mervyn's Sears
Serramonte(132) Daly City	NA	Macy's, Mervyn's Mont. Ward
South Shore Ctr., Alameda	NA	JCPenney, Mervyn's
Southland(125) Hayward	NA	JCPenney, Sears, Emporium-Capwell
Stoneridge(185) Pleasanton		Emporium-Capwell JCPenney, Macy's
Stonestown(89) San Francisco	NA	Emporium-Capwell,
Sun Valley(140) Concord	NA	Macy's, JCPenney Emporium-Capwell
Tanforan(125) San Bruno	NA	JCPenney, Sears, Emporium-Capwell
West Lake Daly City	NA	JCPenney

13 - RETAIL OUTLETS: Department, Specialty & Discount Stores- PMSA-Bullock's; Emporium-Capwell 13; Gemco 7; K mart 11; Macy's 9; Mervyn's 11; Montgomery Ward 8; JCPenney 12; Sears 8; Livington's 10; saks Fifth Avenue 2; I. Magnin 3; Neiman Marcus; Nordstrom's 3.
Chain Drug Stores-PMSA-Long's 34; Merrill's 9; Payless 20; Pay 'n Save 5; Thrifty 28; Walgreens 39.
Chain Supermarkets-PMSA-Safeway 9; Lucky 75; Alpha Beta 20; Cala-QFI 21; Albertson's 3; Consumer's Co-op 6; Petrini's 9; Fry's 10; Brentwood 7.
Other Retail Outlets-PMSA-Women's Clothing: Maison Mendesolle, Barra of Italy, Casual Corner, Gucci, Lane Bryant, Lanz, Lerner Shops, The Limited; Men's Clothing: Alfred Dunhill, Brooks Bros., Bullock & Jones, Cable Car Clothiers-Robert Kirk, Grodin's, Custom Shop, J. Press; Men's & Women's Clothing: Hastings', The Peddler, The Gap; Shoes: Bally, Chandler, Burt's, Florsheim, Thayer McNeill, Frank More, Gallenkamp, Kinney, Kushin, Thom McAn, Nunn-Bush, Pappagallo, Regal; Misc.: Pacific Stereo, Good Guys, Computerland, B. Dalton, Crown Books, Waldenbooks, Wing's Jewelry, Shreve's, Granat Bros., Tiffany & Co.

14 - NEWSPAPERS: CHRONICLE (m-mon to fri) 554,979; EXAMINER (e-mon to fri) 151,758; EXAMINER & CHRONICLE (S) 717,426; (m-sat) 501,955; (e-sat) 118,508; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Ralph Hanes, Adv. Dir., San Francisco Newspaper Agency, 925 Mission St., San Francisco, CA 94103; Tel. (415) 777-5700.
National Representative: Sawyer-Ferguson-Walker.

SAN GABRIEL VALLEY

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA). E&P Map D-7. The heart (City Zone) of San Gabriel Valley consists of 10 cities (Azusa, Irwindale, San Dimas, Baldwin Park, Covina, Glendora, Industry, La Puente, Walnut and West Covina); 20 mi. E of Los Angeles.

2 - TRANSPORTATION: Railroads-Southern Pacific; Santa Fe; Union Pacific.
Intercity Bus Lines-Southern Calif. Rapid Transit.
Airlines-Ontario Int'l Airport, 20 mi. E of San Gabriel Valley, has 13 major Carriers: American, Air Calif., Continental, PSA, TWA, United, Western, Alaska, Eastern, America West, Delta, Sunworld, Southwest.

3 - POPULATION:
Cities 80 Cen. 263,315; E&P 85 Est. 294,812
CZ-ABC: (80) 422,855
RTZ-ABC: (80) 249,657
County/PMSA: 80 Cen. 7,477,657; E&P 85 Est. 8,014,655
City & RTZ-ABC: (80) 672,512
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 94,805; E&P 85 Est. 95,860
County/PMSA 80 Cen. 2,730,674; E&P 85 Est. 3,023,071
CZ-ABC: (80) 126,963
RTZ-ABC: (80) 79,277
City RTZ-ABC: (80) 206,240

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Comm.	72	N.A.
Savings & Loan	39	N.A.

6 - PASSENGER AUTOS: County 4,181,647

7 - ELECTRIC METERS: Residence 233,000

8 - GAS METERS: Residence 232,200

9 - PRINCIPAL INDUSTRIES: Brewing; Dairy Processing; Rock and Sand; Electronics; Plastics Mfg.; Boat Building; Fab. Metal Prod.; Airplane Parts; Air & Space Electronics; Heating & Air Cond.; Food Processors; Ladies Apparel & Lingerie; Mobile Home Builders.
Principal Industrial Pay Days-Thur. and Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-74; Summer 54-89; Fall 50-79; Winter 37-66.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING: Downtown Shopping Areas-Azuza; Baldwin Park; Covina; Glendora; La Puente.
Major Shopping Centers-Eastland; Fashion Plaza; West Covina; Foothill Center; Azusa; South Hills; LaPuente; Sunkist; Gale Square; Edgewood Center; Sun Fran; El Monte; Mayflower; Puente Hills Mall; Five Points; Ross Plaza; Puente Hill East.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Most Shopping Ctr. stores Mon.-Fri., 9:00 p.m.; Sat. & Sun., 7:00 p.m.

13 - RETAIL OUTLETS: Department Stores-May Co.; Broadway 2; Sears 2; JCPenney 6; Montgomery Ward 2; J.W. Robinson; Bullock's; Mervyn's 3.
Discount Stores-Oles; Gemco; Zody's 3; K mart 3; Roberts; Ross 2; Target 2; Marshalls.
Variety Stores-Newberry; TG&Y 6.
Chain Drug Stores-Thrifty 10; Sav-On 11; Long's 4; Clarks 5; Rose 2; San Gabriel Phcy.; SupeRx.
Chain Supermarkets-Alpha Beta 20; Lucky 10; Gemco 3; Ralph's 5; Safeway 2; Albertson's 3; Hughs; Boys Mkt.; Vons 12; Stater Bros. 6.
Other Chain Stores-Auto: Firestone, General Tire, Goodyear, Pep Boys, U.S. Royal, Western Auto, Mark C. Bloom, Kragan Auto 4, Grand Auto; Furni-

ture: Barker Bros., Wickes, Carpet Town, Levitz McMahan, R.B. Furniture, Plummers; **Jewelry** Gaylord, Kay's, Lawson's, Le Roys; **Lbr. Hdw.:** Angels, Bielecs, Builder's Emporium, National Lumber 2, Ole's Home Center, Pick's, Standard Brand Paints, **Mens & Women's Apparel**: Anders, Desmond's, Harris & Frank, Hartfield's, Richmond Bros.; **Shoes**: C.H. Baker, Innes Shoes, Gallenkamps, Karl's, Leed's, Thom McAn, Weatherby Kayser Lees, Golds.

14 - NEWSPAPERS: TRIBUNE (m) 61,493; (S) 80,704; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Wm. Parker, Ret. Adv. Mgr., TRIBUNE, PO Box 1259, Covina, CA 91722; Tel. (818) 962-8811.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee.

SAN JOSE

1 - LOCATION: Santa Clara County (PMSA), E&P Map B-5, County Seat. Manufacturing, research and development, and agricultural center. SE of San Francisco Bay, 45 mi. from San Francisco and 39 mi. from Oakland.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Western Pacific (freight only).
Motor Freight Carriers-1,008.
Intercity Bus Lines-Greyhound; Peerless.
Airlines Air California; Alaska; Airborne Express; Continental; PSA; United; Western; American; TWA; Pacific Coast; West Air; Wings West; Muse Air; Sun World; Eastern; America West.

3 - POPULATION:
Corp. City 80 Cen. 629,546; E&P 85 Est. 673,182
CZ-ABC: (80) 1,078,709
Bal. in NDM-ABC: (80) 216,362
County/PMSA 80 Cen. 1,295,071; E&P 85 Est. 1,387,880
Total NDM-ABC: (80) 1,295,071
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 211,935; E&P 85 Est. 233,888
County/PMSA 80 Cen. 458,519; E&P 85 Est. 507,495
CZ-ABC: (80) 378,770
Bal.in NDM-ABC: (80) 79,749
Total NDM-ABC: (80) 458,519

5 - BANKS	NUMBER	DEPOSITS
Commercial	281	N.A.
Savings & Loan	176	$5,370,039,000

6 - PASSENGER AUTOS: County 847,725

7 - ELECTRIC METERS: County 456,156

8 - GAS METERS: County 411,848

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Manufacturing 290,900 (Durable 264,200; Non-durable 26,700); Trade 148,000; Services 194,400; Government 79,700; Construction 31,500.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-87; Summer 49-93; Fall 34-81; Winter 31-70.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:

Principal Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Almaden Plaza(49)	5	Service Merchandise, Emporium-Capwell
Capitol Sq.(34)	4	Walgreens, Mont. Ward
Eastridge(145)	5	Emporium-Capwell, Macy's, JCPenney, Sears
Oakridge Mall(115)	6	Macy's, Mont. Ward
Princeton Plz.(50)	6	Mervyn's
Prune Yard(75)	5	all specialty
San Antonio(66)	NA	JCPenney, Sears, Mervyn's
Stanford(124)	NA	Emporium-Capwell, Macy's, Sak's Fifth Avenue, Nordstrom
Stevens Creek Plz(13)	4	I. Magnin, Emporium-Capwell
Sunnyvale Town Center(109)	NA	Mont. Ward, Macy's
Town & Country Village(111)	4	all specialty
Valico Fashion Park(132)	24	JCPenney, Sears, Emporium-Capwell
Valley Fair	4	Macy's
Westgate(62)	7	JCPenney, Mont. Ward

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Dept.-Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Montgomery Ward; Macy's; Emporium-Capwell; Nordstrom; Sears; Mervyn's; Catalogue Sales: Best Products; Consumers Dist. Co.; Service Merchandise Co.
Discount Stores-Gemco; K mart.
Variety Stores-Jolly 5-10; TG&Y; Woolworth.
Chain Drug Stores-Payless 7; Thrifty 15; Drug King 2; Walgreens 10; Sav-On 7; Bill's 2; Longs 15.
Chain Supermarkets-Safeway 28; Lucky 25; Fry's 10; Dick's 3; PW Supermarkets 9; 7-Eleven 105; Food Fair 4; Albertson's 4; Food Villa 7; Brentway 9; Nob Hill 9; Alpha Beta 25; Lincoln Lane 2; Manor Market 2.
Other Chain Stores-Auto: Firestone, Grand Auto, Kragen Auto; Ice Cream: Breslers 33 Flavors, Farrells, See's, Baskin-Robbins, Swenson's, Dairy Belle, Foster Freeze, Shaw's; **Jewelers**: Gensler-Lee, Zale's, Shreve & Co., Proctor's, Crescent Jewelers; Paints: Fuller, Pittsburgh, Sherwin-Williams, Morwear, Kelly-Moore, Glidden, Standard Brands; Shoes: Thom McAn, Thayer McNeil, Gallenkamps, Kinney's, Leed's, C.H. Baker, Becks Red Wing, Stride Rite, Buster Brown, Florsheim; **Mens Wear**: Grodin's, Smith's, Shirt Works, Richman's; Clothing: **Marshall's**, Ross Stores, Hastings, Lerner Shops, House of Nine, Saks Fifth Avenue, I. Magnin, Livingston's, Frederick's of Hollywood, Lane Bryant, Foxmoor Casuals; Misc. Sherman Clay (music), Breuner's, Levitz, Ortho Mattress, S. Christian of Copenhagen, RB Furniture, House of Fabrics, Singer Co.

14 - NEWSPAPERS: MERCURY-NEWS (all day-mon to fri) 259,059; (m-sat) 245,590; (S) 309,527 Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Robert C. Williamson, Display Adv. Dir.; Tom Hausler, Nat'l Adv. Sales Mgr., MERCURY-NEWS, 750 Ridder Park Dr., San Jose, CA 95190; Tel. (408) 920-5000.
National Representative: Knight-Ridder Newspaper Sales.

SAN LUIS OBISPO

1 - LOCATION: San Luis Obispo County, E&P Map C-6, County Seat. Located halfway between Los Angeles & San Francisco, 8 mi. from Pacific Ocean. R. R. division point. On U.S. Hwy. 101 & State Hwy. 1. Trading ctr. for agric. area.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-2.
Airlines-Swift-Aire.

3 - POPULATION:
Corp. City 80 Cen. 34,252; E&P 85 Est. 44,219
CZ-ABC: (80) 34,252
RTZ-ABC: (80) 121,183
County 80 Cen. 155,345; E&P 85 Est. 182,138
City & RTZ-ABC: (80) 155,435

4 - HOUSEHOLDS:
City 80 Cen. 13,670; E&P 85 Est. 16,976
County 80 Cen. 58,171; E&P 85 Est. 70,955
CZ-ABC: (80) 13,670
RTZ-ABC: (80) 44,534
City & RTZ-ABC: (80) 58,204

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	9	$265,000,000
Savings & Loan	10	$245,000,000

6 - PASSENGER AUTOS: County 95,926

7 - ELECTRIC METERS: Residence 52,400

8 - GAS METERS: Residence, Active 39,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric., Forestry, Fishing 2,800; Constr. 3,000; Mfg. 2,500; Govt. 13,450; Colleges 2,100; Trans., Commun., Util. 3,000; Trade 12,550; Serv. 9,800; Fin., R. E., Insur. 1,750.
Principal Industrial Pay Days-R.R., 10th, 25th; Hwy. Dept & Oil, 1st.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-93; Summer 47-93; Fall 34-95; Winter 27-81. First killing frost, Jan. 3; last killing frost, Feb. 18.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Retail trade area San Luis Obispo County & environs.**

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
University Sq.(11)	NA	Williams Bros. Mkt., Rileys, McMahan Furn.
Foothill Plz.(15)	1	Thrifty Drug, Lucky
Madonna Plz.(35)	1	Beno's, Sears, Lucky, Thrifty Drug, Radio Shack
Santa Maria Town Ctr.(87)	NA	Sears, Thom McAn, Radio Shack, Gottschalks
Santa Maria Shpg. Ctr.(27)	NA	JCPenney, Pic'N Save Cornet
Broadway Plz.([illegible]	NA	Mont. Ward, Safeway
Pepper Tree Plz	[illegible]	Thrifty, Grand Auto
Stowell Ctr.(50;	[illegible]	McMahan's Furn.
Atascadero	[illegible]	Sprouse-Reitz, Rasco's
Paso Robles	[illegible]	Sears (catalog), Coast-to-Coast
Morro Plz.(14)	NA	Williams Bros., Western Auto, Mont. Ward
Arroyo Grande	NA	Rasco, Lucky Mkt., Thrifty Drug, Payless Drug
Five Cities(19)	NA	Sears, Safeway
Los Osos	NA	Williams Bros., Thrifty Drug

Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Thur., Food-every night.

13 - RETAIL OUTLETS: **Department Stores**-Rileys; JCPenney; Beno's; Montgomery Ward; Gottschalks.
Variety Stores-Coast-to-Coast; Cook's; F.S. Rasco; TG&Y; Sprouse-Reitz; Cornet.
Discount Stores-Beno's; Pic 'N Save; Carpeteria.
Chain Drug Stores-Rexall; Thrifty Drug 2; ADX; Payless.
Chain Supermarkets-Safeway 5; Williams Bros. 7; Lucky Mkts. 4; Jiff 10.
Other Chain Stores-Firestone; Frazee Paints; Singer Co.; McMahan; Fuller Paint & Glass; Mode O'Day; Sherwin-Williams; Kinney Shoes; Ardan; Pacific Stereo; Radio Shack.

14 - NEWSPAPERS: TELEGRAM-TRIBUNE (e-mon to fri; m-sat) 27,820; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Steven R. Owens, Adv. Dir., TELEGRAM-TRIBUNE, 1321 Johnson Ave.;PO Box 112, San Luis Obispo, CA 93406; Tel. (805) 543-1901.
National Representative: Papert Companies.

SAN MATEO

1 - LOCATION: San Mateo County, (In San Francisco PMSA), E&P Map B-5, 18 mi. S of San Francisco at ctr. of San Francisco Peninsula.

2 - TRANSPORTATION: **Railroads**-So. Pacific.
Motor Freight Carriers-60.
Intercity Bus Lines-Pacific Greyhound, Sam Trans.
Airlines-Served by San Francisco Airport (7 mi. N).

3 - POPULATION:
Corp. City 80 Cen. 77,640; E&P 85 Est. 80,088
CZ-ABC: (80) 182,035
RTZ-ABC: (80) 358,839
County 80 Cen. 588,164; E&P 85 Est. 613,183
PMSA 80 Cen. 1,490,090; E&P 85 Est. 1,592,263
City & RTZ-ABC: (80) 540,874
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 32,855; E&P 85 Est. 35,333
County 80 Cen. 225,479; E&P 85 Est. 242,620
PMSA 80 Cen. 659,477; E&P 85 Est. 678,921
CZ-ABC: (80) 74,726
RTZ-ABC: (80) 135,280
City & RTZ-ABC: (80) 210,006

5 - BANKS	NUMBER	DEPOSITS
Commercial	22	$3,201,763,000
Savings & Loan	27	$3,187,184,000

6 - PASSENGER AUTOS: County 427,191

7 - ELECTRIC METERS: Residence 33,597

8 - GAS METERS: Residence 28,707

9 - PRINCIPAL INDUSTRIES: Industry-Flower Growing & Shipping; Printing; Feed; Precision Instruments; Trans. - Airlines; Tourism; Lumber & Lumber Prod.; Mfg. Plants; Producing Furn.; Chemicals & Maintenance Supplies; Bldg. & Constr.; Research Ctrs.; Corporate Offices; Hotels-Motels; Sales offices & warehousing (distr. ctrs.); Light Ind.; Racing; Retailing; Components; Marine Prods.; Glue & By-Prods.; Rubber Prods.; Steel Prod.; Drugs; Paint; Wine; Clothing; Food; Util. & Sanitary Servs.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-93; Summer 43-103; Fall 34-95; Winter 30-75. First killing frost, Dec. 28.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-16 blocks on 1st Ave. to 5th Ave.; B St. to El Camino Real; Hillsdale Shpg. Ctr., El Camino to Edison St.; 33rd to 36th Ave.; Concar Ctr., 19th & Delaware; Borel Sq., 19th & El Camino; Fashion Island Ctr., Mariners Island Blvd. & Hwy. 92.
Neighborhood Shopping Centers-25th Ave. & El Camino Real; Hillsdale & El Camino; Norfolk & 19th Ave.; Monterey Blvd. & Polhemus; Laurelwood Center, Hillsdale Bld. & Highway 92.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Thur., Fri., Some open 6 nights & Sundays.

13 - RETAIL OUTLETS: **Department Stores**-Levy Bros., Sears; JCPenney; Macy's; Emporium; Montgomery Ward; Consumers Dist.; Bullocks; Liberty House; Mervyn's; Nordstrum's.
Discount Stores-Cost Plus, PayLess, K mart.
Variety Stores-Newberry; Woolworth; Sprouse Reitz, Ben Franklin.
Chain Drug Stores-Walgreens, Thrifty, Drug King, Long's, PayLess, Bill's.
Chain Supermarkets: Safeway 15, Lucky 6, Alpha Beta 2, QFI 5, Petrinis 4, Albertson's.
Other Chain Stores-Clothing: Roos-Atkins, Hastings, Schneider's, Women's Apparel: Joseph Magnin, Stuart's, Dixon's, Ann Lee, House of 9, Reed's Millinery, I. Magnin, Livingston's, Casual Corner, Auto Supplies: Macy's, Firestone, Goodrich, Goodyear, General Tire, Sears Auto Stores, Grand Auto Stores, Montgomery Ward Auto Store, Scherba Auto, JCPenney, U.S. Royal; Shoes: Gallenkamp, Thom McAn, Leeds, Thayer McNeil, C.H. Baker, Sommer & Kaufmann, Florsheim, Chandler's, Taylor's Red Cross; Others: Frank Newman, Pic-A-Dilly, Sherman-Clay, Baldwin Piano, Zale, Kay Jewelers, Ellingson's, Darcy's, House of Fabrics, Granat Bros., Breuner's Furn., Sloan's, Handyman, R & B Furn., Brooks Cameras, Grodins, Rochester Big & Tall.

14 - NEWSPAPERS: TIMES & NEWS LEADER (e) 45,854; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Harold Badgett, Gen. Adv. Mgr., TIMES & NEWS LEADER, 1080 S. Amphlett Blvd., San Mateo, CA 94402; Tel. (415) 348-4437.
National Representatives: Gannett Media Sales; Long & Associates.

SAN PEDRO

1 - LOCATION: Los Angeles County (In Los AngelesLong Beach PMSA), E&P Map D-8, 25 mi. S of Los Angeles, on Pacific Ocean. San Pedro Harbor is one of the world's largest man-made harbors; also known as Los Angeles Harbor.

2 - TRANSPORTATION: **Railroads**-Santa Fe; Southern Pacific Ry.; U.P. Ry.; Harbor Beltline.
Motor Freight-176 (cargos for ships).
Steamship Lines-53 Passenger; 121 Freight. (All Major Lines).
Intercity Bus Lines-Rapid Transit.
Airlines-Served by Los Angeles International, Long Beach and Torrance Municipal Airports.

3 - POPULATION:
Corp. City 80 Cen. 62,108; E&P 85 Est. 72,189
CZ-ABC: (80) 64,311
RTZ-ABC: (80) 30,806
County/PMSA 80 Cen. 7,477,657; E&P 85 Est. 8,014,655
City & RTZ-ABC: (80) 95,117
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 25,785; E&P 85 Est. 26,081
County/PMSA 80 Cen. 2,730,674; E&P 85 Est. 3,023,071
CZ-ABC: (80) 24,425
RTZ-ABC: (80) 9,613
City & RTZ-ABC: (80) 34,038

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	12	$294,894,000
Savings & Loan	10	$580,195,000

6 - PASSENGER AUTOS: County 4,181,647

7 - ELECTRIC METERS: Residence 35,690

8 - GAS METERS: Residence 29,490

9 - PRINCIPAL INDUSTRIES: Shipping & Allied Businesses; Wholesale Bakeries; Petroleum; Fishing & Fish Canning; Fresh Fish Markets; Shipbuilding; Lumber; Manufactured Kelp Prod.; Rock Prod.; Can Factories.
Principal Pay Days-Fri. and 1st of the month.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-59; Summer 62-74; Fall 58-71; Winter 48-62; Smog free.

11 - TAP WATER: Hard.

12 - RETAILING: **Principal Shopping Centers**-2 blocks on 6th St.; 23 on Pacific Ave.; 17 on Gaffey St.; 18 blocks on Western Ave.; 6 blocks at South Shores.

Neighborhood Shopping Centers-8th & Weymouth; Southshores; Western Plaza; Harbor Heights; Park Plaza; Western Ave. & Westmont Plaza; Tarragona Plaza Garden Shopping Center; Pacific View Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Weymouth Corner	2	Pirozzi's
1st & Bandini	2	McCowans
South Shores	3	Lucky Market
Harbor Hts.	3	Sears Surplus, Ole's
Park Plaza	3	Newberry, Von's, Sav-On
Harbor Village(32)	NA	
Ports 'O Call Village(75)	NA	
Whaler's Wharf	NA	
Western Plaza	NA	
Westmont Plaza	NA	Lucky Market
Garden Ctr.	NA	Thrifty Drugs
Tarragona Plaza	NA	Ralph's
Pacific View	NA	Von's

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat. Food-Thur., Fri., Sat.
Stores Open Evenings-Dept. Fri.; Food nightly.

13 - RETAIL OUTLETS: Department Stores-Sears.
Variety Stores-Newberry 2.
Chain Supermarkets-Safeway; Pacific Central; McCowan's 3; Pirozzi's Market; Von's 2; Lucky 2; Ralph's; 7-Eleven 3.
Other Chain Stores-Western Auto; Goodyear; Firestone; Singer Co.; Supreme Paints; Chief Auto; Trak Auto.

14 - NEWSPAPERS: NEWS-PILOT (e) 15,272; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Milton Bess, Adv. Mgr., NEWS-PILOT, 362 Seventh St.; PO Box 191, San Pedro, CA 90733; Tel. (213) 832-0221.
National Representative: Sawyer-Ferguson-Walker Co.

SAN RAFAEL
See MARIN COUNTY

SANTA ANA
See ORANGE COUNTY

SANTA BARBARA

1 - LOCATION: Santa Barbara County (In Santa Barbara-Santa Maria-Lompoc MSA). E&P Map C-7, County Seat. Residential; educational; design & research; medical center; resort. NW Southern California; 98 hwy. mi. N of Los Angeles; 345 hwy. mi. S of San Fransisco. Univ. of California (Santa Barbara campus-16,879 students).

2 - TRANSPORTATION: Railroads-So. Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound.
Airlines-United; American; Imperial; Sunaire; Pacific Coast; Wings West.

3 - POPULATION:
Corp. City 80 Cen. 74,452; E&P 85 Est. 84,923
CZ-ABC: (80) 166,909
RTZ-ABC: (80) 131,785
County/MSA 80 Cen. 298,660; E&P 85 Est. 329,787
City & RTZ-ABC: (80) 298,694
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 32,578; E&P 85 Est. 37,797
County/MSA 80 Cen. 109,343; E&P 85 Est. 124,206
CZ-ABC: (80) 65,097
RTZ-ABC: (80) 44,218
City & RTZ-ABC: (80) 109,315

5 - BANKS	NUMBER	DEPOSITS
Commercial (MSA)	77	$1,760,000,000
(Corp. City)	35	$741,000,000
Sav. & Loan (MSA)	55	$2,110,000,000
(Corp. City)	27	$850,000,000

6 - PASSENGER AUTOS: County 189,547

7 - ELECTRIC METERS: 39,850

8 - GAS METERS: 28,600

9 - PRINCIPAL INDUSTRIES: (Metro-County) Industry, No. of Wage Earners-Agriculture 7,900; Mining 1,400; Construction 4,500; Manufacturing 19,800; Transp., Comm. and Util. 5,400; Whole and Ret. Trade 31,000; Fin. Ins. and Real Est. 2,950 ; Services 35,800; Government 21,500.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-76; Summer 54-74; Fall 49-75; Winter 40-63.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on State St. and LaCumbre Plaza.
Neighborhood Shopping Centers-6 blocks on Milpas between De la Guerra and Yanonali Sts.; 5 blocks on No. State, San Roque Area; Mesa Area, 5 Points, north edge of city.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alpha Beta Ctr.	NA	Alpha Beta
Calle Real(58)	NA	Lucky's Food King, Long's Drugs
Cliff Drive(19)	NA	Lucky's Food King
Fairview	NA	Safeway, Thrifty
Five Pts.(27)	NA	Thrifty Drug, Kinney's, Big 5 Sporting Goods, Lucky's Food King
Coast Village	NA	Von's
La Cumbre Pl.(64)	NA	Von's, Sears, Robinson's
Loreta Plaza(25)	NA	Albertson's
Magnolia(30)	NA	Lucky's Food King
Milpas(7)	NA	Lucky's Food King
Mission-Creek(23)	NA	Alpha Beta
Montecito Vlg.(50)	NA	Montecito Grocery
Montecito Vlg. South(14)	NA	Tweeds & Weeds
Plaza del Sol	NA	Pierre La Fond
Turnpike(13)	NA	Von's, Sav-On Drugs
University Vlg.	NA	Thrifty, Lucky's Food King

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Akron; JCPenney; Robinson's; Sears; I. Magnin; K mart.
Variety Stores-Cornet; Newberry; TG&Y 4; Woolworth.
Chain Drug Stores-Rexall 8; Sav-On; Thrifty 5; Long's 2.
Chain Supermarkets-Alpha Beta; Lucky's 7; Safeway 3; Santa Cruz 2; Albertson's; Von's 3.
Other Chain Stores-Clothing: Miller's Outpost, Korb's, Harris & Frank, Lerners, I. Magnin, Silverwood's; Jewelry: Gensler-Lee, Zale's, B.D. Howes, Slavicks; Shoes: Florsheim, Thayer McNeil, Jarman, Kinney, Leeds, Mandel's, Thom McAn; Auto and Tires: Firestone, Goodrich, Goodyear, Pep Boys, Western Auto.

14 - NEWSPAPERS: NEWS-PRESS (e) 48,665; (S) 55,522; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Peter G. Kezios, Sales Mkt. Dir., NEWS-PRESS, De La Guerra Plaza; Drawer NN, Santa Barbara, CA 93102; Tel. (805) 966-3911.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

SANTA CRUZ

1 - LOCATION: Santa Cruz County (PMSA). E&P Map B-5, County Seat. Hi-tech, electronics, residential, educational center, light industry, truck farming, vacation resort. 73 mi. S of San Francisco, 361 mi. N of Los Angeles. On State Hwys. 1, 9, 17.

2 - TRANSPORTATION: Railroads-Southern Pacific (freight).
Motor Freight Carriers-6.
Intercity Bus Lines-Peerless; Pacific Greyhound; California Tours; Santa Cruz Metro.

3 - POPULATION:
Corp. City 80 Cen. 41,483; E&P 85 Est. 44,650
CZ-ABC: (80) 77,815
RTZ-ABC: (80) 62,229
County/PSMA 80 Cen. 188,141; E&P 85 Est. 209,132
City & RTZ-ABC: (80) 140,444
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,617; E&P 85 Est. 18,553
County/PSMA 80 Cen. 71,793; E&P 85 Est. 82,603
CZ-ABC: (80) 32,401
RTZ-ABC: (80) 23,422
City & RTZ-ABC: (80) 55,823

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	$1,138,924,000
Savings & Loan	14	$875,392,000

6 - PASSENGER AUTOS: County 117,289

7 - ELECTRIC METERS: County 85,796

8 - GAS METERS: County 59,508

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Weekly Wage)-Farm, Food 1,500 ($395); Lumber 350 ($450); Mfg. 10,250 ($400); Electronics 4,100 ($475); Construction 1,090 ($450); Mining 100 ($425); Food Processing 1,200 ($325).
Principal Pay Days-Fri.; 15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-78; Summer 40-97; Fall 39-88; Winter 22-80. First killing frost, Nov. 22; last killing frost, Feb. 23.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on Pacific Garden Mall, 1 on Locust, 1 on Cathcart, 1 on Walnut, 6 on Front. Regional Shopping Center: Capitola Mall-Kings Plaza-41st Avenue.
Neighborhood Shopping Centers-Linda Vista Subd.; Mission St.; Almar Shpg. Ctr.; E. Santa Cruz; Seabright Ave. & Soquel Ave.; Seabright; Opal Cliffs; El Rancho, 38th Ave. & Portola; Rancho Del Mar, Aptos; Kings Village; Scotts Village; Scotts Valley; Felton Fair; Deerpark Center, Aptos; Soquel.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pacific Garden Mall	NA	Leask's, Ford's
Opal Cliffs(12)	3	Opal Cliffs, Food Ctr.
Linda Vista(17)	1	Linda Vista Mkt.
East Santa Cruz(30)	1	Eberts
King's Plaza(24)	5	Alpha Beta, Thrifty
Rancho Del Mar(50)	8	Safeway, Leask's
King's Village(48)	6	MacDonald's Foods
East Cliff Village(13)	2	DeLuxe Foods, Crown Drug
San Lorenzo Park Plaza(6)	NA	Albertson's, Long's Drug
Capitola Mall(47)	5	Sears, Mervyn's
Scotts Village(21)	6	Long's, Safeway
Soquel Ave.(5)	NA	Thrifty Drug, Alpha Beta
Felton Fair(11)	6	Safeway, Thrifty
Deer Park Center	8	DeLuxe Foods
Almar(9)	NA	Safeway, TG&Y
Soquel(26)	5	K mart, Safeway

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat.; Food-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Leask's; Sears; Ebert's; Mervyn's; Ford's.
Variety Stores-Woolworth; Ben Franklin; Palm; Sprouse Reitz; TG&Y.
Discount Stores-Super Auto Store; Consumers Distributing; Kragen's; Liquor Barn; K mart.
Chain Drug Stores-Horsnyder Rexall; Palm Rexall; Long's 3; Thrifty 3; Village Rexall; Crown Rexall.
Chain Supermarkets-Safeway 6; Red & White 4; Lucky; Albertson's 2; Alpha Beta 2; Nob Hill.
Other Chain Stores-MacFarlane's (candy); Singer Co.; Karl's Shoes; Gensler-Lee; Montgomery Ward; Sears; Firestone; Goodyear 2; McMahon's Furniture; Coast-to-Coast; B. Dalton, Bookseller; Foxmoor; Hickory Farms; House Fabrics; Kinney's Shoes; Keepsake Diamonds; Radio Shack 3; Thom McAn; Zale's Jewelers; Color Tile; Musicland; Pacific Stereo; Record Factory; JCPenney (catalog); Kragen's 3; Gallenkamp's; Orchard Supply Hardware; Sherwin-Williams.

14 - NEWSPAPERS: SENTINEL (e-mon to fri) 28,239; (S) 31,243; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Norman L. Powell, Dir., Mktg./Sales, SENTINEL, 207 Church St., Santa Cruz, CA 95060; Tel. (408) 423-4242.
National Representative: Branham/Newspaper Sales.

SANTA MARIA

1 - LOCATION: Santa Barbara County (In Santa Barbara-Santa Maria-Lompoc MSA). E&P Map C-7. Mfg., agric. & military NASA Space Ctr.; in NW part of Los Angeles. 271 mi. S. of San Francisco.

2 - TRANSPORTATION: Railroads-Santa Maria Valley connecting with main coast line of SP at Guadalupe, 8 mi. west.
Motor Freight Carriers-7.
Intercity Bus Lines-Pacific Greyhound; Central Coast Bus Lines.
Airlines-Wings West; Sun Airlines; Aire.

3 - POPULATION:
Corp. City 80 Cen. 39,685; E&P 85 Est. 48,137
CZ-ABC: (80) 61,134
RTZ-ABC: (80) 94,998
County/MSA 80 Cen. 298,660; E&P 85 Est. 329,787
City & RTZ-ABC: (80) 156,132
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,040; E&P 85 Est. 17,778
County/MSA 80 Cen. 109,343; E&P 85 Est. 124,206
CZ-ABC: (80) 20,787
RTZ-ABC: (80) 33,346
City & RTZ-ABC: (80) 54,133

5 - BANKS	NUMBER	DEPOSITS
Commercial	12	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 189,547

7 - ELECTRIC METERS: Residence 26,353

8 - GAS METERS: Residence 13,903

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Sugar 330 ($195); Oil 699 ($300); Food Proc. 2,205 (N.A.); Prod. Mfg. 725 ($220); Defense Installation 10,201 ($380); Cable Mfg. 200 ($300); Elect. Sub Station & Components 150 ($300).
Principal Pay Days-Fri., 15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-72; Summer 51-76; Fall 41-85; Winter 36-68. First killing frost, Nov. 26; last killing frost, Jan. 16.

11 - TAP WATER: Neutral, hard, not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Broadway; 8 on Main; 5 on Church; 1 on Cypress; 2 on Chapel; 6 on S. Broadway; 1 on Orcutt Rd.; 4 on E. Main; 3 on Blosser; 3 in Oak Knolls.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Santa Maria(3)	NA	Lucky Mkt., JCPenney, Thrifty
Williams Ctr.(2)	NA	Williams Bros. Mkt., Parson's Drug
Broadway Pl.(2)	NA	Sav-On, Mont. Ward
Oak Knolls(8)	NA	Safeway, Coronet
Blosser Strip(3)	NA	Riviera, London's Furn., Wellenkamp Furn.
Afco Ctr.(2)	NA	Handyman, Williams Bros. Mkt.
K mart(2)	NA	K mart
Santa Maria Town Ctr. Mall(7)	NA	Gottschalk's, Sears
Stowell Ctr.(1)	NA	McMahan's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-JCPenney; Montgomery Ward; K mart; Sears; Sav-On Drugs; Long's Drugs; Handyman (5 nights); Downtown Thur.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Haslams; Bryant & Trott; Fashion Ctr.; Montgomery Ward; K mart; Alpha Beta; Gottschalk's.
Variety Stores-Gemco.
Chain Drug Stores-Rexall 2; Thrifty 2; Parsons; Sav-On; Long's Drug.
Chain Supermarkets-Safeway; Williams Bros. 10; Lucky 3.
Other Chain Stores-Firestone; Goodyear; McMahan Furn.; Mode O'Day; Holser & Bailey; Singer Co.; Goodrich; Thom McAn; Kinney Shoes; Anita Shops; Foxmoor; Kauffman's; Jorgensen Jewelers; International Imports; All American Sports; Motherhood Maternity Shops; Radio Shack; Pacific Stereo; Casual Corner; Hartfield's; Musicland; Korb's; Bobbie West; Village East; Zale's; Tiffin Jewelers; Ringmaker's; B. Dalton; Handyman; Ardan Catalog; Consumers Distributing.

14 - NEWSPAPERS: TIMES (e-mon. to fri.) 20,408; (S) 20,725; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Tom Anthony, Adv. Mgr., TIMES, 3200 Skyline Dr., Santa Maria, CA 93454; Tel. (805) 925-2691.
National Representative: Scripps League Newspapers.

SANTA MONICA

1 - LOCATION: Los Angeles County. E&P Map D-7 (In Los Angeles-Long Beach PMSA). On Santa Monica Bay 17 mi. from Los Angeles. Terminus of Santa Monica Freeway & Pacific Coast Hwy.

2 - TRANSPORTATION: Motor Freight Carriers-300.
Intercity Bus Lines-Santa Monica Municipal; So. Cal. Rapid Transit District; Greyhound.
Airlines-United; American; TWA; Pan Am; Continental; Bonanza; Western.

3 - POPULATION:
Corp. City 80 Cen. 88,314; E&P 85 Est. 94,284
CZ-ABC: (80) 88,314
RTZ-ABC: (80) 205,968
County/PMSA 80 Cen. 7,477,657; E&P 85 Est. 8,014,655
City & RTZ-ABC: (80) 294,282

Demographic information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 43,912; E&P 85 Est. 48,887
County/PMSA 80 Cen. 2,730,674; E&P 85 Est. 3,023,071
CZ-ABC: (80) 43,912
RTZ-ABC: (80) 91,132
City & RTZ-ABC: (80) 135,044

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	55	N.A.
Savings & Loan	61	N.A.

6 - PASSENGER AUTOS: County 4,181,647

7 - ELECTRIC METERS: Residence 38,675

8 - GAS METERS: Residence 34,119

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 30,400; Serv. 34,400; Govt. 29,500; Others 21,000; Trade (whol. & ret.) 26,200.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Summer 60-68; Winter 49-64.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-Santa Monica Place 1 blk, 3 levels.
Neighborhood Shopping Centers-14th & Wilshire; Lincoln & Ocean Park Blvd.; Montana Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
14th & Wilshire	1	Von's
Lincoln & Ocean Pk.	2	Luckys
Rancho Park	4	May Co.
Century Sq.(80)	7	J. Magnin Jr., Gelsons Mkt., Bullock's
Fox Hills(135)	6	Broadway, May Co., JCPenney
Marina(42)	4	Boys, Safeway, Von's
Brentwood(34)	2	Book Nook
Westland(12)	4	May Co., Von's, Drug King
Santa Monica(163)	0	Broadway, Robinson
Culver Ctr.(7)	5	JCPenney

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Department Stores-Every night; Food-Most stores open every night.
Stores Open Sundays-Food, Sears, JCPenney, Broadway, May Co.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Henshey's; Campbells; May Co; Broadway; Bullocks; Robinsons.
Variety Stores-Woolworth; Newberry's 2; Mall Mart.
Chain Drug Stores-Drug King 4; Thrifty 2; Savon Drugs 5; Horton & Converse; Reager's Bay Cities 2; Bi-Rite 3; Medicine Shoppe.
Chain Supermarkets-Alpha Beta 2; Boys Mkt. 3; Albertson's; Food King 2; Hughes 5; Lucky's 4; Market Basket 4; Ralphs 3; Royal; Safeway 10; Thriftimart 3; Von's 3; Westward Ho 3; V&S 2; Grocery Warehouse 1.
Other Chain Stores-Barker Bros.; Leeds; Thom McAn; Karl's; Moss; National Shirt; See's Candies 3; McMahan; Pep Boys; House of Nine; Standard Brands Paint; Kinney Shoes; Hartfield; Lerners; Carlson's 4.

14 - NEWSPAPERS: EVENING OUTLOOK (e) 26,151; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Wayne Marsee, Display Adv. Mgr., EVENING OUTLOOK, 1920 Colorado Ave., Box 590, Santa Monica, CA 90404; Tel. (213) 829-6811.
National Representatives: Sawyer-Ferguson-Walker Co.

SANTA PAULA

1 - LOCATION: Ventura County, (In Oxnard-Ventura PMSA). E&P Map D-7. Residential and agricultural center. 85 mi. N of Los Angeles; 45 mi. S of Santa Barbara; 15 mi. from seashore. On Santa Paula Freeway and Hwy. 150.

2 - TRANSPORTATION: Railroads-Southern Pacific; Pacific Freight Line.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.
Airlines-Santa Paula Airport provides charter service. Scheduled commercial service at Oxnard, 17 miles.

3 - POPULATION:
City 80 Cen. 20,552; E&P 85 Est. 23,914
County/PMSA 80 Cen. 529,899; E&P 85 Est. 584,490
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,849; E&P 85 Est. 8,064
County/PMSA 80 Cen. 173,254; E&P 85 Est. 197,123

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	$68,000,000
Savings & Loan	2	$62,000,000

6 - PASSENGER AUTOS: County 323,651

7 - ELECTRIC METERS: Residence 5,922

8 - GAS METERS: Residence 6,104

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agriculture 6,420 ($168); Oil Drilling, Pumping and Processing 1,120 ($244); Small Mfg. 820 ($175); Food Packing; Citrus Fruit Packing and Processing; Oil Refining; Plastics; Walnut Pkg.; Paper Box Mfg.; Machine Works; Controls; Paper and Plastic Cups; Frozen Foods.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-79; Summer 72-85; Fall 61-74; Winter 58-68.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Alpha Beta No. 204(12)	NA	Alpha Beta, Coronet
Santa Paula	NA	Thrifty Drug, Beno's

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Fri.; Shopping Centers, every evening & Sun.

13 - RETAIL OUTLETS: Department Stores-Santa Paula Store.
Variety Stores-Coronet; Gilbert's; Beno's.
Chain Drug Stores-Thrifty; Cauch's 3.
Chain Supermarkets-Alpha Beta; Safeway; Stop 'N Shop.
Other Chain Stores-Western Auto; Mode O'Day; Chief Auto; Payless Shoes; Radio Shack.

14 - NEWSPAPERS: CHRONICLE (e-mon to fri) 2,160; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Don Johnson, Pub., CHRONICLE, 116 N. 10th St., Santa Paula, CA 93060; Tel. (805) 525-5555.
National Representative: None.

SANTA ROSA

1 - LOCATION: Sonoma County, (In Santa Rosa-Petaluma PMSA). E&P Map B-4. County Seat. Agriculture, poultry, dairy center. Manufacturing, food processing and distributing center. 52 mi. N of San Francisco; 240 mi. S of Eureka. On U.S. Hwy. 101 and two State Hwys.

2 - TRANSPORTATION: Railroads-Northwestern Pacific; Petaluma-Santa Rosa R.R.
Motor Freight Carriers-38
Intercity Bus Lines-Greyhound; Golden Gate.
Airlines-West Air Commuter.

3 - POPULATION:
Corp. City 80 Cen. 83,205; E&P 85 Est. 92,447
CZ-ABC: (80) 128,408
RTZ-ABC: (80) 294,077
County/MSA 80 Cen. 299,827; E&P 85 Est. 332,413
City & RTZ-ABC: (80) 422,485

4 - HOUSEHOLDS:
City 80 Cen. 33,800; E&P 85 Est. 37,287
County/MSA 80 Cen. 114,523; E&P 85 Est. 131,183
CZ-ABC: (80) 50,931
RTZ-ABC: (80) 111,255
City & RTZ-ABC: (80) 162,186

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$800,607,000

6 - PASSENGER AUTOS: County 184,914

7 - ELECTRIC METERS: County Residence 240,669 (gas and electicity combined)

8 - GAS METERS: County Residence 240,669 (gas and electricity combined)

9 - PRINCIPAL INDUSTRIES: County-Mining 700; Construction 6,100; Manufacturing: Durable 12,500, Non-Durable 5,300; Transportation & Utilities 5,000; Trade: Retail 23,100, Wholesale 4,600; Finance, Ins., Real Estate 7,300; Services 23,200; Government 21,000; Agriculture 4,700.
Principal Pay Days-Fri., 1st and 15th.

10 - CLIMATE: Min. & Max. Temp.- Spring 28-96; Summer 38-100; Fall 40-103; Winter 28-82. First killing frost, Nov. 23 last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Fourth St.; 4 on Fifth St.; 3 on Third St.; 4 on Mendocino Ave.; 3 on B St.
Neighborhood Shopping Centers-Large centers, about 180 stores: Montgomery Village; Montgomery Drive and Farmers Lane, 80 Stores: Town & Country, 15 stores at end of McDonald Ave.; Roseland; about 10 stores on Sebastopol Road; Flamingo Plaza, about 8 stores; Farmers Lane at Fourth, Mayette, Yulupa and Mayetta, about 15 stores, Larkfield, on Highway 101-N., about 10 stores, St. Francis Sonoma Hwy., at Calistoga Rd., 12 stores; Alpha Beta Plaza, Farmers Lane at Bennett Valley Rd., 23 stores, Annadel Shopping Center, Yulupa Ave., 6 stores, Southside Center, 2685 Santa Rosa Ave., 6 stores.
Regional Shopping Centers-Coddingtown, Hwy 101 at Steele Lane, enclosed mall, 100 tenants; Santa Rosa Plaza, downtown, enclosed mall, 120 tenants.
Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Department Stores. Food about 50% open every night.
Open Sunday-Discount, department and most food stores.

13 - RETAIL OUTLETS: Department Stores-Sears; Rosenbergs; White House; JCPenney; The Emporium; Mervyn's; Macy's 2.
Discount Stores-K mart, Ross, Marshalls.
Variety Stores-Sprouse Reitz; TG&Y.
Chain Drug Stores-Thrifty 2; Long's 2; Bill's 7; Payless.
Chain Supermarkets-Safeway 4; Lucky 2; Albertson's 2; A&B 3; Alpha Beta 2; Farmer's Market; Petrini; Raley's 2.
Other Chain Stores- General Tire; Goodrich; Singer Co.; Smith's Shoes 3; Kinney Shoes; Leeds Shoes; McPhail Appliances; Sherwin-Williams; Gensler-Lee (jewelry); Firestone; Crescent Jewelers; See's Candies 3; Hickory Farms; Breuners Home Furnishings; Cousins Furniture; New York Fabrics; Standard Brand Paint; Zale's; Grodins; Millers Outpost; Lerners; Waldenbooks; Thom McAn; Gallenkamps; House of Almonds; Whitehall Jewelers; Radio Shack.

14 - NEWSPAPERS: PRESS-DEMOCRAT (m) 72,698; (S) 81,360; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Judy Bello, Natl. Adv. Mgr., PRESS-DEMOCRAT, 427 Mendocino Ave., Santa Rosa, CA 95402; Tel. (707) 546-2020.
National Representative: Sawyer-Ferguson-Walker Co.

SIMI VALLEY

1 - LOCATION: Ventura County (In Oxnard-Ventura PMSA). E&P Map D-7. 30 mi. from Los Angeles, 10 mi. from San Fernando Valley.

2 - TRANSPORTATION: Railroads-Southern Pacific (freight only).
Motor Freight Carriers-11, 1 local.
Bus Lines-Local system with a connection to Los Angeles, Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 77,500; E&P 85 Est. 84,171
County/PMSA 80 Cen. 529,899; E&P 85 Est. 584,490
CZ-ABC: (80) 77,500
RTZ-ABC: (80) 12,605
City & RTZ-ABC: (80) 90,105
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 22,036; E&P 85 Est. 23,867
County/PMSA 80 Cen. 173,254; E&P 85 Est. 197,123
CZ-ABC: (80) 22,036
RTZ-ABC: (80) 3,856
City & RTZ-ABC: (80) 25,892

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	14	$329,045,000
Savings & Loan	9	$180,685,000

6 - PASSENGER AUTOS: County 323,651

7 - ELECTRIC METERS: Residence 23,886

8 - GAS METERS: Residence 24,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Manufacturing 10,282; Transportation 1,254; Communications, Public Utilities 1,226; Construction 2,680; Retail Trade 6,035; Health Services 1,999; Educational Services 2,735.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-70; Summer 62-81; Fall 52-74; Winter 42-57.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-Number of stores, Location-Larwin Square 34, Los Angeles Ave.; Mervyn's Center 23; Cochran & Sycamore; Cedar Plaza 12, Los Angeles Ave.; Alpine Village 27, Tapo, between Cochran & Alpine; La Fiesta Center 14, Cochran & Erringer; Bellwood Center 18, Alamo & Tapo; Santa Susana Plaza 10, Tapo between Cochran & Eileen; Von's and Thrifty Center 9, Los Angeles & Yosemite; Ralphs Center 13, Los Angeles Ave. & Sycamore; Valley Center 10, Los Angeles Ave. & Erringer; Alpha Beta Center 23, Cochran & Sycamore; Sycamore Plaza 57, Cochran & Sycamore; Griffin Center 20, Cochran & Tapo Canyon; Sinaloa Plaza 21, Los Angeles & Sinaloa; Stonegate Plaza 17, Los Angeles & Yosemite; K mart Center, Los Angeles & Madera.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Larwin Sq.(23)	3	Builders Emporium, Thriftymart, Big 5
Tapo(29)	2	Von's, Pic & Save, Sears Surplus
Mervyn's(23)	2	Mervyn's, Sav-On
Gemco(3)	2	Gemco
Oaks	10	Broadway, Robinsons, JCPenney, May Co., Bullocks
Janss Mall	10	Sears, Von's
Sycamore Plaza(57)	NA	Miller's Outpost, Albertson
Griffin Plaza(20)	1	Lucky, Long's Drug

Principal Shopping Days-Wed., Thur., Fri., Sun.
Stores Open Evenings-Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores-Mervyn's.
Variety Stores-K mart, Gemco.
Chain Drug Stores-Sav-On, Thrifty, Long's.
Chain Food Stores-Ralph's, Safeway, Alpha Beta, Von's, Lucky, Albertson, Hughes.
Other Chain Stores-Firestone, Mark C. Bloome, Builders Emporium, Lumber City, Pep Boys, Trak Auto, Kragen, Chief Auto Parts, Big 5, Goodyear.

14 - NEWSPAPERS: ENTERPRISE (e-mon to fri) 15,062; (S) 15,600; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Richard L. Penrod, Adv. Dir., ENTERPRISE, 888 Easy St., Simi Valley, CA 93065; Tel. (805) 526-6211.
National Representative: Papert Companies.

SONORA

1 - LOCATION: Tuolumne County. E&P Map C-4. County Seat. 40 mi. N of Yosemite, 120 mi. E of San Francisco on State Hwys. 108, 120 & 149.

2 - TRANSPORTATION: Railroads-Sierra.
Intercity Bus Lines-Greyhound.
Airlines-Nu-West, Alexander-Sierra.
Motor Freight Carriers-5.

3 - POPULATION:
City 80 Cen. 3,239; E&P 85 Est. 3,900
County 80 Cen. 33,920; E&P 85 Est. 39,400

4 - HOUSEHOLDS:
City 80 Cen. 1,292; E&P 85 Est. 1,179
County 80 Cen. 12,668; E&P 85 Est. 15,109

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	6	$170,000,000
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 21,114

7 - ELECTRIC METERS: Residence 7,400

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Weekly Wage)-Lumber 2,000 ($350); Trade 530 ($250); Government ($280); Mining 209 ($220); Service 329 ($240); Utilities 150 ($200).
Principal Industrial Pay Days-5th and 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 40-106; Fall 40-76; Winter 19-70. First killing frost, Oct. 15; last killing frost, May 15.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Washington and Stewart Sts.
Neighborhood Shopping Centers-Mono Highway E of Sonora; Stockton Rd. W of Sonora; Groveland; Jamestown; Twain Harte; Columbia; Tuolumne; Pinecrest; Willow Springs.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Foster Bros.(9)		Mont. Ward, Savemart Mkt.
Hales & Symons(4)		Sears, Safeway, Kragen
Junction(35)	2	K mart, Long's, Lucky, JCPenney
Plaza(19)		Thrifty Drug, Save Mart, Payless

Principal Shopping Days-Mon., Fri.
Stores Open Evenings-Some stores Fri.; Food every evening and Sundays.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Montgomery Ward; Nine; Mark Twain.
Variety Stores-Sprouse Reitz.
Discount Stores-Payless; Long's, K mart.
Chain Drug Stores-Thrifty; Bertelli's; Bob's.
Chain Supermarkets-Savemart 2; Safeway; Super Save; EZ Mart 2; Lucky.
Other Chain Stores-Foster Freeze; Red & White 3; General Store; Goodyear.

14 - NEWSPAPERS: UNION DEMOCRAT (e-mon to fri) 10,626; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: Harvey C. McGee, Pub., UNION DEMOCRAT, 84 S. Washington St., Sonora, CA 95370; Tel (209) 532-7151.
National Representative: None.

SOUTH BAY
See TORRANCE

SOUTH LAKE TAHOE

1 - LOCATION: El Dorado County, (In Sacramento MSA). E&P Map C-4. Lake Tahoe on Highway 50; 110 mi. from Sacramento at Nevada-California Stateline.

2 - TRANSPORTATION: **Intercity Bus Lines**-Greyhound; Graylines; L. T. R. Stage Lines; S.T.A.G.E. (City Bus Line).
Airlines-Air Cal; Pacific Express.
Motor Freight Carriers-Delta Lines; Mayflower; South Tahoe Moving and Storage (Bekins).

3 - POPULATION:
Corp. City 80 Cen. 20,681; E&P 85 Est. 29,002
County 80 Cen. 85,812; E&P 85 Est. 103,285
MSA 80 Cen. 1,099,814; E&P 85 Est. 1,248,588

4 - HOUSEHOLDS:
City 80 Cen. 9,004; E&P 85 Est. 14,012
County 80 Cen. 32,505; E&P 85 Est. 40,422
MSA 80 Cen. 416,356; E&P 85 Est. 488,750

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Comm.	11	$120,476,000
Savings & Loan	8	$984,655,000

6 - PASSENGER AUTOS: County 54,551

7 - ELECTRIC METERS: (City) 20,000

8 - GAS METERS: (City) 10,500

9 - PRINCIPAL INDUSTRIES: Tourism, year-round recreation, 5 major ski areas, 312 motels & hotels (8,800 units); Gaming. Nevada area: construction, real estate, mining.

10 - CLIMATE: Avg. Temp.-Summer 65; Winter 26-40. Snow, Dec. thru April.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Neighborhood Shopping Centers**:
Lampson Plaza, Alpine, Tahoe Center 11 stores; Tahoe Valley 36 stores; Kingsbury 68 stores; Round Hill Mall 46 stores; Elk Point 19 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Al Tahoe(10)	NA	PayLess Drug, Lucky Mkt.
Crescent V(25)	NA	David Grace, Lawrence's, Raley's Drug
Tahoe South Y(26)	NA	K mart, Raley's Drug

13 - RETAIL OUTLETS: Department Stores-Lawrence's; David Grace; Carson Furniture; Raley's 2; K mart; The Outdoorsman; Miller's Outpost.
Variety Stores-Sprouse Reitz.
Chain Drug Stores-Shelley's 3; Payless; Thrifty; Raleys 2.
Chain Supermarkets-Safeway 2; Raley's 2; Luckys.
Other Chain Stores-Sears (catalog & appliance); Grand Auto; Firestone; Handy Andy.

14 - NEWSPAPERS: TAHOE TRIBUNE (e-mon to fri) 11,998; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Lynn Randolph, Adv. Dir., TAHOE TRIBUNE, 3079 Harrison Ave.; PO Box 1358, South Lake Tahoe, CA 95705; Tel. (916) 541-3880.
National Representative: None.

STOCKTON

1 - LOCATION: San Joaquin County (MSA). E&P Map B-4. Deep water port. Shipping center for Sacramento and San Joaquin Valleys. County Seat. 78 mi. from San Francisco on 580; 354 mi. from Los Angeles on I-5.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Union Pacific/Missouri; Pacific Western Div.; AT&SF; Center California Traction Co. (freight); Tidewater Southern (freight); Port of Stockton Belt Line (freight); Stockton Terminal & Eastern (freight).
Motor Freight Carriers-38 Common, 90 Contract.
Freight Steamship Lines-23.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Federal Express; Frontier; Inland Empire; Pacific Express; PSA.

3 - POPULATION:
Corp. City 80 Cen. 149,779; E&P 85 Est. 176,500
CZ-ABC: (80) 182,854
Bal. in NDM-ABC: (80) 164,488
County/MSA 80 Cen. 347,342; E&P 85 Est. 410,447
Total NDM-ABC: (80) 347,342
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 60,742; E&P 85 Est. 68,698
County/MSA 80 Cen. 136,000; E&P 85 Est. 152,730
CZ-ABC: (80) 67,777
Bal. in NDM-ABC: (80) 56,849
Total NDM-ABC: (80) 124,626

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	11	$2,325,195,626
Savings & Loan	12	$6,845,976,000

6 - PASSENGER AUTOS: County 199,157

7 - ELECTRIC METERS: Residence (City Zone) 93,726

8 - GAS METERS: Residence (City Zone) 90,780

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage EarnersManufacturing: Food & Kindred Products 6,900; Paper, Printing & Publishing 1,400; Misc. Nondurable Goods 1,700; Lumber & Wood Products 2,000; Fabricated Metal Products 900; Machinery 800; Electrical Equip. 1,500; Transportation Equip. 800; Misc. Durable Goods 2,400; Mining 100; Construction 4,300; Transportation & Pub. Utilities 7,600; Wholesale & Retail Trade 26,900; Fin., Ins. & Real Estate 6,200; Services 24,600; Government: Federal 5,300; State & Local 22,000.
Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp. Spring 46-73; Summer 60-93; Fall 50-77; Winter 39-55. First killing frost, Nov. 30; last killing frost, Mar. 2.

11 - TAP WATER: Moderately hard, not fluoridated.

12 - RETAILING: **Downtown Shopping Area**-consists of 24 square blocks bounded by Market St., Miner Ave., El Dorado St., Stanislaus St.
Neighborhood Shopping Centers- Pacific Ave. from Harding to Alpine; Wilson Way from Market St. to Harding Way; Charter Way from El Dorado to Grant; Marengo Ctr., Pacific Ave. at Swain Rd.; Lincoln Ctr.; Benjamin Holt Drive from Pacific Ave. to Gettysburg Pl.; Mayfair, El Dorado from Swain Rd. to Duncan; Weberstown-Sherwood Mall, (Regional Shopping Centers); Pacific Ave. from March Lane to Robinhood; Waterloo Rd. from Wilson Way to Diverting Canal; Parkwoods, Hammer Lane from Alexandria to Brentwood; Hammer Lane at El Dorado; Yosemite Ave., from Poplar to Acacia; Quail Lakes, I-5 & March Lane; Venetian Gardens, March Lane & Pershing; Venetian Sq., March Lane & Pershing; College Sq., March Lane & Pershing; Hammer Ranch, Pacific & Hammer Lane; Hammertown, Hammer Ln. & West Ln.; St. Mark's Plaza, March Lane & Venetian; Colonial Plaza, I-5 & Hammer Lane; Venetian Bridges, March Lane & Venetian; Village Square, Benjamin Holt Dr. at I-5; Normandy Village, West Lane at Hammer Lane.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pacific Ave.	2	Lucky Store
Charter Way	2	Safeway
Wilson Way	2	Food Bank, Payless
Lincoln Center	5	Podesto's, Food Bank, Payless, Campbell's
Village Square	5	Don Quick
Mayfair	4	Savemart
The Mall at Weberstown	4	Sears, Weinstock's, JCPenney
Sherwood Mall	4	Macy's, Mont. Ward
Sherwood Plaza	5	K mart
Parkwoods	6	Big T Mkt.
Hammer Lane	6	Thrifty
Venetian Square	5	Frys
Yosemite	2	Troglias Dept., A&L Mkt.
Waterloo Rd.	3	Giant Food
College Sq.	5	Mervyn's
Hammer Ranch	5	Long's, Lucky Store
Normandy Vlg.	7	Fry's, Miller's Outpost
Quail Lakes Plaza	5	Longs, Food Bank
Colonial Plaza	7	Fry's, Grossman
Venetian Bridges	5	Marshall's
Pacific/Hammer	5	Orchard Supply, Breuners

Principal Shopping Days-Department Stores Thur., Fri., Sat., Sun.
Stores Open Evenings-Downtown Thur.; Weberstown-Sherwood Mall Mon. through Fri.; Pacific Ave. Mon., Thur.; Lincoln Village Mon., Thur.
Stores Open Sundays-Major grocers, dept & discount: Macy's, Weinstock's, Montgomery Ward, Sears, Breuner's, Payless, K mart, JCPenney, Mervyn's.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Macy's; Weinstock's; Montgomery Ward; Sears; Dry Goods Stores: Rosenthal's; Brown & Mahin 2; Troglia's 2. Furniture Stores: Breuner's; Campbell's; The Brick; Furnitureland; Acme; Capital; Great Western; Levitz; R B Furn.; Thornton House; Sofa Factory.
Discount Stores-K mart 2; Gemco; Payless 2; Long's; Marshalls; Ross Stores.
Variety Stores-Kress; Newberry.
Chain Drug Stores-Thrifty 3; Payless 2; Green Bros. 3; Long's 2; Ethical Pharmacy.
Chain Supermarkets-Centro Mart 10; Quik Stop 4; Big T 3; Lucky; Save-mart; Safeway 5; Segarini's 5; Gemco; 7-Eleven 3; Don Quick 2; K mart 2; Food Bank 3; Fry Markets 3; AM-PM 12; Food 4 Less; Circle-K.
Other Chain Stores-Shoes: Gallenkamp, Leeds, Kinney's, Miller's Ooutpost. Women's Wear: Lerner's, Park Lane Hosiery; Auto Supply: Goodyear 2, Firestone 2, Grand Auto 2, Big Brake, Chief Auto Parts, Kragen Auto, Mervyn's, Best Dept. Store, Winston Tire, Big-O Tires; Others: Big 5 Sporting Goods, Federated Group, Grossmans, Orchard Supply, Lumberjack, Handy Andy.

14 - NEWSPAPERS: RECORD (e-mon to fri) 52,083; (m-sat) 51,329; (S) 54,009; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Bob West, Nat'l Adv. Mgr., RECORD, 530 E. Market St., Stockton, CA 95202; Tel. (209) 943-6397.
National Representative: Gannett Med[illegible]

TAFT

1 - LOCATION: Kern County (In Bakersfield MSA). E&P Map C-6. 133 mi. NW of Los Angeles, 290 mi. SE of San Francisco. On U.S. Hwy. 33.

2 - TRANSPORTATION: **Railroads**-Sunset.
Bus Line-Foster Transp. to Bakersfield.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 5,316; E&P 85 Est. 6,745
County/MSA 80 Cen. 403,089; E&P 85 Est. 462,510

4 - HOUSEHOLDS:
City 80 Cen. 2,096; E&P 85 Est. 2,815
County/MSA 80 Cen. 139,811; E&P 85 Est. 166,018

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$78,000,000
Savings & Loan	2	$32,500,000

6 - PASSENGER AUTOS: County 218,981

7 - ELECTRIC METERS: County 5,997

8 - GAS METERS: County 5,585

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage) Oil 4,950 ($380).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-80; Summer 75-108; Fall 65-80; Winter 32-60. First killing frost, Dec. 28; last killing frost, Jan. 14.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Days**-Fri., Sat.
Stores Open Evenings-Shopping Center & some Downtown.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Vic's; Weldons; Marty's; Helen's Shoppe; Lee's Shoe Palace; Word of Faith Book Store.
Variety Stores-TG&Y; Kirkpatrick Bros.; Bonanza 88*.; Discount Mart.
Chain Drug Stores-Safeway.
Chain Supermarkets-West Side; Safeway; 11-C; Hall Mart.
Other Chain Stores-Mode O'Day; Goodyear; TG&Y; Safeway Drug Center; Sears (catalog); Montgomery Ward; Beno's; Coast-to-Coast.

14 - NEWSPAPERS: MIDWAY DRILLER (e-mon to fri) 4,250; sworn March 31, 1985.
Local Contact for Advertising and Merchandising Data: Gregg McConnell, Adv. Dir., MIDWAY DRILLER, 800 Center St.; PO Bin Z, Taft, CA 93268; Tel. (805) 763-3171.
National Representative: None.

THOUSAND OAKS

1 - LOCATION: Ventura County. E&P Map D-7 (In Oxnard-Ventura PMSA). 40 mi. W of Los Angeles, 396 mi. S of San Francisco. On U.S. Hwy. 101, State Highway 23; Hq. for Northrop-Ventura Science Mfg.; North American Aviation Science Center. Home of California Lutheran College; Summer training camp for Dallas Cowboys.

2 - TRANSPORTATION: **Airlines**-Golden West Airlines in Oxnard (21 mi.); Ventura County Airport, complete facilities for private aircraft. Los Angeles International Airport (55 mi.). Camarillo Airport in Camarillo (8 mi.).
Bus Lines-Greyhound; Great American Stageline to Los Angeles International Airport, and local city bus.
Railroads-Southern Pacific and Santa Fe in Camarillo (8 mi.).
Shipping Ports-Deep Water, Hueneme (24 mi.) service to coastal and foreign ports.
Trucklines-California Motor Express, Consolidated Freightways, United Parcel, Pacific Motor Trucking; Leeway Motor Freight, and other major trucklines.

3 - POPULATION:
Corp. City 80 Cen. 77,797; E&P 85 Est. 84,493
NDM-ABC: (80) 125,886
County/PMSA 80 Cen. 529,899; E&P 85 Est. 584,490
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 26,112; E&P 85 Est. 29,475
County/PMSA 80 Cen. 173,254; E&P 85 Est. 197,123
NDM-ABC: (80) 40,684

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	23	$160,000,000
Savings & Loan	18	$230,000,000

6 - PASSENGER AUTOS: County 323,651

7 - ELECTRIC METERS: Residence 33,555

8 - GAS METERS: Residence 33,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electronic Components, Aircraft and Missile Components 1,015; Defence Systems; Plastic Prods.; Computers 1,325; Steel 230; Insurance 1,520; Medical Center 800; Hospital 423; Education 1,775; Science Center 420; Publishing 302; Total No. of Wage Earners: 237,200.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-81; Summer 69-90; Fall 59-84; Winter 42-71.

11 - TAP WATER: Alkaline.

12 - RETAILING: **Principal Shopping Center**-The Oaks Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Agoura Meadows(12)	8	Sav-On, Vons
Albertson's Plz.(10)	6	
Alpha Beta Ctr.(8)	NA	Alpha Beta
Big Oaks(18)	NA	
Casa Conejo(14)	6	Daisy Farm Mkt.
Conejo Plaza(13)	NA	Autoworld
Conejo Valley(17)	NA	Sav-on Drug, Ralph's
County Line Ctr.	NA	
E and K Center	NA	
El Cid(8)	NA	Computerland
Evergreens Plz.(12)	NA	Saro's Leather
Glen Oaks(10)	NA	
Heritage Plz.(12)	NA	
Janss Mall(40)	NA	Vons, Thrifty Drug
K mart Ctr.(8)	NA	K mart
Kanan Plz.(20)	8	
Kanan Village	8	
L and K Ctr.(4)	NA	
La Siesta(13)	NA	
Newbury Sq(10)	6	
North Oaks Pl.(8)	NA	Dairy Queen
Oak View Plaza(20)	NA	
Old Town(22)	NA	
Palm Plaza(27)	NA	
Park Oaks(36)	NA	Safeway, Radio Shack
Park Plaza(24)	NA	
Skyline Plz.(10)	NA	Magic Chef Pantry
Sun Plaza(135)	NA	

The Oaks(146)	NA	Broadway, JCPenney, May Co.
Olive Grove(100)	NA	Dinner Theatre
Twin Oaks Plz.(12)	NA	Thrifty Drug, Safeway
Ventu Park Ctr.(8)	5	Hughes
Village Ct.(9)	NA	
Village Glen(23)	NA	
Village Sq.(27)	NA	Safeway, Liquor Barn
Vogue Plaza(16)	NA	
Wendy-Kimber Plaza(20)	6	
Westlake Business Park	NA	-
Westlake Hills Plaza(40)	NA	Thrifty Drug, Ralph's
Westlake Plz.(44)	NA	Safeway

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Broadway; May Co.; Robinson's; JCPenney; Marshalls; Ross; Bullocks.
Variety Stores-Sprouse Reitz.
Discount Stores-K mart.
Chain Drug Stores-Thrifty; Safeway; Guild; Sav-On; All Med.; Clark's; Rexall; CVS; Long's.
Chain Supermarkets-Albertson's; Alpha Beta; Von's; Safeway; Thriftmart; K&G Mkts.; Ralphs; Hughes; Lucky.
Other Chain Stores-Rug Crafters; Hairstyling & Nail Co.; Le Monaco's; Hansel and Gretel; Earthcraft; Expanding Wall; Paintings of the World; Sunset House; Wallpapers To Go; Wood Factory; Gordon's; J. Herbert Hall; Jade House; Kirk's Jewelers; Murata Pearl; Slavick's; Zale's; Barney's; The Brick Shirt House; Chess King; Gingiss Formalwear; Silverwood's; Zeiler & Zeiler; The Gap; Harris & Frank; Jacke Wolfe; Jeans West; Miller's Outpost; Creative Stereo; Gould Music; Musicland; Organ Exchange; Radio Shack; The Wherehouse; Airstep West; Athlete's Foot; Bell Bros. Shoes; Berman Corson Shoes; Buster Brown; Connie's Shoes; Foot Locker; Gallenkamp; Hanover Shoes; Hardy Shoes; Kinney; Leed's; Maling's; Florsheim; Red Cross Shoes; Regal Shoes; The Shoe Affair; Thom McAn; The Wild Pair; B. Dalton Bookseller; The Game Keeper; Hoffman Barber/Beauty Supply; House of Fabrics; I Natural Cosmetics; Merlo's Cutlery; Michael's Toys; Moran Drapery; Nails Etc.; National Uniforms; Parklane Hosiery; Pipe Pourri; The Sunglass; Texas Instruments; Vince's Pet Center; Waldenbooks; Casual Corner; Contempo Casuals; Fashion Conspiracy; Foxmoor; KoKo's Fashions; Lanz of Calif.; Lerner's; Motherhood Maternity; Pigeon's; Poppy Seed; Rix Rack; Sandy Lane; Show Off; Size 5-7-9; Standard Brands Paint; Susie's Casuals; Windsor Fashions; RB Furniture; Builder's Emporium; Lumber City; Pacific Stereo; Mervyn's; Nurseryland; Ethan Allen-Traister's; Wetherby Kayser; Red Wing Shoes; Merle Norman; Carpeteria; Cloth World; Singer.

14 - NEWSPAPERS: NEWS-CHRONICLE (e-mon to fri) 23,772; (S) 24,346; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Steve Owens, Adv. Dir., NEWS-CHRONICLE, PO Box 3129, Thousand Oaks, CA 91359; Tel (805) 496-3211.
National Representative: Papert Companies.

TORRANCE

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA), E&P Map D-7; NDM includes divisions of Torrance & South Bay Cities-Carson; El Segundo; Gardena; Hawthorne; Hermosa Beach; Lawndale; Lomita; Manhattan Beach; Palos Verdes Estates; Rolling Hills Estates; & Redondo Beach. 19 mi. SW of Los Angeles; 15 mi. NW of Long Beach, Hwy. 101.

2 - TRANSPORTATION: Railroads-Pass.-Amtrak; Freight-So. Pac., Union Pac., Santa Fe.
Motor Freight Carriers-13.
Intercity Bus Lines-Rapid Transit; Greyhound; Torrance & Gardena Municipal.
Airlines-L. A. Intl. Arpt. within PMA. All major lines, domestic & foreign.

3 - POPULATION:
Corp. City 80 Cen. 131,497; E&P 85 Est. 138,513
NDM-ABC: (80) 641,080
County/PMSA 80 Cen. 7,477,657; E&P 85 Est. 8,014,655
Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 50,410; E&P 85 Est. 53,839
County/PMSA 80 Cen. 2,730,674; E&P 85 Est. 3,023,071
NDM-ABC: (80) 236,525

5 - BANKS	NUMBER	DEPOSITS
Commercial	149	$3,240,007,000
Savings & Loan	92	$3,178,298,000

6 - PASSENGER AUTOS: County 4,181,647

7 - ELECTRIC METERS: Residence 142,943

8 - GAS METERS: Residence 154,400

9 - PRINCIPAL INDUSTRIES: 432 mfg. plants. Leading prod. are steel, electronics, plastics, aircraft assemblies, missiles, oil, oil field equip., drilling equip., rubber prod., chem., aluminum prod., research electronics, steel fab., home building prod. & engin., paint mfg., aluminum mfg., bathroom fixtures. Est. Emp. 144,282; Est. Wkly Wage $299.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-67; Summer 58-74; Fall 56-73; Winter 45-65.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Downtown Shopping Areas**-Redondo, 8 blocks on 4 Sts.; Hermosa, 5 on 3 Sts.; Manhattan, 6 on 2 Sts.; Torrance, 14 on 4 Sts.; Riviera Vlg., 8 blocks on 4 Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
In Redondo Beach		
Redondo Vlg.(15)	NA	Sears, SupeRx
Redondo Shpg. Ctr.(15)	NA	SupeRx
The Pier(65)	NA	
In Torrance		
Del Amo Fashion Ctr.(275)	NA	Sears, Broadway, JCPenney, Bullocks, Mont. Ward, Ohrbach's, Robinson's, Target
Old Towne Mall(117)	NA	Fayva Shoes, Radio Shack, Best, K mart, Marshalls
Pacific Plz.(15)	NA	
Rolling Hills(64)	NA	Thrifty Drug, J.J. Newberry
In Palos Verdes		
Palos Verdes Ctr	NA	Buffum's, May Co., Bullocks Wilshire, Safeway, Vons, Thrifty Drug
In Manhattan Beach		
Manhattan Vlg	NA	Buffum's, Bullocks, Ralph's, Sav-On
Fisherman's Vlg.(40)	NA	
Marina Ctr.(42)	NA	Hallmark, Pier I Imports
Washington Sq.(22)	NA	
In Carson		
Carson Mall(90)	NA	Broadway, Sears, JCPenney
In Inglewood		
Crenshaw-Imperial Plz.(45)	NA	Woolworth
Crenshaw-Imperial(32)	NA	Smiths Food, Thrifty Drugs, Boston Stores

Neighborhood Shopping Centers-South Redondo; Hollywood Riviera & South Pacific Coast Hwy., 10 blocks; N Redondo; Artesia Blvd., 6 blocks; E Hermosa; Pacific Coast Hwy., 5 blocks; E Manhattan; Pacific Coast Hwy., 4 blocks; Walteria; Hawthorne Ave., 4 blocks; N Torrance; 190th St., 3 blocks; Southwood; Palos Verdes Blvd., 2 blocks; King Harbor, 4 blocks; Lomita, Pac. Coast Hwy., 9 blocks; Lomita Blvd., 6 blocks; Carson, Avalon Blvd., 10 blocks; Carson Blvd. to Sepulveda; Lunada Bay, PV.
Principal Shopping Days-Sun., Fri., Sat.
Stores Open Evenings-Department and Food-7 days a week.

13 - RETAIL OUTLETS: Department Stores-May Co (Redondo Beach, Palos Verdes); The Broadway 5; Bullocks 2; Montgomery Ward 3; Ohrbach's (Torrance); Sears 3; JCPenney 6; Buffum's 2 (Palos Verdes, Manhattan Beach); Robinson's (Torrance); Bullock's Wilshire; Boston 3.
Discount Stores-The Akron; Zodys 4; ATA, K mart 3; Try-It-Store; Angel's; Simon's; Gemco 3.
Variety Stores-J.J. Newberry 6; Woolworth; Cornet; Kress; Kresge; TG&Y 3; Hermosa 5-10-25¢.
Chain Drug Stores-Thrifty Drug 10; Sav-On 10; Drug King; Clark 3; The Guild 3; Walters; Long's.
Chain Supermarkets-Safeway 18; Lucky 10; Thriftmart 2; Ralph's 9; Foods Co. 5; Von's 7; Mayfair 3; Royal Food; Boy's Market 6; Alpha Beta 10; Hughes 3; Food King 2; Top Valu 4; Albertson's; Jewel T.
Other Chain Stores-Automotive: Firestone 8, Pep Boys 3, Rayco, Surefit, Aamco, Midas, Big Brake, Mobis, Goodyear 6, General Tire, Mark C. Bloome 4, Wynn Bros., Lucky Auto, Nationwide Safety Brake, Western Auto, Muntz, Auto Man, Hertz, Avis; Women's: Sally Shop, Mode O'Day, Hartfield, I. Magnin, Lerners, Judy's, Chic Accessories, Bentley's, Gladys Fowler, Gigi Fashions, Lynn's, Helen Morgan, Modern Woman, Nobby, Polka Dot, Tall Girl, Wet Seal, Lane Bryant, Susie Q, House of Nine, Gale's, Alroe, The Gap, Miss Lori; Men's: Harris & Frank, Silverwoods, Surprise, Richman Bros. 2, C&R Clothiers 3, Big N Tall, Eaglesons; Shoes: Gallenkamp's 3, Flagg Bros., Wetherby Kayser, Mandel's, Air Step 2, Naturalizer, C.H. Baker 3, Leed's 4, Chandler's, Shoe Stop 2, Innes 2, Kirby's, Berland's, Hudson's 3, Cabot's, Children's Shoeland 3, Comars, Alpert's, Kinney's 3, Knapp, Red Wing, Thom McAn 2, Gudes Barnett, Florsheim, Hardy, Jarman, Regal; Paint & Hardware: Ole's 2, National Lumber 3, Hughes Paint, Standard Brand Paint 3, Sherwin-Williams, United Hardware, Rea's 2, Homeowners Emporium 2; Furn. & Carpeting: McMahan's 4, Barker Bros., Moran Draperies, Carpetown, Carpeteria 2, Hub, R-B Furn. 3, Danica, Lee's Bars & Stools, Friendly Furn., Modern Way 2, Ortho 2, Riviera Sofa 3, Upright Draperies, Carriage House, Levitz Furn. 2; Jewelers: Hudson, Zale's, Slavicks, Lawsohns 2, Murata Pearls 2, Star of Siam 3, Weisfields; Miscellaneous: See's Candies 3, Big-5 Sporting Goods, Oshman's 2, Air Vent Awnings, Tandycraft, Ken Crane Magnavox 2, Intl. House of Pancakes 2, Gloria Marshall Reducing, Jack La Lanne Salons 2, Abbey Rents, Bekin's Van & Storage, Singer Co., NIKL Music, Pier 1 Imports, Van de Kamp Bakery 12, Cost Plus Imports.

14 - NEWSPAPERS: THE DAILY BREEZE (e) 90,186; (S) 124,771; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Jack Harpster, Adv. Dir., THE DAILY BREEZE, 5215 Torrance Blvd., Torrance, CA 90509; Tel (213) 540-5511.
National Representative: Sawyer-Ferguson-Walker Co.

TULARE

1 - LOCATION: Tulare County (In Visalia-Tulare-Porterville MSA), E&P Map D-6. Centrally located on US Hwys. 99, 63 and State Hwy. 137 in Central San Joaquin Valley. 45 Hwy. mi. S of Fresno; 63 Hwy. mi. N of Bakersfield. Dairying and farming center, with some light manufacturing.

2 - TRANSPORTATION: Railroads-Southern Pacific; Santa Fe (freight only).
Motor Freight Carriers-23 Local, 6 Major.
Intercity Bus Lines-Continental Trailways; Greyhound; Orange Belt.

3 - POPULATION:
Corp. City 80 Cen. 22,475; E&P 85 Est. 26,630
CZ-ABC: (80) 26,630
RTZ-ABC: (80) 27,164
County/MSA 80 Cen. 245,751; E&P 85 Est. 277,761
City & RTZ-ABC: (80) 53,794

4 - HOUSEHOLDS:
City 80 Cen. 7,755; E&P 85 Est. 8,600
County/MSA 80 Cen. 80,659; E&P 85 Est. 94,241
CZ-ABC: (80) 9,039
RTZ-ABC: (80) 7,620
City & RTZ-ABC: (80) 16,659

5 - BANKS	NUMBER	EST. DEP.
Commercial	6	N.A.
Savings & Loan	8	N.A.

6 - PASSENGER AUTOS: County 120,054

7 - ELECTRIC METERS: Residence 8,389

8 - GAS METERS: Residence 8,943

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 800 ($200-350); Mfg. 900 ($125-250); Agriculture 800 to 3,000 (unskilled) ($125-$225); (seasonal, skilled) ($125-300); Ag(seas.) ($125 to $300); Ag(year) ($125-300).
Principal Industrial Pay Days- 1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-81; Summer 63-93; Fall 51-84; Winter 36-58. First killing frost, Nov.; last killing frost, Feb.

11 - TAP WATER: Neutral, very soft, pure; not fluoridated.

12 - RETAILING: Principal Shopping Center- 10 blocks on K St.; 5 on Tulare St.; 5 on Kern St.
Neighborhood Shopping Centers- Miracle Mile (E. Tulare Ave.); West Inyo St.; Business Route 99; Tower Square, downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Town & Country Village	2	Thrifty Drug, Village Food, K mart
Mountain View Plaza	2	Longs Drugs, Lucky Supermarket

Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Leggett's; Men's Stores: Cave's; Bob Myers; McCourt's; Safarjans; Continental Western Wear; Women's Stores: Vogue; Mari D's; Betty's Apparel.
Discount Stores-Surplus City; K mart.
Chain Drug Stores-Thrifty; Sweet's Drug (McKesson); Beck's; Longs; G&T.
Chain Supermarkets-Lucky.
Other Chain Stores-Western Auto; Ace Hardware; Remar's; Lampe Lumber; Goodyear; Mode O'Day; McMahan's Furniture; Mathis & Bolinger; Fisco; Radio Shack; Ernie's Liquor.

14 - NEWSPAPERS: ADVANCE-REGISTER & TIMES (e) 8,790; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: John Nelson, Adv. Dir., ADVANCE-REGISTER, 388 E. Cross Ave., PO Box 30, Tulare, CA 93275; Tel. (209) 688-0521.
National Representative: Branham/Newspaper Sales.

TURLOCK

1 - LOCATION: Stanislaus County (In Modesto MSA) E&P Map C-5. In San Joaquin Valley on U.S. Hwy. 99. 40 mi. S. of Stockton; 300 mi. N. of Los Angeles; 100 mi. S.E. of San Francisco.

2 - TRANSPORTATION: Railroads-So. Pacific; Tidewater Southern; Santa-Fe.
Intercity Bus Lines-Greyhound; Modosto-Turlock Stage.

3 - POPULATION:
Corp. City 80 Cen. 26,291; E&P 85 Est. 36,009
CZ-ABC: (80) 27,987
RTZ-ABC: (80) 33,163
County/MSA 80 Cen. 265,902; E&P 85 Est. 305,581
City & RTZ-ABC: (80) 61,150

4 - HOUSEHOLDS:
City 80 Cen. 9,932; E&P 85 Est. 14,337
County/MSA 80 Cen. 94,674; E&P 85 Est. 112,452
CZ-ABC: (80) 10,502
RTZ-ABC: (80) 10,208
City & RTZ-ABC: (80) 20,710

5 - BANKS	NUMBER	EST. DEP.
Commerical	8	$312,000,000
Savings & Loan	7	$197,000,000

6 - PASSENGER AUTOS: County 148,558

7 - ELECTRIC METERS: Residence 13,100

8 - GAS METERS: Residence 12,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food 1,419 (Jan.)-2,833 (Sept.); Gov't 1,512; Const. 504; Mfg. 934; Transp. 543; Services 1,885; Whls. & Retail Trade 1,841.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-76; Summer 57-95; Fall 44-77; Winter 32-54.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main from Lander on the west to Palm on the east, plus one block each way north and south of Main. 120 stores.
Neighborhood Shopping Centers-Canal Center, 6 stores, 1 block on E Canal at Johnson; Valley View Shopping Center, 1 block on Geer Rd., 12 units; Geer Gardens Center, 2 blocks on Geer at Minnesota, 25 units.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., some on Fri.

13 - RETAIL OUTLETS: Department Stores-Turlock Mercantile; JCPenney; Montgomery Ward; McMahan's; Beno's; K mart.
Variety Stores-Sprouse Reitz; Bonanza 88¢.
Chain Drug Stores-Boies 3; Sav-Mor; Thrifty; Long's.
Chain Supermarkets-Safeway; Liberty 2; National; Richland Mkt.; Buy Way Mkt.; Save Mart; Neal Deal; Lucky Mkt; Turlock Super.
Other Chain Stores-Women's Wear: Mode O'Day; House of Fabrics; Radio Shack; Kragen Auto Supply; Expressions.

14 - NEWSPAPERS: JOURNAL (e) 9,394, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Vern DeBolt, Adv. Mgr., JOURNAL, 138 S. Center, Turlock, CA 95380; Tel. (209) 634-9141.
National Representative: Branham/Newspaper Sales.

Editor & Publisher
REACHES
more people now
than ever before.

UKIAH

1 - LOCATION: Mendocino County, E&P Map A-4. County Seat. 117 mi. N of San Francisco.

2 - TRANSPORTATION: Railroads-Northwestern Pacific.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.
Airlines-(Charter): Smith's; Ace; Hires; Ukiah; Triple A; Stol Air.

3 - POPULATION:
City 80 Cen. 12,035; E&P 85 Est. 14,462
County 80 Cen. 66,738; E&P 85 Est. 73,458
CZ-ABC: (80) 15,647
RTZ-ABC: (80) 19,717
City & RTZ ABC: (80) 35,364
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 4,668; E&P 85 Est. 5,251
County 80 Cen. 25,072; E&P 85 Est. 28,567
CZ-ABC: (80) 5,962
RTZ-ABC: (80) 6,882
City & RTZ ABC: (80) 12,844

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 36,400

7 - ELECTRIC METERS: County 24,644

8 - GAS METERS: County 5,970

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Weekly Wage)-Lumbering 1,650 ($140); Particle Board 145 ($180); Tourism; Recreation.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-98; Summer 39-113; Fall 24-103; Winter 12-81. First killing frost, end of Oct.; last killing frost, mid-March.

11 - TAP WATER: Neutral, soft, not fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown area; Peartree; Deep Valley; Orchard Plaza.
Principal Shopping Days-Thur., Fri.
Nearby Shopping Centers-Yokayo (6 blocks) North State (3 mi.), Wilson Furniture, Mendo Mill & Lbr.; Deep Valley Shpg. Ctr.
Stores Open Evenings-Dept.-Thur.; Food-Nightly.

13 - RETAIL OUTLETS: Variety Stores-Ben Franklin.
Discount Stores-Payless.
Chain Drug Stores-Rexall; Thrifty 2; Long's.
Chain Supermarkets-Yokayo; Farmers; Albertson's; Safeway.
Other Chain Stores-JCPenney; Montgomery Ward; Sears (catalog); K mart; Portlock Hdwe.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 8,480; (S) 8,829 Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Bruce Schlabaugh, Adv. Dir., JOURNAL, 590 S. School St.; PO Box 749, Ukiah, CA 95482; Tel. (707) 468-0123.
National Representative: Papert Companies.

UPLAND

See ONTARIO

VACAVILLE

1 - LOCATION: Solano County, E & P Map B-4. (In Vallejo-Fairfield-Napa PMSA). 40-45 mi. E of San Francisco; 35 mi. W of Sacramento. Travis AFB.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 43,367; E&P 85 Est. 48,547
City of Pub.-ABC:(80) 43,367
County 80 Cen. 235,203; E&P 85 Est. 262,132
PMSA 80 Cen. 334,402; E&P 85 Est. 369,947

4 - HOUSEHOLDS:
Corp. City 80 Cen. N.A.; E&P 85 Est. 17,029
City of Pub.-ABC:(80) 14,530
County 80 Cen. 80,426; E&P 85 Est. 92,853
PMSA 80 Cen. 117,050; E&P 85 Est. 134,147

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	NA
Savings & Loan	6	NA

6 - PASSENGER AUTOS: County 137,935

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry: Agric.; Plastics; Light Mfg.; Auto; Air Force Base.
Principal Industrial Pay Days-1, 15, 30.

10 - CLIMATE: N.A.

11 - TAP WATER: Moderately hard; fluoridated.

12 - RETAILING: Principal Shopping Center-Solano Mall, 12 mi.

13 - RETAIL OUTLETS: Department Stores-K mart; Sears; JCPenney; Emporium Capwell; Macy's.
Chain Drug Stores-Long's.
Chain Supermarkets-Raley; Lucky's; Safeway; Albertson's; Alpha Beta.
Other Chain Stores-Thrifty; Ross Clothing.

14 - NEWSPAPERS: VACAVILLE REPORTER (m-tues to sat) 12,847; (S) 13,590; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Larry Barker, Adv. Mgr., REPORTER 318 Main St.; PO Box 1509, Vacaville, CA 95696; Tel. (707) 448-6401.
National Representative: Papert Companies.

VALLEJO

1 - LOCATION: Solano County, E&P Map B-4 (in Vallejo-Fairfield-Napa PMSA); 25 mi. N of Oakland, 35 mi. N of San Francisco; 59 mi. W of Sacramento. On I-80.

2 - TRANSPORTATION: Railroads-So. Pacific (frt.)

Motor Freight Carriers-9.
Intercity Bus Lines-Vallejo Transit; Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 80,188; 85 E&P 85 Est. 89,764
CZ-ABC: (80) 101,391
RTZ-ABC: (80) 5,938
County 80 Cen. 235,203; 85 E&P 85 Est. 262,132
PMSA 80 Cen. 334,402; E&P 85 Est. 369,947
City & RTZ-ABC: (80) 107,329
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 28,969; E&P 85 Est. 33,573
CZ-ABC: (80) 36,716
RTZ-ABC: (80) 2,204
County 80 Cen. 80,426; E&P 85 Est. 92,853
PMSA 80 Cen. 117,050; E&P 85 Est. 134,147
City & RTZ-ABC: (80) 38,920

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	27	$300,000,000

6 - PASSENGER AUTOS: County 137,935

7 - ELECTRIC METERS: Residence 34,000

8 - GAS METERS: Residence 33,000

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Shipyard 11,000 ($450); General Mills 125 ($375); Construction 150 ($478); Kaiser Ind. 200 ($500); Peter Kiewit Sons 300 ($500).

10 - CLIMATE: Min. & Max. Temp.-Spring 49-80; Summer 56-80; Fall 44-78; Winter 39-63.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Georgia St.; 8 on Tennessee St.; 3 on Virginia St.; 5 on Broadway; 5 on Marin St.; 6 on Springs Road; 5 on Sonoma; 2 on Sacramento; 3 on Solano; 3 on Sonoma and Mini Drive; 3 on Admiral Callaghan Lane.
Regional Shopping Centers-40 stores-Sonoma, Sacramento and Redwood Streets.
Neighborhood Shopping Centers-2 blocks at Sacramento & Gardner; Nebraska and Broadway; Broadway & Tennessee; 2 blocks at Springs Rd. and Maple; Tuolumne and Tennessee; Tuolumne and Redwood; Springs Rd. & Oakwood; Springs Rd. & 180.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Flemingtowne(10)	2	Vallergas Market
Larwin Plaza(40)	3	Thrifty Drug, Sears, Consumers Dist., Cresent Jewelers
Rancho Square(6)	5	Safeway
Hilltop(49)	9	Macy's, Capwells, JCPenney
Solano/80(10)	1	Payless, Lucky's
Bway/Tenn.	1	Smiling Sam's Drugs
Tuolumne & Tenn.	2	Market Basket
Springtowne	3	Farmers Mkt.
Solano Mall	14	JCPenney, Mervyn's, Mont. Ward
Sonoma & Serano	2	Longs Drug, Fry's, Mervyn's
Vallajo Corners	4	Gemco

Principal Shopping Days-Sat., Mon., Wed., Fri.
Stores Open Evenings-Food & drug every night; Shopping Centers Mon., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Sears, Montgomery Ward.
Discount Stores-Discount Furniture; Thrifty Drug; K mart; Payless; Victory Self-Service Furn. Co.; Lucky Yard Bird; Mervyn's; Grossmans; Wickes; Color Tile; Rainbow Furn.
Variety Stores-Sprouse Reitz; Smiling Sam's; Kragens; Pic'n Save; Carpeteria; Grossmans.
Chain Drug Stores-Merrill's; Thrifty; Payless; Smiling Sam's; Longs.
Chain Supermarkets-Safeway 4; Vallerga's; Lucky; Farmer's Mkt.; Fry's.
Other Chain Stores-Grand Auto; Breuner's (furn.); Singer Co.; Sherwin-Williams; Firestone; Goodyear; Jay Vee; Cresent Jewelers; Meyers (jewelry); Smith (men's wear); Allen's (shoes); Hardy Shoes; Reeves Shoes; Save-on-Fashions (women's); Baskin-Robbins; Hancock Fabric; Volume Shoes.

14 - NEWSPAPERS: TIMES-HERALD (m) 24,160 (S) 24,489; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Jimmy Jones, Gen. Mgr., TIMES-HERALD and NEWS-CHRONICLE, 500 Maryland St., Vallejo, CA 94590; Tel. (707) 644-4121.
National Representatives: Papert Companies; U.S. Suburban Press.

VENTURA

1 - LOCATION: Ventura County (In Oxnard-Ventura PMSA). E&P Map D-7. County Seat. Oil processing field. Agricultural year-round harvest area. Miscellaneous light manufacturing. Seaport on coast. 62 mi. NW of Los Angeles.

2 - TRANSPORTATION: Railroads-So. Pac.
Motor Freight Carriers-6.
Airlines-Wings West.
Intercity Bus Lines-Greyhound; Great American Stage Line.

3 - POPULATION:
Corp. City 80 Cen. 74,474; E&P 85 Est. 76,188
NDM-ABC: (80) 213,147
RTZ-ABC: (80) 316,027
County/PMSA 80 Cen. 529,899; E&P 85 Est. 584,490
Total NDM & RTZ-ABC: (80) 529,174
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 29,197; E&P 85 Est. 30,957
County/PMSA 80 Cen. 173,254; E&P 85 Est. 197,123
NDM-ABC: (80) 75,207
RTZ-ABC: (80) 97,574
Total NDM & RTZ-ABC: (80) 172,781

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings (City)	9	N.A.
Savings & Loan (Co.)	12	$1,619,434,000

6 - PASSENGER AUTOS: County 323,651

7 - ELECTRIC METERS: Residence 32,140

8 - GAS METERS: Res. & Com'l. 26,554

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil Production & Affiliated 2,000; Food Processing 80-150; Garment Mfg. 100.
Principal Industrial Pay Days-Oil Industry, 17th & 25th; Banks, 1st & 15th; Naval Bases, Fri.; County of Ventura, 5th; City of Ventura, 5th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-92; Summer 51-81; Fall 39-79; Winter 35-80.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING: Principal Shopping Center-Buenaventura Center.
Neighborhood Shopping Centers-6 blocks on N. Ventura Ave.; 5 blocks on Main St., East End; 6 on Buena Center (5 Points); 15 on Thompson Blvd.; 3 on Ashwood Telegraph; 4 on Buenaventura Ctr.; 2 on Victoria Telegraph; 2 on Victoria Telephone; 1 on Kimball Telegraph.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Buenaventura(90)	3	Broadway, JCPenney, Mont. Ward
Central(10)	6	Alpha Beta Mkt.
College Square(9)	3	Hope N'Hagens
Donlon Plaza(20)	3	Mervyn's, GEMCO, Best Products
Downtown(200)		Classic Furn. Gallery, Banks Furn.
Esplanade(70)	6	May Co., Sears, Levitz, Target
Marina Village(9)	4	Safeway
Plaza(20)	2	Drug King, Newberry's, Pic 'N Save
Ventura Harbor Vlg.(28)	3	Hornblowers, Harfield's Jewelry
Victoria Plaza(18)	4	Lumber City, Safeway, Sav-On
Victoria Vlg.(15)	4	Ralphs

Principal Shopping Days-Sun., Thur., Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Broadway; Sears; Montgomery Ward; JCPenney; Scott's; Mervyn's.
Discount Stores-K Mart; Pic 'N Save; Zody's; Gemco; Target.
Variety Stores-Woolworth; J.J. Newberry.
Chain Drug Stores-Thrifty 2; Drug King; Sav-On; College Phcy.
Chain Supermarkets-Safeway 2; Von's 4; Alpha Beta; Albertson's; Ralph's.
Other Chain Stores-Furniture: Barker Bros., Levitz, R.B., Ortho Mattress, Ethan Allen, McMahan's, Firestone; Goodrich; Singer Co.; Sherwin-Williams; Fuller Paints; Mills Jewelers; See's Candies; Lerner's; Weatherby Kayser; Leed's; Kinney; Radio Shack; Leo's Stereo; Licorice Pizza; Chuck E. Cheese; Grossman's Lumber; Lumber City; Dunn-Edwards; Ole's Home Improvement Centers; 84 Lumber.

14 - NEWSPAPERS: STAR-FREE PRESS (e) 46,095; (S) 50,565; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Robert D. Lyon, Adv. Dir., STAR-FREE PRESS, 5250 Ralston, Ventura, CA 93003; Tel. (805) 656-4111.
National Representative: Papert Companies.

VENTURA COUNTY

See CAMARILLO
See OXNARD
See SIMI VALLEY
See THOUSAND OAKS

VICTORVILLE

1 - LOCATION: San Bernardino County (In Riverside-San Bernardino PMSA). E&P Map E-7.

2 - TRANSPORTATION: Railroads-Sante Fe; Union Pacific.
Intercity Bus Lines-Greyhound, Continental Trailways.
Air Service-Apple Valley Airport.

3 - POPULATION:
Corp. City 80 Cen. 14,220; E&P 85 Est. 16,554
CZ-ABC: (80) 14,220
RTZ-ABC: (80) 63,619
PMSA 80 Cen. 1,557,080; E&P 85 Est. 1,814,628
County 80 Cen. 893,157; E&P 85 Est. 1,036,608
City & RTZ-ABC: (80) 77,839

4 - HOUSEHOLDS:
City 80 Cen. 5,338; E&P 85 Est. 6,173
County 80 Cen. 308,062; E&P 85 Est. 370,022
PMSA 80 Cen. 551,081; E&P 85 Est. 664,720
CZ-ABC: (80) 5,338
RTZ-ABC: (80) 22,120
City & RTZ-ABC: (80) 27,458

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	16	$296,462,000
Savings & Loan	8	N.A.

6 - PASSENGER AUTOS: County 500,489

7 - ELECTRIC METERS: Residence 41,391

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Cement; Metal stamping.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-71; Summer 67-96; Fall 50-78; Winter 33-57.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center-Downtown, 4 blocks on 7th St.; Victor Plaza (22 stores); Hi Desert Plaza; Bear Valley Rd. and Hesperia Rd., Victorville (30 stores).

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; TG&Y; K mart.
Variety Stores-Gilbert; Sprouse Reitz; Cornet Stores.
Chain Drug Stores-Thrifty; Savon; Gemco.
Chain Food Stores-Safeway; Von's; Alpha Beta; Stater Bros.
Other Chain Stores-Goodyear; Montgomery Ward; Singer; Chief Auto; Anita's; Mode O'Day; Gallenkamp's; Karl's; Builder's Emporium; Pic'n Save; Mark C. Bloom; Winston Tires; Boston Store; Radio Shack.

14 - NEWSPAPERS: PRESS (e-mon to fri) 20,446; (S) 21,638; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Bruce Wood, Adv. Mgr., PRESS, PO Box 1389, Victorville, CA 92392. Tel. (619) 245-7744.
National Representative: Story & Kelly Smith.

VISALIA

1 - LOCATION: Tulare County. (In Visalia-Tulare-Porterville MSA). E&P Map D-6. County Seat. Agricultural, manufacturing, and livestock shipping center. On Hwy. 198. 185 mi. to Los Angeles; 225 mi. to San Francisco. In San Joaquin Valley, 20 mi. W of Sierra foothills. 130 mi. E of Pacific Ocean.

2 - TRANSPORTATION: **Railroads**-Freight on S.P. & S.F.; Amtrak. Buses connect.
Intercity Bus Lines-Greyhound. Continental Trailways. Orange Belt Stages.
Motor Freight Carriers-34.
Airlines-Wings West.
Inter City Bus Lines-Visalia City Coach.

3 - POPULATION:
Corp. City 80 Cen. 49,729; E&P 85 Est. 56,407
CZ-ABC: (80) 49,729
RTZ-ABC: (80) 46,607
County/MSA 80 Cen. 245,751; E&P 85 Est. 277,761
City & RTZ-ABC: (80) 96,336

4 - HOUSEHOLDS:
City 80 Cen. 18,190; E&P 85 Est. 20,756
County/MSA 80 Cen. 80,659; E&P 85 Est. 94,241
CZ-ABC: (80) 18,190
RTZ-ABC: (80) 15,168
City & RTZ-ABC: (80) 33,358

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	19	$418,864,000
Savings & Loan	11	(incl. above)

6 - PASSENGER AUTOS: County 120,054.

7 - ELECTRIC METERS: Residence 17,659.

8 - GAS METERS: Residence 19,861.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Hourly Wage)-Garment 370 ($6.50); Electronics 530 ($12.04); Woodworking 150 ($5.90); Canning and Processing 620 ($4.80); Printing 750 ($7.19); Baking 115 ($6.74); Air Conditioning 150 ($8.15); Batteries 140 ($7.84).

10 - CLIMATE: Min. & Max. Temp.-Summer 62-106; Winter 35-55.

11 - TAP WATER: Neutral, ranges from soft to medium hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-15 blocks on Main St.; 6 on Center; 5 on Acequia; 4 on Locust; 5 on Court; 3 on Church St.; Visalia Mall Ctr.; County Center Shopping Center; Sequoia Mall Ctr.
Neighborhood Shopping Centers-Mooney Blvd., Houston Ave.; East Mineral King and West Mineral King Ave.; Walnut Plaza; Lincoln Oval; Olive Plaza; Kaweah Center; Towne & Country; Tower Plaza; Colonial Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Visalia Mall(46)	5	JCPenney, Gottschalk's
County Center(15)	4	K mart, Payless Drug, Albertson's
Sequoia Mall(50)	7	Sears, Mervyn's, Long's Drugs
Walnut Plaza	5	Grand Auto, Builders Emporium, Consumers Dist.

Stores Open Evenings-Visalia Fair, 6 nights; Downtown Thur.; Food-Super Mkts. every evening; Sequoia Mall and County Center 6 nights.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; Sears; Don McWilliams; Gottschalks; Mervyn's.
Variety Stores-Woolworth.
Discount Stores-K mart; Payless; Ross.
Chain Drug Stores-Long's; Thrifty; Payless; Gemco.
Chain Supermarkets-Youngs 2; Fairway 2; Best Buy Mkt.; Save Mart; Albertson's; Von's.
Other Chain Stores-Nicols Shops (women's); Cal Auto; Crescent Jewelers; Goodyear; Western Auto; Blue Chip Stamps; See's Candy; Leed's Shoes; Carpet Town; Carpeteria; House of Fabrics; Standard Brands Paints; Gallenkamp; Kinney Shoes 2; Builders Emporium; Pep Boys; McMahan's; Sherwin-Williams; Rogers Jewelers; Zale's; Topps & Trouse; Wherehouse; Bobby West; Borman Hallmark; Dreyers; Designer Fabrics; Handyman; King Norman Toys; Ardans; Firestone; Wilshire Paint; Color Tile; Grand Auto; Kragen; Ross.

14 - NEWSPAPERS: TIMES-DELTA (e) 19,484; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: John Bennett, Adv. Dir., TIMES-DELTA, 330 N. West St., Visalia, CA 93279; Tel. (209) 734-5821.
National Representative: Gannett Media Sales.

VISTA

1 - LOCATION: San Diego County (In San Diego MSA). E&P Map E-8. 32 mi. N of San Diego. Agric. area. On State Hwys. 76 & 78; Interstate 15 & 5.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Motor Freight Carriers-1.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 35,834; E&P 85 Est. 45,708
County/MSA 80 Cen. 1,861,846; E&P 85 Est. 2,082,422

4 - HOUSEHOLDS:
City 80 Cen. 13,690; E&P 85 Est. 18,390
County/MSA 80 Cen. 670,094; E&P 85 Est. 777,314

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial (Local)	1	N.A.
Commercial (Br.)	15	N.A.

6 - PASSENGER AUTOS: County 1,110,658.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Truck, Fruit and Poultry Farming; Light Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-72; Summer 55-90; Fall 50-77; Winter 35-65.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Vista Broadway		Thrifty Drug, Safeway
Vista Plaza I		Coronet, Sears, Alpha Beta
Vista Plaza II		Sail Drug, Big Bear
Vista Plaza III	NA	Vons, Sav-On Drugs
College Blvd	1	Sprouse Reitz, Thrifty Drug, Safeway
Plz. Camino Real	5	Sears, Broadway, JCPenney, May Co., Bullock's, Woolworth
Vista Plaza IV	NA	K mart, Sears, Broadway, Gemco
Village Mall	9	Sears, Walker Scott

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: PRESS (m-mon to fri; S) 4,874; Dec. 31, 1984 VAC.
Local Contact for Advertising and Merchandising Data: James McGlasson, Pub., PRESS, 425 Vista Way, Vista, CA 92083; Tel. (714) 724-7161.
National Representative: U.S. Suburban Press.

WALNUT CREEK

1 - LOCATION: Contra Costa County (In Oakland PMSA). E&P Map B-5. Suburban retail trade area. 25 mi. E of San Francisco. 17 mi. E of Oakland.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Bay Area Rapid Transit (BART).
Intercity Bus Lines-Greyhound; A.C. Transit.

3 - POPULATION:
Corp. City 80 Cen. 53,643; E&P 85 Est. 65,230
PMSA 80 Cen. 1,762,631; E&P 85 Est. 1,885,256
County 80 Cen. 657,252; E&P 85 Est. 708,826
NDM-ABC: (80) 327,584
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 23,387; E&P 85 Est. 29,346
County 80 Cen. 241,805; E&P 85 Est. 269,330
PMSA 80 Cen. 667,626; E&P 85 Est. 737,905
NDM-ABC: (80) 122,802

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	24	$808,347,000
Savings & Loan	19	$866,088,000

6 - PASSENGER AUTOS: County 420,070.

7 - ELECTRIC METERS: Residence 29,422.

8 - GAS METERS: Residence 22,275.

9 - PRINCIPAL INDUSTRIES: Industry-Petroleum; Steel; Chemicals; Building Materials; Canned Foods; Instruments; Banking; Photographic Supplies.

10 - CLIMATE: Ann. Max. Temp. 72; Min. 44; Rainfall 15 inches annual average.

11 - TAP WATER: Soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Park & Shop(69)	7	Thrifty Drug, Woolworth, Levitz, Ross
Contra Costa(15)	4	Mont. Ward, Thrifty Drug
Sun Valley(130)	6	Macy's, JCPenney, Sears, Mervyn's, Emporium-Capwell
Clayton Valley(50)	10	Safeway, Lucky, Long's
Countrywood(38)	NA	McCaulou's Dept., Long's Drugs
Willows(65)	6	Cost Plus
Vineyard(23)	7	McCaulou's, K mart
Broadway(55)	NA	Emporium-Capwell, Nordstrom's, McCaulou's
County East Mall(50)	7	JCPenney, Sears, Mont. Ward
Crow Canyon Commons(43)	10	Payless, Lucky, Loehmann's

Principal Shopping Days-Wed., Fri., Sat., Sun.
Stores Open Evenings-Mon., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Macy's; Sears; Capwell's; Montgomery Ward; Mervyn's.
Discount Stores-K mart; Best; Marshall's; Ross.
Variety Stores-Woolworth.
Chain Drug Stores-Guys; Long's; Payless; Pay 'N Save; Thrifty; Walgreens.
Chain Supermarkets-Farmers; Lucky; Louis; Ralph's; Alpha Beta; Safeway; Park & Shop; Frys; 7-Eleven.
Other Chain Stores-Automobile Accessories: Goodyear, Grand Auto, Firestone; Ladies Apparel: Lane Bryant, Clothes Barn, I. Magnin, J. Magnin, Little Daisy, Casual Corner; Men's Apparel: Smith's, Hastings; Ladies' & Men's Apparel: Grodins; Shoes: Kushins, Florsheim, Gallenkamp, Kinney, Thom McAn; Candy: McFarlands, Sees; Paint: Standard Brands, Kelly-Moore, W.P. Fuller, Sherwin-Williams; Furniture: Breuners, R & B Furniture, Levitz, Travalini, W.J. Sloane; Jewelry: Davidson/Licht, Granat Bros., Zale's, Shreves, Milens; Optical: Jenkel-Davidson, Franklin Phoenix.

14 - NEWSPAPERS: CONTRA COSTA TIMES (m) 82,103; (S) 85,984; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Tom Ward, Nat'l. Adv. Mgr., CONTRA COSTA TIMES, 2640 Shadelands Dr., Walnut Creek, CA 94598; Tel. (415) 935-2525.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee.

WATSONVILLE

1 - LOCATION: Santa Cruz County (In Santa Cruz PMSA). E&P Map B-5. Hub of Pajaro Valley. Agric. and dairying. 17 mi. from County Seat. 90 mi. from San Francisco.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Watsonville; Greyhound; Santa Cruz Transit; Salinas Transit.

3 - POPULATION:
Corp. City 80 Cen. 23,662; E&P 85 Est. 30,631
NDM-ABC: (80) 59,868
County/PMSA 80 Cen. 188,141; E&P 85 Est. 209,132
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,172; E&P 85 Est. 10,478
County/PMSA 80 Cen. 71,793; E&P 85 Est. 82,603
NDM-ABC: (80) 19,232

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	9	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 117,289.

7 - ELECTRIC METERS: Residence 11,775.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage)-Food Proc. and Pkg. 5,300 ($180 to $325); Trucking 1,000 ($344); Electronics 250 ($225); Flower Growing 1,200 ($200).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-80; Summer 44-86; Fall 41-90; Winter 30-69. First killing frost, Nov. 22; last killing frost, Apr. 11.

11 - TAP WATER: Alkaline, soft; not flouridated.

12 - RETAILING: **Principal Shopping Center**-3 blocks on Main St.
Neighborhood Shopping Centers-N Main St.; E Lake Area; Freedom; Pajaro; Green Valley.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
May Way(5)	1	Freedom Food Ctr.
Town & Country(9)	1	Happy Burro Mkt.
Alta-Vista(20)	2	Pioneer Chicken
Eastlake Vlg.(27)	4	H&H Home Center
Crestview(16)	1	Tropicana
Pajaro Valley(27)	2	Albertson's, K mart
Rancho Del Mar(5)	8	Safeway
Capitola Mall(47)	15	Mervyn's, Sears
Deer Park(30)	8	Deluxe Foods
Watsonville Sq.(15)	1	Payless, Nob Hill
La Manzana(8)	NA	
Lucky Shpg. Ctr.(12)	1	Lucky, Kragens

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-Ford's; JCPenney.
Variety Stores-Woolworth.
Discount Stores-Payless; K mart.
Chain Drug Stores-May Way; Long's; Thrifty.
Chain Supermarkets-Lucky Stores; Albertson's; Nob Hill.
Other Chain Stores-Western Auto; Grand Auto; Kragens; Radio Shack.

14 - NEWSPAPERS: REGISTER-PAJARONIAN (e) 13,347; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Bill Schaffer, Adv. Dir., REGISTER-PAJARONIAN, 1000 Main St., Watsonville, CA 95076; Tel. (408) 724-0611.
National Representative: Papert Companies.

WHITTIER

1 - LOCATION: Los Angeles County (In Los Angeles-Long Beach PMSA). E&P Map D-7. 14 mi. E of Los Angeles; on Whittier Blvd. at Washington Blvd., E of Rosemead Blvd., extending to Orange County line, & adjoining La Habra. I-605 Freeway N & S at city's westerly line.

2 - TRANSPORTATION: **Railroads**-Union Pacific and Southern Pacific; Santa Fe.
Motor Freight Carriers-7.
Intercity Bus Lines-Cross-Town Suburban; Southern California Rapid Transit District (RTD).
Airlines-At Los Angeles, Long Beach, Ontario and Orange County Airport. Airport Service Transportation to L.A. Int. Airport.

3 - POPULATION:
Corp. City 80 Cen. 68,872; E&P 85 Est. 71,201
CZ-ABC: (80) 83,536
RTZ-ABC: (80) 258,945
County/PMSA 80 Cen. 7,477,657; E&P 85 Est. 8,014,655
City & RTZ-ABC: (80) 342,481

4 - HOUSEHOLDS:
City 80 Cen. 26,712; E&P 85 Est. 28,082
County/PMSA 80 Cen. 2,730,674; E&P 85 Est. 3,023,071
CZ-ABC: (80) 31,438
RTZ-ABC: (80) 77,767
City & RTZ-ABC: (80) 109,205

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	15	N.A.
Savings & Loan	8	$400,000,000

6 - PASSENGER AUTOS: County 4,181,647.

7 - ELECTRIC METERS: Residence 26,020.

8 - GAS METERS: Residence 23,258.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric. 400; Mining (Oil mainly) 500; Contract Constr. 4,000; Mfg. 21,700; Transp., Comm., Util. 7,500; Whsl. & Retail 18,500; Fin., Real Estate & Related 2,800; Serv. 14,300; Govt. 9,500; Total Employ. 79,200.
Principal Pay Days-Fri., Sat.; 15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-75; Summer 65-95; Fall 60-88; Winter 32-75.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Philadelphia St.; 9 blocks on Greenleaf Ave.
Other Shopping Centers (No. of Stores): Hadley & Whittier Blvd. 10; Whittier Quad at Whittier

Blvd. & Laurel Ave. 36; Whittier Downs Mall, Washington Blvd. at Broadway 18; Whittwood at Whittier Blvd. & Santa Gertrudes Ave. 85; La Mirada, Rosecrans & Leitweiler 15; La Habra Plaza; Central & Hwy. 15; Fashion Square, Imperial & Hwy. 42; Puente Hills Mall 76; Santa Fe Springs Mall.

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.

Stores Open Evenings-Dept.-Mon., Thur., Fri. Food-every evg.

13 - RETAIL OUTLETS: **Department Stores**-Boston Stores 2; Sears; JCPenney 4; Hinshaw's; Broadway Whittier; May Co.; Bullock's; Buffum's; Montgomery Ward; Zody's; K mart; Jewelcor; Mervyn's; Akron.

Discount Stores-SaveCo; Freight Outlet.

Variety Stores-Woolworth 2; Newberry's 2; Sprouse Reitz; Pick and Save 2; Target; Millers.

Chain Drug Stores-Owl Rexall 5; Thrifty 4; Save-On; Serve Rite; Robbin's 2; Mascarin; Barrows; Barron's.

Chain Supermarkets-King Cole; Von's 4; Safeway; Alpha Beta 6; Lucky; Stater Bros.; Boy's Mkt.; Albertson's 2; Ralph's 3; S&A Mkts.

Other Chain Stores-Jewelry: LeRoys's; King's; Zale's, Lawson, Gallemkamp Shoes; Firestone; Desmond's (clothing); Barker Bros. (furn.); Harris & Frank (clothing); McMahon's (furn.); C.H. Barker; Leed's; Alroe; Western Auto; Robert Hall 2; Georgetown Manor (furn.).

14 - NEWSPAPERS: NEWS (e) 18,152; Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: Linda Guelrich, Adv. Mgr., NEWS, 7037 S. Comstock Ave., Whittier, CA 90608; Tel. (213) 698-2571.

National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; Thomson Newspapers; U.S. Suburban Press.

WOODLAND

1 - LOCATION: Yolo County (In Sacramento MSA). E&P Map B-4. County Seat. 20 mi. W of Sacramento (State Capitol) and 90 mi. N of San Francisco; Sacramento River 2 mi. N at its nearest point. On U.S. Hwys. 1-5, State Hwys. 113 & 16; fringed by Interstate 80, 880 & 505.

2 - TRANSPORTATION: **Railroads**-Sacramento-Northern; Union Pacific; Missouri Pacific & Southern Pacific.

Motor Freight Lines-8.

Intercity Bus Lines-Greyhound.

Airports-8 mi. E. Sacramento, Metro Airport; 5 mi. W Executive Airport.

Water-Yolo-Sacramento deepwater port, 17 mi. SE.

3 - POPULATION:

Corp. City 80 Cen. 30,235; E&P 85 Est. 36,830
CZ-ABC: (80) 30,235
RTZ-ABC: (80) 56,838
City & RTZ-ABC: (80) 87,073
MSA 80 Cen. 1,099,814; E&P 85 Est. 1,248,588
County 80 Cen. 113,374; E&P 85 Est. 122,217

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 80 Cen. 10,740; E&P 85 Est. 13,426
County 80 Cen. 41,304; E&P 85 Est. 46,084
MSA 80 Cen. 416,356; E&P 85 Est. 488,750
CZ-ABC: (80) 10,740
RTZ-ABC: (80) 19,840
City & RTZ-ABC: (80) 30,580

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	5	N.A.
Commerical	8	N.A.

6 - PASSENGER AUTOS: County 59,992.

7 - ELECTRIC METERS: Residence 12,100.

8 - GAS METERS: Residence 11,972.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Canning 1,200; Sugar Refining 465; Plastics 416; Mobile Homes 480; Farm Machy. 210; Trucking 400; Hosp. & Medical 600; Newspaper 130.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-96; Summer 47-108; Fall 34-99; Winter 29-75.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Purity(10)		Sears (catalog)
Ky. Village	1	Kentucky Mkt.
South Land Shops	1	Raley's Mkt.
Woodland Ctr.		JCPenney, Woolworth
Court Plaza		TG&Y, Thrifty Drug
Shade Tree	NA	Payless Drugs
Cottonwood Plz. (12)	NA	Holiday Market
West Main Plaza	1	Longs, Safeway, Mont. Ward

Principal Shopping Days-Mon., Thur., Fri., Sat.

Stores Open Evenings-Shopping ctrs. nightly.

Stores Open Sundays-Food, drug, discount stores.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; Breits; Sears (catalog).

Variety Stores-Woolworth.

Discount Stores-Payless; TG&Y; Longs; K mart.

Chain Drug Stores-Thrifty; Walgreens; Rexall.

Chain Supermarkets-Safeway; Lucky; Raley's; Holiday; Nugget.

Other Chain Stores-Western Stores; Grand Auto; Big O Tires; Diamond Intl.; Goodyear; McMahan Furn.

14 - NEWSPAPERS: DEMOCRAT (e) 12,022; (S) 11,849; Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: Gene Lofton, Adv. Dir., DEMOCRAT, 702 Court St., Woodland, CA 95695; Tel. (916) 662-5421.

National Representative: Papert Companies.

YREKA

1 - LOCATION: Siskiyou County. E&P Map B-2. County Seat. Cattle, agriculture, lumbering, mining, wholesale, hunting and fishing center. 265 mi. N of Sacramento. State Hwy. 3 & I-5.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.

Motor Freight Carriers-2.

Intercity Bus Lines-Greyhound; Continental Pacific Trailways.

Airports-6.

3 - POPULATION:

Corp. City 80 Cen. 5,916; E&P 85 Est. 7,023
County 80 Cen. 39,715; E&P 85 Est. 46,000

4 - HOUSEHOLDS:

City 80 Cen. 2,548; E&P 85 Est. 2,650
County 80 Cen. 15,816; E&P 85 Est. 18,000

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$44,000,000
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 20,985.

7 - ELECTRIC METERS: Residence 2,700.

8 - GAS METERS: Residence 854.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agriculture & Forestry 4,575 ($250); Mining 200 ($200); Mfg. 1,450 ($200); Lumber & Wood Pdts. 1,275 ($200).

Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-96; Summer 37-101; Fall 20-97; Winter 1-75. First killing frost, late Oct.; last killing frost, late April.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Miner; 4 blocks on Broadway; 5 blocks on Main. Two shopping centers on north and south end of Main St.

Nearby Shopping Centers-Montague (6 mi.); Montague Drive in Mkt.

Principal Shopping Days-Tues., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; Sears.

Discount Stores-Payless; Thrifty.

Chain Drug Stores-Cummings; Raley's.

Chain Supermarkets-Drive 'N Save; Gil's; Food for Less.

Other Chain Stores-Shasta Auto; Littrell Parts.

14 - NEWSPAPERS: SISKIYOU NEWS (e-mon to fri) 5,401; sworn Mar. 31, 1985.

Local Contact for Advertising and Merchandising Data: Ed Foss, Jr., SISKIYOU NEWS, 309 S. Broadway, Yreka, CA 96097; Tel. (916) 842-5777.

National Representatives: Papert Companies; Thomson Newspapers.

Editor & Publisher
the story behind
hot news stories.

COLORADO SURVEYS

METROPOLITAN STATISTICAL AREAS

Colorado Springs-El Paso County.
Fort Collins-Loveland-Larimer County.
Greeley-Weld County.
Pueblo-Pueblo County.

PRIMARY METROPOLITAN STATISTICAL AREAS

Boulder-Longmont-Boulder County.
Denver-Adams, Arapahoe, Denver, Douglas, and Jefferson Counties.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Denver-Boulder-Includes Boulder-Longmont PMSA and Denver PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1986
Under 5 Years	186	217	247
5-14 Years	459	439	501
15-24 Years	422	571	651
25-44 Years	548	916	1,045
45-64 Years	407	499	569
65 and Over	187	247	282
TOTAL	2,209	2,889	3,296

Based on U.S. Census

POPULATION ESTIMATES
(Thousands)

Places of 50,000 or more and central cities of MSA's with 10% or more of Spanish Origin Population.

Cities	Total Pop.	Spanish Origin	Percent
Denver	491,396	92,382	18.8
Greeley	53,006	8,269	15.6
Pueblo	101,686	36,099	35.5

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1986 Est.
Bldg. Mat./Hdwr.	675	949	1,433
General Mdse.	1,204	1,658	2,209
Food	2,008	3,681	4,604
Automobiles	2,081	3,106	5,308
Gasoline Stations	708	1,430	1,593
Apparel	438	772	1,068
Furniture	480	771	1,257
Eat-Drink Places	966	1,823	2,454
Drugs	248	354	500
TOTAL SALES	9,825	16,581	22,353

ALAMOSA

1 - LOCATION: Alamosa County. E&P Map B-3. County Seat. 230 mi. from Denver; 120 mi. from Pueblo; 179 mi. from Colorado Springs. Shpg. Ctr. for 6-county area. On U.S. Hwys. 285, 160; State Hwys. 17, 163, 10.

2 - TRANSPORTATION: **Railroads**-Denver & Rio Grande Western; Cumbres & Toltec Scenic.

Motor Freight Carriers-5.

Intercity Bus Lines-Continental Trailways.

Airlines-Rocky Mountain.

3 - POPULATION:

Corp. City 80 Cen. 6,830; E&P 85 Est. 7,170
County 80 Cen. 11,799; E&P 85 Est. 12,549

4 - HOUSEHOLDS:

City 80 Cen. 2,314; E&P 85 Est. 2,423
County 80 Cen. 3,921; E&P 85 Est. 4,314

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	$20,000,000
Commercial	2	$26,000,000
Industrial	1	N.A.

6 - PASSENGER AUTOS: County 6,250.

7 - ELECTRIC METERS: Residence 4,317.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Railroad 250; Garments 200.

10 - CLIMATE: Min. & Max. Temp.-Spring 0-82; Summer 45-95; Fall 0-86; Winter 35-50. First killing frost, Oct. 6; last killing frost, May 6.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping District**-23 blocks on Main & State Sts.

Neighborhood Shopping Centers-Near College, & E side area.

Principal Shopping Days-Mon., Fri., Sat.

Stores Open Sundays-Supermarkets, discount stores.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Montgomery Ward, Kavely's, Acheson's, Sears (catalog).

Variety Stores-Woolworth.

Discount Stores-K mart.

Chain Drug Stores-Rexall, Merit, Associated Druggist.

14 - NEWSPAPERS: VALLEY COURIER (e-mon to fri) 5,600; sworn Mar. 31, 1985.

Local Contact for Advertising and Merchandising Data: Reinie Ownsley, Adv. Dir., VALLEY COURIER, 401-407 State Ave., Alamosa, CO 81101; Tel. (303) 589-2553.

National Representative: None.

BOULDER

1 - LOCATION: Boulder County (In Boulder-Longmont PMSA). E&P Map C-1. County Seat. 24 mi. NW of Denver on Hwys. 7, 119 and US 36.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Union Pacific.

Motor Freight Carriers-2.

Intercity Bus Lines-Rocky Mountain Transp.-summer only; Regional Transportation District.

3 - POPULATION:

Corp. City 80 Cen. 76,685; E&P 85 Est. 86,507
CZ-ABC: (80) 76,685
RTZ-ABC: (80) 44,635
County/PMSA 80 Cen. 189,625; E&P 85 Est. 212,745
City & RTZ-ABC: (80) 121,320

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 80 Cen. 28,674; E&P 85 Est. 32,756
County/PMSA 80 Cen. 68,964; E&P 85 Est. 80,109
CZ-ABC: (80) 28,674
RTZ-ABC: (80) 16,355
City & RTZ-ABC: (80) 45,029

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	8	$276,388,000
Commercial	9	$484,273,000

6 - PASSENGER AUTOS: County 134,994.

7 - ELECTRIC METERS: Residence 32,475.

8 - GAS METERS: Residence 24,600.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Univ. of Colo. 3,762; Research 6,843; Electronics 15,825; Manufacturing 2,273; Service Industries 4,681; Food Industries 1,245.

10 - CLIMATE: Min. & Max. Temp.-Spring 8-83; Summer 40-100; Fall 16-84; Winter 9-67. First killing frost, Oct. 11; last killing frost, May 2.

11 - TAP WATER: Neutral, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Downtown Boulder Mall-30 blocks on Pearl, Broadway, Spruce, Walnut; Crossroads Mall, 28th & Canyon.

Neighborhood Shopping Centers-Thirteenth St., University to College (University Hill); N Bway., Broadway, Alpine to Balsam 4 blocks; Community Plaza, North to Alpine 1 block; Williams Village, Baseline at 30th, 1 block; Tebo Square, 28th South of Glenwood, 1 block; Palmer Gardens, 30th & Walnut.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arapahoe Vlg.(22)	0	Safeway
Base Mar(29)	NA	
Crossroads(150)	NA	JCPenney, Ward's Denver, May D&F, Mervyn's
Table Mesa(30)	1	Albertson's, King Sooper's
Thunderbird Sq.(9)	NA	Safeway
University Vlg.(22)	NA	Safeway
Village(35)	NA	7-Eleven, McGuckin's

Principal Shopping Days-Wed., Fri., Sat., Sun.

Stores Open Evenings-Some Downtown open Thur.; Some shopping centers open Mon. through Fri.; Some food, discount & hardware open Sun.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Neusteters; Montgomery Ward; Fashion Bar; Denver Dry; May D&F.

Variety Stores-Ben Franklin.

Chain Drug Stores-Walgreens; Osco.

Discount Stores-K mart; Target; Marshalls.

Chain Supermarkets-Safeway 2; Ideal; King Soopers 3; Miller's Supers; Albertson's 2; Shoppin Sav.

Other Chain Stores-Firestone; Singer Co.; Sherwin-Williams Paint; Cook Paint & Varnish; Homestead House (furn.); Goodyear; Richman Bros.; Eakers; Fred Schmid Appliances; Zale's; Downing's Appliances; Radio Shack; Team Electronics; K-G Men's Wear; Fashion Bar; Foot Locker; Kay Bee Toys; GNC; Fox Photo; County Seat; Just Pants; Catherine's Stout Shop; Hickory Farms; Foxmoor; The Limited; Royal Optical; Casual Corner; Regi's Hair Stylists; Circus World; Shack Electronics; Hanover Shoes; Thom McAn.

14 - NEWSPAPERS: CAMERA (m) 30,020; (S) 38,086; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Steve Sauder, Display Mgr.; Rebecca Bradner, Classified Mgr., CAMERA, 1048 Pearl, Boulder, CO 80306; Tel. (303) 442-1202.

National Representative: Knight-Ridder Newspaper Sales.

CANON CITY

1 - LOCATION: Fremont County, E&P Map C-2, 36 mi. W of Pueblo; 47 mi. SW of Colorado Springs, 125 mi. S SW of Denver.

2 - TRANSPORTATION: **Railroads**-D&RG; SF.
Motor Freight Carriers-4.
Intercity Bus Lines-Continental.

3 - POPULATION:
Corp. City 80 Cen. 13,037; E&P 85 Est. 16,766
CZ-ABC: (80) 16,675
RTZ-ABC: (80) 13,529
County 80 Cen. 28,676; E&P 85 Est. 32,478
City RTZ-ABC: (80) 30,204
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 4,746; E&P 85 Est. 6,064
CZ-ABC: (80) 6,122
RTZ-ABC: (80) 4,508
County 80 Cen. 10,058; E&P 85 Est. 11,899
City RTZ-ABC: (80) 10,630

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	4	N.A.
Commercial	3	N.A.
Industrial	2	N.A.

6 - PASSENGER AUTOS: County 17,036.

7 - ELECTRIC METERS: Residence 10,206.

8 - GAS METERS: Residence 8,228.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-State Prison 670 ($225); Light Mfg. 1,000 ($170).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-76; Summer 57-87; Fall 31-61; Winter 25-54.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-11 blocks on 3 sts.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Grocery, 2 discount, 5 drug.
Stores Open Sundays-Grocery, 4 drug, 2 discount.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Eisenhauers; Sears; Montgomery Ward.
Variety Stores-Ben Franklin.
Discount Stores-Gibson; Alco.
Chain Drug Stores-Palace Drug; Rexall.
Chain Supermarkets-7-Eleven; Safeway; Canon Mkt.; Sunnyside Ranch Mkt.; Rosedale Mkt.; Hilltop Mkt.; Kwik-Way 6; City Market.
Other Chain Stores-Coast-to-Coast; Checker Automotive.

14 - NEWSPAPERS: RECORD (e) 8,630; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Jay Frizzo, Adv. Dir., RECORD, PO Box 111, Canon City, CO 81212; Tel. (303) 275-7565.
National Representative: Papert Companies.

COLORADO SPRINGS

1 - LOCATION: El Paso County (Colorado Springs MSA), E&P Map C-2, County Seat, 68 mi. S of Denver. Tourist (Pikes Peak), convention, military, high technology, cultural and educational center. 5 colleges. U.S. Air Force Academy. HQ North American Air Defense Command; HQ Army Air Defense Command; HQ Continental Air Defense Command, Consolidated Space Operations Center, Fort Carson. On State Hwys. 83 & 115; I-25; U.S. Hwys. 24, 85, 87.

2 - TRANSPORTATION: **Railroads**-RI; D&RG; SF.
Motor Freight Carriers-18.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-TWA; Frontier; Rocky Mountain; Aspen Airways; Continental; America West; Western; American; Trans Colorado.

3 - POPULATION:
Corp. City 80 Cen. 214,821; E&P 85 Est. 240,606
NDM-ABC: (80) 317,458
County/MSA 80 Cen. 309,424; E&P 85 Est. 346,564
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 81,241; E&P 85 Est. 93,897
County/MSA 80 Cen. 107,791; E&P 85 Est. 125,048
NDM-ABC: (80) 110,673

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Comm.	36	$1,500,000,000
Savings & Loan	10	N.A.

6 - PASSENGER AUTOS: County 218,127.

7 - ELECTRIC METERS: Residence 110,095.

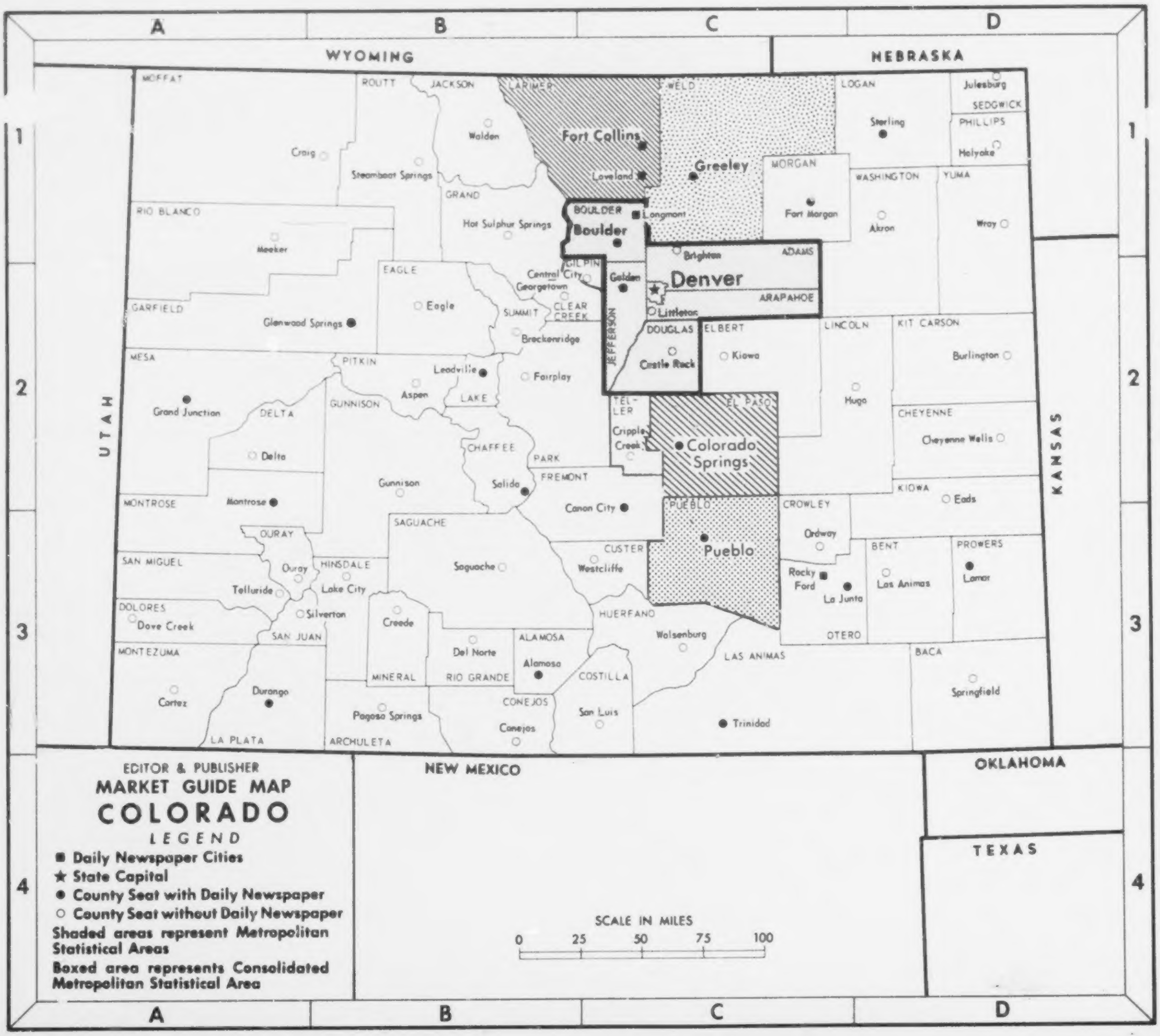
8 - GAS METERS: County 90,035.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Weekly Wage)-Military 30,279 ($295); Wholsale & Retail 24,950 ($310); Service Industries 25,020 ($320).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-68; Summer 51-85; Fall 24-76; Winter 16-47. First killing frost, Oct. 2; last killing frost, May 7.

11 - TAP WATER: Water from watershed on Pikes Peak and Continental Divide; pure, filtered; flouridated.

12 - RETAILING: **Downtown Shopping Centers**-8 blocks on E Pikes Peak; 17 on Tejon; 16 on Nevada; 8 on Cascade; 12 on Colorado.
Neighborhood Shopping Centers-2500 W Colorado; 1504 N Hancock; 1800 N Union; 2700-3000 N Nevada; 2300 N Wahsatch; 2400 N Union Blvd.;


A
B
C
D
1
2
3
4
WYOMING
NEBRASKA
UTAH
KANSAS
NEW MEXICO
OKLAHOMA
TEXAS
Fort Collins
Loveland
Greeley
Boulder
Longmont
Brighton
Denver
Golden
Littleton
Castle Rock
Colorado Springs
Cripple Creek
Pueblo
Canon City
Grand Junction
Glenwood Springs
Durango
Alamosa
Trinidad
Sterling
Fort Morgan
Lamar
La Junta
Rocky Ford
EDITOR & PUBLISHER
MARKET GUIDE MAP
COLORADO
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed area represents Consolidated Metropolitan Statistical Area
SCALE IN MILES
0 25 50 75 100

1700 S 8th St.; 2300 E Pikes Peak. Security: 2500 Airport Rd.; Palmer Park & Circle Dr.; Academy Blvd. & Palmer Park; Widefield; 750 Citadel Dr.; 4055 Templeton Gap; 400 W Filmore; Academy at Flintridge, 300 N Academy; Union at Van Buren; King Soopers Centers. Circle at Airport; 1710 Briargate; Knob Hill; Circle Dr.; Woodmoor; K mart Plz.; Country Club; Maizeland Moors Ranch Ctr.; Woodland Pk.; Corners; Tiffany Sq.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Citadel(100)	4	JCPenney, The Denver, May D&F
Bon(17)	3	Safeway
Golf Club Acres	2	Simms
Three Eagles(2)	3	Safeway
Audobon Gdns.	2	Cost Plus
Venetian Vlg.(15)	3	Albertson's
Security(30)	NA	Albertson's
Skyway Park	3	Coyle
Redrock Canyon(24)	4	No Frills
Chapel Hills	9	Sears, K mart, Joslins
Circle Fair	3	Albertson's
Pioneer Plaza(20)	2	Cheers Liquor
Fountain Vly.(13)	8	Safeway
Broadmarket(35)	2	
Widefield Mall	8	Safeway
Rustic Hills	4	
Rustic Hills North(24)	4	Albertson's, Skaggs
Southgate(29)	3	Sears
Mall of the Bluffs(62)	7	Safeway
Academy Mart(15)	4	Target
Central Bank Plaza (17)	3	Mont. Ward
Chase Stone		May D&F
N Circle Plz.(20)	3	Cloth World
Uintah Gardens	3	King Soopers
Woodmen Valley	8	King Soopers

Also Knob Hill; Circle Drive; Woodmoor; K mart Plaza; County Club; Maizeland Moors Ranch Center; Woodland Park; Corners; Tiffany Square.

Principal Shopping Days-Department stores Mon., Thur., Fri., Sat. Food stores Wed., Fri., Sat., Sun.

Stores Open Evenings-All major supermarkets, discount drug & department stores.

13 - RETAIL OUTLETS: Department Stores-Hibbard; Joslins; Perkins-Shearer; May D&F 2; Sears; JCPenney; Montgomery Ward; Fashion Bar; The Denver; O.G. Wilson; Labelle's; Yellow Front; H.J. Wilson's.

Discount Stores-K mart 5; Target 2.

Variety Stores-Woolworth; Duckwall's.

Chain Drug Stores-Walgreens 8; Rexall; Safeway Drug; Skagg's; Kohler; Target; King Soopers.

Chain Supermarkets-Safeway 9; Albertson's 6; City Supers; King's 7; Simm's; 7-Eleven; Kwik Way; T.J.'s Foods.

Other Chain Stores-Jocque Shop; J. Chisholm; GallenKamp; Florsheim; Sherwin-Williams; Firestone; Goodyear; B.F. Goodrich; Pittsburgh Paint & Glass; Fashion Bar; Thom McAn; Baker's Shoes; Kinney; Kwal Paint; Mary Carter; Helzberg Jewelers; Edison Bro.; Eakers; Dave Cook; Downings; Motherhood Maternity; Burnstein-Applebee; Evenson's; Richman Bros.; Spencer's; Waldenbooks; Singer Co.; Jean's West; Radio Shack; Color Tile; Payless Shoes; Douglas Optical; Gates Tires; General Nutrition; Hardy Shoes; Vorhes Shoes; Stover Candies; Mr. C. Fashion; So-Fro Fabrics; Zale's; Zerbes; Sutherland Lumber; Weberg's; Handy Dan; Pay 'n Pak; Fred Schmid; Famous Footwear; Montaldo's; Red Wing Shoes; Homestead House; Payless Cashways; Park Lane; Merle Norman; K-G Men's; National Shirt; Royal Optical; B. Dalton; Bohm Allen; Knapp Shoes.

14 - NEWSPAPERS: GAZETTE TELEGRAPH (m) 61,586; (e) 40,025; (m-sat) 100,471; (S) 107,870; Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: Sara Merrill, Adv. Mgr., GAZETTE TELEGRAPH, 30 S. Prospect; PO Box 1779, Colorado Springs, CO 80901; Tel. (303) 632-4641.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

THE SUN (m-mon to fri) 41,960; (sat) 41,572; (S) 44,750; Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: David Thompson, Adv. Dir., THE SUN, PO Box 130, Colorado Springs, CO 80901; Tel. (303) 633-3881.

National Representatives: Sawyer-Ferguson-Walker Co.

CRAIG

1 - LOCATION: Moffat County. E&P Map B-1. County Seat. NW part of state. On Hwys. 40 & 13. Elevation 6,280 feet.

2 - TRANSPORTATION: Railroads-Denver & Rio Grande; Western (freight).

Motor Freight Carriers-Edson Express.

Intercity Bus Lines-Continental Trailways (Freight & Passengers), Wilderness Transit.

Airlines-Charter flights.

3 - POPULATION:
Corp. City 80 Cen. 8,133; E&P 85 Est. 11,004
County 80 Cen. 13,133; E&P 85 Est. 15,261

4 - HOUSEHOLDS:
City 80 Cen. 2,947; E&P 85 Est. 3,989
County 80 Cen. 4,578; E&P 85 Est. 5,502

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$80,200,000
Savings & Loan	2	$2,750,000

6 - PASSENGER AUTOS: County 6,785.

7 - ELECTRIC METERS: Residence & Comm. 5,920.

8 - GAS METERS: Residence & Comm. 3,754.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mining (coal) 1,124; Power Plant 280; Wool Warehouse 7; Wheat Storage 16; Meat Packing 29; Construction 312; Heavy Machinery 221; Mining Supplies 38; Cattle Operations 329; Sheep Operations 124; Wheat Farms 179.

10 - CLIMATE: Temp.-Annual average daily high 62.1; Annual average daily min. 44.3; Record high 100; Record low 45. Low humidity.

11 - TAP WATER: Soft (pH 7.4-7.6). No alkalinity or salinity; mineral content low.

12 - RETAILING: Principal Shopping Center-9 blocks downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Country Mall	2	
Centennial Mall	4	Anthony's, Eakers, Montgomery Ward, Safeway, JCPenney

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Centennial Mall: Mon.-Sat. until 8:00.

Stores Open Sundays-Centennial Mall: 10:00-6:00.

13 - RETAIL OUTLETS: Department Stores-JCPenney; C.R. Anthony's; Golden Rule; Eakers; K mart.

Chain Supermarkets-Safeway; City Market.

Other Chain Stores-J.W. Brewer Tires; Sathers Jewelry; Sears; Montgomery Ward; Go-fer; Car Quest; Gamble's; 7-Eleven.

14 - NEWSPAPERS: NORTHWEST COLORADO PRESS (e-mon to fri) 3,278; sworn Mar. 31, 1985.

Local Contact for Advertising and Merchandising Data: Carol Brett, Adv. Mgr., NORTHWEST COLORADO PRESS, 466 Yampa; PO Box 5, Craig, CO 81625; Tel. (303) 824-7031.

National Representative: Branham/Newspaper Sales.

DENVER

1 - LOCATION: Co-extensive with Denver County.(PMSA). E&P Map C-2. On virtually level terrain one mi. above sea level, 10 mi. E of juncture of plains and Rocky Mountains; 1,048 mi. from Chicago; 640 mi. from Kansas City; 570 mi. from Salt Lake City; 500 mi. from Omaha.

2 - TRANSPORTATION: Railroads-Union Pacific; Denver & Rio Grande Western; Burlington Northern; Santa Fe; Colorado & Southern; Amtrak.

Motor Freight Carriers-96.

Intercity Bus Lines-Greyhound; Trailways; Gray Line Tours.

Airlines-Continental; Delta; Frontier; United; Western; TWA; Ozark; Aspen Airways; Mexicana; Rocky Mountain Airways; Air Midwest; Eastern; Piedmont; Republic; American; USAir; Wien; Pioneer; Southwest; Northwest Orient; Braniff; Arrow; Centennial; TransColorado.

3 - POPULATION:
Corp. City/County 80 Cen. 492,686; E&P 85 Est. 505,100
CZ-ABC: (80) 1,261,761
Bal. in NDM-ABC: (80) 684,757
Total NDM-ABC: (80) 1,946,518
PMSA 80 Cen. 1,427,855; E&P 85 Est. 1,587,297

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City/County 80 Cen. 211,809; E&P 85 Est. 216,231
CZ-ABC: (80) 486,199
Bal. in NDM-ABC: (80) 239,457
Total NDM-ABC: (80) 725,656
PMSA 80 Cen. 608,047; E&P 85 Est. 615,213

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	38	$12,262,823,000
Commercial (DMA)	179	$12,756,285,000

6 - PASSENGER AUTOS: County 319,934; PMSA 1,012,913.

7 - ELECTRIC METERS: All Classes Metro 731,761.

8 - GAS METERS: All Classes Metro 589,096.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Construction 57,000 ($541); Manufacturing 131,400 ($408); Nondurable Goods 51,200 ($404); Durable Goods 80,200 ($411).

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-80; Summer 51-92; Fall 18-68; Winter 13-59. First frost, Sept. 25; last frost, April 27.

11 - TAP WATER: Alkaline. 53% of supply hard; 47% of supply soft. West Slope, fluoridated. East Slope, not fluoridated.

12 - RETAILING: Principal Shopping Area-44 sq. blocks downtown on 15, 16 and 17 Sts. bet. Larimer and Broadway.

Neighborhood Shopping Areas-W Alameda & S Sheridan; W 20 & Youngfield; 3400 Youngfield; 3100 S Sheridan; 795 S Colo. Blvd.; 6500 S Bdwy.; 5050 S Federal; W 48 & Pecos; E 3rd Ave. & Hudson; 3300 Dahlia; 3575 S Logan; 3300 S Bdwy.; E Hampden & S Fairfax; E 22nd Ave. & Kearney; W Colfax & Carr; 600 S Holly; E 14th Ave. & Kearney; W 6th & Garrison; 601 S Bdwy.; 9305 Mntw. Blvd.; 7150 Federal; E 23rd & Oneida; E 33rd & Holly; W 72nd & Pecos; W 38th & Ames; 9000 N Wash.; E Fla. & Holly; W 38th & Wadsworth; W Littleton Blvd. & S Windermere; 7200 W Alameda; S Colorado Blvd. & Yale; 5801 W 44th Ave.; 10405 W Colfax; 1st Ave. & University Blvd.; 6th & Peoria; W Miss. & Quivas; 6455 W Colfax; So. Fed. & W Evans; 2200 W Alameda.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Aurora Mall(136)	10	JCPenney, The Denver, Sears, May D&F
Bear Valley Ctr.(48)	8	May D&F
Buckingham Sq.(110)	8	Joslin's, Mont. Ward
Cherry Creek(54)	3	The Denver, Sears
Cinderella City(225)	7	The Denver, Joslins, JCPenney, Woolworth
Lakeside Mall(46)	4	Woolworth, Target, The Denver, Mont. Ward
North Valley Mall(67)	7	Mont. Ward, May D&F
Northglenn Mall(109)	10	The Denver, Sears, JCPenney
Southglenn Mall(111)	12	The Denver, Sears, May D&F
Southwest Plz.(220)	12	Target, Joslins, May D&F, The Denver, Sears, Mont. Ward
University Hills(47)	7	May D&F, JCPenney
Villa Italia(183)	6	Mont. Ward, JCPenney, Joslins, Broadway
Westland(51)	7	May D&F, Sears
Westminster Mall(70)	9	Joslins
Downtown Denver(100)		May D&F, The Denver, Joslins, Woolworth

Principal Shopping Days-Fri., Sat., Sun.

Stores Open Evenings-Food Markets-Daily to 10 p.m.; Shopping Ctrs.-Mon. through Fri. to 9 p.m., Sun. 12 to 5.

13 - RETAIL OUTLETS: Department Stores-The Denver; Joslins; May-D&F; Broadway; Montgomery Ward; JCPenney; Sears.

Men's and Women's Clothing Stores-Amters; Aspen Leaf; Cottrell's; Eakers; Fashion Bar; Joseph Magnin; KG Mens Store; Lane Bryant; Gentlemen's Fashion Warehouse; Miller Stockman; Montaldos; Neusteters; Perkins Shearer; PMM Western Wear; Richman Bros.; Sheplers, Inc.; The Clothing Center; The Buccaneer; Casual Corner; Conrad's; County Seat; Fashion Gal; Foxmoor; Lerners; The Limited; Loehmanns; Pic-A-Dilly; Hagan Sports; Fillmore St. Clothiers.

Discount Stores-Target; K mart; LaBelle's; O.G. Wilson; Service Merchandise.

Variety Stores-Woolworth; J. Brannam; Marshall's; Yellow Front; TJ Maxx; Ross Stores.

Chain Drug Stores-Walgreen 20; Osco 20; King Soopers 47; Econo 3; K mart 15.

Chain Supermarkets-Safeway 57; Albertsons 16; Friendly Cash & Carry 6; King Soopers 50; Super Foods 11; Shoppin Sav 4; Grocery Warehouse 4.

Cooperative-Buying Groups-Associated Grocers of Colorado 430.

14 - NEWSPAPERS: POST (m) 215,625; (S) 345,097; Mar. 31, 1985 ABC.

Effective Mar. 31, 1985, 64,934 United Cable television subscribers began receiving the Sunday Denver Post.

Local Contact for Advertising and Merchandising Data: Jon Clark, Rtl. Adv. Mgr., POST, PO Box 1709, Denver, CO 80201; Tel. (303) 820-1392.

National Representative: Times Mirror National Marketing.

ROCKY MOUNTAIN NEWS (m) 329,381; (S) 385,807; Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: Paul Campbell, Gen. Adv. Mgr., ROCKY MOUNTAIN NEWS, 400 W. Colfax Ave., Denver, CO 80204; Tel. (303) 892-5304.

National Representative: Story & Kelly-Smith.

DURANGO

1 - LOCATION: La Plata County. E&P Map A-3. County Seat. Shipping and wholesale center for five counties in the San Juan Basin, SW Colorado and N New Mexico. Agricultural, tourism, mining, industrial center. Grand Junction, 167 mi. N; 340 mi. from Denver; 220 from Albuquerque, NM.

2 - TRANSPORTATION: Motor Freight Carriers-4.

Bus Lines-Continental Trailways.

Airlines-Pioneer; Aspen; Trans Colorado; America West.

3 - POPULATION:
Corp. City 80 Cen. 11,649; E&P 85 Est. 14,007
CZ-ABC: (80) 11,426
RTZ-ABC: (80) 38,434
County 80 Cen. 27,424; E&P 85 Est. 30,455
CZ & RTZ-ABC: (80) 49,860

4 - HOUSEHOLDS:
City 80 Cen. 4,120; E&P 85 Est. 4,365
County 80 Cen. 9,746; E&P 85 Est. 12,154
CZ-ABC: (80) 4,120
RTZ-ABC: (80) 13,430
City & RTZ-ABC: (80) 17,550

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$232,800,000
Savings	1	Incl. above
Savings & Loan	2	Incl. above

6 - PASSENGER AUTOS: County 16,640.

7 - ELECTRIC METERS: Residence 5,522.

8 - GAS METERS: Residence 3,152.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber Processing 125; Iron and Sheet Metal 13; Oil & Natural Gas 150; Bottling Plants 70; Tourism.

Principal Pay Days-10th, 20th.

10 - CLIMATE: First killing frost, Oct. 1; last killing frost, May 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-19 blocks on Main Ave., 5 on Second Ave., 8 on Sixth St.

Neighborhood Shopping Center-Durango Mall; Main Mall; Town Plaza; Centennial, Animas Valley Mall, NM.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Centennial Mall	NA	TG&Y
Durango Mall	NA	K mart, JCPenney
Town Plaza(16)	NA	Safeway, Mont. Ward

Principal Shopping Days-Mon., Thur., Sat. Grocery Stores are open Sundays.

13 - RETAIL OUTLETS: Department Stores-Graden Mercantile; JCPenney; Montgomery Ward; Sears (catalog); TG&Y Family Center; K mart.

Discount Stores-Yellow Front.

Variety Stores-Woolworth.

Chain Drug Stores-Basin Rexall; Professional; Plaza; Revco.

Chain Supermarkets-Safeway; City Market 2; Shur Value; Pac-N-Save.

Other Chain Stores-Sweetbriar; Mode O'Day; Stevenson's.

14 - NEWSPAPERS: HERALD (e-mon. to fri.) 6,938; (S) 8,611; Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: Don Steele, Adv. Mgr., HERALD, 1275 Main Ave., PO Box Drawer A, Durango, CO 81302; Tel. (303) 247-3504.

National Representative: Branham/Newspaper Sales.

FORT COLLINS

1 - LOCATION: Larimer County. (Fort Collins-Loveland MSA). E&P Map C-1. County Seat. Colorado State University (20,000); tourist gateway. 65 mi. N of Denver, 45 mi. SW of Cheyenne.

2 - TRANSPORTATION: **Railroads**-Union Pacific; Colorado and Southern.
Motor Freight Carriers-8.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 64,632; E&P 85 Est. 73,863
CZ-ABC: (80) 65,092
RTZ-ABC: (80) 28,335
County/MSA 80 Cen. 149,184; E&P 85 Est. 170,492
City & RTZ-ABC: (80) 93,427
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 23,320; E&P 85 Est. 25,909
County/MSA 80 Cen. 54,086; E&P 85 Est. 64,013
CZ-ABC: (80) 23,523
RTZ-ABC: (80) 10,151
City & RTZ-ABC: (80) 33,674

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	11	$332,000,000
Savings & Loan	7	N.A.
Industrials	5	N.A.

6 - PASSENGER AUTOS: County 98,863

7 - ELECTRIC METERS: County Residence 73,005

8 - GAS METERS: County Residence 48,944

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Machine Parts 760 ($250); Welders 160 ($270); Plastics 380 ($228); Concrete Prod. 250 ($270); 96 Mfg. industries employing 4,725.
Principal Industrial Pay Days-15th, 31st.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-68; Summer 52-94; Fall 22-52; Winter 13-42. First killing frost, Sept. 8; last killing frost, May 7.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: **Neighborhood Shopping Centers**-Laurel & College; College & Prospect; N College, 700-1100 blocks; W Elizabeth & Shields; S College, 2000-6500 blocks; S College, 3000-4000 blocks.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Campus West(33)	3	Campus Merit Drugs
Cedarwood Plz.	NA	King Soopers
Foothills Fashion Mall(50)	3	May D&F, JCPenney, Denver Dept., Sears
Foothills Sq.	NA	Fashion Bar
South College	2	Western Camera
University Mall(25)	1	King Sooper, Walgreens, Eaker's, Mont. Ward
K mart Plz.	2	K mart
Drake Crossing	5	Safeway, Walgreens
Scotch Pines	3	Toddy's

Principal Shopping Days-Wed., Thur., Fri., Sat., Sun.
Stores Open Evenings-Food and most major retailers.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; Sears; The Denver; May D&F; Eakers; Fashion Bar.
Variety Stores-Woolworth.
Discount Stores-K mart; Target LaBelle's.
Chain Drug Stores-Walgreens 2; Rexall; Skaggs; Merit.
Chain Supermarkets-Safeway 2; Toddy's King Soopers 2; Steele's 2; Beavers 2; Albertson's.

14 - NEWSPAPERS: COLORADOAN (e-mon to fri) 18,537; (S) 23,671; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Steve Roszczyk, Adv. Dir., COLORADOAN, PO Box 1577, Fort Collins, CO 80522; Tel. (303) 493-6397.
National Representative: Gannett Media Sales.

FORT MORGAN

1 - LOCATION: Morgan County. E&P Map C-1. 80 mi. NE Denver on U.S. Hwys. 6, 34 and 198; State Hwy. 52; I-76.

2 - TRANSPORTATION: **Railroads**-Burlington; Union Pacific.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,768; E&P 85 Est. 9,887
County 80 Cen. 22,513; E&P 85 Est. 23,634
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,366; E&P 85 Est. 3,681
County 80 Cen. 7,981; E&P 85 Est. 8,614

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$202,471,086
Savings & Loan	4	$69,213,997

6 - PASSENGER AUTOS: County 13,442

7 - ELECTRIC METERS: Residence 3,003

8 - GAS METERS: Residence 2,421

9 - PRINCIPAL INDUSTRIES: Tools; Grain; Seeds; Electric Generators; Fertilizer; Beef Packers; Modular Homes.

10 - CLIMATE: First killing frost, Sept. 1; last killing frost, Apr. 27.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main St.; 3 on Ensign St.; 3 on State St.; 5 on Railroad Ave.; 13 on Platte Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
E Railroad Ave.(10)	NA	Big T Mkt.

Principal Shopping Days-Mon., Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; A. G. Eaker.
Discount Stores-Alco; Gibson; K mart.
Chain Drug Stores-Walgreens; Macy's; Rexall.
Chain Supermarkets-Johnson's Super; Green Acres AG Mkt.; Big T Super; Edwards Mkt.; Safeway.
Other Chain Stores-Coast-to-Coast; Brown's Shoe Fit; Conrads.

14 - NEWSPAPERS: TIMES (e) 6,166; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Harold E. Bohm, Adv. Mgr., TIMES, PO Box 699, Fort Morgan, CO 80701; Tel. (303) 867-5651.
National Representative: Branham/Newspaper Sales.

GLENWOOD SPRINGS

1 - LOCATION: Garfield County. E&P Map B-2. County Seat. Agricultural, mining, service, retail, resort area. 75 mi. NE of Grand Junction. On State Hwy. 82, 133; U.S. Hwy. 6, 24; I-70.

2 - TRANSPORTATION: **Railroads**-Amtrak; Denver & Rio Grande Western.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways; Glenwood-Aspen Stages; Mid-Continent Coaches; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 4,637; E&P 85 Est. 6,064
County 80 Cen. 22,514; E&P 85 Est. 29,442

4 - HOUSEHOLDS:
City 80 Cen. 1,930; E&P 85 Est. 2,551
County 80 Cen. 8,131; E&P 85 Est. 11,036

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$111,000,000

6 - PASSENGER AUTOS: County 15,904

7 - ELECTRIC METERS: Residence (City) 4,259

8 - GAS METERS: Residence (City) 2,829

9 - PRINCIPAL INDUSTRIES: Farming; Dairying; Logging; Resort (Hot Springs); Mining (coal).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-87; Summer 55-92; Fall 36-80; Winter 18-54. First killing frost, Oct. 23; last killing frost, Apr. 13.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Grand Ave.; Glenwood Springs Mall.
Neighborhood Shopping Centers-City Market Plaza; Van Rand Center; Tamarack Mall; West Glenwood Plaza.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Glenwood Springs Mall	2	K mart, JCPenney

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Bullock's.
Discount Stores-K mart.
Variety Stores-Ben Franklin; Center Drug.
Chain Supermarkets-Safeway; City Market; Circle Super.
Other Chain Stores-7-Eleven; Zale's; 84 Lumber; Kenny's Shoes; Goodyear; Bumper to Bumper; Firestone; Coast to Coast; Gamble's.

14 - NEWSPAPERS: GLENWOOD POST (e-mon to fri) 5,099; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Anna Muller, Adv. Mgr., GLENWOOD POST, 2014 Grand Ave., PO Box 550, Glenwood Springs, CO 81601; Tel. (303) 945-8515.
National Representative: Branham/Newspaper Sales.

GRAND JUNCTION

1 - LOCATION: Mesa County. E&P Map A-2. County Seat. Shipping, whol. & ret., mining, industrial, recreation ctr. 250 mi. from Denver; 300 mi. from Salt Lake City. Regional Ret. trade area for approx. 9 counties.

2 - TRANSPORTATION: **Railroads**-Denver & Rio Grande Western.
Motor Freight Carriers-17.
Intercity Bus Lines-Continental; Greyhound.
Airlines-Frontier; United; Continental.

3 - POPULATION:
Corp. City 80 Cen. 27,956; E&P 85 Est. 39,584
County 80 Cen. 81,530; E&P 85 Est. 101,829
CZ-ABC: (80) 70,714
Bal. in NDM-ABC: (80) 78,907
Total NDM-ABC: (80) 149,621
Bal. in RTZ-ABC: (80) 19,613
Total NDM & RTZ-ABC: (80) 169,234
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,766; E&P 85 Est. 16,815
County 80 Cen. 29,668; E&P 85 Est. 38,389
CZ-ABC: (80) 26,101
Bal. in NDM: (80) 28,050
Total NDM-ABC: (80) 54,151
Bal. in RTZ-ABC: (80) 6,836
Total NDM & RTZ-ABC: (80) 60,987

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	4	$280,033,554
Commercial	7	$303,702,867

6 - PASSENGER AUTOS: County 49,749

7 - ELECTRIC METERS: Residence 32,096

8 - GAS METERS: Residence 24,858

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)Public Utilities 1,244 ($314); Trade 9,450 ($264); Mining 4,069 ($325); Electronics 1,680 ($231); Ceramics 473 ($209); Insulation 488 ($297).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-88; Summer 55-93; Fall 37-80; Winter 18-53. First killing frost, Oct. 22; last killing frost, Apr. 13.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main St.; Teller Arms, North Ave. & 23rd; Brach's Vlg.; Albertson's, 12th & Orchard (43 stores); Eastgate, K mart Plz.; Mesa Mall, Hwys. 6 & 50 (80 stores); Coronado Plz. (18 stores); Monument Vlg. (15 stores).
Neighborhood Shopping Centers-2 blocks on North Ave.; 2 on Grand Ave.; 4 on Orchard Mesa.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Teller Arms(23)	3	Keith O'Brien
North 7th St.	2	Gibson Phcy., Mesa Phcy.
North Ave.	1	City Mkt., K mart, Gibson
Grand Ave.	NA	Grand Ave. City Mkt.
Orchard Mesa	NA	7-Eleven, Safeway
Pioneer Village(6)	2	Brach's Mkt., Western Auto
Mesa Mall(120)	4	Sears, JCPenney, Target, Mervyn's

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings and Sundays-Grocery, drug, shpg. ctr., discount stores.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Montgomery Ward; Keith O'Brien; Sears; Mervyn's.
Variety Stores-Woolworth; Western Auto.
Discount Stores-Gibson's; Surplus City; Tempo; K mart; Target.
Chain Drug Stores-Mesa 3; Walgreens 3; Campus Rexall 2; Skagg's Walker 2; Gibson's 2.
Chain Supermarkets-Safeway 2; City Market 4; Thriftway 2; Waddel's; Albertson's 2; Cook's Warehouse 2.
Other Chain Stores-Singer Co.; Fashion Bar; Mode O'Day; Pay 'n Pak; Radio Shack; Nautilus; Baskin-Robbins; Wendy's; McDonald's.

14 - NEWSPAPERS: SENTINEL (e) 29,629; (S) 33,224; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Ralph Powers, Adv. Dir., SENTINEL, 734 S. 7th St., PO Box 668, Grand Junction, CO 81501; Tel. (303) 242-5050.
National Representative: Cresmer, Woodward O'Mara & Ormsbee.

GREELEY

1 - LOCATION: Weld County. (MSA). E&P Map C-1. County Seat. NE part of state, midway between the capital cities of Colorado and Wyoming. 52 mi. N of Denver, 51 mi. S of Cheyenne. Altitude 4,637 feet. At intersection of U.S. Hwys. 85 & 34. College center. Shipping point for livestock and farm products.

2 - TRANSPORTATION: **Railroads**-Union Pacific; Colorado & Southern.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 53,006; E&P 85 Est. 58,083
CZ-ABC: (80) 61,986
Bal. in NDM-ABC: (80) 45,910
Total NDM-ABC: (80) 107,896
Bal. in RTZ-ABC: (80) 15,542
County/MSA 80 Cen. 123,438; E&P 85 Est. 135,263
NDM & Bal. in RTZ-ABC: (80) 123,438

4 - HOUSEHOLDS:
City 80 Cen. 19,351; E&P 85 Est. 21,611
County/MSA 80 Cen. 47,002; E&P 85 Est. 48,448
CZ-ABC: (80) 22,667
Bal. in NDM-ABC: (80) 15,022
Total NDM-ABC: (80) 37,689
Bal. in RTZ-ABC: (80) 5,060
NDM & Bal. in RTZ-ABC: (80) 42,749

5 - BANKS	**NUMBER**	**DEPOSITS**
Industrial	3	N.A.
Savings & Loan	6	$177,098,910
Commercial	9	$494,735,157

6 - PASSENGER AUTOS: County 74,811

7 - ELECTRIC METERS: Residence 19,853 City; 29,750 County

8 - GAS METERS: Residence 23,994

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food Proc. 250 (N.A.); Farm Equip. 50 (N.A.); Motor Rebuild. 30 (N.A.); Overall Factory 375 (N.A.); Packing Plant 540 ($180); Electronics 450 (N.A.); Education 1,750 (N.A.).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-90; Summer 50-100; Fall 20-80; Winter 15-70. First killing frost, Sept. 30; last killing frost, May 5.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-7th St. to 11th St. and 6th Ave. to 9th Ave., approximately 15 square blocks.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Greeley Mall(90)	NA	Mont. Ward, Joslins, Safeway, Zale's, Sears, Fashion Bar
Hillside Center(14)	NA	Onorato's Appliance
Hillside Mall(24)	NA	Target, King Soopers
Wilshire(7)	NA	Eaker's

Stores Open Evenings-Food and discount Mon. through Sat. All stores open Thur. eve's.

13 - RETAIL OUTLETS: **Department Stores**-Joslin's; JCPenney; Montgomery Ward; Eaker's; Big R; Fashion Bar.
Discount Stores-K mart; Target.
Variety Stores-Woolworth.
Chain Drug Stores-Merit 4; Osco 2.
Chain Supermarkets-Safeway 3; King Soopers; Toddy's; Shopping Bag; Smileys; Grocery Warehouse.
Other Chain Stores-Auto Supplies: K mart, Sears, Checker Auto, Firestone; Dairies: Meadow Gold, Sintons, Lowell-Paul; Finance Companies: Dial, General, Associates, Avco, Aetna, Pacific, Security Credit, Household Finance, Beneficial, G.A.C.; Ice Cream: Bresler's, Baskin-Robbins, Dairy Queen; Jewelry: Grayheal, Weiss, Zale's, Gordon's; Men's Wear: Otis Bros., Gregory's, K.G. Men's; Paint: KWAL, Valspar, Pittsburgh, Sherwin-Williams, Komac; Sewing Centers: Viking, Bernina, Necchi-Elva, Pfaff, Singer; Shoes: Kinney, Brown's Shoe Fit, Red Wing, Pay Less, Fashion Bar Shoe; Women's Apparel: Fashion Bar.

14 - NEWSPAPERS: TRIBUNE & REPUBLICAN (e) 24,773; (S) 25,012; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Loren C. Abbott, Mkt. Dir., TRIBUNE, 714 8th St., Greeley, CO 80631; Tel. (303) 352-0211.
National Representative: None.

LA JUNTA

1 - LOCATION: Otero County, E&P Map C-3, County Seat.

2 - TRANSPORTATION: **Railroads**-Atchison, Topeka and Santa Fe.
Motor Freight Carriers-5.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 8,338; E&P 85 Est. 8,500
County 80 Cen. 22,567; E&P 85 Est. 22,378

4 - HOUSEHOLDS:
City 80 Cen. 3,007; E&P 85 Est. 3,061
County 80 Cen. 7,937; E&P 85 Est. 8,052

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$66,284,000
Savings & Loan	2	$150,000,000
industrial	1	$9,663,000

6 - PASSENGER AUTOS: County 11,711

7 - ELECTRIC METERS: Residence 3,558

8 - GAS METERS: Residence 3,966

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-RR Shops 500; Food Prods. 375; USAF 150; Brass Fittings Mfg. 150; Livestock Sales Rings 120; Clothing Mfg. 170; Regional Hospital 150.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-80; Summer 60-105; Fall 20-75; Winter 0-50. First killing frost, Oct. 8; last killing frost, Apr. 28.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: **Principal Shopping Days**-Wed., Thur., Sun.
Stores Open Evenings-Dept.: Sat.; Food: Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; Gambles; Sears; Coast-to-Coast.
Variety Stores-Woolworth.
Discount Stores-Gibson's; TG&Y.
Chain Supermarkets-Safeway.

14 - NEWSPAPERS: TRIBUNE-DEMOCRAT (e-mon to fri; m-sat) 3,918; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Mack Burtis, Pub., TRIBUNE-DEMOCRAT, PO Box 480, La Junta, CO 81050; Tel. (303) 384-4475.
National Representative: Branham/Newspaper Sales.

LAMAR

1 - LOCATION: Prowers County, E&P Map D-3. 30 mi. W of Kansas State line; 120 mi. E of Pueblo; 200 mi. SE of Denver. On State Hwys. 6, 119, 192, 196; U.S. Hwys. 50, 287 and 385.

2 - TRANSPORTATION: **Railroads**-Santa Fe.
Motor Freight Carriers-3.
Intercity Bus Lines-Trailways.
Airline-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 7,713; E&P 85 Est. 8,075
County 80 Cen. 13,070; E&P 85 Est. 13,751
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,842; E&P 85 Est. 2,948
County 80 Cen. 4,658; E&P 85 Est. 5,024

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$120,422,658

6 - PASSENGER AUTOS: County 7,465

7 - ELECTRIC METERS: Residence 4,937

8 - GAS METERS: Residence 3,915

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Bus Mfg. 700; Cattle Feed Yards 100.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-70; Summer 60-92; Fall 37-73; Winter 16-48. First killing frost, Oct. 18; last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-10 blocks on Main St.; 20 stores on adjacent streets; Orchard Plz. Shopping Ctr., 9 outlets; Vlg. Shopping Ctr., 10 outlets; K mart Shopping Center, 6 outlets.

13 - RETAIL OUTLETS: **Department Stores**-JC Penney; Eisenhauer's; Mont. Ward; Sears (catalog); Big R; Farm and Ranch General Store.
Variety Stores-Duckwall.
Discount Stores-Gibson; K mart.
Chain Drug-Geddy's; Coles; Gibson's; Corner Jim's.
Chain Supermarkets-Safeway; IGA; 7-Eleven; Love's; Wharehouse Foods.
Other Chain Stores-Sweetbriar's; Conrad's; Mademoiselle; BMS; True Value Hardware.

14 - NEWSPAPERS: NEWS (e-mon to fri) 3,739; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Ted Searl, Sr., Adv. Dir., NEWS, 310 S. 5th, PO Box 1217, Lamar, CO 81052; Tel. (303) 336-2266.
National Representative: None.

LEADVILLE

1 - LOCATION: Lake County, E&P Map B-2, County Seat. Residential and industrial center. 121 mi. from Canon City, 162 mi. from Pueblo, 185 mi. from Grand Junction, 112 mi. from Denver. On U.S. Hwy. 24; State Hwy. 91.

2 - TRANSPORTATION: **Railroads**-Denver & Rio Grande.
Motor Freight Carriers-Colorado; Denver-Salida-Leadville.
Intercity Bus Lines-Continental Trailways; Rio Grande.

3 - POPULATION:
Corp. City 80 Cen. 3,879; E&P 85 Est. 3,320
County 80 Cen. 8,830; E&P 85 Est. 8,060

4 - HOUSEHOLDS:
City 80 Cen. 1,437; E&P 85 Est. 1,144
County 80 Cen. 3,000; E&P 85 Est. 2,840

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$31,000,000

6 - PASSENGER AUTOS: County 4,305

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Avg. Wkly. Wage)-Ore Mining 650 ($210); Smelting; Milling; Tourism.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-82; Summer 55-82; Fall 36-80; Winter 18-56.

11 - TAP WATER: Neutral.

12 - RETAILING: **Principal Shopping Days**-Thur., Fri., Sat.
Stores Open Sun.-Safeway; Super Foods; Coast-to-Coast; Gambles.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Montgomery Ward; Carlucci's.
Chain Supermarkets-Safeway; Super Foods 3; Mini-Mkt.; 7-Eleven.

14 - NEWSPAPERS: HERALD DEMOCRAT (e-mon to fri) 1,875; sworn Sept. 28, 1984.
Local Contact for Advertising and Merchandising Data: F. R. Bochatey, Pub., HERALD-DEMOCRAT, Box 980, Leadville, CO 80461; Tel. (303) 486-0461.
National Representative: None.

LONGMONT

1 - LOCATION: Boulder County, (In Boulder-Longmont PMSA), E&P Map C-1. Residential, agric. and ind. center 37 mi. N of Denver. On State Hwys. 66, 119; U.S. Hwy. 287, 7 mi. W of I-25.

2 - TRANSPORTATION: **Railroads**-Burlington Route; Colo. & Southern; Great Western.
Motor Freight Carriers-4.
Intercity Bus Lines-Colorado Motor Way; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 42,942; E&P 85 Est. 57,259
CZ-ABC: (80) 42,942
RTZ-ABC: (80) 44,402
County/PMSA 80 Cen. 189,625 E&P 85 Est. 212,745
City & RTZ-ABC: (80) 87,344
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,483 E&P 85 Est. 20,895
County/PMSA 80 Cen. 68,964; E&P 85 Est. 80,109
CZ-ABC: (80) 15,483
RTZ-ABC: (80) 15,022
City & RTZ-ABC: (80) 30,505

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$156,314,000
Savings & Loan	6	$2,899,596,232

6 - PASSENGER AUTOS: County 134,994

7 - ELECTRIC METERS: Residence 18,522

8 - GAS METERS: Residence 17,473

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil & Air Filters 400; Turkey Process 750; Foundries 125; Camp Trailers 130; FAA Unit 400; IBM 5,000; Cement 100; Storage Tech 2,000; Heavy Duty Tractors; 4-WD Acces. 100.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-68; Summer 50-81; Fall 22-52; Winter 16-44. First killing frost, Sept. 8; last killing frost, May 7.

11 - TAP WATER: Fluoridated.

12 - RETAILING: **Principal Shopping Days**-Fri., Sat., Sun.
Stores Open Evenings-Week nights.

13 - RETAIL OUTLETS: **Department Stores**-Joslins; Fashion Bar; Mountgomery Ward; JCPenny; Sears; TG&Y; Starrs.
Variety Stores-Howell's; Eakers.
Discount Stores-Bi-Rite; K mart.
Chain Drug Stores-Walgreens 2; Osco.
Chain Supermarkets-Safeway 3; Ideal; Albertson's; King Sooper; Shoppin' Bag.
Other Chain Stores-Firestone; M&O Tire; AB Tire City; Goodyear Service Store; Bob's Toy Chest; Dave Cook Sports; Miller Stockman; Orange Julius; Casual Corner; J. Riggings; Ups'N Downs; Shoe Fair; Circus World Toys; Pic-A-Dilly; Shoe Den; Zale's; Radio Shack.

14 - NEWSPAPERS: TIMES-CALL (e-mon to fri) 19,007; (weekend) 20,058; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Michael J. Esses, Vice Pres., TIMES-CALL, 717 4th Ave., Longmont, CO 80501; Tel. (303) 776-2244.
National Representative: Papert Companies.

LOVELAND

1 - LOCATION: Larimer County, (in Fort Collins MSA), E&P Map C-1. 20 mi. W of Greeley. On U.S. Hwys. 34, 287. 50 mi N of Denver; 7 mi W of I-25.

2 - TRANSPORTATION: **Railroads**-Colorado & Southern Burlington; Great Western.
Intercity Bus Lines-Trailways.
Airlines-Fort Collins-Loveland Airport is 8 mi NE of Loveland.

3 - POPULATION:
Corp. City 80 Cen. 30,244; E&P 85 Est. 34,564
CZ-ABC: (80) 30,244
RTZ-ABC: (80) 38,735
City & RTZ-ABC: (80) 68,979
County/MSA 80 Cen. 149,184; E&P 85 Est. 170,492

4 - HOUSEHOLDS:
City 80 Cen. 11,429; E&P 85 Est. 12,570
County/MSA 80 Cen. 54,086; E&P 85 Est. 64,013
CZ-ABC: (80) 11,429
RTZ-ABC: (80) 13,311
City & RTZ-ABC: (80) 24,740

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$152,971,000
Commercial	5	$181,805,339
Industrial	3	$9,481,392
Credit Unions	5	$10,927,000

6 - PASSENGER AUTOS: County 98,863

7 - ELECTRIC METERS: Residence 13,977

8 - GAS METERS: Residence 14,153

9 - PRINCIPAL INDUSTRIES: (No. of Workers) Agric. Livestock; Meat Packing; Furn.; Pre-Fab & Mobile Homes 125; Electronics 3,500; Jewelry; Photographic Papers 3,000; Offset Printing Plates; Oral Hygiene Prod.; Shower Massagers; Water Testing Equipment; Tourism.

10 - CLIMATE: Climate is moderate.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Orchard(23)	2	King Soopers, Eakers
Palmer Gardens	2	
Westlake	2	Ben Franklin
University Mall(25)	12	Wards, King Soopers
Foothills Sq.	11	Fashion Bar
Horizon Park	17	K mart, Skaggs, Eakers, King Soopers

Principal Shopping Days-Sat., Mon., Thur., Sun. Supermarkets open Sundays.

13 - RETAIL OUTLETS: **Department Stores**Westermann's.
Discount Stores-Alco; Loveland; K mart; Wheelers.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Draper; Walgreens.
Chain Supermarkets-Safeway; King Soopers; AG.
Other Chain Stores-Goodyear; Firestone; Kinney Shoes; Eakers;

14 - NEWSPAPERS: REPORTER-HERALD (e-mon to fri) 15,845; (Wknd.) 16,337; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: David J. Storey, Adv. Dir., REPORTER-HERALD, 450 Cleveland; PO Box 59, Loveland, CO 80537; Tel. (303) 669-5050.
National Representative: Papert Companies.

MONTROSE

1 - LOCATION: Montrose County, E&P Map A-2, County Seat. Agric., trade & tourism ctr., 260 mi. W of Denver; 350 mi. from Salt Lake City. On U.S. Hwys. 50, 550; State Hwy. 90.

2 - TRANSPORTATION: **Railroads**-Denver & Rio Grande Western.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways.
Airlines-Aspen Airways; Trans Colorado.

3 - POPULATION:
Corp. City 80 Cen. 8,722; E&P 85 Est. 10,687
County 80 Cen. 24,352; E&P 85 Est. 26,490
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 3,254; E&P 85 Est. 3,997
County 80 Cen. 8,428; E&P 85 Est. 9,472

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$1,152,222
Savings & Loan	3	$1,152,226,893
Commercial	3	$131,019,389

6 - PASSENGER AUTOS: County 13,764

7 - ELECTRIC METERS: Residence 3,693

8 - GAS METERS: Residence 3,546

9 - PRINCIPAL INDUSTRIES: Agric., Livestock; Mining (gold, silver, lead, zinc, uranium, radium); Lumbering; Candies; Tourism; Govt.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-62; Summer 52-86; Fall 36-65; Winter 16-40.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Days**-Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Allison's; Reeve's; Charmaine's; Conrad's; Mode O'Day.
Discount Stores-Gibson; K mart; Yellow Front.
Variety Stores-Ben Franklin; True-Value Hdwe.
Chain Supermarkets-City 3; Safeway; City Market; Wyatt's Warehouse.

14 - NEWSPAPERS: PRESS (e-mon to fri) 6,751; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: H. James Crouse, Gen. Mgr., PRESS, 535 S. 1st St.; PO Box 81402, Montrose, CO 81402; Tel. (303) 249-3444.
National Representative: Branham/Newspaper Sales.

PUEBLO

1 - LOCATION: Pueblo County (MSA), E&P Map C-3, County Seat. Manufacturing, agriculture, wholesale and distributing center for S Colorado, N New Mexico, W Kansas; 112 mi. S of Denver, a major part of the Colo. Springs/Pueblo ADI.

2 - TRANSPORTATION: **Railroads**-Santa Fe; Missouri Pacific; Denver & Rio Grande Western; Colorado & Southern Burlington; Colorado & Wyoming CF&I freight.
Motor Freight Carriers-8.
Intercity Bus Lines-Denver-Colorado Springs-Pueblo Trailways; Continental Trailways; Greyhound; 24 Taxi Cabs.
Airlines-Rocky Mt. Airways; Charter Service, Pan Ark Aviation; Pueblo Aircraft Service; Federal Express (freight).

3 - POPULATION:
Corp. City 80 Cen. 101,686; E&P 85 Est. 103,343
CZ-ABC: (80) 116,571
Bal. in NDM-ABC: (80) 142,987
Total NDM-ABC: (80) 259,558
County/MSA 80 Cen. 125,972; E&P 85 Est. 128,025

4 - HOUSEHOLDS:
City 80 Cen. 37,240; E&P 85 Est. 38,534
County/MSA 80 Cen. 45,095; E&P 85 Est. 47,282
CZ-ABC: (80) 41,958
Bal. in NDM-ABC: (80) 50,168
Total NDM-ABC: (80) 92,126

5 - BANKS	NUMBER	DEPOSITS
Savings	12	$421,583,000
Savings & Loan	7	$396,752,000

6 - PASSENGER AUTOS: County 68,615

7 - ELECTRIC METERS: Residence 37,284

8 - GAS METERS: Residence 36,838

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Manufacturing 4,790; Mining-Trade (Retail & Wholesale) 9,630; Government 10,210; Trans. Util. & Comm. 6,820; Fin., Insurance, Real Est. 1,720; Service 9,350; Contract Construction 1,500; Military 750; Healthcare 3,374; Education 3,567; Transportation 607.
Principal Industrial Pay Days-Steel Mill-Mon., Tues., Wed.; Pueblo Army Depot-Every other Fri.; Railroads-1st and 15th; Government-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-75; Summer 55-91; Fall 25-81; Winter 14-49. First killing frost, Sept. 19; last killing frost, May 19.

11 - TAP WATER: Alkaline, hard; naturally fluoridated.

12 - RETAILING: Principal Shopping Area-9 blocks on Santa Fe; 11 on Main; 5 on Court; 6 on Union.
Neighborhood Shopping Areas-Abriendo, Broadway to Quincy, 3 blocks; Northern Ave., Elm to Spruce, 4 blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belmont(27)	1	Alco, Chet's Market
Arapahoe(11)	2	Blende Super
Midtown(25)		Sears
Sunset Plaza(33)	2	Alco, Safeway
King Soopers	2	King Soopers, Eaker's
Pueblo Mall(87)	1	Mont. Ward, The Denver, JCPenney, Joslin's, Gart
Regency Sq.(32)	2	Osco

Principal Shopping Days-Mon.-Sun.
Stores Open Evenings-Food Mon. to Fri. to 8. One grocery to 11; Some grocery, drug open Sun.

13 - RETAIL OUTLETS: Department Stores-Joslin's; Denver & Wilsons; Montgomery Ward; Sears; JCPenney; Eakers.
Discount Stores-Wal-Mart 2; Germer's; So-Lo Food; Alco 2; K mart 2; Yellow Front 2.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug stores-Osco; Grove (Merit) 5; Alamo, Associated Druggists 10.
Chain Supermarkets-Safeway 4; Blende Super; Chets Food Center 2; King Soopers 2; Super Foods 6; 7-Eleven 21; Kwik Way 19; Shoppin Bag; Loaf n' Jug 43; County Market.
Other Chain Stores-B. F. Goodrich; Goodyear; Lerner's; Fashion Bar; Kinney Shoes; Baker Shoes; Singer Co.; Zale's Jewelers; Alco 2; Sherwin-Williams Paints 2; Pittsburgh Paint & Glass; Douglas Optical; Gart Bros. Sporting Goods; Zale Optical; Dunbar LPG; Remington Rand; Meadow Gold Dairy Pdts.; Baskin-Robbins Ice Cream; Miller Tire; McCoy Co.; Mor-Valu Stamps; IBM; Mode O'Day; NAPA Auto Parts; AC Transmission Center; Kwal Paints; Sutherland Lumber Co.; Big Sur Waterbeds; Pay n' Pack 2; Checker Auto 2; Sieferts; Piece of Pie; KG Men's; KG Bootery; Just Pants; So Fro Fabrics; Casual Corner; County Seat; Pearl Vision; Walden Books; Park Lane Hosiery; Motherhood Maternity; Track 'n Trail; Underworld; Foot Scene; Pants 'n Duds; T-Shirts Plus; Royal Optical; Athlete's Foot; Jocque Shop; Gallenkamp Shoes; Maling Shoes.

14 - NEWSPAPERS: PUEBLO CHIEFTAIN (m) 51,007; (S) 53,408; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: John Rawlings, Adv. Dir., CHIEFTAIN, PO BOX 36, Pueblo, CO 81002; Tel. (303) 544-3520.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee.

ROCKY FORD

1 - LOCATION: Otero County, E&P Map C-3. 11 mi. W of La Junta. On Fed. Hwy. 50; State Hwy. 71.

2 - TRANSPORTATION: Railroads-Santa Fe.
Bus Lines-Continental Trailways.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 4,804; E&P 85 Est. 4,735
County 80 Cen. 22,567; E&P 85 Est. 22,378

4 - HOUSEHOLDS:
City 80 Cen. 1,706; E&P 85 Est. 1,714
County 80 Cen. 7,937; E&P 85 Est. 8,052

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	1	$13,443,551
Commercial	3	$31,134,280

6 - PASSENGER AUTOS: County 11,711

7 - ELECTRIC METERS: Residence 1,714

8 - GAS METERS: Residence 2,257

9 - PRINCIPAL INDUSTRIES: Seed Cleaning; Equipment Mfg.; Seeds; Producers & Wholesalers; Frozen Foods (Onion & Vegetable Processing); Barbed Wire Mfg.; Equipment Mfg.; Recycling Equipment Mfg.; Computer Service Center; Western Clothing Mfg.

10 - CLIMATE: Min. & Max. Temp.-0-100.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Sat. eves.; some on Sun.

13 - RETAIL OUTLETS: Variety Stores-Carousel.
Discount Stores-Gibson's; TG&Y.
Chain Drug Stores-Health Mart.
Chain Supermarkets-Safeway; 7-Eleven; Loaf'N Jug; Love's Country Store; Super Foods; Associated Grocers.
Other Chain Stores-Western Auto; Gamble's.

14 - NEWSPAPERS: GAZETTE (e-mon to fri) 3,185; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: J.R. Thompson, Adv. Dir., GAZETTE, 912 Elm Ave., P.O. Box 430, Rocky Ford, CO 81067; Tel. (303) 254-3351.
National Representative: Branham/Newspaper Sales.

SALIDA

1 - LOCATION: Chaffee County, E&P Map B-2. Industrial, agric., residential ctr. & vacation resort; Monarch ski area and major subdivision development. 60 mi. W of Canon City, 100 mi. W of Pueblo. On U.S. Hwys. 50, 285, 291.

2 - TRANSPORTATION: Railroads-Division point for D&RGW.
Intercity Bus Lines-Continental.

3 - POPULATION:
Corp. City 80 Cen. 4,870; E&P 85 Est. 5,217
County 80 Cen. 13,227; E&P 85 Est. 13,388
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,975; E&P 85 Est. 1,928
County 80 Cen. 4,758; E&P 85 Est. 4,901

5 - BANKS	NUMBER	EST. DEP.
County	1	$18,000,000
Bldg. & Loan	2	$32,000,000
Commercial	2	$40,000,000

6 - PASSENGER AUTOS: County 8,210

7 - ELECTRIC METERS: Residence 4,750

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Limestone Quarry & Screening Plant; Lbr.; Soil Conditioning Agent; Tourism; Livestock Auctioning Ctr.; Poultry; Granite Grit Mfg.; Beryl; Terrazzo; Agric.; Cattle; Skiing.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-74; Summer 44-82; Fall 19-73; Winter 8-46.

11 - TAP WATER: Alkaline 112 PPM, medium hard (136 PPM).

12 - RETAILING: Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Crews-Beggs; Sharpes; Salida Men's Shop; Town 'n Country.
Discount Stores-Gibson.
Variety Store-Woolworth; Ben Franklin.
Chain Supermarkets-Safeway; AG 2.

14 - NEWSPAPERS: MOUNTAIN MAIL (m-mon to fri) 2,617; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: Merle Baranczyk, Pub., MOUNTAIN MAIL, 125 E. 2nd St., PO Box 189, Salida, CO 81201; Tel. (303) 539-6691.
National Representativa: Branham/Newspaper Sales.

STERLING

1 - LOCATION: Logan County, E&P Map D-1. County Seat. Wholesale and shipping center for grain, cattle, sugar and oil in 5-county area of NE corner of Colorado. On South Platte River, 125 mi. NE of Denver; 430 mi. W of Omaha; 100 mi. SE of Cheyenne, WY. On I-76; U.S. Hwys. 6, 138 (main Denver-Chicago route), and State Hwys. 14 and 154.

2 - TRANSPORTATION: Railroads-Union Pacific; Burlington Freight.
Motor Freight Carriers-7.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 11,385; E&P 85 Est. 12,239
CZ-ABC: (80) 11,385
RTZ-ABC: (80) 25,270
County 80 Cen. 19,800; E&P 85 Est. 20,546
City & RTZ-ABC: (80) 36,655
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,392; E&P 85 Est. 4,739
County 80 Cen. 7,146; E&P 85 Est. 7,680
CZ-ABC: (80) 4,392
RTZ-ABC: (80) 9,147
City & RTZ-ABC: (80) 13,539

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$75,000,000
Commercial	5	$130,000,000

6 - PASSENGER AUTOS: County 11,988

7 - ELECTRIC METERS: Residence 5,313

8 - GAS METERS: Residence 5,260

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage)-Railroad Shops & Offices 215 ($360); Grain Elevators 30 ($240); Cattle Feeding 100 ($180); Oil Pipelines 65 ($270); Beef Slaughter Plant 400 ($280); Clothing 250 ($135).
Principal Industrial Pay Days-5th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-56; Summer 55-85; Fall 33-61; Winter 16-48. First killing frost, Oct. 19; last killing frost, Apr. 21.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center-30 blocks on 11 streets.
Neighborhood Shopping Centers-Fair Shopping Center; U.S. Hwy. 138, N edge of city; High Plains Center; W Main Street.
Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Food-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; C.R. Anthony; Montgomery Ward; Sears; Mr. D's; Bostwicks; Watkins.
Variety Stores-Woolworth.
Discount Stores-Gibson's; K mart; Wheelers.
Chain Supermarkets-Safeway; U-Save Supers 2; Bauer's; Big T.
Other Chain Stores-Coast-to-Coast; Brown Shoe-Fit; Mode O'Day; Conrad's; Sherwin-Williams; Komac; Mead Lumber; Payless Shoes.

14 - NEWSPAPERS: JOURNAL-ADVOCATE (e) 7,044; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Myron D. House, Adv. Dir., JOURNAL-ADVOCATE, 504 N. 3rd St.; PO Box 1272, Sterling, CO 80751; Tel. (303) 522-1990.
National Representative: Branham/Newspaper Sales.

TRINIDAD

1 - LOCATION: Las Animas County, E&P Map C-3. County Seat. S central part of state.

2 - TRANSPORTATION: Railroads-AT&SF; C&S (freight); C&W (freight).
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 9,663; E&P 85 Est. 9,963
CZ-ABC: (80) 9,663
RTZ-ABC: (80) 5,234
County 80 Cen. 14,897; E&P 85 Est. 15,577
City & RTZ-ABC: (80) 14,897

4 - HOUSEHOLDS:
City 80 Cen. 3,516; E&P 85 Est. 3,381
County 80 Cen. 5,367; E&P 85 Est. 5,739
CZ-ABC: (80) 3,516
RTZ-ABC: (80) 1,851
City & RTZ-ABC: (80) 5,367

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$30,623,275

6 - PASSENGER AUTOS: County 7,476

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Coal Mining 675; Cattle Industry.
Principal Industrial Pay Days-5th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 8-85; Summer 33-100; Fall 8-88; Winter 24-76. First killing frost, Oct. 6; last killing frost, May 5.

11 - TAP WATER: Neutral, soft, chlorinated; not fluoridated.

12 - RETAILING: Principal Shopping Center-Six blocks on Main and Commercial Streets.
Neighborhood Shopping Centers-Arizona and Colorado Aves.; University St.; Pine & State Sts.
Principal Shopping Days-Mon., Wed., Sat.
Stores Open Sundays-Grocery, drug and discount.

13 - RETAIL OUTLETS: Department Stores-Jamieson's.
Variety Stores-Ahlschwede Variety (Ben Franklin).
Discount Stores-Pixie.
Chain Drug Stores-Rexall 2.
Chain Supermarkets-Safeway 2; Ringo Bros. 3.
Other Chain Stores - Mode O'Day.

14 - NEWSPAPERS: CHRONICLE-NEWS (e-mon to fri) 3,566; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Advertising Dept., CHRONICLE-NEWS, 200 Church & Convent, Trinidad, CO 81082; Tel. (303) 846-3311.
National Representative: None.

CONNECTICUT SURVEYS

METROPOLITAN STATISTICAL AREAS

New Haven-Meriden-Clinton and Killingworth towns in Middlesex County; Meriden, New Haven and West Haven cities; Bethany, Branford, East Haven, Guilford, Hamden, Madison, North Branford, North Haven, Orange, Wallingford and Woodbridge towns in New Haven County.
New London-Norwich, Conn.-R.I.-New London and Norwich cities; Bozrah, East Lyme, Franklin, Griswold, Groton, Ledyard, Lisbon, Montville, North Stonington, Old Lyme, Preston, Salem, Sprague, Stonington and Waterford towns in New London County, Conn.; Canterbury town in Windham County, Conn.; Hopkinton and Westerly towns in Washington County, R.I.
Waterbury-Bethlehem, Thomaston, Watertown and Woodbury towns in Litchfield County; Waterbury city; Naugatuck borough; Middlebury, Prospect, Southbury and Wolcott towns in New Haven County.

PRIMARY METROPOLITAN STATISTICAL AREAS

Bridgeport-Milford-Bridgeport and Shelton cities; Easton, Fairfield, Monroe, Stratford and Trumbull towns in Fairfield County; Ansonia, Derby and Milford cities; Beacon Falls, Oxford and Seymour towns in New Haven County.
Bristol-Bristol city and Burlington town in Hartford County; Plymouth town in Litchfield County.
Danbury-Danbury city; Bethel, Brookfield, New Fairfield, Newtown, Redding, Ridgefield and Sherman towns in Fairfield County; Bridgewater and New Milford towns in Litchfield County.
Hartford-Hartford city; Avon, Bloomfield, Canton, East Granby, East Hartford, East Windsor, Enfield, Farmington, Glastonbury, Granby, Manchester, Marlborough, Newington, Rocky Hill, Simsbury, South Windsor, Suffield, West Hartford, Wethersfield, Windsor and Windsor Locks towns in Hartford County; Barkhamsted and New Hartford towns in Litchfield County; East Haddam town in Middlesex County; Colchester town in New London County; Andover, Bolton, Columbia, Coventry, Ellington, Hebron, Somers, Stafford, Tolland, Vernon and Willington towns in Tolland County.
Middletown-Middletown city; Cromwell, Durham, East Hampton, Haddam, Middlefield and Portland towns in Middlesex County.
New Britain-New Britain City; Berlin, Plainville and Southington towns in Hartford County.
Norwalk-Norwalk city; Weston, Westport and Wilton towns in Fairfield County.
Stamford-Stamford city; Darien, Greenwich and New Canaan towns in Fairfield County.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Hartford-New Britain-Middletown-Includes Bristol PMSA; Hartford PMSA; Middletown PMSA; and New Britain PMSA.
New York-Northern New Jersey-Long Island, N.Y.-N.J.-Conn.-Includes Bergen-Passaic, N.J. PMSA; Bridgeport-Milford, Conn. PMSA; Danbury, Conn. PMSA; Jersey City, N.J. PMSA; Middlesex-Somerset-Hunterdon, N.J. PMSA; Monmouth-Ocean, N.J. PMSA; Nassau-Suffolk, N.Y. PMSA; New York, N.Y. PMSA; Newark, N.J. PMSA; Norwalk, Conn. PMSA; Orange County, N.Y. PMSA; and Stamford, Conn. PMSA.

POPULATION ESTIMATES

(Thousands)

Age Group	1970	1980	1986
Under 5 Years	253	185	191
5-14 Years	601	462	477
15-24 Years	494	561	580
25-44 Years	731	861	890
45-64 Years	665	674	697
65 and Over	288	365	377
TOTAL	3,032	3,108	3,212

Based on U.S. Census

POPULATION ESTIMATES

(Thousands)

Places of 50,000 or more and central cities of MSA's with 10% or more of Spanish Origin Population.

Cities	Total Pop.	Spanish Origin	Percent
Bridgeport	142,546	26,656	18.7
Hartford	130,392	26,730	20.5

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1986 Est.
Bldg. Mat./Hdwr	475	659	1,028
General Mdse	1,262	1,554	2,140
Food	2,387	3,422	4,425
Automobiles	1,782	2,665	4,708
Gasoline Stations	805	1,448	1,668
Apparel	558	925	1,324
Furniture	451	641	1,082
Eat-Drink Places	889	1,428	1,987
Drugs	310	467	683
TOTAL SALES	10,428	15,829	21,606

ANSONIA

1 - LOCATION: New Haven County, (In Bridgeport-Milford PMSA), E&P Map B-3.
Residential and industrial center on Naugatuck River. 10 mi. NW of New Haven; 14 mi. NE of Bridgeport; 16 mi. S of Waterbury; 68 mi. NE of New York. On State Hwy. 8.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-7.
Intercity Bus Lines-CR&L; Intercity; Berkshire.

3 - POPULATION:
Corp. City 80 Cen. 19,039; E&P 85 Est. 18,442
CZ-ABC: (80) 44,819
RTZ-ABC: (80) 41,943
County 80 Cen. 761,337; E&P 85 Est. 783,402
PMSA 80 Cen. 438,557; E&P 85 Est. 450,917
City & RTZ-ABC: (80) 86,762

4 - HOUSEHOLDS:
City 80 Cen. 7,035; E&P 85 Est. 6,877
County 80 Cen. 271,542; E&P 85 Est. 288,339
PMSA 80 Cen. 151,502; E&P 85 Est. 169,523
CZ-ABC: (80) 16,519
RTZ-ABC: (80) 13,475
City & RTZ-ABC: (80) 29,994

5 - BANKS	NUMBER	DEPOSITS
Savings	7	$341,298,000
Savings & Loan	2	$31,144,000
Commercial	8	$102,700,000

6 - PASSENGER AUTOS: County 418,274.

7 - ELECTRIC METERS: Residence 30,347.

8 - GAS METERS: Residence 10,577.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-All Mfg. 6,060; Primary Metals 1,510; Fabricated Metals & Machinery 2,550; Other Mfg. 2,000; Total Emp. 14,610.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-66; Summer 57-80; Fall 34-52; Winter 21-37. First killing frost, Oct. 27; last killing frost, Apr. 16.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Ansonia; 2 on Shelton; 4 on Derby; 2 on Seymour; Route 8, Derby-Ansonia Line; Route 8, Ansonia Seymour; Route 34, Derby, Route 110, Shelton.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ansonia Mall(36)	NA	K mart, First Nat'l
Ansonia Plaza(16)	NA	Jerry's Mkt.
Westside(13)	NA	Pilgrim Barbeque
Seymour Plaza(6)	NA	Seymour Foodland
Orange/Derby(20)	NA	Klarides, DM Reed
Valley(5)	NA	Bradlees, Stop & Shop
Plaza On The Green(8)	NA	Fair Shoppe
Tri-Town Plz.(17)	NA	Warehouse Foods, Ames
Caldor Ctr.(4)	NA	Caldor, Shop-Rite
Southside(7)	NA	A&P
Klarides Vlg.(6)	NA	Klarides Market
Shelton Square	NA	Bradlees, Stop & Shop

Nearby Shopping Centers-East Derby (Derby); Huntington (Shelton); Oxford Center (Oxford); Seymour Center(Seymour).
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri., Mkts.-Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-A Krieger; Isaacson's; JCPenney.
Variety Stores-Woolworth; Dollar Stretcher.
Discount Stores-Bradlees; Kings; Caldor; Best Buy Appliances; K mart.
Chain Drug Stores-Rexall 2; Rite Aid; Lear's 3; Whalen's 2; CVS; Stop & Shop.
Chain Supermarkets-A&P; First National; Stop & Shop; Warehouse Foods; Shop-Rite; Klarides.
Other Chain Stores-Thom McAn; Firestone; JCPenney; Radio Shack; Morse Shoes; Shoe Town; Montgomery Ward; Value House; Fayva; Big L; Ames; Service Merchandise.

14 - NEWSPAPERS: SENTINEL (e) 15,982, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Gary Siegel, Adv. Dir., SENTINEL, 241 Main St., Ansonia, CT 06401; Tel. (203) 734-2546.
National Representative: Thomson Newspapers.

"We get you the business!"

with the largest daily and Sunday newspaper circulation in affluent Fairfield County... a top 50 market, 2nd in the continental United States in Median Household Effective Buying Income. (S&MM '85)

BRIDGEPORT
CONNECTICUT
POST TELEGRAM

Member of FCD Newspaper Network

Nationally Marketed By
LANDON ASSOCIATES

BRIDGEPORT

1 - LOCATION: Fairfield County (In Bridgeport-Milford PMSA). E&P Map B-4. County Seat. 56 mi. NE of NYC on main line of Northeast Rail Corridor and Connecticut Turnpike.

2 - TRANSPORTATION: **Railroads**-Conrail; Amtrak; Tri State Authority.
Steamships-Freight and passenger on Long Island Sound; Bridgeport-Port Jefferson (NY) Ferry.
Motor Freight Carriers-80.
Intercity Bus Lines-Greyhound; Trailways; Stratford Bus; Greater Bridgeport Transit Authority.
Airlines-Atlantic Air; Pilgrim.

3 - POPULATION:
Corp. City 80 Cen. 142,546; E&P 85 Est. 139,928
CZ-ABC: (80) 280,925
RTZ-ABC: (80) 241,222
County 80 Cen. 807,143; E&P 85 Est. 835,779
PMSA 80 Cen. 438,557; E&P 85 Est. 450,917
City & RTZ-ABC: (80) 522,147

4 - HOUSEHOLDS:
City 80 Cen. 52,026; E&P 85 Est. 53,341
County 80 Cen. 280,597; E&P 85 Est. 299,828
PMSA 80 Cen. 151,502; E&P 85 Est. 169,523
CZ-ABC: (80) 98,755
RTZ-ABC: (80) 82,555
City & RTZ-ABC: (80) 181,310

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$3,238,837,000
Savings & Loan	4	(incl. above)
Commercial	6	(incl. above)

6 - PASSENGER AUTOS: County 503,907.

7 - ELECTRIC METERS: Residence 109,551.

8 - GAS METERS: 58,742.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage)-Machinery 9,100 ($267); Transportation Equip. 13,650 ($269); Electrical Equip. 8,450 ($182); Fabricated Metals 9,220 ($202); Primary Metals 3,850 ($278).

10 - CLIMATE: Min. & Max. Temp.-Spring 47-68; Summer 59-79; Fall 33-51; Winter 23-40. First killing frost, Oct. 18; last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: **Downtown Shopping Centers**-5 blocks on Main St.; 1 on Fairfield Ave.; 4 on Broad St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bay View(7)	3	Howard Johnson, A&P, Bradlees
Brookside(16)	4	Liggett, McCrorys, First Nat'l.
Connecticut Post(70)	10	Alexanders, Caldor
Crossroads(60)	NA	Read's, Sears
Shop-Rite	4	Shop-Rite Mkt.
Hawley Lane	8	Waldbaum's, Caldor, Sage-Allen
Trumbull(110)	8	G.Fox, Waldbaum's, Read's
The Dock	6	Bradlees, Stop & Shop
Univ. Square(10)	1	Warnaco

Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Dept.-Mon., Thur. Food-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Read's 4; Howland's; Alexander's; Sears; G. Fox.
Speciality-Howlands 2; Fairfield; Skydels.
Discount Stores-Stratford Town Fair; Bradlee's 5; Caldor 5; K mart; Burlington Mills.
Variety Stores-Woolworth; H.L. Green; McCrorys.
Chain Drug Stores-Walgreens; SupeRx; Rite-Aid 4; Medi-Mart 4; CVS; Rexall.
Chain Supermarkets-A&P 5; First National 4; Grand Union 5; Stop & Shop 6; Sunshine 2; Waldbaum's 5; Pathmark 3; Gran Central 3; Shop-Rite 2.
Other Chain Stores-Thom McAn; Goodyear; Firestone; Channel; Pearle; Grossman; K mart.

14 - NEWSPAPERS: TELEGRAM (m-mon to fri) 18,048; POST (e-mon to fri) 67,147; (S) 91,431; (sat) 75,745; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Paul J. Ward, Dir. Mktg. & Sales, POST & TELEGRAM, 410 State St., Bridgeport, CT 06604; Tel. (203) 333-0161.
National Representative: Landon Associates.

Danbury
NEW YORK STATE
BRIDGEPORT
Milford
Norwalk
Stamford
Greenwich
Long Island Sound
N
Mileage From Bridgeport To: New York City 56 Hartford 53
CONNECTICUT
BRIDGEPORT

Bridgeport Post-Telegram
Comb. (m&e)89,757
The Sunday Post (S)
91,431 ABC 3/31/85

BRISTOL

1 - LOCATION: Hartford County, (PMSA). E&P Map B-3. Manufacturing center in central Connecticut, SW corner of county, on direct route between Hartford (18 mi. SW) and Waterbury (12 mi. NE).

2 - TRANSPORTATION: **Railroads**-Amtrak; Conrail.
Motor Freight Carriers-35.
Intercity Bus Lines-Corbin Coach Line.

3 - POPULATION:
Corp. City 80 Cen. 57,370; E&P 85 Est. 60,468
CZ-ABC: (80) 62,604
RTZ-ABC: (80) 28,175
County 80 Cen. 807,766; E&P 85 Est. 839,161
PMSA 80 Cen. 73,762; E&P 85 Est. 77,989
City & RTZ-ABC: (80) 90,779
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 20,510; E&P 85 Est. 22,094
County 80 Cen. 289,658; E&P 85 Est. 310,701
PMSA 80 Cen. 25,945; E&P 85 Est. 28,157
CZ-ABC: (80) 22,437
RTZ-ABC: (80) 9,909
City & RTZ-ABC: (80) 32,346

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$304,456,670
Savings & Loan	1	$86,000,000
Commercial	5	$1,089,375,510

6 - PASSENGER AUTOS: County 471,332.

7 - ELECTRIC METERS: Residence 20,303 (1980).

8 - GAS METERS: Residence 5,973 (1980).

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Machinery & Electrical Equip. 5,700; Primary & Fab. Metals and Instruments 3,000; Mfg. 1,470; Services 3,000; Govt. 2,700; Wholesale/Retail 4,200. All other 1,790. (Av. Wkly. Wage-$335).
Principal Industrial Pay Days-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 55-95; Fall 28-70; Winter 10-50. First killing frost, Oct. 20; last killing frost, Apr. 20.

11 - TAP WATER: Slightly acid, very soft, fluoridated.

12 - RETAILING: **Neighborhood Shopping Centers**-North Side, Forestville-Pine St., W. Side-4 along Farmington Ave., Route 6.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bristol Centre Mall(32)		Sage-Allen, Sears Surplus, Finast
Pine Plaza(28)	3	Western Auto, A&P
Bristol Plaza(31)	2	Bradlees, Stop & Shop
Hub 6 Plz.	2	Caldor
Foodmart Plz.(10)	3	Food Mart
Shopper's Jctn.(10)	3	Shop-Rite

Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Downtown Dept., Thur.; Bristol Centre Mall, Thur. & Fri.; Food, Mon. through Sat.; Shopping Plaza, Shoppers Junction and The Hub, Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Davidson & Leventhal's; Sage Allen.
Variety Stores-Woolworth.
Discount Stores-Bradlees; Zayre; Caldor.
Chain Drug Stores-L&L (Rexall-Forestville); Family Drug (Shop Rite-Bristol); Pine Plaza; Amity Drug; Harolds; Arrow Drug; CVS; Brook's; Medi-Mart.
Chain Supermarkets-A&P 2; First National; Stop & Shop; Food Mart 2; Ferraro's; Waz's; IGA; Shop-Rite.
Other Chain Stores-Singer; Western Auto; Shoe Towne; Uniroyal; Firestone Stores; Grossman's; Inside Outlet; Bess Eaton; Michaels Jewelers; Fayva Shoes; So Fro Fabrics; Rickel Home Center; Motor-Mart.

14 - NEWSPAPERS: PRESS (e) 19,908, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Charles A. Poole, Sr., Mkt. Dir., PRESS, 99 Main St., Bristol, CT 06010; Tel. (203) 584-0501.
National Representative: Landon Associates.

DANBURY

1 - LOCATION: Fairfield County (PMSA). E&P Map A-3. County Seat. Industrial center. On U.S. Hwys. 6, 7, 202; State Hwys. 37, 39, 58; I-84.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-26.
Intercity Bus Lines-Bonanza; Trailways; Chieppo; Chartered Lines; Leprechaun; Short Line; Greyhound.
Airlines-Danbury Airways; Conn. Air Service Inc.; Air Northeast Charter; Bluebird Aviation Corp.; Beechcraft-East Inc.

3 - POPULATION:
Corp. City 80 Cen. 60,470; E&P 85 Est. 68,341
CZ-ABC: (80) 76,474
RTZ-ABC: (80) 175,379
County 80 Cen. 807,143; E&P 85 Est. 835,779
PMSA 80 Cen. 170,369; E&P 85 Est. 183,801
City & RTZ-ABC: (80) 251,853
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 21,079; E&P 85 Est. 25,081
County 80 Cen. 280,597; E&P 85 Est. 299,828
PMSA 80 Cen. 56,415; E&P 85 Est. 63,674
CZ-ABC: (80) 26,276
RTZ-ABC: (80) 55,584
City & RTZ-ABC: (80) 81,860

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	5	$217,960,000
Savings & Loan	4	$108,803,000
Commercial	18	$217,102,000

6 - PASSENGER AUTOS: County 503,907

7 - ELECTRIC METERS: Residence 26,106

8 - GAS METERS: Residence 10,152

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Machinery 2,210 ($307); Elec. Equip. 5,780 ($314); Metals 1,760 ($325); Precision Instruments 4,650 ($352); Furn. & Paper 1,970 ($487).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-58; Summer 62-84; Fall 41-64; Winter 18-35. First killing frost, Oct. 5; last killing frost, May 5.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on Main St.; 6 on White St.; 2 on West, Elm & Liberty Sts.; North St.; Berkshire; Plumtrees Plaza; Nutmeg Plaza.
Neighborhood Shopping Centers-White St. & Locust Ave.; Wooster Village; Lake Ave. at Lawncrest; Danbury, North St. & Padanaram; Berkshire; Beaver Brook; Germantown Ctr.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Berkshire(30)	2	Kresge, Bradlees, CVS, Marshall's, Service Merchandise
Bethel Plaza(10)	2	First Nat'l, Agway
Brookfield Ctr.	3	Anderson-Little, Radio Shack, Caldor
Copp's Hill Plaza(23)	5	Stop 'n Shop, Caldor, Genovese
New Milford Plaza(20)	10	Bradlees, Diamond Int'l, Stop 'N Shop
Newtown	8	A&P, Grand Union
North St. Ctr.	2	Mont. Ward, Brooks Drug, A&P, JCPenney
Putnam Plaza	12	Radio Shack
Ridgefield(9)	8	Grand Union, A&P
Brook Plaza(8)	3	Waldbaum's, CVS, Channel Home Ctr.
Veteran's Plaza	17	Brooks Drugs, First Nat'l
Plumtrees Plz.	2	Sterling Optical, Inside Outlet
Nutmeg Plaza (12)	2	Stop 'n Shop

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Dept. Stores, Main St. Fri.

13 - RETAIL OUTLETS: **Department Stores**-Howland's; D.M. Read's; Sears; Caldor; Bradlees; JCPenney.
Discount Stores-Bargain World; Marshall's; T J Maxx; Service Merchandise.
Variety Stores-Woolworth; Kresge.
Chain Drug Stores-Whelan; Liggett 2; Rite Aid 2; CVS; Brooks; Genovese; Medi-Mart.
Chain Supermarkets-A&P 4; First National 4; Grand Union 4; Pathmark; Stop 'n Shop 3; Waldbaum; Grand Central; Shop-Rite; IGA 5.
Other Chain Stores-Radio Shack; Anderson-Little; Grossman's; Wickes Lumber; Lloyd Lumber; Shoe Town; Fayva; Inside Outlet; Channel Home Center; Tano Shoes; Sterling Optical; Dress Barn.

14 - NEWSPAPERS: NEWS-TIMES (m) 40,201; (S) 45,363; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Lynn D. Savacool, Adv. Dir., NEWS-TIMES, 333 Main St., Danbury, CT 06810; Tel. (203) 744-5100.
National Representative: Branham/Newspaper Sales.

GREENWICH

1 - LOCATION: Fairfield County, E&P Map A-4 (In Stamford PMSA). SW part of CT; 27 mi. from NYC.

2 - TRANSPORTATION: **Railroads**-New Haven Div. Conrail.
Intercity Bus Lines-Valley Transportation Co.; Trailways, Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 59,578; E&P 85 Est. 61,549
NDM-ABC: (80) 59,578
County 80 Cen. 807,143; E&P 85 Est. 835,779
PMSA 80 Cen. 198,854; E&P 85 Est. 203,745
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 21,520; E&P 85 Est. 22,643
County 80 Cen. 280,597; E&P 85 Est. 299,828
PMSA 80 Cen. 72,157; E&P 85 Est. 75,929
NDM-ABC: (80) 21,520

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	N.A.
Savings	4	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 503,907

7 - ELECTRIC METERS: Residence 22,103

8 - GAS METERS: Residence 13,398

9 - PRINCIPAL INDUSTRIES: Publishing; Electronic Controls; Research Engineering; Industrial & Nuclear Experimental Research; Hdqtrs. for numerous major corporations.

10 - CLIMATE: Min. & Max. Temp.-Summer 35-91; Fall 51-89; Winter 3-74; Spring 37-74. First killing frost, Dec. 21; last killing frost, Apr. 5.

11 - TAP WATER: Highly filtered, moderately soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-8 blocks on Greenwich Ave. & Putnam Ave.
Neighborhood Shopping Areas-Sound Beach Ave.; Old Greenwich; Post Rd.; Cos Cob; Byram; Riverside; W Putnam Ave.; Putnam Plaza; E Putnam Ave.

Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Thru-Way	NA	Woolworth, Rexall, A&P

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: **Discount Stores**-Caldor.
Variety Stores-Woolworth.
Chain Drug Stores-Liggett's; CVS; Archer Kent.
Chain Supermarkets-A&P 2; Grand Union 2; Finast; Gristede's; Food Mart 3; Grand Central.
Other Chain Stores-Ann Taylor.

14 - NEWSPAPERS: TIME (e-mon to fri) 13,941; (m-sat) 13,037; (S) 12,613; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Sandra Guss, Mktg. Services Mgr., TIME, 20 Elm St., Greenwich CT 06830; Tel. (203) 625-4400 or (203) 964-2402.
National Representative: Landon Associates.

HARTFORD

1 - LOCATION: Hartford County (PMSA). E&P Map B-3, Capital. Midway betw. New York and Boston. At head of navigation on Connecticut River. Insurance and industrial ctr.

2 - TRANSPORTATION: **Railroads**-Conrail (freight); Amtrak (passengers).
Motor Freight Carriers-82.
Intercity Bus Lines-Short Line; Arrow; Bonanza; Connecticut Co.; Post Road Stage; Greyhound; Trailways of New England; Longueil.
Airlines-USAir; Alleghany Commuter; American; Delta; Eastern; Bar Harbor; United; Pan American; Trans World; Pilgrim; Piedmont; Air Ontario; Holiday; Ransome; Empire; Best; Air Vermont; People Express; Mall; Republic.

3 - POPULATION:
Corp. City 80 Cen. 136,392; E&P 85 Est. 129,990
CZ-ABC: (80) 301,473
RTZ-ABC: (80) 585,085
County 80 Cen. 807,766; E&P 85 Est. 839,161
PMSA 80 Cen. 743,143; E&P 85 Est. 778,535
City & RTZ-ABC: (80) 886,558
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 51,026; E&P 85 Est. 52,555
County 80 Cen. 289,658; E&P 85 Est. 310,701
PMSA 80 Cen. 253,780; E&P 85 Est. 290,256
CZ-ABC: (80) 112,177
RTZ-ABC: (80) 207,356
City & RTZ-ABC: (80) 319,533

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	75	$4,944,774,000
Savings & Loan	13	$3,540,452,000
Commercial	128	$10,642,562,000

6 - PASSENGER AUTOS: County 471,332

7 - ELECTRIC METERS: Residence 47,786

8 - GAS METERS: Residence 40,929

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees (Av. Wkly. Wage)-Insurance 46,590 ($480); Transportation Equip. 41,120 ($508); Retail 68,400 ($243); Machinery (exc. elec.) 12,550 ($449); Food 4,230 ($376).
Principal Pay Days-Mfg. Thur.; Insurance 15th & 30th; Trade Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp. - Spring 29-80; Summer 55-99; Fall 9-93; Winter 7-67. First killing frost, Oct. 18; last killing frost, Apr. 19.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Downtown Hartford, 5 blocks on Main St.; 1 on State St.; 1 on Pratt St.; 1 on Church St.; 3 on Asylum St.; 2 on Trumbull St.; 1 on Allyn St.; Richarson Mall; Civic Center Shopping Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bishop's Corner(22)	4	Caldor
Bloomfield Wintonbury Mall(19)	4	Florence Travis
Bristol Plaza(34)	11	Bradlees, Stop & Shop, D & L, Woolworth
Burr Corners (Manchester)(20)	10	A&P, Caldor, Inside Outlet
Charter Oak Mall	4	Stop & Shop, Bradlees, Radio Shack, Medi Mart
Copaco(35)	3	Zayre, Genovese, Copaco, Thom McAn
Corbin's Corner(34)	4	Sears, Filene's Basement, Toys 'R Us, D&L, Alcott & Andrews
Crossroads Plz(21)	4	Pier 1, Foodmart, Brooks Drug
Drake Hill Mall (Simsbury)(12)	15	Fitzergerald's, Carroll Reed
East Brook Mall (Mansfield)(22)	24	Sage Allen, Caldor, A&P
East Hartford	2	Sage Allen
East Windsor	NA	Cohoe's, Dansk
Elmwood	4	First National, Channel, Caldor
Enfield Mall(29)	14	Finast
Enfield Square(57)	15	Steiger's, G. Fox, JCPenney, CVS
Farmington Valley Mall(30)	10	Sage Allen, D&L, Stop & Shop, Medi Mart, Bradlee
Fox Run Mall(26)	4	Andy's, Radio Shack
Mkt Place-Glen Lochen (Glastonbury)(26)	4	Francines, Shoe Tree
K mart Plaza(3)	5	K mart, Finast
Manchester Parkade(39)	7	Sears, Channel, Anderson-Little, Bradlees, Stop & Shop
Mott's Center (Wethersfield)(2)	3	K mart, Mott's Mkt.
Newington(3)	10	Warehouse Foods, Bradlees
Old Avon Village	15	Arrowhead Specialty, Thrifty Yankee
Prospect Plaza(15)	3	Edward's Food, Motomart
Putnam Bridge(16)	3	Zayre, Genovese, Andy's Food Town
Silver Lane(25)	3	Burlington Coat Factory
State Line (Enfield)(20)	15	Levitz, Shoprite, Genovese, Zayre, Channel
Suffield Vill.(28)	25	A&P
Town Line(14)	6	Caldor, Food Mart
Tri City	11	Sage Allen, D&L, Regal's, Caldor, Finast
West Farms(151)	4	G. Fox, Sage Allen, JCPenney, Herman's, Lord & Taylor, Lane Bryant, CVS
West Hartford/ K mart Plaza	NA	K mart, Food Mart
West Hartford	4	Sage Allen, Finast
Wetherfield(37)	5	Sage Allen, A&P, D&L, CVS
Windsor(60)		Sage Allen, K man, A&P, Radio Shack, CVS

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Marshall's; G. Fox; Sage Allen; Sears; Lord & Taylor; Herman's; Luettgen's; D&L.
Discount Stores-K mart 7; Paperama 1; Mars 2; Odd Lot; Caldor 12; Zayre 4; Bradlees 12.
Variety Stores-Fairway; Mars.
Chain Drug Stores-Walgreens; Maxwell 2; Medi-Mart 5; Genovese 5; Modern 3; Liggett 2; Consumer Value 16; Apothocary 3; Rite Aid 11; Brook's; Arthur's 6; Kazarian 3.
Chain Supermarkets-First Nat'l 14; A&P 8; Stop & Shop 14; Mott's Shoprite 12; Food Marts 12; Frank's 2; Top Notch 4; Greenfields 6.
Other Chain Stores-Sherwin-Williams 10; Thom McAn 9; Anderson-Little 5; Singer Co. 9; Firestone 4; Western Auto 15; Grossman's 6; Brewster's; Lane Bryant; Namco 6; Thayer-McNeil 3; Hickory Farms 3; Radio Shack 16; Susan Terry; Casual Corner 4; Kay Jewelers; Lorner; Ormond's 3; Michael's; Baker Shoes 3; Child World 2; So-Fro Fabrics 5; Helen Gallagher 3; Kinney Shoes 10; Channel 4.

14 - NEWSPAPERS: COURANT (m) 218,775; (S) 296,262; March 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: John Krikorian, Adv. Dir., COURANT, 285 Broad St., Hartford, CT 06115; Tel. (203) 241-6200.
National Representatives-American Publishers' Representatives; Times Mirror National Marketing.

MANCHESTER

1 - LOCATION: Hartford County (Hartford PMSA) E&P Map C-3. Residential center, 8 mi. from Hartford. On U.S. Hwys. 6, 15, 44, 84, 86.

2 - TRANSPORTATION: **Railroads**-Amtrak, Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Arrow, Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 49,761; E&P 85 Est. 52,527
PMSA 80 Cen. 743,143; E&P 85 Est. 778,535
County 80 Cen. 807,766; E&P 85 Est. 839,161
HERALD:
CZ-ABC: (80) 49,761
RTZ-ABC: (80) 142,505
City & RTZ-ABC: (80) 192,266
JOURNAL INQUIRER:
NDM-ABC: (80) 248,452

4 - HOUSEHOLDS:
City 80 Cen. 18,459; E&P 85 Est. 19,810
County 80 Cen. 289,658; E&P 85 Est. 310,701
PMSA 80 Cen. 253,780; E&P 85 Est. 290,256
HERALD:
CZ-ABC: (80) 18,459
RTZ-ABC: (80) 50,694
City & RTZ-ABC: (80) 69,153
JOURNAL INQUIRER:
NDM-ABC: (80) 86,280

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	5	$166,297,000
Commercial	8	$3,235,998

6 - PASSENGER AUTOS: County 471,332

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Textiles; Parachutes; Reamers; Women's Garments; Electrical Instruments; Clutches; Paper Board; Insulating Paper; Paper Specialties; Toys; Tools.
Principal Industrial Pay Days-Wed., 1 & 15.

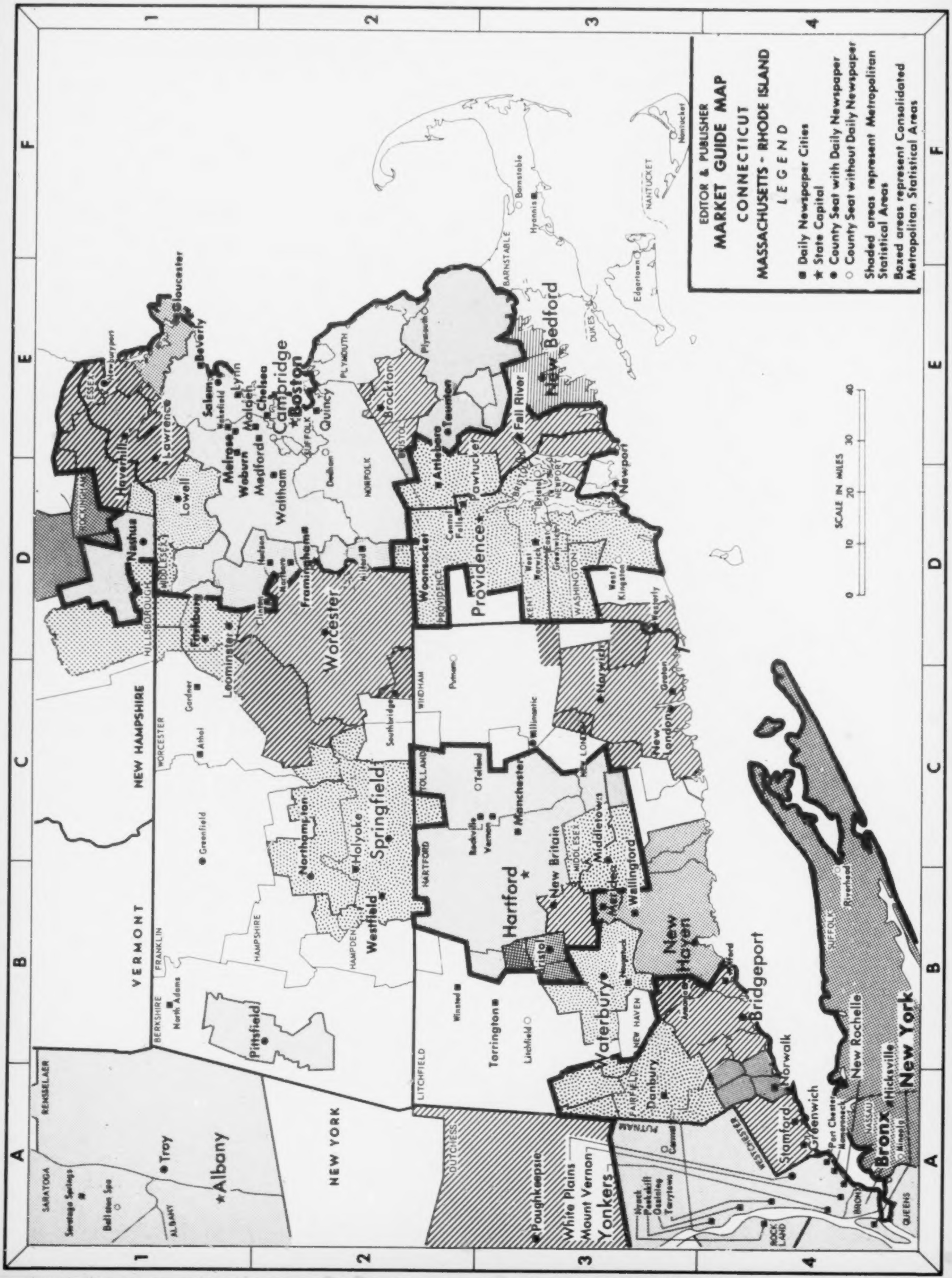
10 - CLIMATE: Min. & Max. Temp.-Spring 37-57; Summer 59-80; Fall 41-62; Winter 19-36.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-Main St. and Depot Sq.; Manchester Shopping Parkade.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Broad St. Parkade(32)	NA	Bradlees, Marshall's, Stop & Shop
Burr Corners(20)	NA	A&P, Channel Lumber, Caldor, Inside Outlet
Charter Oak (E.Hartford)	NA	Bradlees, Medi Mart, Stop & Shop, Radio Shack
E. Hartford Plaza(7)	NA	Sage-Allen
Elm Plaza (Enfield)(10)	NA	Caldor, Finast
Enfield Mall(30)	NA	Sage-Allen
Enfield Sq.(56)	NA	G. Fox, Steigers, JCPenney
K mart Plaza (Vernon)(15)	NA	K mart, First Nat'l
Manchester (Parkade)(56)	NA	Sears, D&L
Putnam Bdge. Plz. (E.Hartford)(4)	NA	Andy's Food Town, Zayre


EDITOR & PUBLISHER
MARKET GUIDE MAP
CONNECTICUT
MASSACHUSETTS - RHODE ISLAND
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas
SCALE IN MILES
0
10
20
30
40
A
B
C
D
E
F
1
2
3
4
VERMONT
NEW HAMPSHIRE
NEW YORK
SARATOGA
RENSSELAER
ALBANY
Saratoga Springs
Ballston Spa
Troy
Albany
Poughkeepsie
White Plains
Mount Vernon
Yonkers
Nyack
Peekskill
Ossining
Tarrytown
DUTCHESS
PUTNAM
Carmel
WESTCHESTER
ROCKLAND
BRONX
QUEENS
Bronx
NASSAU
Mineola
Hicksville
New York
New Rochelle
Port Chester
Mamaroneck
SUFFOLK
Riverhead
Greenwich
Stamford
Norwalk
Bridgeport
FAIRFIELD
Danbury
Waterbury
NEW HAVEN
Naugatuck
Ansonia
Milford
New Haven
Meriden
Wallingford
Middletown
MIDDLESEX
Bristol
New Britain
Hartford
HARTFORD
Manchester
Rockville
Vernon
Tolland
TOLLAND
LITCHFIELD
Litchfield
Torrington
Winsted
Willimantic
WINDHAM
Putnam
NEW LONDON
New London
Groton
Norwich
Westerly
WASHINGTON
West Kingston
KENT
West Warwick
East Greenwich
Warwick
Providence
PROVIDENCE
Woonsocket
Central Falls
Pawtucket
BRISTOL
Bristol
NEWPORT
Newport
Fall River
New Bedford
Taunton
Attleboro
Brockton
PLYMOUTH
Plymouth
BARNSTABLE
Barnstable
Hyannis
DUKES
Edgartown
NANTUCKET
Nantucket
NORFOLK
Dedham
Quincy
SUFFOLK
Boston
Cambridge
Chelsea
Malden
Lynn
Salem
Beverly
Gloucester
Newburyport
ESSEX
Lawrence
Haverhill
Wakefield
Melrose
Woburn
Medford
Waltham
Lowell
MIDDLESEX
Framingham
Marlboro
Hudson
Milford
Clinton
Worcester
WORCESTER
Fitchburg
Leominster
Gardner
Athol
Southbridge
Springfield
Holyoke
Northampton
Westfield
HAMPDEN
HAMPSHIRE
FRANKLIN
Greenfield
BERKSHIRE
North Adams
Pittsfield
ROCKINGHAM
HILLSBOROUGH
Nashua

Shop Rite Plz.(10)	NA	Shop Rite, Radio Shack
Stateline Plz (Enfield)(18)	NA	Channel Lumber, Zayre, J. Homestock/Levitz
Suffield Vlg.(20)	NA	A&P
Tri-City Plz.(31)	NA	Caldor, D&L, Finast, Sage-Allen

Nearby Shopping Centers-Corner McKee St. & Hartford Rd.; Center St. at Adams St.; W. Middle Turnpike & E. Center St.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept. Stores-Thur.; Food-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Marlow's; Sears.
Discount Stores-Caldor; Bradlees; Marshall's; K mart.
Variety Stores-Fairway.
Chain Drug Stores-Arthur's; Rite Aid; CVS.
Chain Supermarkets-A&P 2; Stop & Shop; Food Mart; Shoprite; Highland Park; Supreme Foods.
Other Chain Stores-Goodyear; S&H Green Stamps.

14 - NEWSPAPERS: MANCHESTER HERALD (e) 9,460; Mar. 27, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Penny Sadd, Adv./Mktg. Dir., Herald Square, Manchester, CT 06010; Tel. (203) 643-2711.
National Representative: Landon Associates.
JOURNAL INQUIRER (e-mon to fri; m-sat) 42,237; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Kenneth Grogan, Vice Pres., Adv., 306 Progress Drive, Manchester, CT 06040; Tel (203) 646-0500.
National Representative: Landon Associates.

MERIDEN-WALLINGFORD

1 - LOCATION: New Haven County (In New Haven-Meriden MSA). E&P Map B-3. Industrial center.

2 - TRANSPORTATION: **Railroads**-Conrail; Amtrak.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Eastern; American; Pan American; Delta; USAir; Pilgrim; Newair; Air Wisconsin; United.

3 - POPULATION:
Corp. Cities 80 Cen. 94,392; E&P 85 Est. 98,629
Meriden 80 Cen. 57,118; E&P 85 Est. 59,394
Wallingford 80 Cen. 37,274; E&P 85 Est. 39,235
CZ-ABC: (80) 94,392
RTZ-ABC: (80) 58,667
County 80 Cen. 761,337; E&P 85 Est. 783,402
MSA 80 Cen. 390,172; E&P 85 Est. 399,433
City & RTZ-ABC: (80) 153,059

4 - HOUSEHOLDS:
Corp Cities 80 Cen. 33,857; E&P 85 Est. 36,142
Meriden 80 Cen. 21,051; E&P 85 Est. 22,551
Wallingford 80 Cen. 12,806; E&P 85 Est. 13,591
County 80 Cen. 271,542; E&P 85 Est. 288,339
MSA 80 Cen. 178,824; E&P 85 Est. 150,622
CZ-ABC: (80) 33,857
RTZ-ABC: (80) 18,999
City & RTZ-ABC: (80) 52,856

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Comm.	10	$612,219,825

6 - PASSENGER AUTOS: County 418,274

7 - ELECTRIC METERS: Residence 29,425

8 - GAS METERS: Residence 10,695

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Silverware 7,300; Intercom. System 300; Hardware, etc. 700; Plastics 1,300; Steel 700; Utilities 900; Paper Boxes 350; Lighting Equip. 600; Wkly. Industrial Payroll (16 firms) $672,324 (Avg. Pay $298)
Principal Industrial Pay Days-Thur. and Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 55-85; Fall 40-70; Winter 30-52. First killing frost, Oct. 31; last killing frost, Apr. 29.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-10 blocks on W Main; Colony, E Main & Pratt; Wallingford, 6 on Center St. from Fair to Cherry; 1 on Main St. at Simpson Court.
Neighborhood Shopping Centers-Broad & E Main; Village of South Meriden, Yalesville; Caldor Shpg. Plaza, Rt. 5 & Broad St.; The Clock Factory; Parker Mills Shops; Tower Square; Rt. 5.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Barker's Parkade	NA	
Centennial Plaza(9)	NA	First National, Ames
Lincoln Plaza	NA	Motts Shoprite
Meriden Hub	NA	Brooks
Meriden Sq.(59)	NA	G. Fox, JCPenney
Colony Plaza(13)	NA	Colony Cinemas

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Downtown Thur.; Shopping Centers nightly.

13 - RETAIL OUTLETS: **Department Stores**-Nu-Stars; G. Fox & Co.; Worth's; JCPenney; D&L.
Discount Stores-Ames; Caldor 2; K mart 3.
Chain Drug Stores-Courtesy; Stimpson 2; Rite Aid CVS; Brooks.
Chain Supermarkets-Finest 2; Barker's; Caplan's; Food Mart 2; Shop-Rite; Everybody's; Stop & Shop; Towne & County; Edwards.
Other Chain Stores-Thom McAn; Singer Co.; Firestone 2; Baker's Shoes; Chess King; Florsheim Shoes; Kinney Shoes; Lerner Shops; Miles Shoes; Gordon's; Hickory Farms; Kay Jeweler; Regal Shoes; Radio Shack; So-Fro Fabrics; Spencer Gifts; Helen Gallagher; Waldenbooks; Perkins Tobacco; Ormond's; Michaels Jewelers; Vision Centre; Morrisons; Great Expectations; Mother-Cape; Prague Shoes; A.S. Beck; Nature Foods; Life Uniform; Barricini; Pet Towne; Foxmoor; Arthur's; Casual Corner; D. Rigging's; The Gap; Growth Company; Susie's Casual; Weathervane; Grossman's; Channel; Sherwin-Williams.

14 - NEWSPAPERS: RECORD-JOURNAL (m) 30,517; (S) 29,630; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Michael F. Killian, Adv. Dir., RECORD-JOURNAL, 11 Crown St., Meriden, CT 06450; Tel. (203) 235-1661.
National Representative: Branham/Newspaper Sales.

MIDDLETOWN

1 - LOCATION: Middlesex County (PMSA) E&P Map B-3. County Seat. Industrial, agric. and educ. center. About halfway between New York and Boston on Connecticut River, 15 mi. from Hartford. On U.S. Hwy. 66; State Hwys. 9, 17, 72 and 157.

2 - TRANSPORTATION: **Railroads**-Valley Division of NY; NH&H.
Motor Freight Carriers-5.
Intercity Bus Lines-Connecticut Co.; Interstate; Greyhound; Trailways of New England.

3 - POPULATION:
Corp. City 80 Cen. 39,040; E&P 85 Est. 42,902
CZ-ABC: (80) 57,688
RTZ-ABC: (80) 105,670
County 80 Cen. 129,017; E&P 85 Est. 137,574
PMSA 80 Cen. 81,582; E&P 85 Est. 87,664
City & RTZ-ABC: (80) 163,358

4 - HOUSEHOLDS:
City 80 Cen. 14,130; E&P 85 Est. 15,034
County 80 Cen. 45,922; E&P 85 Est. 50,550
PMSA 80 Cen. 28,733; E&P 85 Est. 32,443
CZ-ABC: (80) 20,765
RTZ-ABC: (80) 37,024
City & RTZ-ABC: (80) 57,789

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	N.A.
Savings & Loan	1	N.A.
Commercial	4	N.A.

6 - PASSENGER AUTOS: County 78,313

7 - ELECTRIC METERS: Residence 14,347

8 - GAS METERS: Residence 2,846

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Total Non-Agric. Employment 42,290; Mfg. 14,550; Paper, Printing & Publ. 1,990; Chemicals, Rubbers & Plastics 850; Fabricated Metals 1,350; Machy. 1,150; Elec. Equipment 2,276; Other Mfg. 6,940; Nonmfg. 34,740; Constr. 1,510; Transp. 760; Comm. & Util. 1,020; Trade 10,320; (Wholesale 1,380 + Retail 8,940); Fin., Ins. & Real Estate 4,600; Service 9,540; Gov't 6,830.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-90; Summer 60-95; Fall 50-80; Winter 10-60. First killing frost, Nov. 3; last killing frost, Apr. 4.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-9 blocks on Main St.; 2 on Washington St.; 2 on Court St.; 2 on William St.; 2 on College St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Metro Square(22)		Waldbaum's, CVS, Hit or Miss, Trim Fashions, Fayva
Riverview Ctr.(8)		Sears, Spaulding, Life Health Foods
South End	2	Bradlees, Stop & Shop
Middletown	3	Radio Shack, Food Mart, Conn Beverage Mart, Motomart
Washington(12)	3	Foodmart, Caldor, Genovese, Grossman's
Cromwell(30)	4	K mart, Brad, Stop & Shop, Pappagallo Shop

Principal Shopping Days-Wed., Fri., Sat.
Stores Close-About 10% on Mon.
Stores Open Evenings-All Fri.; some Tue., Thur.; Sears-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Shapiro's; Kabachnick; Sears; JCPenney.
Discount Stores-Bradlees; K mart.
Variety Stores-Woolworth.
Chain Drug Stores-Genovese; CVS Pharmacy.
Chain Supermarkets-First National; Stop & Shop; Mott's Shop-Rite; Waldbaum's Food Mart 2.
Other Chain Stores-Thom McAn; Kabel's; Amato's; Prague Shoes.

14 - NEWSPAPERS: PRESS (e) 20,525; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: F. Sam Tierney, Adv. Dir., PRESS, 2 Main St., Middletown, CT 06457; Tel. (203) 347-3331.
National Representative: Landon Associates.

MILFORD

1 - LOCATION: New Haven County. (In Bridgeport-Milford PMSA). E&P Map B-4. Hwys. 1A, 122.

2 - TRANSPORTATION: **Railroads**-Conrail.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 50,898; E&P 85 Est. 52,340
NDM-ABC: (80) 49,101
County 80 Cen. 761,337; E&P 85 Est. 783,402
PMSA 80 Cen. 438,557; E&P 85 Est. 450,917
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 17,526; E&P 85 Est. 17,581
NDM-ABC: (80) 16,857
County 80 Cen. 271,542; E&P 85 Est. 288,339
PMSA 80 Cen. 151,502; E&P 85 Est. 169,523

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	5	$960,736,687
Commercial	8	$6,913,355,350

6 - PASSENGER AUTOS: County 418,274

7 - ELECTRIC METERS: Residence 20,440

8 - GAS METERS: Residence 9,702

9 - PRINCIPAL INDUSTRIES: Locks; Razors; Rivets; Machine Tools and Parts; Hardware; Ball Point Pens; Electric Motors.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-68; Summer 59-80; Fall 33-51; Winter 23-40. First killing frost, Oct. 18; last killing frost, Apr. 25.

11 - TAP WATER: Hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Conn. Post(63)	2	Brooks, Caldors, Stop & Shop, Alexander's
Cherry St. Plaza(10)	NA	Mars
Shop-Rite(10)	NA	Shop-Rite
Liberty Rock Plaza(10)	NA	K mart, Waldbaum, Rite-Aid
Loehmann's Plaza	NA	Loehmann's
Turnpike Sq.(15)	NA	Channel, Waldbaum
Gran Central Plaza(6)	2	Gran Central

13 - RETAIL OUTLETS:
Discount Stores-Alexander's; Caldors; K mart.
Chain Drug Stores-Rite Aid; Brooks.
Chain Supermarkets-Stop & Shop; Shop-Rite; Waldbaum; Pathmark.

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 7,399; (S) 9,336; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: David B. Ruscetta, Adv. Mgr., CITIZEN, 349 New Haven Ave., PO Box 589, Milford, CT 06460; Tel. (203) 874-1691.
National Representatives: Landon Associates; U.S. Suburban Press.

NAUGATUCK

1 - LOCATION: New Haven County. (In Waterbury MSA). E&P Map B-3; About midway in the Naugatuck Valley. State Hwys. 8, 63, 68, I-84.

2 - TRANSPORTATION: **Railroads**-Amtrak; Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-New England Trans.; Connecticut Ry. Ltg. Co.; Interstate Coach; Northeast Trans.

3 - POPULATION:
Corp. City 80 Cen. 26,456; E&P 85 Est. 29,216
NDM-ABC: (80) 37,258
MSA 80 Cen. 204,968; E&P 85 Est. 209,943
County 80 Cen. 761,337; E&P 85 Est. 783,402

4 - HOUSEHOLDS:
City 80 Cen. 9,345; E&P 85 Est. 10,415
County 80 Cen. 271,542; E&P 85 Est. 288,339
MSA 80 Cen. 79,947; E&P 85 Est. 77,281
NDM-ABC: (80) 12,722

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$7,261,194
Savings & Loan	1	$73,412,194
Savings	1	$128,886,785

6 - PASSENGER AUTOS: County 418,274

7 - ELECTRIC METERS: Residence 11,384

8 - GAS METERS: Residence 4,441

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Chem. 1,180; Candy 400; Iron Works 350.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-90; Summer 60-95; Fall 50-80; Winter 10-60. First killing frost, Nov. 23; last killing frost, May 1.

11 - TAP WATER: Neutral, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-3 blocks on Church St.; 1 on Main St.; 2 on Rubber Ave.; Mountview Plaza.
Neighborhood Shopping Centers-Union City; Glenridge; Rubber Ave.
Principal Shopping Days-Thur., Fri.
Stores Close-Mondays during summer months.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Rubin's; Raphael's; Rosenblatt's; Breen's; Carlson's; Ames; Worth's.
Variety Stores-G. C. Murphy.
Chain Drug Stores-Brooks Drug; C.V.S.; Rite-Aid.
Chain Supermarkets-First National; Stop & Shop.

14 - NEWSPAPERS: NEWS (e) 4,714; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: F. E. Hennick, Pub., NEWS, 195 Water St., Naugatuck, CT 06770; Tel. (203) 729-2228.
National Representative: Landon Associates.

NEW BRITAIN

1 - LOCATION: Hartford County. (PMSA). E&P Map B-3. Manufacturing Center. Adjacent to U.S. Rtes. 5, 6, I-84 & I-91. State Hwys. 10, 71, 72. 10 mi. SW of Hartford.

2 - TRANSPORTATION: **Railroads**-Amtrak; Conrail.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Vermont Transit.
Airlines-25 mi. from Bradley International Airport.

3 - POPULATION:
Corp. City 80 Cen. 73,840; E&P 85 Est. 71,332
CZ-ABC: (80) 102,417
RTZ-ABC: (80) 85,072
County 80 Cen. 807,766; E&P 85 Est. 839,161
PMSA 80 Cen. 142,241; E&P 85 Est. 144,444
City and RTZ-ABC: (80) 187,489
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 28,539; E&P 85 Est. 28,694
County 80 Cen. 289,658; E&P 85 Est. 310,701
PMSA 80 Cen. 51,916; E&P 85 Est. 54,774
CZ-ABC: (80) 38,760
RTZ-ABC: (80) 29,426
City & RTZ-ABC: (80) 58,186

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	N.A.
Savings & Loan	1	N.A.
Commercial	2	N.A.

6 - PASSENGER AUTOS: County 471,332

7 - ELECTRIC METERS: Residence 31,285

8 - GAS METERS: Residence 19,219

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners, (Av. Wkly. Wage)-Manufacturing 24,070 ($402); Primary and Fabricated Metals 10,000 ($371); Hardware 10,000 ($389); Machinery 8,940 ($439); Electrical and Transp. Equipment 5,600 ($470); Other Manufacturing 4,000 ($301);

Total non-agriculture wage and salary workers 61,400
Principal Pay Days-Tues., Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-57; Summer 60-80; Fall 43-62; Winter 21-36. First Killing frost, Oct. 17; last Killing frost, Apr. 19.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Main St.; 2 on W. Main; 1 on Arch St.; 4 on Broad St.; 2 on E. Main.
Neighborhood Shopping Centers-Farmingdale Shopping Plaza, 8 stores on Farmington Ave.; Le-Ada Shopping Plaza, 11 stores on Allen St.; Stanley Shopping Plaza, 6 stores on Slater Rd.; Newbrite Shopping Plaza, 18 stores on E Main St.; Columbus Plaza, 5 stores on Columbus Blvd.; Plaza Shopping Center, 2 stores on W Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Webster Sq (15)	5	Woolworth, Food Mart, Mars
Corbins Corner(34)	5	Sears, D&L, Toys 'R Us
Twin City Plaza(8)	2	Finast, Twin City Drug
K mart Plaza	5	K mart, Food Mart, T.J. Maxx
Farmingdale Plaza(6)	2	Sussman's, Giant Food, Caldor
Newbrite Plaza(25)	NA	Radio Shack, Finast
Stanley Plaza	3	Bradlee's
Ferndale Plaza	3	Sussman's, Giant Food, Ferndale Drug
Meriden Square Mall(40)	8	JCPenney, G. Fox & Co.
West Farms Mall(100)	5	JCPenney, G. Fox & Co., Sage Allen, Lord & Taylor
Plainville	3	Radio Shack, Mars
Queen Plaza(12)	9	Zayre, Shop Rite
Caldor Village	10	Caldor, Food Mart
Newington(3)	7	Bradlees, Greenfield's
Town Line(14)	10	Food Mart, Caldor
Northwood Plaza	5	Food Mart
Southington Shopade(9)	8	Carpet Factory, Edwards
Prospect Plaza(10)	10	Edward's

Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Mon. (partial)
Stores Open Evenings-Food-Wed., Thur., Fri. Others Thur., Fri. Most malls & plazas open eves except Sunday.

13 - RETAIL OUTLETS: **Department Stores**-Davidson and Leventhal, JCPenney, Sage-Allen, G. Fox & Co., Sears, K mart.
Discount Stores-Bradlee's, Zayre, Caldor, K mart, Mars.
Variety Stores-Woolworth; Daffodil Inc.; Showcase, 80's.
Chain Drug Stores-Rite Aid, Arrow 3, Central Rexall 2; Shop-Rite, Belvidere, CVS 2.
Chain Supermarkets: Finast 4; Food Mart 5; Shop Rite 2; Greenfields 3; Stop & Shop 2; A&P; Sussman's Giant 3; Heartland.
Other Chain Stores-Sherwin Williams; Firestone; Thom McAn; Anderson-Little; Sears; Singer Co.; Marshall's; Hickory Farms; Radio Shack; Michael's Jewelers; Goodyear; Big L Discounts; Shoe Town; Grossman's.

14 - NEWSPAPERS: THE HERALD (e) 40,595; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Robert Netupski, VP-Mktg., THE HERALD, 1 Herald Square, New Britain, CT 06050; Tel. (203) 225-4601.
National Representative: Landon Associates.

NEW HAVEN

1 - LOCATION: New Haven County (In New Haven-Meriden MSA); E&P Map B-4. In central part of state. Harbor on L.I. Sound. At the intersection of the New England Thruway (I-95), I-91 and Route 34. Providing access to markets in Boston, Montreal, New York, Washington, Miami and points west.

2 - TRANSPORTATION: **Railroads**-Conrail-Amtrak. Fifth most active Amtrak station in the nation. A key stop on the Boston-to-Washington corridor.
Motor Freight Carriers-92.
Intercity Bus Lines-Arrow; Connecticut Greyhound; Trailways; Chieppo.
Freight Steamship Lines-20.
Airlines-Air Wisconsin; Pilgram/New Air.
Limousine Service-Passenger service to Kennedy & LaGuardia Int'l Airports (NYC) & Bradley Int'l Airport (Hartford).

3 - POPULATION:
Corp. City 80 Cen. 126,109; E&P 85 Est. 123,346
CZ-ABC: (80) 314,080
RTZ-ABC: (80) 274,586
County 80 Cen. 761,337; E&P 85 Est. 783,402
MSA 80 Cen. 390,172; E&P 85 Est. 399,433
City & RTZ-ABC: (80) 588,666

4 - HOUSEHOLDS:
City 80 Cen. 50,634; E&P 85 Est. 48,384
County 80 Cen. 287,184; E&P 85 Est. 288,339
MSA 80 Cen 178,824; E&P 85 Est. 150,622
CZ-ABC: (80) 115,003
RTZ-ABC: (80) 93,648
City & RTZ-ABC: (80) 208,651

5 - BANKS	NUMBER	DEPOSITS
Savings	85	$3,788,057,000
Savings & Loan	58	$1,799,481,000
Commercial	152	$2,651,647,000
Credit Unions	124	$407,937,000

6 - PASSENGER AUTOS: County 418,274.

7 - ELECTRIC METERS: Residential and Commercial customers 55,023.

8 - GAS METERS: New Haven area 80,663.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners, (Av. Wkly Wage)-Total Non-Agricultural Employment 204,350; Manufacturing 39,540; Apparel & Leather 2,630 ($192); Printing & Publishing 3,540 ($353); Chemicals 3,400 ($478); Rubber & Misc. Plastic Prod. 1,560 ($485); Primary Metals 3,600 ($464); Fabricated Metals 6,630 ($366); Machinery 2,170 ($392); Electrical & Transportation Equipment 8,930 ($433); Other Manufacturing 7,080 ($323). Total Non-Manufacturing 164,810; Construction & Mining 7,360; Trans. (incl. R.R.) 7,170; Communication & Utilities 8,900; Wholesale & Retail Trade 48,280; Finance, Insurance & Real Estate 12,640; Service 55,860; Government 24,600.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: **Average Temp.**-Spring 48; Summer 70; Fall 55; Winter 30. First killing frost, Nov. 15; last killing frost, Apr. 23.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Center**-in downtown area bounded by York, George, State and Grove Sts. Principal store-Macy's.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Acme Mall	3	Ames, Everybody's
Amity Center	7	McCrory, Stop & Shop
Ansonia Mall	10	K mart
Branford	5	Stop & Shop
Branhaven	4	Caldor, Waldbaum's
Connecticut Post	12	Alexanders, Caldor, Stop & Shop
Crystal Mall	45	Filene's, Jordan Marsh, Sears, JCPenney
Drazen	9	Lloyd Home & Bldg. Ctr.
Edward's/T.J. Maxx	10	T.J. Maxx, Edward's, Medi-Mart
Hamden Mart	6	Howlands, Arthur's, Bradlees, Stop & Shop
Hamden Plaza	6	Marshall's, Child World, Consumer Distributors
Hawley Square	18	Caldor, Sage Allen
Exit 51/I-95 Plaza	8	K mart
Maple Croft	14	Marshall's, Stop & Shop
Meriden Square	20	JCPenney, G. Fox
Montowese	4	Finast, Mar's
Naugatuck Valley	20	G. Fox, Sears
New Haven Plaza	3	Ames
Orange Derby	9	Read's, Klarides Supermarket
Queen Plaza	22	K mart
Sears	8	Sears
Trumbull Park	20	G. Fox, Read's
Turnpike Square	12	Channel, Waldbaum's
Wallingford Plaza	15	K mart, Finast

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Macy's-Mon. through Fri.; Sears-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Sears, Macy's, Alexander's, Howland's, G. Fox, Read's, Sage-Allen, Ames.
Discount Stores-Bradlees, Caldor, Channel, Marshall's, K mart, Mar's.
Variety Stores-Kresge, American Discount.
Chain Drug Stores-Amity 2, CVS 2, Genovese, Liggett, Mall Drugs, Maxwell, Medi Mart 2, Rite Aid 3, Walgreens 3.
Chain Supermarkets-First National 7, Greenfield's Warehouse Foods 3, Stop & Shop 15, Waldbaum's/Food Mart 5, Mott's Shop-Rite 3, Pathmark 4, Klande 2, Everybody's 9, Cheshire IGA 2, Grand Central 2.
Other Chain Stores-Anderson-Little, Arthurs, Baker Shoe, A.S. Beck, Carol-Ann Dress Shops, Casual Corner, Cherry-Webb & Touraine, Childworld, Donlevys, Dress Barn, Fayva, Firestone, Fotomat, Franklin Simon, Goodyear, Grossmans, Hickory Farms, Hillman-Kohan, Kaufman Carpet, Kinney Shoes, Lane Bryant, Lerner Shops, Michael's Jewelers, J. Press, Radio Shack, Sherwin-Williams, Shoe Town, Spencer Gifts, Thayer McNeil, The Gap, Lloyd's, Toys-R-Us, Thom McAn, Uniroyal.

14 - NEWSPAPERS: JOURNAL-COURIER (m-mon to fri) 37,657; REGISTER (e) 90,534; (S) 139,766; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Walter J. Nester Jr., Vice-Pres./Adv.; Henry S. Misiak Jr., Nat. Adv. Mgr., REGISTER and JOURNAL-COURIER, Long Wharf, 40 Sargent Dr., New Haven, CT 06511; Tel. (203) 562-1121.
National Representative: Sawyer-Ferguson-Walker Co.

NEW LONDON

1 - LOCATION: New London County, E&P Map C-3 (In New London-Norwich, CT-RI MSA). At mouth of Thames River on Long Island and Fishers Island Sounds. Home of the U.S. Coast Guard Academy, Connecticut College, Mitchell College, University of CT Branch, U.S. Underwater Sound Laboratory. U.S. Hwy. I-95. Shipping center; wholesale center. 125 mi. from New York; 106 mi. from Boston; 46 mi. from Hartford; 51 mi. from New Haven; 56 mi. from Providence; 74 mi. from Worcester.

2 - TRANSPORTATION: **Railroads**-Amtrak, Central Vermont & Grant Trunk (freight).
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound, Blue, New Haven & Shore Line, Short Line, Southeastern Area Transit, Bonanza.
Airlines-Pilgrim, USAir.

3 - POPULATION:
Corp. City 80 Cen. 28,842; E&P 85 Est. 26,560
County 80 Cen. 238,409; E&P 85 Est. 243,302
CZ-ABC: (80) 87,747
RTZ-ABC: (80) 87,220
MSA 80 Cen. 250,839; E&P 85 Est. 256,470
City & RTZ-ABC: (80) 174,967

4 - HOUSEHOLDS:
City 80 Cen. 10,461; E&P 85 Est. 9,878
County 80 Cen. 81,814; E&P 85 Est. 86,038
MSA 80 Cen. 88,758; E&P 85 Est. 92,547
CZ-ABC: (80) 29,453
RTZ-ABC: (80) 29,425
City & RTZ-ABC: (80) 58,878

You can't really cover the dynamic Hartford-New Haven ADI without the dynamic New Haven Register and Journal-Courier!

THE HARTFORD-NEW HAVEN ADI
NEW HAVEN PMA
New Haven—The 5th hottest market nationwide*

The New Haven Market—ranked as "The 5th Hottest Market Nationwide" by Adweek Magazine, is a vital part of the Hartford–New Haven ADI, with an adult population of more than 500,000 up-scale consumers.

Reach 52% of New Haven adults daily, and 68% on Sunday through the New Haven Register and Journal-Courier, the best-selling dailies in the Market.*

New Haven Register Journal-Courier

Represented Nationally by Sawyer-Ferguson-Walker Company

* SOURCE: Belden Associates, Continuing Market Study, 1985

5 - BANKS	NUMBER	DEPOSITS
Savings	8	N.A.
Savings & Loan	5	N.A.
Commercial	8	N.A.

6 - PASSENGER AUTOS: County 127,853

7 - ELECTRIC METERS: Residence City 12,125

8 - GAS METERS: City 7,963

9 - PRINCIPAL INDUSTRIES: Industry, No. Wage Earners (Av. Wkly. Wage-N.A.)-Submarine Bldg.; Antibiotics; Chemical; Collapsible Tubes; Research & Publication.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-71; Summer 66-88; Fall 48-73; Winter 31-50. First killing frost, Oct. 26; last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-3 blocks on Captains Walk; 3 blocks on State St.; 3 blocks on Bank St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
New London(13)	1	First Natl., Burlington Coat
Crystal Mall(150)	3	Jordan Marsh, Sears, JCPenney, Filene's
New London Mall(34)	1	Bradlee's, Marshall's
Waterford(20)	2	A&P, Howland's, Benney's
Waterford Plz.(13)	3	Stop & Shop, Medi Mart
Groton Shprs. Mart(25)	3	Bradlee's, T.J. Maxx, Stop & Shop
Caldor	3	Shop-Rite, Caldor
Olde Mistick Village(46)	8	Colonial Mkt.
Flanders Plaza(17)	7	IGA
Niantic Village	6	Mitchell's Marke

Principal Shopping Days-Dept. Stores-Thur., Fri. and Sat.; Food-Thur., Fri., Sat.
Stores Open Evenings-Downtown on Fri.; Shopping Centers, most every evening.

13 - RETAIL OUTLETS: **Department Stores**-Howland's; Kresge's; Sears; Bradlee's; Caldor's; T.J. Maxx; Marshall's; Burlington Coat; Jordan Marsh; Filene's; JCPenney.
Discount Stores-Bradlee's; U.S. Submarine Base PX; Caldor's; T.J. Maxx; Kings; Marshall's; Burlington Coat.
Variety Stores-Kresge's.
Chain Drug Stores-Whelan Drug; Rite-Aid Drug; Consumer Value; Brooks Discount.; Medi Mart.
Chain Supermarkets-First National 3; A&P 2; Beit Bros.; Stop & Shop 2; Shop-Rite.
Other Chain Stores-Thom McAn; Kinney; Singer Co.; Goodrich; Goodyear; Firestone; Western Auto Supply; Benny's; Ames Prague; Pittsburgh Plate Glass; Sherwin-Williams; Anderson-Little; Hickory Farms; T.J.Maxx; D & L.

14 - NEWSPAPERS: DAY (e) 37,809; (S) 38,208; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Lawrence L. Dotolo, Adv. Dir., DAY, 47 Eugene O'Neil Dr.; PO Box 1231, New London, CT 06320; Tel. (203) 442-2200.
National Representative: Branham Newspaper Sales.

NORWALK

1 - LOCATION: Fairfield County (PMSA), E&P Map A-4. Industrial ctr. on the Norwalk River & Long Island Sound. 20 mi. SW of Bridgeport; 42 mi. NE of New York. On Rt. 1, on Merritt Pkwy.; Connecticut Tpk., & is terminus of Rt. 7, the Ethan Allen Hwy.

2 - TRANSPORTATION: **Railroads**-Conrail; Metro-National.
Motor Freight Carriers-55.
Intercity Bus Lines-Trailways; Connecticut Transit; Wheels (City Service).

3 - POPULATION:
Corp. City 80 Cen. 77,767; E&P 85 Est. 79,688
CZ-ABC: (80) 77,767
Bal. in NDM-ABC: (80) 48,925
Total NDM-ABC: (80) 126,692
County 80 Cen. 807,143; E&P 85 Est. 835,779
PMSA 80 Cen. 126,692; E&P 85 Est. 131,088

4 - HOUSEHOLDS:
Corp. City 80 Cen. 28,309; E&P 85 Est. 29,656
County 80 Cen. 280,597; E&P 85 Est. 299,828
PMSA 80 Cen. 44,514; E&P 85 Est. 47,193
CZ-ABC: (80) 28,309
Bal. in NDM-ABC: (80) 16,205
Total NDM-ABC (80) 44,514

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	15	N.A.

6 - PASSENGER AUTOS: County 503,907

7 - ELECTRIC METERS: Residence 52,603

8 - GAS METERS: Residence 12,970

9 - PRINCIPAL INDUSTRIES: Aircraft Radar Equip.; Optical Devices; Electronic Components; Chem.; Plastics; Air Compressors; Mach.; Furn.; Wearing Apparel/Allied Prod.; Hardware; Packaged and Frozen Foods; Lithography; Printing.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-75; Summer 60-92; Fall 45-80; Winter 26-65.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Caldor(5)	NA	Caldor Discount
Gateway(16)	NA	Palmers
Norwalk Mall(15)	NA	Pathmark
Strawberry Hill(13)	NA	Grand Union
County Mall(8)	NA	Consumer's Dist.
Electra Plz.(8)	NA	Bradlees
S.Norwalk Plz.(7)	NA	C-Town
Dannor(10)	NA	Caldor
Rickel's Plz.(6)	NA	Rickel's
Center 7(5)	NA	Burger King

Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores**-Fullam's; Howlands.
Variety Stores-McCrory's.
Discount Stores-Bargain World; Caldor; Norwalk Sales; Bradlees; Rickel's.
Chain Supermarkets-C-Town; Grand Union; Pathmark; Stop & Shop; Waldbaum's; Food Emporium; Palmers.

14 - NEWSPAPERS: HOUR (e) 21,368; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Katharine Duprey, Natl. Adv. Mgr., HOUR, 346 Main Avenue, Norwalk, CT 06851; Tel. (203) 846-3281.
National Representative: Landon Associates.

NORWICH

1 - LOCATION: New London County. (In New London-Norwich, CT-RI MSA). E&P Map C-3. County Seat. On Conn. Turnpike. Head of tide water, harbor with 26-foot channel. Manufacturing, wholesale, and retail center. 100 mi. from Boston; 120 mi. from New York, and within 60 mi. of New Haven, Hartford, Springfield, Worcester, and Providence.

2 - TRANSPORTATION: **Railroads**-Consolidated Rail; Central Vermont (freight); Providence & Worcester.
Motor Freight Carriers-25.
Intercity Bus Lines-Arrow; Eastern; Greyhound; Savin; Bonanza.
Airlines-USAir; Pilgrim; Coastal Air Service.

3 - POPULATION:
Corp. City 80 Cen. 38,074; E&P 85 Est. 35,070
County 80 Cen. 238,409; E&P 85 Est. 243,302
MSA 80 Cen. 250,839; E&P 85 Est. 256,470

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,320; E&P 85 Est. 13,203
County 80 Cen. 81,814; E&P 85 Est. 86,038
MSA 80 Cen. 88,758; E&P 85 Est. 92,547

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	$51,306,000
Savings	3	$346,468,000

6 - PASSENGER AUTOS: County 127,853

7 - ELECTRIC METERS: Residence 16,930

8 - GAS METERS: Residence 7,950

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 1,520 ($207); Apparel 850 ($166); Paper 700 ($213); Fab. Metals 1,090 ($272); Leather 370 ($190); Engraving 200 ($270); Insulated Wire 550 ($220); Other Mfg. 2,000 ($246); Electronics 420 (N.A.); Television & Stereo 700 (N.A.).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-55; Summer 59-78; Fall 41-60; Winter 20-35. First killing frost, Oct. 17; last killing frost, Apr. 18.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-25 blocks on Main; N. Main; Broadway; Franklin; Water; Thames.
Neighborhood Shopping Centers-City sections known as Occum; Taftville; Greenville; Yantic; Norwichtown; Thamesville.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Meadows(15)	1	Sherwin-Williams
Westgate(5)	1	Basket People
Vality(8)	8	Noel's Mkt.
Norwichtown(39)	1	Stop & Shop, Caldor
Wawecus Hill(2)	1	Ames
Marcus Plz.	1	Zayre, Price-Rite
Crystal Mall(130)	12	Jordan Marsh, Filene's, JCPenney, Sears
Waterfall Mall(12)	12	Howlands, Benny's, Carpet Factory

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Thur., some Fri. Food Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Reid & Hughes; Jordan Marsh; JCPenney; Filene's; Sear's; Herman's.
Discount Stores-Mr. Big; Caldor; Zayre; Ames.
Variety Stores-Woolworth.
Chain Drug Stores-Vernon; Genovese; M-D; Brooks.
Chain Supermarkets-A&P; IGA 4; Beit Bros. 3; Stop & Shop 3; Price Rite.
Other Chain Stores-Benney's; Sherwin-Williams; Singer Co.; Railroad Salvage; Prague's; So-Fro Fabric; Beaconway; Radio Shack; Fayva; Toys R Us.

14 - NEWSPAPERS: BULLETIN (m) 34,685; (S) 37,847, sworn Sept. 26, 1984.
Local Contact for Advertising and Merchandising Data: Dan O'Neil, Adv. Dir., BULLETIN, 66 Franklin St., Norwich, CT 06360; Tel. (203) 887-9211.
National Representative: Gannett Media Sales.

STAMFORD

1 - LOCATION: Fairfield County. (PMSA) E&P Map A-4. On Long Island Sound with navigable harbor. On Boston Post Road (U.S. 1) Merritt Parkway (Rte. 15). Connecticut Tpke. (I-95).

2 - TRANSPORTATION: **Railroads**-New Haven Div. Conrail Main Line & New Canaan Branch.
Motor Freight Carriers-5.
Intercity Bus Lines-Connecticut Transit Co.; Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 102,453; E&P 85 Est. 102,466
CZ-ABC: (80) 102,453
Bal. in NDM-ABC: (80) 51,202
County 80 Cen. 807,143; E&P 85 Est. 835,779
PMSA 80 Cen. 198,854; E&P 85 Est. 203,745
Total NDM-ABC: (80) 153,655
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 38,378; E&P 85 Est. 39,374
County 80 Cen. 280,597; E&P 85 Est. 299,828
PMSA 80 Cen. 72,157; E&P 85 Est. 75,929
CZ-ABC: (80) 38,378
Bal. in NDM-ABC: (80) 17,109
Total NDM-ABC: (80) 55,487

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	N.A.
Savings	3	N.A.
Fed. Sav.& Loan	4	N.A.

6 - PASSENGER AUTOS: County 503,907

7 - ELECTRIC METERS: Residence 37,849

8 - GAS METERS: Residence 16,077

9 - PRINCIPAL INDUSTRIES: Chemical; Electronics; Food, Drug & Cosmetics; Electrical; Aircraft; Die Casting; Metals; Machinery; Apparel & Textile Prod.; Printing & Publishing. Chemical, electronic research laboratories. Headquarters for numerous major corporations.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-77; Summer 46-92; Fall 27-79; Winter 2-56. First killing frost, Nov. 15; last killing frost, May 15.

11 - TAP WATER: Slightly acid, moderately soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Main, Atlantic, Bedford and Broad Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Stamford Town Ctr.	NA	Macy's, JCPenney, Saks
Ridgeway(75)	2	Sears, Gimbels, Grand Central Mkt., Consumer's Distributing
Thru-way	4	Woolworth, A&P
Glenbrook	3	Woolworth, Finast
Newfield	2	Syl May, Grade A Mkt.
Grand Central	4	Grand Central Market
Bull's Head	3	Radio Shack, Finast
Springdale	4	Palmer's Food

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Mon.-Sat. Food Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Bloomingdale's; Macy's; JCPenney; Gimbel's; Lord & Taylor; Caldor; Saks Fifth Avenue.
Discount Stores-County T.V. & Appliances.
Chain Drug Stores-Syl-May; Caldor; Medi Mart; Genovese; Courtesy.
Chain Supermarkets-A&P 2; Bongiorno's; Grade A 2; Grand Central 3; Palmer's; Finast 2.
Variety Stores-Woolworth.
Other Chain Stores-National Shoes; Goodyear; Firestone; Singer Co.; Radio Shack; The Limited; Kinney Shoes; Brooks Bros.; Abercrombie & Fitch; Brookstone; Scandinavian Gallery; Jaeger; Wallach's; Sam Goody; Record World; Waldenbooks; FAO Schwarz; Herman's; Doubleday Book; Athlete's Foot; Florsheim; Murphy & Johnston; Laura Ashley; Shoe Town.

14 - NEWSPAPERS: ADVOCATE (e) 30,455; (S) 34,045; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Sandra Guss, Mktg. Services Mgr., 75 Tresser Blvd., PO Box 9307, Stamford, CT 06904-9307; Tel. (203) 964-2402.
National Representative: Landon Associates.

TORRINGTON

1 - LOCATION: Litchfield County. E&P Map B-3. Industrial and residential center. NW part of state 20 mi. N of Waterbury; 28 mi. W of Hartford. On State Hwys. 4, 8, 202, & 272.

2 - TRANSPORTATION: **Railroad**-Conrail (freight only).
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Arrow; E. J. Kelley Co.

3 - POPULATION:
Corp. City 80 Cen. 30,987; E&P 85 Est. 32,477
CZ-ABC: (80) 34,280
RTZ-ABC: (80) 21,748
County 80 Cen. 156,769; E&P 85 Est. 166,931
City & RTZ-ABC: (80) 56,028

4 - HOUSEHOLDS:
City 80 Cen. 11,995; E&P 85 Est. 12,472
CZ-ABC: (80) 13,059
RTZ-ABC: (80) 7,672
County 80 Cen. 55,667; E&P 85 Est. 61,113
City & RTZ-ABC: (80) 20,731

5 - BANKS	NUMBER	EST. DEP.
Savings	1	N.A.
Savings & Loan	1	N.A.
Commercial	3	N.A.

6 - PASSENGER AUTOS: County 96,410

7 - ELECTRIC METERS: Residence 9,519

8 - GAS METERS: Residence 5,170

9 - PRINCIPAL INDUSTRIES: Bearings; Spring and Mill Machinery; Fans and Blower Wheels; Golf Shafts; Upholstery Nails; Castings; Lumber Products; Gaskets; Textiles; Hardware Tools; Corrugated Containers.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 18-94; Summer 47-99; Fall 1-89; Winter 2-56. First killing frost, Sept. 30; last killing frost, May 11.

11 - TAP WATER: Acid, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main and S. Main Sts.; 2 on Water St.; 2 on E. Main; Torrington-Winsted Rd. Route 8.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plaza(9)	NA	K mart, Fayva Shoes, Shop-Rite
Torrington(31)	NA	Star's Dept., A&P
Parkade(27)	NA	Warehouse Foods, Caldor
Downtown(32)	NA	JCPenney, Bradlees, Finast

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Caldor; JCPenney; Montgomery Ward.
Discount Stores-Star's; Bradlees; Caldor; K mart.
Chain Drug Stores-Rite-Aid; Genovese.
Chain Supermarkets-First National; A&P; IGA; Allied Grocers 5; IGA Supermarkets; Shop-Rite; Warehouse Foods.
Other Chain Stores-Singer Co.; Radio Shack.

14 - NEWSPAPERS: REGISTER/CITIZEN (e-mon to fri, m-sat) 16,553, Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Laura P. Kendall, Adv. Dir., REGISTER/CITIZEN, 190 Water St., Torrington, CT 06790; Tel. (203) 489-3121.
National Representative: Landon Associates.

WALLINGFORD
See MERIDEN-WALLINGFORD

WATERBURY

1 - LOCATION: New Haven County (MSA), E&P Map B-3, 89 mi. from New York City, 135 mi. from Boston, 29 mi. from Hartford, 21 mi. from New Haven.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers (Transportation Services)- Tose, Inc.; Lombard; Murphy; Roadway; New Penn; McLean; Barnard's Exp.; MFX; Consolidated Freightways.
Airlines-Bradley International, Hartford-Springfield; Eastern; USAir; American; United; TWA; Pilgrim; Delta; Texas International; Piedmont; Northeastern International Airways.
Intercity Bus Lines-Arrow Lines Inc.; Valley Transportation Co.; Bonanza Bus Lines; Connecticut Co.; Travel Center Tours; Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 103,266; E&P 85 Est. 103,450
CZ-ABC: (80) 161,589
RTZ-ABC: (80) 125,274
County 80 Cen. 761,337; E&P 85 Est. 783,402
MSA 80 Cen 204,968; E&P 85 Est. 209,943
City & RTZ-ABC: (80) 286,863
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 38,035; E&P 85 Est. 39,985
County 80 Cen. 271,542; E&P 85 Est. 288,339
MSA 80 Cen. 72,690; E&P 85 Est. 77,281
CZ-ABC: (80) 57,774
RTZ-ABC: (80) 43,524
City & RTZ-ABC: (80) 101,298

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$655,872,290
Savings & Loan	2	$403,936,000
Commercial	5	$2,719,006,675

6 - PASSENGER AUTOS: County 418,274

7 - ELECTRIC METERS: Residence 66,084

8 - GAS METERS: Residence 27,289

9 - PRINCIPAL INDUSTRIES: Medical Supplies & Equip.; Electronic Components; Sewing Supplies; Commercial Industrial and Consumer Timing Devices; Copper & Brass; Plastics; Clocks; Watches; Machine Shop Prods.; Tools; Buttons; Buckles; Flexible Tubing; Toys; Auto Parts; Chemicals; Electromech. Devices; Undergarments. Total 106,010 Wage Earners ($271 Av. Wkly. Wage).
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-70; Summer 60-87; Fall 30-76; Winter 24-44.

11 - TAP WATER: Neutral, moderately soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on E. Main; 3 on S. Main; 1 on N. Main; 2 on W. Main; 2 on Bank St.; 2 on Grand St.
Neighborhood Shopping Centers-2 at E. Main & Edson Ave.; East End; Store Ave.; Park Plaza; Cor. Lakewood Rd. and Route 69; W. Main St. Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bradlee Plaza(2)	NA	Stop & Shop, Bradlees
Colonial(45)	NA	Kresge, Radio Shack
Mattatuck Mall	NA	Shoprite, Channel
Meriden Road(5)	NA	Mont. Ward
Naugatuck(52)	NA	G. Fox, Sears
Shoppers Corner	NA	K mart, Shopper's World
Waterbury Plz (31)	NA	Stop & Shop, Bradlees

City Zone Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Watertown(6)	6	First Nat'l., Marshall's
Maple-Croft	8	Marshall's, Stop & Shop
Cheshire(15)	10	Richland Home & Auto, Grand Union
Pioneer	3	La Bonne's Epicure
Prospect(15)	5	Oliver's
Wolcott(9)	5	Pik-Kwik
Queen Plaza	10	
Meriden Square	14	JCPenney, G. Fox
Mt. View	7	Kings, Stop & Shop
10 Acre Mall	5	K-mart, Pik-Kwik
Southbury Plz (36)	10	Read's, Grand Union

Principal Shopping Days-Wed. through Sun.
Stores Open Evenings-Tues., Thur.; Shopping centers Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Howland-Hughes; Sears; Worth's 3; G. Fox; JCPenney; Read's.
Discount Stores-Shopper's World; Bradlees 2; Caldor.
Variety Stores-Woolworth; Kresge; McCrory's; K mart 3; Marshalls 2; Zayre.
Chain Drug Stores-Whelan's 4; Drug City; Consumer Value Stores 2; Rite-Aid 2; Walgreen; Genovese Drug.
Chain Supermarkets-A&P 4; First National 5; Pik-Kwik; Everbody's 5; Stop & Shop 3; Pathmark; Shop-Rite; Walsh's; Anthony; Grand Union; Warehouse Foods 2; Edwards.
Other Chain Stores-Thom McAn 2; Kinney; Shoetown; Lerner Dress Shop 2; Loft's (candy); Singer Co. 2; Anderson-Little; Montgomery Ward; Royal; Kay Jewelers; Michaels Jewelry; Foxmoor Casuals; Hallmark Cards 2; Florsheim Shoes; Thayer McNeil Shoes; Waldenbooks; Hanover Shoes; Fayva Shoes; Casual Corner; Toys 'R Us; Ethan Allen; Color Your World; Prague Shoes; Hickory Farms; Langley's; Stowell's Jewelers; Castro; Levitz Furniture; Puritan Furniture; Matzkin's; Channel Home Center; Color Tile; Bob's Surplus; Gentlemen's Wear House; T.J. Maxx; General Nutrition Centers; Motomart; Lloyd Lumber; Grossman's.

14 - NEWSPAPERS: REPUBLICAN (m) 39,500; AMERICAN (e-mon to fri) 30,121; REPUBLICAN (S) 72,971, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Donald L. Stevens, Mgr. Gen. Adv., REPUBLICAN and AMERICAN, 389 Meadow St., PO Box 2090, Waterbury, CT 06722; Tel. (203) 574-3636-Business; (203) 754-0644-Telecopier.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

WILLIMANTIC

1 - LOCATION: Windham County, E&P Map C-3. Manufacturing, agriculture and university center on U.S. 6 and 6S, State Hwys. 31, 32, 195 & 89. 28 mi. E of Hartford, 50 mi. W of Providence, 25 mi. N of New London.

2 - TRANSPORTATION: **Railroads**-Central Vermont; Providence & Worchester.
Motor Freight Carriers-2.
Intercity Bus Lines-Blue Line; Greyhound; Bonanza.

3 - POPULATION:
Corp. City 80 Cen. 14,652; E&P 85 Est. 15,789
NDM-ABC: (80) 60,532
County 80 Cen. 92,312; E&P 85 Est. 98,610
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 5,414; E&P 85 Est. 5,934
County 80 Cen. 32,209; E&P 85 Est. 35,454
NDM-ABC: (80) 18,409

5 - BANKS	NUMBER	DEPOSITS
Savings	5	$37,800,000
Savings & Loan	1	$36,000,000
Commercial	2	$130,338,000

6 - PASSENGER AUTOS: County 46,336

7 - ELECTRIC METERS: Residence 7,285

8 - GAS METERS: Residence 3,641

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Insulating Prod. 500; Univ. of Connecticut 4,190; Eastern Conn. College 257.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-57; Summer 59-80; Fall 41-62; Winter 19-36. First killing frost, Oct. 8; last killing frost, May 4.

11 - TAP WATER: Alkaline, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Area**-6 blocks on Main St., W. Main St., Rt. 195.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Willimantic Plaza(12)	2	JCPenney
Storrs Plaza	9	A&P
East Brook(32)	NA	Sage-Allen, Caldor, A&P

Principal Shopping Days-Thur., Fri., Sat. and Sun.

13 - RETAIL OUTLETS: **Department Stores**-Todds; Sage Allen.
Discount Stores-Caldor; JCPenney.
Chain Drug Stores-CVS 2; Rexall; Medical Phcy. 2; Medi Mart.
Chain Supermarkets-A&P; Stop & Shop; Shop-Rite; Universal 3; New England 2; Elm Super; Better Val-U 3.
Other Chain Stores-Sherwin-Williams; Sears; Montgomery Ward.

14 - NEWSPAPERS: CHRONICLE (e) 10,536, sworn Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Bea Andrews, Adv. Dir., CHRONICLE, Chronicle Rd., Willimantic, CT 06226; Tel. (203) 423-8466.
National Representative: Landon Associates.

DELAWARE SURVEYS

PRIMARY METROPOLITAN STATISTICAL AREA

Wilmington, Del.-N.J.-Md.-New Castle County, Del.; Cecil County, Md.; Salem County, N.J.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Philadelphia-Wilmington-Trenton, Pa.-Del.-Md.-N.J.-Includes Philadelphia, Pa.-N.J. PMSA; Trenton, N.J. PMSA; Vineland-Millville-Bridgeton, N.J. PMSA; Wilmington, Del.-N.J.-Md. PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1986
Under 5 Years	49	41	42
5-14 Years	117	91	94
15-24 Years	95	118	122
25-44 Years	136	164	170
45-64 Years	107	122	126
65 and Over	44	59	61
TOTAL	548	595	615

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1986 Est.
Bldg. Mat./Hdwr	119	155	227
General Mdse	328	417	539
Food	474	667	810
Automobiles	362	519	860
Gasoline Stations	162	268	290
Apparel	101	167	224
Furniture	104	132	209
Eat-Drink Places	164	261	342
Drugs	74	107	147
TOTAL SALES	2,139	3,131	4,048

Newspapers change every year.
So do their markets.

For the latest newspaper market data, you need the latest Editor & Publisher
MARKET GUIDE

DOVER

1 - LOCATION: Kent County. E&P Map A-3. State Capital. County Seat. Dover Air Force Base. Military Aircraft.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 23,507; E&P 85 Est. 24,032
NDM-ABC: (80) 175,081
County 80 Cen. 98,219; E&P 85 Est. 100,411
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,684; E&P 85 Est. 7,966
County 80 Cen. 32,737; E&P 85 Est. 34,549
NDM-ABC: (80) 59,847

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	23	$649,048,000
Savings & Loan	2	$1,312,800

6 - PASSENGER AUTOS: County 67,168

7 - ELECTRIC METERS: County Residence 34,500

8 - GAS METERS: City Residence 10,000

9 - PRINCIPAL INDUSTRIES: Industry, No.of Wage Earners: Agricultural 2,000; Construction 1,778; Mfg. 6,298; Transp. & Util. 1,172; Finance 1,004; Air Force Base 3,650 military and 1,350 civilian; Govt. 10,318; Trade 11,315; Serv. 5,080;
Av. Wkly. Wage $290.

10 - CLIMATE: Min. & Max. Temp.-Spring 65-80; Summer 78-98; Fall 65-80; Winter 40-65. First killing frost, Nov. 10; last killing frost, Mar. 5.

11 - TAP WATER: Not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bay Ct. (25)	3	Dry Goods, Service Merchandise, Warehouse Food
Blue Hen(52)	3	JCPenney, Acme, Rose's, Thrift Drug
Capitol(6)	2	L&D Auto
Carroll's Corner(7)	2	Safeway, Drug Fair
Dover Mart(9)	3	A&P, Murrays Meats
Dover Mall(90)	3	Sears, Leggetts, Boscov's
Edgehill(2)	1	Radio Shack, Thrifty Drug, Big G, IGA
Rodney Vlg.(22)	1	McCrory's, Big G, Thrift Drug

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Food every evening.

13 - RETAIL OUTLETS: **Department Stores**-Sears, JCPenney; Hess, Boscov's; Leggett's; Rose's.
Discount Stores-Nichol's, Dry Goods; K mart; Ames; Service Merchandise.
Variety Stores-Woolworth; McCrory; Dollar General.
Chain Drug Stores-Pierce's 2, Thrift 3, Drug Fair, Happy Harry's; Edgehill 2.
Chain Supermarkets-A&P, Big IGA; Acme 2; Safeway; Marstellers 4; 7-Eleven 11, Warehouse Foods; Thriftway; AM/PM Mini-Market; Big K.
Other Chain Stores-Firestone 2; Agway; Southern States; Goodyear; Goodrich; Penn Jersey; Pic N' Pay; Lowe's; Wicke's.

14 - NEWSPAPERS: DELAWARE STATE NEWS (m) 23,846; (S) 31,441; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Chris Engel, Adv. Dir., DELAWARE STATE NEWS, PO Box 737, New Burton Rd. Dover, DE 19903; Tel. (302) 674-3600.
National Representative: Branham/Newspaper Sales.

WILMINGTON

1 - LOCATION: New Castle County (In Wilmington, DE-NJ-MD PMSA), E&P Map A-6. At junction of Christina Creek and Delaware River, 26 mi. SW of Philadelphia.

2 - TRANSPORTATION: **Railroads**-Conrail, Chessie Systems; Amtrak; Octoraro, Wilmington & Western; Delaware Coastline.
Motor Freight Carriers-1,274 (Delaware Based).
Intercity Bus Lines-Delaware Authority for Regional Transit; Greyhound; Trailways; Safeway Trails; Carolina Coach Co.

3 - POPULATION:
Corp. City 80 Cen. 70,195; E&P 85 Est. 66,524
CZ-ABC: (80) 361,424
RTZ-ABC: (80) 236,668
PMSA 80 Cen. 524,108; E&P 85 Est. 543,175
County 80 Cen. 399,002; E&P 85 Est. 408,627
City & RTZ-ABC: (80) 598,092
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 26,901; E&P 85 Est. 28,089
County 80 Cen. 139,292; E&P 85 Est. 147,302
PMSA 80 Cen. 180,986; E&P 85 Est. 193,577
CZ-ABC: (80) 127,165
RTZ-ABC: (80) 78,693
City & RTZ-ABC: (80) 205,858

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loans	46	$10,006,931,000

6 - PASSENGER AUTOS: County 236,702

7 - ELECTRIC METERS: County 156,637

8 - GAS METERS: County & City 77,163

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage): Durable Goods 19,300 ($429); Non-Durable Goods 51,200 ($362); Primary Metals 1,800 ($381); Fabricated Metals 1,800 ($323); Mach. and Transp. 12,600 ($481); Other Durable Goods 3,200 ($276); Food 8,700 ($259); Textiles 500 ($327); Printing and Publ. 2,100 ($318); Chemical Prods. 31,700 ($498); Rubber and Plastics 3,200 ($417); Other Non-Durables 3,600 ($440).

10 - CLIMATE: Min. & Max. Temp.-Spring 28-90; Summer 43-95; Fall 9-83; Winter 10-64. First killing frost, Oct. 29; last killing frost, Apr. 10.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-Market St. & King St. from Front to 10 St.
Neighborhood Shopping Centers-Union St. from Front to 8th St.; Suburban Centers at Fairfax & Wilmington Manor.

Nearby Shopping Centers

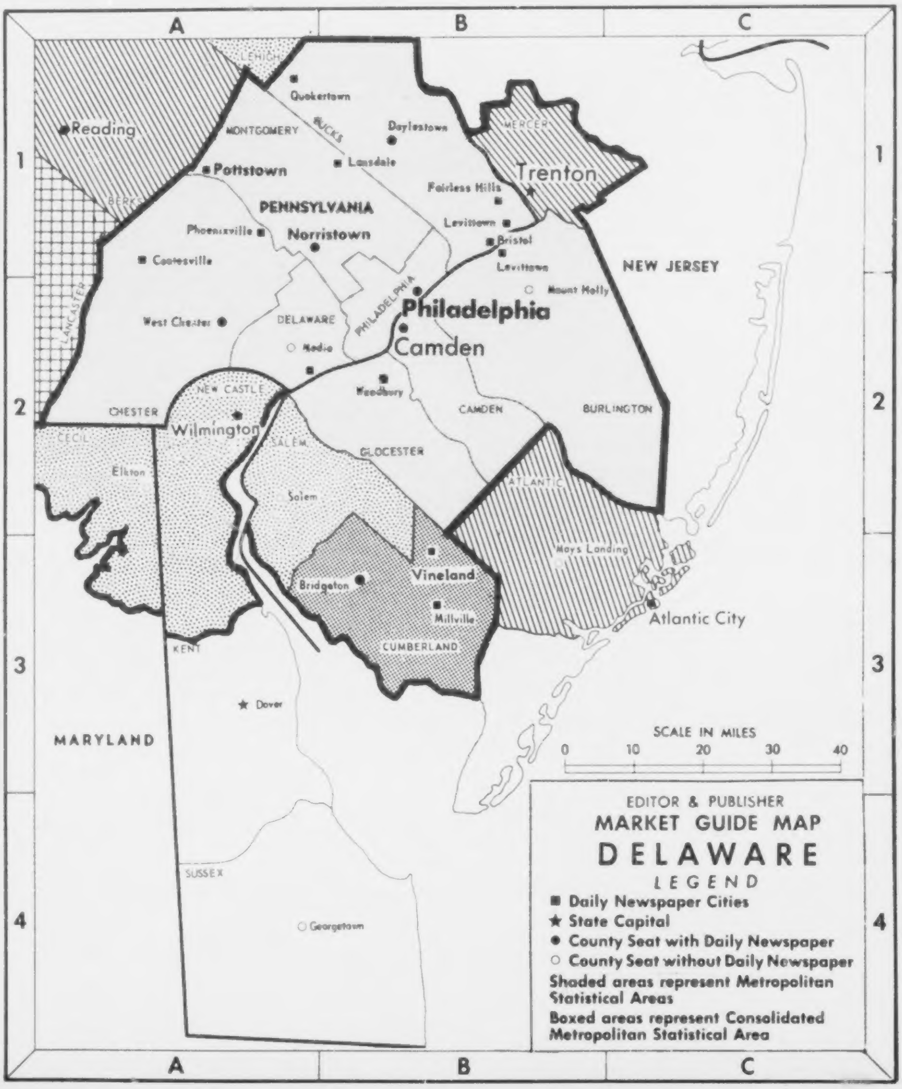
Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Northtowne Plz	10	Jamesway, Designer Depot
Tri-State Mall(52)	10	Levitz, K mart
University Plz	10	Acme, Jamesway
Chestnut Hill(20)	15	Gaylord's, JCPenney
Christiana(95)	7	Strawbridge & Clothier, JCPenney, Bamberger's
Dover Mall	NA	Boscov, Sears, Leggetts
Continental(12)	3	Liebman's
Fairfax(21)	4	Acme, UFO
Newark(22)	12	Newark Dept., IGA
Graylyn	4	Thriftway
Midway(21)	8	Service Merchandise
Prices Corner(25)	3	Sears, JCPenney
Concord Mall(64)	8	Jefferson Ward, Pomeroy's, Strawbridge & Clothier
Castle Mall(34)	15	K mart, Super Fresh, Thrift Drug
New Castle Sq.	10	Jamesway, Thrift Drug

Principal Shopping Days-Wed., Fri., Sat. & Sun.
Stores Open Evenings-Discount Sundays; Downtown Fri.; Dept. & Shopping centers every night; Food every evening except Sunday.

13 - RETAIL OUTLETS: **Department Stores**-Wilmington Dry Goods; Wanamaker, Strawbridge & Clothier; Kennard-Pyle Co.; Sears; JCPenney; Pomeroy's; K mart; Bamberger's; Marshalls; Boscov; Leggets; Bradlees.
Discount Stores-Gaylords 4; Silo 3; Jefferson Ward 2; Ames Dept. Store; Nichols; Mason's; Kiddie World; Jamesway 3; Rose's, Service Merchandise; Bradlees.
Variety Stores-Woolworth 4; Rickel's; 5; B.J. Mitchell's 2.
Chain Drug Stores-Eckerd 14; Happy Harry 14; Rite-Aid 16; Thrift 2; HH Merchandiser 3; Park 2; Stanton 3; Tique 3; Toulson-Rexall 2; Parklynn-Limestone 4; Medicine Shoppe; CVS 2.

Chain Supermarkets-Super Fresh 8; Acme 28; Pathmark 3; Safeway 4; 7-Eleven 43; Wawa 10; IGA; Cumberland Farms 14; Shop'N Bag; Shop-Rite; Thriftway 6; Shop 'N Save 3.
Other Chain Stores-Storm's Shoes; Gordon's Jewelers; Baker Shoes; Hanover Shoes; Phillipsborn (women's); Lowe's (bldg.); 84 Lumber; LeRoy's Style Shop; Lou's Shoe Bazaar; Glah Bros. (formal wear); Gallenkamp (shoes); Goodyear; Firestone; General Tire; B.F. Goodrich Tires; Webster's Clothes; Channel Home Ctrs; Rickels.

14 - NEWSPAPERS: NEWS (m-mon fri) 63,061; JOURNAL (e-mon to fri) 56,252; (sat) 111,979; (S) 125,354; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Eugene P. Schwenk, Nat'l Adv. Mgr., or Henry Phillips, Adv. Dir., NEWS-JOURNAL PAPERS, 831 Orange St. Box 1111, Wilmington, DE 19899; Tel. (302) 573-2000.
National Representative: Gannett Media Sales.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Doylestown
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Trenton
BERKS
Fairless Hills
PENNSYLVANIA
Levittown
Phoenixville
Norristown
Bristol
Coatesville
Levittown
Mount Holly
NEW JERSEY
LANCASTER
PHILADELPHIA
West Chester
DELAWARE
Philadelphia
Media
Camden
NEW CASTLE
Woodbury
CHESTER
CAMDEN
BURLINGTON
Wilmington
CECIL
SALEM
GLOCESTER
Elkton
Salem
ATLANTIC
Mays Landing
Vineland
Bridgeton
Millville
Atlantic City
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SUSSEX
Georgetown
EDITOR & PUBLISHER
MARKET GUIDE MAP
DELAWARE
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Area

DISTRICT OF COLUMBIA SURVEYS

METROPOLITAN STATISTICAL AREA

Washington, D.C.-Md.-Va.-District of Columbia; Alexandria, Fairfax, Falls Church, Manassas, and Manassas Park cities, Va.; Arlington, Fairfax, Loudon, Prince William and Stafford Counties, Va.; Calvert, Charles, Frederick, Montgomery and Prince George's Counties, Md.

POPULATION ESTIMATES

(Thousands)

Age Group	1970	1980	1986
Under 5 Years	60	34	32
5-14 Years	129	79	76
15-24 Years	145	127	122
25-44 Years	198	197	189
45-64 Years	155	127	122
65 and Over	70	74	70
TOTAL	757	638	611

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1986 Est.
Bldg. Mat./Hdwr	38	38	57
General Mdse	234	224	294
Food	335	486	600
Automobiles	202	122	206
Gasoline Stations	138	180	198
Apparel	168	240	327
Furniture	115	129	208
Eat-Drink Places	379	560	744
Drugs	97	128	178
TOTAL SALES	2,085	2,654	3,322

WASHINGTON

1 - LOCATION: Capital of the United States and the District of Columbia. This is the hub of Washington-DC-MD-VA MSA which includes: District of Columbia, Montgomery, Prince George's and Charles Counties in Maryland; Arlington, Fairfax, Loudoun, Prince William Counties and the Independent Cities of Alexandria, Fairfax City, Falls Church, Manassas & Manassas Park in Virginia. E&P Maps C-2 (MD) & F-1 (VA).

2 - TRANSPORTATION: Railroads-Amtrak; Metro Rapid Transit System (pass.); B&O; C&O; RF&P (freight); Norfolk/Southern (freight); Auto-Train; Conrail; Chessie System (pass. & freight).

Motor Freight Carriers-77.

Intercity Bus Lines-Colonial Transit; Continental Trailways; Eyre; Freeway Enterprise; Gold Line; Greyhound; J&J Bus Service; Metro Bus System; Ride-On.

Airlines-(Commercial): Aeromech; Air Florida; Air France; Air North; Air Jamaica; Altair; American; Air One; Braniff; British Airways; Continental; Delta; Eastern; Empire; Frontier Horizon; Holiday; Iceland Air; Mid South; Midway; New York Air; Northwest; Ozark; PanAm; People Express; Piedmont; Pocono; Princeton; Republic; Southern Jersey Airways; Sunbird; TWA; United; USAir; Western; World Airways. (Commuter): Air Virginia; Atlantic Air; Bar Harbor; Christman Air System; Colgan; Cumberland; Freedom; Henson; New Air; Pilgrim; Pennsylvania; Pegasus; Ransome; Resort; Vee Neal; Wheeler; Capital Helicopter.

3 - POPULATION:
Corp. City 80 Cen. 638,432; E&P 85 Est. 624,844
NDM-ABC: (80) 3,061,021
MSA 80 Cen. 3,250,392; E&P 85 Est. 3,452,711

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 252,952; E&P 85 Est. 255,172
MSA 80 Cen. 1,175,901; E&P 85 Est. 1,281,060
NDM-ABC: (80) 1,112,770

5 - BANKS	NUMBER	DEPOSITS
Commercial	59	$20,796,075,000
Savings & Loan	31	$10,213,000,000

6 - PASSENGER AUTOS: MSA 1,946,100; D.C. 398,037.

7 - ELECTRIC METERS: Residence 963,000.

8 - GAS METERS: Residence 574,400.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Fed. Gov't 351,000; State & Local Gov't 175,000; Service 488,900; Retail Trade 255,100; Wholesale Trade 60,800; Fin., Ins. & Real Estate 93,300; Trans., Comm. & Pub. Utilities 76,900; Construction 75,300; Mfg. & Mining 68,900. Total employed 1,645,200.
Source: D.C. Dept. of Employment Services, Jan. 1984.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 66-85; Fall 50-71; Winter 28-45. First killing frost, Nov. 27; last killing frost, Mar. 10.

11 - TAP WATER: Slightly alkaline, med. soft.

12 - RETAILING: **Principal Shopping Centers & Areas**-(Northwest): Downtown Area (R) 7th-14th, D-G Sts.; Connecticut Ave./Midtown Area-Connecticut Ave. from Pennsylvania Ave. to Florida Ave., W to 22nd St., NW; Friendship Heights Area-Wisconsin Ave., Albemarle-Western; Georgetown Area-M St., Wisconsin Ave.; Spring Valley Area-Massachusetts Ave.; Van Ness-Yuma Sts. Enclosed: Mazza Gallerie; Georgetown Park; Van Ness Centre. (Northeast): Benning Area-Minnesota Ave. & Benning Rd.; Hechinger Mall-Bladensburg & Benning Rds. (Southeast): Anacostia Area-Alabama Ave., Good Hope & Naylor Rds.; Fairlawn Area-Pennsylvania Ave., 19th-25th Sts. (Southwest): Enclosed: L'Enfant Plaza.

Charles County (MD)-Shopping centers: La Plata; Waldorf.

Montgomery County (MD)-Major shopping areas: Bethesda; Chevy Chase/Friendship Heights; Gaithersburg; Kensington; Rockville City; Rockville Pike; Silver Spring; Wheaton; Flower Ave.; Aspen Hill; Glenmont; Viers Mill; Four Corners; Takoma Park.

Shopping Centers-Congressional Plaza; Hillandale; Montgomery Mall; Potomac Village; Rockville Mall; Twinbrook; Westwood; Wheaton Plaza; White Oak; Wildwood Manor; Huntley Square; White Flint Fashion Mall; Village Mall; Lake Forest; Loehman Plaza; Hechinger Plaza.

Enclosed: Lakeforest Mall; Montgomery Mall; Wheaton Plaza; White Flint.

Prince George's County (MD)-Major shopping areas: Andrews Manor; Bladenburg; Bowie; Camp Springs; College Park; Greenbelt; Hyattsville; Lanham; Landover; Mt. Rainer; New Carrollton; Queens Chapel-Chilium; Suitland; Oxon Hill; Adelphi; Langley Park; Kettering; Palmer Park/Dodge Park; District Heights; Capitol Heights; Silver Hill; Marlow Heights; Penn-Mar; Laurel; Eastover; Forestville Mall.

Shopping Centers-Carrolton Mall; Bel Air; Beltway Plaza; Capital Plaza; Dodge Park; Greenway; Iverson Mall; Landover Mall; Free State Mall; Langley Park; Laurel Plaza; Laurel Centre; Forest Village Park; Prince George's Plaza; Allentown Mall; Hampton Mall; Great Eastern Plaza; Penn Mar.

Enclosed: Forest Village Park Mall; Greenway Plaza; Laurel Centre; Carrollton Mall; Prince George's Plaza; Beltway Plaza.

Arlington County (VA)-Major shopping areas: Clarendon; Rosslyn; Shirlington.

Shopping Centers-Parkington; Culmore; Cherrydale; Virginia Square; Westover; Crystal Plaza; Lee Harrison; Columbia Village.

Alexandria City (VA)-Major shopping areas: Central Business District: Duke to Cameron Sts. between Lee St. & RF&P railroad tracks; Arlandria; Cameron; Beverly Plaza; Tavern Square; Belle View; Delray; Columbia Pike; Duke & Pickett Sts.; Shirley Duke.

Shopping Center-Landmark.

Fairfax County (VA)-Major shopping areas: Springfield; Annandale; Bailey's Cross Roads; Oakton; Penn-Daw; Vienna; Hybla Valley; McLean; Tyson's Corner; Seven Corners; West Springfield; Leesburg Pike; Groveton; Marrifield; West Springfield.

Shopping Centers-Loehman's Plaza; Pike 7 Plaza; Tyson's Corner Center; Seven Corners; Beacon Mall; Bradlick; Shirley Plaza; Wilston; Yorktown; Springfield Plaza; Mt. Vernon Plaza; Fairfax City; Fairfax Circle; West Fairfax; Virginia Plaza; Fair Oaks; PanAm; Rolling Valley Mall.

Enclosed: Beacon Mall; Fair Oaks Shopping Center; Seven Corners Shopping Center; Tyson's Corner Center.

Loudoun County (VA)-Major shopping areas: Herndon Junction; Leesburg.

Prince William County (VA)-Major shopping areas: Manassas; Woodbridge; Westgate; Dale City.

Shopping Centers-Marumsco Plaza; Manassas Mall.

Enclosed: Manassas Mall.

Principal Shopping Days-Mon., Thur., Fri., Sat.

Stores Open Evenings-Dept. Stores (downtown) Mon. & Thur. Suburban stores and most large food stores, every evening. Some food chains open until 10:00 p.m. and on Sunday. Most shopping Centers and dept. stores open Sunday. Most food chains open 24 hrs. Mon. through Sat. & Sun.

13 - RETAIL OUTLETS: Department Stores-Bloomingdale's 2; Hecht's 13; Montgomery Ward 8; JCPenney 10; Sears 9; Woodward & Lothrop 12.

Variety Stores-Kresge 6; McCrory 4; Murphy 13; Woolworth 14.

Discount Stores-K mart 14; Woolco 11; Zayre 13; Bradlee's 10.

Appliances & Hi-Fi-Circuit City 8; Contemporary Sounds 5; Erol's 6; Luskins 9; Microwave Cooking etc. 5; Myer-Emco 3; Radio Shack 60; Reliable Home Appliances 7.

Building Supplies-Hechinger 16; Lowe's 4; McIntire 16; Scott's 10; 84 Lumber 7; Channel 5.

Chain Drug Stores-Dart 62; Drug Fair 90; People's 136; Rodman's 5; Standard Drug & Affiliates 15.

Chain Supermarkets-A&P 19; Basics 9; Cook's 9; Co-Op Consumers 4; Food-A-Rama 11; Food Barn 6; Food Town 7; Fresh Value 2; Giant 93; Grand Union 26; High's 157; Jumbo 9; Larimer's 2; Magruder's 7; Murray Steaks 26; Pershing Markets 2; Plus 8; Safeway 124; 7-Eleven 387.

Jewelry Stores-Bailey, Banks & Biddle 5; Black, Starr & Frost 3; Boone & Sons 3; J.E. Caldwell 3; Castelberg 6; Gordon's 5; R. Harris-D.P. Paul Co. 3; Kay Jewelers 15; Melart Jewelers 15; Theodore Nye 4; Pampillonia 2; J.B. Robinson 8; Chas. Schwartz & Son 2.

Health Clubs/Reducing Salons-Fitness World 2; Fun & Fitness Exercise Aquatic Center 9; Holiday Spas 9; Nautilus Fitness Center 7; Spa Lady 17; Diet Center 27; Gloria Marshall Figure Salons 6; European Health Spa 3; Nutri-Systen Weight Loss Center 7.

Furniture Stores-C.L. Barnes 3; Castro Convertibles 2; Coles 5; Colony House; Danker 2; Decor Furniture 2; Design Store 4; Door Store 7; House & Herman; Hub 13; Kimels 4; Knock-Down 3; Levitz 3; Loft Bed 2; Mahler's; Manor House; Marlo 3; Master Craft Interiors; Mattress Center 6; Mattress Discounters 18; Saah Furniture Manufacturers (unfinished) 2; Salem Furniture 5; Scan 8; W&J Sloane 7; Warehouse Sleep Centers 3; Wood Shop 3.

Office Furniture: D&F Furniture 9; Office Furniture Mart 8.

Shoe Stores-Baker 15; Boyce & Lewis 4; Bradshaw 6; Chandler 3; DeYoung 8; Flagg Bros. 5; Florsheim 6; Hahn 23; Hanover 13; Heel 'N Toe 8; Kinney 40; Massey 10; Pic 'N Pay 12; Regal 4; Rich 4; F.R. Richey 3; Shoe Town 14; Shoe World 7; The Bootery 5; Thom McAn 20; Wild Pair 5.

Auto Supplies-Consumer Discount Tire 6; General Tire 3; Goodyear 17; Firestone 10; Hi-Gear 20; Market Tire 26; Merchant Tire 31; Midas Muffler 19; National Tire Wholesale 11; Nationwide 9; Penn Jersey 14; Pep Boys 4; Performance Discount Tire 6; Rayco 3; Stidham Tire 15; Sure Fit 3; Trak-Auto 30; Western Auto 4.

Cosmetics-Elizabeth Arden 2; Merle Norman 14; Mary Kay 13.

Candy-Fannie Farmer 2; Fannie May 16; Russell Stover.

Mens Clothing-Allyn' Men's Shops 7; Arthur A. Adler 2; Big & Tall 3; Britches 11; Cavalier 4; Chess King 6; Dash Designers 5; Georgetown University Shops 2; George's Big & Tall 3; James 2; National Shirt 2; Richman's 8; J. Riggins 6; September 2; Steven-Windsor 11; Wall Street Clothes 3; Webster Men's Wear 5; Wilson's Men Stores 4.

Women's Clothing-Ann Taylor 4; Casual Corner 16; Clothes Corner 2; Dana Robins 3; Fashion Factory 2; Fashion Tree 2; Foxmoor Casuals 11; L. Frank 22; Gartenhaus 2; Hit or Miss 13; Jay's Designer Fashions 5; Lane Bryant 6; Lerner 14; The Limited 10; Loehman's 2; Lord & Taylor 4; Mademoiselle Fashions 13; T.H. Mandy 5; Marianne 12; Marshall's 3; Miss Harper 3; Off The Rax 11; Ormond Shops 7; Pat Arnolde's Talls 4; Petite Street 4; Philipsborn 16; Plymouth 3; Rosendorf/Evans 3; Saks Fifth Ave; Saks-Jandel 3; Seven & Nine Shoppe 2; Show-Off 6; Showroom 2; 16 Plus 5; Susie Casuals 7; Syms; Up-Against The Wall 3; Ups & Downs 8.

Men's & Women's Clothing-Jos. A. Bank Clothiers 3; Brooks Bros. 3; David's Village Shops 6; The Gap 12; Garfinckel's 9; Great Factory Store 4; Lewis & Thos. Saltz 3; I. Magnin; Morton's 5; Neiman & Marcus; Pants Corral 18; Raleigh's 11; Royal Formal & Bridal 8.

Children's Furnishings-Beyda; Bo-Peep Shop 3; Crib 'N Cradle 4; Kids Wear Outlet 3; Tots 'N Teens 6; Young Fair 5.

Toys: Juvenile Sales 6; Toys R Us 7.

Fabric Stores-Danneman 9; House of Fine Fabrics 16; Mill End Shops 8; Minnesota Fabrics 9.

Sporting Goods-Eddie Bauer; Herman's 9; Hudson Bay Outfitters 15; Irving's Sport Shops 13.

Catalog Stores-Basco 2; W. Bell & Co. 7; Best 7; Evans 4.

Computers-Apple 6; Chafitz; Computers, etc. 2; IBM; Math Box 6; Radio Shack 56.

Bookstores & Records-Crown Books 29; B. Dalton 10; Waldenbooks 13; Harmony Hut 8; Record & Tape, Ltd. 4; Variety Records Inc. 8; Waxie Maxie 16.

Other-Becker's 8; Camalier & Buckley 5; China Closet 3; Diener's 7; Kitts Music 18; Pier 1 10; Singer Sewing Center 6; Rits Camera 14; Snap Shots 17.

14 - NEWSPAPERS: POST (m-mon to fri) 771,253; (m-sat) 730,557; (S) 1,065,782; Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: William Hensley, Dir. Adv. Sales, POST, 1150 15th St., N.W., Washington, DC 20071; Tel. (202) 334-7679.

National Representatives: Sawyer-Ferguson-Walker; Metropolitan Publishers Reps.

TIMES (m-mon to fri) 83,962; sworn Mar. 31, 1985.

Local Contact for Advertising & Marketing Data: O.T. Watkins, Adv. Mgr., TIMES, 3600 New York Ave., N.E., Washington, DC 20002; Tel. (202) 636-3030.

National Representative: None.

USA TODAY (m-mon to fri) 1,162,606; Mar. 31, 1985 ABC.

Note-USA TODAY is distributed nationally.

Local Contact for Advertising and Merchandising Data: Ben Lawrence, Vice Pres.-Adv., USA TODAY, Box 500, Washington, DC 20044; Tel. (703) 276-3400; New York Office: Valerie Salembier, Adv. Dir., 535 Madison Ave., New York, NY 10022; Tel. (212) 715-5350.

National Representative: USA TODAY New York offfice with branches in Chicago, Los Angeles, Detroit and San Francisco.

FLORIDA SURVEYS

METROPOLITAN STATISTICAL AREAS

Bradenton-Manatee County.
Daytona Beach-Volusia County.
Fort Meyers-Cape Coral-Lee County.
Fort Pierce-Martin and St. Lucie Counties.
Fort Walton Beach-Okaloosa County.
Gainesville-Alachua and Bradford Counties.
Jacksonville-Clay, Duval, Nassau and St. Johns Counties.
Lakeland-Winter Haven-Polk County.
Melbourne-Titusville-Palm Bay-Brevard County.
Naples-Collier County.
Ocala-Marion County.
Orlando-Orange, Osceola and Seminole Counties.
Panama City-Bay County.
Pensacola-Escambia and Santa Rosa Counties.
Sarasota-Sarasota County.
Tallahassee-Gadsden and Leon Counties.
Tampa-St. Petersburg-Clearwater-Hernando, Hillsborough, Pasco and Pinellas Counties.
West Palm Beach-Boca Raton-Delray Beach-Palm Beach County.

PRIMARY METROPOLITAN STATISTICAL AREAS

Fort Lauderdale-Hollywood-Pompano Beach-Broward County.
Miami-Hialeah-Dade County.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Miami-Fort Lauderdale-Includes Fort Lauderdale-Hollywood-Pompano Beach PMSA and Miami-Hialeah PMSA.

POPULATION ESTIMATES

(Thousands)

Age Group	1970	1980	1986
Under 5 Years	502	570	702
5-14 Years	1,250	1,307	1,612
15-24 Years	1,074	1,622	2,000
25-44 Years	1,510	2,449	3,020
45-64 Years	1,470	2,107	2,598
65 and Over	985	1,685	2,078
TOTAL	6,791	9,740	12,010

Based on U.S. Census

POPULATION ESTIMATES

(Thousands)

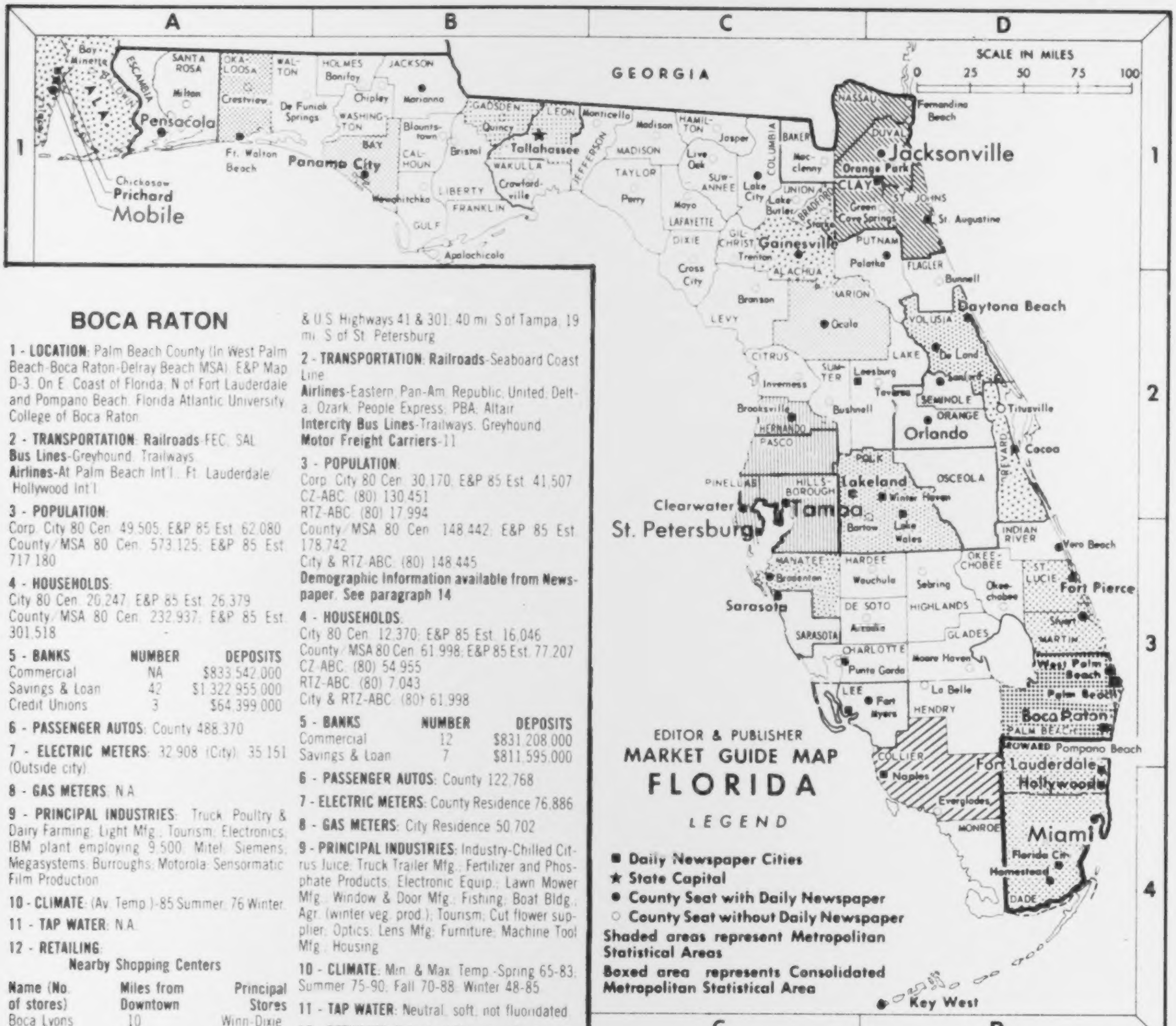
Places of 50,000 or more and central cities of MSA's with 10% or more of Spanish Origin Population.

Cities	Total Pop.	Spanish Origin	Percent
Miami	347	194	55.9
Tampa	272	36	13.3

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1986 Est.
Bldg. Mat./Hdwr	1,554	2,619	4,195
General Mdse	4,114	5,997	8,481
Food	7,016	12,426	16,496
Automobiles	6,645	11,240	20,386
Gasoline Stations	2,386	4,776	5,648
Apparel	1,406	2,732	4,015
Furniture	1,555	2,704	4,682
Eat-Drink Places	2,925	5,540	7,918
Drugs	1,119	2,010	3,019
TOTAL SALES	31,413	55,469	80,281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ESCAMBIA
SANTA ROSA
Milton
OKALOOSA
Crestview
WALTON
HOLMES
Bonifay
JACKSON
Marianna
Chipley
WASHINGTON
De Funiak Springs
Pensacola
Ft. Walton Beach
BAY
Panama City
GADSDEN
Quincy
LEON
Tallahassee
Monticello
Madison
MADISON
HAMILTON
Jasper
COLUMBIA
BAKER
NASSAU
Fernandina Beach
DUVAL
Jacksonville
Macclenny
Orange Park
CLAY
ST. JOHNS
St. Augustine
Green Cove Springs
UNION
Lake Butler
BRADFORD
Starke
Lake City
Live Oak
SUWANNEE
TAYLOR
Perry
Mayo
LAFAYETTE
DIXIE
GILCHRIST
Trenton
Cross City
Gainesville
ALACHUA
PUTNAM
Palatka
FLAGLER
Bunnell
Chickasaw
Prichard
Mobile
Blountstown
CALHOUN
Bristol
LIBERTY
WAKULLA
Crawfordville
JEFFERSON
FRANKLIN
GULF
Wewahitchka
Apalachicola
Bronson
LEVY
MARION
Ocala
VOLUSIA
Daytona Beach
De Land
CITRUS
Inverness
SUMTER
Bushnell
LAKE
Leesburg
Tavares
Sanford
SEMINOLE
ORANGE
Orlando
Titusville
BREVARD
Cocoa
Brooksville
HERNANDO
PASCO
PINELLAS
HILLSBOROUGH
Clearwater
St. Petersburg
Tampa
POLK
Lakeland
Winter Haven
Bartow
Lake Wales
OSCEOLA
INDIAN RIVER
Vero Beach
MANATEE
Bradenton
Sarasota
SARASOTA
HARDEE
Wauchula
DE SOTO
Arcadia
HIGHLANDS
Sebring
OKEECHOBEE
Okeechobee
ST. LUCIE
Fort Pierce
Stuart
MARTIN
GLADES
Moore Haven
CHARLOTTE
Punta Gorda
LEE
Fort Myers
La Belle
HENDRY
West Palm Beach
Palm Beach
Boca Raton
PALM BEACH
BROWARD
Pompano Beach
Fort Lauderdale
Hollywood
COLLIER
Naples
Everglades
MONROE
Miami
Florida City
Homestead
DADE
Key West
EDITOR & PUBLISHER
MARKET GUIDE MAP
FLORIDA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed area represents Consolidated Metropolitan Statistical Area

BOCA RATON

1 - LOCATION: Palm Beach County (In West Palm Beach-Boca Raton-Delray Beach MSA). E&P Map D-3. On E. Coast of Florida, N of Fort Lauderdale and Pompano Beach. Florida Atlantic University. College of Boca Raton.

2 - TRANSPORTATION: **Railroads**-FEC, SAL
Bus Lines-Greyhound, Trailways.
Airlines-At Palm Beach Int'l., Ft. Lauderdale/Hollywood Int'l.

3 - POPULATION:
Corp. City 80 Cen. 49,505; E&P 85 Est. 62,080
County/MSA 80 Cen. 573,125; E&P 85 Est. 717,180

4 - HOUSEHOLDS:
City 80 Cen. 20,247; E&P 85 Est. 26,379
County/MSA 80 Cen. 232,937; E&P 85 Est. 301,518

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	NA	$833,542,000
Savings & Loan	42	$1,322,955,000
Credit Unions	3	$64,399,000

6 - PASSENGER AUTOS: County 488,370

7 - ELECTRIC METERS: 32,908 (City); 35,151 (Outside city).

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Truck, Poultry & Dairy Farming; Light Mfg.; Tourism; Electronics; IBM plant employing 9,500; Mitel; Siemens; Megasystems; Burroughs; Motorola; Sensormatic Film Production.

10 - CLIMATE: (Av. Temp.)-85 Summer; 76 Winter.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Boca Lyons	10	Winn-Dixie
Boca Raton Mall(60)	NA	Jefferson, Walgreens
Camino Sq.(14)	1	SuperRx, Winn-Dixie
Del Mar Village	3	Winn-Dixie, Eckerd
Fifth Ave. Shops(50)	1	Eckerd, Publix Mkt., Star Value'
Oaks Plaza	2	Winn-Dixie, Eckerd
Royal Palm Plaza(82)	NA	
Town Center Mall	3	Sears, Burdines, Jordan Marsh
Village Square	3	Shoppers Drug, Publix Mkt.
Glades Plaza(85)	3	

13 - RETAIL OUTLETS: **Department Stores**-Burdines; Jordan Marsh; Sears.
Discount Stores-Jefferson; K mart.
Chain Drug Stores-Eckerd; SuperRx; Walgreens; Cunningham; Gray Drug; Fedco; Shoppers Drug Mart.
Chain Supermarkets-Winn-Dixie; Publix; Sun; Woolley's Emporium.

14 - NEWSPAPERS: NEWS (e-mon to fri) 15,370; (S) 18,031; Sept. 30, 1984 VAC.
Local Contact for Advertising and Merchandising Data: Christine Bull, Adv. Dir., NEWS, PO Box 580, Boca Raton, FL 33432; Tel. (305) 395-8300.
National Representatives: Knight-Ridder Newspaper Sales; U.S. Suburban Press.

BRADENTON

1 - LOCATION: Manatee County, County Seat. (In Bradenton MSA) E&P Map C-3. On Manatee River & U.S. Highways 41 & 301; 40 mi. S of Tampa, 19 mi. S of St. Petersburg.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line.
Airlines-Eastern, Pan-Am, Republic, United, Delta, Ozark, People Express, PBA, Altair.
Intercity Bus Lines-Trailways, Greyhound.
Motor Freight Carriers-11.

3 - POPULATION:
Corp. City 80 Cen. 30,170; E&P 85 Est. 41,507
CZ-ABC: (80) 130,451
RTZ-ABC: (80) 17,994
County/MSA 80 Cen. 148,442; E&P 85 Est. 178,742
City & RTZ-ABC: (80) 148,445
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 12,370; E&P 85 Est. 16,046
County/MSA 80 Cen. 61,998; E&P 85 Est. 77,207
CZ-ABC: (80) 54,955
RTZ-ABC: (80) 7,043
City & RTZ-ABC: (80) 61,998

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	12	$831,208,000
Savings & Loan	7	$811,595,000

6 - PASSENGER AUTOS: County 122,768

7 - ELECTRIC METERS: County Residence 76,886

8 - GAS METERS: City Residence 50,702

9 - PRINCIPAL INDUSTRIES: Industry-Chilled Citrus Juice; Truck Trailer Mfg.; Fertilizer and Phosphate Products; Electronic Equip.; Lawn Mower Mfg.; Window & Door Mfg.; Fishing; Boat Bldg.; Agr. (winter veg. prod.); Tourism; Cut flower supplier; Optics; Lens Mfg.; Furniture; Machine Tool Mfg.; Housing.

10 - CLIMATE: Min. & Max. Temp.-Spring 65-83; Summer 75-90; Fall 70-88; Winter 48-85.

11 - TAP WATER: Neutral, soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-De Soto Square Mall, U.S. 301 at U.S. 41 & Cortez Rd.; Cortez Plaza, Cortez Rd. at U.S. 41; Palma Sola Plaza, Manatee Ave. at 59th St.; K mart Plaza, Cortez Rd. at U.S. 41; Westgate Center, Manatee Ave. at 39th St.; Manatee Plaza, Manatee Ave. at 39th St.; Homes Beach Shopping Centers 2; College Plaza, Cortez Rd. at 39th St.; Palmetto Village, U.S. 41 in Palmetto; Bayshore Gardens, U.S. 41, So. Bradenton; Tower Square, Manatee Ave. at 56th St.; Southwood Mall, U.S. 41 at 57th Ave.; Oneco Shopping Plaza, U.S. 301 at 53rd Ave.; Orange Blossom, U.S. 41 at 5th St.
Neighborhood Shopping Centers-9th St. & 9th Ave. W.; Manatee Ave. at 34th St.; Manatee Ave. at 9th St.; Lakeside, Cortez Rd. W; Manatee Ave. at 68th St.; Beachway Plaza, Manatee Ave. at 75th St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
De Soto Sq.(10)	3	Maas Bros., Sears, Belk-Lindsey, JCPenney
Cortez Commons	4	Publix
Cortez Plaza(43)	3	Walgreens, J. Byron's, Wal-Mart, Publix
Palma Sola(32)	5	Grand Union, Treasury Drugs
West Gate(12)	2	Beall's, Publix
Bayshore Gdns.(33)	4	S.H. Kress, Publix
College Plaza(19)	3	Winn-Dixie, Gray Drugs
Whitfield Plz.(19)	5	Eckerd, Winn-Dixie
Manatee Plaza(14)	2	Eckerd, Winn-Dixie
Lakeside Pl.(15)	3	Eckerd, Kash'N Karry
K mart Ctr.(9)	3	K mart
Fairway(8)	4	Fairway Drug
Albertson	3	Albertson
Palmetto Vlg.(15)	5	Winn-Dixie, Eckerd
Oneco Plz.	4	Winn-Dixie, Eckerd
Beachway(24)	NA	Winn-Dixie, Beall's
Tower Sq.(22)	5	Candelino's Rest., Celia Wellon
Southwood Mall(43)	5	Kash N' Karry, SuperRx, Beall's

Principal Shopping Days-Mon., Wed., Thur., Fri., Sun. Stores are open evenings.

13 - RETAIL OUTLETS: **Department Stores**-Maas Bros., Sears; JCPenney; Beall's 4; Belk-Lindsey; Neisner's; Kress; Eagle Army & Navy; J. Byrons; TG&Y.
Discount Stores-K mart; Wal-Mart.
Variety Stores-Woolworth; Kresge; Holiday Variety.
Chain Drug Stores-Walgreens 3; Eckerd 3; Foster, Sharps; SuperRx 2; Treasury 2.
Chain Supermarkets-Winn-Dixie (Kwik-Check) 7; Publix 4; Kash 'N Karry 2; Coker's Mark-ette 2; Foodway 3, Minit-Mart 2, Albertson's; Grand Union 3; Foodway 3; Family Mart.
Other Chain Stores-S&H Green Stamps; Top Value; ABC Liquor.

14 - NEWSPAPERS: HERALD (m) 37,539; (S) 45,709; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Robert Turner, Adv./Mkt. Dir., HERALD, 102 Manatee W., Bradenton, FL 33506; Tel. (813) 748-0411.
National Representatives: Knight-Ridder Newspaper Sales; Publishers Representatives of Florida.

BROOKSVILLE

1 - LOCATION: Hernando County, (In Tampa-St. Petersburg-Clearwater MSA). E&P Map C-2. County Seat. W coast of Florida, 50 mi. N of Tampa; on U.S. Hwys. 41 & 98; State Hwy. 50.

2 - TRANSPORTATION: **Railroads**-Seaboard Coastline.
Intercity Bus Lines-Trailways; Gulf Coast; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 5,582; E&P 85 Est. 9,286
County 80 Cen. 44,469; E&P 85 Est. 65,348
MSA 80 Cen. 1,613,961; E&P 85 Est. 1,876,986

4 - HOUSEHOLDS:
City 80 Cen. 2,205, E&P 85 Est. 3,288
County 80 Cen. 17,735; E&P 85 Est. 29,994
MSA 80 Cen. 656,551; E&P 85 Est. 790,367

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	N.A.
Commercial	2	N.A.

6 - PASSENGER AUTOS: County 37,987

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry-Fruit (Citrus) & Veg.; Rock Prods.; Electr. Components; Poultry Farms; Cattle Ranches; Horse Breeding; Clothing Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 59-86; Summer 65-95; Fall 60-90; Winter 40-70. First killing frost, Dec.; last killing frost, Feb.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-U.S. Hwys. 41 & 98; Lamar St.; Hwys. 50 & 19.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brook Plaza(12)	NA	Thriftway Mkt., Sears, White Auto
Hernando Plz.(10)	NA	McCroy's, Publix, Hogan-Rexall
South Plaza(18)	NA	Zayre, Winn-Dixie, Eckerd, Mont. Ward
South Sq.(17)	NA	K mart, SupeRx, Kash N' Karry
Western Way(15)	NA	Eckerd, Bealls, Winn-Dixie, Radio Shack

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores-McCroy's; Sears; Beall's; Montgomery Ward.
Discount Stores-Zayre; McCroy's; K mart.
Chain Drug Stores-Eckerd; SupeRx; Rexall.
Chain Supermarkets-Thriftway; Publix; Winn-Dixie; Kash N' Karry.
Other Chain Stores-White Auto; Radio Shack; Western Auto; Ace Auto Parts.

14 - NEWSPAPERS: SUN JOURNAL (e-tues to sat) 2,395 sworn Nov. 12, 1984.
Local Contact for Advertising and Merchandising Data: Ray Mooney, Gen. Mgr., SUN JOURNAL, PO Box 218, Brooksville, FL 33512; Tel. (904) 796-4925.
National Representative: Landon Associates.

CAPE CORAL

1 - LOCATION: Lee County. E&P Map C-3 (In Fort Myers MSA). 120 mi. SE of Tampa, on U.S. Hwy 41, I-75.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Bus Lines-Greyhound; Trailways (at Fort Myers).
Motor Freight Carriers-1.
Airlines-Eastern; Pan Am; Republic; United; Florida (at Fort Myers); Ozark; American.

3 - POPULATION:
Corp. City 80 Cen. 32,103; E&P 85 Est. 50,936
County/MSA 80 Cen. 205,266; E&P 85 Est. 258,526

4 - HOUSEHOLDS:
City 80 Cen. 12,959; E&P 85 Est. 19,664
County/MSA 80 Cen. 82,509; E&P 85 Est. 107,405

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	N.A.
Savings & Loan	8	N.A.

6 - PASSENGER AUTOS: County 168,050.

7 - ELECTRIC METERS: Residence 29,305.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry-Fruit & Vegetable Canning & Shipping; Electronic Parts; Concrete Products; Boats; Lumber; Fisheries; Citrus Fruit; Sugar Cane.

10 - CLIMATE: Min. & Max. Temp.-Spring 62-82; Summer 70-90; Fall 70-84; Winter 63-82.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-6 Blocks-Cape Coral Pkwy. (58 stores); Coralwood Mall (19 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gulf Plaza(3)	NA	Eckerd, Publix, Neisner's
Corawood Mall(44)	NA	Winn-Dixie, Beall's, Gray Drug

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Discount Stores-Neisner's; K mart; Zayre; Wal-Mart.
Chain Drug Stores-Eckerd; Gray Drug; SupeRx.
Chain Supermarkets-Publix; Big John Food; Winn-Dixie; Kash 'N Karry; SupeRx.
Other Chain Stores-Goodrich; Firestone; Goodyear; Bealls.

14 - NEWSPAPERS: BREEZE (e-mon to fri) 6,003 sworn Sept. 28, 1984.
Local Contact for Advertising and Merchandising Data: D. R. Langer, Adv. Mgr., BREEZE, PO Box 846, Cape Coral, FL 33904; Tel. (813) 574-1110.
National Representative: Landon Associates.

CLEARWATER

1 - LOCATION: Pinellas County (In Tampa-St. Petersburg-Clearwater MSA). E&P Map C-2. County Seat. All-year vacation resort; 22 mi. from Tampa; 22 mi. from St. Petersburg.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Amtrak; Auto Tran Corp.
Motor Freight Carriers-4.
Intercity Bus Lines-Tamiami; Trailways; Florida Greyhound; Gulf Coast Motor; Central Pinellas Transit Authority.
Airlines-Delta; Eastern; National; Northwest; TWA; Midway; Sun; United; Pan American; Naples; Republic; Air Canada; Piedmont; Ozark; USAir; American.

3 - POPULATION:
Corp. City 80 Cen. 85,450; E&P 85 Est. 97,702
NDM-ABC: (80) 290,766
MSA 80 Cen. 1,613,961; E&P 85 Est. 1,876,986
County 80 Cen. 728,409; E&P 85 Est. 831,822
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 37,323; E&P 85 Est. 44,330
County 80 Cen. 319,469; E&P 85 Est. 377,306
MSA 80 Cen. 656,551; E&P 85 Est. 790,367
NDM-ABC: (80) 127,408

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	25	$6,000,000
Commercial	35	$4,500,000

6 - PASSENGER AUTOS: County 524,355.

7 - ELECTRIC METERS: 36,676.

8 - GAS METERS: Residence 8,300.

9 - PRINCIPAL INDUSTRIES: Electronics; Engineering Design Research; Tourism; Light Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 64-79; Summer 75-89; Fall 67-82; Winter 55-72.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-7 blocks on 2 sts., also 18 shopping centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Clearwater(126)	NA	Mont. Ward, Ivey's, Gayfers, Burndines
Cleveland Plz.(17)	NA	Publix
Countryside Mall(150)	NA	Maas, Sears, Robinson, JCPenney
Food Fair(7)	NA	Food Fair, Eagle, Army & Navy
Gulf to Bay Plaza(11)	NA	Publix Mkt., Eckerd
Harbor Sq.(12)	NA	Winn-Dixie
Imperial Sq.(21)	NA	SupeRx, Winn-Dixie
Searstown(31)	NA	Sears, Winn-Dixie
Sunset 19(22)	NA	Beall's
Sunshine Mall(90)	NA	JCPenney, McCory, Byron, SupeRX
Tri-City Plz.(21)	NA	Publix, TG&Y
Douglas(7)	NA	Publix, Eckerd
Dunedin(6)	NA	Kwik-Chek
Mid-Way(23)	NA	Publix, Eckerd
Northwood Plaza(50)	NA	Jacobson's, Winn-Dixie
Seminole Mall(67)	NA	J. Byron
Pinellas Sq. Mall(110)	NA	Ivey's, JCPenney, Mont. Ward
Tyrone Sq.(136)	NA	Sears, JCPenney, Robinson's, Maas

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.
Stores Open Evenings-Shopping ctrs. to 9, 6 nights (ex. Sun.).

13 - RETAIL OUTLETS: Department Stores-JCPenney; Burdine's; Robinson's; J. Byron; Maas; Montgomery Ward; Belk-Lindsey; Sears; Ivey's; Gayfer's.
Discount Stores-Eagle Family Discount; Zayre; K mart; Handy City.
Variety Stores-Woolworth 2; McCrory 4; Ben Franklin; TG&Y 2.
Chain Drug Stores-Eckerd 8; Liggett; Madison; Liggett-Rexall; SupeRx 3; Adams; Michel's 3; Kare.
Chain Supermarkets-A&P; Kwik-Chek 5; Publix 6; Pick-Kwik 42; 7-Eleven 7; Kash 'n Karry; Grand Union 2; Albertson's 3; Sureway 3; Mr. C's Warehouse 2.
Other Chain Stores-Goodrich; Firestone 2; Goodyear 4; Lerner's; Bell Shoes; Thom McAn 2; Mather Furn.; Rhodes Furn.; Kelly Springfield Tires; Leeds Shoes; Baker Shoes; Eagle Army & Navy; Lawton Jewelers; Badock Furn.; Ace Hdwe.; Levitz Furn.; Scottie's Lumber.

14 - NEWSPAPERS: SUN (m) 35,916; (S) 37,259; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Michael Thorpe, Adv. Dir., SUN, 301 S. Myrtle Ave., Clearwater, FL 33516; Tel. (813) 462-2000.
National Representatives: Branham/Newspaper Sales; Publishers' Reps. of Florida.

COCOA

1 - LOCATION: Brevard County (In Melbourne-Titusville-Palm Bay MSA). E&P Map D-2. Midway between Jacksonville and Miami, 40 minutes E of Orlando International Airport. Kennedy Space Center aerospace industries; Cape Canaveral Air Force Station & Patrick Air Force Base.

2 - TRANSPORTATION: Railroads-Fla. East Coast.
Bus Lines-Greyhound; Central Florida Coach Lines; Auto Bus.
Airlines-Eastern; People Express; Delta.

3 - POPULATION:
Corp. City 80 Cen. 10,926; E&P 85 Est. 10,642
NDM-ABC: (80) 272,959
County/MSA 80 Cen. 272,959; E&P 85 Est. 327,421
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,142; E&P 85 Est. 5,642
County/MSA 80 Cen. 101,783; E&P 85 Est. 126,221
NDM-ABC: (80) 101,783

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	82	$1,054,311,000

6 - PASSENGER AUTOS: County 230,345.

7 - ELECTRIC METERS: Residence County 120,470.

8 - GAS METERS: County 23,490.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 23,700; Construction 6,600; Trans., Communications & Pub. Util. 4,600; Trade 22,600; Fin., Ins. & Real Estate 4,300; Service & Misc. 25,800; Govt. 19,000; Other 8,100.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Melbourne Sq.(140)	NA	Jordan Marsh, Belk Lindsey, Iveys, Burdines, JCPenney, Walgreens
Indian River(20)	NA	Winn-Dixie
Pirtle Plz.(11)	NA	Eckerd
Sand Point Vlg.(15)	NA	S&P Foods, Family Dollar
Bay View Plaza(5)	NA	Pantry Pride
Searstown Mall(31)	NA	Eckerd, Publix, Sears
Miracle City Mall(53)	NA	Belk-Lindsey, McCrory's, JCPenney, Winn-Dixie
Searstown-Rockledge(20)	NA	Sears
Pineridge(16)	NA	A&P, Eckerd
Byrd Plz.(26)	NA	Belk-Lindsey, Publix, Ben Franklin, Woolworth
Village Green(20)	NA	TG&Y, Winn-Dixie, Liggett Drugs
Merritt Sq.(70)	NA	Jordan Marsh, Ivey's, Publix, JCPenney
Fields Plz.(20)	NA	Pantry Pride, Radio Shack
Colonial Park Plaza(14)	NA	Eckerd, Publix
First Merritt(22)	NA	Eckerd, Winn-Dixie
Causeway(16)	NA	McCrory's, Publix, Eckerd
Canaveral Plz.(13)	NA	McCrory's, Eckerd
Atlantic Plz.(22)	NA	Sleep Scene, Ben Franklin, Eckerd
Indialantic(23)	NA	IGA Foodliner, Eckerd
Zayre Plz.(20)	NA	Zayre, Food World
Sarno Plz.(26)	NA	McCrory's, Publix
Brevard(25)	NA	Eckerd, McCrory's, Winn-Dixie
Melbourne(23)	NA	Publix, Belk-Lindsey
Miracle(24)	NA	Publix
Treasure Coast(9)	NA	Woolworth
Clear Lake Square	NA	Winn-Dixie, Eckerd, Family Dollar
Vero Mall(29)	NA	JCPenney, J. Byrons
Plaza West(11)	NA	Winn-Dixie, Eckerd
Wickhaven(18)	NA	Ace Hardware
Northgate(8)	NA	Winn-Dixie, TG&Y, Eckerd
K mart Plz.(9)	NA	K mart, Jewel T
Port Malhar Plaza(18)	NA	Winn-Dixie, Eckerd
Palm Bay Center(27)	NA	Publix, K mart, Eckerd, Luria's
Palm Bay Plz.(6)	NA	Winn-Dixie, Topline
Country Club Plaza(6)	NA	SupeRx
Banana River Square(34)	NA	Publix, Eckerd

13 - RETAIL OUTLETS: Department Stores (County) Ivey's 2; Jordan Marsh 2; JCPenney 3; Jefferson Ward 2; Sears 3; Belk-Lindsey 4; Burdines.
Variety Stores-Woolworth 3; McCrory 6; TG&Y 3; Ben Franklin 2.
Discount Stores-Zayre 3; K mart 3.
Chain Drug Stores-Liggett; Eckerd 18; SupeRx 2; Walgreens 6.
Chain Supermarkets-Publix 13; A&P; Winn-Dixie 15; Albertson's; I.G.A. 3; Mr. Grocer 14; Lil General 3; Majik Market 29; 7-Eleven 27; U-Tote-Em 13; Pantry Pride 2; Zippy Marts 16; SupeRx Foods 5; Jiffy Stores 34; Shop & Go 7; Tenneco 7; Jewel T 3; Cumberland Farms 3; Step Saver 5.
Other Chain Stores-Goodrich; Firestone; Goodyear; Western Auto; Singer Co.; Kane's Furniture; Haverty's Furniture; Badcock Furniture; Pan-American Tire; ABC Liquor; Paint Fair; Mary Carter Paints; Sherwin-Williams; Vogue Shops; Luria's; Babcock Building; Scotty's.

14 - NEWSPAPERS: TODAY (m) 74,054; (S) 93,059; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Bill Hill, Nat. Adv. Mgr., TODAY, 308 Forrest Ave., Cocoa, FL 32922; Tel. (305) 632-8700.
National Representative: Gannett Media Sales.

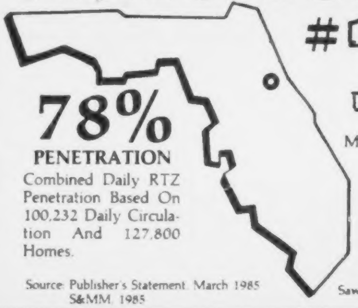
DAYTONA BEACH

1 - LOCATION: Volusia County (MSA). E&P Map D-2. Tourist center. 91 mi. S of Jacksonville; 179 mi. N of West Palm Beach.

2 - TRANSPORTATION: Motor Freight-Central Truck Lines; American Freight System; Bowman; Carolina; Roadway Express; Terminal Transport; Crown Motor Line; Gator Freightways; Ridgeway Transfer & Storage; Allied Van; Ryder.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Eastern; Delta; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 54,176; E&P 85 Est. 73,798
CZ-ABC: (80) 166,388
RTZ-ABC: (80) 103,287

The Daytona Beach
News-Journal



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Source: Publisher's Statement, March 1985
S&MM, 1985

County/MSA 80 Cen. 258,762; E&P 85 Est. 322,429
City & RTZ-ABC: (80) 269,675

4 - HOUSEHOLDS:
City 80 Cen. 22,952; E&P 85 Est. 31,133
County/MSA 80 Cen. 105,773; E&P 85 Est. 136,673
CZ-ABC: (80) 69,596
RTZ-ABC: (80) 40,536
City & RTZ-ABC: (80) 110,1324

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	7	$1,477,772,000
Commercial	1	$745,833,000

6 - PASSENGER AUTOS: County 188,375

7 - ELECTRIC METERS: Residence 73,250

8 - GAS METERS: Residence 16,500

9 - PRINCIPAL INDUSTRIES: No. of Wage Earners-Aluminum Prod. 68; Bakeries 189; Boat Repairs 186; Boat Bldrs. 97; Bottlers 101; Chemicals & Drugs 57; Citrus Prod. & Packers 145; Concrete Prods. 321; Ice Cream & Dairy Prods. 164; Millwork & Cabinetmakers 138; Missile Parts 75; Newspapers 612; Novelties 52; Radio & TV Stas. 85; Seafood & Meat Packers 48; Septic Tanks 76; Sheet Metal 126; Tool & Die Works 155; Wood Workers 55; Electrical 1,988; Motels 7,028.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-87; Summer 74-99; Fall 47-96; Winter 28-87. First killing frost, Nov. 21; last killing frost, Feb. 15.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Volusia Mall, 5 blocks on Beach St., 5 on Main St., 3 on Broadway; 4 on Seabreeze Blvd., 1 on Magnolia; Volusia; 1 on S Ridgewood; 3 on Volusia.
Neighborhood Shopping Centers-2 blocks N. Ridgewood at Madison; 6 on Volusia; 6 on S. Atlantic; 6 on Ridgewood in Holly Hill; 8 on Granada in Ormond Beach; 3 on S. Yonge Ave., Ormond Beach; 3 on Ridgewood in S. Daytona; 2 on S. Ridgewood; Port Orange; 2 on Nova Rd. at Volusia; 2 on Nova Rd. at Mason; 1 Ellinor Village; 4 Mason Ave., Holly Hill; 2 Riverside Dr., Holly Hill; 3 N. Atlantic; Bellair; 2 on Derbyshire; K mart Shpg. Ctr.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Daytona Mall(37)	1	Jefferson Ward, A&P, Zayre
Ellinor Vlg.(15)	5	Black's Pharmacy, Piggly Wiggly
Bellair Plaza(63)	3	Belk-Lindsey, Winn-Dixie, Walgreen, Woolworth
Seabreeze Blvd.	1	Sussman's
Granada Plaza(27)	6	Walgreens, Pantry Pride
Ormond Beach(20)	8	Eckerd, Publix, Belk-Lindsey
Holly Hill Plaza(21)	3	Eckerd, Goodings
Halifax(17)	2	Eckerd, Publix
Port Orange(14)	5	Eckerd, Winn-Dixie
Daytona Shores	4	Winn-Dixie, A&P
Mason Avenue	3	Steve's Phar., Thriftyway
Derby Plaza(16)	4	Winn-Dixie
K mart(10)	2	K mart
Sunshine Mall(40)	5	Walgreens
The Trails(34)	7	Publix, Eckerd
Rivergate Vlg.(21)	7	Winn-Dixie, SupeRx
Belnova(12)	8	Winn-Dixie, SupeRx
Dunlawton Sq.(29)	8	Publix, K mart, Eckerd
Volusia Mall(108)	3	Sears, May-Cohens, Burdines, Belk-Lindsey, JCPenney, Ivey's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Food & Dept., Mon. & Fri. 6 Shopping Centers, every weekday evening, Sunday 12-6.

13 - RETAIL OUTLETS: **Department Stores**-Ivey's, Sears, Jefferson Ward, May Cohen, Burdines, Wilson's Wilkor, JCPenney, Furchgott's, Belk-Lindsey
Discount Stores-K mart, Zayre
Variety Stores-McCrory's 3; G.C. Murphy 2; TG&Y 2; Woolworth
Chain Drug Stores-Eckerd 8; SupeRx 3; Walgreen 5; Pic'N Save 3; Rexall 5
Chain Supermarkets-A&P 4; Winn-Dixie 13; Publix 8; Seven-Eleven 28; Jax Minit 12; Pantry Pride 5; Thriftway 3; Jiffy Stores 31; Pic 'N Save; Goodings; Seven Star 7; Big Star; Handyway 20; Majik 10; Lil General 5
Other Chain Stores-Diana Shops 2; Three Sisters; Western Auto 3; Firestone; Goodyear; Goodrich; Bulter's 2; Baker's; Cannon; Phillips; Beck; Bell Bros.; Pix; Thom McAn; Goody's Shoe Fair; Kane's Furn.; Zale's; Gordon's Jewelers 2; National Shirt Shops (Menswear); Morrison's Cafeteria 2; S&S Cafeteria 2; Howard Johnson's 4; Holiday Inn 8; ABC Liquors 9; Big C Liquor 3; Lerner's; Hallmark; Bressler Ice Cream; Baskin-Robbins; Florsheim Shoes; Hickory Farms; Jacob's Jewelers; Jean's West; Richman Bros.

14 - NEWSPAPERS: JOURNAL (m) 69,597; NEWS (e-mon to fri) 30,635; NEWS JOURNAL (S) 93,412; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Kathy Coughlin, Natl. Adv. Dir., NEWS-JOURNAL, 901 Sixth St., Daytona Beach, FL 32105; Tel. (904) 252-1511
National Representatives Sawyer-Ferguson-Walker; Publishers Representatives of Fla.

DE LAND

1 - LOCATION: Volusia County (In Daytona Beach MSA). E&P Map D-2. County Seat. Fern & timber growing; lumber. Misc. mfg. area. College town. N central part of state; 108 mi. from Jacksonville; 140 mi. from Tampa; 250 mi. from Miami.

2 - TRANSPORTATION: **Railroads**-Amtrak
Motor Freight Carriers-12
Bus Lines-Greyhound

3 - POPULATION:
Corp. City 80 Cen. 15,354; E&P 85 Est. 21,404
CZ-ABC: (80) 36,536
RTZ-ABC: (80) 19,604
County/MSA 80 Cen. 258,762; E&P 85 Est. 322,429
City & RTZ-ABC: (80) 56,140

4 - HOUSEHOLDS:
City 80 Cen. 6,150; E&P 85 Est. 8,218
County/MSA 80 Cen. 105,773; E&P 85 Est. 136,673
CZ-ABC: (80) 13,945
RTZ-ABC: (80) 8,157
City & RTZ-ABC: (80) 22,102

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	4	$1,608,080,000
Commercial	6	$424,500,000

6 - PASSENGER AUTOS: County 188,375

7 - ELECTRIC METERS: Residence-West Volusia 40,100

8 - GAS METERS: Residence-City & Suburbs 3,903

9 - PRINCIPAL INDUSTRIES: Industry: Ferneries; Dairy; Poultry; Forestry; Vegetable Farming; Hypodermic Needle Mfg.; Concrete Prods.; Woodworking; Cabinet Mfg.; Naval Sonabouy Mfg.; Camouflage Netting Mfg.; Plastic Housewares; Electric Transformers; Food Proc.; Medical Supplies.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-75; Summer 68-85; Fall 71-90; Winter 51-77. First killing frost, Dec. 13; last killing frost, Jan. 25.

11 - TAP WATER: Neutral; soft.

12 - RETAILING: **Principal Shopping Center**-6 blocks Blvd.; (center downtown) & 5 on either side.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
College Plz.(11)	NA	Publix, Eckerd, J. Byron
De Land Plaza(1)	NA	Pantry Pride
Woodland Plaza(22)	NA	Belk-Lindsey, Eagle, Rose's, Sears (catalog)
K mart Plaza	NA	K mart
Brandy Wine Plz.		Winn-Dixie, Eckerd
Miller's Plz.		Miller's Five Store

Other Shopping Centers-Orange City, 6 mi.; DeBary, 9 mi.; DeLeon Springs, 6 mi.; Deltona, 11 mi.
Principal Shopping Days-Thur., Fri., Sat., & Sun.
Stores Open Evenings-Shopping Ctr. til 9 nightly.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears (catalog); Belk-Lindsey; J. Byron.
Discount Stores-Eagle Family Discount; K mart; TG&Y; Super Discount; Wal-Mart; Hallmart; Roses.
Variety Stores-Woolworth; Rose's.
Chain Drug Stores-Orange Belt (Rexall); Eckerd 2; Medicine Shoppe 2; SupeRx; Walgreen's; Revco.
Chain Supermarkets-Winn-Dixie 3; Pantry Pride; Publix 2; Jewel T; SupeRx; Miller's.
Other Chain Stores-Firestone; Western Auto; Goodyear Service; Badcock Furn.; Little Giant; Minute Market; Handyway; Cumberland Farms.

14 - NEWSPAPERS: SUN NEWS (e-mon to fri)

STYLE, SUBSTANCE & SALES POWER

FLORIDA
TAMPA
ST. PETERSBURG
LAKELAND
SARASOTA

THE TAMPA/ST. PETERSBURG/SARASOTA/LAKELAND MARKET IS AN ADVERTISER'S DREAM. IT'S A MAJOR BUSINESS, FINANCIAL AND CULTURAL CENTER, VACATION HOTSPOT AND AFFLUENT RETIREMENT COMMUNITY. FULL COVERAGE REQUIRES BUYING THE SARASOTA/LAKELAND MARKET NOT REACHED BY TAMPA/ST. PETE NEWSPAPERS.

THE **SARASOTA HERALD-TRIBUNE** AND **THE LEDGER** (LAKELAND) PROVIDE COVERAGE OF THE 3RD AND 4TH LARGEST AND MOST AFFLUENT COUNTIES IN THE MARKET WHICH REPRESENTED $6.1-BILLION IN INCOME AND $3.7-BILLION IN RETAIL SALES IN 1984.

NYT
THE NEW YORK TIMES
REGIONAL NEWSPAPER GROUP

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Sarasota Herald-Tribune
813-953-7755

The Ledger
Lakeland 813-687-7000

MARKET CATEGORY	LAKELAND	SARASOTA	COMBINED
ESTIMATED BUYING INCOME	$3.2-BILLION	$2.9-BILLION	$6.1-BILLION
TOTAL RETAIL SALES	$1.9-BILLION	$1.8-BILLION	$3.7-BILLION
FOOD SALES	$450-MILLION	$336-MILLION	$786-MILLION
AUTO SALES	$525-MILLION	$441-MILLION	$966-MILLION

Source: Sales & Marketing Management, 1985 Survey of Buying Power.

9,568; (weekend) 10,480; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data. Brad Mason, Adv. Dir., SUN NEWS, 111 S. Alabama Ave., PO Box 1119, De Land, FL 32720; Tel. (904) 734-3661.
National Representative: Landon Associates.

FORT LAUDERDALE

1 - LOCATION: Broward County (In Fort Lauderdale-Hollywood-Pompano Beach PMSA). E&P Map D-4. Bounded on the North by Palm Beach County; on the South by Dade County; on the East by the Atlantic Ocean; on the West by Collier and Hendry Counties. On the Inter-coastal Waterway and 165 mi. of canals & waterways. Major highways include U.S. 1, I-95 and Florida Turnpike. Major terminal for railroad, bus, shipping & airlines. Foreign Trade Zone (Port Everglades).

2 - TRANSPORTATION: **Railroads**-Florida East Coast; Seaboard Coast Line; Amtrak.
Motor Freight Carriers-15.
Freight Steamship Lines-36.
Intercity Bus Lines-Greyhound; Trailways; Grayline; A-1 Bus Lines; Turfway Lines.
Airlines-Aero Coach; Midway; Air Sunshine; American; American International; Atlantic Gulf; Bahamasair; Caribbean Express; Chalk's International; Continental; Delta; Eastern; Florida Express; Gull Air; Northeastern International; Northwest; Ozark; PBA; Pompano Airways; Proair; Republic; Southern Express; Trans Air; Trans World; United; USAir; Walker's International; Federal Express.

3 - POPULATION:
Corp. City 80 Cen. 153,256; E&P 85 Est. 183,197
CZ-ABC: (80) 754,778
Bal. in NDM-ABC: (80) 110,370
Total CZ & NDM-ABC: (80) 865,148
County/PMSA 80 Cen. 1,014,043; E&P 85 Est. 1,151,924
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 63,338; E&P 85 Est. 83,833
County/PMSA 80 Cen. 420,767; E&P 85 Est. 487,734
CZ-ABC: (80) 308,729
Bal. in NDM-ABC: (80) 46,960
Total CZ & NDM-ABC: (80) 355,689

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	9	$8,565,845,000
Commercial	35	$3,817,436,000

6 - PASSENGER AUTOS: County 775,214.

7 - ELECTRIC METERS: County (Res.) 523,000.

8 - GAS METERS: County 44,000.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food 14,000; Apparel & Accessory Stores 6,000; Furniture & Home Furnishing 4,200; Printing & Publishing 5,000; Contract Construction 25,900; Transp., Comm., Util. 18,100; Retail Trade 88,900; Fin., Ins., Real Estate 33,200; Services 94,200; Govt. 49,300.
Principal Industrial Pay Days-Building Trades, Fri.; Other Industries, Fri. & Sat.

10 - CLIMATE: Min. & Max. Temp-Spring 68-80; Summer 75-90; Fall 72-85; Winter 62-80.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-21, over 25 additional major shopping centers plus dozens of neighborhood shopping strips.
Neighborhood Shopping Centers-Central Shopping Plaza; Coral Ridge; Crossroads; Galt Plaza; Gateway; Grandway; Harbor Beach Plaza; Jefferson's Ctr.; Lauderdale; Lauderdale Beach; Lauderdale-By-The-Sea; Lauderhill Mall; North Andrews Gardens; Oakland Park Blvd.; Plantation Village; Plaza Ctr.; Riverland; Sea Ranch Village; Searstown; 17th St.; S. Federal Hwy.; Sunrise; Times Square; West Broward; West Sunrise; Westgate; Wilton Manors; Zayre-Broward Blvd.; Zayre-North Andrews Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Searstown(6)	1	Sears
Gateway(59)	2	Pantry Pride
New Galleria(100)	2	Jordan Marsh, Saks Fifth Ave., Burdines, Brooks Bros., Nieman-Marcus, Lord & Taylor
Zayre West Broward(9)	7	Zayre, Eckerd
Jefferson Ctr.	3	Jefferson-Ward
Wilton Manors(16)	3	Piggly Wiggly
Crossroads	3	Crossroads Mkt.
Central Shpg. Plaza(14)	3	Publix
Riverland(24)	3	Kwik Chek
Southport Ctr.	3	Publix, Eckerd
Southland(25)	3	Byrons, Kwik Chek
Coral Ridge(41)	4	JCPenney, Publix, J. Byron, T.J. Maxx
Harbor Beach(36) Plaza(36)	4	Harbor Beach Mkt.
Zayre-North Andrews(13)	4	Zayre
Times Sq.(10)	4	Coral Ridge Mkt.
Galt Ocean Plz.(2)	4	Broward Drugs
W. Broward Grandway(22)	4	J. Byron
No. Andrews Gardens	4	Pantry Pride
Plaza Center(23)	4	Kwik Chek, Eagle Family Discount
Westgate(23)	4	Pantry Pride
Plantation Village(20)	5	Kwik Chek
Lauderhill Mall(63)	5	Zayre, Walgreen's, Pantry Pride
Sea Ranch Vlg.(36)	6	Publix, Walgreen's, Richway
North Ridge(21)	6	
Lakes Mall(78)	6	Jefferson's
Broward Mall(134)	7	Jordan Marsh, Sears, Burdines, JCPenney
Venetian Isles Center(48)	33	Eckerd, Publix, Zayre
Shoppers Haven(36)	NA	J. Byron, Walgreen's, Kwik Chek
Pompano Fashion Square(115)	NA	JCPenney, Burdines, Jordan Marsh, Sears
Sunshine Plz.(32)	NA	Publix Super Mkt., J. Byron
Town Center-Boca Raton(115)	17	Burdines, Sears, Jordan Marsh
Coral Square	13	Burdines, JCPenney, Jordan Marsh, Sears, Lord & Taylor
Delray Sq.(22)	NA	Publix, Radio Shack
Hollywood Fashion Square	9	Burdine, JCPenney, Jordan Marsh, Zayre
Diplomat Mall(65)	10	Jefferson's, Pantry Pride
Royal Palm Plaza(80)	15	
Palm Aire Deerfield(22)	14	Gray, Publix
Hollywood Mall(68)	8	Sears, Gray Drugs, Woolworth
Loehmann's Plz.(60)	8	Loehmann, Drug Mart, Kwik Chek
Pandamus(23)	8	Best Products
Promenade at Bay Colony(18)	6	Winn-Dixie

Principal Shopping Days-Department Stores-Mon., Fri., Sat.; Food-Thur., Fri., Sat.
Stores Open Evenings-Food and Retail Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney 5; Jordan Marsh 6; Saks Fifth Avenue; Burdines 6; J. Byron 10; Sears 5; Neiman Marcus; Lord & Taylor 2.
Discount Stores-Dollar General 23; K mart 12; Zayre 7; Jefferson-Ward 5; Richway 4; Service Merchandise 3; Marshalls 4.
Variety Stores-McCrory's 7.
Chain Drug Stores-Cunningham 4; Eckerd 40; Gray 11; Liggett-Rexall 7; SupeRx 21; Walgreens 11.
Chain Supermarkets-Albertson's 8; Cumberland Farms 54; Family Mart; Farm Stores 60; Lil General 27; Majik Market 27; Pantry Pride 20; Pic-N-Pay 8; Publix 49; 7-Eleven 100; Circle K 15; Winn-Dixie 55.
Other Chain Stores-Baer's Furniture 4; Best 2; Carl's Furniture 3; Castro Convertibles 3; Causeway Lumber 2; Cloth World 4; Crown Liquors 14; Dale Alan Clothiers 7; Firestone 11; Goodyear 6; Habers 6; Levitz 2; Lindsley 13; Mayhues Liquors 9; Miami Rug 6; Norton Tire 6; Pan American Tire 7; Pix 7; Playworld 3; Schagrins Liquors 5; Sleep-O-Rama 6; Sultan & Sons 5.

14 - NEWSPAPERS: NEWS (e-mon to fri) 83,660; SUN-SENTINEL (m-mon to fri) 127,043; NEWS & SUN-SENTINEL (m-sat) 216,015; (S) 267,793; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Paul Cohen, Gen. Adv. Mgr., NEWS & SUN-SENTINEL, 101 N. New River Dr. E., PO Box 14430, Ft. Lauderdale, FL 33302; Tel. (305) 761-4000.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; Publishers' Representatives of Florida.

FORT MYERS

1 - LOCATION: Lee County (In Fort Myers-Cape Coral MSA). E&P Map D-3. County Seat. Shipping center for SW Florida agricultural area. Located 126 mi. SE of Tampa; 146 mi. W of Miami; 125 mi. W of West Palm Beach; 15 mi. from Gulf of Mexico and on banks of Caloosahatchee River and Okeechobee Cross-State Waterway. On U.S. Hwy. 41, Tamiami Trail, Florida 80; I-75.

2 - TRANSPORTATION: **Railroads**-Seaboard Coastline.
Motor Freight Carriers-6.
Intercity Bus Lines-Fort Myers Transit; Tamiami Trailways; Greyhound.
Airlines-Eastern; Delta; United; Northwest; TWA; Ozark; PBA; Slocum; American; Midway; Republic; Fin-Air.

3 - POPULATION:
Corp. City 80 Cen. 36,638; E&P 85 Est. 52,378
NDM-ABC: (80) 205,266
County/MSA 80 Cen. 205,266; E&P 85 Est. 258,526
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,413; E&P 85 Est. 18,156
County/MSA 80 Cen. 82,509; E&P 85 Est. 107,405
NDM-ABC: (80) 82,509

5 - BANKS	**NUMBER**	**DEPOSITS**
Comm./S&L	134	$2,949,012,000

6 - PASSENGER AUTOS: County 168,050.

7 - ELECTRIC METERS: 154,556.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry-Tourism; Construction; Raising, Canning & Packing of Fruits and Vegetables; Cattle; Awnings; Fishing and Shipping Fish; Boat Bldg.; Lumbering; Phosphate; Shrimp Fleet; Shrimp Packing & Processing; Winter Gladiolus & Pompom Growing & Shipping (Cut Flowers); Shell Novelties; Power Motors; Surgical Supplies; Plastics; Radio Crystals; Burial Vaults; Electronics; Concrete Products; Electrical Products; Transistors; Relays; Lawn Mowers; Fertilizer; Women's & Children's Wear; Boat Trailers; Fabricated Steel Buildings.

10 - CLIMATE: Min. & Max. Temp.-Spring 62-82; Summer 70-91; Fall 71-84; Winter 63-83.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-Edison Mall and downtown 6 blocks on First St.; 5 on Hendry St.; 3 on Jackson; 1 on Broadway; Rafters Mall, College Parkway at Winkler Rd.; Bell Tower, U.S. Hwy. 41 & Daniels Rd.; Royal Palm Square, Colonial Boulevard at Summerlin Road.
Neighborhood Shopping Centers-5 in downtown area; 11 in South Fort Myers; 14 in North Fort Myers; 7 in East Fort Myers; 3 at Fort Myers Beach and Sanibel; 4 in Lehigh Acres; 1 in Bonita Springs.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Weaver's Corner(22)	4	Winn-Dixie
Santini Plaza	15	Winn-Dixie
East Gate(7)	4	Eckerd
Edison Mall(150)	2	Maas, Sears, Burdine's, JCPenney, Robinson's
Miners Plaza	9	Winn-Dixie
Gulfpointe Square	9	Publix
Southpointe Square	7	J. Byrons, U-Save
Rafters(55)	7	
Bridge Plaza(22)	8	Kash 'N Karry
College Pkwy.(14)	8	Winn-Dixie
Coralwood Mall(44)	10	Beall's, Winn-Dixie
Coral Gate(18)	4	Winn-Dixie
North Shore	3	U-Save
McGregor Pointe	9	K mart
Royal Palm Sq.	3	Publix
Coral Pointe	11	Publix
Hancock Bridge Sq.(20)	1	Family Mart, Wal-Mart
Bell Tower(64)	9	Jacobsen's

Principal Shopping Days-Thur., Fri., Sat., Mon.

13 - RETAIL OUTLETS: **Department Stores**-Burdine's; Jefferson's; J. Byron's; Sears; JCPenney; K mart 2; Lerner's; Luria's; Maas Bros.; Marshalls; Robinson's.
Variety Stores-Zayre; McCrory's; Woolworth; Eagle Army-Navy; Wal-Mart.
Chain Drug Stores-Eckerd 8; Walgreens 7; Liggett Rexall; Royal Palm; Gray 3; Cost Less; Treasury 2; Phar-Mor.
Discount Stores-American Dept. Stores; TG&Y 3.
Chain Supermarkets-Albertson's; Kash 'N Karry; Publix 14; U-Save 4; Winn-Dixie 18; Affiliated 4; 7-Eleven 15; Minit Shop 5; Lil General 2; Big John; Family Mart.
Other Chain Stores-Firestone; Goodyear; Goodrich; Western Auto; S&H Green Stamps; Self Service Shoe; Shoe Fair; Zale's; Kinney; Thom McAn; National Shirt; O.K. Tire; Badcock Furn.; Pan American Tire; Scotty's Lumber; Wickes Lumber; Pinellas-Lindsley Lumber; Leeds Shoes; Ace Hardware; Handy City; Kane's Furniture; Giant Warehouse; Rhodes Furn.; Radio Shack; Girads Jewelers; Lerners; Florsheim Shoes; Gordons Jewelers; Buster Brown; Naturalizer; Toys R Us.

14 - NEWSPAPERS: NEWS-PRESS (m) 80,272; (S) 96,364; Mar. 25, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Dan O'Connell, Adv. Dir., NEWS-PRESS, 2442 Anderson Ave., Ft. Myers, FL 33902; Tel. (813) 335-0200.
National Representative: Gannett Media Sales; Publishers' Representatives of Florida.

FORT PIERCE-PORT ST. LUCIE

1 - LOCATION: St. Lucie County. (In Fort Pierce MSA). E&P Map D-3. Fort Pierce is County Seat. Shipping center for citrus fruit, cattle and vegetables. Railroad terminal point. Port of Fort Pierce connects with Atlantic Ocean (27 ft. deep channel). Site of State Farmers' Market (wholesale vegetable auction market). Tourism & retirement area. 58 mi. N of West Palm Beach; 126 mi. N of Miami; 234 mi. S of Jacksonville; 150 mi. E of Tampa.

2 - TRANSPORTATION: **Railroads**-Florida East Coast.
Motor Freight Carriers-Southern; Central; Ryder; Greyhound; UPS; Trailways.
Intercity Bus Lines-Florida Greyhound; Trailways Bus System.

3 - POPULATION:
Corp. Cities 80 Cen. 48,492; E&P 85 Est. 63,405
Fort Pierce 80 Cen. 33,802; E&P 85 Est. 45,086
Port St. Lucie 80 Cen. 14,690; E&P 85 Est. 18,319
NDM-ABC: (80) 87,182
County 80 Cen. 87,182; E&P 85 Est. 109,003
MSA 80 Cen. 151,196; E&P 85 Est. 188,552
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 21,610; E&P 85 Est. 23,266
Fort Pierce 80 Cen. 15,163; E&P 85 Est. 16,677
Port St. Lucie 80 Cen. 6,447; E&P 85 Est. 6,589
County 80 Cen. 32,506; E&P 85 Est. 42,050
MSA 80 Cen. 58,369; E&P 85 Est. 75,398
NDM-ABC: (80) 32,506

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	9	$668,514,000
Commercial	5	$371,509,193

6 - PASSENGER AUTOS: County 61,805.

7 - ELECTRIC METERS: Residence County 54,390.

8 - GAS METERS: 5,838.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Construction 4,000; Mfg.; Food 4,000; Transp.; Comm. 389; Land Development 600; Fertilizer Mfg. 500; Poly. Paper Bags; Tourism 1,750; Comm. Fishing 450; PVC Pipe 150; Boat Mfg. 90.
Principal Industrial Pay Days-Sat., Mon.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-84; Summer 72-89; Fall 62-87; Winter 56-74.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-3 blocks on Second St.; 9 on Orange Ave.; 3 on Fourth St.; 3 on Avenue A; Georgia Ave. and U.S. 1; Virginia Ave. and U.S. 1; Okeechobee at Hartman Road.
Neighborhood Shopping Centers-Orange Ave. between Fourth and Ninth Sts.; Fourth St. south of Boston Ave. to Virginia Ave.; Fourth St. at Chipola Rd.; Orange Ave. and 13th St.; Orange Ave. bet. 27th and 33rd Sts.; Ave. D between Seventh and 13th Sts.; Sabal Palm Plaza on U.S. 1 & Virginia Ave.; Grand Econo U.S. 1 & Va. Ave.; Jefferson Plaza, U.S. 1 & Edwards Rd. Village Green, U.S. 1 & Walton Rd.; Rivergate Plaza, Port St. Lucie Blvd. & Midport Rd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fort Pierce	2	Walgreens
Sunrise Blvd.(15)	1	A&P
Sabal Palm Plz.(43)	2	Woolworth, Publix, J. Byrons, Gray Drugs
K mart Plz.(19)	2	K mart, L. Luria, Winn-Dixie
Orange Blossom Mall(100)	3	Belk Lindsey, Sears

Jefferson Plz.(23)	3	Eckerd, Jefferson, Zayre
Village Green(20)	10	Beall's, K mart, Winn-Dixie, Eckerd
Rivergate Plaza(17)	12	Walgreens, Publix

Principal Shopping Days-Thur., Fri., Sat., Mon.
Stores Open Evenings-Dept-Mon. & Fri.; Food every night ex. Sun.

13 - RETAIL OUTLETS: **Department Stores**-Rubin Bros.; JCPenney; Rosslow's; Sears; Jefferson; Beall's; Belk-Lindsey; K mart; Zayre; J. Byrons.
Discount Stores-ADC; K mart.
Variety Stores-McCrory; Woolworth 2.
Chain Drug Stores-Walgreens 2; Gray 2; SupeRx; Eckerd 6.
Chain Supermarkets-A&P; Winn-Dixie 6; Publix 2; Great Valu; Associated Grocers 4; Piggly Wiggly.
Other Chain Stores-Goodyear; Firestone; Western Auto; Mather Furn.; Haverty's (furniture); Gordon's (jewelry); Gas-Oil Products; Three Sisters; Lory's; Thom McAn; Singer Co.; S&H Green Stamps; Norton Tire; Pan American; National Fabrics; Radio Shack 2; Zale's (jewelry); L. Luria & Sons (luggage & jewelry).

14 - NEWSPAPERS: NEWS-TRIBUNE (m) 20,489; (S) 22,804; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Dwight A. DeBolt, Dir. of Mktg & Sales, NEWS-TRIBUNE, PO Box 69, Fort Pierce, FL 33454; Tel. (305) 461-2050.
National Representative: Story & Kelly-Smith.

FORT WALTON BEACH

1 - LOCATION: Okaloosa County (MSA). E&P Map A-1. Home of Elgin Air Force Base occupying 800 square miles, 20,000 personnel; Okaloosa Walton Jr. College Bay Area Vo-Tech.

2 - TRANSPORTATION: **Intercity Bus Lines**-Trailways; Greyhound.
Motor Freight Lines-8.
Airlines-Republic; Air New Orleans; Atlantic Southeast; Eastern Metro Express.

3 - POPULATION:
Corp. City 80 Cen. 20,829; E&P 85 Est. 23,654
CZ-ABC: (80) 89,122
RTZ-ABC: (80) 20,798
County/MSA 80 Cen. 109,920; E&P 85 Est. 122,036
City & RTZ-ABC: (80) 109,920
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,140; E&P 85 Est. 7,726
County/MSA 80 Cen. 37,538; E&P 85 Est. 42,945
CZ-ABC: (80) 30,352
RTZ-ABC: (80) 7,186
City & RTZ-ABC: (80) 37,538

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	10	$443,332,278
Savings & Loan	2	$129,000,000

6 - PASSENGER AUTOS: County 86,156

7 - ELECTRIC METERS: Residence 47,417

8 - GAS METERS: Residence 22,804

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage): Elgin AFB Military ($250) & 11,565 civilian ($250); Motels 1,228 ($150); Military Contractors 1,822 ($250); Electronics 1,316 ($200); Moving & Storage ($150); Lumber & Wood Pdts. 247 ($175); Sport & Commercial Fishing 650 ($225); Concrete & Brick 120 ($140); Boat Mfg. 200 (N.A.).
Principal Industrial & Military Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-60; Summer 65-95; Fall 40-70; Winter 16-45.

11 - TAP WATER: Limestone, soft.

12 - RETAILING: **Principal Shopping Centers** (No. of stores)-Parkway Plz. 12; Bay Plz. 6; K mart; TG&Y Family Ctr.; Gaylords 5.
Neighborhood Centers (No. of stores)-Moreno Plz. 7; Belair 8; Chelsea Plz. 5; Wright 7.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bel-Air(12)	1	Jiffy Mart
Beltway(12)	2	Eckerd, Delchamps
Brooks Plaza(10)	2	Florida Pottery
Ft. Walton Square(31)	2	Zayre, Winn-Dixie, Famebrands
Sun Plaza(15)	NA	TG&Y, Wilbro, Lowe's Lumber
Santa Rosa Mall(56)	NA	Sears, JCPenney, Gayfer's
Town Crest Annex(5)	2	Piggly Wiggly
Town Crest(8)	NA	Piggly Wiggly, Robert's Drug

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Howard's Discount; all chain groceries; all major shopping centers; SupeRx Drug; Robert's Drug; TG&Y; Eckerd Drug; K mart; Gaylord.
Stores Open Sundays-All chain groceries; SupeRx Drug; TG&Y Variety; Eckerd Drug; Howard's Discount Ctr.; Gaylord; all bars and package goods (One Jitney Jungle Super Market open 24 hours per day).

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Gayfer's.
Discount Stores-Howard's; Gaylord; 5 PX Exchanges Elgin AFB; K mart; Zayre.
Variety Stores-SupeRx; TG&Y.
Chain Supermarkets-A&P; Kwik Check 2; Jitney Jungle; Delchamps 2; Piggly Wiggly 2; Riteway 4; Pantry Pride; Jiffy Mart 6; Winn-Dixie 2; Southern Convenience 7; IGA 2.
Chain Drug Stores-Destin 2; SupeRx; Eckerd; Robert's; Revco.
Other Chain Stores-Goodyear; Firestone; Leo's Clothing; Leon's Fashions; Singer Co.; Jewel Box; Auto Sav Tires; Radio Shack; Grice Electronics; Art's TV; T&T TV; Wilbro; Furn.; All American; Rhodes; Chan's; Danley; Scotty's; Lowe's Lumber; Pic 'N Pay Shoes; Ordons (men's); Color Tile; Fan Fair; Warren Hdwe. About 750 other retail outlets.

14 - NEWSPAPERS: PLAYGROUND DAILY NEWS (m) 30,237; (S) 33,760; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Sam Childs, Adv. Dir., PLAYGROUND NEWS, PO Box 2949, Ft. Walton Beach, FL 32549; Tel. (904) 863-1111.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

GAINESVILLE

1 - LOCATION: Alachua County. E&P Map C-1 (In Gainesville MSA). Located 70 mi. SW of Jacksonville.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line.
Motor Freight Carriers-18 (7 with terminals).
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Eastern; Piedmont; Atlantic Southeast; Delta.

3 - POPULATION:
Corp. City 80 Cen. 81,371; E&P 85 Est. 92,559
CZ-ABC: (80) 79,143
RTZ-ABC: (80) 130,218
County 80 Cen. 151,348; E&P 85 Est. 172,157
MSA 80 Cen. 171,371; E&P 85 Est. 193,952
City & RTZ-ABC: (80) 209,361
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 28,307; E&P 85 Est. 32,671
County 80 Cen. 60,904; E&P 85 Est. 64,602
MSA 80 Cen N.A.; E&P 85 Est. 71,710
CZ-ABC: (80) 27,509
RTZ-ABC: (80) 47,152
City & RTZ-ABC: (80) 74,661

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$378,685,477
Commercial	10	$540,181,693

6 - PASSENGER AUTOS: County 97,236

7 - ELECTRIC METERS: Residence 47,950

8 - GAS METERS: Residence 16,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees-Contract Constr. 3,603; Mfg. 4,814; Transp., Comm. & Public Utilities 1,722; Trade 14,100; Fin., Ins. & Real Est. 2,858; Services Misc. 6,200; University Educ. 14,780; Hospital 1,026; Govt. 17,840.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-88; Summer 71-91; Fall 61-88; Winter 46-71.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers**-Newberry Rd. Regional Center, 3 mi. from downtown.
Neighborhood Shopping Centers-NW 13th St. (4 blocks); W. University Ave. (4 blocks); N. Main St. (4 blocks);
Pic 'N Save Plz. 2; K mart Ctr., N Main & 23rd Ave; Eastgate Center 8.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Archer Sq.(18)	NA	Winn-Dixie, Eckerd
Butler Plz.(27)	NA	Publix, Radio Shack
Gainesville Mall(39)	NA	SupeRx, Maas Brothers
Millhopper(14)	NA	Publix, Eckerd
Oaks Mall(116)	NA	Belk-Lindsay, JCPenney, Sears, Burdines
Royal Park Plz.(10)	NA	Warehouse Groceries
Wal-Mart Shopping Center(14)	NA	Radio Shack, Wal-Mart, Luria's
Westgate(10)	NA	Eckerd, Publix
Gainesville Shopping Center(13)	NA	Belk-Lindsay, Publix, Eckerd

13 - RETAIL OUTLETS: **Department Stores**-Sears; Belk-Lindsey 2; Wilson; JCPenney; Maas Brothers; Burdines.
Discount Stores-Pic 'N Save 4; Albertson; K mart 2; Wal-Mart.
Variety Stores-Woolworth; Ben Franklin 2.
Chain Drug Stores-Eckerd 6; Gresham 4; Wise's 3; Albertson; Pic 'N Save 3; Treasury; Revco 2; SupeRx 2.
Chain Supermarkets-Winn-Dixie 5; Thriftway; Publix 5; Albertson; Pic 'N Save 4; Food 4 Less; Kash 'N Karry 2.

14 - NEWSPAPERS: SUN (m) 51,529; (S) 53,637; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Gary Miller, Ret. Adv. Mgr., SUN, 2700 S.W. 13th St., Gainesville, FL 32608; Tel. (904) 374-5058.
National Representatives: Branham/Newspaper Sales; Publishers' Representatives of Florida.

HOLLYWOOD

1 - LOCATION: Broward County (In Fort Lauderdale-Hollywood-Pompano Beach PMSA). E&P MP D-4. On the Atlantic Seaboard; 17 mi. N of Miami; 7 mi. S of Ft. Lauderdale; in the heart of Florida's Gold Coast.

2 - TRANSPORTATION: **Railroads**-Florida East Coast (freight); Amtrak; Seaboard Coast Line.
Motcr Freight Carriers-16.
Freight & Passenger Steamship Lines-Port Everglades Terminal-Processed 1984-1,713 Cruise Cargo Vessels. Pt. Dennison Ocean Terminal, Freight Lines-5.
Foreign Trade Zone (Port Everglades).
Intercity Bus Lines-Greyhound; Trailways; Broward Transit.
Airlines-Midway; American; Bahamas Air; Continental; Delta; Eastern; Northwest; Ozark; United; Western; Pan Am; TWA; Federal Express; Republic; Texas Int'l.; US Air.

3 - POPULATION:
Corp. City 80 Cen. 117,188; E&P 85 85 Est. 139,994
CZ-ABC: (80) 174,496
RTZ-ABC: (80) 156,266
County/PMSA 80 Cen. 1,014,043; E&P 85 Est. 1,151,924
City & RTZ-ABC: (80) 330,762

4 - HOUSEHOLDS:
City 80 Cen. 48,595; E&P 85 Est. 57,334
County/PMSA 80 Cen. 415,339; E&P 85 Est. 487,734
CZ-ABC: (80) 70,758
RTZ-ABC: (80) 63,172
City & RTZ-ABC: (80) 133,930

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	N.A.	N.A.
Commercial	N.A.	N.A.

6 - PASSENGER AUTOS: County 775,214

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Av. Temp.-Summer 80; Winter 70.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Young Circle, U.S. 1, plus 3 blocks on Hollywood Blvd., 47 stores.**

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Davie Shop(20)	NA	Publix, Eckerd
Carriage Hills(15)	NA	Winn-Dixie, Eagle Family Discount
Davie Plaza(12)	NA	
Emerald Woods(8)	NA	Eckerd, Winn-Dixie
Country Rds.(10)	NA	
Sage Plaza(30)	NA	
Sheridan Oaks(15)	NA	Wendy's, Seymour's
Sterling(22)	NA	
R.W. Chambers(42)	NA	
Zayre Plaza(10)	NA	Zayre, SupeRx
Pines Lake(14)	NA	
Village(18)	NA	Eckerd, Publix
Dania(4)	NA	Pier I Imports
Dania(11)	NA	Pic 'N Pay
Diplomat(35)	NA	Pantry Pride, Jefferson
Zayre(8)	NA	Zayre
Mayo(10)	NA	Breedings Drug
Hollywood Mall(68)	NA	Sears, Publix
Hollywood Fashion(70)	NA N.A.	Burdines, JCPenney, Zayre, Jordan Marsh
West Hollywood(15)	NA N.A.	Cloth World, Eagle Family Discount
K mart(8)	NA	K mart
Taft St.(12)	NA	Zayre, Goodyear, Radio Shack, Eckerd
Post Haste(12)	NA	7-Eleven, Shell Liquors
Park Sheridan West(31)	NA	Radio Shack
Taft-Hollywood(20)	NA	Publix, Winn-Dixie, J. Bryon
Miramar(10)	NA	Winn-Dixie, Neisner's
Pembroke Plaza(10)	NA	5& 10¢ Bank of Hallandale
Publix(12)	NA	Lindsley, Publix
Knoll Plaza(7)	NA	Grand Union
Griffin Rd Plaza(10)	NA	Eagle, Eckerd, Winn-Dixie
University(15)	NA	Publix, Eckerd, J. Byrons, Sam Solomon
Pines Plaza(25)	NA	Winn-Dixie, SupeRx
Pasadena(11)	NA	Grand Union, Eckerd
Cooper City(30)	NA	SupeRx, Winn-Dixie
Miramar Pkwy	NA	Basics
Lake Forest(8)	NA	

Principal Shopping Days-Fri., Sat., Sun.; Food Thur., Fri., Sat.
Stores Open Evenings-Dept., apparel & food-nightly; Sun. until 6.

13 - RETAIL OUTLETS: **Department Stores**-Burdines; Jordan Marsh; JCPenney; Sears; J. Byron.
Discount Stores-K mart; Zayre; Eagle Family Discount; Medco; Jefferson's.
Variety Stores-Woolworth; Neisner's; Surf 5¢ & 10¢; Big K; Sun Shops.
Chain Drug Stores-Eckerd; SupeRx; Gray; Rexall; Walgreen; U.S. Drug; Drug World; Albertson's.
Chain Supermarkets -Cumberland Farms 14; Farm Stores 22; Foodspot 3; Great Valu 3; Grand Union; Jackson's Mini Markets 3; Lil General 7; Pic'N Pay 2; Publix 8; 7-Eleven Stores 14; Top Banana 4; U-Tote-M 10; Winn-Dixie/Kwik Check 7; Pantry Pride 5; Basic Foods; Majik Markets 7.
Other Chain Stores-Goodyear; Firestone; Lindsley Lbr.; Marshall's; Home Depot; Bunning Florist; Shoes: Florsheim, Naturalizer, Buster Brown, Hanover, Kinney, A.S. Beck, Baker, Thom McAn; Nationwide Auto Parts; Radio Shack; Olson Electronics; Tell's Originals; Lane Bryant; Lani Kays; Lerner Shops; Young Sophisticates; Three Sisters; Baron's; Irving Berlin Men's Shops; Oxford Shops; Aamco; Norton; Fanny Farmer; Lansons; Lillie Rubin; Lory Fashions; National Shirt Shops; Parklane Hosiery; Surrey's Ltd.; Suzy Casuals; Singer Company; Jewelry: Gordon, Mayor, Lawton; Seiberling; Pan American; Norton; Sherwin-Williams; Mary Carter; Thayer McNeil; Rose Auto; Baer Furniture; Liquor: State, Shell, Foremost.

14 - NEWSPAPERS: SUN-TATTLER (e) 34,095; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Martin Hughes, Adv. Dir., SUN-TATTLER, 2600 N. 29th Ave., Hollywood, FL 33020; Tel. (305) 929-8100.
National Representative: Story & Kelly-Smith.

NO. 1 Morning Circulation Paper In St. Lucie Co. 7 Days A Week

The News Tribune

-Serving-
Fort Pierce - 82 Years
Port St. Lucie - 25 Years
St. Lucie County, Florida

Florida's fastest growing market!

A great place to be in business-
St. Lucie County

HOMESTEAD

1 - LOCATION: Dade County (In Miami-Hialeah PMSA). E&P Map D-4, on U.S. Hwy. 1, State Hwy. 27.

2 - TRANSPORTATION: Railroads-Florida E Coast; Seaboard.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 20,668; E&P 85 Est. 27,446
CZ-ABC: (80) 73,993
Bal. in NDM-ABC: (80) 106,214
Total NDM-ABC: (80) 180,147
County/PMSA 80 Cen. 1,625,979; E&P 85 Est. 1,881,839

4 - HOUSEHOLDS:
City 80 Cen. 7,635; E&P 85 Est. 11,061
County/PMSA 80 Cen. 609,883; E&P 85 Est. 730,077
CZ-ABC: (80) 24,558
Bal. in NDM-ABC: (80) 33,321
Total NDM-ABC: (80) 57,879

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	10	$175,000,000
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 1,140,366

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Homestead Air Force Base; Agric.; Aircraft Maintenance & Supply; Elect.

10 - CLIMATE: Min. & Max. Temp.-Spring 64-82; Summer 75-87; Fall 66-86; Winter 62-75

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Center**-Homestead Plz., NE 8th St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fountain Plz.(1)	NA	Fayva, Radio Shack
Homestead Plz.(34)	NA	Winn-Dixie, J. Byron, SupeRx
Palm Drive(3)	NA	
Zayre(11)	NA	Zayre, Eckerd, Publix

13 - RETAIL OUTLETS: **Department Stores** Sears 2; Burdines; Jordan Marsh; Lord & Taylor; Jackson's; Byrons 3.
Discount Stores-Zayre; K mart; Jeffersons.
Variety Stores-Neisner's 2; Woolworth 2; McCrory's.
Chain Supermarkets-Publix 4; Food Fair 3; Great Valu 2; Winn-Dixie.
Chain Drug Stores-Eckerd 2; SupeRx 2; Medicine Shoppe; Gray Drugs.
Other Chain Stores-Goodyear; Firestone 2; Norton Tire 2; Pan American Tire; Singer Sewing; Western Auto 2.

14 - NEWSPAPERS: SOUTH DADE NEWS LEADER (e-mon to fri) 11,023; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Richard Shapiro, Mktg. Dir., SOUTH DADE NEWS LEADER, 15-17 NE 1st Rd., Homestead, FL 33030; Tel. (305) 245-2311.
National Representative: Landon Associates

JACKSONVILLE

1 - LOCATION: Duval County (In Jacksonville MSA). E&P Map D-1. Major Atlantic coast deepwater port located at the mouth of the St. John's River. Principal market place of North Florida and South Georgia. Air, sea, and land distribution ctr., important medical, insurance, financial, mfg. and naval community.

2 - TRANSPORTATION: **Railroads**-Seaboard System; Florida East Coast; Southern; Amtrak.
Freight Steamship Lines-50.
Motor Freight Carriers-76.
Intercity Bus Lines-Greyhound; Trailways; Grayline Tours.
Airlines-Delta; Eastern; Republic; Piedmont; People Express; American; PBA; TWA; Devoe; United; Ozark; Trans Air; Southern Express; Air New Orleans; Skyway Commuter.

3 - POPULATION:
Corp. City 80 Cen. 540,898; E&P 85 Est. 579,045
CZ-ABC: (80) 620,288
RTZ-ABC: (80) 157,990
County 80 Cen. 570,981; E&P 85 Est. 605,613
MSA 80 Cen. 722,230; E&P 85 Est. 788,341
City & RTZ-ABC: (80) 778,278
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 194,252; E&P 85 Est. 216,900
County 80 Cen. 208,351; E&P 85 Est. 228,239
MSA 80 Cen. 259,596; E&P 85 Est. 292,444
CZ-ABC: (80) 223,911
RTZ-ABC: (80) 52,839
City & RTZ-ABC: (80) 276,750

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	22	$4,176,002,000
Savings & Loan	16	$1,945,706,000

6 - PASSENGER AUTOS: County 402,196

7 - ELECTRIC METERS: Residence County 219,806

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: (Estimated Percentage of 339,000 Labor Force in each)-Mfg. (10.6); Contract Constr. (7.4); Trans., Comm., Util. (7.9); Wholesale Trade (7.4); Retail Trade (19.2); Fin., Ins., Real Estate (19.1); Service (23.1); Govt. (15.2); 1984 unemployment rate (5.6)

10 - CLIMATE: Short, mild winters; warm summers; average 67.8 degrees; average seasonal range is from 54.7 degrees in December to 80.2 degrees in July. Rainfall amounts to 51.3 inches in a normal year.

11 - TAP WATER: Alkaline, very hard, natural fluoride.

12 - RETAILING: **Principal Stores**-Ivey's, May Cohens, JCPenney, Sears, Pic 'N Save, K mart, Zayre, Jacobson's.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Anchor Plaza(25)	9	Service Mdse., Eckerd
Argyle Forest(34)	12	Mr. How, Service Mdse.
Arlington Plaza(30)	5	
Beach Blvd. Center(9)	5	Emporium Pantry Pride
Beach Plaza(15)	16	Pantry Pride, Woolworth
Brierwood Village(20)	9	Pic'N Save, Winn-Dixie
Cedar Hills(34)	7	JCPenney, Winn-Dixie
Deerwood Village(38)	9	Eckerd, Publix
Expwy. Mall(32)	7	Publix, Cloth World
Gateway Mall(122)	4	JCPenney, May Cohens
The Gazebo(27)	6	Revco, Publix
Grande Blvd.(71)	9	Jacobson's John Baldwin
Highland Sq.(55)	10	Sun Foods, Publix
K mart Plaza(15) Neptune Beach(12)	14	K mart, A&P
K mart Plaza-Northside(3)	7	K mart
K mart Plaza-Southside(20)	4	K mart, Radio Shack
Kingsley Sq.(32)	14	Eckerd, Publix
Lakewood(59)	6	Cloth World, Winn-Dixie
Mandarin Landing(52)	12	Eckerd, Publix
Normandy Mall(75)	5	Sam's Wholesale Club, Eckerd
Normandy-Lane(23)	6	Zayre, Winn Dixie
Norwood Plaza(22)	4	Eckerd, Pak 'N Save
Orange Pk.(135)	12	Sears, May Cohens
Outlets Ltd. Mall(20)	6	Pantry Pride, Consumers Warehouse
Paxon(28)	6	Western Auto, Kelly IGA Pantry Pride
Promenade(23)	5	National Health Spa, Albertson's
Regency Sq.(172)	10	JCPenney, Sears, May Cohens
Regency Court(24)	10	Lionel Playworld, Marshall's
Roosevelt Mall(58)	5	May Cohens, Ivey's
Southgate Plz.(23)	3	The Eatery, Winn-Dixie
Standard Plz.(27)	5	Service Mdse., Aaron Furn.
Town 'N' Country(40)	4	Pic'N Save, Pantry Pride
University Blvd. Santa Monica(24)	5	Pic'N Save, Winn-Dixie
University Mall(10)	6	Stein Mart, Publix
Regency Plaza(19)	10	T.J. Maxx, Winn-Dixie

Principal Shopping Days-All week.

13 - RETAIL OUTLETS: **Department Stores**-May Cohens 5; Sears 6; JCPenney 5; Ivey's 3; Marshalls; Jacobsons.
Discount Stores-K mart 10; Zayre 3; Family Dollar; Service Mdse. 3; Jewelcor 2; Finkelstein; Pic'N Save 18.
Variety Stores-Woolworth; G.C. Murphy; TG&Y; McCrory's; World Bazaar; Pier 1.
Chain Supermarkets-Save-N-Pack; Banner; Publix, Pantry Pride; Sun Supermarket; Winn-Dixie; Zippy Mart; 7-Eleven; Majik Markets; Albertsons; Jewel T; Lil' Champ; Day-N-Nite; Convenient; Jiffy.
Chain Drug Stores-Walgreens; Pic'N Save; Eckerd; Atkinson's; Attwood & Rogers; Preston; O'Steens; Scottie; Revco; Albertson; K mart.
Other Chain Stores-Goodrich; Firestone; General Tire; Western Auto; Goodyear; Haverty Furn.; Rhodes Furn.; Matador; Lerner Shops; Levy Wolf; Nancy Scott; Vogue Shops; Singer; Sherwin-Williams; PPG Ind.; Mr. How; West Building Materials; Scotty's Building Supply; Cloth World; McDuff; Discount Sam; Baker Shoes; Ace Hdwe.; Florsheim; National Shirt; Kinney Shoes; Schwobilt; Hickory Farms; Zale's Jewelers; Pix Shoes; Rosenblum's; Thom McAn Shoes; Halpern's; Radio Shack; Ethan Allen; Jacobson's; Levitz Furn.; Stein Mart; Levitation; Fotomat.

14 - NEWSPAPERS: FLORIDA TIMES-UNION (m) 162,011; (sat) 179,619; (S) 218,919; JOURNAL (e) 42,018; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Bryce Cockerham, Adv. Dir., FLORIDA TIMES-UNION & JACKSONVILLE JOURNAL, One Riverside Ave., Jacksonville, FL 32202; Tel. (904) 359-4111.
National Representative: Branham/Newspaper Sales

KEY WEST

1 - LOCATION: Monroe County. E&P Map D-4. County Seat. On Key West Island in the Gulf of Mexico 55 mi. SW of Cape Sable, Fla., 90 mi. from Havana, Cuba; 154 mi. S of Miami, Fla. On U.S. Hwy. No. 1.

2 - TRANSPORTATION: **Motor Freight Carriers**-2.
Intercity Bus Lines-Greyhound.
Airlines-Southern Express; PBA.

3 - POPULATION:
Corp. City 80 Cen. 24,292; E&P 85 Est. 24,040
CZ-ABC: (80) 24,382
RTZ-ABC: (80) 38,806
County 80 Cen. 63,098; E&P 85 Est. 69,806
City & RTZ-ABC: (80) 63,188

4 - HOUSEHOLDS:
City 80 Cen. 9,833; E&P 85 Est. 8,050
CZ-ABC: (80) 9,833
RTZ-ABC: (80) 16,507
County 80 Cen. 26,340; E&P 85 Est. 30,132
City & RTZ-ABC: (80) 26,340

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Comm.	3	$30,000,000

6 - PASSENGER AUTOS: County 36,758

7 - ELECTRIC METERS: Residence 15,012

8 - GAS METERS: Residence 4,200

9 - PRINCIPAL INDUSTRIES: Cigar Mfg.; Canning; Sponging; Shrimping; Fishing; Shipping; Tourist Trade & Navy.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft, not fluoridated; Desalination Plant.

12 - RETAILING: **Downtown Shopping Center**-4 blocks on Duval St.
Neighborhood Shopping Centers (No. of Stores)-Flagler Vlg. (3); Kennedy Drive (11); Poinciana (6); Mallory Square (13); Greene St. (9).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Searstown(30)	4	Sears, Winn-Dixie, Woolworth
Key Plaza(24)	4	Jackson/Byron's, Pantry Pride

Stores Open Evenings-Searstown Shpg. Ctr. and Key Plz., every night.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Rubin Appel; Herman's; Discount PX Millitary Store; Jackson/Bryon's.
Discount Stores-Eagle Army-Navy; Radio Shack.
Variety Stores-Woolworth.
Chain Drug Stores-Cobo Rexall; Gray's; Eckerd; Medical Aids.
Chain Supermarkets-Gulfstream; Winn-Dixie 2; Carlos; Pantry Pride; Fausto.
Other Chain Stores-Shoes: Thom McCan, Butler's; Tires and Appliances: Firestone, Goodyear; Paint: Harris, Marv Carter, Sherwin-Williams; Clothing: Diana, Three Sisters, Natl. Shirt; Singer Co., Eagle ArmyNavy; Zale's Jewelers.

14 - NEWSPAPERS: CITIZEN (e) 7,139; (S) 8,559; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Ronald E. Harrison, Adv. Mgr., CITIZEN, 515 Green St., Key West, FL 33040; Tel. (305) 294-6641.
National Representative: Thomson Newspapers.

LAKE CITY

1 - LOCATION: Columbia County. E&P Map C-1. County Seat. 60 mi. W of Jacksonville on U.S. Hwys. 90, 41 & 441; State Hwys. 47 & 100; I-10 & I-75.

2 - TRANSPORTATION: **Railroads**-Southern; Seaboard Coast Lines.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound.
Airlines-Local Charter.

3 - POPULATION:
Corp. City 80 Cen. 9,257; E&P 85 Est. 9,284
CZ-ABC: (80) 9,257
RTZ-ABC: (80) 26,142
County 80 Cen. 35,399; E&P 85 Est. 38,343
City & RTZ-ABC: (80) 35,399

4 - HOUSEHOLDS:
City 80 Cen. 3,401; E&P 85 Est. 3,484
County 80 Cen. 12,183; E&P 85 Est. 13,586
CZ-ABC: (80) 3,401
RTZ-ABC: (80) 8,782
City & RTZ-ABC: (80) 12,183

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$593,386,439
Commercial	3	$101,691,333

6 - PASSENGER AUTOS: County 18,721

7 - ELECTRIC METERS: Residence 3,200

8 - GAS METERS: Residence 3,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Aircraft Modification 950; Mobile Home Mfg. 363; Mining 2,100; Wood Prod. 117; Metal Fabr. 317; Sportswear 140; Chicken Farming; Forestry; Furniture Mfg. 156.

10 - CLIMATE: Av. Temp.-Spring N.A.; Summer 88; Fall N.A.; Winter 51. Av. Annual Rainfall 52 in. Av. Humidity 75%.

11 - TAP WATER: Soft.

12 - RETAILING: **Principal Shopping Center**-5 blocks on No. Marion St., in Lake City Plaza, 13 stores; in K mart Plaza 8; in Winn-Dixie Plaza 8; Gleason's Corner Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gleason's Corner(35)	NA	Publix, SupeRx, Belk-Hudson, JCPenney
K mart Plaza(8)	2	K mart, Eckerd
Lake City Plz.(13)	1	Foodway, Radio Shack
Southtown Sq.(8)	2	Winn-Dixie, TG&Y

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Food: Fri.; Eckerd, K mart, Foodway, Winn-Dixie, TG&Y.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Belk-Hudson; Sears (catalog); K mart; Wal-Mart; Fieldcrest.
Discount Stores-TG&Y; Eagle Army-Navy.
Variety Stores-McCrory's; Van H. Priest.
Chain Drug Stores Eckerd; Revco; SupeRx.
Chain Supermarkets-Winn-Dixie; Pantry Pride; G&H; S&S 5; Foodway; Publix.
Other Chain Stores-Goodyear; Scotty Home Builders; Western Auto; Wickes; 84 Lumber.

14 - NEWSPAPERS: REPORTER (e-mon to fri) 9,347; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Stanley Stewart, Adv. Dir., REPORTER, 126 E. Duval St., PO Box 1709, Lake City, FL 32055; Tel. (904) 752-1293.
National Representatives: Branham/Newspaper Sales; Publisher Representatives of Florida.

LAKE WALES

1 - LOCATION: Polk County. E&P Map D-3 (In Lakeland-Winter Haven MSA). At intersection of North-South State Hwy. 27 and East-West State Hwy. 60. Citrus, cattle, tourist center. 60 mi. from Tampa.

2 - TRANSPORTATION: **Railroads**-Seaboard Coastline.
Bus Lines-Greyhound.
Motor Freight Carriers-5.
Airlines-Charter only.

3 - POPULATION:
Corp. City 80 Cen. 8,466; E&P 85 Est. 9,759
County/MSA 80 Cen. 321,652; E&P 85 Est. 365,312

4 - HOUSEHOLDS:
City 80 Cen. 3,237; E&P 85 Est. 3,784
County/MSA 80 Cen. 114,394; E&P 85 Est. 134,665

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	3	$95,063,000
Commercial	4	$168,000,000

6 - PASSENGER AUTOS: County 216,114

7 - ELECTRIC METERS: Residence 15,931

8 - GAS METERS: Residence 825

9 - PRINCIPAL INDUSTRIES: Citrus Growing & Packing; Lumber & Millwork; Fertilizer; Machy.; Concrete Prods. & Tile; Plastic Boat & Auto Interiors; Citrus Pdts. & Juice; Mobile Home Mfg.; Silica Mining; Mattress Mfg.; Soup; Electronics Mfg.; Paper Mfg.; Honey Production; Plastic-Container Mfg.; Fertilizer; PVC Pipe Mfg.; Sheet Metal Fabrication; Printing; Auto Parts Assembly; Fiberglass Boat Hulls; Aluminum Storage-Building Mfg.
Principal Pay Days-Fri., Sat., 1st & 15th

10 - CLIMATE: Av. temp. 73 degrees

11 - TAP WATER: Alkaline, soft

12 - RETAILING: **Principal Shopping Areas**-Two blocks on Park and Stuart; three shopping centers

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southgate(13)	NA	Publix, Belk's, Eckerd, McCrory's
Marketplace(60)	NA	Friedlander's, Wales Furniture
Lake Wales(22)	NA	TG&Y, Winn-Dixie, Drug Mart
K mart Plaza	NA	K mart
Orange Grove	NA	Beall's, Walgreens, Kash 'N Karry, DeSears, Wal-Mart

Principal Shopping Days-Mon., Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Friedlanders; Belk-Lindsey; TG&Y; Beall's
Variety Stores-Edwin's; McCrory's; K mart; Wal-Mart; Dollar General; Family Dollar
Drug Stores-Eckerd; Drug Mart; Apothecary Shop (Liggett's); Walgreens
Chain Supermarkets-Publix; Winn-Dixie; McCallister's; Shopping Basket; Bert's Market; Kash 'N Karry

14 - NEWSPAPERS: HIGHLANDER (e-mon to fri) 5,015; (S) 5,015; sworn Oct. 2, 1984
Local Contact for Advertising and Merchandising Data: John Marsh, Pub., HIGHLANDER, 33 W. Orange Ave.; PO Box 872, Lake Wales, FL 33853; Tel. (813) 676-2571
National Representative: None

LAKELAND

1 - LOCATION: Polk County (In Lakeland-Winter Haven MSA). E&P Map C-2. 38 mi. from Tampa. On State Hwys. 33, 35, 37, 600; U.S. Hwys. 92, 98; I-4

2 - TRANSPORTATION: **Railroads**-Seaboard Coastline
Motor Freight Carriers-14
Intercity Bus Lines-Florida Greyhound, Tamiami Trailways

3 - POPULATION:
City 80 Cen. 47,406; E&P 85 Est. 57,642
CZ-ABC: (80) 116,834
RTZ-ABC: (80) 204,818
County/MSA 80 Cen. 321,652; E&P 85 Est. 365,312
City & RTZ-ABC: (80) 321,652
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 19,240; E&P 85 Est. 23,311
County/MSA 80 Cen. 114,394; E&P 85 Est. 134,665
CZ-ABC: (80) 43,058
RTZ-ABC: (80) 71,336
City & RTZ-ABC: (80) 114,394

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$842,224,000
Commercial	7	$1,284,370,000

6 - PASSENGER AUTOS: County 216,114

7 - ELECTRIC METERS: Residence 22,457

8 - GAS METERS: Residence 6,795

9 - PRINCIPAL INDUSTRIES: Industry, (Av. Wkly. Wage): All Mfg. Av. Wage ($293); Food Pdts. ($205); Chemicals ($331); Non-Metallic Minerals ex Fuels ($291).

10 - CLIMATE: Min. & Max. Temp.-Spring 55-82; Summer 72-90; Fall 72-82; Winter 44-71. First killing frost, Nov. 16; last killing frost, Mar. 4.

11 - TAP WATER: Alkaline, very hard; not fluoridated outside of cities.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Kentucky Ave., 3 blocks on Tennessee Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Downtown(26)	NA	Publix, JCPenney
Southgate	2	Maas Bros., Walgreens, Belk-Lindsey
Grove Park(27)	3	Luria's, Publix, Eckerd
Searstown(34)	3	Sears, Belk-Lindsey, Publix
Wabash(16)	1	Publix, Eckerd
Lakeland Mall(50)	2	Mont. Ward
Edgewood(20)	20	Jewel T, Eckerd
Imperial Mall(14)	3	Zayre, SupeRx, Eagle Army & Navy, Food Fair
Lake Miriam Square(32)	14	Food World, Wilkor, Eckerd
Lakeland South(33)	30	Independent Shoppes
Ingraham(22)	NA	Sawmill
Market Square(10)	4	TG&Y, Winn-Dixie, Eckerd

Stores Open Evenings-Until 9 p.m. daily (with the exception of small retailers). Discount, food, Maas Bros., JCPenney

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; Maas Bros.; Belk-Lindsey; Sears; Radio Shack; Badcock
Discount Stores-K mart; Zayre; TG&Y Family Center; Albertson's; Wal-Mart
Variety Stores-McCrory; Woolworth
Chain Drug Stores-Walgreens; Eckerd; Donatelli's; SupeRx
Chain Supermarkets-Albertson's; Publix 4; Winn-Dixie; Foodtown; Food Fair 2; Shopping Basket 2; Kash & Karry; Albertson's; Food World
Other Chain Stores-Thom McCan; Fremacs; Sherwin-Williams; Porter Paint; Singer Co.; Goodrich; Goodyear; Firestone; S&H Green Stamps; Sears; Zale's; George Stuart; Color Tile; Western Auto

14 - NEWSPAPERS: LEDGER (m) 71,717; (S) 87,361, Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Don Whitworth, Adv. Dir., LEDGER, PO Box 408, Lakeland, FL 33802; Tel (813) 687-7000
National Representatives: Story & Kelly-Smith; Publishers' Representatives of Florida

LEESBURG

1 - LOCATION: Lake County. E&P Map C-2. 35 mi. NW of Orlando; 78 mi. NE of Tampa

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line
Intercity Bus Lines-Florida Greyhound
Motor Freight Carriers-5

3 - POPULATION:
Corp. City 80 Cen. 13,191; E&P 85 Est. 16,51[illegible]
CZ-ABC: (80) 13,191
RTZ-ABC: (80) 115,951
County 80 Cen. 104,870; E&P 85 Est. 124,167
City & RTZ-ABC: (80) 129,142

4 - HOUSEHOLDS:
City 80 Cen. 5,349; E&P 85 Est. 6,471
County 80 Cen. 41,650; E&P 85 Est. 50,955
CZ-ABC: (80) 5,349
RTZ-ABC: (80) 44,883
City & RTZ-ABC: (80) 50,232

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	6	$361,622,000
Commercial	9	$508,536,000

6 - PASSENGER AUTOS: County 77,662

7 - ELECTRIC METERS: 13,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, (Av. Wkly. Wage)-Citrus Packing ($140); Mfg. ($180)

10 - CLIMATE: Min. & Max. Temp.-Spring 71-86; Summer 82-92; Fall 68-73; Winter 54-69

11 - TAP WATER: Neutral.

12 - RETAILING: **Principal Shopping Centers**-Palm Plz., Zayre Plz., K mart Plz.; Lake Sq. Mall; Southside.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Zayre Plz.(13)	NA	Pantry Pride, Zayre
Lake Sq. Mall(50)	NA	Belk's, Sears, JCPenney
Southside(17)	NA	Winn-Dixie, SupeRx
Palm Plz.	NA	Publix, Belk's, Walgreens
K mart	NA	K mart, Food World

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Belk-Lindsey; Masters Mart; Zayre; K mart.
Chain Drug Stores-B&W (Rexall); Eckerd 4; SupeRx 3; Walgreens; Revco
Chain Supermarkets-Pantry Pride; Publix; Food World; Winn-Dixie 6
Other Chain Stores-Western Auto; Goodyear; Sherwin-Williams; Mary Carter Paints; S&H Green Stamps; ABC Liquors; Scotty's; 84 Lumber; Country Furn. USA; Noll's Furn.; Connie Shoes; Friedman Jewelers; Zales Jewelers; Kay Jewelers; General Nutrition Ctr.; Radio Shack; Kinney Shoes; Playland Toys; Lerner; Stuarts; McCrory's; Sterchis; Ben Franklin.

14 - NEWSPAPERS: COMMERCIAL (e-mon to fri) 19,475; (S) 21,704, Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: J.R. Carlton, Adv. Dir., COMMERCIAL, 212 East Main St., Leesburg, FL 32749; Tel. (904) 787-4515
National Representatives: Branham/Newspaper Sales; Publishers' Representatives of Florida

MARIANNA

1 - LOCATION: Jackson County. E&P Map B-1, on Chipola River. 51 mi. NE of Panama City; 60 mi. W of Tallahassee; 35 S of Dothan, AL.

2 - TRANSPORTATION: **Railroads**-East/West Seaboard/Chessie Systems; North/South Bayline.
Bus Lines-Greyhound

3 - POPULATION:
Corp. City 80 Cen. 7,074; E&P 85 Est. 7,597
CZ-ABC: (80) 7,006
RTZ-ABC (80) 32,148
County 80 Cen. 39,154; E&P 85 Est. 40,919
City & RTZ-ABC: (80) 39,154

4 - HOUSEHOLDS:
City 80 Cen. 2,605; E&P 85 Est. 2,783
CZ-ABC: (80) 2,579
RTZ-ABC: (80) 10,753
County 80 Cen. 13,332; E&P 85 Est. 14,345
City & RTZ-ABC: (80) 13,332

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	1	$64,004,992
Commercial	5	$178,065,545

6 - PASSENGER AUTOS: County 19,251

7 - ELECTRIC METERS: County 19,759

8 - GAS METERS: 2,518

9 - PRINCIPAL INDUSTRIES: Limestone Quarries; Pine & Hardwood Timber; Peanut Shelling; Farming (Peanuts, Soybeans & Corn); Apparel; Furniture; Commercial Laundry; Metal Fabrication.

10 - CLIMATE: Min. & Max. Temp.- 59 & 73

11 - TAP WATER: Not fluoridated

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carol Plaza(19)	NA	Waco Drugs
Lafayette Plaza(2)	NA	TG&Y, Piggly Wiggly
Rivergate Plaza	NA	Woolworth, Radio Shack, Eckerd
Marianna Sq.	NA	Revco, Winn-Dixie, Curtis Mathis

13 - RETAIL OUTLETS: **Department Stores**-Sears; Thrift; Daffin's; Montgomery Ward; Sherwin-Williams; Firestone; Goodyear; JCPenney
Variety Stores-Family Dollar; Bill's Dollar; TG&Y; Woolworth.
Chain Drug Stores-Parramore's; Waco; Kelson; Eckerd; Revco
Chain Supermarkets-IGA Foodliner; Piggly Wiggly; Winn-Dixie.
Other Chain Stores-Clothing: Olivia's, Cato's, The Kenwin Shop, Johnston's Fashions; Men's Wear: Schreiber's, Wilson's; Ladies' Wear: Fads & Frills, Big & Beautiful, Pen-Brow.

14 - NEWSPAPERS: JACKSON COUNTY FLORIDAN (e-tues to fri) 4,639; (S) 5,205; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Carol Kaine, Adv. Mgr., JACKSON COUNTY FLORIDAN, 104 E. Lafayette St.; PO Box 520, Marianna, FL 32446; Tel. (904) 526-3614
National Representative: Thomson Newspapers.

MIAMI

1 - LOCATION: Dade County (In Miami-Hialeah PMSA). E&P Map D-4, County Seat. 260 mi. SE of Tampa; 350 mi. S of Jacksonville.

2 - TRANSPORTATION: **Railroads**-Florida East Coast; Seaboard Coast Line; Metro Rail
Waterways-Atlantic Intracoastal Waterway with barge service
Intercity Bus Lines-Greyhound, Trailways.
Motor Freight Carriers-57
Steamship-22 passenger, 42 freight
Airlines-80 scheduled airlines, 30 non-scheduled

3 - POPULATION:
Corp. City 80 Cen. 346,931; E&P 85 Est. 409,604
CZ-ABC: (80) 1,625,781
RTZ-ABC: (80) 1,081,388
County/PMSA 80 Cen. 1,625,979; E&P 85 Est. 1,881,839
City & RTZ-ABC: (80)2,707,169
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. City 134,067; E&P 85 Est. 162,711
County/PMSA 80 Cen. 609,883; E&P 85 Est. 730,077
CZ-ABC: (80) 609,830
RTZ-ABC: (80) 443,857
City & RTZ-ABC: (80) 1,053,687

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	28	$12,689,000,000
Commercial	76	$15,191,696,000

6 - PASSENGER AUTOS: County 1,140,366

7 - ELECTRIC METERS: Residence 614,817

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 97,200; Constr. 38,700; Transp. 69,600; Fin., Ins. & Real Est. 62,400; Ret. Trade 140,500; Serv. 210,400; Govt. 102,500. (Av. Wkly. Wage): Food ($286); Apparel ($216); Furn. & Fixt. ($260); Machy. ($240); Transp. Equip. ($407)

10 - CLIMATE: Min. & Max. Temp.-Spring 64-82; Summer 75-87; Fall 66-86; Winter 62-75. No killing frost.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Shopping Areas** (With Principal Store and/or Supermarket)
Central Business Districts
Downtown Miami-Burdines, J. Byrons, Jefferson's
Lincoln Rd. Mall-Florsheim Shoes, I. Miller, Adrian Thal Furs, Burdines, Lane Bryant, Peak Imports
Miracle Mile-Don Mullen, Singer Center, Thayer McNeil, Balogh's, Elizabeth Arden, Sandra Post, J. Byrons.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
163rd St.(130)	8	Burdines, Jordan Marsh, Service Mdse.
Lincoln Road(180)	4	Burdines, Pantry Pride
Miracle Mile(160)	8	Pantry Pride, Sears, J. Byrons
Key Biscayne(17)	6	Winn-Dixie, Pantry Pride
Dadeland(135)	13	Burdines, JCPenney, Pantry Pride, Jordan Marsh, Saks, Lord & Taylor
Carol City(27)	10	JCPenney
Palm Springs Mile(139)	NA	Zayre, Publix, Jefferson, Winn-Dixie, J. Byrons
Northside(73)	8	J. Byrons
Biscayne(35)	6	JCPenney, Walgreens
Central(26)	5	Zayre
Westchester(45)	6	Pantry Pride, Zayre, K mart, J. Byrons
Red Bird(13)	8	Belk, Walgreens
Cutler Ridge(250)	17	Sears, Burdines, JCPenney, Lord & Taylor, Jordan Marsh
Miami Gardens(30)	13	Publix
127th Street	10	Woolworth, Publix
Concord(46)	20	Grand Union, Tamiami, Range & Gun Shop, GLA
University(12)	15	Woolworth, Pantry Pride
Suniland(52)	20	Publix, J. Byrons
Perrine(39)	35	Woolworth, Winn-Dixie
Bal Harbour(42)	12	Abercrombie & Fitch, Neiman Marcus, Saks, Bonwit Teller
Midway(110)	11	Winn-Dixie, Jefferson

Westland(90)	13	Sears, Burdines, JCPenney
Omni(165)	1	JCPenney, Jordan Marsh
Skylake(70)	10	J. Byrons
Aventura Mall(200)	10	Lord & Taylor JCPenney, Sears, Macy's
International Mall(153)	12	Burdines, Jordan Marsh, Sears
The Falls(65)	15	Bloomingdale's

Other Shopping Centers (Regional)-Kendall Mall; Homestead Plz.; The Falls; Loehmann's Plz.; Mayfair; Kendale Lakes Mall, California Club Mall.

Stores Open Evenings-Downtown-Mon. through Fri.; Food & suburban-every night.

13 - RETAIL OUTLETS: Department Stores-Burdines 8; Sears 5; J. Byrons 12; JCPenney 7; Jordan Marsh 5; Jeffersons 6; Saks 5th Ave. 2; Neiman Marcus; Lord & Taylor 2; Bonwit Teller; Bloomingdale's.
Discount Stores-Zayre 9; K mart 8; Eagle Army/Navy 32.
Variety Stores-Kress; Woolworth; McCrory; Kresge; Neisner's.
Chain Drug Stores-Eckerd 35; Florida 2; Lee's 5; Sheldon's 2; Walgreens 17; SupeRx 11; Gray 17.
Chain Supermarkets-Publix 34; Pantry Pride 18; Winn-Dixie 52; 7-Eleven 70; Convenient U-Tot-M 56; Food Spot 28; Lil General Stores 12; Associated 195; Great Valu 8; Thrifty; Sedano's 14; Tropical 7; Sun 3.
Other Chain Stores-Lerner's; Becks; Thom McAn; Lane Bryant; National Shirt; Western Auto; Mangel's; Mary Jane Shoes; Baker Shoes; Three Sisters; Blackton; Pix Shoes; Nunn-Bush; Firestone; Goodyear; Judi Leslie; Sandra Post; Hartley's; Baron's; Dick Richmond; L. Luria; Best; Service Mdse.

14 - NEWSPAPERS: HERALD (m) 464,745; NEWS (e) 60,286 Comb. (m&e) 525,031; HERALD (S) 559,886; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: John Kosanke, Vice Pres. Mktg., HERALD-NEWS, 1 Herald Plaza, Miami, FL 33101; Tel. (305) 376-2858.
National Representative: Knight-Ridder Newspaper Sales.
DIARIO LAS AMERICAS (m-tues to sat) 63,490; (S) 66,072; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Enrique J. Perez, Adv. Dir., DIARIO LAS AMERICAS, 2900 N.W. 39th St., Miami, FL 33142; Tel. (305) 633-3341.
National Representative: Cresmer, Woodward, O'Mara, & Ormsbee.

NAPLES

1 - LOCATION: Collier County (In Naples MSA). E&P Map D-4. County Seat. Summer & winter resort, directly on Gulf of Mexico. Agricultural, shipping & fishing center. Oil production. 112 mi. NW of Miami, on Tamiami Trail U.S. 41. 163 mi. S of Tampa. Western terminal of Florida 84 Everglades Expressway to Ft. Lauderdale, 89 mi. to the East. On the Inland Waterway, gateway to the 10,000 Islands.

2 - TRANSPORTATION: **Airlines**-Provincetown-Boston.
Intercity Bus Lines-Tamiami Trailways.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 17,581; E&P 85 Est. 25,261
CZ-ABC: (80) 47,633
RTZ-ABC: (80) 43,773
County/MSA 80 Cen. 85,791; E&P 85 Est. 107,468
City & RTZ-ABC: (80) 91,406
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,075; E&P 85 Est. 12,044
County/MSA 80 Cen. 36,231; E&P 85 Est. 43,945
CZ-ABC: (80) 19,987
RTZ-ABC: (80) 16,244
City & RTZ-ABC: (80) 36,231

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	16	$933,826,000
Commercial	25	N.A.

6 - PASSENGER AUTOS: County 81,209

7 - ELECTRIC METERS: 64,662

8 - GAS METERS: Bottle gas only

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Resorts; Agriculture; Fishing; Const.; Land Develop.; Manufacturing 980 ($200); Constr. 3,400 ($450 skilled); ($200 unskilled); Wholesale/Retail 8,700; Transp. & Public Utilities 1,170; Fin., Ins. & Real Estate 2,620; Govt., 3,840; Agriculture 2,029; Service, Mining & misc. 6,700; Ptg. and Pub. 269; Year round Tourism; Marine Research & Testing; Concrete & Ornamental Iron Products.
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp. Spring 63-83; Summer 70-90; Fall 70-85; Winter 62-84.

11 - TAP WATER: Soft.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on 5th Avenue, 6 on Tamiami Trail, 3 on 3rd Street South (exclusive shops).
Neighborhood Shopping Centers-4 blocks on North Tamiami Trail; 3 on East Tamiami Trail; Habourtowne Shpg. Mall; Gulf Shore Square Shpg. Ctr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Harbourtown(10)	1	Mr. K's Shoes, Beall's
Grand Central Station(40)	1	Winn-Dixie, Eckerd
Park Shore(25)	4	K mart, Eckerd, J. Byron
Naples(35)	2	Publix, Zayre, Marshall's
Gulf Gate(18)	2	Gray Drug, Publix, TG&Y
Coastland(86)	1	Maas Bros., Sears, JC Penney, Robinson's
Naples South(9)	2	Winn-Dixie, Eckerd, Tempo Fashions
Springs Plaza(45)	13	Kash 'N Karry, Treasury Drug
Marco Island(12)	14	Winn-Dixie, Eckerd

Principal Shopping Days-Wed. through Sat.
Stores Open Evenings-Publix, Winn-Dixie, K mart, TG&Y, Beall's, Maas, Sears, Eckerd Drug, J. Byron, SupeRx; Luria's-6 nights.

13 - RETAIL OUTLETS: **Department Stores**-J. Byron; Beall's; Sears; Maas Brothers; JCPenney; Robinsons.
Discount Stores-K mart; Zayre; Marshalls.
Variety Stores-TG&Y; Dollar Stores.
Chain Drug Stores-Eckerd; Treasury Drug; Gray Discount Drugs; Walgreens; SupeRx.
Chain Supermarkets - Sunshine Foodway; Winn-Dixie; Publix; Kash 'N Karry; SuperX.
Other Chain Stores-Western Auto; Robb-Stuckey; Mark Fore & Strike; Gattles; Baxter Shoes; Babcock Furniture; Standard Brands Appliance; Lerners; Bakers; Kay Jewelers; Sherwin-Williams; Radio Shack; Playland Toy Stores; General Nutrition; Hanover Shoes; Thom McAn; Colony Shops; Zale's Jewelers; Casual Corner; The Gap Wrangler Ranch; Baskin-Robbins; Naturalizer Shoes; Girard Jewelers; Bill Smith Appliances; Kinney Shoes; Harmon Photo; Robby's Sports; Kepps Men's Wear; Record Bar; B. Dalton's; Hallmark; Athlete's Foot; Foot Locker; Bass Shoes; Morrow's Nut Hse.

14 - NEWSPAPERS: NEWS (e-mon to fri) 30,736; (S) 39,131; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: J. Patrick Berling, Adv. Dir., NEWS, 1075 Central Ave., Naples, FL 33940; Tel. (813) 262-3161.
National Representative: Direct Contact: Jim Murray (813) 263-4746, Nat'l Adv. Mgr.; Publishers' Representatives of Florida.

OCALA

1 - LOCATION: Marion County (MSA). E&P Map C-2. County Seat. In center of inland Florida. Light manufacturing center. 96 mi. SW of Jacksonville and 80 mi. NW of Orlando.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line; Amtrak.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 37,170; E&P 85 Est. 47,080
CZ-ABC: (80) 37,170
RTZ-ABC: (80) 85,318
County/MSA 80 Cen. 122,488; E&P 85 Est. 155,145
City & RTZ-ABC: (80) 122,488

4 - HOUSEHOLDS:
City 80 Cen. 13,492; E&P 85 Est. 15,802
County/MSA 80 Cen. 40,800; E&P 85 Est. 59,600
CZ-ABC: (80) 13,492
RTZ-ABC: (80) 31,966
City & RTZ-ABC: (80) 45,458

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	8	$745,722,000
Commercial	7	$402,567,000

6 - PASSENGER AUTOS: County 90,671

7 - ELECTRIC METERS: 25,445

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Government 9,182 ($147); Retail Trade 7,549 ($141); Manufacturing 5,758 ($207); Services 4,420 ($177); Agriculture 2,911 ($100); Construction 2,478 ($192); Wholesale Trade 2,449 ($211); Finance, Insurance, Real Estate 1,699 ($196); Transportation & Utilities 1,038 ($274); Mining 127 ($201).
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp. Spring 60-88; Summer 70-92; Fall 60-83; Winter 43-69.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks around Downtown Sq.; Pine Plz. & West on Pine St., Ocala; Searstown, 40 East; Ocala West on SR 200; K mart Plaza; and Family Mart on Silver Springs Blvd.; Paddock Mall on State Rd. 200; Cedar Shores Shopping Plaza on Mari Camp Road; Shady Oaks Mall, SR 200; Oakbrook on NE 14th.
Principal Shopping Days-Thur., Fri., Sat., Mon.
Stores Open Evenings-Shpg. ctrs. every night ex. Sunday.

13 - RETAIL OUTLETS: **Department Stores**-Rheinauers; Belk-Lindsey; Sears; JCPenney; Maas Brothers.
Variety Stores-Woolworth's; Eagle; Neisner Brothers; TG&Y; Wal-Mart.
Discount Stores-K mart; Zayre; Pic'N Sav; TG&Y Family Center; Wal-Mart.
Chain Drug Stores-Walgreen 3; Bitting's (Rexall) 2; SupeRx; West Brothers; Eckerd; Family Mart; Revco.
Chain Supermarkets-Winn-Dixie 5; Publix 2; Pantry Pride; Family Markets; Kash 'N Karry; Family Mart; Hudson's.
Other Chain Stores-Lerner's (women's wear); Diana Shop (women's wear); Denim Den; Zale's Jewelry; Goodrich; Firestone; Vogue Shop; Sherwin-Williams; Western Auto; Gordon's Jewelers; Pittsburgh Plate Glass; S&H Green Stamps; Cloth World; Fabric King; Wilkor; Luria's; Pinch-a-Penney; Bell Shoes; Service Merchandise.

14 - NEWSPAPERS: STAR-BANNER (e) 41,513; (S) 46,394; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Dick Mitchell, Adv. Dir., STAR-BANNER, 819 S.E. 1st Terrace, Ocala, FL 32670; Tel. (904) 629-0011.
National Representatives: Branham/Newspaper Sales; Publishers Representatives of Florida.

ORANGE PARK

1 - LOCATION: Clay County. E&P Map D-1 (In Jacksonville MSA). Residential area in NE portion of state adjacent to Jacksonville south boundary; on U.S. Hwys. 17, I-95; State Hwys. 220 & 224.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.
Airlines-Delta; Eastern; National; Southern; Midway (at Jacksonville); Republic.

3 - POPULATION:
Corp. City 80 Cen. 8,766; E&P 85 Est. 14,464
County 80 Cen. 67,052; E&P 85 Est. 81,531
MSA 80 Cen. 722,230; E&P 85 Est. 788,341
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 2,917; E&P 85 Est. 3,767
County 80 Cen. 21,646; E&P 85 Est. 27,218
MSA 80 Cen. 259,596; E&P 95 Est. 292,444

5 - BANKS	NUMBER	DEPOSITS
All banks	4	$63,976,408

6 - PASSENGER AUTOS: County 44,589

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 70-90; Fall 50-70; Winter 40-60. First killing frost, Dec. 15; last killing frost, Feb. 1.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bellair(10)	1	TG&Y
Kingsley Sq.(32)	1	Publix, Eckerd
Orange Pk. So.(144)	2	Ivey's, Sears, May Cohen, JCPenney
Pinetree Plaza(14)	1	Winn-Dixie, State Farm Ins.
Live Oak Plaza(8)	1	Winn-Dixie, Eckerd

13 - RETAIL OUTLETS: **Department Stores**-May-Cohen; Sears; Ivey's.
Chain Drug Stores-Atkinson's; Townsend's; Bel Air; Pic-N-Save; Eckerd.
Chain Supermarkets-Publix; Winn-Dixie; Pantry Pride; A&P.

14 - NEWSPAPERS: CLAY TODAY (e-mon to fri) 4,686; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Tony Ferrera, Adv. Mgr., CLAY TODAY, 1564 Kingsley Ave., PO Box 1290, Orange Park, FL 32073; Tel. (904) 264-3200.
National Representative: Thomson Newspapers.

ORLANDO

1 - LOCATION: Orange County (In Orlando MSA). E&P Map D-2. County Seat. Florida's largest inland city. 134 mi. S of Jacksonville, 50 mi. W of Cape Canaveral, 232 mi. N of Miami. Major tourist & convention city. Regional transportation, communications, distribution, retail, financial, education, & agriculture center for central Florida. Orlando Foreign Trade Zone. Orlando Naval Training Center. U.S. Hwys. 17, 27, 92, 192 & 441, I-4, Florida Turnpike, Beeline Expressway, East-West Expressway, Florida Hwys. 46, 50, 436, 438 & 520.

2 - TRANSPORTATION: **Railroads**-Seaboard System Railroad; Amtrak.
Motor Freight Carriers-34.
Intercity Bus Lines-Greyhound; Trailways; OSO Transportation Authority; Central Florida Bus; Grayline; Orlando Tour Lines.
Airlines-American; American International; Arrow Air; Bahamasair; Braniff; British Airways; Continental; Delta; Eastern; Florida Express; Frontier; Icelandair; Midway Express; Muse Air; New York Air; NordAir; Northwest Orient; Ozark; Pan Am; People Express; Piedmont; Republic; TWA; United; USAir.

3 - POPULATION:
Corp. City 80 Cen. 128,394; E&P 85 Est. 146,803
CZ-ABC: (80) 557,157
Bal. in NDM-ABC: (80) 298,825
County 80 Cen. 471,660; E&P 85 Est. 539,287
MSA 80 Cen. 700,699; E&P 85 Est. 832,406
Total NDM-ABC: (80) 855,982
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 47,671; E&P 85 Est. 56,544
County 80 Cen. 170,754; E&P 85 Est. 202,603
MSA 80 Cen. 252,616; E&P 85 Est. 311,160
CZ-ABC: (80) 201,337
Bal. in NDM-ABC: (80) 113,319
Total NDM-ABC: (80) 314,656

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	110	$2,914,352,000
Commercial	154	$4,185,853,000

6 - PASSENGER AUTOS: County 406,312; MSA 610,805

7 - ELECTRIC METERS: City Res. 53,771; Co. 207,390; MSA 323,210

8 - GAS METERS: City Res. 4,030; MSA 19,826

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Manufacturing 46,800 (Av. Wkly. Wage $344); Construction 29,300; Trans., Com., Util. 20,300; Trade 108,500; Finance 25,400; Services 113,200; Government 49,100.

10 - CLIMATE: Min. & Max. Temp. Spring 63-84; Summer 73-92; Fall 60-82; Winter 51-75.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: **Major Retail Areas**-Downtown Orlando-10 blocks on Orange and Magnolia Avenues bounded by Colonial Dr., South St., Garland Ave. and Rosalind.
East Orlando-24 blocks on East Colonial; Colonial Plaza; Orlando Fashion Square.
North Orlando-Downtown Winter Park 100 shops and boutiques; Winter Park Mall; Altamonte Mall; Seminole Plaza; Interstate Mall.
West Orlando-20 blocks on West Colonial; Wards Plaza; Parkwood Plaza; Pine Hills Center; Tri-City Center.
South Orlando-Orange Blossom Trail; Orange Ave.; Southside Center; Conway Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Orange County		
Aloma(30)	6	Publix
Century Plaza(20)	5	Ross, Handy City

Colonial Plaza(1!1)	2	Jordan Marsh, Ivey's, Belk-Lindsey, O.G. Wilson, Publix
Eastland(15)	4	Publix
Edgewater Plaza(17)	5	Publix
Factory Outlet Mall(65)	7	
Herndon Plaza(15)	3	K mart, Publix, Eckerd
K mart Plaza-Winter Pk.(11)	5	K mart, Pantry Pride
K mart Plaza-Sky Lake	7	K mart, Publix
Lancaster Square(25)	6	Winn-Dixie, Eckerd
Lee Center(16)	5	Ross, Eckerd, Piggly Wiggly
Marketplace(50)	9	Goodings, Loomis
Orange Blossom Ctr.(35)	4	Pantry Pride, Walgreens, McCrory
Orlando Fashion Sq.(95)	3	Burdines, Sears, Robinson's
Parkwood Plaza(30)	3	
Pine Hills(43)	5	Belk-Lindsey, Walgreens, Publix
Silver Hills Ctr.(10)	6	TG&Y, SupeRx, Winn-Dixie
Silver Pines Vlg. Sq.(24)	5	Lurias
Union Park Center(7)	9	Winn-Dixie, TG&Y, Eckerd
Walt Disney World Vlg.(33)	12	
Westgate Square(32)	8	Winn-Dixie, Sears, SupeRx
Winter Park Mall(69)	5	Ivey's, JCPenney
Zayre Plaza-Semoran(11)	4	Zayre, Winn-Dixie
Zayre Plaza-W. Colonial(9)	6	Zayre, Winn-Dixie
Zayre Plaza-S. Orange(4)	2	Zayre, SupeRx
Seminole County		
Altamonte Mall(168)	9	Sears, Robinson's, Jordan Marsh, Burdine
Brantley Square(17)	9	Lurias, Winn-Dixie
Butler Plaza(34)	9	Publix, Eckerd, Ross
Goodings Plz-Casslbry(22)	10	Goodings
Hunt Club Corners(22)	10	Publix, Walgreens
Interstate Mall(35)	9	Jefferson Ward
K mart Plaza-Fern Pk.(8)	9	K mart
Loehmanns Plaza(65)	10	Loehmanns
Longwood Lake(48)	12	Albertson's, Handy City
Longwood Village(24)	11	Publix, Jacobson's
Market Square(20)	9	Lurias, Walgreens
Palm Springs Ctr.(20)	9	Albertson's
Sanford Plaza(27)	18	JCPenney, Publix, Sears
Seminole Plaza(35)	9	Publix, Service Merchandise, Eckerd
Springs Plaza(48)	12	Albertson's
TG&Y Plaza(8)	12	TG&Y, Eckerd, Winn-Dixie
Wekiva Square(15)	9	K mart, Cloth World
Zayre Plaza-Sanford(13)	18	Zayre, Walgreens
Zayre Plaza-Fern Pk.(23)	9	Zayre, Pantry Pride
Osceola County		
Mill Creek Mall(35)	18	Publix, Eckerd, Beall's
Town Corral(20)	18	Zayre, Eckerd, Publix, TG&Y

Principal Shopping Days-All week.

Stores Open Evenings-Shopping Ctrs., Mon through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Ivey's 2; Belk-Lindsey 2; Sears 5; JCPenney 3; Jefferson Ward 2; Jordan Marsh 2; Burdines 2; Robinson's 2; Jacobson's 2; Catalog Sales; Serivce Merchandise 4; O.G. Wilson; Lurias 3.

Discount Stores-Zayre 6; K mart 10.

Variety Stores-Woolworth 4; McCrory 7; Eagle Family Discount 11; TG&Y 15; G.C. Murphy.

Chain Drug Stores-Walgreens 7; Liggett Rexall 10; Eckerd 28; SupeRx 8.

Chain Supermarkets-Winn-Dixie 36; Publix 24; Pantry Pride 3; Albertson's 7; Gooding's 4; Piggly Wiggly 6; Jewel T 6.

Convenience Chain Stores-Cumberland Farms 63; Lil Champ 6; Lil Chief 2; Lil General 9; 7-Eleven 80; Shop & Go 35; Tenneco 19; Wareco Mini-Mart 2.

Other Chain Stores-Automotive Supply: Allied Discount Tire, Western Auto, B.F.Goodrich, Goodyear, Pan American, Big Orange Tire & Wheel, Big 10 Tire, Discount Auto Parts, Firestone, General, Automotive 1 Parts, Big A Auto Parts, Parts City, Uniroyal, Midas, AAMCO, Tuffy; Building Materials: Moore-Handley, Panel World, Ace Hardware, Home Depot, Scotty's, Evans, Thomas, Lowes, 84 Lumber, Rinker Materials, True Value Hardware, Sentry Hardware, Handy City; Apparel-Men: His Stores, Surrey's, Rutland's, Richmond Brothers, The Gap, Richard Bennett, Custom Tailoring, Brothers 3, Denim World, Fancy Pants, Sadlers, Tall & Big, Chess King; Apparel-Women: Colony Shops, Gibbs-Louis, Sportswear USA, Brenners, Kara-Lyn, Lane Bryant, Lerner, Maternalone, Rheinauers, 5-7-9, Stuff To Wear, The Gap, Body Shop, The Limited, Brooks, Casual Corner, Foxmoor Casuals; Home Appliances: AIA Discounts, Luskins, Audio Garage, Curtis Mathes, Audio Spectrum, Absolute Sound, TV & Stereo Town, Famous Brand Appliances, Bellows, Radio Shack; Jewelers: Gordon's, Kay, Lawtons, Mayors, Zale's, John Glenn, Swalstead, Jacobs; Furniture: Badcock, Castro Convertibles, Ethan Allen, Furniture Plaza, Hallmark, Kane, Levitz, Noll's, Sterchi, Fireplace & Veranda, Aaron, Scan Design, Robb & Stucky; Fabrics: Mae's, JoAnn Fabrics, Stretch & Sew, Cloth World, Remnant Shops, Singer; Shoes: Banister, Fayva, Payless Shoe, Fry Boot Outlet, Connie Shoes, Baker's, Behr's, Flagg Brothers, Hanover, Holiday, Steffi, Stride Rite, Warren Stanley, Bari, His & Hers, Shoe Corral, Shoe Fair, Thayer McNeil, Thom McAn, Kinney, Pix, Jarman, Florsheim.

14 - NEWSPAPERS: THE ORLANDO SENTINEL (all day) 245,194; (m-sat) 236,288; (S) 309,078; Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: Ray Dallman, Adv. Dir., THE ORLANDO SENTINEL, 633 N. Orange Ave., PO Box 2833, Orlando, FL 32801; Tel. (305) 420-5101.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

PALATKA

1 - LOCATION: Putnam County, E&P Map D-1, County Seat. On St. Johns River, 55 mi. S of Jacksonville. On U.S. Hwy. 17.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line; Southern; Fla. East Coast at East Palatka.

Motor Freight Carriers-3.

Intercity Bus Lines-Greyhound.

3 - POPULATION:

Corp. City 80 Cen. 10,175; E&P 85 Est. 12,140
CZ-ABC: (80) 10,175
RTZ-ABC: (80) 40,374
County 80 Cen. 50,549; E&P 85 Est. 57,957
City & RTZ-ABC: (80) 50,549

Demographic Infonnation available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 80 Cen. 3,659; E&P 85 Est. 3,771
County 80 Cen. 18,397; E&P 85 Est. 21,763
CZ-ABC: (80) 3,659
RTZ-ABC: (80) 14,738
City & RTZ-ABC: (80) 18,397

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	2	$119,104,717
Commercial	3	$143,480,605

6 - PASSENGER AUTOS: County 29,764.

7 - ELECTRIC METERS: Residence County 25,480.

8 - GAS METERS: Residence City 4,347.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Mills 1,700 ($400); Boxes and Crates 150 ($200); Glass Sand 100 ($200); Elec. Plants 200 ($400); Furn. Ind. 225 ($225); Specialty Bag Plant 330 ($250); Steel Fabrication 100 ($400).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 70-90; Fall 50-70; Winter 40-60. First killing frost, Dec. 16; last killing frost, Feb. 2.

11 - TAP WATER: Alkaline, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-12 blocks on St. John's Avenue.

The Nation's Fastest Growing Metro Market...
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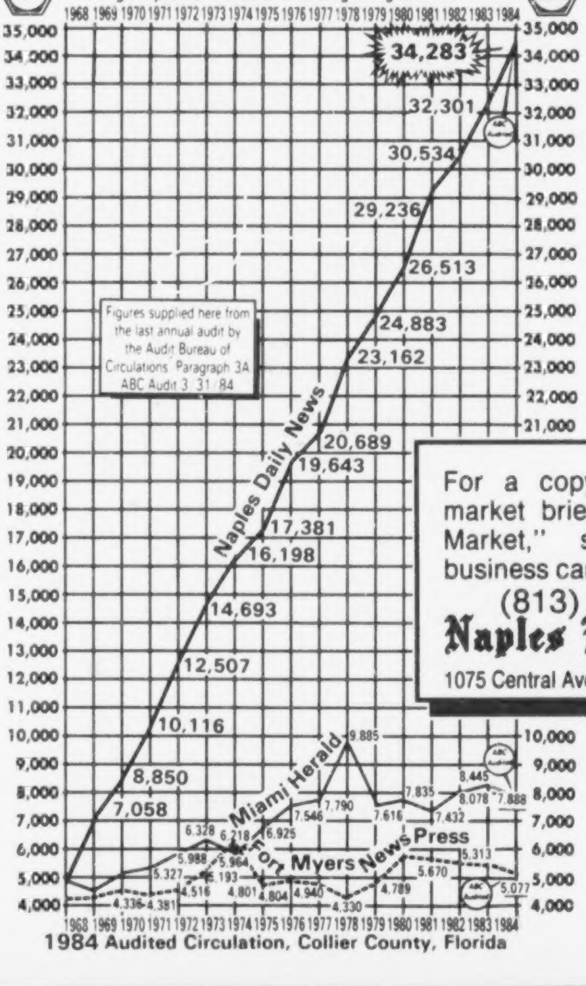
* 1984 Sales Marketing Management Survey of Buying Power, October 29, 1984
Naples Daily News
Setting the pace for the nation's fastest growing retail market.



1984 Audited Circulation, Collier County, Florida

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Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Town & Country(10)	2	K mart, Publix
Azalea Plaza(16)	2	Pantry Pride, Eckerd
Westgate(10)	NA	Miller's
Palatka Mall(40)	2	Belk, JCPenney, Walgreens

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Belk-Hudson
Variety Stores-McCrory's; Dollar General; K mart; Pic 'N Save; Wal-Mart
Chain Drug Stores-Walgreens; Rexall 2; Eckerd 2; Pic 'N Save; Revco
Chain Supermarkets-Winn-Dixie; Miller's; Pantry Pride; Publix
Other Chain Stores-Diana; Sears (catalog); Vogue; Goodyear; Scotty's; Radio Shack; Strawberry Fields; Cato; His Store For Men; Kinney Shoes; Zale's Jewelers; Waldenbooks; General Nutrition Center

14 - NEWSPAPERS: NEWS (e-mon to fri) 13,366; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Robert Beacham, Adv. Dir., NEWS, PO Box 777, Palatka, FL 32077; Tel. (904) 328-2721
National Representatives: Branham/Newspaper Sales; Publishers' Representatives of Florida

PALM BEACH

1 - LOCATION: Palm Beach County (In West Palm Beach-Boca Raton-Delray Beach MSA). E&P Map D-3. Hwy. 1A; U.S. Hwys. 1, 441 & 98; State 710; I-95; FL Turnpike.

2 - TRANSPORTATION: **Railroads**-Florida East Coast; Seaboard Coast Line
Airlines-Pan Am; Eastern; Delta; American; TWA; United; Midway; Republic; USAir; People Express; Dolphin.

3 - POPULATION:
Corp. City 80 Cen. 9,729; E&P 85 Est. 12,664
County/MSA 80 Cen. 573,125; E&P 85 Est. 717,180
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 5,141; E&P 85 Est. 9,184
County/MSA 80 Cen. 232,937; E&P 85 Est. 301,518

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	5	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: County 488,370

7 - ELECTRIC METERS: County 78,220

8 - GAS METERS: County 46, 362

9 - PRINCIPAL INDUSTRIES: Industry-No. of Wage Earners-Computers & Air Research 54,000

10 - CLIMATE: Av. An. Temp.-74.6; Summer 80.4; Winter 71.6. Rainfall 51-54 in. per yr.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Esplanade Worth Avenue(45)	NA	Saks, B. Dalton, Charles Jourdan
Gardens East(9)	NA	SupeRx
Gardens Park(15)	NA	Eckerd, Winn-Dixie
Oakbrook Sq.(49)	NA	Jacobson's, Publix
P.B. Mall	NA	Lord & Taylor; J. Marsh; Sears
P.G.A. Blvd.(20)	NA	Winn-Dixie
Royal Poinciana(28)	NA	Gucci, Sara, Fredericks, Valentino

13 - RETAIL OUTLETS: **Chain Drug Store**-SupeRx
Chain Supermarkets-Publix; Winn-Dixie; Pantry Pride
Other Chain Stores-Saks; B. Dalton; Eckerd; FAO Schwarz

14 - NEWSPAPERS: NEWS (m) 5,927; (S) 6,657; sworn Oct. 3, 1984
Local Contact for Advertising and Merchandising Data: Lou Calderoni, Adv. Dir., NEWS, 265 Royal Poinciana Way, Palm Beach, FL 33480; Tel. (305) 837-4770.
National Representative: Sawyer-Ferguson-Walker.
PALM BEACHER (mS) 4,010; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: Jean O'Donnell, Adv. Dir., PALM BEACHER, 329 Royal Poinciana Plaza, Palm Beach, FL 33480; Tel. (305) 655-3880.
National Representative: None.

PANAMA CITY

1 - LOCATION: Bay County (MSA). E&P Map B-1. County Seat. 96 mi. SE of Pensacola.

2 - TRANSPORTATION: **Railroads**-Atlanta & St. Andrews Bay (Freight Only).
Motor Freight Carriers-23, incl. 8 with terminal facilities.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Republic; Air New Orleans; Atlantic SE; Eastern Metro.

3 - POPULATION:
Corp. City 80 Cen. 33,346; E&P 85 Est. 38,287
CZ-ABC: (80) 74,154
RTZ-ABC: (80) 76,792
County/MSA 80 Cen. 97,740; E&P 85 Est. 109,895
City & RTZ-ABC: (80) 150,946
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 12,877; E&P 85 Est. 13,619
County/MSA 80 Cen. 34,754; E&P 85 Est. 40,424
CZ-ABC: (80) 26,441
RTZ-ABC: (80) 27,376
City & RTZ-ABC: (80) 53,817

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	5	NA
Commercial	8	NA

6 - PASSENGER AUTOS: County 68,282

7 - ELECTRIC METERS: Residence 49,239

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Oil Prods.; Asphalt; Concrete Slabs; Steel; Forgings; Paper Prod.; Tourism; Plastics; Airplane Engines; Chem.; Air Force Base; Nuclear Power Prods.; U.S. Naval Systems Center; Hair Accessories; Household Brushes; Pine Lumber; Steel Hull Vessels; Bridge Cranes; Line Pipe.
Principal Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-77; Summer 73-90; Fall 60-81; Winter 44-64. First killing frost, Nov. 30; last killing frost, Mar. 3. Average rainfall 58 in. per year. Av. temp. 69.

11 - TAP WATER: Alkaline, normal soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-8 blocks on Harrison Ave. & cross sts.
Neighborhood Shopping Centers- (No. of Stores) Panama City Mall (120) 5 blocks on Beck Ave., on East Hwy. 98; Springfield Plz. (5); Cove Center (13); Holiday Plz. (7); Parkway Plz. (2); Parker Shopping Ctr.(7); Callaway Plz. (8); Gaylord's Ctr. (9); Panama Plz. (9); 11th Street Shopping Ctr. (13); Lynn Haven; Southwood; 22 miles motels and small shopping centers on Beaches.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Panama City(120)	5	Sears, Gayfers, JCPenney
Springfield(5)	5	Jr. Food Store
Holiday Plaza(7)	7	Piggly Wiggly
Callaway Plaza(32)	5	K mart, Food World
Parkers(7)	5	TG&Y, Winn-Dixie
Cove(13)	1	Sunshine Foods
11th St.(13)	1	Piggly Wiggly, Howards
Lynn Haven	7	Piggly Wiggly, Winn Dixie, Eckerd, Sunshine Foods
K mart	3	K mart, Pantry Pride, Revco
Panama City Beach(20)	22	TG&Y, Revco, Winn-Dixie
Panama Plz.(9)	3	Winn-Dixie, Zayre, SupeRx
Southwood(8)	7	West Bldg. Mkt.
Edgewater Shopping Ctr		Food World, Eckerd
Beach Walk		Wal-Mart, Eckerd, Delchamps
Wayside(10)	25	Christo's Wayside Mkt., Sunshine
Baldwin Plz.(20)	7	Revco, Winn-Dixie

Principal Shopping Days-Mon., Wed., Thur., Sat.
Stores Open Evenings-Shopping Ctrs. and Mall Mon.-Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Belk-Hudson; Gayfers.
Variety Stores-Woolworth; TG&Y.
Discount Stores-Surplus Sales; Howard's; K mart; Zayre; Wal-Mart.
Chain Drug Stores-SupeRx; Eckerd; City Drug 3; Cooper's 3; Revco 4.
Chain Supermarkets-Sunshine 8; Piggly Wiggly 5; IGA 2; Six-Ten Jiffy Stores 4; Quickway Stores 4; Majik Mkt 6; Eagle Stores 2; Pantry Pride; Winn-Dixie 6; Food World 2; Delchamps.
Other Chain Stores-Lerner's; Diana; Mangel's Dress Shop; Natl. Shirt Shop; Thom McAn; Butler; S&H Green Stamps; Dollar General; Top Dollar; Leons; Radio Shack; West Building Materials; Gilbergs; Western Auto; Firestone; Goodyear; Goodrich; Auto Sav; Big Ten Tires; Gordon Jewelry; Swiss Colony; Leon's Casuals; Morrisons; Kinney Shoes; Casual Corner; Carlyle & Co.; Camelot Music; County Seat; Father & Son; Foxmore; General Nutrition; Hallmark; Jeans West; Joyces Ranch; United Jewelers; Vogue; World Bazaar; Zale's; Frayne; Lowe's.

14 - NEWSPAPERS: NEWS-HERALD (m) 33,223; (S) 38,352; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Kaye Nichols, Adv. Dir., NEWS-HERALD, 501 W. 11th St., Panama City, FL 32401; Tel. (904) 763-7621.
National Representative: None.

PENSACOLA

1 - LOCATION: Escambia County (In Pensacola MSA). E&P Map A-1. On Gulf of Mexico, 212 mi. from New Orleans; 369 mi. from Jacksonville; 297 mi. from Birmingham, AL. Site of U.S. Naval Facilities.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Seaboard Coast Line.
Motor Freight Carriers-15.
Intercity Bus Lines-Teche Greyhound; Trailways.
Airlines-Eastern; Midway; Dolphin; Continental; Provincetown Boston.
Steamship Lines-3.

3 - POPULATION:
Corp. City 80 Cen. 57,619; E&P Est. 61,948
CZ-ABC: (80) 199,087
RTZ-ABC: (80) 301,964
County 80 Cen. 223,794; E&P Est. 256,064
MSA 80 Cen. 289,782; E&P Est. 319,367
City & RTZ-AB_: (80) 501,051
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 21,641; E&P Est. 23,712
County 80 Cen. 81,067; E&P Est. 91,835
MSA 80 Census 99,662; E&P Est. 113,559
CZ-ABC: (80) 69,918
RTZ-ABC: (80) 102,720
City & RTZ-ABC: (80) 172,638

5 - BANKS	NUMBER	EST. DEP.
Savings	19	$1,200,000,000
Savings & Loan	5	(incl. above)

6 - PASSENGER AUTOS: County 156,778

7 - ELECTRIC METERS: Residence 101,283

8 - GAS METERS: Residence 43,668

9 - PRINCIPAL INDUSTRIES: Industry-No. of Wage Earners-Chem. 6,600; Acrylic Fiber 900; Turpentine Based Chemicals 530; Nylon Fiber 5,200; Paper 1,800.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-95; Summer 65-103; Fall 19-90; Winter 16-70. First killing frost, Dec. 9; last killing frost, Feb. 20.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: **Downtown Shopping Centers**-8 blocks on Palafox St.; 8 on Garden St.
Neighborhood Shopping Centers & Regional Malls-W. Cervantes at Brownsville; Barrancas Ave. at Warrington; Pace Blvd. at Fairfield Dr.; Gulf Breeze; Davis at Maura; Mobile Hwy. & Fairfield Dr.; 9th Ave. at Creighton Rd.; Ensley, Corry & Warrington Rds. at Navy Blvd.; 9th Ave. at Fairfield Dr., 9th Ave. at Bayou Blvd.; Navy Blvd. at US 98; Davis at I-10; Palafox at 9 mile Rd.; Olive Rd. at Davis Hwy.; East 9 Mile Rd.; Mobile Hwy. at Saufley Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Warrington	6	Delchamps, Kwik-Chek
Town & Country(57)	3	Gayfers, Delchamps, Eckerd
Gulf Breeze(21)	4	Delchamps, Barnes, Piggly Wiggly, TG&Y
Mariner Mall(36)	4	Flordia Pottery, Rhodes
Warrington Vlg.(16)	5	Zayre, Pantry Pride
Belvidere Park(8)	7	Eckerd, Delchamps
Brentwood(8)	4	TG&Y, Sak-N-Sav
Delmar(8)	9	Eckerd, Delchamps
Ensley	8	Barnes, Ben Franklin
Fairfield Plz.(20)	4	A&P, SupeRx
McDonalds(21)	3	Family Dollar, Goodyear
Palafox(3)	1	Kwik-Chek
Saufley Square	7	Winn-Dixie, TG&Y
K mart Center	4	K mart, Gillette Drugs
University Mall(77)	7	Sears, McRaes, JCPenney
Northview	9	Delchamps, K mart, Kwik-Chek
Cordova(75)	5	Gayfers, Mont. Ward
Southgate Plaza	5	Winn-Dixie, TG&Y

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open-Evenings.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Gayfers 2; Montgomery Ward; McRae.
Discount Stores-K mart 3; Zayre 2.
Variety Stores-Newberry; TG&Y; Great Day; Family Dollar.
Chain Drug Stores-SupeRx 3; Scotty's; Big B; Lemox 2; Eckerd 4; Rexall 3; Moulton's 6; Revco 7.
Chain Supermarkets-Delchamps 6; A&P 3; Piggly Wiggly 4; IGA 2; Pantry Pride 3; Barnes 10; Albertson's 2; Red & White 2; Sak-N-Sav; Winn-Dixie 6.
Other Chain Stores-Thom McAn; Butler's; Western Auto; Richmond Bros.; Wilson's Jewelers; Ben Franklin; Jewlcor.

14 - NEWSPAPERS: NEWS-JOURNAL (m-mon to fri) 55,493; (e) 10,318; (S) 72,411; Mar. 31, 1985 ABC. (Note: Effective June 3, 1985, the Journal and News were consolidated into one morning paper, the News Journal.)
Local Contact for Advertising and Merchandising Data: Diann Cicchine, Co-op/Natl. Adv. Mgr., NEWS & JOURNAL, One News-Journal Plaza, Pensacola, FL 32501; Tel. (904) 433-0041.
National Representative: Gannett Media Sales.

PORT ST. LUCIE

See FORT PIERCE

PUNTA GORDA

1 - LOCATION: Charlotte County. E&P Map C-3. County Seat. West Coast, 24 mi. N of Fort Myers on US Hwy. 41; 3 mi. S of Port Charlotte; residential and retirement community.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-PBA Airlines.

3 - POPULATION:
Corp. City 80 Cen. 6,797; E&P 85 Est. 10,431
CZ-ABC: (80) 37,694
RTZ-ABC: (80) 34,032
County 80 Cen. 59,115; E&P 85 Est. 76,786
City & RTZ-ABC: (80) 71,726
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 3,190; E&P 85 Est. 5,048
County 80 Cen. 26,207; E&P 85 Est. 35,185
CZ-ABC: (80) 16,669
RTZ-ABC: (80) 15,222
City & RTZ-ABC: (80) 31,891

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	11	$65,000,000
Commercial	7	$224,000,000

6 - PASSENGER AUTOS: County 55,165

7 - ELECTRIC METERS: Residence County 35,100

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry-Construction; Real Estate; Services; Commercial Fishing; Tourism; Farming; Hospitals.

10 - CLIMATE: Min. & Max. Temp.-Spring 62-80; Summer 72-89; Fall 66-82; Winter 70-72.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Centers**-Charlotte Shopping Center, E. Olympia, Punta Gorda; Punta Gorda Mall, Rte. 41; Town & Country, Rte. 41; Promenades, Rte. 41; Harbor Square, Rte. 41; Aqui Esta, S. Rte. 41; South Trails, Rte. 41; Charlotte Square, Rte. 41.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cross Trail(9)	3	Winn-Dixie, Gray Drug
Aqui Esta(7)	5	
Town & Country(14)	4	K mart, Walgreens, Publix

Harbour Square(12)	4	Kash 'N Karry, Treasury Drug
Promenades(52)	6	Beall's, J. Byron, Eckerd
Charlotte(11)	NA	U-Save
Punta Gorda Mail(20)	NA	Publix, Beall's
Charlotte Sq.(7)	NA	Publix, Shoppers Drugs
Fisherman's Village(44)	NA	GLA

13 - RETAIL OUTLETS: **Department Stores**-Beall's, J. Byron.
Discount Stores-Dollar General 2.
Variety Stores-K mart; McCrory's; Wal-Mart 2.
Chain Drug Stores-Eckerd; Walgreens; Treasury; Gray; SupeRx.
Chain Supermarkets-Winn-Dixie 2; U-Save; Publix 3; Kash N' Karry.
Other Chain Stores-Western Auto 2; Firestone; Goodyear; Sears (catalog); Badcock Furniture; Bill Smith Appliances; Radio Shack 2.

14 - NEWSPAPERS: HERALD-NEWS (e) 7,772; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Robert N. Bracey, Adv. Mgr., HERALD-NEWS, 114 W. Olympia Ave.; PO Box 1808, Punta Gorda, FL 33950; Tel. (813) 639-2151.
National Representative: Thomson Newspapers.

ST. AUGUSTINE

1 - LOCATION: St. Johns County (In Jacksonville MSA). E&P Map D-1. County Seat. On Mantanzas Bay near Atlantic Ocean. 38 mi. S of Jacksonville.

2 - TRANSPORTATION: Fla. East Coast RR; Greyhound & Tamiami Bus; Aero Sport Charter Flight Service. Major Airlines at Jacksonville, 40 mi.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 11,985; E&P 85 Est. 14,745
NDM-ABC: (80) 41,663
MSA 80 Cen. 722,230; E&P 85 Est. 788,341
County 80 Cen. 51,303; E&P 85 Est. 64,227

4 - HOUSEHOLDS:
City 80 Cen. 4,547; E&P 85 Est. 5,285
County 80 Cen. 18,623; E&P 85 Est. 24,272
MSA 80 Cen. 259,596; E&P 85 Est. 292,444
NDM-ABC: (80) 15,250

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$39,769,030
Commercial	4	$78,504,573

6 - PASSENGER AUTOS: County 31,167

7 - ELECTRIC METERS: Residence 14,700

8 - GAS METERS: Residence 2,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Railroads 250; Diesel Engine Sales; Boatbuilding 250; Potato Chips 175; Mobile Homes 100; Garment Mfg. 125; Shrimp Fishing 150.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-92; Summer 70-90; Fall 44-94; Winter 40-82.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Plaza Area: St. George, Cathedral & King Sts.; K mart Shopping Center, U.S. 1 South; Ponce DeLeon Mall; Anastasia Square; St. John's Plaza.
Neighborhood Shopping Centers-San Marco Ave.; Anastasia Blvd.; West King St. U.S. 1 South.
Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Close-5:00 pm, some 9:00 pm.
Open Evenings-Dept-Sat. Food-Fri.

13 - RETAIL OUTLETS:
Department Stores-JCPenney; Belk-Hudson.
Variety Stores-McCrory's; Woolworth.
Chain Drug Stores-Walgreens; Rexall; Eckerd 2; Revco.
Chain Supermarkets-A&P; Winn-Dixie 2; Pantry **Pride; Publix.**
Discount Stores-White's; Bargain House; Broudy's Liquor; Jax Liquors; Eagle Discount; K mart.
Other Chain Stores-Firestone; Savette; Marine Supply & Oil; Goodyear; Goodrich; Diana Shop; Butler's Shoes; 7-11 Foods 4; Jackson's Minute Mkt. 3; Mary Carter Paints; Sherwin-Williams; Jiffy Foods; Scotty's; Pic and Save; Wal-Mart.

14 - NEWSPAPERS: RECORD (e) 12,108; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Morgan Miller, Adv. Mgr., RECORD, 158 Cordova St., Box 1630, St. Augustine, FL 32084; Tel. (904) 829-6562.
National Representative: Branham/Newspaper Sales.

ST. PETERSBURG

1 - LOCATION: Pinellas County (In Tampa-St. Petersburg-Clearwater MSA). E&P Map C-3, on Florida's W Coast, at southern end of Pinellas Peninsula. Surrounded three sides by Tampa Bay, Boca Ciega Bay, and Gulf of Mexico, access thereto provided by four bridges. The Sunshine Skyway connects with Bradenton and Sarasota; the Bayway connects with Tierra Verde and Ft. DeSoto Park and Gulf Beaches. Three bridges, Howard Frankland, Gandy and Courtney Campbell Causeway connect with Tampa and Hillsborough County.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line; Amtrak.
Motor Freight Carriers-City 15; County 49.
Intercity Bus Lines-Greyhound; National Trailways (Tamiami Trailways); Gulf Coast Motor Lines; Gray Lines; Lindo Tours.
Airlines-Air Canada; American; Ozark; Piedmont; Republic; Delta; Eastern; Northeastern; Northwest Orient; Trans-World; United; Midway; Continental; US Air; Pan American; Wardair; Arrow Air; Condor; LTU; Air New Orleans; Bahamasair; PeoplesExpress; National Florida; PBA; Atlantic Gulf; Florida Express; TransAir; Southern Express; British Caledonia; Frontier Air; Muse Air; New York Air; Air Jamaica; Midweek; British Air; Norelair; Pacific Western.
Cruise Lines-Holland America; Bahama; Commodore; SeaEscape Cruises.

3 - POPULATION:
Corp. City 80 Cen. 236,893; E&P 85 Est. 284,440
CZ-ABC: (80) 437,346
RTZ-ABC: (80) 425,204
MSA 80 Cen. 1,613,961; E&P 85 Est. 1,876,986
County 80 Cen. 728,409; E&P 85 Est. 831,822
City & RTZ-ABC: (80) 862,550
Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 104,094; E&P 85 Est. 125,287
County 80 Cen. 319,527; E&P 85 Est. 377,306
MSA 80 Cen. 656,551; E&P 85 Est. 790,367
CZ-ABC: (80) 192,157
RTZ-ABC: (80) 186,573
City & RTZ-ABC: (80) 378,730

5 - BANKS	**NUMBER**	**EST. DEP.**
County		
Comm. & Savings	25	$4,939,800,000
Savings & Loan	25	$6,757,208,000

6 - PASSENGER AUTOS: County 563,245

7 - ELECTRIC METERS: City 137,066; County 467,748

8 - GAS METERS: City 20,103; County 26,554

9 - PRINCIPAL INDUSTRIES: Electronics, Engineering Design & Research; Constr.; Health Care; Tourism.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-80; Summer 74-94; Fall 65-84; Winter 40-80. Frost rare. Av. temp. 73.9 degrees.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center is entire Pinellas County.(See Clearwater and Tampa.)**
Shopping Centers-Central Plz. (Central Ave. & 34th St.); Tyrone Gardens (Tyrone Blvd. & 9th Ave., N); Crossroads (2054 Tyrone Blvd.); Tyrone Square Mall (6901 22nd Ave. N.); First Federal (49th St. & 9th Ave. N); South Side (6th St. & 45th Ave. S); Disston Plz.(49th St. & 38th Ave. N); Pasadena (6800 Gulfport Blvd.); Lakeview Plz.(2225 9th St., S); Bay Vlg.(Roy Hanna Jr.); Harbor Bluffs (Indian Rocks Rd. & W Bay Dr.); Snell Isle Plaza (1337 Snell Isle Blvd.); North East (200 36th Ave. N); West Central (6620 Central Ave.); Skyway (1101 42nd Ave. & 9th St. S.); Gateway Mall (77th Ave. & 9th St. N); Town Plz. (1800 62nd Ave. N); Dolphin Vlg. (4800 Gulf Blvd., St. Petersburg Beach); Gulfport Plz. (2190-49 St. S); Colony (58th St. & 38th Ave. N); Crosswinds (2020 66th St.); Azalea Ctr. (72nd St. & 9th Ave. N.); Fine Paints (9th St. N. & Haines Rd.); Gulfport Plz. (49 St. & 22 Ave. S); Madeira (2201 34th St., South); Pantry Pride (5501 49th St. N. & 5131 4th St. N.); Rutland Plz. (62 Ave. & 9th St., N.); St Pete Plz. (2800 34th St., N.); Loehmann's Plaza at Coachman (1730 U.S. 19 N); Market Place (6900 22nd Ave. N); Master Key of Countryside (2340 SR 580); Pinellas Place (66th St. & 102nd Ave. N); Pioneer Village (12580 Seminole); Serendipity Plaza (3135 U.S. 19 N); Sponge Exchange (Dodecanese Blvd. & U.S. 19); Pinnellas Pk.-Halprin Plz. (4th St. & 86th Ave. N.); Mainlands Vlg. (Hwy 19 & Mainlands Blvd.); Park "66" (NW Cor. 66th St. & 74th Ave. N.); Park Plz. (Park Blvd. & 49th St. N.); Pinella Sq. (US Hwy. 19 & Park Blvd); Zayre (S/E/C Park Blvd. & 43 St. N.).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Tyrone Sq.(138)	5	Sears, Maas Bros., JCPenney, Robinson's
Gateway(56)	5	Publix, J. Byron
Tyrone Gardens(42)	5	G.C. Murphy, Winn-Dixie
St. Pete Plz.(14)	3	
Crossroads(37)	5	Burdines, Radio Shack
Pasadena(33)	6	Publix, K mart
North East(33)	2	Publix, Eckerd
South Side(23)	3	Publix
Skyway(20)	4	Kash N' Karry, True Value
Lakeview Plz.(15)	3	Eckerd, Eagle
Central Plz.(60)	3	Walgreens, McCrory, Belk's
First Federal(9)		Publix, Florida Federal
Tarpon Mall(21)	NA	Eckerd, Goodyear, Gordon's TV Store
Tarpon Sq.(20)	NA	J. Byrons, K mart
Rutland Plz.(20)	NA	Eckerd, Luria & Son
Azalea Ctr.(11)		7-Eleven
Bay Vlg.(18)	NA	Eckerd, Winn-Dixie, 7-Eleven
Colony Shpg. Ctr.(8)		Kash 'N Karry
Disston Plz.(30)		Woolworth's, Liggett, Eckerd, Grant's
Dolphin Vlg.(18)		Eckerd, TG & Y., Publix Super Mkt.
Five Points(13)		Drug Store, Kash 'N Karry
Gulfport Plz.(10)		Winn-Dixie
Madeira(17)		McDonalds, Becks
Town Plz.(28)		Publix, Carvel's, Walgreen's
Zayre(20)		Zayre

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Dept. Mon. through Sat. Food & drug Mon. through Sun.

13 - RETAIL OUTLETS: **Department Stores**-Maas Bros. 4; Montgomery Ward 3; Sears 3; Belk Lindsey 3; JCPenney 4; J. Byron 5; Robinson's 2; Ivey's 2; Gayfers; Beall's; Burdines 2.
Discount Stores-Dollar General 11; Zayre 5; K mart 11.
Variety Stores-McCrory 10; Woolworth 3; Ben Franklin 3; G.C. Murphy; TG&Y 5.
Chain Drug Stores-Walgreens 13; Eckerd 38; SupeRx 11; Kash 'N Karry 6; Family Mart 4; Galen 3; Michels 4; Shoppers Drug Mart 3.
Chain Supermarkets-Publix 30; Winn-Dixie 28; Kash N' Karry 22; Albertson's Southco 9; Family Mart 4; Jewel Tea 8.
Other Chain Stores-S&H Green Stamps; Thom McAn's; Ace Hardware; Bond Jewelers; Gordon Jewelers; Radio Shack; Wilson's & Leed's Jewelers-Distributors; National Shirt; Wolf Bros.; Shoe Villa; Baker Shoes; John Baldwin; Colony Shop; The Empire; Lillie Rubin; Masters Catalog Showroom; Luria's; Home Depot; Scotty's; True Value; Lindsley; Home Improvement Warehouse.

14 - NEWSPAPERS: TIMES (m) 287,700; INDEPENDENT (e) 38,085; Comb. (m&e) 325,785; (S) 370,283; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Walter R. Stecher, Gen'l Adv. Mgr., TIMES and INDEPENDENT, PO Box 1121, St. Petersburg, FL 33731; Tel. (813) 893-8249.
National Representative: Story & Kelly-Smith.

SANFORD

1 - LOCATION: Seminole County (In Orlando MSA). E&P Map D-2. County Seat. 39 mi. from Walt Disney World I-4. Light industry, tourist, citrus, truck ctr. 19 mi. N of Orlando on 17, 92, I-4. U.S. Hwys. 17, 92. State Hwys. 46, 415, I-4.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line.
Motor Freight Carriers-8.
Barges-From Jacksonville to Port of Sanford on inland waterway.
Intercity Bus Lines-City; Greyhound; Tamiami Trail Tours.

3 - POPULATION:
Corp. City 80 Cen. 23,176; E&P 85 Est. 32,436
MSA 80 Cen. 700,699; E&P 85 Est. 832,406
County 80 Cen. 179,752; E&P 85 Est. 221,160
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,355; E&P 85 Est. 12,057
County 80 Cen. 63,247; E&P 85 Est. 80,410
MSA 80 Cen. 252,847; E&P 85 Est. 311,160

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$194,066,390
Savings & Loan	2	(incl. above)

6 - PASSENGER AUTOS: County 148,860

7 - ELECTRIC METERS: County 76,323

8 - GAS METERS: Residence 4,100

9 - PRINCIPAL INDUSTRIES: Knit Goods; Boats; Electronics; Aluminum Prod.; Mobile Homes. (120 industries)

10 - CLIMATE: Min. & Max. Temp.-Spring 59-82; Summer 73-94; Fall 60-89; Winter 51-78. First killing frost, Dec. 23; last killing frost, Jan 28.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Downtown Shopping**-6 blocks 1st st., including 4 unit Winn-Dixie shpg. ctr. Sanford Plz. 3 mi. S. 26 units, including JCPenney, Publix, McCrory, Eckerd, Bank, Winn-Dixie & SupeRx. 2 mi. S. Pinecrest Ctr., 3 units. 2 1/2 mi. S. Fairway Ctr., 4 units. 2 1/2 mi. S. Zayre Plz., 3 mi. S.; K mart 3 mi. S., 20 units, Revco Drug, Winn-Dixie, 6 mi.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Deltona(18)	9	Winn-Dixie
Longwood(10)	9	Winn-Dixie
Jesse James(13)	9	Frierson's App.
Seminole(28)	11	Publix, Nat'l Fab.
Zayre(12)	11	Zayre, Pantry Pride
K mart(10)	11	K mart
Winter Pk.(60)	18	JCPenney, Ivey's
Interstate(35)	13	Mont Ward
Altamone Mall(165)	13	Burdines, Jordan Marsh, Sears, Robinson's
Zayre(14)	3	Zayre, Pantry Pride, Walgreens

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.
Stores open evenings and Sunday-JCPenney, Zayre, K mart. Most groceries & drugs.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Garett's; Jacobson's.
Discount Stores-Zayre; Eagle Family Discount; K mart.
Variety Stores-McCrory's 2; Family Dollar; Super Dollar.
Chain Drug Stores-Eckerd; SupeRx; Medco; Revco; Rexall; Walgreens.
Chain Supermarkets-Winn-Dixie 3; Food Barn 2; Fairway; Pantry Pride; Publix.

14 - NEWSPAPERS: HERALD (e-mon to fri) 8,009; (S) 8,009; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Mel Adkins, Adv. Dir., HERALD, 300 N French Ave., Sanford, FL 32771; Tel. (305) 322-2611.
National Representative: Landon Associates.

SARASOTA

1 - LOCATION: Sarasota County (MSA). E&P Map C-3. On the West Coast of Florida on the Gulf of Mexico. On U.S. Hwys. 41, 301 & I-75.

2 - TRANSPORTATION:
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways; Greyhound; Coastal Coaches.
Airlines-National; Eastern; People Express; Ozark; Pan Am; Delta; Republic; United.

3 - POPULATION:
Corp. City 80 Cen. 48,868; E&P 85 Est. 66,525
NDM-ABC: (80) 202,251
County/MSA 80 Cen. 202,251; E&P 85 Est. 250,371
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 21,548; E&P 85 Est. 28,001
NDM-ABC (80) 88,739
County/MSA 80 Cen. 88,739; E&P 85 Est. 113,591

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	68	$2,062,548,000
Commercial	74	$1,627,974,000

6 - PASSENGER AUTOS: County 180,663

7 - ELECTRIC METERS: County 128,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Tourism; Const.; Electronics Research; Mobile Home Mfg.; Citrus Fruit; Celery; Aviation; Boat Bldg.; Tomatoes.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-72; Summer 73-88; Fall 72-87; Winter 55-71.

11 - TAP WATER: Hard

12 - RETAILING: **Principal Shopping Centers**-12 blocks on Main St., DeSoto Sq. Mall (84), Sarasota Sq. Mall (75).

Neighborhood Shopping Centers (Number of Stores)-Kwik Chek 3; Colonial Vlg. 9; Sears 6; Unus Plz. 8; Bee Ridge Plz. 9; Siesta Key Vlg. 9; Pantry Pride Plz. 6; Oakes Plz. 10; Crescent Beach 6; Cortez Plz. 36; Bayshore Gardens 21; Midway Shpg. Ctr. 7; St. Armands Circle 91.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Downtown Sarasota		
Gulf Gate Mall(44)	NA	Belk-Lindsey, Publix, Marshalls
K mart(3)	NA	K mart, Grand Union
Midtown Plz. (23)	N.A.	
Pelican Plz. (28)	NA	
Rialto Ctr. (17)	N.A.	
Ringling(11)	NA	Belk-Lindsey, Woolworth
Sarasota Sq. (81)	NA	JCPenney, Sears, Maas Bros.
St. Armands Cir. (135)		Jacobsen's
Southgate Plz. (42)	NA	Burdines, Woolworth, Robinson's
Southbay Plz. (15)	NA	Jacobsen's
Venice Ctr.	N.A.	Bealls, Woolworth
Town & Country(20)	NA	K mart, J. Byrons
Venetian Plz. (43)		
Zayre Plz.	NA	Zayre

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney 2; Belk-Lindsey 3; Maas Bros. (Allied Stores) 3; Sears 2; Burdines (Federated Stores) Robinson's; J. Byrons 3.
Variety Stores-Kress; Woolworth 4; Zayre 2; Bealls 5.
Discount Stores-K mart 7; Zayre 2; Wal-Mart 2; TG&Y.
Chain Drug Stores-Eckerd 15; Walgreens 10; SupeRx 5; Phar Mor.
Chain Supermarkets-Winn-Dixie 10; Publix 8; Great Scott; Pantry Pride 5; Kash N' Karry 2; Albertson's 2; SupeRx Food 2.
Other Chain Stores-Firestone; Goodyear; Leeds Shoes; Lerner's; Woodrow; Haverty's; Scottys 4; Wickes Lumber; Miami Rug.

14 - NEWSPAPERS: HERALD-TRIBUNE (m) 119,276; (S) 140,961; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Andy Mick, Adv. Dir.; Dick West, Class. Adv. Mgr., HERALD-TRIBUNE, 801 S. Tamiami Trail; PO Box 1719, Sarasota, FL 33578; Tel. (813) 953-7755.
National Representatives: Story & Kelly-Smith; Publishers' Representatives of Florida.

STUART

1 - LOCATION: Martin County. (In Fort Pierce MSA). E&P Map D-3. County Seat. Manufacturing, agriculture, commerical fishing and resort area. On St. Lucie River, 38 mi. N of West Palm Beach. On U.S. Hwy. 1; State Hwy. 76; I-95.

2 - TRANSPORTATION: **Railroads**-Florida East Coast.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,467; E&P 85 Est. 14,155
NDM-ABC: (80) 64,014
County 80 Cen. 64,014; E&P 85 Est. 79,549
MSA 80 Cen. 151,196; E&P 85 Est. 188,552

4 - HOUSEHOLDS:
City 80 Cen. 4,193; E&P 85 Est. 6,263
County 80 Cen. 25,863; E&P 85 Est. 33,348
NDM-ABC: (80) 25,863
MSA 80 Cen. 58,369; E&P 85 Est. 75,398

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$312,371,159

Late news about
NEWSPAPER MARKETS
appears weekly in
Editor & Publisher
11 West 19th Street
New York, N.Y. 10011

6 - PASSENGER AUTOS: County 62,998

7 - ELECTRIC METERS: County 744,750

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Resort Area; Commercial Fishing; Agriculture (Citrus Fruit); Mfg. Small Electronic Parts.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-85; Summer 72-89; Fall 62-86; Winter 56-72.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cove Plaza	NA	Publix, K mart, Walgreen's
East Ocean(34)	NA	TG&Y, Walgreen's
Martin Sq. (50)	NA	J. Byron, Beall's, JCPenney, SuperX
K mart(13)	NA	K mart, Eckerd
Mayfair Plaza(7)	NA	
Monterey(40)	NA	
Stuart(20)	NA	Winn Dixie, Zayre, Albertson's
Harbour Plaza(34)	NA	
Smithfield(45)	NA	Winn-Dixie
Stuart Ctr.	NA	Zayre, Luria
Market Place	NA	Winn Dixie, Eckerd
Publix	NA	Publix, Gray Drug, SupeRx
Port Salerno	NA	Winn Dixie, Eckerd
Ocean Breeze Plz.	NA	Publix, Walgreens
Martin Downs Plz.	NA	Publix, Walgreens

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-J. Byron's; JCPenney; Beall's.
Discount Stores-K mart; Zayre.
Variety Stores-TG&Y.
Chain Supermarkets-Publix; Winn-Dixie; Albertson's.

14 - NEWSPAPERS: NEWS (m) 21,196; (S) 22,818; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Donald W. Berwald, Adv. Dir., NEWS, 111 E. Ocean Blvd., PO Box 2870, Stuart, FL 33495; Tel. (305) 287-1550.
National Representative: Story & Kelly-Smith.

TALLAHASSEE

1 - LOCATION: Leon and Wakulla Counties. (In Tallahassee MSA). E&P Map B-1. State Capital and County Seat. Education center. Retail and wholesale center for N. Florida. 178 mi. W of Jacksonville; 200 mi. E of Pensacola; 20 mi. N of Gulf of Mexico. On U.S. Hwys. 90, 27, 319; I-10; State Hwys. 20, 61, 63, 363, 369.

2 - TRANSPORTATION: **Railroads**-Seaboard Coastline.
Motor Freight Carriers-16 (Truck rental-4).
Intercity Bus Lines-Greyhound; Trailways; Taltran.
Airlines-Eastern; Delta; Atlantic Gulf; PBA; Trans Air; Southern Express; Sky Way Commuter.

3 - POPULATION:
Corp. City 80 Cen. 81,548; E&P 85 Est. 96,862
NDM-ABC: (80) 148,655
Bal. in RTZ-ABC: (80) 98,182
Counties 80 Cen. 159,542; E&P 85 Est. 178,601
  Leon 80 Cen. 148,655; E&P 85 Est. 166,732
  Wakulla 80 Cen. 10,887; E&P 85 Est. 11,869
Total NDM & RTZ-ABC: (80) 246,837
MSA 80 Cen. 190,220; E&P 85 Est. 209,737
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 30,822; E&P 85 Est. 37,653
Counties 80 Cen. 57,833; E&P 85 Est. 67,167
  Leon 80 Cen. 54,103; E&P 85 Est. 62,944
  Wakulla 80 Cen. 3,730; E&P 85 Est. 4,223
NDM-ABC: (80) 54,103
Bal. in RTZ-ABC: (80) 31,357
Total NDM & RTZ-ABC: (80) 85,460
MSA 80 Cen. 66,195; E&P 85 Est. 75,839

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$549,114,496
Commercial	13	$559,333,563

6 - PASSENGER AUTOS: Counties: Leon 96,722; Wakulla 4,251

7 - ELECTRIC METERS: Residence 61,163

8 - GAS METERS: Residence 7,495

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 2,422; Construction 3,936; Transp., Communications & Utilities 2,476; Wholesale & Retail 18,473; Finance, Insurance & Real Estate 3,969; Services 14,830; Government 34,052; Agriculture, Forestry, Fishery 350.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 56-76; Summer 70-90; Fall 57-77; Winter 42-65. First killing frost, Dec. 9; last killing frost, Feb. 25.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Blairstone Plaza(11)	NA	National Sewing, Suwanee
Capital Plz. (14)	NA	Warehouse Foods, Sherwin-Williams, Shoppers Drug
Carriage Gate(24)	NA	Kress Jewelers, Eckerd, Winn-Dixie
College Sq. (16)	NA	Pantry Pride, Radio Shack, Revco
Governors Square(120)	NA	Maas Bros., Sears, JCPenney, Lerner's, Waldenbooks, Zale's
Gulf Wind(6)	NA	Handy City
Jackson Bluff(6)	NA	Revco, Winn-Dixie
K mart Plz. No. (6)	NA	K mart, Pantry Pride
K mart Plz. So. (11)	NA	Eckerd, K mart, Radio Shack, Big Daddy's
Killearn(22)	NA	Publix, Shoppers Drug, Hallmark Cards
Killearn Vlg. (11)	NA	Brown's Drug
Miracle Plz. (11)	NA	Burdine Drugs, TG&Y
Northside Plz. (9)	NA	Citicorp, State Farm
Northwood Mall(70)	NA	J. Byron, Eckerd, Publix, Beall's
Plaza Ten(8)	NA	Unfinished Furniture, Superior Cleaners
K mart Plaza(3)	NA	K mart, Pantry Pride
Southside(17)	NA	Eckerd, Radio Shack
Tallahassee Mall(90)	NA	Gayfers, Mont. Ward, McCrory's, Zale's, Zayre
Timberlane Shops On The Square(60)	NA	Sullivan Drugs
Towne So. (18)	NA	TG&Y, Radio Shack, Revco Drugs, TG&Y
University Plaza(12)	NA	University Rexall, Winn-Dixie
Varsity(5)	NA	Warehouse Furn.
Victory Garden(8)	NA	Old Tyme Fans, Schrader Stores
Westwood(16)	NA	Eckerd, Publix

Neighborhood Shopping Centers-2 on N Monroe; 1 on S Monroe; 1 on W Tennessee; 1 on Thomasville Rd.; 1 on Gaines St.; 1 on South City; 1 on Brevard St.; 1 on E Lafayette; 1 on Jackson Bluff Rd.
Principal Shopping Days-Fri., Sat., Mon., Thur. Some open Mon., Thur., Fri. Eve., Sun.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Lerner's; JCPenney; J. Byron; Gayfer's; Montgomery Ward; Maas Bros.
Discount Stores-Army-Navy Surplus; K mart; Wilson's; Wilbro; Zayre.
Variety Stores-McCrory's; TG&Y.
Chain Drug Stores-Walgreens; Eckerd; Revco; Shopper's Drug Mart.
Chain Supermarkets-Winn-Dixie 7; Majik Mkts. 24; Sing Stop N' Shop 6; Jr. Food; Publix 5; Albertson's 2.
Other Chain Stores-Danley Furniture; Singer Co.; Firestone; Keenan Auto Parts; Tallahassee Furniture; Thom McAn; Sherwin-Williams; Pittsburgh Paints; Rhodes Furniture; Homecrafters; Lowes; Scotty's Lumber; Jax Liquors; 84 Lumber.

14 - NEWSPAPERS: DEMOCRAT (m) 54,323; (S) 64,570; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Rick Beckman, Adv. Dir., DEMOCRAT, 277 N. Magnolia Dr.; PO Box 990, Tallahassee, FL 32302; Tel. (904) 599-2296.
National Representatives: Knight-Ridder Newspaper Sales; Publishers Representatives of Florida.

TAMPA

1 - LOCATION: Hillsborough County. (In Tampa-St. Petersburg-Clearwater MSA). E&P Map C-2. County Seat. On Hillsboro Bay, 23 mi. from the Gulf of Mexico; 197 mi. SW of Jacksonville; 266 mi. NW of Miami. Shipping, manufacturing, wholesale, retail & college center; MacDill Air Force Base.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line.
Motor Freight Carriers-46.
Intercity Bus Lines-Greyhound; Gulf Coast; Tampa Bus Lines; Trailways; Grayline.
Steamship Lines-Commercial-140; Passenger-3.
Airlines-Eastern; Air Canada; United; Delta; Northwest; TWA; Pan Am; American; Piedmont; Republic; Ozark; USAir; Wardair; PBA; British Airways; Cordor; Frontier; Midway's New York; LTU; People Express; Continental; Bahamas Air; Air Jamaica; British Airways.

3 - POPULATION:
Corp. City 80 Cen. 271,523; E&P 85 Est. 304,207
CZ-ABC: (80) 428,124
RTZ-ABC: (80) 1,756,070
County 80 Cen. 646,960; E&P 85 Est. 734,393
MSA 80 Cen. 1,613,961; E&P 85 Est. 1,876,986
City & RTZ-ABC: (80) 2,184,194
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 105,603; E&P 85 Est. 119,465
County 80 Cen. 237,943; E&P 85 Est. 279,343
MSA 80 Cen. 656,551; E&P 85 Est. 790,367
CZ-ABC: (80) 162,451
RTZ-ABC: (80) 707,961
City & RTZ-ABC: (80) 870,412

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	4	$1,900,070,000
Commercial	25	$3,566,515,000

6 - PASSENGER AUTOS: County 496,409

7 - ELECTRIC METERS: Residence 286,300

8 - GAS METERS: Residence 14,489

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food Prod. 11,100 ($279); Tobacco 1,100 ($201); Printing & Publishing 10,400 ($289); Chemicals 3,900 ($434); Stone, Clay & Glass Prod. 4,600 (N.A.); Transportation, Communication, Electric, Gas & Sanitary Services 36,200 (N.A.); Wholesale Trade 44,400 (N.A.); Retail Trade 151,300 (N.A.).
Principal Industrial Pay Days-Thur. & Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 61-82; Summer 74-90; Fall 65-83; Winter 50-71.

11 - TAP WATER: Alkaline, moderately hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Temple Terrace(21)	8	Winn-Dixie
East Lake Sq. Mall(131)	10	Mont. Ward, JCPenney, Belk-Lindsey, Wilson's
Northgate(40)	7	Lionel, Maas Bros.
Hillsboro Plz. (20)	6	Publix, Woolworth
East Gate(21)	6	Publix, Woolworth, Walgreens
Britton Plz. (50)	7	Belk-Lindsey, Walgreens
Dale Mabry(23)	5	Publix, Shoppers Drug Mart
Armenia(12)	5	U-Save, Eckerd
Buccanneer Sq. (26)	11	Belk-Lindsey
Henderson Blvd. (5)	4	U-Save, Eckerd
West Gate(19)	10	U-Save, Shoppers Drug Mart
Bears (15)	15	U-Save, Eagle's
West Shore Plz. (93)	6	Maas Bros., JCPenney, Robinson's, Walgreens
Brandon Mall(12)	11	Zayre, SupeRx
Tampa Bay(152)	5	Kash 'N Karry, Sears, Burdines, Mont. Ward
Floriland Mall(45)	8	Mont. Ward, Zayre, Walgreens
Town'n Country(18)	11	Winn-Dixie, Zayre, Eckerd
Fiesta Plaza(11)	4	Kash 'N Karry
Terrace Plaza(19)	7	Publix, Eckerd
University Plz. (9)	10	U-Save, Eckerd
University Square(126)	10	Maas Bros., JCPenney, Robinson's, Sears, Burdines
Fletcher Plaza(14)	11	Winn-Dixie, Walgreens
Columbus(8)	6	Kash'n Karry, Eckerd
Horizon Park(23)	7	Winn-Dixie
Twin Bays(14)	5	Winn-Dixie
Busch Plaza(22)	11	SupeRx, J. Byron's
Clayton Plz. (17)	11	Publix, Eckerd, J. Byron
Hillsborough Sq. (25)	12	K mart, Kash 'N Karry, SupeRx
Mission Bell(35)	10	K mart, United Artists
Village Ctr. (42)	10	Publix, Walgreens
West Hills(19)	10	Publix, Walgreens
Belz Outlet Mall (80)	12	

Brandon (12)	12	Shoppers Drug Mart
Market Place North(26)	15	Eckerd, Luria's
Plant City (20)	23	K-Mart, Publix
Tampa Outlet Mall (24)	9	
Carolyn Lane (7)	12	Winn-Dixie
Nebraska Ave(3)	6	Eckerd, U-Save
Town Square (11)	6	Kash 'N Karry, SuperX
University Collections (55)	11	Kash 'N Karry, Eckerd

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Shopping centers every evening.

13 - RETAIL OUTLETS: Department Stores-Maas Bros. 5; JCPenney 3; Montgomery Ward 3; Sears 2; Belk-Lindsey 3; Robinson's 2; Burdines 2; J. Byron 3.
Discount Stores-Zayre 6; K mart 8; Wilson's 3; Luria's; T.J. Mann; Jacobson's.
Chain Drug Stores-Walgreens 12; Eckerd 25; Albertson's 4; SupeRx 8; Shopper's Drug Mart 6; Kare 5; Cost Plus 2; Family Mart 4; Eagle 2.
Chain Supermarkets-Affiliated of Florida 43; Publix 14; Winn-Dixie 17; Kash'n Karry 21; U-Save 10; Albertson's 4; Family Mart 3; Jewel T 5.
Convenience Chain Grocers-7-Eleven 50; Lil General 40; Majik Markets 36; Shop & Go 73; Sparky's 15; Handy 11; Presto 20; Chess King 4; Surrey's 2.
Other Chain Stores-Men's Clothing: H.I.S. 3, National Shirt 5, Kirby's 4, Wolf Bros. 4, Richman Bros., Phil. George Ltd. 2; Women's Clothing: Brooks 3; Lerners 4, John Baldwin, Casual Corner 4, Colony Shops 7, Wolf Bros. 4, Lillie Rubin, Two Sisters, Lane Bryant, Stuart's 6, Foxmoor 4, Excess Baggage 2, Fredricks 2, Josie 4, Sherry's; Shoes: Shoes-Butlers 4, Self Service 4, Thom McAn 4, Baker's 3, Pix 3, Red Cross 4, Knapp 2, Naturalizer 5, Florsheim 3, Hanover 3, Kinneys 5; Furniture: Roberds; Carriage House 2, Lester's, Levitz, Kane, Robb & Stucky, Haverty 2; Others: Western Auto 8, Singer 2, Ace Auto 3, Discount Auto 12, Genuine Auto Parts 10, Rose Auto Parts 4.

14 - NEWSPAPERS: TRIBUNE (all day) 225,748; (S) 297,802; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Joe Gess, Nat. Adv. Mgr., TRIBUNE, 202 S. Parker, Tampa, FL 33606; Tel. (813) 272-7447.
National Representative: Sawyer-Ferguson-Walker.

VERO BEACH

1 - LOCATION: Indian River County. E&P Map D-3. County Seat. Winter resort. Fisheries, fruit, truck farms. 72 mi. N of West Palm Beach. On U.S. Fed. Hwy. 1.

2 - TRANSPORTATION: **Intercity Bus Lines**-Greyhound.
Airlines-USAir.

3 - POPULATION:
Corp. City 80 Cen. 16,176; E&P 85 Est. 23,426
NDM-ABC: (80) 59,896
County 80 Cen. 59,896; E&P 85 Est. 76,784

4 - HOUSEHOLDS:
City 80 Cen. 7,281; E&P 85 Est. 10,643
NDM-ABC: (80) 23,331
County 80 Cen. 23,331; E&P 85 Est. 31,044

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	7	$7,305,439,567
Commercial	9	$364,428,817

6 - PASSENGER AUTOS: County 51,639

7 - ELECTRIC METERS: Residence 20,256

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aircraft 1,000; Citrus.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-85; Summer 72-90; Fall 62-85; Winter 55-75.

11 - TAP WATER: Alkaline, soft; fluroidated.

12 - RETAILING: Principal Shopping Centers-8th Ave. & 12 St. (33 stores); Miracle Mile (17 stores); U.S. 1 & Oslo Rd. (40 stores); State Rd. No. 60 & 6th Ave. (16 stores); 43rd Ave. & Rte. 60; Osceola Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Mall	7	K mart, Publix
Vero Mall(33)	8	JCPenney, J. Byron
Treasure Coast Plaza(16)	NA	Woolworth, SupeRx,
Miracle Mile(17)	NA	Publix, Winn-Dixie, Sears
Oslo Square(40)	NA	Winn-Dixie, Eckerd
Vero Plaza	NA	SupeRx, Luria's

Principal Shopping Days-Daily & Sun., 9 am to 9 pm.
Stores Open Evenings-Shopping Centers every night to 9.

13 - RETAIL OUTLETS: Department Stores-Wodtkes; JCPenney; J. Byron.
Discount Stores-K mart.
Variety Stores-Ben Franklin; Berggren's; Woolworth.
Chain Drug Stores-Eckerd; Gray's; SupeRx.
Chain Supermarkets-Publix; Winn-Dixie; SupeRx Foods.
Other Chain Stores-Carvel; Baskin Robbins; Food Fair; Kinney.

14 - NEWSPAPERS: PRESS-JOURNAL (m) 21,894; (S) 22,943; Mar. 31, 1985 ABC.
Local Contact for Advertising & Merchandisng Data: Dan Mack, Gen. Mgr., PRESS-JOURNAL, PO Box 1268, 1801 U.S. 1, Vero Beach, FL 32961; Tel. (305) 562-2315.
National Representative: Story & Kelly-Smith.

WEST PALM BEACH

1 - LOCATION: Palm Beach County (In West Palm Beach-Boca Raton-Delray Beach MSA). E&P Map D-3, County Seat. 2 mi. from the Gulf Stream. 68 mi. N of Miami. On U.S. Hwy. 1 (Dixie Hwy.); I-95.

2 - TRANSPORTATION: **Railroads**-Amtrak (passenger); Seaboard Coast Line; Florida East Coast (freight).
Shipping-Port of Palm Beach.
Motor Freight Carriers-19.
Intercity Bus Lines-Greyhound; Trailways; Co Tran.
Airlines-Eastern; Delta; United; TWA; People Express; USAir; Northwest Orient; Northeastern; American; Chalks.

3 - POPULATION:
Corp. City 80 Cen. 62,530; E&P 85 Est. 82,129
CZ-ABC: (80) 360,957
RTZ-ABC: (80) 279,811;
County/MSA 80 Cen. 573,125; E&P 85 Est. 717-,180
City & RTZ-ABC: (80) 640,768
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 26,165; E&P 85 Est. 31,521
CZ-ABC: (80) 151,542
RTZ-ABC: (80) 108,660
County/MSA 80 Cen. 232,937; E&P 85 Est. 301-,518
City & RTZ-ABC: (80) 260,202

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	43	$4,215,100,000
Savings & Loan	33	$6,332,539,000

6 - PASSENGER AUTOS: County 488,370

7 - ELECTRIC METERS: County 403,447

8 - GAS METERS: County 35,344

9 - PRINCIPAL INDUSTRIES: Data Processing Systems; Aircraft Engines & Parts; Electronic Components; Semi-conductors; Capacitors; Research & Development; Oceanographic Sciences & Engineering; Raw Sugar; Vegetables; Beef; Citrus Fruits; Boats; Industrial Controls; Tools & Dyes; Paints & Varnishes; Furniture Mattresses; Aluminum Doors, Windows, Shutters, Awnings; House & Camping Trailers; Precast Products; Publishing & Printing; Dairies; Fishing Tackle; Construction.

10 - CLIMATE: Avg. annual temp. 75; Summer 82; Winter 67; Rainfall 83 in. per year.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-10 blocks on 4 streets; Palm Beach Mall.
Neighborhood Shopping Centers-Southdale; Palm Coast Plaza; Westward; Farmer's Mkt.; Royal Poinciana Plaza; Polo Grounds Center; Zayre; Belmart; Century Corners; Cross County Mall; Drexel Plaza; Esplanade; Gun Club; K mart Plaza; Luria Plaza; Pine Trail; Village Market; Wellington Country Plaza; Worth Avenue; Oakbrook Sq.; Garden Sq.; Twin City Mall; Loehmann's Plaza; Palm Springs; Crystal Tree; Waterside Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Delray Mall(65)	20	J. Byron
Boca Mall(65)	25	Jefferson Ward
Oakbrook Sq.(45)	10	Jacobson's, Publix
Cross County(52)	4	Jefferson Ward
Glades Plaza	28	(specialty)
Palm Coast(52)	7	Publix, J. Byron
Palm Beach(110)	3	Jordan Marsh, Burdines, JCPenney, Sears, Lord & Taylor
Farmer's Mkt.	3	(variety)
Garden Square(30)	14	Shoppers Drug Mart, Publix
Town Center(127)	25	Jordan Marsh, Sears, Burdines
Twin City(39)		Sears, Pantry Pride, Jefferson Ward
Polo Grounds(12)	11	Publix, Eckerd
Worth Avenue	3	Marthas, Saks, Gucci

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon. through Fri. until 9:30.

13 - RETAIL OUTLETS: Department Stores-In West Palm Beach-Anthony's; Burdines; JCPenney; Sears; J. Byron; Jordan Marsh; Fountain's; Pioneer; Lord & Taylor; Lillie Rubin; Casual Corner. **In Palm Beach**-Saks Fifth Avenue; Bonwit Teller; Razooks; Gucci.
Variety Stores-McCrory; Woolworth 4; Eagle.
Discount Stores-Jefferson Ward; Zayre; Farmers Market; K mart; Loehmann's; Marshall's; Best.
Chain Drug Stores-Walgreens; SupeRx; Gray; Best Buy; Discount Drugs; Eckerd; Shoppers Drug Mart; Tru-Valu; Castle Distributors.
Chain Supermarkets-Pantry Pride 3; Winn-Dixie 34; Miller's 2; Publix 26; Albertson's 2; Sun 3.
Other Chain Stores-A.S. Beck; Butler's; Singer Co.; Goodyear; Baker's; Western Auto; Zale's; Badcock Furn.; Firestone; Best; Gordon's Jewelers; Jacob Jewelers; Cartiers; Peck & Peck; The Gap; County Seat; Foxmoor; Walden Bookstores; B. Dalton Bookseller; Joan Bari; Florsheim; **In Palm Beach**: Brooks Brothers; Polo; FAO Schwarz.

14 - NEWSPAPERS: POST (m-mon to fri) 113,976; (m-sat) 132,800; (S) 181,184; TIMES (e-mon to fri) 26,304; Mar. 31, 1985 ABC.
Local Contact for Advertising & Merchandising Data: John Drotar, Gen. Adv. Mgr., POST-TIMES, 2751 S. Dixie Hwy., PO Drawer T, West Palm Beach, FL 33405; Tel. (305) 837-4277.
National Representative-Sawyer-Ferguson-Walker.

WINTER HAVEN

1 - LOCATION: Polk County (In Lakeland-Winter Haven MSA). E&P Map D-2. 50 mi. SW of Orlando; 50 mi. E of Tampa.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 21,119; E&P 85 Est. 23,974
NDM-ABC: (80) 71,471
County/MSA 80 Cen. 321,652; E&P 85 Est. 365-,312

4 - HOUSEHOLDS:
City 80 Cen. 8,812; E&P 85 Est. 10,217
County/MSA 80 Cen. 114,394; E&P 85 Est. 134-,665
NDM-ABC: (80) 26,133 -

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$256,314,107
Savings & Loan	7	$281,096,490

6 - PASSENGER AUTOS: County 216,114

7 - ELECTRIC METERS: Residence 41,544

8 - GAS METERS: Residence 2,634

9 - PRINCIPAL INDUSTRIES: Fruit & Food Packing & Proc.; Light Mfg.; Tourism.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 70-96; Fall 50-80; Winter 35-70. First killing frost, Dec. 20; last killing frost, Feb. 15.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on West Central & Third Sts., NW & SW.; Field Plz. 2 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Imperial Plz.	4	TG&Y, Winn-Dixie
Havendale	4	Food World, Eckerd
Northgate(13)	NA	Publix, Belk-Lindsey
Southeast Plz(18)	NA	Eckerd, Beall's
Village Sq.(12)	NA	Eagle, Winn-Dixie
Winter Haven Mall(60)	NA	Maas Bros., Sears
Zayre(10)	NA	Zayre, Kash 'N Karry

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Fri.; Shpg. Ctrs. nightly.

13 - RETAIL OUTLETS: Department Stores-Sears; Belk-Lindsey; Rheinauers; Maas Bros.; Eagle Family Discount; Beall's; TG&Y.
Discount Stores-Zayre; K mart; Goodie Barn.
Chain Drug Stores-Anderson Rexall; Eckerd 4; Walgreens 2.
Chain Supermarkets-Publix 3; Winn-Dixie 3; Minit Shop 10; Kash 'N Karry; Pantry Pride; Food World; Jewel T.
Other Chain Stores-Goodrich; Goodyear; Firestone; Hallmark; Thom McAn; Woolworth; Mae's Fabrics; ABC Liquors 5; S&H Green Stamps; Babcock Furn. 3; True Value Hdwe; Zale's; Jacob's Jewelers; Scotty's Lumber; Lerner Shops; Crowder Hdwe. 2; McCrory's; Radio Shack 2; Desears Appl.

14 - NEWSPAPERS: NEWS-CHIEF (e-mon to fri) 15,350; (S) 15,708; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: E.W. Clifton, Pub., NEWS-CHIEF, PO Box 1440, Winter Haven, FL 33882; Tel. (813) 294-7731.
National Representative: Landon Associates.

GEORGIA SURVEYS

METROPOLITAN STATISTICAL AREAS

Albany-Dougherty and Lee Counties.
Athens-Clarke, Jackson, Madison and Oconee Counties.
Atlanta-Barrow, Butts, Cherokee, Clayton, Cobb, Coweta, De Kalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Henry, Newton, Paulding, Rockdale, Spalding and Walton Counties.
Augusta, Ga.-S.C.-Columbia, McDuffie and Richmond Counties, Ga.; Aiken County, S.C.
Chattanooga, Tenn.-Ga.-Hamilton, Marion and Sequatchie Counties, Tenn.; Catoosa, Dade and Walker Counties, Ga.
Columbus, Ga.-Ala.-Chattahoochee and Muscogee Counties, Ga.; Russell County, Ala.
Macon-Warner Robins-Bibb, Houston, Jones and Peach Counties.
Savannah-Chatham and Effingham Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1986
Under 5 Years	422	415	444
5-14 Years	953	917	981
15-24 Years	861	1,047	1,121
25-44 Years	1,121	1,578	1,689
45-64 Years	868	990	1,060
65 and Over	365	517	553
TOTAL	4,590	5,464	5,848

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1986 Est.
Bldg. Mat. Hdwr	859	1,288	2,042
General Mdse	2,132	2,750	3,849
Food	3,455	[illegible]	7,144
Automobiles	3,481	[illegible]	8,170
Gasoline Stations	1,351	2,382	2,787
Apparel	740	1,238	1,800
Furniture	675	1,005	1,723
Eat-Drink Places	1,251	2,239	3,166
Drugs	510	799	1,188
TOTAL SALES	15,916	24,408	34,566

ALBANY

1 - LOCATION: Dougherty County (MSA). E&P Map B-4. 167 mi. S of Atlanta; 107 mi. S of Macon; 89 mi. SE of Columbus.

2 - TRANSPORTATION: **Railroads**-Southern; Seaboard Coastline; Georgia Northern.
Motor Freight Carriers-30.
Intercity Bus Lines-Trailways.
Airlines-A.S.A., Eastern Express.

3 - POPULATION:
Corp. City 80 Cen. 74,550; E&P 85 Est. 72,582
CZ-ABC: (80) 90,517
RTZ-ABC: (80) 205,353
County 80 Cen. 100,978; E&P 85 Est. 98,313
MSA 80 Cen. 112,662; E&P 85 Est. 111,225
City & RTZ-ABC: (80) 295,870

4 - HOUSEHOLDS:
City 80 Cen. 24,831; E&P 85 Est. 24,971
County 80 Cen. 33,138; E&P 85 Est. 33,195
MSA 80 Cen. 36,780; E&P 85 Est. 37,321

CZ-ABC. (80) 29,937
RTZ-ABC. (80) 66,293
City & RTZ-ABC. (80) 96,230

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$552,396,293
Savings & Loan	2	$230,906,318

6 - PASSENGER AUTOS: County 49,133

7 - ELECTRIC METERS: Residence 28,108

8 - GAS METERS: Residence 17,665

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 2,416 ($240); Paper Mfg. 2,650 ($575); Tire & Rubber 2,100 ($480); Food 1,863 ($289); Brewery 1,200 ($610); Candy Mfg 835 ($400); Farm Imp. 726 ($265); Non Elec. Machinery 500 ($362); Auto Parts Mfg. 600 ($450); Medicinal Chem. 375 ($600); Golf Club Mfg. 360 ($260); Trans. Equip. 292 ($300); Agri. Chem. 270 ($355); Military Supply Ctr. 1,375 Marines, 2,725 Civilians (payroll $75,000,000 annually).

10 - CLIMATE: Min. & Max. Temp.-Spring 61-85; Summer 71-93; Fall 48-71; Winter 42-67. First killing frost, Nov. 15; last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Center**-1 block on Pine St.; 3 on Washington; 2 on Broad; 3 on Jackson; Slappey Drive at W. Broad, 22 Stores of all types. Slappey Drive betw. Broad & Pine, Slappey Drive & 3rd Ave. & E Albany.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Albany Mall(84)	5	Sears, Belk's, Gayfer's
Cross Station(25)	5	Wal-Mart, Winn-Dixie
Midtown(47)	2	Winn-Dixie, JCPenney, Cloth World
The Junction(10)	4	Kroger, SupeRx
Oglethorpe(16)	3	Rose's, Big Star, Eckerd
Southgate(6)	2	Piggly Wiggly, Eckerd

Principal Shopping Days-Mon., Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Gayfer's; Rosenberg's; Sears; Belks; JCPenney; Rose's.
Variety Stores-Woolworth.
Discount Stores-Lowe's; Keys; Segall & Sons; Moore-Handley; K mart; Lee's; Family Dollar; Revco Drugs.
Chain Supermarkets-Winn-Dixie 2; Harvey's 5; Piggly Wiggly 5; Kroger 2; Family Mart; Food 4 Less.
Other Chain Stores-Goodrich; Goodyear; Western Auto; S&H Green Stamps; Firestone; 84 Lumber; Friedman Jewelers; General Nutrition; Musicland; Pic'N Pay Shoes; Rhodes Furniture; SupeRx Drugs; Swiss Colony; West Building Materials; Wickes Lumber; Zale's Jewelers; Haverty's Furniture.

14 - NEWSPAPERS: HERALD (e) 37,515; (S) 42,447; Mar. 31, 1985 ABC.
Local Contact for Adv. & Merch. Data: Geoffrey L. Gray, Adv. Dir., HERALD, PO Box 48, Albany, GA 31703; Tel. (912) 888-9300.
National Representative: Branham/Newspaper Sales.

AMERICUS

1 - LOCATION: Sumter County, E&P Map B-4. County Seat. 70 mi. SW of Macon; 65 mi. SE of Columbus; 135 mi. S of Atlanta. U.S. Hwys. 19, 280; State Hwys. 3, 49, 27, 30.

2 - TRANSPORTATION: **Railroads**-Southern; Seaboard Coast Line.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 16,120; E&P 85 Est. 16,721
CZ-ABC. (80) 16,120
RTZ-ABC. (80) 16,673
County 80 Cen. 29,360; E&P 85 Est. 30,400
City & RTZ-ABC. (80) 32,793

4 - HOUSEHOLDS:
City 80 Cen. 5,500; E&P 85 Est. 5,565
CZ-ABC. (80) 5,332
RTZ-ABC. (80) 5,258
County 80 Cen. 9,465; E&P 85 Est. 10,132
City & RTZ-ABC. (80) 10,590

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$90,400,000
Savings & Loan	2	$34,000,000

6 - PASSENGER AUTOS: County 14,186

7 - ELECTRIC METERS: Residence 10,620

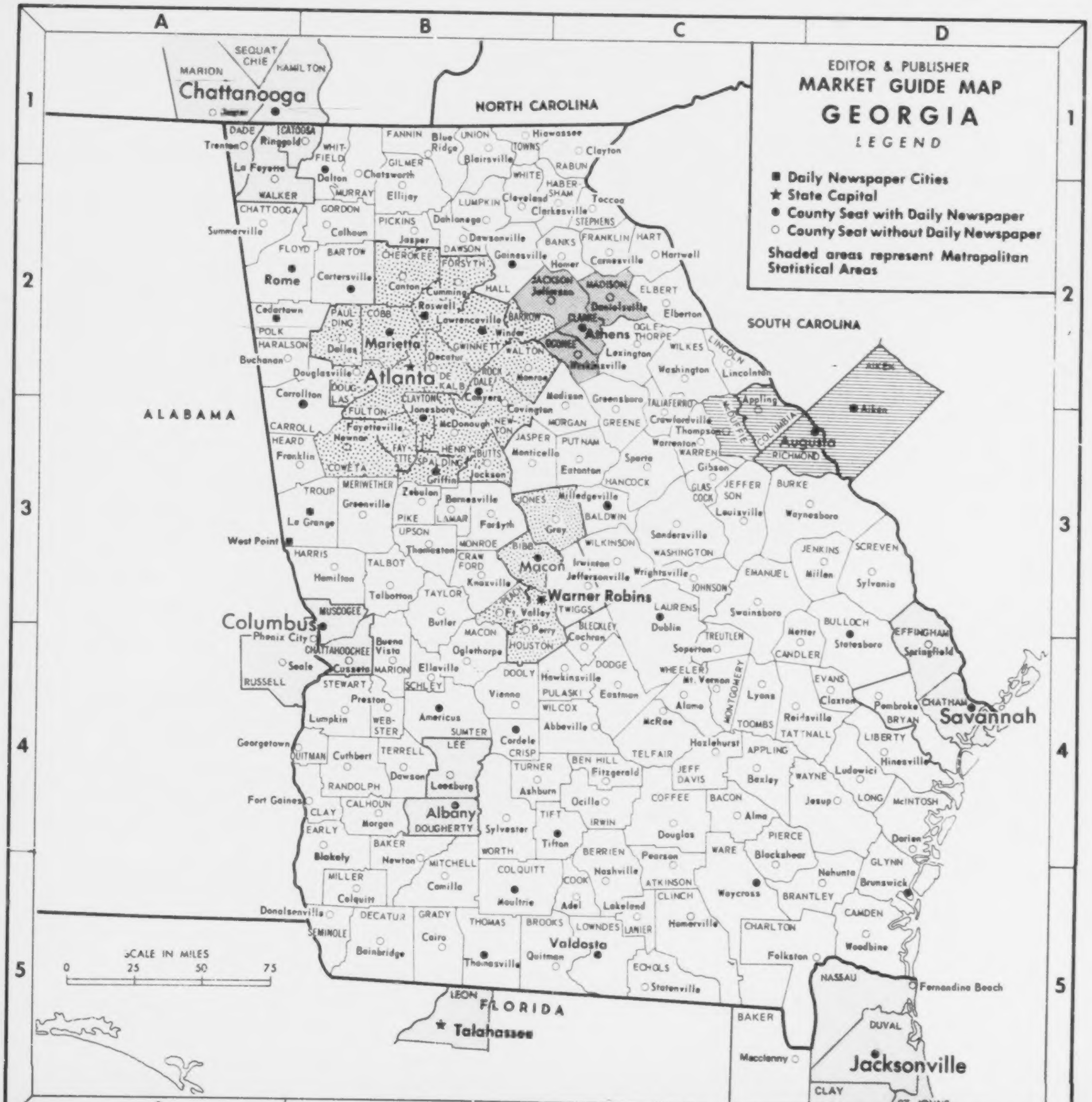
8 - GAS METERS: Residence 2,905

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textiles 1,500; Mach. Shops 300; Mobile Homes 500; Metal Prod. 750; Rubber 500; Furniture 200; Lighting Fixtures 500.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:


EDITOR & PUBLISHER
MARKET GUIDE MAP
GEORGIA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
A
B
C
D
1
2
3
4
5
NORTH CAROLINA
SOUTH CAROLINA
ALABAMA
FLORIDA
Chattanooga
Atlanta
Marietta
Athens
Augusta
Macon
Warner Robins
Columbus
Albany
Americus
Valdosta
Savannah
Brunswick
Rome
Dalton
Griffin
Milledgeville
Tallahassee
Jacksonville
SCALE IN MILES
0
25
50
75

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belair Plaza(7)	NA	Harvey's
Perlis Plaza(11)	NA	Piggly Wiggly, SupeRx, TG&Y
Americus Vlg.(7)	NA	Belk-Hagins
Eastgate(4)	NA	Family Dollar, Eckerd, Winn-Dixie
Wheatley Plaza(4)	NA	Lee Drugs

13 - RETAIL OUTLETS: Department Stores-Belk's; TG&Y; Family Dollar; Wal-Mart.
Chain Drug Stores-Walgreens 2; Lee's; SupeRx; Eckerd.
Chain Supermarkets-Piggly Wiggly 2; Harveys; Winn-Dixie.

14 - NEWSPAPERS: TIMES-RECORDER (e) 6,651; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Mark Cullen, Adv. Mgr., TIMES-RECORDER, Vienna Rd., Americus, GA 31709; Tel. (912) 924-2751.
National Representative: Thomson Newspapers, Inc.

ATHENS

1 - LOCATION: Clarke County (MSA). E&P Map C-2. County Seat. Educational and industrial center. Located in NE Georgia, 67 mi. E of Atlanta; 98 mi. NW of Augusta; 90 mi. N of Macon & 227 mi. NW of Savannah.

2 - TRANSPORTATION: **Railroads**-Seaboard; Southern; Georgia; Central of Georgia; Gainesville Midland.
Motor Freight Carriers-16 with Terminals.
Intercity Bus Lines-Greyhound; Southeastern Stages; Trailways.
Airlines-Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 42,459; E&P 85 Est. 43,425
CZ-ABC: (80) 42,549
RTZ-ABC: (80) 96,395
County 80 Cen. 74,498; E&P 85 Est. 77,884
MSA 80 Cen. 130,015; E&P 85 Est. 137,556
City & RTZ-ABC: (80) 138,944
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,055; E&P 85 Est. 15,694
County 80 Cen. 26,587; E&P 85 Est. 28,594
MSA 80 Cen. 45,568; E&P 85 Est. 49,681
CZ-ABC: (80) 15,055
RTZ-ABC: (80) 33,460
City & RTZ-ABC: (80) 48,515

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$591,657,583
Savings & Loan	2	$152,241,657

6 - PASSENGER AUTOS: County 45,897

7 - ELECTRIC METERS: Residence 33,698

8 - GAS METERS: Residence 25,662

9 - PRINCIPAL INDUSTRIES: Clocks, Electrical Transformers, Milk Cartons, Fertilizer, Tire Fabric, Overalls, Shirts, Fiberglass Moulatron, Cottonseed Products, Furniture Braided Cord, Tapestry, Beverages, Garments, Veneer, Coperage, Canned Meats, Canned Vegetables, Dairy Products, Candy, Foundry and Machine Works, Corn and Flour Milling, Mattresses, Poultry, Textiles, Electric Motors and Non-Woven Products.
Principal Pay Days-Friday, 1st & 15th.

10 - CLIMATE: First killing frost, Nov. 5; last killing frost, Apr. 2.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart	3	K mart
Beechwood(40)	2	Key, Woolworth, Winn-Dixie
Homewood(12)	3	Zayre, Winn-Dixie
Willowood(17)	5	Rose's, Winn-Dixie
Alps(29)	2	Gibsons
Sky City(7)	2	Sky City, Otasco, Bilo
East Plaza(10)	5	Bells Food
Georgetown(15)	4	Food Giant.
Georgia Sq.(100)	5	Belk, JCPenney, Sears, Davison
Clarke Crsg.(10)	4	Richway, Piggly Wiggly
Athena Square	5	Food Giant
East Athens(8)	3	Bilo

Principal Shopping Days-Sat., Mon., Sun., Fri.

13 - RETAIL OUTLETS: Department Stores-Davison's; Belk's; JCPenney; Sears.
Discount Stores-Gibson's; Sky City; Zayre; Family Dollar; Rose's; K mart; Richway.
Variety Stores-Woolworth; McLellan's; McCrory.
Chain Drug Stores-Eckerd 5; Village Drug 2; Revco 5; Shoppers Drug Mart.
Chain Supermarkets-Kroger; Winn-Dixie 3; Super Kroger; Foodland; Bells 5; Bi-Lo 2; Food Giant 2; Piggly Wiggly 2.
Other Chain Stores-Diana Shop; Sterchis; Goodyear; Otasco; Sherwin-Willilams; Pearle Optical; Lowes; Wickes; Kay's; Parts City; Key Wholesale; Friedman's 2; Radio Shack 4; General Nutrition; Camelot Music; Zachry's; Merle Norman; Zale's; Gordon Jewelry; Citizens Jewelry; American Vision; Kinney Shoes; Butler Shoes; Thom McAn; Southern Linen Outlet; Payless Shoes; West Bldg.; Hi Fi Buys; Wolf Camera.

14 - NEWSPAPERS: NEWS (m-mon to fri) 9,813; BANNER-HERALD (e-mon to fri) 12,609; (sat) 19,874; (S) 26,715; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: A. Mark Smith, Adv. Dir., BANNER-HERALD NEWS, One Press Pl., Athens, GA 30613; Tel. (404) 549-0123.
National Representative: Branham/Newspaper Sales.

ATLANTA

1 - LOCATION: Fulton & De Kalb Counties (Atlanta MSA) (18 counties total). E&P Map B-2. State Capital. Fulton County Seat. Indus., trans., dist., mdse., fin., mfg., commun., educ. & high tech ctr. of SE U.S.

2 - TRANSPORTATION: **Railroads**-Atlanta & West Point; Central of GA; GA R.R.; Louisville & Nashville; Seaboard Coast Line; Southern Railway; Western Railway of Alabama.
Motor Freight Carriers-73.
Intercity Bus Lines-Greyhound; Southeastern Stages; Trailways.
Airlines-Air Atlanta; American; Bahamas Air; British Caledonian; Continental; Delta; Eastern; Frontier; KLM Royal Dutch; Lufthansa; Northwest; Ozark; People Express; Piedmont; Republic; Sabena.
Mass Transit-MARTA Rapid Rail System.

3 - POPULATION:
Corp. City 80 Cen. 425,022; E&P 85 Est. 386,274
CZ-ABC: (80) 1,521,003
RTZ-ABC: (80) 1,515,876
Counties 80 Cen. 1,072,928; E&P 85 Est. 1,080,993
Fulton 80 Cen. 589,904; E&P 85 Est. 591,229
De Kalb 80 Cen. 483,024; E&P 85 Est. 489,764
MSA 80 Cen. 2,138,078; E&P 85 Est. 2,274,605
City & RTZ-ABC: (80) 3,036,973
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 162,553; E&P 85 Est. 153,686
Counties 80 Cen. 398,230; E&P 85 Est. 413,626
Fulton 80 Cen. 225,308; E&P 85 Est. 232,705
De Kalb 80 Cen. 172,922; E&P 85 Est. 180,921
MSA 80 Cen. 756,597; E&P 85 Est. 828,402
CZ-ABC: (80) 555,274
RTZ-ABC: (80) 511,077
City & RTZ-ABC: (80) 1,066,351

5 - BANKS	NUMBER	DEPOSITS
Commercial	64	$14,000,000,000
Savings & Loans	20	$8,000,000,000

6 - PASSENGER AUTOS: Fulton County 318,081; De Kalb County 321,297

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: N.A. (commercial & residential)

9 - PRINCIPAL INDUSTRIES: Mfg.-aircraft; autos; chem.; comm. equip.; furn.; iron & steel prods; soft drinks; textiles; food; printing and pub.
Principal Pay Days-Fri., 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-87; Summer 53-97; Fall 29-90; Winter 15-74. First killing frost, Nov. 15; last killing frost, March 30.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: (18-county MSA) 500 shpg. ctrs. including 15 Regional Malls. Regional Malls: Belvedere Plz.; Cobb Ctr.; Columbia Mall; Cumberland; Greenbriar; Gwinnett Place; Lenox Sq.; North De Kalb Mall; Northlake; Perimeter Mall; Phipps Plz.; Shannon Mall; South De Kalb Mall; Southlake; West End.
Principal Shopping Days-Fri., Sat., Mon., Tues., Wed.
Stores Open Evenings-Regional shpg. ctrs. open to 9:30 six nights a wk.; open Sundays 12:30 to 5:30. Many supermarkets now open till midnight or open 24 hours. Most other ret. stores open Mon., Thur., Fri. evenings.

13 - RETAIL OUTLETS: Department and Apparel Stores-Davison's; JCPenney; Rich's; Sears.
Specialty Department Stores-Saks Fifth Avenue; Lord & Taylor; Neiman-Marcus.
Discount Stores-K mart; Richway; Wal-Mart; Zayre.
Variety Stores-Woolworth's; S.S. Kresge; Ben Franklin; Elmore; S.H. Kress; McCrory's; TG&Y.
Chain Drug Stores-Dunaway; Eckerd; K mart Pharmacy; Kroger; Reed's; Revco; SupeRx; Treasury; Wender & Roberts; Drug Emporium.
Chain Supermarkets-A&P; Big Star/Colonial (div. Grand Union); Big Apple Warehouse/Food Giant (Alterman Foods); Kroger; Thriftown/Big Buy (Associated Grocers); Winn-Dixie; Ogletree's; Cub Foods.
Convenience Food Stores-Tenneco; Food Mart; 7-Eleven; Minit Chek; Majik Markets; Li'l General; Stop 'N Go; Starvin' Marvin.
Other Chain Stores-(selected) Belk; Family Dollar; Kessler's; Sunshine; Stereo Vlg.; Marshall's; Burlington Coats; American Home Video; Handy City; Home Depot; Nationwise Auto Parts; Roberd's; Levitz; Havertys; Ethan Allen; Casual Corner; Lerner Shops; Lane Bryant; The Limited; Brooks Brothers; County Seat; Britches of Georgetowne; Thom McAn; Kinney; Thompson Boland & Lee; Fayva; Butler's; Ace Hardware; Western Auto; Firestone; Goodyear; Tiffany & Co.; Zale's; B. Dalton Bookseller; Waldenbooks; Service Merchandise; Lionel Playworld; Ellman's; Lechmere; Circuit City; TG&Y; Branden; Mervyn's; Upton's.

14 - NEWSPAPERS: CONSTITUTION (m-mon to fri) 235,044; JOURNAL (e-mon to fri) 185,112; JOURNAL & CONSTITUTION (m-sat) 458,363; (S) 595,625; Mar. 31, 1985 ABC.
Local Contact for Advertising & Merchandising Data: Tony Webb, Adv. Dir., JOURNAL-CONSTITUTION, 72 Marietta St. N.W., Atlanta, GA 30303; Tel. (404) 526-5191.
National Representatives: Sawyer-Ferguson-Walker.
DAILY WORLD (m-tues, thur, fri, S) 20,000; Publishers statement Mar. 31, 1985.
Local Contact for Marketing and Advertising Data: C.A. Scott, Pub., DAILY WORLD, 145 Auburn Ave., Atlanta, GA 30335; Tel. (404) 659-1110.
National Representatives: Amalgamated Publishers.

AUGUSTA

1 - LOCATION: Richmond County (In Augusta GA-SC MSA). E&P Map D-3. In extreme eastern end and central portion of state at head of navigation of Savannah River, the boundary between Georgia and South Carolina; 171 mi. SE of Atlanta; 153 mi. NW of Charleston, and 80 mi. SW of Columbia. On U.S. Hwys. 1, 25, 78, 319, I-20. Fort Gordon (Army).

2 - TRANSPORTATION: **Railroads**-Southern; Georgia and Florida; ACL; Central of Georgia; Georgia RR.
Motor Freight Carriers-16.
Intercity Passenger Bus Lines-Atlantic Greyhound; Southeastern Stages; Service Coach Trailways; Smoky Mountain Trailways; Carolina Scenic Coach; Georgia-Florida Coach; Queen City Trailways; Southern Stages.
Airlines Serving City-Delta; Eastern; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 47,532; E&P 85 Est. 43,850
CZ-ABC: (80) 209,658
RTZ-ABC: (80) 333,880
County 80 Cen. 181,629; E&P 85 Est. 191,619
MSA 80 Cen. 345,918; E&P 85 Est. 369,657
City & RTZ-ABC: (80) 543,538

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 19,108; E&P 85 Est. 18,368
County 80 Cen. 59,501; E&P 85 Est. 64,747
MSA 80 Cen. 115,061; E&P 85 Est. 126,922
CZ-ABC: (80) 72,957
RTZ-ABC: (80) 106,403
City & RTZ-ABC: (80) 179,360

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$4,331,064,402
Commercial	10	$10,189,672,205

6 - PASSENGER AUTOS: County 167,619

7 - ELECTRIC METERS: Residence 75,964

8 - GAS METERS: Residence 58,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage): Total mfg. 14,674 ($257); AEC Operations 6,500 ($355); Military 37,884 ($220,781,897) annual; U.S. Govt. 6,212 ($355); Textiles 16,508 ($207); Brick & Clay 2,730 ($247); Pulp & Paper Board 2,063 ($390).
Principal Pay Days-Thur., Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-75; Summer 71-90; Fall 55-76; Winter 39-60. First killing frost, Nov. 15; last killing frost, Mar. 14.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Broad St.; 3 on 8th and on 9th Sts.
Neighborhood Shopping Centers-Broad & Milledge Rd.; Walton Way at 15th St.; Central Ave. at Monte Sano Ave.; Central Ave. & Hickman Rd.; Fleming; North Augusta Plz.; Holly Hill Plz.; Town & Country; Sky City; Bilo Ctr.; Midland Valley Ctr.; Mitchell Shpg. Ctr.; K mart; Washington Sq.; Columbia Sq.; West Town.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Augusta Mall(100)	NA	Davison's, Rich's Dept. Store
Daniel Vlg.(44)	NA	Winn-Dixie, Woolworth
National Hills(26)	NA	White's Dept.
Peach Orchard(21)	NA	A&P
Regency Mall(95)	NA	Mont. Ward, White's, Belk's
Richmond Plz	NA	Krogers
Southgate(43)	NA	Key Wholesalers
Windsor Sq.(16)	NA	Treasury, Piggly Wiggly

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Department Stores-Mon. through Sat.; Grocery-everyday.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Montgomery Ward; Davison's; JCPenney; Rich's; Belk's 2; Gallant-Belk; Meyers-Arnold 2; Reuben's 2; J.B. White 5.
Discount Stores-K mart 4; Sky City 2; Wal-Mart; Key Wholesalers 3; Service Mdse.
Variety Stores-Woolworth 3; Green; Rose's 5; Family Dollar 2; Dollar General 2.
Chain Drug Stores-Revco 4; Eckerd 6; Liggett 2; Hill's; Murphy's 2; Mill Discount; Treasury 2; SupeRx 2.
Chain Supermarkets-Winn-Dixie 13; Kroger's 6; Bilo 4; Piggly Wiggly 8; Hill's 2; Korner Curb 2; Variety Curb 3; Food Lion 3; Gurleys 19.
Other Chain Stores-Lumber/Hdwe.: Handy City; Lowe's; Wicke's; Builderama. Shoes: Hardy's; Butler's; Bell Bros.; Marilyn Slipper Shop; Thom McAn; Kinney; Hanover; Endicott Johnson. Women's Apparel: Lerner's 2; Diane Shops; Daniel's Den; Eleanor Shop; Mangel's; Lynda Shop; My Shop; Casual Corner; Singer Co. Tires: Firestone; Uni-Royal; Goodyear 4; Goodrich; White's 2; Kelly Springfield 4. Jewelers: Friedman's 6; Busch's; Zale's; Kay; Gordon; Jewel Box; Bejeweled; Tammy Jewels; Citizens. Men's Apparel: Kaybee Stores. Auto Accessories: Western Auto 4; Otasco 4; Firestone 4. Furniture: Ethan Allen; Rhodes, Inc.; Maxwell Bros.; Haverty. Paints: Sherwin-Williams; Pittsburg Paint & Glass Co.

14 - NEWSPAPERS: CHRONICLE (m) 61,323; HERALD (e) 18,091; CHRONICLE-HERALD (S) 85,221; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Ron Tennant, Adv. Dir., CHRONICLE & HERALD, 725 Broad St., Augusta, GA 30913; Tel. (404) 724-0851.
National Representative: Branham/Newspaper Sales.

BRUNSWICK

1 - LOCATION: Glynn County. E&P Map D-5. On Oglethorpe Bay 4 mi. from Atlantic Ocean. County Seat. Naval stores, seafood and pulp, shipping center. Gateway city to the resort islands of St. Simons, Sea Island Beach and Jekyll Island. On U.S. Hwys. I-95, 17, 84, 341; State Hwys. 25, 27, 32, 50.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line; Southern.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Lines East.
Airlines-Atlantic Southeast.

3 - POPULATION:
Corp. City 80 Cen. 17,605; E&P 85 Est. 16,596
County 80 Cen. 54,981; E&P 85 Est. 55,131

4 - HOUSEHOLDS:
City 80 Cen. 6,385; E&P 85 Est. 5,960
County 80 Cen. 19,826; E&P 85 Est. 20,506

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$262,000,000
Savings & Loan	3	$196,800,000

6 - PASSENGER AUTOS: County 47,942

7 - ELECTRIC METERS: Residence Co. 21,800

8 - GAS METERS: Residence City 10,614

9 - PRINCIPAL INDUSTRIES: Naval Stores and Chemicals; Pulp; Creosoted Timbers; Pulp Saws and Mach.; Paint and Varnish; Lumber Products; Fresh, Frozen and Breaded Shrimp; Crab and other seafoods; Garments; Tools; Dies; Special Mach.; Wall Board.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-69; Summer 81-96; Fall 65-81; Winter 42-64.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-80 blocks on Newcastle, Gloucester and Norwich Sts.; Brunswick Mall, Altama Ave.; Glynn Place Mall-Regional Shpg. Ctr., Golden Isles Pkwy.; 28 at Golden Isles Vlg.
Neighborhood Shopping Centers-Norwich St.; St. Simons Island; Jekyll Island; Altama Ave.; Redfern Village; St. Simons.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Altama Village	9	Piggly Wiggly
Glynn Place Mall (74)	6	Belk-Hudson, Sears, JCPenny
Brunswick Mall(23)	3	Pantry Pride, K mart
Brunswick West(11)	8	Revco, Winn-Dixie, Dollar General
Lanier Plaza(25)	1	Woolworth
Retreat Vlg. Simons (23)	9	Revco, Winn-Dixie, Ben Franklin, Dollar General
Longview (St. Simons Isl.)	10	IGA Foodliner, Ace Hdwe.
Glynn Plaza(10)	3	Wal-Mart, Eckerd

Other Shopping Centers-Frederica Plaza; Redfern Village (SSI); The Village (SSI); The Village (Jekyll Isl.)

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Gibson's; Belk-Hudson; K mart.
Variety Stores-Kress; Woolworth; Maxwell's; Ben Franklin; Dollar General.
Discount Stores-Wal-Mart; K mart; Gibson's.
Chain Drug Stores-Eckerd; Revco.
Chain Supermarkets-Winn-Dixie 4; Piggly Wiggly; IGA 2; Kroger; Harvey's.
Other Chain Stores-Rhodes Furniture; Firestone; Vogue Shop; Eleanor Shop; Western Auto; S&H Green Stamps; Top Value Stamps; Pic 'N Pay Shoe Store; Pay Less Shoe Store; Radio Shack; Gilberg's Fabrics; Strawberry Fields; CATO; Friedmans Jewelers; Kinney Shoes; Body Shop; French Novelty; Walden Books; Zales Jewelers; World Bazaar.

14 - NEWSPAPERS: NEWS (e) 14,666; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: W. R. Maulden, Adv. Dir. & Gen. Mgr., NEWS, 3011 Altama Ave.; PO Box 1557, Brunswick, GA 31521; Tel. (912) 265-8320.
National Representative: None.

CARROLLTON

1 - LOCATION: Carroll County. 50 mi. W of Atlanta, GA; 80 mi. E of Birmingham, AL. via I-20. Educ., med. serv. ctr. for parts of E Alabama & W Georgia. Served by I-20, U.S. Hwy. 27, S.R. 166, 61.

2 - TRANSPORTATION: **Railroads**-Southern Railway Main Line, Piggy Back Serv. available.
Motor Freight Carriers-11; 3 have terminal locations in Carrollton.
Intercity Bus Lines-West GA
Airlines-W GA Regional Jet Port provides charter & freight serv. with 5,000 lighted runway, navigation aids, repair oper. & fuel. Hartsfield Intl. Airport (Atlanta) 40 mi. from Carrollton.

3 - POPULATION:
Corp. City 80 Cen. 14,078; E&P 85 Est. 15,415
County 80 Cen. 56,346; E&P 85 Est. 60,354

4 - HOUSEHOLDS:
City 80 Cen. 4,819; E&P 85 Est. 5,618
County 80 Cen. 18,969; E&P 85 Est. 20,972

5 - BANKS	NUMBER	DEPOSITS
Commercial Banks	5	$238,251,142
Savings & Loan	2	$386,511,142

6 - PASSENGER AUTOS: County 40,777

7 - ELECTRIC METERS: Residence 5,466

8 - GAS METERS: Residence 4,316

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage $239)Serv. 12,769; Whole. & Ret. Trade 8,398; Mfg. 22,367; Trans. & Public Util. 2,976; Constr. 2,450; Agric. & Forrestry 2,275; Govt. 1,549.
Principal Industrial Pay Days-Thurs., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-88; Summer 64-90; Fall 50-64; Winter 33-56. First killing frost Dec. 10; last killing frost Mar. 20.

11 - TAP WATER: Moderately soft; floridated.

12 - RETAILING: **Principal Shopping Center**-Central Business District.
Neighborhood Shopping Centers-Bankhead Ave., Maple St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
First Tues. Mall(18)	2	Belks, TG&G, Winn Dixie
Lake Carroll Mall(8)	2	Kroger
W. Georgia(10)	1	Wal-Mart, Food Giant

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Belk's, Wal-Mart; TG&Y.
Discount Stores-Family Dollar; Super D; McCroy.
Chain Drug Stores-Revco; Eckerd.
Chain Food Supermarkets-A&P; Kroger; Food Giant; Winn-Dixie; Big Star; Warehouse Grocery.
Other Chain Stores-Goodyear; Pic & Pay; Sherwin Williams; Kelly Springfield; Sears (catalog); Radio Shack.

14 - NEWSPAPERS: THE DAILY TIMES-GEORGIAN (m-tues to sat; S) 12,372; Sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Kathy Smith, Adv. Dir., TIMES-GEORGIAN, P.O. Box 460, Carrollton, GA 30117; Tel. (404) 834-6631.
National Representative: Landon Associates.

CARTERSVILLE

1 - LOCATION: Bartow County, E&P Map B-2. County Seat. 40 mi. NW of Atlanta. Shopping center for mining, mfg. & agric. Industrial center.

2 - TRANSPORTATION: **Railroads**-L&N; Seaboard.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,247; E&P 85 Est. 9,599
County 80 Cen. 40,760; E&P 85 Est. 44,053

4 - HOUSEHOLDS:
City 80 Cen. 3,559; E&P 85 Est. 3,718
County 80 Cen. 13,804; E&P 85 Est. 15,434

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$74,000,000
Commercial	4	$129,000,000

6 - PASSENGER AUTOS: County 25,656

7 - ELECTRIC METERS: Residence 6,000

8 - GAS METERS: Residence 5,118

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Manufacturing 8,155 ($200); Retail trade 2,155 ($160); Professional and related services 1,865 ($245). Also limestone, barium and ochre mines; pine timber, farming (soybeans, corn, wheat).

10 - CLIMATE: Min. & Max. Temp.-Spring 62-80; Summer 65-96; Fall 62-80; Winter 8-80. First killing frost, Oct. 30; last killing frost, Apr. 7.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Center**-8 blocks on 6 sts., some outlying areas.
Shopping Centers-Four new centers 3 blocks from downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cartersville Plz.(26)	1	Woolworth, Belk
Market Sq.(21)	1	Winn-Dixie, Eckerd, K mart
Nea Mar(6)	1	Sears, Food Giant, Revco
North Corners(5)	2	Food Giant, Revco
Felton	5	Wal-Mart, Ingles,
Crossing	9	Eckerd

Principal Shopping Days-Mon., Fri., Sat.; Centers open evenings. Market Square, Plaza, Mon. & Fri. to 9.
Stores Close-Wed. afternoon downtown.

13 - RETAIL OUTLETS: **Department Stores**-Belk.
Variety Stores-Woolworth.
Discount Stores-Discount City; K mart; Wal-Mart; Family Dollar Store; Pick'N Pay Shoes; Dollar General;
Chain Drug Stores-Champion 2; Kroger; Dunaway's; Eckerd 2; Ben's Drugs 2; Revco.
Chain Supermarkets-Kroger; Food Giant 2; Battle's; Winn-Dixie; Ingles.
Other Chain Stores-Saul's; Diana Shop; Men's Den; Curtis Mathes; Goodyear; Radio Shack.

14 - NEWSPAPERS: TRIBUNE-NEWS (e-mon to fri) 7,467; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: Stephen Crass, Adv. Mgr., TRIBUNE-NEWS, 251 Tennessee St., Cartersville, GA 30120; Tel. (404) 382-4545.
National Representative: None.

COLUMBUS

1 - LOCATION: Muscogee County (In Columbus GA-AL MSA). E&P Map B-3. County Seat. On Chattahoochee River at head of navigation. 104 mi. SW of Atlanta on U.S. Hwys. I-185, 27, 80, 431, 280; GA Hwys. 103, 85, 22, 1. Home of Fort Benning (Army-World's Largest Infantry School and School of the Americas.)

2 - TRANSPORTATION: **Railroads**Seaboard; Southern.
Motor Freight Carriers-35.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Delta, Atlantic Southeast Airlines.
Waterways-River Transit Co.

3 - POPULATION:
Corp. City 80 Cen. 169,441; E&P 85 Est. 170,761
County 80 Cen. 170,108; E&P 85 Est. 171,433
CZ-ABC: (80) 211,565
RTZ-ABC: (80) 288,556
MSA 80 Cen. 239,196; E&P 85 Est. 238,804
City & RTZ-ABC: (80) 500,121
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 58,869; E&P 85 Est. 61,095
County 80 Cen. 59,112; E&P 85 Est. 61,338
CZ-ABC: (80) 70,897
RTZ-ABC: (80) 96,728
MSA 80 Cen. 78,133; E&P 85 Est. 80,593
City & RTZ-ABC: (80) 167,625

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$986,990,000
Savings & Loan	5	$574,000,000

6 - PASSENGER AUTOS: County 130,059

7 - ELECTRIC METERS: Residence 68,500

8 - GAS METERS: Residence 52,645

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 39,000 ($305); Transp., Comm., Utilities 3,200 ($391); Wholesale, Retail 19,100 ($272); Finance, Ins., Real Estate 6,000 ($316); Construction 5,300 ($263); Misc. Services 12,700 ($141); Gov't. 19,800 ($302).
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-97; Summer 52-104; Fall 10-98; Winter 10-83. First killing frost, Nov. 15; last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on Broadway; several on First Ave.; Shopping Center Complex on Macon Rd. (100 stores); Peachtree Mall; Phenix City; Broadway Area.
Neighborhood Shopping Centers-Wynnton; Rose Hill; E Highland; N Highlands; Baker Village; 13th St. at 13th Ave.; Beallwood; Benning Park; Brown Ave.; Andrews & Cusseta Rds.; St. Mary's & Buena Vista Rds.; Jordan City; Phenix City; Warm Springs & Woodruff Rds.; Rosemont; Oakland Park; Cliatt; St. Elmo; Victory Dr. at Lumpkin Rd.; Edgewood; Dinglewood; Mid-town; Starmount; Floyd & Forest Rds; Allendale; Holly Hills; Hamilton Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Columbus Sq.(78)	3	JCPenney, Woolworth, Sears, Kirven's
Peachtree(72)	4	Gayfer's, Montgomery Ward
Cross-Country Plaza(69)	3	Frank's IGA, Segal & Sons, Service Merchandise
Traffic Circle(18)	4	Woolworth, Piggly Wiggly, Howard Bros., Western Auto
Holly Hills(13)	NA	Eckerd
Edgewood(20)	NA	Piggly Wiggly
Starmount(12)	NA	TG&Y
Phenix City(23)	NA	Winn Dixie
Eastgate(12)	4	Food Giant, Spiegel
Village Green	3	Piggly Wiggly, Shoe City, Howard Bros.
Fort Benning	7	Post Exchange
Airport Thru Way	4	Family Mart, K mart
Midtown(23)	3	K mart, United Super
Oakland Park(23)	4	Piggly Wiggly
13th St	NA	A&P, Eckerd
Windsor Vlg (12)	4	Piggly Wiggly

Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Dept. Mon., Fri.; Peachtree Mall; Cross Country Plaza; Traffic Circle Shopping Centers; Gaylord's, JCPenney, Sears; K mart, Howard Bros., open 6 nights and Sunday.

13 - RETAIL OUTLETS: **Department Stores**-Kirven's; JCPenney; Sears; Green's; Montgomery Ward; Gayfer's.
Discount Stores-Gaylord's 2; Hill Bros.; Payless; K mart; Howard Bros.; Segall & Sons; Service Merchandise; Family Dollar.
Variety Stores-Woolworth; H.L. Green; Chapman's; Oakland Park; St. Mary's; Starmount; Windsor Village; TG&Y.
Chain Drug Stores-Lee 8; Walgreens; Eckerd 5; Page Drugs 2; Revco.
Chain Supermarkets-Kwik-Chek 3; A&P 3; South Star 5; Piggly Wiggly 13; Food Giant 6; Green Associated Grocers 18; Big Buy 4; Super Foods 3; Birdsey; Kwik-Shop 2; Jones 3; IGA Foodliner 5; Sav-U 4; U Bag It 2; United Super 6.
Other Chain Stores-Burroughs; I.B.M.; Monroe; Friden; Marchant; National Cash Register; Register; Remington Rand; Firestone; Goodrich; Economy Auto; Pure Oil; Western Auto 2; Schwobilt Clothes; Day's Clothing; Maxwell Bros. (furniture); Zale's Jewelry; Busch Jewelry; Butlers; Thom McAn; Cannon Marilyn Slipper Shop (shoes); Lerner Shops; Sherwin-Williams 3; Casual Corners 2; Miller Taylor Shoes; Bell Bros. Shoes; Goodyear 2; Diana Stores 2; Lowe's; Walden Books; Cole Books; Shirt Shack; Hancock Fabric; Goodyear; Otasco; Kiralfy's; Gingess Formal Wear; Matthews; Radio Shack; Feet First; The Gap; Kinney Shoes; Mary Carter Paints; The Toy House; Color Tile; Aamco; Maaco Auto Painting; Singer Sewing; G & G (clothing); The Body Shop; Command Performance; Advanced Appearance; Tabers; Helzberg's Jewelers; Fan Fair; Camelot Records; Turtle's Records; Sterchi Furniture; Pearle Optical.

14 - NEWSPAPERS: ENQUIRER (m-mon to fri) 34,637; LEDGER (e-mon to fri) 25,924; ENQUIRER-LEDGER (m-sat) 55,886; LEDGER-ENQUIRER (m&e) 60,561; (S) 67,651; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Ron Davidson, Adv. Dir., LEDGER and ENQUIRER, 17 W. 12th St., Columbus, GA 31901 (PO Box 711, 31994); Tel. (404) 324-5526.
National Representative Knight-Ridder.

CONYERS

1 - LOCATION: Rockdale County. E&P Map B-2. (In Atlanta MSA). County Seat. Manufacturing & agricultural area. 20 mi. SE of Atlanta. On I-20, State Hwy. 20.

2 - TRANSPORTATION: **Railroads**-Georgia; Family Line.
Intercity Bus Lines-Trailways, Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,567; E&P 85 Est. 8,236
County 80 Cen. 36,747; E&P 85 Est. 40,939
MSA 80 Cen. 2,138,078; E&P 85 Est. 2,274,605

4 - HOUSEHOLDS:
City 80 Cen. 2,349; E&P 85 Est. 3,017
County 80 Cen. 11,592; E&P 85 Est. 13,325
MSA 80 Cen. 756,597; E&P 85 Est. 828,402

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 25,576

7 - ELECTRIC METERS: Residence 17,119

8 - GAS METERS: Residence 11,200

9 - PRINCIPAL INDUSTRIES: Manufacturing (battery trays; scooters; tires; mattresses; fluorescent fixtures; food products; fabricated steel; aluminum screens; awnings; clothing; plastics); Meat packing; Pine timber; Agriculture; Audio tapes.

10 - CLIMATE: Mean Temp.-Spring 80; Summer 85; Fall 70; Winter 40. First killing frost, Nov.; last killing frost, March.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Centers**-8 Shopping Centers on Highways 20 and 138; I-20E; West Ave. and Salem Road; GA 20 and Sigman Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Conyers Crossing(14)	NA	Big Star Foods, Eckerd, K mart
Conyers Vlg.(19)	NA	Kroger, Revco Drugs
Fieldstone(22)	NA	Food Giant, Buy Wise
North Rockdale	NA	Reed Drugs, Winn-Dixie
Rockdale Plz.(25)	NA	Sears, Western Auto, Big Star, Kerwin
Salem Gate(27)	NA	A&P, Treasury Drug, TG&Y

Stores Open Evenings-Shopping Centers.

13 - RETAIL OUTLETS: Department Stores-Richway.
Discount Stores-K mart; Liquidation Mart.
Chain Drug Stores-Eckerd; Treasury; Buy-Wise; Revco; Reed.
Chain Supermarkets-A&P; Big Star; Kroger's; Food Giant; Winn-Dixie.
Other Chain Stores-Singer Sewing Ctr.; Hallmark Card Shop.

14 - NEWSPAPERS: ROCKDALE CITIZEN (e-mon to fri) 7,563; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: Jane Patterson, Adv. Mgr., ROCKDALE CITIZEN, 969 S. Main St.; PO Box 136, Conyers, GA 30207; Tel. (404) 483-7108.
National Representative: None.

CORDELE

1 - LOCATION: Crisp County, E&P Map B-4, County Seat. Agricultural, industrial center. 240 mi. NW of Jacksonville; 65 mi. S of Macon; 130 SE by S of Atlanta; Flint River 8 mi. W; on U.S. Hwys. 280 & 41; I-75 into Florida.

2 - TRANSPORTATION: Railroads-Southern; SCL/L&N Family Lines, piggyback ramp at Cordele serves entire South Georgia area.
Motor Freight Carriers-13 interstate, overnight service to Atlanta, Birmingham, Charlotte, Chattanooga, Columbia (SC), Jacksonville (FL), Knoxville.
Intercity Bus Lines-Southern; Greyhound; Continental Trailways; Tamiami Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,914; E&P 85 Est. 11,545
County 80 Cen. 19,489; E&P 85 Est. 19,669

4 - HOUSEHOLDS:
City 80 Cen. 3,656; E&P 85 Est. 3,628
County 80 Cen. 6,559; E&P 85 Est. 6,838

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$88,000,000
Savings & Loan	1	$43,000,000

6 - PASSENGER AUTOS: County 8,990

7 - ELECTRIC METERS: Residence 7,691

8 - GAS METERS: Residence 2,676; Overall 3,616

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Apparel 5,478 ($114); Lumber 1,255 ($174); Textiles 1,128 ($169); Elec. Machy. 890 ($257); Food 831 ($155); Non Elec. Machy. 811 ($223); Trans. Eqpt. 431 ($211); Rubber Plastics 324 ($178); Chemicals 282 ($182); Furniture 242 ($143); Stone, Clay, Glass 149 ($145); Primary Metal 122 ($178); Printing 105 ($149); Fabricated Metals 98 ($185); Petroleum Refining 53 (N.A.); Paper 24 (N.A.); Miscellaneous 45 ($124).

10 - CLIMATE: Min. & Max. Temp.-Spring 65-87; Summer 71-90; Fall 64-85; Winter 41-63.

11 - TAP WATER: Neutral, hard.

12 - RETAILING:
Principal Shopping Days-Thur., Fri., Sat., Mon.

13 - RETAIL OUTLETS: Department Stores-Sears; Roobin's; The Fair Store; Belk's; Fergusons; Star Store; Badcock's; JCPenney.
Variety Stores-Family Dollar; Allied.
Discount Stores-Gibson's; Pic & Pay Shoes; Payless Shoes; TG&Y.
Chain Supermarkets-Piggly Wiggly; Harvey's; Winn-Dixie; Rachels.
Chain Drug Stores-Gibson's; Revco; Eckerd.
Other Chain Stores-Western Auto; Diana Shop; Friedman Jewelers; B.C. Moore & Sons; Firestone; Goodyear; Badcock Furniture; Wheeler's; Cato's; Kenwin; Behr's; Turton Casuals; Hartin's Fashion Wise Clothing; Curtis Mathes; Radio Shack; Sherwin-Williams.

14 - NEWSPAPERS: DISPATCH (e-mon to fri) 5,266; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Jack C. Mathews, Pub./Gen. Mgr., DISPATCH, 306 13th Ave. W.; PO Box 1058, Cordele, GA 31015; Tel. (912) 273-2277.
National Representative: Thomson Newspapers.

DALTON

1 - LOCATION: Whitfield County, E&P Map B-2, County Seat.

2 - TRANSPORTATION: Railroads-L & N; Southern.

Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound, Trailways.

3 - POPULATION:
Corp. City 80 Cen. 20,743; E&P 85 Est. 21,837
CZ-ABC: (80) 20,939
RTZ-ABC: (80) 62,237
County 80 Cen. 65,780; E&P 85 Est. 65,867
City & RTZ-ABC: (80) 83,176

4 - HOUSEHOLDS:
City 80 Cen. 7,712; E&P 85 Est. 8,282
County 80 Cen. 22,463; E&P 85 Est. 23,156
CZ-ABC: (80) 7,778
RTZ-ABC: (80) 20,470
City & RTZ-ABC: (80) 28,248

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$194,960,000
Savings & Loan	3	$96,585,287

6 - PASSENGER AUTOS: County 39,078

7 - ELECTRIC METERS: City 9,142

8 - GAS METERS: City 6,355

9 - PRINCIPAL INDUSTRIES: Bedspreads; Lumber Mills; Carpeting; Poultry.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 75-95; Winter 30-52.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Area-10 blocks on Hamilton King, Gordon, Cuyler & Crawford Sts., Whitefield Sq., Cleveland Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bry-Man(30)	NA	Winn-Dixie, McCrory, JCPenney
Dalton(20)	NA	Sky-City, Eckerd, Kroger
Glenwood(5)	NA	Giggs Mkt., White Auto
Walnut Sq.(74)	NA	Belk's, Sears

13 - RETAIL OUTLETS: Department Stores-JCPenney; Belk; Cannon's; Sky-City; Loveman's; Sears.
Variety Stores-McCrory-McClellan; Lay's.
Discount Stores-Dalton; Discount Outlet; Gibson's; Family Dollar; Big 5; Dollar General; K mart 2.
Chain Drug Stores-Rexall's; Dunaway's; Eckerd; Revco.
Chain Food Stores-Winn-Dixie; Kroger; Green Spot 3; Stafford's 2.
Other Chain Stores-Bon-Ton Dresses; Linda Fay Kiddie; Sears (order); Int'l. Shoes; Sherwin-Williams; Butler Shoes; Eleanor Glamor Shop; Pic 'N Pay Shoes.

14 - NEWSPAPERS: CITIZEN-NEWS (e-mon to fri) 12,702; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Mike Boss, Adv. Mgr., CITIZEN-NEWS, 308 S Thornton Ave., PO Box 1167, Dalton, GA 30720; Tel. (404) 278-1011.
National Representative: Thomson Newspapers.

DUBLIN

1 - LOCATION: Laurens County, E&P Map C-3, County Seat and residential center. 55 mi. SE of Macon; 150 mi. SE of Atlanta; 135 mi. NW of Savannah; on U.S. Hwy. 80, 319, 441; State Hwys. 15, 19, 26, 29, 31, 117 and I-16.

2 - TRANSPORTATION: Railroads-Seaboard; Southern.
Intercity Bus Lines-Greyhound; Service Coach; Trailways; Queen City Coach.

3 - POPULATION:
Corp. City 80 Cen. 16,083; E&P 85 Est. 16,857
NDM-ABC: (80) 59,134
County 80 Cen. 36,990; E&P 85 Est. 37,527
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,454; E&P 85 Est. 5,823
County 80 Cen. 12,447; E&P 85 Est. 12,967
NDM-ABC: (80) 19,967

5 - BANKS	NUMBER	DEPOSITS
Savings	8	$138,000,000
Savings & Loan	1	$57,000,000
Commercial	8	$57,000,000

6 - PASSENGER AUTOS: County 18,905

7 - ELECTRIC METERS: Residence 10,590

8 - GAS METERS: Residence 3,200

9 - PRINCIPAL INDUSTRIES: Plywood; Bats; Handles; Sash & Doors; Meat Pkg.; Cotton Seeds & Peanut Crushing; Woolens; Furniture; Toys; Concrete Blocks; Kitchen Cabinets; Shirts; Wall Coverings; Pants; Carpets; Tennis Shoes; Newsprint; Aluminum Gates; Computer Components.

10 - CLIMATE: Min. & Max Temp.-N.A.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Downtown(80)	NA	Piggly Wiggly, Family Dollar, Diana Shop
Dublin Mall(31)	NA	Wal-Mart, Belk, JCPenney
Westgate Center(22)	NA	K mart, Sears, Revco Drugs
Williamsburg Village(8)	NA	Walgreen Drugs
Northside Ctr.(10)	NA	Hanks IGA
Bellevue Ctr.(6)	NA	Mercers Supermarket

Principal Shopping Days-Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Belk; K mart; JCPenney; Sears; Wal-Mart; Allied Department Store.
Discount Stores-Family Dollar; Uh-Oh Outlet; Oxford Shop; Stevens Outlet; Tog Shop; Penny Pinchers; Sale Shack.
Variety Stores-McLellan's; Lovett & Tharpe; Cater's.
Chain Drug Stores-SupeRX; Revco; Walgreen.
Chain Supermarkets-Piggly Wiggly 3; Bi-Lo; Harvey's; IGA Foodliner; Red & White.
Other Chain Stores-Firestone; Goodyear; Babcock Furniture; Farmers Furniture; Wise Fashions; Women's Vogue; Friedman's Jewelers; Playland; Curtis Mathes; Radio Shack; Pic 'N Pay Shoes; Payless Shoesource; Friedlanders; Choo-Choo Supply; W-Supply; Behrs; Sherris; Homeway Rentals; Kenwin Shop; Lovett & Thorpe Hdwe.; Towns Auto; Wheelers; Otasco; Catos; Shoe City.

14 - NEWSPAPERS: COURIER HERALD (e) 9,781; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Georgia Snipes, Adv. Dir., COURIER HERALD, 115 S. Jefferson St., Dublin, GA 31040; Tel. (912) 272-5522.
National Representative: Landon Associates.

GAINESVILLE

1 - LOCATION: Hall County, E&P Map B-2. County Seat. Commercial, industrial & recreational ctr. of the Lake Sidney Lanier & Georgia mountain area. Poultry products, other agric., textiles, mfg. Adjacent 38,500 acre Lake Lanier. 50 mi. NE of Atlanta; on U.S. Hwys. 23, 129, 365 Interstate Connector, 136, 249, 53, 141, 215, 365.

2 - TRANSPORTATION: Railroads-Amtrak.
Intercity Bus Lines-Greyhound; American Trailway.
Motor Freight Carriers-24.

3 - POPULATION:
Corp. City 80 Cen. 15,280; E&P 85 Est. 16,030
NDM-ABC: (80) 75,649
RTZ-ABC: (80) 85,577
County 80 Cen. 75,649; E&P 85 Est. 79,928
Total NDM & RTZ-ABC: (80) 161,226

4 - HOUSEHOLDS:
City 80 Cen. 5,638; E&P 85 Est. 6,044
NDM-ABC: (80) 26,071
RTZ-ABC: (80) 28,681
County 80 Cen. 27,956; E&P 85 Est. 28,429
Total NDM & RTZ-ABC: (80) 54,752

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$263,269,850
Commercial	3	$3,296,957,970

6 - PASSENGER AUTOS: County 47,632

7 - ELECTRIC METERS: City & County 30,990

8 - GAS METERS: City & County 83,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food 751; Textile 2,277; Apparel 1,078; Lumber Furn. & Fixtures 629; Print. & Pub. 393; Stone 154; Metal & Machinery 1,564; Leather 303; Animal Feeds 222; Poultry 6,026; Other Mfg. 2,916.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-69; Summer 57-96; Fall 46-91; Winter -3-67. First killing frost, Nov.; last killing frost, March.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Downtown Shopping Centers-3 blocks on City Sq.; 5 on Bradford St.; 4 on Main St.; 5 on Washington St.; 4 on Spring; 2 on Broad; 1 on Green.
Neighborhood Shopping Centers-Triangle 3 units; Lakewood 4 units; Westside 6 units; Lakeshore Vlg. 10 units; College Sq. 15 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broad St.(17)		J&I Foods, Otasco
Blueridge		Hancock Fabrics, Kroger
Sherwood Plz.(14)		Belk's, Sears, A&P, Rose's, Eckerd
Westside Plz.	1	Family Dollar, Bells
Gibson's(2)	1	Gibson's, Big Star
Lakeshore Mall(48)		Belk's, JCPenney, Cato, Revco, Roses
K mart	1	K mart
Lanier Plz.	1	Bi-Lo Foods
Wal-Mart	1	Ingle's, Revco, Wal-Mart
Washington Sq.		Winn-Dixie, Reed Drugs
Big G Plz.(19)	1	Gibsons, Big Star, Eckerd

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Belk; Estes; Millner's; Sears; Burton's.
Discount Stores-Liquidation Mart; Gibson's; Family Dollar; Rose's; K mart; Wal-Mart.
Variety Stores-Woolworth.
Chain Drug Stores-Revco; Eckerd; Dunaway; Reed.
Chain Supermarkets-A&P; Kroger; Winn-Dixie; Big Star 4; Bells; Bi-Lo; Ingle's.
Other Chain Stores-Goodyear; Singer; Pic 'N Pay; Parks Lumber; Lowe's; Hancock Fabrics; Pearl Vision Ctr.; Bell Bros. Shoes; Rose's; Moore-Handley; Radio Shack; Bottom Half; Sound Shop; West Bldg. Supply; B. Dalton Books.

14 - NEWSPAPERS: TIMES (e-mon to fri) 20,996; (S) 22,575; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: George Gutierrez, TIMES, 345 Green St., PO Box 838, 30503; Tel. (404) 532-1234.
National Representative: Gannett Media Sales.

GRIFFIN

1 - LOCATION: Spalding County. (In Atlanta MSA). E&P Map B-3. County Seat. 40 mi. S of Atlanta; 60 mi. NW of Macon. On U.S. Hwys. 16, 19, 41.

2 - TRANSPORTATION: Railroads-Southern; Central of Georgia.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 20,728; E&P 85 Est. 21,329
CZ-ABC: (80) 20,728
County 80 Cen. 47,889; E&P 85 Est. 51,045
RTZ-ABC: (80) 27,171
CZ & RTZ-ABC: (80) 47,899
MSA 80 Cen. 2,138,078; E&P 85 Est. 2,288,436

4 - HOUSEHOLDS:
City 80 Cen. 7,512; E&P 85 Est. 7,941
CZ-ABC: (80) 7,512
County 80 Cen. 16,177; E&P 85 Est. 17,677
RTZ-ABC: (80) 8,665
CZ & RTZ-ABC: (80) 16,177
MSA 80 Cen. 756,597; E&P 85 Est. 827,674

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$102,000,000
Commercial	3	$287,300,000

6 - PASSENGER AUTOS: County 42,000 cars & trucks

7 - ELECTRIC METERS: Residence 10,205

8 - GAS METERS: Residence 13,789

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textile 3,956; Brassieres 105; Hosiery 175; Metal Works 343.

10 - CLIMATE: Min. & Max. Temps.-N.A.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
East Solomon	NA	Music Store
College Hill	NA	Big Star, Hardware, Ben Franklin
U.S. Hwy. 415	NA	Cooks
Experiment(5)	NA	Golden's Food
Market Sq.(11)	NA	Winn-Dixie

K mart Ctr (1)	NA	K mart
Northgate(13)	NA	Food Giant, Eckerd, Bakery, Champions 7
N Griffin Sq	NA	Belk, Sears, Piggly Wiggly, Pa-Pa's Cafeteria

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Food, Drug, Cook's Discount, K mart, Roses, Belk.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Crouch, Smith-Roberts; Belk, Sears Surplus Store.
Variety Stores-McLellan, Rose's, Ben Franklin.
Discount Stores-Cooks; K mart; Signal Mills; Dollar General; Carter's Outlet.
Chain Drug Stores-Reeds, Eckerd, K mart; Hospital Discount.
Chain Supermarkets-Piggly-Wiggly; Kroger; Big Star; Food Giant; Winn-Dixie.
Other Chain Stores-Economy Auto; Diana Shops; Family Dollar; Singer Co.; Western Auto; Friedman Jewelers, Rhodes Furniture.

14 - NEWSPAPERS: NEWS (e) 12,481; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Steve McPhaul, Jr., Adv. Sales Mgr., NEWS, 323 E Solomon, PO Drawer M, Griffin, GA 30224; Tel. (404) 277-3276.
National Representative: Thomson Newspapers.

JONESBORO

1 - LOCATION: Clayton County, E&P Map B-3 (In Atlanta MSA). County Seat. Mfg. & agric., 15 mi. S of Atlanta on U.S. Hwys. 19, 41, I-75; State Hwys. 54, 95, 138.

2 - TRANSPORTATION: **Railroads**-Southern, Louisville & Nashville.
Motor Freight Carriers-8.
Airlines-All major carriers, Atlanta airport.

3 - POPULATION:
Corp. City 80 Cen. 4,132; E&P 85 Est. 4,310
County 80 Cen. 150,357; E&P 85 Est. 156,257
MSA 80 Cen. 2,138,078; E&P 85 Est. 2,274,605

4 - HOUSEHOLDS:
City 80 Cen. 1,392; E&P 85 Est. 1,470
County 80 Cen. 50,449; E&P 85 Est. 54,071
MSA 80 Cen. 756,597; E&P 85 Est. 828,402

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	10	N.A.

6 - PASSENGER AUTOS: County 109,143

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg. of Machinery, Hardware, Dies, Sheet Metal, Furn., Wood Prod., Mfg.; Trans.; Farming.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-89; Summer 51-90; Fall 27-85; Winter 9-72. First killing frost, Oct. 3; last killing frost, Mar. 20.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southlake(110)	5	Sears, JCPenney, Macy's, Rich's
Arrowhead(25)	6	Food Giant, Reed, Richway
Southway	1	
Tara(8)		Food Giant
Vlg. Sq.	1	A&P

Other Nearby Shopping Centers-Forest Pk. 8 mi. N of Jonesboro has five major shpg. ctrs. plus downtown shpg. district. Others in Morrow (5 mi.) & Riverdale (5 mi.).

13 - RETAIL OUTLETS: **Department Stores**-Belk, Zayre, JCPenney, Macy's/Davidson's; Rich's; K mart; Richway.
Chain Supermarkets-Food Giant; A&P; Big Star; Winn-Dixie.
Chain Drug Stores-Eckerd; SupeRx; Revco; Treasury.

14 - NEWSPAPERS: NEWS/DAILY (e-mon to fri) 8,122; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: John Hewitt, Adv. Dir., NEWS/DAILY, PO Box 368, Jonesboro, GA 30286; Tel. (404) 478-5753.
National Representative: American Newspaper Representatives.

LA GRANGE

1 - LOCATION: Troup County, E&P Map B-7. County Seat. 70 mi. SW of Atlanta; 105 mi. NE of Montgomery, AL on U.S. Hwys. I-85, I-185; Georgia Hwys. 14, 19, 109, 219, 244.

2 - TRANSPORTATION: **Railroads**-A&WP; ACL.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 24,204; E&P 85 Est. 25,520
County 80 Cen. 50,003; E&P 85 Est. 51,642

4 - HOUSEHOLDS:
City 80 Cen. 8,689; E&P 85 Est. 9,332
County 80 Cen. 17,445; E&P 85 Est. 18,625

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$107,137,000
Savings & Loan	3	$17,004,000

6 - PASSENGER AUTOS: County 26,609

7 - ELECTRIC METERS: Residence, City 7,697

8 - GAS METERS: Residence, City 5,835

9 - PRINCIPAL INDUSTRIES: Textile Mills; Bottling Plants; Roller Covering; Lumber & Boxes; Undergarments; Boats; Business Forms Printing; Polyethylene Film; Plastics; Hospital Care Apparel; Automobile Chrome; Gaskets; Carpet; Defense Missiles.

10 - CLIMATE: Min. & Max. Temps.-N.A.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
La Grange Plz.(14)	NA	Rose's, Winn-Dixie
Commerce Vlg.(12)	NA	Kroger, Treasury Drug
K mart	2	K mart, Big Star
Lee's Crossing	NA	Winn-Dixie, Revco
Commons	NA	JCPenney, Belk's

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Belk's; JCPenney; Mansour's; Soloman's; Rose's.
Discount Stores-Top Dollar Store; K mart; Wal-Mart.
Chain Drug Stores-Buy Wise; Eckerd; Revco; Treasury.
Chain Supermarkets-Kroger; Food Giant; Winn-Dixie; Big Star.
Other Chain Stores-Charm Shop; Rhodes; Goodyear; Economy Auto; Busch's; Singer Co.; S&H Green Stamps, Kenwin, Learner; Casual Corner.

14 - NEWSPAPERS: NEWS (e) 14,914; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Sue Long, Adv. Dir., NEWS, 105 Ashton St., La Grange, GA 30240; Tel. (404) 884-7311.
National Representative: General Advertising Service.

LAWRENCEVILLE

1 - LOCATION: Gwinnett County (In Atlanta MSA). E&P Map B-2. County Seat. In NE Georgia, 30 mi. NE of Atlanta Lake Lanier on northern border of county; Stone Mountain Park on southern boundry.

2 - TRANSPORTATION: **Railroads**-Seaboard Coastline; Norfolk-Southern.
Motor Freight Carriers-54.
Intercity Bus Lines-American; Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,928; E&P Est. 12,778
NDM-ABC: (80) 144,706
RTZ-ABC: (80) 22,109
MSA 80 Cen. 2,138,078; E&P Est. 2,274,605
County 80 Cen. 166,903; E&P Est. 202,966
NDM & RTZ-ABC: (80) 166,815
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,131; E&P 85 Est. 4,592
NDM-ABC: (80) 46,839
RTZ-ABC: (80) 8,388
MSA 80 Cen. 756,597; E&P 85 Est. 828,402
County 80 Cen. 55,227; E&P 85 Est. 69,356
NDM & RTZ-ABC: (80) 55,227

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$419,009,000
Savings & Loan	7	$296,249,000

6 - PASSENGER AUTOS: County 142,476

7 - ELECTRIC METERS: Residence 86,009

8 - GAS METERS: Residence 69,847

9 - PRINCIPAL INDUSTRIES: Office Parks and Warehousing; Concrete Culverts; Steel Fabrication & Distribution; Textiles; Transportation Equipment; Foam Cartons; Electric Cable; High-Tech (120 companies); Avionics.
Principal Pay Day-Friday.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-91; Summer 49-92; Winter 17-85; Fall 19-82. Growing season 233 days; Avg. rainfall 47 in. per annum. First killing frost, Nov. 13; last killing frost, March 24.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: **40 shopping centers in main communities of the county.**

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beaver Ruin(22)	NA	K mart, Kroger
Buford Mall(28)	NA	Prudential, Marci Imports
Carter Crossing(9)	NA	Big Star, Reed Drugs
Cedar Village(31)	NA	Hancock Fabrics, Drug Emporium
Crossroads(14)	NA	Winn-Dixie, Eckerd
Five Forks(6)	NA	Food Giant, Revco
Fountain Sq.(31)	NA	Richway, Sears Surplus
Green's Corner(41)	NA	K mart, Radio Shack
Gwinnett Crossing(10)	NA	Richway, Kroger, Eckerd
Gwinnett Place(103)	NA	Davison's, Rich's, Sears
Gwinnett Station(30)	NA	Kroger
Gwinnett Village(60)	NA	Outletters, J. Branam
Harmony Grove Center(6)	NA	Food Giant, Revco
Heritage Village(16)	NA	Carter Shoes
Hilltop Village(13)	NA	TG&Y, Food Giant, Revco
Indian Trail Center(12)	NA	Cloth World
Killian Hill Crossing(15)	NA	Winn-Dixie, Eckerd
Lawrenceville Corners(12)	NA	K mart
Lawrenceville Square(25)	NA	Belk, Revco, Radio Shack
Lawrenceville West(15)	NA NA	Winn-Dixie, Revco, Roses
Lilburn Crossing(15)	NA	Big Star, Treasury Drugs
Lilburn Square(33)	33	Williams Bros., Marci Imports
Market Place(16)	NA	Kroger, Treasury Drugs
The Meadows(10)	NA	Kroger, Eckerd
Mountain East(16)	NA	Radio Shack, Kroger
Mountain Park(67)	NA	Big Star, Eckerd
New London Plaza(23)	NA	K mart, Winn-Dixie, Eckerd
Norcross-Tucker(9)	NA	Big Star
North Rockbridge(24)	NA	Sheraton Furniture
Oakland Village(20)	NA	Kroger
Proctor Square(11)	NA	Winn-Dixie, Reed Drugs
River Oak Plaza(8)	NA	Winn-Dixie, Reed Drugs
Rivercliff Village(15)	NA	Alfonzo's, McKenzie Drugs
Scenic Plaza(13)	NA	Quality Foods, Treasury Drugs
Scenic Square(8)	NA	Bi-Lo, Revco
Shannon Oaks(14)	NA	Winn-Dixie, Eckerd
Snellville Plaza(31)	NA	Big Apple Whse., Reed Drugs
Stonebridge Crossing(12)	NA	Food Giant, Treasury Drugs
Sugar Hill Center(6)	NA	Complete Auto, Wenjam Mfg.
Sunset Square(7)	NA	Bi-Lo, Revco

Principal Shopping Days-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Belk, Parsons; Pool's; K mart 4; Roses; TG&Y; Richway 2; Wal-Mart; Sears; Rich's; Davison's.
Variety Stores-Super D; Family Dollar.
Chain Supermarkets-Winn-Dixie 7; Big Star 4; Kroger 7; Food Giant 4; Kram-Way; Bi-Lo 2; Big Apple Warehouse; Cub Foods; Ingles.
Chain Drug Stores-Revco 7; Treasury Drugs 4; Reed's 4; Eckerd 7.
Other Chain Stores-Goodyear 3; Sherwin-Williams; Cato; Western Auto 3; Otasco 2; Sears 4; Firestone 3; Lowes'; Wickes; Radio Shack 5; Makro.

14 - NEWSPAPERS: GWINNETT DAILY NEWS (e) 25,894; (S) 28,192; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Ken Brown, Market Research Dir., GWINNETT DAILY NEWS, Box 1000, Lawrenceville, GA 30246; Tel. (404) 963-0311.
National Representative: None.

MACON

1 - LOCATION: Bibb County (In Macon-Warner Robins MSA). E&P Map B-3. County Seat. College and mfg. ctr. 92 mi. SE of Atlanta; 130 mi. SW of Augusta; 100 mi. NE of Columbus.

2 - TRANSPORTATION: **Railroads**-Central of Georgia; Southern; Georgia, Seaboard, West Point, L&N; Western; Norfolk Southern Corp.
Motor Freight Carriers
Intracity Bus Lines-Greyhound; Trailways.
Airlines-Delta; Atlantic Southeast.

3 - POPULATION:
Corp. City 80 Cen. 116,896; E&P 85 Est. 113,208
CZ-ABC: (80) 133,672
RTZ-ABC: (80) 428,133
MSA 80 Cen. 264,420; E&P 85 Est. 266,617
County 80 Cen. 151,085; E&P 85 Est. 150,426
City & RTZ-ABC: (80) 561,805
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 42,036; E&P 85 Est. 42,279
County 80 Cen. 52,856; E&P 85 Est. 54,252
MSA 80 Cen. 89,539; E&P 85 Est. 93,411
CZ-ABC: (80) 47,264
RTZ-ABC: (80) 140,045
City & RTZ-ABC: (80) 187,309

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	4	N.A.
Commercial	6	N.A.

6 - PASSENGER AUTOS: County 81,041

7 - ELECTRIC METERS: Residence County 64,951

8 - GAS METERS: Residence County 40,929

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners, (Av. Wkly. Wage)-Food mfg. 2,600 ($416); Textile 1,400 ($368); Apparel 1,800 ($300); Lumber, Wood Prod. (except furn.) 500 ($239); Paper and allied Products 2,500 ($432); Printing 700 ($255); Chem. 300 ($357); Stone, Clay, Glass, Concrete 1,400 ($398); Govt. 33,000 ($430); Services 19,000 ($276); Retail Trade 18,500 ($186); Fin., Insur. & R.E. 6,700 ($356); Wholesale Trade 4,800 ($350); Transp., Communication, Util. 4,400 ($450); Constr. 4,100 ($310).
Principal Pay Days-1st and 15th, Thur., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-86; Summer 68-92; Fall 42-87; Winter 37-62. First killing frost, Nov. 16; last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Districts**-miles from downtown, principal stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Baconsfield	2	Chi-chester's, Piggly Wiggly
Bloomfield Vlg.(17)	7	Aim, Piggly Wiggly, Treasury Drug
Forest Hill Vlg.(10)	10	Piggly Wiggly, Revco
Ingleside Vlg.	3	Chi-chester's
K mart Pio Nono(5)	5	K mart, Piggly Wiggly
K mart Riverside(15)	4	K mart, Eckerd
Macon Mall(114)	7	Sears, JCPenney, Davison's, Belk-Matthew's
Market Sq.(10)	4	Revco, TG&Y, Big Apple
Northeast Plaza(33)	3	Piggly Wiggly, Rose's
Northgate Vlg.(19)	9	Kroger, Treasury Drug
Napier Sq.(16)	5	Piggly Wiggly, Family Dollar, Eckerd, Allied Dept.
Parkway Vlg.(10)	8	Krager, Toys R Us
Riverside Plz.(26)	6	Powell's Pharmacy
Rivoli Crossing(7)	7	Big Apple
Shurlington Plz.(16)	4	Piggly Wiggly, Family Dollar
South Plz.(15)	6	Big Star, Rose's, Eckerd
Summit Center(15)	7	Hancock Fabrics, Big Star
Town & Country(12)		Chi-Chester's, Farmer's Furn.
Vine-Ingle		Piggly Wiggly, Chi-Chester's
Westgate Mall(53)	5	Key Catalog Showroom, Piggly Wiggly

Zayre-Emery(12)	5	Zayre
Zayre-Eisenhower(13)		Winn-Dixie, Zayre

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat., Sun. Food Stores-Mon. through Sat.
Stores Open Evenings-Discount; Dept. Stores; Food.

13 - RETAIL OUTLETS: Department Stores-Davison's; Belk-Matthews; JCPenney; Sears; Jos N. Neel.
Discount Stores-TG&Y 2; K mart 2; Zayre 2; Rose's 2.
Variety Stores-Woolworth; McCrory; Family Dollar 3.
Chain Drug Stores-Chi-Chester's 5; Eckerd 6; Revco 4; Treasury Drug 2.
Chain Supermarkets-Big Star; Big Apple 2; Piggly Wiggly 11; Kroger 3.
Other Chain Stores-Rhode's; Friedman's; Lowe's; Moore-Handley; Sterchi's (furn.); Thom McAn; Singer Center; Baker's; Hardy's; Bailey, Banks & Biddle; Zale's; Swiss Colony; Radio Shack; Florsheim; Kinney; Butler's; Cloth World; McCrory's; Western Auto; Casual Corner; The Ranch; West Lumber.

14 - NEWSPAPERS: TELEGRAPH & NEWS (m) 70,816; (S) 93,519; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Ed Fierstos, Adv. Dir., TELEGRAPH & NEWS, 120 Broadway, Macon, GA 31213; Tel. (912) 744-4217.
National Representative: Knight-Ridder Newspaper Sales.

MARIETTA

1 - LOCATION: Cobb County (In Atlanta MSA). E&P Map B-2. County Seat. 20 mi. NW of Atlanta on U.S. Hwy. 41 & State Hwys. 120, 5; I-75, I-285.

2 - TRANSPORTATION: Railroads-Southern; L&N.
Motor Freight Carriers-37.
Intercity Bus Lines-Southern Greyhound; Tennessee Coach; Smoky Mountain Trailways; Service Stages Trailways.
Airlines-Eastern; Delta; United; Southern; TWA; Northwest; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 30,805; E&P 85 Est. 37,321
NDM-ABC: (80) 297,718
MSA 80 Cen. 2,138,078; E&P 85 Est. 2,274,605
County 80 Cen. 297,694; E&P 85 Est. 338,067
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 12,801; E&P 85 Est. 16,158
County 80 Cen. 106,586; E&P 85 Est. 125,039
MSA 80 Cen. 756,597; E&P 85 Est. 828,402
NDM-ABC: (80) 106,595

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	7	$153,988,646
Commercial	9	$321,385,225

6 - PASSENGER AUTOS: County 256,077

7 - ELECTRIC METERS: Residence 55,368

8 - GAS METERS: Residence 22,162

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aircraft 8,000; Textile 2,400.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cumberland(5)	NA	Davison's, Rich's, JCPenney, Sears
Canton Rd.(30)	NA	Big Apple Mkt.
East Gate	NA	Colonial Stores
East Marietta(25)	NA	Big Apple Mkt.
Kennestone Plz	NA	
Marietta Pkwy(7)	NA	Rexall, Colonial
Market Sq.(20)	NA	Big Star, Winn-Dixie
New London(25)	NA	Food Giant
No. Gate(32)	NA	
Roswell St.(13)	NA	Furn. City USA
Town & Country(35)	NA	Winn-Dixie, JCPenney, Kroger
Belmont Hills	NA	Kroger
Westside(21)	NA	Big Apple
Cobb Ctr.(49)	NA	Rich's, Colonial
Hawthorne(23)	NA	JCPenney, Kroger
Smyrna, Ga.	NA	Winn-Dixie

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Leiter; JCPenney; Rich's; Davison's.
Discount Stores-K mart; Zayre; Gibson; Treasure Island.
Variety Stores-McLellan's; Woolworth.
Chain Drug Stores-Dunaway Rexall 6; Atherton Walgreens 3; SupeRx; Lassiter 2.
Chain Supermarkets-A&P 7; Big Apple 9; Colonial Stores 4; Kroger 5; Winn-Dixie.
Other Chain Stores-Western Auto; Friedman's Jewelry; S&H Green Stamps; Lionel Playworld.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 23,428; (S) 24,364; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Terry Smith, Agency Coord., JOURNAL, 580 Fairground St., Marietta, GA 30060; Tel. (404) 428-9411.
National Representatives: U.S. Suburban Press, Inc.

MILLEDGEVILLE

1 - LOCATION: Baldwin County. E&P Map C-3. County Seat. Central portion of state.

2 - TRANSPORTATION: Railroads-Central of Ga. (subsidiary of Southern); Georgia Railroad (component of Atlantic Coast Line & Louisville & Nashville).
Motor Freight Carriers-6.
Intercity Bus Lines-Southeastern Stages; Continental Trailways.
Airlines-Nearby airport in Macon.

3 - POPULATION:
Corp. City 80 Cen. 12,126; E&P Est. 13,496
County 80 Cen. 34,686; E&P Est. 38,446

4 - HOUSEHOLDS:
City 80 Cen. 4,415; E&P 85 Est. 4,247
County 80 Cen. 12,235; E&P 85 Est. 11,766

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$103,431,000
Savings & Loan	1	$41,658,556

6 - PASSENGER AUTOS: County 16,543

7 - ELECTRIC METERS: Residential 10,184

8 - GAS METERS: Residential 7,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Government 4,500; Textile Mfg. 1,350; Non-electric Machinery 716; Transportation Equipment 545; Health & Education 1,105; Chemical 730; Apparel 120.
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Av. Mean & Max. Temp.-Jan. 38 to 60; July 70 to 92.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center-6 blocks downtown; Hatcher Square Mall (30 stores); Old Capital Square (12 stores).
Neighborhood Shopping Center-Town & Country (10 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Macon Mall(100)	40	Sears, JCPenney, Belk

Stores Open Evenings-Mall Mon. through Sat. until 9; Sun. 1-6 (majors).

13 - RETAIL OUTLETS: Department Stores-JCPenney; Belk Matthews.
Discount Stores-K mart; TG&Y.
Chain Drug Stores-Eckerd; Revco; Treasury.
Chain Supermarkets-A&P; Piggly Wiggly 3; BiLo; Winn Dixie.
Other Chain Stores-Goodyear; Firestone; Eleanor Shop; Diana Shop; Sears (catalog); Friedman's Jewelers; Kinney Shoes; Pic-n-Pay Shoes; Vicki-V; Curtis Mathes; Radio Shack.

14 - NEWSPAPERS: UNION-RECORDER (m-tue to sat) 6,401, sworn Sept. 26, 1984.
Local Contact for Advertising & Merchandising Data: Catherine Meyer, Adv. Dir., UNION-RECORDER, Union Recorder Plaza, Milledgeville, GA 31061; Tel. (912) 452-0567.
National Representative: Knight-Ridder Newspaper Sales.

MOULTRIE

1 - LOCATION: Colquitt County. E&P Map B-5. 210 mi. S of Atlanta; 175 mi. NW of Jacksonville; 65 mi. NE of Tallahassee.

2 - TRANSPORTATION: Railroads-Southern; SCL; Georgia Northern.
Motor Freight Carriers-7.
Intercity Bus Lines-Trailways.
Airlines-Atlantis.

3 - POPULATION:
Corp. City 80 Cen. 15,708; E&P 85 Est. 17,121
County 80 Cen. 35,376; E&P 85 Est. 36,833
NDM-ABC: (80) 35,376

4 - HOUSEHOLDS:
City 80 Cen. 5,584; E&P 85 Est. 6,244
County 80 Cen. 12,152; E&P 85 Est. 13,008
NDM-ABC: (80) 12,152

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$111,000,000
Savings & Loan	3	$58,943,000

6 - PASSENGER AUTOS: County 17,013

7 - ELECTRIC METERS: Res. County 12,920

8 - GAS METERS: Res. City 3,606

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Garments 1,733 (N.A.); Metal Working 668 ($189); Mobile Homes 360 ($225); Textiles 355 ($194); Meat Packing 260 ($336); Lumber 418 ($199); Can Co. 200 ($350).
Principal Pay Days-Fri., Sat., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-94; Summer 68-102; Fall 47-85; Winter 26-68. First killing frost, Nov. 15; last killing frost, Mar. 15.

11 - TAP WATER: Hard; natural fluoridation.

12 - RETAILING: Principal Shopping Centers-20 blocks on Main St.; 1st St.; Central Ave. and 1st Ave.
Principal Shopping Days-Thur., Fri., Sat.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sunset Plaza(20)	2	Piggly Wiggly, Belk Hudson, Eckerd
Moultrie Plaza	1	Harvey's, Rose's
Market Place Center(15)	1	K mart, Winn-Dixie, Revco Drugs

13 - RETAIL OUTLETS: Department Stores-Friedlander; Rose's; Lazarus; Family Dollar; Belk-Hudson; JCPenney; Allied; K mart.
Chain Drug Stores-Revco; SupeRx; Eckerd.
Chain Supermarkets-Winn-Dixie; Harvey's; Piggly Wiggly; Cagle's; IGA.
Other Chain Stores-Lowes; Stone; Firestone; Playland; Sears; Dick Causey Shoes; Fayva Shoes; Payless Shoes; Pick and Pay; Skinners Furn.; Babcock Furn.; Shoe Flair; Fashion Scene; White Auto; Western Auto.

14 - NEWSPAPERS: OBSERVER (e) 8,034; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Jim Walther, Adv. Mgr., OBSERVER, 25 N. Main St., 89, Moultrie, GA 31768; Tel. (912) 985-4545.
National Representative: Branham/Newspaper Sales.

ROME

1 - LOCATION: Floyd County. E&P Map A-2. 65 mi. bet. Atlanta and Chattanooga.

2 - TRANSPORTATION: Railroads-Southern R.R.
Motor Freight Carriers-27.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 29,654; E&P 85 Est. 29,407
County 80 Cen. 79,800; E&P 85 Est. 80,827

4 - HOUSEHOLDS:
City 80 Cen. 11,965; E&P 85 Est. 11,615
County 80 Cen. 28,477; E&P 85 Est. 29,708

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$440,594,072
Savings & Loan	2	$240,518,030

6 - PASSENGER AUTOS: County 45,125

7 - ELECTRIC METERS: County 32,781

8 - GAS METERS: County 21,423

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 6,093; Electrical 1,700; Metal 731; Food 917; Paper & allied prods. 1,139.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-78; Summer 78-89; Fall 32-70; Winter 32-42. First killing frost, Nov. 15; last killing frost, Apr. 6. Av. Temp. 62; Av. Rainfall 53 in.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Broad St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alto(5)	1	Super Discount
Central Plz.(16)	11	Mack's Dept., Big Star, Enloe Drugs, Sherwin-Williams, Super D, Waldenbooks
Gala(23)	4	Wil-Bro, Revco
K mart Plz.(5)	4	K mart, Kroger, Radio Shack
Mapleton(2)	2	Piggy Wiggly, Eckerd
North Broad(3)	1	Lowe's Mkt., Enloe Drugs
Riverbend(50)	1	Millers, Belk-Rhodes, Morrison Cafeteria, World Bazaar
Village Plz	1	Village Theatre, Glidden, Kentucky Fried Chicken
West End(12)	3	Enloe Drugs, Champion, Dollar General
W.Side Vlg.(12)	5	Winn-Dixie, Eckerd

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Miller Bros.; JCPenney; Belk-Rhodes; Esserman; H. Kessler.
Variety Stores-Lay's.
Discount Stores-K mart 2; Super Discount 3; Family Dollar; Wal-Mart; Champion; Dollar General.
Chain Drug Stores-Eckerd; Enloe Drugs 3; Revco 3; Big B.
Chain Supermarkets-Big Star; Piggly Wiggly 3; Warehouse Groceries; Winn-Dixie; Food Giant; Kroger 2.
Other Chain Stores-American Radio; Athletic Attic; Behrs; Brooks Fashions; Circus World; Diana Shops; Firestone; General Nutrition; General Tire; Gilman; Glidden; Goodyear; Junction; Lowe's Bldg.; Otasco 2; Parts City; Radio Shack 2; Shoes Kinney; Payless 2; Pic 'N Pay 2; Radio Shack 2; Shoe City; Sherwin-Williams; Sterchi's Furniture; Stewarts; Tog Shop; Warners; Zale's; Merle Norman.

14 - NEWSPAPERS: NEWS-TRIBUNE (e-mon to fri) 22,710; (S) 25,296, sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: H. Wilson Adams, Adv. Dir., NEWS-TRIBUNE, 305 E. 6th Ave., Rome, GA 30161; Tel. (404) 291-6397.
National Representative: None.

SAVANNAH

1 - LOCATION: Chatham County (in Savannah MSA). E&P Map D-4. County Seat. Seaport, industrial center. On U.S. Hwys. I-95, I-16, 17, 17-A, 80. State Hwys. 26 & 21.

2 - TRANSPORTATION: Railroads-Central of Georgia; Seaboard Coast Line; Southern.
Motor Freight Carriers-70.
Freight Steamship Lines-97.
Intercity Bus Lines-Greyhound; Trailways; National Bus Services.
Airlines-Eastern; Delta; American; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 141,634; E&P 85 Est. 142,336
CZ-ABC: (80) 182,653
RTZ-ABC: (80) 522,258
County 80 Cen. 202,226; E&P 85 Est. 203,229
MSA 80 Cen. 220,553; E&P 85 Est. 223,532
City & RTZ-ABC: (80) 704,911
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 50,751; E&P 85 Est. 51,824
County 80 Cen. 71,323; E&P 85 Est. 73,876
MSA 80 Cen. 77,110; E&P 85 Est. 80,482
CZ-ABC: (80) 64,783
RTZ-ABC: (80) 169,110
City & RTZ-ABC: (80) 233,893

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	4	$427,000,000
Commercial	7	$721,000,000

6 - PASSENGER AUTOS: County 112,232

7 - ELECTRIC METERS: 97,738

8 - GAS METERS: Residence 50,552

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Durable Goods: Lumber 1,200 ($322); Trans. Equip. 4,300 ($459); Others 2,800; Non-Durable Goods: Food 2,000; Chem. 1,300 ($382); Petroleum 700; Paper 3,900 ($459).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-68; Summer 73-89; Fall 59-76; Winter 43-60. First killing frost, Nov. 26; last killing frost, Feb. 26.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on Broughton St., 2 W on Broad St., 2 E on Broad St.; Abercorn & White Bluff Rd.
Neighborhood Shopping Centers-Bull & Henry; Waters Ave. 37 to Victory Dr.; Abercorn at Victory

Dr., Skidaway Rd. & Victory Dr.; Habersham & 63 St.; White Bluff Rd. & DeRenne Ave.; Waters Ave. at Montgomery Crossroads Hwy. 80 at traffic circle; Waters Ave. at 64; White Bluff Rd. & Montgomery Crossroads.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Chatham Plz.(26)	NA	Wal-Mart, Firestone
Crossroads(13)	NA	Woolworth, Belk's
De Renne Globe(18)	NA	United Furniture
Forest City(7)	NA	United Furniture
Habersham(16)	NA	Winn-Dixie, Eckerd
K mart	NA	K mart
Kensington(12)	NA	Eric's Restaurant
Largo Plz.(7)	NA	Piggly Wiggly, Wal-Mart
Mall Vlg.(8)	NA	La-z-boy
McAlpin Sq.(15)	NA	Wal-Mart, Kroger
Medical Arts(16)	NA	Revco, Byrd Bros. Mkt.
Montgomery Crossroads(7)	NA	Andy's Mkt.
Oakhurst(20)	NA	Parker's Mkt.
Oglethorpe Mall(80)	NA	Sears, Belk's, Ashby's, Loehman's, JCPenney, Levy's
Picadilly Sq.(14)	NA	Carriage House, Spa
Traffic Circ.(6)	NA	H & L Green
Tri-Roads-K mart(7)	NA	K mart
Varsity Park & Shop Center(16)	NA	7-Eleven
Victory Dr.(15)	NA	Builderama
Victory Mall(25)	NA	K mart
West Side(22)	NA	Revco, Woolworth
Wilmington Is.(14)	NA	Piggly Wiggly

Principal Shopping Days-Dept. Mon., Fri., Sat.; Food Wed., Thur., Fri., Sat.
Stores Open Evenings-Department, downtown, Fri.; Shopping Centers-Nightly.

13 - RETAIL OUTLETS: **Department Stores**-Levy's 2; JCPenney; Sears; Belk's 2; Ashby's; Loehman's.
Discount Stores-K mart (Kresge) 2; Wal-Mart 3; Service Men; Kroger Sav-On 2.
Variety Stores-S.H. Kress; McCrory's 2; H.L. Green; Woolworth 3.
Chain Drug Stores-Revco 11; Eckerd 3.
Chain Supermarkets-Kroger Sav-On 2; Piggly Wiggly 8; Foodtown 3; M & M 6; Red & White 5.
Other Chain Stores-Schwobilt Store; Butler 3; Thom McAn; Hardy Shoes; Women's; Fine's; Asher's; Town & Country; Lady Jane; Eleanor Shop; Lerner Shops; Smart & Thrifty; Diana 2; Furniture: Haverty; Chatham; Maxwell Bros.; Stephens Carriage House; United Furniture Sales; Self Service; Auto Supplies; Western Auto 4; Firestone 2; Goodyear 3.

14 - NEWSPAPERS: MORNING NEWS (m) 56,300; (S) 73,532; EVENING PRESS (e) 20,799; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Gene Stewart, Adv. Dir., NEWS-PRESS, 105-111 W. Bay St.; PO Box 1088, Savannah, GA 31402; Tel. (912) 236-9511.
National Representative: Branham/Newspaper Sales.

STATESBORO

1 - LOCATION: Bulloch County, E&P Map D-3, D-4, County Southeast section, 53 mi. NW of Savannah; on U.S. Hwy. 80, 301 and 25, State Hwy. 67, 73, 26 and 24.

2 - TRANSPORTATION: **Railroads**-Norfolk-Southern.
Motor Freight Carriers-7.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 14,866; E&P 85 Est. 15,964
County 80 Cen. 35,785; E&P 85 Est. 38,052
NDM-ABC: (80) 35,785
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,051; E&P 85 Est. 5,038
County 80 Cen. 12,533; E&P 85 Est. 12,426
NDM-ABC: (80) 11,339

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$156,193,021
Savings & Loan	2	$2,137,417,558

6 - PASSENGER AUTOS: County 17,388

7 - ELECTRIC METERS: Residence 12,982

8 - GAS METERS: Residence 3,042

9 - PRINCIPAL INDUSTRIES: Meters; Malleable Iron Castings; Wool Yarn; Garments; Lumber; Food Processing; Meat Processing; Plastic Extrusions.
Principal Industrial Pay Day-Friday.

10 - CLIMATE: Min. & Max. Temp.-Jan. 20-75; July 55-95. First killing frost, Nov. 20; last killing frost, Feb. 20.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Center**-10 blocks downtown; College Plaza, 13 units; Statesboro Mall, 32 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
College Plz.	1	SupeRx, Piggly Wiggly, Rose's
Simmons	0	Sears, IGA
Statesboro(29)	2	Belk, Revco, JCPenney, Wal-Mart
Gentilly	2	Winn-Dixie, Eckerd
Bi-Lo Plaza	1	Revco, Bi-Lo, Family Dollar

13 - RETAIL OUTLETS: **Department Stores**-Belk, JCPenney.
Variety Stores-Rose's, Wheelers, K mart, Wal-Mart.
Chain Drug Stores-SupeRx, Revco, Eckerd.
Chain Supermarkets-Winn-Dixie; Piggly Wiggly; Big Star; Bi-Lo.
Other Chain Stores-Goodyear; Firestone; Radio Shack; Ace Hardware; Wheelers; Friedman Jewelers; Heileg Myers; Adventureland; Playland West.

14 - NEWSPAPERS: HERALD (m) 6,382; (S) 6,263; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Ron Stokes, Sales Dir., HERALD, 1 Herald Sq., Statesboro, GA 30458; Tel. (912) 764-9031.
National Representatives: Landon Associates; Morris Newspaper Corp.

THOMASVILLE

1 - LOCATION: Thomas County, E&P Map B-5. In extreme SW part of state; 60 mi. S of Albany; 240 mi. S of Atlanta; 219 mi. W of Savannah; 160 mi. W of Jacksonville; 35 mi. N of Tallahassee.

2 - TRANSPORTATION: **Railroads**-SCL.
Motor Freight Carriers-3.
Intercity Bus Lines-Trailways.
Airports-Thomasville Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 18,463; E&P 85 Est. 19,019
CZ-ABC: (80) 18,463
RTZ-ABC: (80) 39,480
County 80 Cen. 38,098; E&P 85 Est. 38,874
City & RTZ-ABC: (80) 57,943
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 6,433; E&P 85 Est. 6,805
County 80 Cen. 12,789; E&P 85 Est. 13,488
CZ-ABC: (80) 6,433
RTZ-ABC: (80) 12,976
City & RTZ-ABC: (80) 19,409

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$148,438,000
Savings & Loan	2	$78,214,682

6 - PASSENGER AUTOS: County 19,279

7 - ELECTRIC METERS: Residence 12,000

8 - GAS METERS: Residence 4,949

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.) -Thread 250; Women's Garments 386; Bread and Cakes 615; Meat and Poultry Packing 1,200; Lumber and Woodworking 1,000; Motor and Mobile Homes 251; Women's Sleepwear 200; Crate and Basket 278; Mining 320; Natural Gas Dist. 10; Plastics 247; Home Furnishings 148; Distribution 550.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: First killing frost, Dec. 1; last killing frost, Mar. 3.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers**-20 blocks on five streets; one large regional shopping center, 5 small strip centers.

13 - RETAIL OUTLETS: **Department Stores**-Belk-Hudson; Neel's; JCPenney.
Variety Stores-McCrory-McLellan; Sears (catalog).
Discount Stores-TG&Y; Rose's; K mart; Woolworth.
Chain Drug Stores-Herndon's 2; Thomas 2; Revco; Trumarx.
Chain Supermarkets Winn-Dixie; Harvey's; Piggly Wiggly.
Independent Supermarkets-McLendon's; Arnold's.
Other Chain Stores-Goodyear; Diana Shop; Singer Co.; Friedlander's Fashion Shoppe; Mangel's; General Dollar; Eleanor Shops; Playland Toy Stores; Logue's Fashion Villa; Pick'N Pay; Sherwin-Williams; Badcock Furn.; Stone's; Jaco Fabrics; Pearl Optical; Dunn Furn.; American Handicrafts; Shoe Box; Shoe Flair; Al Dixon; Kres Jewelers; Skinner Furniture; Bumper-to-Bumper; Lowe; Wight's; Kenwin Shop.

14 - NEWSPAPERS: TIMES-ENTERPRISE (e-mon to fri) 11,122; (m-sat) 10,920; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Dale L. Gjedde, Adv. Dir., TIMES-ENTERPRISE, PO Box 650, Thomasville, GA 31799; Tel. (912) 226-2400.
National Representative: Thomson Newspapers.

TIFTON

1 - LOCATION: Tift County, E&P Map C-4, County Seat. 98 mi. S of Macon; on U.S. Hwys. 41, 82, 319, I-75; State Hwys. 7, 35, 50, 125.

2 - TRANSPORTATION: **Railroads**-Family Lines System; Southern.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound, North and South; Tamiami Trailways, East and West.

3 - POPULATION:
Corp. City 80 Cen. 13,749; E&P 85 Est. 14,958
County 80 Cen. 32,862; E&P 85 Est. 33,600
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,573; E&P 85 Est. 5,131
County 80 Cen. 10,737; E&P 85 Est. 11,343

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$117,223,000
Savings & Loan	2	$75,000,000

6 - PASSENGER AUTOS: County 15,685

7 - ELECTRIC METERS: Residence 13,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Woolen Textiles 800 ($200); Cotton Yarn 395 ($200); Concrete Pdts. 165 ($175); Seed Shellers 130 ($140); Metal Pdts. 450 ($225); Feed, Flour 120 ($150); Clothing 700 (NA); Veg. Plants (In Season) 1,000 ($150); Fork Lifts 114 ($135); Paper Products 200 ($200).

10 - CLIMATE: Min. & Max. Temp.-Spring 53-73; Summer 67-86; Fall 54-75; Winter 30-63. First killing frost, Nov. 15; last killing frost, Mar. 21.

11 - TAP WATER: Hard.

12 - RETAILING: **Principal Shopping Center**-K mart, Big Star, 2nd St. & I-75; Seventh St.; Main St.; 12th St. Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brinntown(6)	NA	Tifton Laundry, Underwood Carpet
Tift Town(9)		Big Star, Sears, Family Dollar, Behrs, Revco, JCPenney
Titus(7)	NA	E-Z Food
Town & Country(25)		Rose's, Winn-Dixie, Eckerd, Belk-Hudson, Cato's, Radio Shack

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-9 p.m.

13 - RETAIL OUTLETS: **Department Stores**-Belk-Hudson; Big Store; Moores; Behrs; Cato's; Neels; Vogue.
Discount Stores-Rose's; Pic 'N Save; K mart; Family Dollar.
Chain Drug Stores-Walgreen; Rexall; Eckerd; Revco; Pic 'N Save; Cox's.
Chain Supermarkets-Harvey's; Big Star; Winn-Dixie; Piggly Wiggly.

14 - NEWSPAPERS: GAZETTE (e) 9,273, sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: Lee Browne, Display Adv. Mgr., GAZETTE, 211 N. Tift Ave., Tifton, GA 31794; Tel. (912) 382-4321.
National Representative: Thomson Newspapers.

VALDOSTA

1 - LOCATION: Lowndes County, E&P Map C-5, County Seat.

2 - TRANSPORTATION: **Railroads**-S.C.L.; Southern; Valdosta Southern.
Motor Freight Carriers-9.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Republic; ASA.

3 - POPULATION:
Corp. City 80 Cen. 37,596; E&P 85 Est. 40,905
CZ-ABC: (80) 37,596
RTZ-ABC: (80) 97,944
County 80 Cen. 67,972; E&P 85 Est. 68,859
City & RTZ-ABC: (80) 135,540

4 - HOUSEHOLDS:
City 80 Cen. 12,800; E&P 85 Est. 14,204
County 80 Cen. 22,609; E&P 85 Est. 23,583
CZ-ABC: (80) 12,800
RTZ-ABC: (80) 32,218
City & RTZ-ABC: (80) 45,018

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$112,300,000
Commercial	4	$198,942,039

6 - PASSENGER AUTOS: County 35,424

7 - ELECTRIC METERS: Residence 18,533

8 - GAS METERS: Residence County 10,506

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agriculture 1,190; Paper & Allied 1,227; Apparel & Textile 1,310; Printing 169; U.S. Air Force 3,500; Construction 1,772.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-95; Summer 59-95; Fall 61-98; Winter 25-93. First killing frost, Oct. 29; last killing frost, Mar. 25.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-2 blocks on N & S Patterson & Ashley, E & W Hill Ave.; E & W Central St.; North Ashley & Park; Brookwood & N Patterson; Five Points.
Principal Shopping Days-Mon., Fri., Sat.
Neighborhood Shopping Centers-Gordon and North Ashley; Park & N. Ashley; Brookwood & N. Patterson; Bay Tree Rd.; E. Ann & N. Troup; Park & Forrest.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bay Tree(8)	NA	Walt's IGA
Brookwood(14)	NA	Pantry Pride, Woolworth
Castle Park(63)	NA	Wilbro, Harvey's Mkt., Pic 'N Pay
Five Points(20)	NA	K mart, Winn-Dixie, JCPenney
Valdosta Mall(40)	NA	Sears, Eckerd, Belk-Hudson

13 - RETAIL OUTLETS: **Department Stores**-Belk-Hudson; Varnedoe; JCPenney; Sears; Schwartz; Neel's; Famous Store; AIM For The Best.
Variety Stores-McCrory's; Woolworth.
Discount Stores-Robert Reddick; Family Dollar; Thrifty; K mart; Pic 'N Pay.
Chain Drug Stores-Giles Rexall; Bel Lile Rexall; Service Rexall; Eckerd; Pic 'N Save 2; Barnes 3; Economy Drugs.
Chain Supermarkets-Harvey's 2; Big Star 2; Winn-Dixie 3; Pantry Pride; Piggly Wiggly 2.
Other Chain Stores-Diana (women's wear); Goodyear; Zale's; Badcock Furn.; Butler's; Mather; Rhodes; Western Auto; Payless Shoes.

14 - NEWSPAPERS: TIMES (e) 16,832; (S) 16,944; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: John Miller, Pub. & Gen. Mgr., TIMES, 201 N. Troupe St.; PO Box 968, Valdosta, GA 31061; Tel. (912) 244-1880.
National Representative: Thomson Newspapers.

WARNER ROBINS

1 - LOCATION: Houston County. (In Macon-Warner Robins MSA) E&P Map B-3. 20 mi. S of Macon.

2 - TRANSPORTATION: **Railroads**-SOU.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-9.
Airlines-Delta.

3 - POPULATION:
Corp. City 80 Cen. 39,893; E&P 85 Est. 44,342
MSA 80 Cen. 264,420; E&P 85 Est. 266,617
NDM-ABC: (80) 62,152
County 80 Cen. 77,605; E&P 85 Est. 79,518
RTZ-ABC: (80) 12,226
NDM & RTZ-ABC: (80) 74,378
Demographic Information available from Newspaper. See Paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,739; E&P 85 Est. 15,708
County 80 Cen. 25,509; E&P 85 Est. 26,989
NDM 80 Cen. 89,539; E&P 85 Est. 93,411
NDM-ABC: (80) 20,551
RTZ-ABC: (80) 3,966
NDM & RTZ-ABC: (80) 24,517

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 46,688

7 - ELECTRIC METERS: Residence 22,517

8 - GAS METERS: Residence 16,631

9 - PRINCIPAL INDUSTRIES: Mfg. of Aircraft Parts, Glass Bottles, Cans, Machine Shop Work, Beer; Electronics. Agriculture Area: Peaches, Cotton, Watermelon, Peanuts. Home of Robins Air Force Base-20,000 personnel, mostly civilian.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-68, Summer 69-93; Fall 56-80; Winter 37-61. First killing frost, Nov. 10; last killing frost, Mar. 19.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Houston Mall(40)	NA	Belk's, Sears, Eckerd, Winn-Dixie, Radio Shack
Williams Plz (23)	NA	Dollar General, Self Furniture
Zayre Plaza(10)	NA	Zayre, Piggly Wiggly, Revco
Northgate(10)	NA	Giant Discount Foods
K mart(2)	NA	K mart
Parkway Station (3)	NA	Kroger
Piggly Wiggly Plaza(10)	NA	Piggly Wiggly, Revco, Radio Shack

13 - RETAIL OUTLETS: **Department Stores**-Belk's, Sears; TG&Y.
Auto Stores-Goodyear; Firestone, K mart; Sears; Wall Tire; Wholesale Tire.
Discount Stores-K mart, Zayre, Dollar General, Family Dollar.
Chain Drug Stores-Eckerd; Revco.
Chain Supermarkets-Winn-Dixie, Family Mart, inc.; Piggly Wiggly 3, Kroger.
Other Chain Stores-Hancock Fabrics; Key Catalog Showroom; Friedmans Jewelers; Playland; Radio Shack; Sherwin Williams; Shoes: Barrett, Bell Bros., Butler's, Kinney, Pay-Less.

14 - NEWSPAPERS: SUN (e-mon to fri) 10,230; (S) 11,266; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Billy R. Tucker, Adv. Mgr., SUN, 1553 Watson Blvd.; PO Box 2768, Warner Robins, GA 31099; Tel. (912) 923-6432.
National Representative: Landon Associates.

WAYCROSS

1 - LOCATION: Ware County, E&P Map C-5, County Seat. 76 mi. N of Jacksonville; 106 mi. SW of Savannah; 158 mi. S of Macon. On State Hwys. 38, 50, 122, 4, 19, U.S. Hwys. 1, 23, 82, 84.

2 - TRANSPORTATION: **Railroads**-Seaboard System Railroad.
Intercity Bus Lines-Greyhound, Trailways.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 19,371; E&P 85 Est. 19,079
County 80 Cen. 37,180; E&P 85 Est. 36,210
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,085; E&P 85 Est. 7,189
County 80 Cen. 12,788; E&P 85 Est. 12,830

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$1,900,000,000
Commercial	3	$144,700,000

6 - PASSENGER AUTOS: County 17,292

7 - ELECTRIC METERS: Residence 13,097

8 - GAS METERS: Residence 5,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Railroad 2,000; Lumber & Plywood 530; Mobile Homes 500; Naval Stores 200; Cigar Mfg. 275; Dryer Felts for Paper Industry 210; Shoe Mfg. 392; Apparel 420; Rubber Products 65.
Principal Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-93, Summer 67-104; Fall 51-96; Winter 29-83. First killing frost, Nov. 18, last killing frost, Mar. 9.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-2 blocks on Mary St.; 3 on Elizabeth; 1 on Pendleton; 3 on Tebeau; 3 on Plant Ave.; 1 on Isabella.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Flanders(12)	NA	Top Value Stamps, Shemiah Florist
Hatchers Point(29)	NA	Wal-Mart, Piggly Wiggly
Satilla Square(14)	NA	Radio Shack, Food Fair

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Shopping Centers and Chain Discount Stores, nightly; Supermkt., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Richard's; JCPenney; Sears.
Variety Stores-McCrory's; Wal-Mart, K mart.
Discount Stores-Pic'N Save.
Chain Drug Stores-Scottie's 2; Eckerd; Rexall.
Chain Supermarkets-Winn-Dixie; Pic'N Save, Pantry Pride, IGA, Piggly Wiggly; Harvey's.
Other Chain Stores-Kenwin's Dresses; Diana Shops; Barfield Shoes; Singer; Goodyear; Western Auto; Firestone; Friedman's Jewelers; Sherwin-Williams; 7-Eleven; Jiffy Stores; Flashfoods; Vogue; Pic'n Pay; Radio Shack; Jacobson's World Hi-Fi Electronics; Wise Fashion; Jack's Minute Markets; Shawnee Swifty; Check Mate; M & M.

14 - NEWSPAPERS: JOURNAL-HERALD (e) 13,403, sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: B. Morris Johnson, Bus. Mgr., JOURNAL-HERALD, 402 Isabella St.; PO Box 219, Waycross, GA 31501; Tel. (912) 283-2244.
National Representative: None.

WEST POINT, GA
See LANETT, AL

HAWAII SURVEYS

METROPOLITAN STATISTICAL AREA

Honolulu-Honolulu County.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1986**
Under 5 Years	71	78	84
5-14 Years	160	148	159
15-24 Years	154	192	207
25-44 Years	203	291	313
45-64 Years	138	180	194
65 and Over	44	76	82
TOTAL	770	965	1,039

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1977 Census**	**1982 Census**	**1986 Est.**
Bldg. Mat./Hdwr.	74	150	217
General Mdse.	632	657	841
Food	651	1,081	1,298
Automobiles	457	541	887
Gasoline Stations	176	400	428
Apparel	204	380	505
Furniture	102	161	252
Eat-Drink Places	484	873	1,128
Drugs	174	338	459
TOTAL SALES	3,294	5,193	6,571

HILO

1 - LOCATION: Hawaii Island & County, E&P Map C-2, County Seat. 215 mi SE of Honolulu; 2,090 mi W of San Francisco.

2 - TRANSPORTATION: **Motor Freight Carriers**-7.
Freight Steamship Lines-6.
Intercity Bus Lines-To all points on island.
Inter-Island Airlines-Daily freight and passenger between all islands (Hawaiian Airlines; Aloha Airlines; Mid-Pacific Airlines).
Inter-Island Water Transportation-Young Bros., tug and barge freight from Hilo, 3 times a week to Hawaii, Maui, Molokai, Kauai. Oil barge service between all islands.
Trans-Pacific Air Service-Direct flights to West Coast by United.

3 - POPULATION:
Corp. City 80 Cen. 35,269; E&P 85 Est. 44,938
NDM-ABC: (80) 64,535
County 80 Cen. 92,053; E&P 85 Est. 105,609
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,765; E&P 85 Est. 13,084
NDM-ABC: (80) 20,277
County 80 Cen. 29,237; E&P 85 Est. 34,714

5 - BANKS	**NUMBER**	**EST. DEP.**
Commerical	5	N.A.

6 - PASSENGER AUTOS: County 67,595

7 - ELECTRIC METERS: Residence 37,670

8 - GAS METERS: Residence 2,142; Rural Tank 10,343

9 - PRINCIPAL INDUSTRIES: (RTZ) Industry, No. of Wage Earners (Av. Wkly. Wage)-Construction 1,700 ($385); Sugar & Agriculture 5,200 ($260); Hotels 4,800 ($240).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 67-83; Summer 65-80; Fall 65-78; Winter 62-81. No frost.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-14 blocks on Kamehameha Ave. & Keawe St.; 8 blocks on Kilauea St.; Hilo Shopping Center, Kilauea St., Hilo Mall; 3 blocks on Kanoelehua Ave.
Principal Shopping Days-Thurs., Fri., Sat.
Stores Open Evenings-Department Stores-Fri., Drugs-Fri. and Sat.

13 - RETAIL OUTLETS: **Department Stores**-Western; Sears; JCPenney; Payless; McInerys; Liberty House.
Variety Stores-Ben Franklin; Woolworth; Long's; Pay'N Save.
Chain Drug Stores-Long's.
Chain Supermarkets-Food Fair 2; Sure Save 4; K. Taniguchi 4; Safeway; Foodland 2.
Other Chain Stores-Western Auto Supply; National Dollar; Zale's; Kinney Shoes; Singer Co.

14 - NEWSPAPERS: HAWAII TRIBUNE-HERALD (e-mon to fri) 20,020; (S) 22,973; Mar. 31, 1985 ABC.

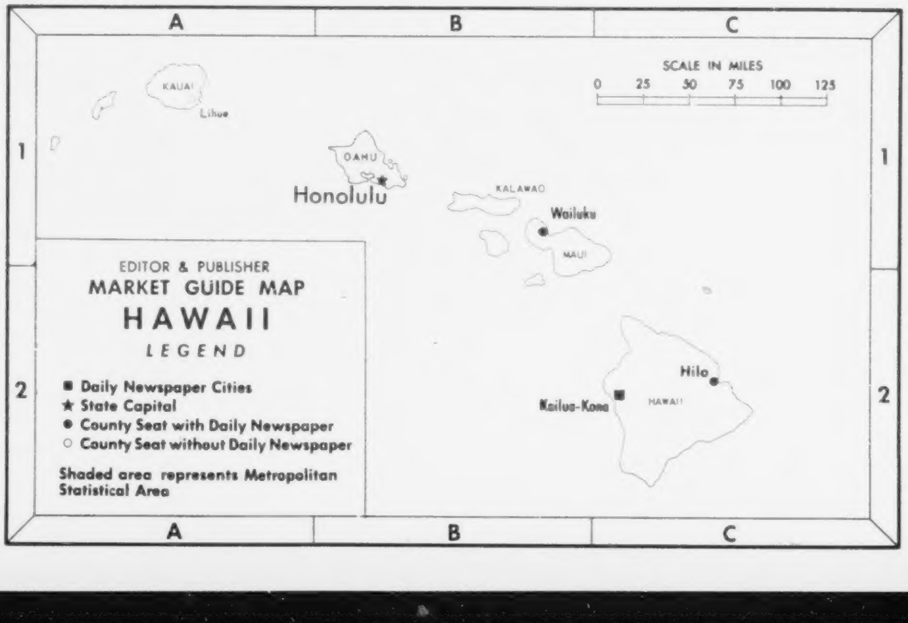
Local Contact for Advertising and Merchandising Data: Jim Wilson, Gen. Mgr., HAWAII TRIBUNE-HERALD, PO Box 767, Hilo, HI 96721; Tel. (808) 935-6621.
National Representative: Papert Companies.

HONOLULU

1 - LOCATION: Honolulu County (MSA), Island of Oahu. E&P Map B-1. Largest city and capital of state. Commercial, industrial, transportation, education, and tourist center. Site of East-West Center. Largest U.S. Naval Base in Pacific (Pearl Harbor); Army Post (Schofield Barracks); Air Force Base (Hickam). 2,091 miles W of San Francisco.

2 - TRANSPORTATION: Air and water carriers handle inter-island and trans-Pacific passenger and freight.
Inter-Island-(air) Daily freight and passenger service flights between all islands (Aloha, Hawaiian and Mid-Pacific Airlines).
Inter-Island-(water) Tug and barge freight service, three times weekly to Hawaii, Maui, Kauai and Molokai. Oil barge service between all islands.
Trans-Pacific-(air) Service to all parts of world via Pan Am; United; Northwest Orient; Continental; Western; American; TWA; Canadian Pacific; Japan; Quantas; British Airways; Philippine Airlines; Air New Zealand; U.T.A.; T.I.A. (Trans International Airlines); World Airways; China Airlines; Korean Airlines.
Trans-Pacific-(water) To ports all over the world by Matson; United States Line; Pacific & Orient; Lykes Bros. and other lines.

3 - POPULATION:
Corp. City 80 Cen. 365,048; E&P 85 Est. 397,283
NDM-ABC: (80) 762,565
County/MSA 80 Cen. 762,874; E&P 85 Est. 784,676


EDITOR & PUBLISHER MARKET GUIDE MAP
HAWAII
LEGEND
- ■ Daily Newspaper Cities
- ★ State Capital
- ● County Seat with Daily Newspaper
- ○ County Seat without Daily Newspaper

Shaded area represents Metropolitan Statistical Area

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 142,280; E&P 85 Est. 144,563
County/MSA 80 Cen. 230,213; E&P 85 Est. 243,845
NDM-ABC: (80) 230,214

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	8	$4,800,000,000
Commercial	10	$7,013,000,000
Trust Companies	4	$94,768,000

6 - PASSENGER AUTOS: Oahu Island 407,341

7 - ELECTRIC METERS: Residence 276,194

8 - GAS METERS: Residence 28,933

9 - PRINCIPAL INDUSTRIES: Honolulu County-Industry, No. of Wage Earners: Agriculture 11,200; Manufacturing 22,200; Trans/Com/Util 30,700; Whol/Ret 105,750; Services & Misc. 103,800; Govt. 91,050; Contr. Constr. 17,950; Fin/Ins/Real Est 31,600; Self Emp/Dom. 28,700.

10 - CLIMATE: Min. & Max. Temp.-Spring 69-78; Summer 72-81; Fall 73-82; Winter 67-77.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: Principal Downtown Shopping Center-9 blocks on Fort Street Mall and connecting streets.
Regional Shopping Centers-Ala Moana; Pearl Ridge; Kahala Mall; Ward Warehouse; Windward Mall.
Neighborhood Shopping Centers-Hawaii Kai; Kamehameha; Moanalua; Windward City; Kailua; Aikahi Park; Salt Lake; Waipahu; Aina Haina; Ewa Beach; Niu Valley; Pearl City; Kuapa Kai.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Aiea	8	Times, Value Drug
Aina Haina	7	Foodland
Aikahi	12	Safeway
Ala Moana	1	Sears, JCPenney, Long's, Woolworth
Ewa Beach	20	Foodland, Woolworth
Hawaii Kai	11	Foodland, Ben Franklin
Kahala Mall	5	Liberty House, Star, Long's, Woolworth, McInerny, JCPenney
Kailua	12	Liberty House, Times
Kamehameha	2	Star, Thrifty Drug
Kaneohe	12	Times
Moanalua	6	Foodland, Longs
Niu Valley	9	Times
Pearl City	9	Foodland, Holiday Mart
Pearlridge	8	Liberty House, JCPenney, Sears, Star
Waipahu	11	Arakawa's, Big Way, Foodland
Wahiawa	13	Big Way
Windward City	12	Foodland

Stores Open Evenings-Major stores every evening and Sunday.

13 - RETAIL OUTLETS: Department Stores-Sears 3; Liberty House 7; McInerny 3; JCPenney 3; Arakawa's; The Ritz 5.
Discount Stores-Gem 4; Gibson; Holiday Mart/Dai'ei 4; Military PX 5.
Variety Stores-Woolworth 6; Cornet 4; Ben Franklin 2.
Chain Drug Stores-Long's 13; Value; Thrifty 2; Waldrich 3; Royal; Sav Mor 2; Pay n'Save 11.
Chain Supermarkets-Foodland 28; Times 15; Safeway 10; Holiday Superfoods 3; Bigway 3; Star Markets 6; Gibson's/Shopping Basket 3; P&P 2; 7-Eleven 21.
Independent Food Store Groups-Food Giant 11; IGA 5.
Other Chain Stores-Watumull's 27; Singer Co.; Hartfield's 4; Standard Shoe; Gallenkamp 3; Thom McAn 7; Carol & Mary 5; Ethel's 3; Villa Roma 3.

14 - NEWSPAPERS: STAR BULLETIN & ADVERTISER (m) 88,963; (e) 109,332; (S) 199,340; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Bob Fountain, Adv. Mgr., Hawaii Newspaper Agency, PO Box 3080, Honolulu, HI 96802; Tel. (808) 525-8000.
National Representative: Gannett Media Sales.

KAILUA-KONA

1 - LOCATION: Hawaii Island & County. E&P Map C-2. In western part of the island. Kona is comprised of a N & S Division. Kailua is located in Kona's N Division.

2 - TRANSPORTATION: Water Transportation-7 steamship vessels.
Intercity Bus Lines-1 to all points on the island.
Airlines-Hawaiian; Aloha.

3 - POPULATION:
Corp. City 80 Cen. 19,662; E&P 85 Est. 26,964
County 80 Cen. 92,053; E&P 85 Est. 105,609
NDM-ABC: (80) 27,518

4 - HOUSEHOLDS:
City 80 Cen. 10,970; E&P 85 Est. 10,882
County 80 Cen. 29,237; E&P 85 Est. 34,714
NDM-ABC: (80) 8,960

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 67,595

7 - ELECTRIC METERS: Residential County 37,670

8 - GAS METERS: Residential County 10,343

9 - PRINCIPAL INDUSTRIES: Tourism; Constr.; Agric.

10 - CLIMATE: Min. & Max. Temp.-Spring 67-83; Summer 65-80; Fall 65-78; Winter 62-81.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Center-Kona Coast Shpg. Ctr.
Neighborhood Shopping Centers-N Kona Shpg. Ctr.; Kealakekua Ranch Ctr.; Parker Ranch Ctr.; World Sq.; Kona Inn Shpg. Vlg.
Principal Shopping Days-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Liberty House; Sears.
Variety Stores-Ben Franklin; Pay 'N Save.
Chain Drug Stores-Pay 'N Save; BJ Furn.
Chain Supermarkets-K. Taniguchi; Foodland; Sure Save.
Other Chain Stores-Andrades; McInerny.

14 - NEWSPAPERS: WEST HAWAII TODAY (m-mon to fri) 7,337; (S) 7,079 Mar. 31, 1985 ABC.
Local Contact for Advertising & Merchandising Data: Robert Winteler, Adv. Mgr., WEST HAWAII TODAY, Box 789, Kailua-Kona, HI 96740; Tel. (808) 329-9311.
National Representative: Papert Companies; U.S. Suburban Press.

LIHUE

1 - LOCATION: Kauai Island & County. E&P Map A-1. County Seat.

2 - TRANSPORTATION: Inter-Island Airlines-Servs. betw. all islands-Hawaiian Airlines; Aloha; Mid-Pacific.
Inter-Island Water Transport-Tug, barge freight servs. three times weekly betw. Hawaii, Molokai, Kauai, Maui, Oahu. Oil barge servs. betw. all islands.

3 - POPULATION:
City 80 Cen. 4,000; E&P 85 Est. 4,947
County 80 Cen. 39,082; E&P 85 Est. 43,374
NDM-ABC: (80) 39,082

4 - HOUSEHOLDS:
City 80 Cen. 1,389; E&P 85 Est. 1,659
County 80 Cen. 12,020; E&P 85 Est. 13,832
NDM-ABC: (80) 12,020

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.

6 - PASSENGER AUTOS: County 26,846

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-N.A. No frost.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lihue(24)	NA	Sears, Woolworth
Menehune Vlg.(30)	NA	
Rice(15)	NA	
Eleele(21)	NA	Ben Franklin
Princeville(7)	NA	Food Pantry
Kapaa(15)	NA	Ben Franklin
Mkt. Pl.-Coconut Plantation(75)	NA	Boutiques and shops

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: THE GARDEN ISLAND (e) 9,426; (S) 8,793; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: David Noda, Adv. Dir., THE GARDEN ISLAND, PO Box 231, Lihue, HI 96766; Tel. (808) 245-3681.
National Representatives: U.S. Suburban Press; Scripps League Newspapers.

WAILUKU

1 - LOCATION: Maui Island & County. E&P Map B-1. County Seat. Tourism & Agricultural. Second largest island in Hawaii Chain, 90 sea mi. S of Honolulu, Oahu.

2 - TRANSPORTATION: Sea Transportation-Matson.
Airlines-Hawaiian; Aloha; Mid-Pacific.

3 - POPULATION:
City 80 Cen. 10,674; E&P 85 Est. 13,256
County 80 Cen. 70,847; E&P 85 Est. 81,102
CZ-ABC: (80) 23,238
RTZ-ABC: (80) 47,609
City & RTZ-ABC: (80) 70,847

4 - HOUSEHOLDS:
City 80 Cen. 3,392; E&P 85 Est. 3,301
County 80 Cen. 22,510; E&P 85 Est. 26,628
CZ-ABC: (80) 7,251
RTZ-ABC: (80) 15,259
City & RTZ-ABC: (80) 22,510

5 - BANKS	NUMBER	EST. DEP.
Commercial	7	$281,469,000
Savings & Loan	6	$200,141,000

6 - PASSENGER AUTOS: County 60,630

7 - ELECTRIC METERS: Residence 27,007

8 - GAS METERS: Residence 338

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Sugar & Pineapple 4,167 ($285); Hotels 3,998 ($183).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp. 65-95.

11 - TAP WATER: Mountain rain water, soft.

12 - RETAILING: Principal Shopping Center-Kaahumanu Center & Maui Mall, Wailuku/Kahului Area.
Neighborhood Shopping Centers-Lahaina Shopping Center, Lahaina; Azeka Shopping Center, Kihei; Pukalani Shopping Center, Pukalani.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lahaina(30)	30	Ben Franklin, Foodland
Azeka(20)	15	Ben Franklin, Star Mkt.
Pukalani(15)	15	Ben Franklin, Foodland
Kaahumanu(50)	NA	Foodland, Sears
Maui Mall(40)	NA	Woolworth, Longs

Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Liberty House (Amfac); Sears; Shirokiya.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Longs; Pay 'N Save.
Chain Supermarkets-Foodland; Star; Safeway.
Other Chain Stores-A&B Commercial Hardware.

14 - NEWSPAPERS: MAUI NEWS (e-mon to fri) 16,375; (S) 14,986; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Bob Jones, Adv. Mgr., MAUI NEWS, PO Box 550, Wailuku, Maui, HI 96793; Tel. (808) 244-3981.
National Representatives: U.S. Suburban Press; Papert Companies.

IDAHO SURVEYS

METROPOLITAN STATISTICAL AREA

Boise-Ada County.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1986
Under 5 Years	64	94	101
5-14 Years	153	162	173
15-24 Years	128	174	186
25-44 Years	158	259	277
45-64 Years	143	161	172
65 and Over	67	94	101
TOTAL	713	944	1,010

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1986 Est.
Bldg. Mat./Hdwr.	286	257	368
General Mdse.	280	308	389
Food	659	1,036	1,230
Automobiles	700	800	1,297
Gasoline Stations	223	353	373
Apparel	121	175	230
Furniture	150	164	254
Eat-Drink Places	260	364	465
Drugs	106	163	219
TOTAL SALES	3,016	4,060	5,222

BLACKFOOT

1 - LOCATION: Bingham County. E&P Map C-5. County Seat. 27 mi. N of Pocatello on Yellowstone & Roosevelt Hwys. Agric. ctr.

2 - TRANSPORTATION: Railroads-C.P.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Aberdeen Stages; Salmon River Stages.
Air Service-Local Charter available.

3 - POPULATION:
Corp. City 80 Cen. 10,065; E&P 85 Est. 11,127
County 80 Cen. 36,489; E&P 85 Est. 37,484

4 - HOUSEHOLDS:
City 80 Cen. 3,266; E&P 85 Est. 3,736
County 80 Cen. 10,772; E&P 85 Est. 11,351

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	N.A.
Savings & Loan	2	$42,000,000

6 - PASSENGER AUTOS: County 25,468

7 - ELECTRIC METERS: Residence 4,622

8 - GAS METERS: County 2,451

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Potato Shipping, Packing & Proc. 1,200; Grain Elevators 36.

10 - CLIMATE: Min. & Max. Temp.-Spring 11-60; Summer 34-95; Fall 9-69; Winter -3-51. First killing frost, Sept. 17; last killing frost, May 22.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Shopping Center-Riverside Plz. Shpg. Ctr.
Principal Shopping Days-Mon., Sat.

13 - RETAIL OUTLETS: Department Stores-Hirsch; The Merc; Block's.
Variety Stores-Estenson's; M.H. King.
Discount Stores-Sprouse Reitz.
Drug Stores-Ancho; Arnell's 2; Jay's; Thriftway.
Chain Supermarkets-Safeway; Albertson's; Kesler's IGA; L&W IGA; Circle K; Mighty Dan's; Carl & Don's Market.
Other Chain Stores-Goodrich; OK Tire.

14 - NEWSPAPERS: NEWS (m) 7,297; sworn Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: Kaye Dayton, Adv. Mgr., NEWS, 27 NW Main, Blackfoot, ID 83221; Tel. (208) 785-1100.
National Representative: None.

BOISE

1 - LOCATION: Ada County (MSA). E&P Map A-4. County Seat. State Capitol. Regional government, wholesale, retail, manufacturing and recreational hub. SW portion of the state, 380 mi. NW of Salt Lake City and 470 mi. SE of Portland. On U.S. Hwys. 20, 26, 30 and I-80N.

2 - TRANSPORTATION: Railroads-Union Pacific (frgt); Amtrak.
Airlines-United; Cascade; Frontier; Alaska Air; Horizon Air; Western Airlines.
Motor Freight Carriers-39.
Intercity Bus Lines-Greyhound; Trailways; Boise-Winnemucca; Northwestern; Emmett Valley Stages.

3 - POPULATION:
Corp. City, 80 Cen. 102,160; E&P 85 Est. 111,205
CZ-ABC: (80) 154,733
RTZ-ABC: (80) 207,426
County/MSA: 80 Cen. 173,036; E&P 85 Est. 188,357
City & RTZ-ABC: (80) 362,164

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 40,269; E&P 85 Est. 45,329
County/MSA 80 Cen. 63,139; E&P 85 Est. 70,966
CZ-ABC: (80) 57,325
RTZ-ABC: (80) 70,370
City & RTZ-ABC: (80) 127,695

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	9	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 135,195

7 - ELECTRIC METERS: Residence 77,100

8 - GAS METERS: Residence 40,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Weekly Wage)-Contract Construction 5,500 ($345); Lumber & Wood Products 2,477 ($170); Food 1,200 ($152); Trucking 1,000 ($206); Printing & Pub. 620 ($162).
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-62; Summer 59-90; Fall 40-62; Winter 20-36; First killing frost, Oct. 15; last killing frost, Apr. 26.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers**-9 blocks on Main St.; 9 on Idaho St.; 9 on Bannock St.; 3 on Jefferson St.
Neighborhood Shopping Centers-1 block on 16th and State; 5 on North Orchard; 5 on Broadway; 2 on North 13th St.; 6 on Vista; Overland Vista 2; Overland 3; Fairview & Five Mile; Mountain View Ctr. 8 units; Fairview Mini Mall 31 units.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Broadway	3	Albertson's Foods
Cole Village(29)	6	Waremart, C.R. Anthony
Collister Ctr.	6	M&W Food
Franklin(14)	3	Merc Dept., Albertson's
Hillcrest Plaza(28)	4	Buttrey's, Thrifty Drug, Grand Central
Karcher Mall(63)	20	JCPenney, Bon Marche
Overland Plaza(30)	5	Smith's Food, C.R. Stores, C.R. Anthony
Plantation Shopping Ctr.	NA	Payless Drugs, Ernst Home Ctrs.
Vista Village(27)	3	C.R. Anthony, Albertson's
Westgate Ctr.(30)	4	Osco, Albertson's
Westgate Mall	4	The Bazaar Dept.

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Mon., Fri.
Stores Open Sundays-Grocery; chain drugs; discount stores.

13 - RETAIL OUTLETS: **Department Stores**-Bon Marche; Bazaar; Falk's; The Mode; JCPenney; Mercantile Stores; Sears; C. R. Anthony.
Variety Stores-King.
Discount Stores-K Mart; Fred Meyer.
Chain Drug Stores-Osco 4; Thrifty Drugs 2; Payless 4.
Chain Supermarkets-Albertson's 9; M&W 6; Buttrey's 5; Circle K 17; 7-Eleven 11; Smith's Food King 6; Shopko 3.
Other Chain Stores-Montgomery Ward; Pay 'n Pak; Sunset Sports; Eagle Electric; Ernst Hardware.

14 - NEWSPAPERS: IDAHO STATESMAN (m) 54,957; (S) 70,534, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Craig Carter, Ret. Sales Mgr., or Charlie Napier, Adv. Dir., IDAHO STATESMAN, 1200 N. Curtis Rd.; PO Box 40, Boise, ID 83707, Tel. (208) 377-6200.
National Representative: Gannett Media Sales.

BURLEY

1 - LOCATION: Cassia & Minidoka Counties. E&P Map C-6; on U.S. Hwys. 30, I-15, I-80; State Hwy 27, 25.

2 - TRANSPORTATION: **Railroads**-Cutoffline, U.P.R.R.
Interstate Bus Lines-Trailways, Greyhound
Airlines-Air Idaho; Sun Valley Key
Motor Freight Carriers-4

3 - POPULATION:
Corp. City 80 Cen. 8,761; E&P 85 Est. 9,358
Counties 80 Cen. 39,145; E&P 85 Est. 40,818
Cassia 80 Cen. 19,427; E&P 85 Est. 20,141
Minidoka 80 Cen. 19,718; E&P Est. 20,677
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,030; E&P Est. 3,207
Counties 80 Cen. 18,609; E&P Est. 13,218
Cassia 80 Cen. 6,119; E&P Est. 6,553
Minidoka 80 Cen. 12,490; E&P Est. 6,665

5 - BANKS	**NUMBER**	**EST. DEP.**
Comm. & Savings	6	$90,393,000
Savings & Loan	2	$6,000,000

6 - PASSENGER AUTOS: Counties: Cassia 15,547; Minidoka 13,844.

7 - ELECTRIC METERS: Residence: Cassia 5,846; Minidoka 4,686.

8 - GAS METERS: Cassia 2,718; Minidoka 2,245.

9 - PRINCIPAL INDUSTRIES: Food Processing; Elevators; Recreation-Motel Convention; Agriculture 6,850 employed; Av. Weekly Salary $150; Farm income $14,600.

10 - CLIMATE: Min. & Max. Temp.-Summer 56-104; Fall 45-96; Winter-Spring 28-68; 8 in. precipitation yearly.

11 - TAP WATER: Hard.

12 - RETAILING: **Principal Shopping Centers**-7 blocks downtown; Overland Shopping Center; Skaggs-Albertson Center; K mart; Burley Mall.
Nearby Shopping Centers-Twin Falls (45 mi.); Rupert (7 mi.).

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Hirsch Stores (Int'l. Shoe); Hudson; Sears; M. H. King; Roper's; Sprouse Reitz.; Block's.
Discount Stores-Cal-Ranch Farm; Hall Farm; K mart.
Chain Drug Stores-Skaggs; Hamilton.
Chain Supermarkets-Albertson's; Safeway; Smith Food King; Johns; Swensens.
Other Chain Stores-Firestone; Coast-to-Coast; Big O Tires; Mode O'Day; Style Shop; Mayfair; Hudson Shoe; Jensen Jewelry.; Tires West; Triangle Tires; Zale's; Commercial Tires; Western Auto.

14 - NEWSPAPERS: SOUTH IDAHO PRESS (e-mon to fri) 7,175; (S) 7,175; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Verna Anderson, Adv. Dir., SOUTH IDAHO PRESS, 230 E. Main St., Burley, ID 83318, Tel. (208) 678-2201.
National Representative: None.

CALDWELL
See NAMPA

COEUR D'ALENE

1 - LOCATION: Kootenai County. E&P Map A-2. County Seat. On Lake Coeur d'Alene.

2 - TRANSPORTATION: **Railroads**-NP, CM, St. Paul; Spokane-International & G.N.
Motor Freight Carriers-5

3 - POPULATION:
Corp. City 80 Cen. 20,054; E&P 85 Est. 24,646
County 80 Cen. 59,770; E&P 85 Est. 66,576
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 7,857; E&P 85 Est. 8,860
County 80 Cen. 21,404; E&P 85 Est. 24,680

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	9	$124,000,000
Savings & Loan	1	$38,000,000

6 - PASSENGER AUTOS: County 53,079

7 - ELECTRIC METERS: Residence 7,110

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber & Forest 1,453 ($160); Aluminum Electronics 150 ($180); Whol. & Ret. 2,028 (N.A.); State employees 376 ($150).

10 - CLIMATE: Min. & Max. Temp.-Spring 33-59; Summer 49-83; Fall 35-64; Winter 24-36.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Midtown	1	Moen Hdwe., Safeway, Pay 'N Save
East Sherman	12	Sears, Riba's, IGA, Runge Furn.
Hayden Lake	6	Low Cost Drug, Ron's Thrift
Sunset Hts.	2	
Northview Plaza	1	Albertson's, Rosauer's, Modern Drug
Coeur d'Alene Mall	NA	Mont. Ward, Kinney, Buttreys, Firestone, Radio Shack, Sprouse-Reitz

Principal Shopping Days-Mon., Fri., Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; Dingle's; Pay 'N Save; Sears; Harvey's; Low Cost Drug; Yellow Front; Myklebust's.
Variety Stores-Sprouse-Reitz; Bonanza 88.
Chain Supermarkets-Albertson's; Riba's; IGA; Safeway; Ron's; Rosauer's; Buttrey's.

14 - NEWSPAPERS: PRESS (e) 13,957; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Richard Budvarson, Adv. Dir., PRESS, 201 Second Ave., Coeur d'Alene, ID 83814, Tel. (208) 664-8176.
National Representative: None.

IDAHO FALLS

1 - LOCATION: Bonneville County. E&P Map C-5. County Seat. SE part of state. Shipping center for potatoes and livestock, sugar and grain. Headquarters for U.S. Department of Energy. 235 hwy. mi. N of Salt Lake City on U.S. Hwys. 20, 26, 91, 191, I-15.

2 - TRANSPORTATION: **Railroads**-Union Pacific.
Motor Freight Carriers-5
Intercity Bus Lines-Greyhound; Intermountain Teton Stages; Star Valley-Jackson; Salmon Short Line.
Airlines-Western; Cascade; Frontier; Horizon; Sky West; Continental Commuter.

3 - POPULATION:
Corp. City 80 Cen. 39,590; E&P 85 Est. 42,000
CZ-ABC: (80) 39,590
RTZ-ABC: (80) 84,857
County 80 Cen. 65,980; E&P 85 Est. 69,000
City & RTZ-ABC: (80) 124,447

4 - HOUSEHOLDS:
City 80 Cen. 13,916; E&P 85 Est. 14,900
County 80 Cen. 21,307; E&P 85 Est. 22,500
CZ-ABC: (80) 13,916
RTZ-ABC: (80) 23,847
City & RTZ-ABC: (80) 37,763

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$417,264,000
Savings & Loan	4	$91,256,000

6 - PASSENGER AUTOS: County 49,575

7 - ELECTRIC METERS: Residence 15,922

8 - GAS METERS: Residence 12,281

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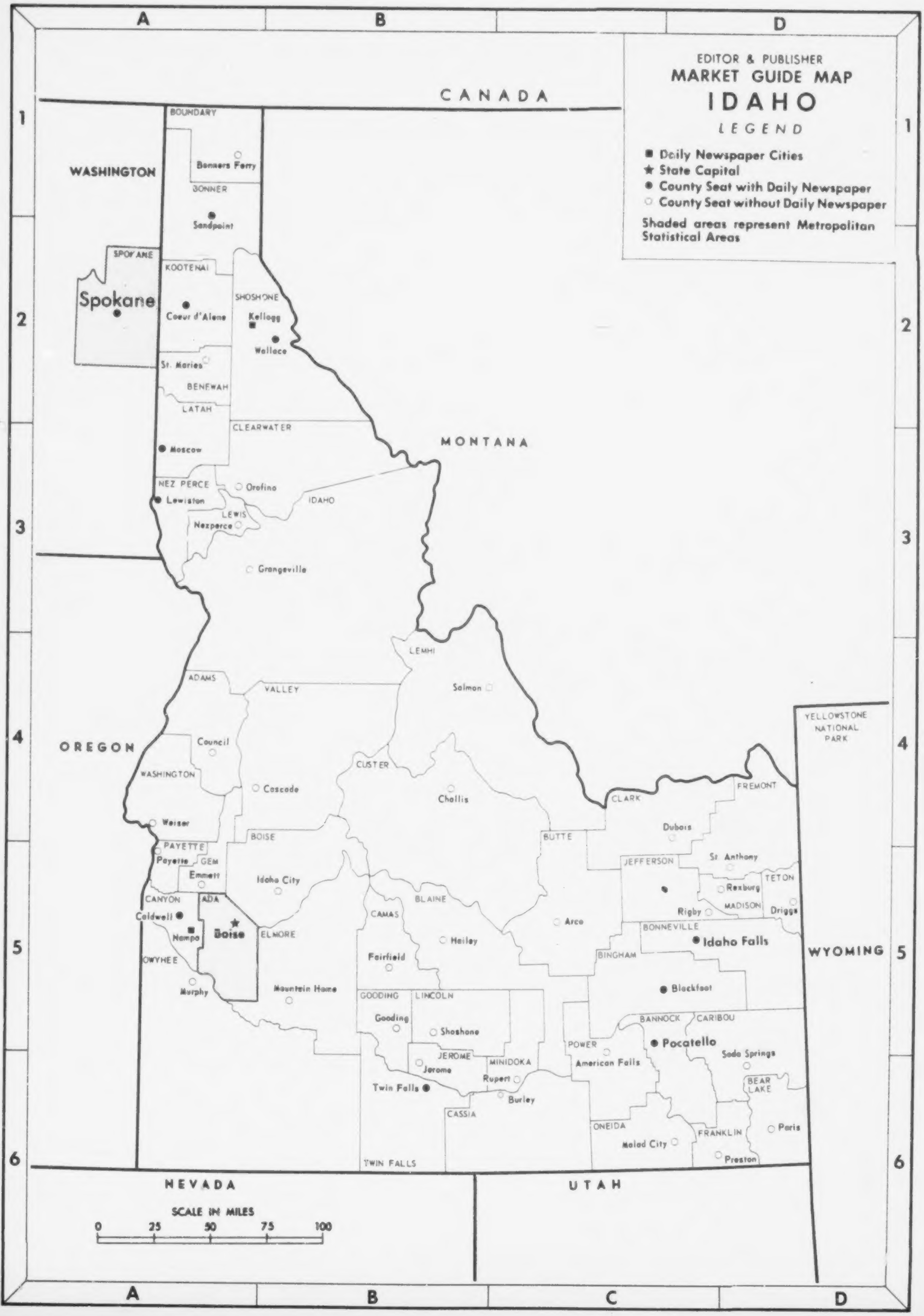

EDITOR & PUBLISHER
MARKET GUIDE MAP
IDAHO
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
A
B
C
D
1
2
3
4
5
6
CANADA
WASHINGTON
MONTANA
OREGON
WYOMING
NEVADA
UTAH
YELLOWSTONE NATIONAL PARK
SPOKANE
Spokane
BOUNDARY
Bonners Ferry
BONNER
Sandpoint
KOOTENAI
Coeur d'Alene
SHOSHONE
Kellogg
Wallace
St. Maries
BENEWAH
LATAH
Moscow
CLEARWATER
NEZ PERCE
Lewiston
Orofino
IDAHO
LEWIS
Nezperce
Grangeville
LEMHI
Salmon
ADAMS
VALLEY
Council
WASHINGTON
Cascade
CUSTER
Challis
Weiser
PAYETTE
Payette
GEM
Emmett
BOISE
Idaho City
CANYON
Caldwell
Nampa
ADA
Boise
ELMORE
OWYHEE
Murphy
Mountain Home
CAMAS
Fairfield
BLAINE
Hailey
BUTTE
Arco
CLARK
Dubois
FREMONT
St. Anthony
JEFFERSON
Rigby
Rexburg
MADISON
TETON
Driggs
BONNEVILLE
Idaho Falls
BINGHAM
Blackfoot
GOODING
Gooding
LINCOLN
Shoshone
JEROME
Jerome
MINIDOKA
Rupert
Twin Falls
Burley
CASSIA
TWIN FALLS
POWER
American Falls
BANNOCK
Pocatello
CARIBOU
Soda Springs
BEAR LAKE
Paris
ONEIDA
Malad City
FRANKLIN
Preston
SCALE IN MILES
0
25
50
75
100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agriculture 3,025 ($175); Nuclear Plant 9,400 ($375); Construction 2,500 ($345); Food Processing 3,247 ($175); Transportation 1,567 ($172); Wholesale/Retail 9,100 ($170); Finance 1,978 ($165); Government 3,681 ($182); Education 3,214 ($165).

10 - CLIMATE: Min. & Max. Temp.-Spring 37-67; Summer 46-82; Fall 21-42; Winter 9-29. First killing frost, Sept. 19; last killing frost, May 15.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown-16 blocks on Broadway, Park Ave., Shoup Ave., A St., B St. & C St.; 3 on North Hwy and 3 West of River.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grand Teton Mall(48)	5	ZCMI, The Bon, JCPenney
Country Club(31)	2	Sears, Lamont's
Hall Park(6)	3	Merc Dept., Safeway
First Street(11)	1	Idaho Dept. Store
Skyline(5)	2	Skyline Groc., Ben Franklin, K mart
First Woodruff(6)	2	Smith Food
Westfield Plz (13)	2	Osco, Albertson's, Coast-to-Coast
Yellowstone(22)	2	Fred Meyer, Albertson's

Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Mon. & Fri.; Shopping centers Mon. through Fri. until 9; Sundays 12-7.

13 - RETAIL OUTLETS: Department Stores-ZCMI; The Bon; JCPenney; Sears; Idaho Dept.; Lamont's; Block's; Ferrell's; K-G Stores; Merc; Ernst; Hirsch Value Center.
Variety Stores-Ben Franklin; Sprouse Reitz; Bonanza; 88¢ Store; King's.
Discount Stores-The Mart; Fred Meyer; K mart; Ernst; Coast-to-Coast.
Chain Drug Stores-Skaggs 2; Osco; Rexall 2; Smith's.
Chain Supermarkets-Safeway 2; Albertson's 3; IGA 3; Buttrey's; Warehouse Mkt.; Saving Center; Smith's Food King.
Other Chain Stores-Firestone; Singer Co.; Pay Less Shoes; Kinney Shoes; Jensen Jewelry; State Hardware; Mr. Mac's Men; ABC Kiddies Shop; House of Fabric; Green Stamps; Samon's; Color Tile; Radio Shack; Schaubach's; Zale's; Roth Shoes; Deseret Book; Brook's Fashion; Foxmoor; JoAnn Fabrics; Siefort's; Lane Bryant; Record Box; Dalton Books; Waldenbooks; General Nutrition; Kinderphoto; Taylor Maid; Beauty; Jay Jacobs; The Closet.

14 - NEWSPAPERS: POST-REGISTER (e-mon to fri) 24,878; (S) 25,689; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Jack Couch, Adv. Mgr., POST-REGISTER, 333 Northgate Mile; PO Box 1800, Idaho Falls, ID 83401; Tel. (208) 522-1800.
National Representative: Landon Associates.

KELLOGG

1 - LOCATION: Shoshone County. E&P Map A-2. 75 mi. E of Spokane on U.S. Hwys. 10, 90.

2 - TRANSPORTATION: Railroads-Union Pacific.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
City 80 Cen. 3,417; E&P 85 Est. 3,077
County 80 Cen. 19,226; E&P 85 Est. 18,498

4 - HOUSEHOLDS:
City 80 Cen. 1,330; E&P 85 Est. 1,193
County 80 Cen. 6,870; E&P 85 Est. 6,817

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.

6 - PASSENGER AUTOS: County 11,899.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mining & Smelting of Various Metals; Forest Prod.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Very soft.

12 - RETAILING: Principal Shopping Centers-N.A.

13 - RETAIL OUTLETS: Department Stores-Morrows; Patano's; JCPenney.
Chain Supermarkets-Pik Kwik; IGA; Britt's Garden Spot; Stein's Garden Spot; Excell Foods; JB Food City; Safeway; Wayside; Barney's.

14 - NEWSPAPERS: EVENING NEWS (e-mon to fri) 6,076; sworn Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: Mike Barton, Adv. Dir., EVENING NEWS, 401 Main St., Kellogg, ID 83837; Tel. (208) 784-0201.
National Representative: None.

LEWISTON, ID-CLARKSTON, WA

1 - LOCATION: Lewiston in Nez Perce County, Idaho., County Seat. Clarkston in Asotin County, Wash., E&P Map A-3, Residential Center. 100 mi. SE of Spokane at junction of the Snake and Clearwater Rivers; Clarkston on other side of Snake River, terminus of barge lines on the lower Snake and Columbia Rivers. On Wash. State Hwy. 9; U.S. Hwys. 26, 95, 195 and Lewis & Clark Hwy.

2 - TRANSPORTATION: Railroads-Burlington Northern; Union Pacific; Camas Prairie.
Motor Freight Carriers-8.
Intercity Passenger Bus Lines-Greyhound; Northwestern Stages; Clearwater Stages.
Airlines Serving City-Cascade; Horizon.

3 - POPULATION:
Corp. Cities 80 Cen. 34,889; E&P 85 Est. 36,365
Lewiston 80 Cen. 27,986; E&P 85 Est. 28,843
Clarkston 80 Cen. 6,903; E&P 85 Est. 7,522
Counties 80 Cen. 50,043; E&P 85 Est. 50,742
Nez Perce, ID 80 Cen. 33,220; E&P 85 Est. 33,238
Asotin, WA 80 Cen. 16,823; E&P 85 Est. 17,504
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 13,678; E&P 85 Est. 14,414
Lewiston 80 Cen. 10,769; E&P 85 Est. 11,233
Clarkston 80 Cen. 2,909; E&P 85 Est. 3,181
Counties 80 Cen. 18,960; E&P 85 Est. 19,819
Nez Perce, ID 80 Cen. 12,490; E&P 85 Est. 12,853
Asotin, WA 80 Cen. 6,470; E&P 85 Est. 6,966

5 - BANKS	NUMBER	EST. DEP.
Commercial	8	$347,000,000
Savings & Loan	4	$120,000,000

6 - PASSENGER AUTOS: Nez Perce Co. 18,282; Asotin Co. 8,489.

7 - ELECTRIC METERS: Residence 16,619.

8 - GAS METERS: Residence 7,388.

9 - PRINCIPAL INDUSTRIES: Wood Prod.; Veneer; Pulp & Paper; Tissue Mill; Frozen Foods; Grain Elevators; Railway Shops & Hdqtrs.; Ammunition; Lime Quarries; Elec. Pr. Plants; Beverage Bottlers; Hospitals; Boat Works; Marinas; Box Mfg.; College; Concrete Prod. Mfg.; Feed Grinding Plts.; Fertilizer Mfg.; Natural Gas; Bulk Petroleum Plts.; Livestock Sales; Plating Factory; Seed-cleaning; Steel Prod.; Venetian Blinds Fabrication.

10 - CLIMATE: Min. & Max. Temp.-Mar. 36-56; Sept. 49-78. Rainfall 13 in.

11 - TAP WATER: Slightly alkaline, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lewiston(25)	2	La Monts, The Bon
Southgate(6)	4	Big V Dept
Sunset(8)	2	Sears, Radio Shack
Town & Country(4)	NA	Food Mkt
Clarkston Ctr (5)	NA	Albertson's, Sears

Principal Shopping Days-7 days.
Stores Open Evenings-Most Food & Drug stores.

13 - RETAIL OUTLETS: Department Stores-The Bon; Le Mont's; Idaho Dept.; JCPenney; Lee Morris; K mart; Big V.
Variety Stores-Bonanza 88; Bazar.

Discount Stores-Great Western; K mart.
Chain Drug Stores-Payless; The Owl 3; K mart; Wasem's Rexall; Marketime; Low Cost.

Chain Supermarkets-Safeway 2; Family Foods; IGA; Thrift Stores 2; Albertson's 2; Warehouse Foods; Barneys; Food City 3.

Other Chain Stores-Firestone; Evergreen; Goodyear; Les Schwab Tire; Sherwin-Williams Paint; Columbia Paint; Pay Less Shoes; Kinney Shoes; Singer Co.; Bruneel Tire; Lewiston Tire; Royal Optical; Deranleau's; Perfection; Letz Paint; Music City.

14 - NEWSPAPERS: TRIBUNE (m) 24,319; (S) 24,319; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Larry Brown, Adv. Dir., TRIBUNE, 505 C St., Lewiston, ID 83501; Tel. (208) 743-9411.
National Representative: Branham/Newspaper Sales.

MOSCOW

1 - LOCATION: Latah County. E&P Map A-3. County Seat. Business & Agricultural center. Forestry & mining research; University of Idaho. 89 mi. SE Spokane, WA; 320 mi. E of Seattle, WA.

2 - TRANSPORTATION: Railroads-Burlington Northern; Union Pacific (freight only).
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Roadrunner; Campus Link.
Airlines-Cascade; Horizon.

3 - POPULATION:
Corp. City 80 Cen. 16,513; E&P 85 Est. 18,232
County 80 Cen. 28,749; E&P 85 Est. 30,971

4 - HOUSEHOLDS:
City 80 Cen. 5,686; E&P 85 Est. 6,440
County 80 Cen. 10,256; E&P 85 Est. 11,103

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$189,961,412
Savings & Loan	1	$19,686,572

6 - PASSENGER AUTOS: County 19,966.

7 - ELECTRIC METERS: Residence 8,259.

8 - GAS METERS: Residence 2,492.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage): County total 8,831 ($215); Construction 354 ($200); Lumber 759 ($322); Other 110 ($194); Trans., Comm. & Utilities 406 ($291); Wholesale & Retail 2,615 ($149); Finance 215 ($198); Service 1,516 ($161); Government 3,356 ($231).
Principal Industrial Pay Days-1st, 10th, 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 27-86; Summer 40-98; Fall 10-70; Winter 0-55. First killing frost, Sept. 26; last killing frost, April 29.

11 - TAP WATER: Neutral, not fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on Main; 6 on Washington; 9 on Third; 7 on Jackson; 3 on 2nd, 4th & 5th Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Palouse Empire Mall (64)	2	Bon Marche, JCPenney, K mart, Lamonts, Ernst, Pay 'N Save
Moscow Mall(25)	1	Safeway, Sears, Thrifty
Korns(4)	1	Rosauers, Drug Fair, Checker

Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Bon Marche; JCPenney; K mart; Pay 'N Save; Lamonts; Ernst; Sears; Thrifty Drug; Drug Fair; Safeway; Rosauers; Tri-State.

13 - RETAIL OUTLETS: Department Stores-Creighton's; JCPenney; Sears; Bon Marche; Lamonts.
Discount Stores-Tri-State Distributors; K mart; Ernst Hardware.
Chain Drug Stores-Drug Fair; Pay 'N Save; Giant T.
Chain Supermarkets-Safeway 2; IGA 2; Rosauer's 3; Warehouse Foods 2.
Other Chain Stores-Schucks (auto); Radio Shack; Sunset Sports; Columbia Paint.

14 - NEWSPAPERS: IDAHONIAN (e-mon to fri; m-sat) 8,850; Mar. 31, 1985 VAC.
Local Contact for Advertising and Merchandising Data: Ann Hart, Adv. Mgr., IDAHONIAN, 409 S. Jackson; PO Box 8187, Moscow, ID 83843; Tel. (208) 882-5561.
National Representative: Branham/Newspaper Sales.

NAMPA-CALDWELL

1 - LOCATION: Canyon County. E&P Map A-5. 20 mi. W of Boise; 422 mi. from Portland, Ore., on I-84. Caldwell: County Seat. 412 mi. from Portland and Salt Lake City.

2 - TRANSPORTATION: Railroads-UP; Amtrak.
Intercity Bus Lines-Greyhound; Pacific Trailways; Boise-Winnemucca.

3 - POPULATION:
Corp. Cities 80 Cen. 42,811; E&P 85 Est. 49,897
Nampa 80 Cen. 25,112; E&P 85 Est. 29,191
Caldwell 80 Cen. 17,699; E&P 85 Est. 20,706
County 80 Cen. 83,756; E&P 85 Est. 89,175
CZ-ABC: (80) 59,482
Bal. in NDM-ABC: (80) 30,384
Total CZ & NDM-ABC: (80) 89,866

4 - HOUSEHOLDS:
Cities 80 Cen. 15,407; E&P 85 Est. 18,437
Nampa 80 Cen. 8,987; E&P 85 Est. 10,827
Caldwell 80 Cen. 6,420; E&P 85 Est. 7,610
County 80 Cen. 28,458; E&P 85 Est. 31,225
CZ-ABC: (80) 20,733
Bal. in NDM-ABC: (80) 9,692
Total CZ & NDM: (80) 30,425

5 - BANKS	NUMBER	DEPOSITS
Nampa		
Commercial	7	$93,560,000
Savings & Loan	3	$96,530,000
Caldwell		
Commercial	4	$123,000,000
Savings & Loan	3	$58,000,000

6 - PASSENGER AUTOS: County 63,664.

7 - ELECTRIC METERS: Nampa 16,275; Caldwell 14,304.

8 - GAS METERS: Nampa 7,579; Caldwell 4,300.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Nampa: Railroads 880; Sugar 553; Meat Packing 136; Food Proc. 1,689; Institutions 587; Utilities 112; Seed Proc. 362; Mobile Home and Recreational Vehicle Mfg. 1,094; Furniture Mfg. 236; Lumber and Timber Prod. 225; Constr. 1,618; Agriculture 3,210; Metal Fabrication 370. Caldwell: Mobile Home Mfg. 250; Recreational Vehicle Mfg. 200; Frozen Food Processing 2,200; Creamery & Cheese Mfg. 120; Meat Packing 150; Construction 1,218; Agriculture 2,840.

10 - CLIMATE: Min. & Max. Temp.-Nampa: Spring 25-96; Summer 37-98; Fall 11-79; Winter 4-48. First killing frost, Sept. 26; last killing frost, May 1. Caldwell: Spring 29-87; Summer 49-98; Fall 22-78; Winter 12-69. First killing frost, Oct. 3; last killing frost, Nov. 7.

11 - TAP WATER: Nampa: Alkaline, very soft, fluoridated. Caldwell: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St.; 5 on Kimbell; 5 on Arthur; 4 on Blaine; 4 on Cleveland.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Holly(7)	NA	Merc Dept., M&W Mkt., Sears
Karcher(68)	7	Woolworth, Idaho Dept., JCPenney, Zale's, Bon Marche
Owyhee(7)	NA	Safeway
South Vlg (14)	NA	Smith's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.; Shopping centers every night except Sunday.
Stores Open Sundays-Shopping centers, grocers & drugs.

13 - RETAIL OUTLETS: Department Stores-Nampa: JCPenney; Idaho Dept.; Hirsch Value Center; Bon Marche (Allied); Ernst; K mart; Sears; Fred Meyer.
Discount Stores-Bonanza 2; Statewide Auto Stores 2; Rasco-Tempo.
Variety Stores-Sprouse Reitz; M.H. King; Bonanza 88; Woolworth.
Chain Drug Stores-Penneywise 2; Skagg's; Super Thrift.
Chain Supermarkets-Albertson's 2; M&W 2; Buttrey's; Waremart Mkts.; Consumer Mkts. 2; Safeway 2; Paul's Food Mkt.
Other Chain Stores-Firestone 2; Alexander's; Coast-to-Coast; Mode O'Day 2; Fuller Paint; Sherwin-Williams; Goodyear 2; Rasco-Tempo; Kinney Shoes; S&H Green Stamps; Mary Carter Paints; The Merc; Sears; K-G Stores; Jay Vee Stores; Singer Co.; House of Fabrics; OK Tire; Zale's; Discount Fabrics; Radio Shack 2; Belle and Beau; B. Dalton Bookseller; Rusan's; Paul's Food; Montgomery Ward.

14 - NEWSPAPERS: PRESS-TRIBUNE (e) 17,613; (S) 18,515; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: John Rybarczyk, Adv. Dir., PRESS-TRIBUNE, 1618 N. Midland, Nampa, ID 83651; Tel. (208) 467-9251.
National Representative: None.

POCATELLO

1 - LOCATION: Bannock County. E&P Map C-5. County Seat. Industrial Center. 1,072 mi. W of Omaha, 690 mi. E of Portland, 166 mi. N of Salt Lake City, and 263 mi. S of Butte, MT. I-15 and 80.

2 - TRANSPORTATION: Railroads-Division point for Union Pacific; Salt Lake-Butte and Omaha-Portland.
Motor Freight Carriers-14.
Intercity Passenger Bus Lines-Greyhound.

Airlines Serving City-Cascade Airways; Sky West; Horizon Air.

3 - POPULATION:
Corp. City 80 Cen. 46,340; E&P 85 Est. 46,985
CZ-ABC: (80) 53,392
RTZ-ABC: (80) 71,700
County 80 Cen. 65,421; E&P 85 Est. 66,331
City & RTZ-ABC: (80) 125,092
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 16,840; E&P 85 Est. 17,468
County 80 Cen. 22,489; E&P 85 Est. 23,483
CZ-ABC: (80) 18,937
RTZ-ABC: (80) 21,997
City & RTZ-ABC: (80) 40,934

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	$320,000,000
Savings & Loan	2	$48,458,000

6 - PASSENGER AUTOS: County 46,073

7 - ELECTRIC METERS: 22,363

8 - GAS METERS: Residence 11,400

9 - PRINCIPAL INDUSTRIES: Industry. No. of Wage Earners-Manufacturing 4,180; Wholesale Trade 1,240; Retail Trade 5,070; Fin., Ins., Real Estate 2,120; Construction 650; Transp., Comm., Util. 2,930; Service 3,940; Government Administration 2,270; Education 3,230.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-60; Summer 55-89; Fall 34-64; Winter average 25.6.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING: **Neighborhood Shopping Centers**-Westwood Village Mall, 1 mi. at Garrett Way and Oak Ave.; Buttreys-Osco, 6 Blocks on 5th Ave.; Alameda Plaza, 2 mi. at Yellowstone and Alameda; Pocatello Mall, Yellowstone between Cedar and Alameda 2 mi.; Foothill Plaza, 1 mi. at Alameda & Hilinerd; Pineridge Mall, 1 mi. at Yellowstone and Poleline Rd.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Idaho Dept. Store; P.N. Hirsch; Sears; K mart; Lamont's; ZCMI; The Bon.
Discount Stores-Cal-Ranch & Farm.
Variety Stores-Bonanza.
Chain Drug Stores-Ben Franklin Super Save; Osco; Grand Central; Payless.
Chain Supermarkets-AG 4; Albertson's 2; Buttrey's; Safeway 2; Thriftway; Okay; Wyz-Way 2; Smith's Food King 3.
Other Chain Stores-Firestone; Block's; Mode O'Day; Nate Morgan Jewelers; S&H; Zale's Jewelry; Sunset Sporting Goods; Big O Tires; Ernst; Kinney; American Furn.; Lamonts; Thom McAn; Self Service Furn.

14 - NEWSPAPERS: IDAHO STATE JOURNAL (e-mon to fri) 20,070; (S) 21,245; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: G. Lee Kaylor, Adv. Dir., IDAHO STATE JOURNAL, 305 S Arthur, Pocatello, ID 83204; Tel. (208) 232-4161.
National Representative: None.

SANDPOINT

1 - LOCATION: Bonner County. E&P Map A-1. County Seat. On Lake Pend d'Oreille; 80 mi. NE of Spokane.

2 - TRANSPORTATION: **Railroads**-Union Pacific; Burlington Northern.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 4,460; E&P 85 Est. 5,031
County 80 Cen. 24,163; E&P 85 Est. 26,171

4 - HOUSEHOLDS:
City 80 Cen. 1,796; E&P 85 Est. 1,624
County 80 Cen. 8,814; E&P 85 Est. 9,880

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	N.A.

6 - PASSENGER AUTOS: County 22,146

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Lumber Mills; Shingle Mfg.; Silver & Lead Mines; Tourism (Lakes & Ski Resorts); Potato Growing; Cattle and Dairy.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-59; Summer 49-83; Fall 35-64; Winter 24-36.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Centers**-Bonner Mall.

13 - RETAIL OUTLETS: **Department Stores**-JC Penney; Montgomery Ward; Sears (Catalog); Sprouse Reitz; Anthony's.

14 - NEWSPAPERS: BEE (e-mon to fri) 4,085; sworn Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: James Thompson, Pub., BEE, PO Box 159, Sandpoint, ID 83864; (208) 263-9534.
National Representative: None.

TWIN FALLS

1 - LOCATION: Twin Falls County. E&P Map B-6. County Seat. In SE part of state; 120 mi. WSW of Pocatello; 140 mi. from Boise; 240 mi. from Salt Lake City, Utah. On U.S. Hwy. 1-80 and 93.

2 - TRANSPORTATION: **Railroads**-Union Pacific.
Motor Freight Carriers-11.
Intercity Bus Lines-Union Pacific; Trailways; Twin Falls-Wells; Sun Valley Stage Lines.
Airlines-Transwestern; Sky West.

3 - POPULATION:
Corp. City 80 Cen. 26,909; E&P 85 Est. 30,443
CZ-ABC: (80) 31,184
RTZ-ABC: (80) 101,697
City & RTZ-ABC: (80) 132,881
County 80 Cen. 52,927; E&P 85 Est. 56,558

4 - HOUSEHOLDS:
City 80 Cen. 10,573; E&P 85 Est. 11,640
County 80 Cen. 20,528; E&P 85 Est. 20,863
CZ-ABC: (80) 11,386
RTZ-ABC: (80) 34,494
City & RTZ-ABC: (80) 45,880

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 41,995

7 - ELECTRIC METERS: Residence 24,973

8 - GAS METERS: Residence 10,383

9 - PRINCIPAL INDUSTRIES: Industry. No. of Wage Earners (Av. Wkly. Wage)-Food Proc. 2,600 ($280); Box Factory 100 ($250); Plastic Household Utensils 800 ($240); Constr. 1,200 ($280); Ret. Trade 5,000 ($200); Govt. 3,300 ($280); Printers 1,500 ($300).

10 - CLIMATE: Min. & Max. Temp.-Spring 33-62; Summer 52-89; Fall 33-65.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Main with adjacent shops & servs. on 2nd Avenue.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Blue Lakes(33)	3	Woolworth, Osco, Zale's, The Mode
Lynwood(50)	2	Alexanders, Payless, Safeway, M.H. King

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Fri.-City Wide; Sears, Osco, Penney-Wise, JCPenney, Bonanza 88, K mart, Ernst, Pay Less-every evening.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Bon Marche; Alexander's; Roper's; Idaho Dept. Store; Paris.
Variety Stores-M. H. King; Bonanza 88.

Discount Stores-K mart; Woolworth.
Chain Drug Stores-Osco; Penny-Wise; Pay Less; Smith Drug King.
Chain Supermarkets-Albertson's; Safeway 2; Smith's; Buttrey's; Waremart; Swenson's 4.
Other National Chain Stores-Firestone; Sweetbriar (women's wear); Bennett's (paint & glass); Alexander's (men's); Ernst.

14 - NEWSPAPERS: TIMES-NEWS (m) 20,844; (S) 21,701; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: William Blake, Adv. Dir., TIMES-NEWS, 132 3rd St. W., Twin Falls, ID 83301; Tel. (208) 733-0931.
National Representative: Branham/Newspaper Sales.

WALLACE

1 - LOCATION: Shoshone County. E&P Map B-2. County Seat. Residential ctr. NE part of state on S fork of Coeur d'Alene River; 85 mi. E of Spokane, WA. On U.S. Hwy. 10.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Union Pacific (branch line).
Intercity Bus Lines-Greyhound.

3 - POPULATION:
City 80 Cen. 1,736; E&P 85 Est. 1,458
County 80 Cen. 19,226; E&P 85 Est. 18,498

4 - HOUSEHOLDS:
City 80 Cen. 710; E&P 85 Est. 616
County 80 Cen. 6,870; E&P 85 Est. 6,817

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 11,899

7 - ELECTRIC METERS: Residence 1,700

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mining; Tourism.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: **Principal Shopping Days**-Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Morrow's; JCPenney.
Variety Stores-Fonk's.
Chain Supermarkets-IGA 2; Excell; Thrift Stores.
Other Chain Stores-Gamble's.

14 - NEWSPAPERS: NORTH IDAHO PRESS (e-mon to fri) 2,856; sworn Sept. 28, 1984.
Local Contact for Advertising and Merchandising Data: Carolyn Hauser, Adv. Mgr., NORTH IDAHO PRESS, 506 6th Street, Wallace, ID 83873; Tel. (208) 556-1561.
National Representative: None.

ILLINOIS SURVEYS

METROPOLITAN STATISTICAL AREAS

Bloomington-Normal-McLean County.
Champaign-Urbana-Rantoul-Champaign County.
Davenport-Rock Island-Moline, Iowa-Ill.-Scott County, Iowa; Henry and Rock Island Counties, Ill.
Decatur-Macon County.
Kankakee-Kankakee County.
Peoria-Peoria, Tazewell and Woodford Counties.
Rockford-Boone and Winnebago Counties.
Springfield-Menard and Sangamon Counties.
St. Louis, Mo.-Il.-St. Louis City; Franklin, Jefferson, St. Charles and St. Louis Counties, Mo.; Monroe and St. Claire Counties, Il.

PRIMARY METROPOLITAN STATISTICAL AREAS

Alton-Granite City-Jersey and Madison Counties.
Aurora-Elgin-Kane and Kendall Counties.
Chicago-Cook, DuPage and McHenry Counties.
East St. Louis Belleville-Clinton and St. Clair Counties.
Joliet-Grundy and Will Counties.
Lake County-Lake County.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Chicago-Gary-Lake County, IL-IN-WI-Includes Aurora-Elgin, IL PMSA; Chicago, IL PMSA; Gary-Hammond, IN PMSA; Joliet, IL PMSA; Kenosha, WI PMSA; and Lake County, IL PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1986**
Under 5 Years	937	842	854
5-14 Years	2,234	1,768	1,792
15-24 Years	1,855	2,138	2,168
25-44 Years	2,653	3,147	3,191
45-64 Years	2,345	2,262	2,293
65 and Over	1,089	1,261	1,278
TOTAL	11,113	11,418	11,576

Based on U.S. Census

POPULATION ESTIMATES
(Thousands)

Places of 50,000 or more and central cities of MSA's with 10% or more of Spanish Origin Population.

Cities	**Total Pop.**	**Spanish Origin**	**Percent**
Aurora	81	14	17.8
Chicago	3,005	421	14.0
Elgin	64	7	10.2
Waukegan-N. Chicago	106	15	13.7

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1977 Census**	**1982 Census**	**1986 Est.**
Bldg. Mat./Hdwr.	1,929	2,096	2,965
General Mdse.	5,129	5,899	7,370
Food	7,571	10,323	12,108
Automobiles	8,088	8,833	14,155
Gasoline Stations	3,041	4,591	4,797
Apparel	2,197	3,252	4,222
Furniture	1,818	2,130	3,258
Eat-Drink Places	3,665	5,047	6,373
Drugs	1,364	2,111	2,801
TOTAL SALES	39,215	50,747	63,778

ALTON-EAST ALTON-WOOD RIVER

1 - LOCATION: Madison County (In Alton-Granite City PMSA). E&P Map B-4. Near confluence of the Missouri & Mississippi rivers; 25 mi. NE of St. Louis; 84 mi. S of Springfield and 238 mi. SE of Chicago.

2 - TRANSPORTATION: **Railroads**-CB&Q; Illinois-Central-Gulf; Conrail; Illinois-Bridge & Belt; Amtrak.
Motor Freight Carriers-4.
Intercity Bus Lines-Bi-State Transit System.

3 - POPULATION:
Corp. Cities 80 Cen. 53,743; E&P 85 Est. 51,138
Alton 80 Cen. 34,171; E&P 85 Est. 31,833
East Alton 80 Cen. 7,123; E&P 85 Est. 7,108
Wood River 80 Cen. 12,446; E&P 85 Est. 12,197

CZ-ABC: (80) 93,762
RTZ-ABC: (80) 105,565
PMSA 80 Cen. 268,209; E&P 85 Est. 272,830
County 80 Cen. 247,671; E&P 85 Est. 251,457
City & RTZ-ABC: (80) 199,327
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Cities 80 Cen. 20,762; E&P 85 Est. 20,563
Alton 80 Cen. 12,993; E&P 85 Est. 12,675
East Alton 80 Cen. 2,953; E&P 85 Est. 3,026
Wood River 80 Cen. 4,816; E&P 85 Est. 4,862
County 80 Cen. 89,001; E&P 85 Est. 93,227
PMSA 80 Cen. 95,823; E&P 85 Est. 100,604
CZ-ABC: (80) 34,308
RTZ-ABC: (80) 36,985
City & RTZ-ABC: (80) 71,293

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	7	$1,743,962,435
Commercial	9	$411,128,803

6 - PASSENGER AUTOS: County 140,217

7 - ELECTRIC METERS: Residence 37,175

8 - GAS METERS: Residence 30,965

9 - PRINCIPAL INDUSTRIES: Industry. No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metal Prod. 4,406 ($424); Petroleum Refining 2,548 ($607); Stone, Glass & Clay 902 ($391); Primary Metals 1,960 ($457); Paper Prod. 1,071 ($417); Mfg. 12,296.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-65; Summer 69-92; Fall 50-67; Winter 10-55. First killing frost, Nov.; last killing frost, Apr.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers**-Alton Square, regional center with Famous Barr, JCPenney, Target, and 70 stores.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Wilshire	5	Dollar General, General Grocer
Piasa Corners	2	Nat'l Food, Thrifty Drug, Dollar General
Central Park	1	Central Hdwe., Tipton, K mart, Kroger, Venture
Monticello Plaza	4	Kroger
Washington Sq.	1	Thrifty Drug, SupeRx
Bethalto	8	Dollar General

Jamestown Mall	9	Dillards, Sears

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Dept.-nightly; Food-Fri; Chain Food nightly.

13 - RETAIL OUTLETS: Department Stores Famous-Barr; JCPenney.
Variety Stores-McCrory.
Discount Stores-Target; Venture; K mart; Dollar General.
Chain Drug Stores-Thrifty; SupeRx 3; Wedge 3; Walgreens.
Chain Supermarkets-Kroger 3; Natl. Food; Country Fair; Schnuck's 2; General Grocer 2.
Other Chain Stores-Auto Supply B.F. Goodrich, Firestone, Goodyear, Western Auto; Hardware: MAB Paint, Central Hardware; Lumber: Great Central, Springman, J & A Springman, Fischer; Women's Apparel: Arthurs, Lerners, Women's World, Paul Harris, Merry-Go-Round, Worths, Size 5-7-9, Casual Corner, Fashion Conspiracy, The Limited, Leader's, Gliks, Foxmoor, Motherhood Maternity, Jean Nicole; Men's Apparel: Barleff's, Hanlon & Haegele, Richman Bros.; Furniture: Jacoby, Schwartz, Gilbert's Carriage House, Wood River Furniture; Jewelers: Stone Bros., Goulding's, Hudson's, Hartmann's, Hess & Culbertson's, Jaccard's, Zale's.

14 - NEWSPAPERS: TELEGRAPH (e) 37,767; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Lee Payne, Adv. Mgr., TELEGRAPH, 111 E. Broadway, Alton, IL 62002; Tel. (618) 463-2543.
National Representative: Branham/Newspaper Sales.

ARLINGTON HEIGHTS
See CHICAGO

AURORA

1 - LOCATION: Kane County (In Aurora-Elgin PMSA). E&P Map C-2. Industrial Center.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Chicago & North Western; Elgin, Joliet & Eastern.
Motor Freight Carriers-23.
Intercity Bus Lines-Continental Trailways; RTA.

3 - POPULATION:
Corp. City 80 Cen. 81,293; E&P 85 Est. 84,688
CZ-ABC: (80) 102,828
RTZ-ABC: (80) 230,568
PMSA 80 Cen. 315,607; E&P 85 Est. 327,084
County 80 Cen. 278,405; E&P 85 Est. 289,680
City & RTZ-ABC: (80) 333,396
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 27,668; E&P 85 Est. 30,057
County 80 Cen. 93,729; E&P 85 Est. 100,685
PMSA 80 Cen. 105,771; E&P 85 Est. 113,236
CZ-ABC: (80) 35,173
RTZ-ABC: (80) 74,468
City & RTZ-ABC: (80) 109,641

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial & Savings	7	$600,000,000
Savings & Loan	3	$675,000,000

6 - PASSENGER AUTOS: County 169,675.

7 - ELECTRIC METERS: Residence (Auroch District) 51,331.

8 - GAS METERS: Residence: Est. 25,500.

9 - PRINCIPAL INDUSTRIES: Rubber & Plastics; Furn.; Apparel; Paper & Paper Prods.; Fabr. Metal Prods.; Ptg. & Publ.; Primary Metals; Food; Stone; Clay; Glass; Lumber & Wood Prods.; Chemical Prods.; Transp. Equip.; Electrical Mach.; Non-Electrical Mach. Mfg. Employment 35,223.

10 - CLIMATE: First killing frost, Sept. 28; last killing frost, Apr. 23.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-12 blocks on 4 sts.; Northgate; West Aurora Plaza; Ashland Plaza; The Village Mart; Eastgate; Indiantrail East; Fox Valley Center; St. Charles Mall; Settler's Landing (Montgomery), Naper West.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northgate(53)	2	Bergner-Weise, Jewel
West Aurora Plaza(20)	2	K mart
Ashland Plz.(2)	2	Walts Super Mkt., Scott's
The Village Mart(16)	2	Ben Franklin, Eagle
Boulder Hill	5	Boulder Hill Food Mkt., Grimms
Fox Valley(190)	5	Lord & Taylor, Sears, JCPenney, Marshall Field
Settler's Landing	6	K mart, Pic-Way
Naper West	5	Venture, Herman's, Spiegels Shoes, Walgreens
St. Charles Mall(30)	11	Jos. Speiss & Co., K mart

Principal Shopping Days-Thur. through Sun.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Jos. Spiess & Co.; Bergner; Marshall Field; Main Street; Lord & Taylor.
Discount Stores-Gaylord's; K mart; Zayre; Venture; Designer Depot; Spiegel.
Chain Drug Stores-Walgreens; Oslo; Perry.
Variety Stores-Scott's; Hensley's; Ben Franklin; Ace Hardware; Osco Drug; True Value; Randall.
Chain Supermarkets-Jewel 3; Convenient; Eagle 3; Country Cupboard; Open Pantry; Buy Rite 3; Walt's 3; Safari Mkt.; Aldi's; 7-Eleven; White Hen Pantry; Dominick's 2; Frank's Finer Foods.
Other Chain Stores-Goodrich; Goodyear; Blue Star Auto; Frank's Nursery; Firestone; Toys 'R Us; Radio Shack; Schaak; Armanetti; Brown's Sports; Fratters.

14 - NEWSPAPERS: BEACON-NEWS (e) 40,451; (S) 42,815; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Donald J. Birsa, Dir. of Adv., BEACON-NEWS, 101 South River St., Aurora, IL 60506; Tel. (312) 844-5860.
National Representative: Sawyer-Ferguson-Walker Co.

BEARDSTOWN

1 - LOCATION: Cass County. E&P Map B-3. Industrial and agricultural center. W central Illinois. On east bank of Illinois River, 225 mi. SW of Chicago, 110 mi. N of St. Louis.

2 - TRANSPORTATION: **Railroads**-BN.
Motor Freight Carriers-9.

3 - POPULATION:
Corp. City 80 Cen. 6,338; E&P 85 Est. 6,414
County 80 Cen. 15,084; E&P 85 Est. 15,098

4 - HOUSEHOLDS:
City 80 Cen. 2,389; E&P 85 Est. 2,448
County 80 Cen. 5,658; E&P 85 Est. 5,814

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	$70,000,000
Savings & Loan	1	(incl. above)

6 - PASSENGER AUTOS: County 7,158.

7 - ELECTRIC METERS: Residence 2,600.

8 - GAS METERS: Residence 1,480.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Ann. Payroll): Railroad 100; Aluminum & Brass 241; Foods/Meat Products 850 ($25,000,000); Feed/Grains/Milling 50; Glove Mfg. 70; Paper Prod. 50.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-90; Summer 50-100; Fall 2-97; Winter 0-72. First killing frost, Nov. 1; last killing frost, Mar. 25.

11 - TAP WATER: Treated.

12 - RETAILING: **Shopping Center**-Beardstown Plaza, at junction of Hwys. 100 & 67 (Roe Foods, TG & Y).
Neighborhood Shopping Centers-E. 4th St.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Dollar General; Coast to Coast; TG&Y.
Variety Stores-TG&Y.
Chain Drug Stores-Rexall.
Chain Supermarkets-IGA; Red Fox; Jack & Jill.

14 - NEWSPAPERS: ILLINOIAN-STAR (e-mon to fri) 2,456; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: Dale L. Barker, Pub., ILLINOIAN-STAR, 1210 Wall St., Beardstown, IL 62618; Tel. (217) 323-1010.
National Representative: Landon Associates.

BELLEVILLE

1 - LOCATION: St. Clair County (In East St. Louis-Bellville PMSA). E&P Map B-5. County Seat. Agri., military, indust., fin., and medical ctr.

2 - TRANSPORTATION: **Railroads**-Illinois Central; Seaboard System; Norfolk; Southern; Amtrak.
Intercity Bus Lines-Bi-State Transit; Greyhound; Continental Trailways; Gulf Transport Lines.

3 - POPULATION:
Corp. City 80 Cen. 42,150; E&P 85 Est. 43,190
NDM-ABC: (80) 120,853
PMSA 80 Cen. 298,086; E&P 85 Est. 306,040
County 80 Cen. 265,469; E&P 85 Est. 265,469
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,512; E&P 85 Est. 16,922
County 80 Cen. 90,410; E&P 85 Est. 272,395
PMSA 80 Cen. 101,748; E&P 85 Est. 107,056
NDM-ABC: (80) 43,587

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	4	$1,300,853,745
Commercial	5	$887,236,000

6 - PASSENGER AUTOS: County 138,656.

7 - ELECTRIC METERS: Residence 33,300.

8 - GAS METERS: Residence 26,275.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Brewery 250; Shoe 400; Hospitals (2) 3,400; Stove 150; Box Mfg. 119; Stencil Mfg. 179; Appliance 250; Roesch 125; Scott AFBase-Civilian 4,246; Military 6,909; College 600.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: First killing frost, Sept. 28-Nov. 27; last killing frost, Mar. 8-May 10.

11 - TAP WATER: Neutral, hard, fluoridated.
012**Principal Shopping Center**-Twelve blocks on Main St.
Principal Shopping Days-Thur.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bellevue Park Plaza(10)	3	Nat'l Food
Carlyle Plz.(15)	4	Wal-Mart, Nat'l Food, Gieks, Kroger, Gasen
Wade Sq.(10)	2	Tom Boy
St. Clair Square(120)	6	Sears, JCPenney, Famous-Bar, Baer & Fuller, Stix, Dillards
Crossroads(16)	6	K mart
Venture(6)	6	Venture Stores, Kroger, Dolgins, Schnucks, Target, Central Hwde.
Southview Plaza(15)	12	Tom-Boy, Hirsch, Western Auto
Co. Club Plz.(184)	3	Walgreens, Schnuck's, Radio Shack
Arcade Ctr.(16)	6	Mont. Ward

Stores Open Evenings-Dept.-Mon. and Fri.; Food nightly; St. Clair Square-nightly and Sun.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Dillards; Famous-Bar; Dollar General; Glicks.
Discount Stores-K mart; Wal-Mart; Venture; Target; Dolgins.
Chain Drug Stores-Stiehl Walgreen; Gasen; S.S. Kresge; Medicare-Glaser.
Chain Supermarkets-Kroger 3; IGA 7; National 2; Tom Boy 2; Shopland 2; Shop 'N Save; Schnuck's 4; Super-Valu.
Other Chain Stores-Western Auto; Firestone; Goodyear; United Tire Nustyle; Sherwin-Williams; Singer; Ben Franklin; Dollar General; Uniroyal Tire; General Tire.

14 - NEWSPAPERS: NEWS-DEMOCRAT (m-mon to sat) 40,409; (S) 50,332; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Dan Vavrinek, Adv. Mgr., NEWS-DEMOCRAT, 120 S. Illinois St., Belleville, IL 62220; Tel. (618) 234-1000.
National Representative: Branham/Newspaper Sales.

BELVIDERE

1 - LOCATION: Boone County (In Rockford MSA). E&P Map C-1. 75 mi. W of Chicago; 14 mi. E of Rockford in the central part of northern Illinois, on Northern Tollroad.

2 - TRANSPORTATION: **Railroads**-Chicago & Northwestern (freight).
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-30.

3 - POPULATION:
City 80 Cen. 15,176; E&P 85 Est. 16,630
MSA 80 Cen. 279,514; E&P 85 Est. 285,916
County 80 Cen. 28,630; E&P 85 Est. 30,168
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,494; E&P 85 Est. 6,196
MSA 80 Cen. 99,122; E&P 85 Est. 104,557
County 80 Cen. 9,714; E&P 85 Est. 10,568

5 - BANKS		
Savings	3	$138,800,000
Savings & Loan	2	$79,092,500

6 - PASSENGER AUTOS: County 16,576.

7 - ELECTRIC METERS: Residence County 13,002.

8 - GAS METERS: Residence County 7,624.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Machinery 666 ($218); Hardware 333 ($170); Engineering 120 ($195); Automotive Assembly 4,587 ($175).
Principal Industrial Pay Days-10th and 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-96; Summer 59-97; Fall 17-84; Winter 20-52. First killing frost, Oct. 16; last killing frost, May 4.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING: **Principal Shopping Center**-6 blocks on State St.; North State, Hwy. 20; Southtowne Shpg. Ctr., Pearl St. at Route 5; Belvidere Mall (Downtown).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belvidere Mall(5)	NA	Ben Franklin, Schultz's Sav-U
North State(6)	NA	IGA
South Towne(4)	NA	Pacemaker Food
Cherry Vale(94)	NA	Marshall Field, Sears, Pranges

Principal Shopping Days-Thur., Fri., Sat., Mon.

13 - RETAIL OUTLETS: **Variety Stores**-Schultz Brothers; Ben Franklin.
Chain Supermarkets-Eagle; Schultz Sav-U; Pacemaker; Aldi.
Other Chain Stores-Ace Hdwe.; Western Auto; Radio Shack; K mart; True Value; Farm & Fleet.

14 - NEWSPAPERS: REPUBLICAN (e) 4,739; sworn Sept. 29, 1984.
Local Contact for Advertising and Merchandising Data: Ellen L. Genrich, Adv. Dir., REPUBLICAN, 401 Whitney Blvd., Belvidere, IL 61008; Tel. (815) 544-9811.
National Representative: Landon Associates.

BENTON

1 - LOCATION: Franklin County. E&P Map C-5. County Seat. 302 mi. S of Chicago. On State Hwy. 14, 34, 37, 57.

2 - TRANSPORTATION: **Railroads**-Illinois Central; Iron Mountain; Southern.
Airlines-Rend Lake Airways.

3 - POPULATION:
Corp. City 80 Cen. 7,778; E&P 85 Est. 8,586
County 80 Cen. 43,201; E&P 85 Est. 44,628

4 - HOUSEHOLDS:
City 80 Cen. 3,233; E&P 85 Est. 3,557
County 80 Cen. 16,978; E&P 85 Est. 18,114

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$170,000,000
Savings & Loan	1	$13,000,000

6 - PASSENGER AUTOS: County 21,826.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: Residence 2,300.

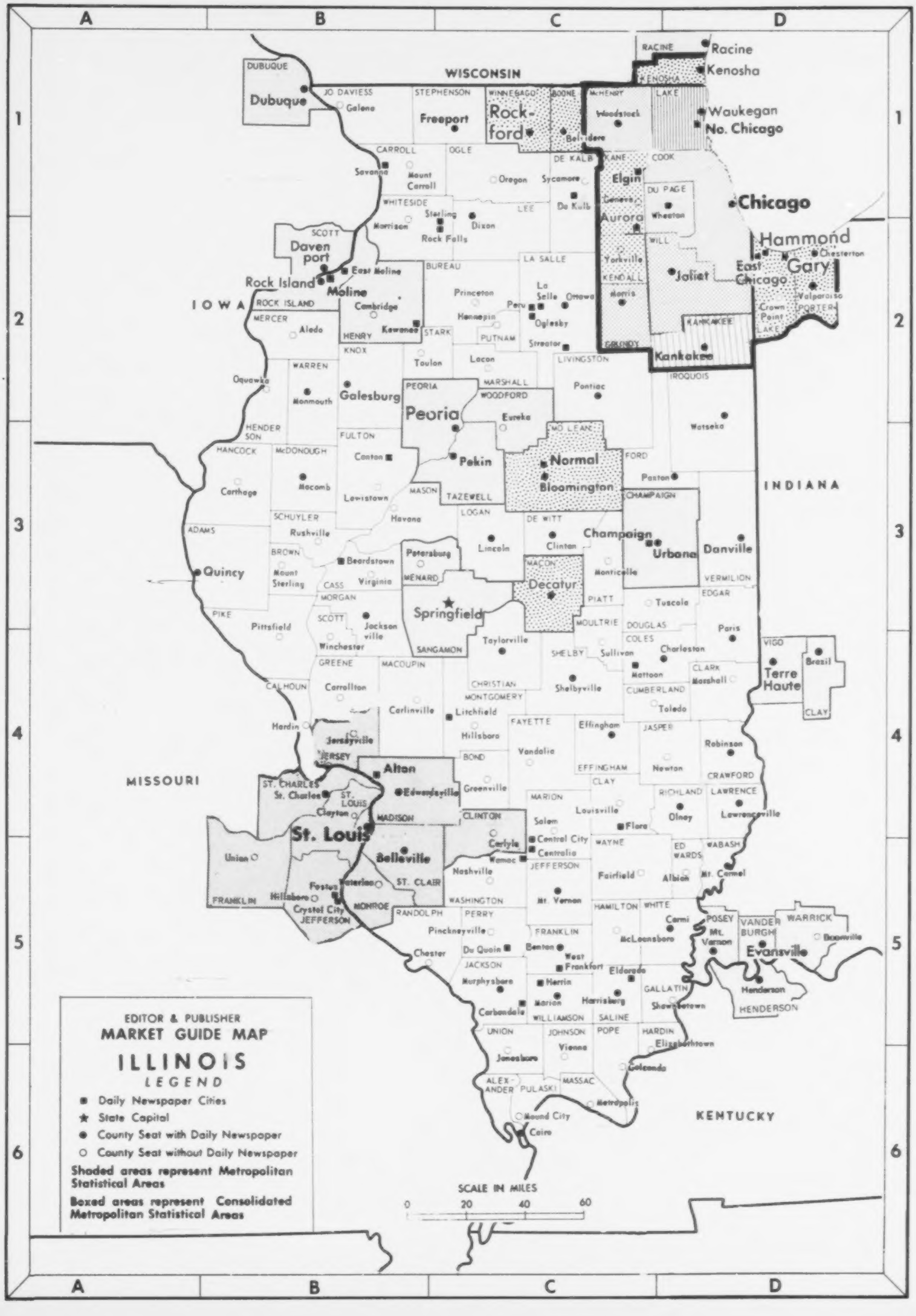
9 - PRINCIPAL INDUSTRIES: Farm Supplies; Oil; Coal Mines; Grain & Stock Farms; Modular Homes; Mine Equipment; Meat Packing; Celebrity Boats; Air and Acetylene Gas; Tool.

10 - CLIMATE: Av. Winter Temp. 35F; av. Summer Temp. 77F.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Days**-Fri., Sat., Sun.
Stores Open Evenings-Supermarkets, Fri. Most stores are open until 8 p.m.

13 - RETAIL OUTLETS: **Department Stores**-Sherman's; P.N. Hirsch.
Discount Stores-Wal-Mart.
Variety Stores-Town & Company.
Chain Drug Stores-Benton; McCollum; Immel; Chaplain Pharm.; Super X; Hooks.
Chain Supermarkets-Big John's; Kroger; IGA; Farm Fresh; Hucks.
Other Chain Stores-Western Auto; Ace Hardware; Walker's Hub; Sue's II; Pee Wee Shop; Barton & Collins; Knight's Furniture; Akin Jewelry; Wiggs


A
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C
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WISCONSIN
IOWA
MISSOURI
INDIANA
KENTUCKY
DUBUQUE
Dubuque
JO DAVIESS
Galena
STEPHENSON
Freeport
WINNEBAGO
Rockford
BOONE
Belvidere
McHENRY
Woodstock
RACINE
Racine
KENOSHA
Kenosha
LAKE
Waukegan
No. Chicago
CARROLL
Savanna
Mount Carroll
OGLE
Oregon
DE KALB
Sycamore
De Kalb
KANE
Elgin
Geneva
Aurora
COOK
Chicago
DU PAGE
Wheaton
WHITESIDE
Morrison
Sterling
Rock Falls
Dixon
LEE
SCOTT
Davenport
Rock Island
Moline
East Moline
ROCK ISLAND
Cambridge
Kewanee
HENRY
BUREAU
Princeton
LA SALLE
La Salle
Peru
Ottawa
Oglesby
Streator
Hennepin
PUTNAM
Yorkville
KENDALL
Morris
GRUNDY
WILL
Joliet
KANKAKEE
Kankakee
Hammond
East Chicago
Gary
Chesterton
Crown Point
LAKE
Valparaiso
PORTER
MERCER
Aledo
STARK
Toulon
KNOX
Galesburg
Lacon
LIVINGSTON
Pontiac
IROQUOIS
Watseka
WARREN
Monmouth
Oquawka
HENDERSON
PEORIA
Peoria
MARSHALL
WOODFORD
Eureka
Pekin
MC LEAN
Normal
Bloomington
FORD
Paxton
HANCOCK
Carthage
McDONOUGH
Macomb
FULTON
Canton
Lewistown
MASON
Havana
TAZEWELL
LOGAN
Lincoln
DE WITT
Clinton
CHAMPAIGN
Champaign
Urbana
VERMILION
Danville
SCHUYLER
Rushville
ADAMS
Quincy
BROWN
Mount Sterling
Beardstown
CASS
Virginia
Petersburg
MENARD
MACON
Decatur
PIATT
Monticello
MORGAN
Jacksonville
Springfield
SANGAMON
Taylorville
PIKE
Pittsfield
SCOTT
Winchester
MOULTRIE
Sullivan
DOUGLAS
Tuscola
EDGAR
Paris
COLES
Charleston
Mattoon
SHELBY
Shelbyville
CLARK
Marshall
VIGO
Terre Haute
Brazil
CLAY
GREENE
Carrollton
MACOUPIN
Carlinville
CHRISTIAN
MONTGOMERY
Litchfield
Hillsboro
CALHOUN
Hardin
CUMBERLAND
Toledo
FAYETTE
Vandalia
Effingham
JASPER
Newton
Robinson
CRAWFORD
JERSEY
Jerseyville
BOND
Greenville
EFFINGHAM
CLAY
Louisville
Flora
RICHLAND
Olney
LAWRENCE
Lawrenceville
ST. CHARLES
St. Charles
ST. LOUIS
Clayton
St. Louis
Alton
Edwardsville
MADISON
CLINTON
Carlyle
MARION
Salem
Central City
Centralia
Wamac
WAYNE
Fairfield
EDWARDS
Albion
WABASH
Mt. Carmel
Union
FRANKLIN
Hillsboro
Festus
Crystal City
JEFFERSON
Waterloo
MONROE
Belleville
ST. CLAIR
Nashville
WASHINGTON
JEFFERSON
Mt. Vernon
HAMILTON
McLeansboro
WHITE
Carmi
POSEY
Mt. Vernon
VANDERBURGH
Evansville
WARRICK
Boonville
RANDOLPH
Chester
PERRY
Pinckneyville
Du Quoin
FRANKLIN
Benton
West Frankfort
JACKSON
Murphysboro
Herrin
Marion
Carbondale
WILLIAMSON
Harrisburg
SALINE
Eldorado
GALLATIN
Shawneetown
Henderson
HENDERSON
UNION
Jonesboro
JOHNSON
Vienna
POPE
Golconda
HARDIN
Elizabethtown
ALEXANDER
PULASKI
MASSAC
Metropolis
Mound City
Cairo
SCALE IN MILES
0
20
40
60

EDITOR & PUBLISHER

MARKET GUIDE MAP

ILLINOIS

LEGEND

- ■ Daily Newspaper Cities
- ★ State Capital
- ● County Seat with Daily Newspaper
- ○ County Seat without Daily Newspaper

Shaded areas represent Metropolitan Statistical Areas

Boxed areas represent Consolidated Metropolitan Statistical Areas

Jewelry-Carol's Fine Jewelry; Nancy's Boutique; Beatty's Hammond Organs; Barton's TV & Video; Van Horn's Gifts; Wisely's Men's Wear; B & J Home Improvement; The Shoe Room; D.D.'s Sportswear; Shirley's Fashions; I.G.A.; Kroger's; Big John's.

14 - NEWSPAPERS: NEWS (e) 6,726; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: Joe Browning, Adv. Mgr., NEWS, 111 E. Church St., Benton, IL 62812; Tel. (618) 438-5611.
National Representative: Landon Associates.

BLOOMINGTON-NORMAL

1 - LOCATION: McLean County (In Bloomington-Normal MSA). E&P Map C-3. County Seat. 127 mi. SW of Chicago; 157 mi. NE of St. Louis. College and Insurance Center.

2 - TRANSPORTATION: **Railroads**-Illinois Central-Gulf (passenger & freight); Norfolk & Western; Con Rail; Santa Fe Railroad.
Intercity Bus Lines-Eastern Greyhound; Illinois Highway; Illini Coach; Peoria-Rockford.
Motor Freight Carriers-20 Interstate/29 Intrastate.
Airlines-Britt.

3 - POPULATION:
Corp. Cities 80 Cen. 79,861; E&P 85 Est. 86,875
Bloomington 80 Cen. 44,189; E&P 85 Est. 46,683
Normal 80 Cen. 35,672; E&P 85 Est. 40,192
CZ-ABC: (80) 85,291
RTZ-ABC: (80) 146,095
County/MSA 80 Cen. 119,149; E&P 85 Est. 120,468
City & RTZ-ABC: (80) 231,386
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Cities 80 Cen. 27,939; E&P 85 Est. 31,134
Bloomington 80 Cen. 18,204; E&P 85 Est. 20,066
Normal 80 Cen. 9,735; E&P 85 Est. 11,068
County/MSA 80 Cen. 41,702; E&P 85 Est. 43,282
CZ-ABC: (80) 29,913
RTZ-ABC: (80) 51,638
City & RTZ-ABC: (80) 81,551

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	6	$2,282,893,000
Commercial	7	$536,280,000

6 - PASSENGER AUTOS: County 66,796.

7 - ELECTRIC METERS: Residence 43,841.

8 - GAS METERS: Residence 24,200.

9 - PRINCIPAL INDUSTRIES: Industry, No. Wage Earners-Insurance, Finance, Real Estate 9,310; Electric Machinery & Controls 3,700; Food Processing 1,120; Utilities & Transportation 3,193; Printing & Publications 700; Construction 1,046; Wholesale and Retail Trade 12,952; Professional Services 5,300; Governmental 10,268; Agriculture 3,125; Illinois Agricultural Association 2,588; Firestone 416; Eureka Company 1,350; Manufacturing-Durable 4,900; Non-Durable 2,100. Hourly rates-Manufacturing $7.02; Durable Goods $7.03; Non-Durable Goods $6.97 hr.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-93; Summer 41-93; Fall 16-86; Winter -3-60. First killing frost, Oct. 14; last killing frost, April 5.

11 - TAP WATER: Alkaline, soft; Bloomington, not fluoridated; Normal, fluoridated.

12 - RETAILING: **Principal Shopping Center**-10 blocks on Main St.; 3 on Center St.; 6 on Front St.; 6 on Washington; 2 on Jefferson.
Neighborhood Shopping Centers-2 on E. Oakland Ave.; 5 in Bloomington Towanda Plaza (Empire & Towanda Ave.); Eastland Mall (Rte. 9 at U.S. Rt. 66); K mart Plaza; Zayre Plaza; Colonial Plaza; Landmark Plaza; College Hill Mall; Four Seasons Square; Eastland Commons; Eastland Square; Empire Plaza.
Principal Shopping Days-Mon., Fri., Sat. & Sun.
Stores Open Evenings-All shopping areas open 7 days except downtown which is open Mon.
Stores Open Sundays-Grocery; Drug; Discount; Eastland Mall; College Hills Mall.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Montgomery Ward; Roland's; Bergner's; Carson Pine Scott & Co.; Kohl's.
Discount Stores-K mart; Zayre; K's Merchandise; Target.
Variety Stores-Woolworth; Randall's.
Chain Drug Stores-Walgreen; Osco 4; Rexall 2; SupeRx 2; People's 5.
Chain Supermarkets-Jewel 3; Kroger 2; IGA; Cub Foods; Diana Foods; Eagle Foods; Super-Valu; Aldi Foods.
Other Chain Stores-Kinney Shoes 2; Kirlin's; Music Land 2; Shield Jewelry; MAB Paints; Glidden Paint; Leath Furniture; Sherwin-Williams; Payless 2; So-Fro; Singer; TSC Industries; Alexander Lumber; Pier I; Fannie Mae Candy 2; Regal Shoes; Radio Shack 3; Foxmoor Casuals; Seno Formalwear; Color Tile.

14 - NEWSPAPERS: PANTAGRAPH (m) 52,941; (S) 56,104; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Woodrow G. Shadid, Dir. of Adv., PANTAGRAPH, 301 W. Washington, Bloomington, IL 61701; Tel. (309) 829-9411.
National Representative: Sawyer-Ferguson-Walker Co.

CAIRO

1 - LOCATION: Alexander County. E&P Map C-6. County Seat. Industrial, Agricultural, Wholesale & Retail Center. Bridges to Kentucky and Missouri.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific; Conrail; Illinois Central; GM&O.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 5,931; E&P 85 Est. 5,901
County 80 Cen. 12,264; E&P 85 Est. 12,592

4 - HOUSEHOLDS:
City 80 Cen. 2,400; E&P 85 Est. 2,419
County 80 Cen. 4,754; E&P 85 Est. 5,009

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$67,650,000

6 - PASSENGER AUTOS: County 5,042.

7 - ELECTRIC METERS: Residence 2,056.

8 - GAS METERS: Residence 1,576.

9 - PRINCIPAL INDUSTRIES: Oilfield Equip.; Soybean and Cotton Oil; Flexible Urethane Foam Padding; Reprocessed Oil Pipe; Grain Purchase, Storage, Sale & Shipping; Service Trades Uniform; Hardwood Flooring & Lumber; Inland Marine Service & River Business; Warehousing; Sand & Silica; Farming; Wholesale Drugs; Rainwear & Duffle Bags.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-68; Summer 70-88; Fall 52-70; Winter 31-46. First killing frost, Nov. 1; last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on 10th to 6th Sts., 8th St.; Commercial Ave. to 6th.
Neighborhood Shopping Centers-20th and Washington; 34th to 40th on Sycamore.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fridays.
Stores Open Sundays-Drug; Grocery; Discount; Variety and Department.

13 - RETAIL OUTLETS: **Department Stores**-Dollar General; Khourie Bros.
Variety Stores-Elias Family Center; McGinness Enterprise.
Chain Supermarkets-Wonder Market; Cairo Pic Pac; Butcher Block.
Other Chain Stores-Firestone.

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 4,289; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: Nancy Wright, Adv. Dir./Pub., CITIZEN, 711 Washington Ave., Cairo, IL 62914; Tel. (618) 734-4244.
National Representative: None.

CANTON

1 - LOCATION: Fulton County. E&P Map B-3. 32 mi. SW of Peoria; On Rts. 9, 78, 100.

2 - TRANSPORTATION: **Railroads**-CB&Q & Toledo; Peoria & Western.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 14,626; E&P 85 Est. 14,487
CZ-ABC: (80) 16,000
RTZ-ABC: (80) 31,964
County 80 Cen. 43,687; E&P 85 Est. 42,585
City & RTZ-ABC: (80) 47,964

4 - HOUSEHOLDS:
City 80 Cen. 5,745; E&P 85 Est. 5,803
County 80 Cen. 16,274; E&P 85 Est. 16,394
CZ-ABC: (80) 6,237
RTZ-ABC: (80) 11,756
City & RTZ-ABC: (80) 17,993

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$120,000,000
Savings & Loan	2	$65,000,000

6 - PASSENGER AUTOS: County 20,278.

7 - ELECTRIC METERS: Residence 6,100.

8 - GAS METERS: Residence 5,239.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Clothing mfg. 104 ($200); Coal Mines 800 ($250).

10 - CLIMATE: Mean Temp. 51; Av. Rainfall 35; Av. Humidity 70.

11 - TAP WATER: Alkaline, soft, fluoridated & chlorinated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
North Main(5)	1	Tempo Dept. Store
Ludlum Centre	NA	Ludlum
Lake Drive	1	Kroger, K mart

Principal Shopping Days-Mon., Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Spurgeon's Mercantile.
Discount Stores-Farm King; K mart; Ben Franklin; Gambles.
Chain Drug Stores-Rexall; SupeRx.
Chain Supermarkets-Kroger; IGA.

14 - NEWSPAPERS: LEDGER (e) 7,836; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Pete Falcone, Adv. Mgr., LEDGER, 53 W. Elm St., Canton, IL 61520; Tel. (309) 647-5100.
National Representative: Illinois Press Association.

CARBONDALE-HERRIN-MURPHYSBORO

1 - LOCATION: Carbondale & Murphysboro in Jackson County, Herrin in Williamson County. E&P Map C-5. 370 mi. S of Chicago. Educational, Coal Mining, Fruit Growing & Recreational. Railroad Terminal.

2 - TRANSPORTATION: **Railroads**-Illinois Central Gulf; CB&O; Missouri Pacific.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Gulf Transports.
Airlines-Britt; Air Illinois.

3 - POPULATION:
Corp. Cities 80 Cen. 46,988; E&P 85 Est. 52,157
Carbondale 80 Cen. 26,414; E&P 85 Est. 29,994
Herrin 80 Cen. 10,708; E&P 85 Est. 11,861
Murphysboro 80 Cen. 9,866; E&P 85 Est. 10,302
NDM-ABC: (80) 235,609
Counties 80 Cen. 118,060; E&P 85 Est. 124,444
Jackson 80 Cen. 61,522; E&P 85 Est. 65,049
Williamson 80 Cen. 56,538; E&P 85 Est. 59,395

4 - HOUSEHOLDS:
Cities 80 Cen. 17,219; E&P 85 Est. 19,445
Carbondale 80 Cen. 9,206; E&P 85 Est. 10,747
Herrin 80 Cen. 4,135; E&P 85 Est. 4,567
Murphysboro 80 Cen. 3,878; E&P 85 Est. 4,131
Counties 80 Cen. 44,383; E&P 85 Est. 48,530
Jackson 80 Cen. 22,558; E&P 85 Est. 24,839
Williamson 80 Cen. 21,825; E&P 85 Est. 23,691
NDM-ABC: (80) 87,641

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$89,176,494
Savings & Loan	5	$24,647,299

6 - PASSENGER AUTOS: Jackson 27,591; Williamson 28,050.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry-Gloves; Bus Systems; Dresses; Mach.; Label Printers; Shoes; Radiators; Foundries; Men's Jackets; Creamery; Neon Signs; Awnings; Pre-Fab Homes & Bldg. Materials; Stencil Cutting; Machines & Shipping Room Supplies; Concrete Prod.; Wood Treatment; Shipping Crates; Automatic Washers; Tape Factory; Aluminum Protrusion; Electronic Syst.
Principal Industrial Pay Days-15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-58; Summer 66-96; Fall 58-82; Winter 30-42. First killing frost, Oct. 19; last killing frost, Mar. 28.

11 - TAP WATER: Carbondale-Alkaline, soft; Herrin, soft; Murphysboro, hard.

12 - RETAILING: **Principal Shopping Center**-3 blocks on 12 streets.
Principal Shopping Days-Mon., Sun., Fri., Sat.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Eastgate(15)	2	Jo-Ann Fabrics, Payless Shoes
Murdale(30)	NA	Woolworth
Southgate(7)	NA	
University Mall(34)	4	JCPenney, Sears, Meis, Walgreens
K mart(2)	4	K mart, Kroger's

Stores Open Evenings-Mon. in Carbondale & Herrin; Fri. in Murphysboro.

13 - RETAIL OUTLETS: **Department Stores**-Bleyer's; JCPenney; Sears; Zwick's; Herrin Supply; Sohn's; P.N. Hirsch; Meis.
Variety Stores-Woolworth; Ben Franklin.
Discount Stores-K mart; Wal-Mart 6.
Chain Drug Stores-Walgreens; Rexall 5; Revco 2; SupeRx.
Chain Supermarkets-Kroger 5; IGA 5; AG; Nat'l Foods.

14 - NEWSPAPERS: SOUTHERN ILLINOISAN (e-mon to fri) 30,483; (S) 37,385; Sept. 30, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Brenda A. Maurizo, Adv. Coordinator, SOUTHERN ILLINOISAN, 710 N. Illinois, Carbondale, IL 62901; Tel. (618) 529-5454.
National Representative: Branham/Newspaper Sales.

CARMI

1 - LOCATION: White County. E&P Map D-5. County Seat. 126 mi. E of St. Louis; 157 mi. S of Danville. On State Hwy. 1, U.S. 14.

2 - TRANSPORTATION: **Railroads**-Conrail-Seaboard Systems.

3 - POPULATION:
Corp. City 80 Cen. 6,264; E&P 85 Est. 6,680
County 80 Cen. 17,864; E&P 85 Est. 19,084

4 - HOUSEHOLDS:
City 80 Cen. 2,626; E&P 85 Est. 3,882
County 80 Cen. 7,047; E&P 85 Est. 7,808

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	2	$14,100,000
Commercial	3	$1,167,895,000

6 - PASSENGER AUTOS: County 9,356.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Farming; Oil; RC Bottlers; Cabinets; Welding; Draperies; Rubber Prod.; Feed Mills; Coal.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 75-95; Fall 48-85; Winter 15-45.

11 - TAP WATER: Fluoridated.

12 - RETAILING: **Principal Shopping Days**-Thur., Fri.
Stores Open Evenings-Fri., Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores**-Dollar General; Harts.
Variety Stores-Harold's Dollar Store.
Discount Stores-K mart.
Chain Supermarkets-Big John.

14 - NEWSPAPERS: TIMES (e) 3,048; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Shirley Burns, Adv. Mgr., TIMES, 323-325 E. Main, Carmi, IL 62821; Tel. (618) 382-4176.
National Representative: None.

CENTRALIA-CENTRAL CITY-WAMAC

1 - LOCATION: Marion, Clinton and Washington Counties (In East St. Louis-Belleville PMSA). E&P Map C-5. Industrial, oil and agricultural center. 252 mi. S of Chicago on U.S. Hwy. 51; 66 mi. E of St. Louis; 6 mi. S of U.S. Hwy. 50; 10 mi. W of I-57; 7 mi. N of I-64.

2 - TRANSPORTATION: **Railroads**-Illinois Central (pass. & freight; CB&Q (frieght); Southern; Missouri & Illinois.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. Cities 80 Cen. [illegible] E&P 85 Est. 19,236
Centralia 80 Cen. [illegible] E&P 85 Est. 15,879
Central City 80 C[illegible] P 85 Est. 1,544
Wamac 80 Cen. [illegible] 35 Est. 1,913
CZ-ABC: (80) 21,625
RTZ-ABC: (80) 90,659
Counties 80 Cen. 91,612; E&P 85 Est. 95,575
Marion 80 Cen. 43,523; E&P 85 Est. 45,861
Clinton 80 Cen. 32,617; E&P 85 Est. 33,645
Washington 80 Cen. 15,472; E&P 85 Est. 16,069
PMSA 80 Cen. 298,086; E&P 85 Est. 306,040
City & RTZ-ABC: (80) 112,284

4 - HOUSEHOLDS:
Cities 80 Cen. 7,246; E&P 85 Est. 7,697
Centralia 80 Cen. 5,974; E&P 85 Est. 6,377
Central City 80 Cen. 624; E&P 85 Est. 551
Wamac 80 Cen. 648; E&P 85 Est. 769
Counties 80 Cen. 32,811; E&P 85 Est. 35,352
Marion 80 Cen. 16,437; E&P 85 Est. 17,851
Clinton 80 Cen. 10,768; E&P 85 Est. 11,460
Washington 80 Cen. 5,606; E&P 85 Est. 6,041
PMSA 80 Cen. 101,748; E&P 85 Est. 107,056
CZ-ABC: (80) 8,466
RTZ-ABC: (80) 32,055
City & RTZ-ABC: (80) 40,521

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$290,000,000
Savings & Loan	2	$96,000,000

6 - PASSENGER AUTOS: Counties: Marion 23,612; Clinton 16,258; Washington 7,869

7 - ELECTRIC METERS: Residence 9,093

8 - GAS METERS: Residence 7,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Railroad 80; Apparel 300; Candy 375; Hospital 750; Fiberglass 960; Food 227; Plastic Containers 200; Fuses 350

Principal Industrial Pay Days-13th & 28th

10 - CLIMATE: Min. & Max. Temp.-Spring 43-64; Summer 68-87; Fall 49-66; Winter 27-43. First killing frost, Nov. 1; last killing frost, Mar. 2.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Broadway; 4 on Locust; 3 on Poplar; 3 in between.
Neighborhood Shopping Centers-Central City; Wamac; Lincoln & 2nd Sts., W Broadway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairview Park Plaza(45)	NA	JCPenney, Natl. Food, Woolworth
Centralia	1	Dollar General, Radio Shack, Goldes, Central Hardware

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Downtown-Fri.; Shopping centers-every night (ex. Sun.).

13 - RETAIL OUTLETS: **Department Stores**-Sears; Golde's; Dollar General; JCPenney; Woolford & Marsh.
Variety Stores-Woolworth.
Discount Stores-Dobbs; K mart; Super-X.
Chain Supermarkets-Kroger; National; Altadonna's.
Other Chain Stores-Firestone; Western Auto; Singer; Stan-the-Tireman; Sherwin-Williams; Cook Paint; Blankenship Auto Parts; Radio Shack; Fredman; True Value Hardware; Kirlin's; Nobil Shoes; Payless Shoes; Kinney Shoes; Maurice's; The Fly.

14 - NEWS[illegible]S: SENTINEL (e-mon to fri) 17,212; (S) 1[illegible]1; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: James Fetgatter, Adv. Mgr. Class., SENTINEL, 232 E. Broadway, Centralia, IL 62801; Tel. (618) 532-5604.
National Representative: None.

CHAMPAIGN-URBANA

1 - LOCATION: Champaign County (In Champaign-Urbana-Rantoul MSA). E&P Map C-3, County Seat. University of Illinois. 126 mi. S of Chicago; 145 mi. N of St. Louis; 111 mi. W of Indianapolis.

2 - TRANSPORTATION: Railroads-Illinois Central; Conrail; Norfolk & Southern; Amtrak.
Airlines-Ozark; Britt; Piedmont.
Motor Freight Carriers-44
Intercity Bus Lines-Greyhound; Illinois Crown Transit Trailways; Swallow.

3 - POPULATION:
Corp. Cities 80 Cen. 94,111; E&P 85 Est. 100,059
Champaign 80 Cen. 58,133; E&P 85 Est. 61,005
Urbana 80 Cen. 35,978; E&P 85 Est. 39,054
NDM-ABC: (80) 99,115
Bal. in NDM-ABC: (80) 151,426
County/MSA 80 Cen. 168,392; E&P 85 Est. 174,629
Total NDM-ABC: (80) 250,541
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 33,393; E&P 85 Est. 36,117
Champaign 80 Cen. 21,238; E&P 85 Est. 22,782
Urbana 80 Cen. 12,155; E&P 85 Est. 13,335
NDM-ABC: (80) 35,445
Bal. in NDM-ABC: (80) 53,170
County/MSA 80 Cen. 58,405; E&P 85 Est. 62,557
Total NDM-ABC: (80) 88,615

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	10	NA
Commercial	15	NA

6 - PASSENGER AUTOS: County 83,364

7 - ELECTRIC METERS: Residence 56,883

8 - GAS METERS: Residence 43,477

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Manufacturing 7,000; Construction 1,700; Trade 19,600; Services 11,700; Federal Govt. 30,600; Agriculture 2,850; Education 16,500. Total 89,950.
Principal Industrial Pay Days-1st of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-68; Summer 61-82; Fall 38-59; Winter 12-29. First killing frost, Oct. 18; last killing frost, Apr. 29.

11 - TAP WATER: Alkaline, softened, chlorinated and fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Market Place Mall(97)	NA	JCPenney, Bergners, Sears, Kohl's, Venture
Lincoln Sq.(25)	NA	Carson Pirie Scott
Sunnycrest(20)	NA	Walgreens, IGA, Jewel, K mart
Country Fair(36)	NA	Zayre, Jewel
K mart Plaza	NA	K mart

Principal Shopping Days-Mon. through Sun.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Bergners; F.K. Robeson; Sears; JCPenney; Carson Pirie Scott.
Variety Stores-TG&Y; Huey's.
Discount Stores-Zayre; K mart; Target; Venture.
Chain Drug Stores-Walgreens 2; Osco 4; Cavett; Revco 4.
Chain Supermarkets-Jewel 3; IGA 4; Aldi; Eagles 3; Diana Foods 2; Value Check 2.
Other Chain Stores-Baskin-Robbins; Goodyear; Firestone; Goodrich; Carpetland; Clothworld.

14 - NEWSPAPERS: NEWS GAZETTE (e-mon to fri) 47,164; (m-sat) 47,082; (S) 52,012; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Gary M. Holben, Adv. Dir., NEWS-GAZETTE, 48-52 Main St., Champaign, IL 61820; Tel. (217) 351-5252.
National Representative: Papert Companies.

CHARLESTON

1 - LOCATION: Coles County, E&P Map C-4, County Seat. Light mfg.; railway division; college; agricultural area; Eastern Illinois University; Lake Land Jr. College; 190 mi. from Chicago; 124 mi. from Indianapolis; 126 mi. from St. Louis. SE central part of state.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western; Conrail.
Airlines-Britt.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 19,355; E&P 85 Est. 21,151
CZ-ABC: (80) 19,355
Bal. in NDM-ABC: (80) 23,604
County 80 Cen. 52,992; E&P 85 Est. 53,458
Total NDM-ABC: (80) 42,959

4 - HOUSEHOLDS:
City 80 Cen. 5,978; E&P 85 Est. 6,902
County 80 Cen. 18,919; E&P 85 Est. 19,812
CZ-ABC: (80) 5,978
Bal. in NDM-ABC: (80) 8,881
Total NDM-ABC: (80) 14,859

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$153,354,867
Savings & Loan	4	$209,387,402

6 - PASSENGER AUTOS: County 24,764

7 - ELECTRIC METERS: Residence 3,876

8 - GAS METERS: Residence 3,377

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Truck & Trailer Mfg. 900; Const. 162; Printing, Bus. Forms 278; Ceramic Pdts. 119; Hardware 50.
Principal Pay Days-Fri., Sat.; R.R. 11th & 26th; bimonthly, 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-77; Summer 72-93; Fall 39-60; Winter 35-48. First killing frost, Oct. 16; last killing frost, Apr. 26.

11 - TAP WATER: Neutral, hard, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Square and 1 block each direction from its 4 corners. S on Rte. 130; 400-500 block W Lincoln.
Neighborhood Shopping Centers-4th to 7th Sts. on Lincoln St.; South on State Rd. 130; West on Rte. 16; Division to University Drive on Lincoln.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Charleston(5)	NA	Jewel
Lincoln Vlg.	NA	Dale Bayles, Champs, Ruthies, Tokens
University(8)	NA	Tru-Value
Wilb Walker's(4)	NA	Ben Franklin, Family Phmy., Coast-to-Coast

Principal Shopping Days Thur., Fri. & Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Spurgeon's.
Variety Stores-Well-Worth; Ben Franklin; Wal-Mart.
Chain Drug Stores-Walgreens; Osco.
Chain Supermarkets-IGA; Walker's; Jewel.
Other Chain Stores-Firestone; Montgomery Ward; Coast-to-Coast.

14 - NEWSPAPERS: COLES COUNTY TIMES-COURIER (m) 7,308; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Clyde Sims, Adv. Dir., COLES COUNTY TIMES-COURIER, 307 Sixth St., Box 250, Charleston, IL 61920; Tel. (217) 345-7085.
National Representative: Landon Associates.

CHICAGO

1 - LOCATION: Cook County (In Chicago PMSA), E&P Map D-1. Industrial, wholesale, retail, financial, educational, research, transportation, and agricultural sales center.

2 - TRANSPORTATION: **Railroads**-Intercity Passenger: Amtrak, Commuter: Burlington Northern; Chicago & Northwestern; Chicago South Shore & South Bend; Illinois Central Gulf; Milwaukee Road; Norfolk & Western.
Motor Freight Carriers-More than 750 local trucking companies.
Intercity Bus Lines-Greyhound, Trailways.
Airlines-O'Hare International Airport Passenger Airlines: Air Canada; Air France; Alia-Royal Jord.; Alitalia; American; British Airways; Capitol; Continental; Delta; Eastern; Icelandair; JAT-Yugoslav; Jet America; KLM-Royal Dutch; Lufthansa; Mexicana; Northwest Orient; Ozark; Pan American; Piedmont; Republic; Sabena; Scandinavian; Swiss Air; Trans World; United; US Air; Western; Amer. Transair; Japan Airlines; Thunderbird Air; Arista International; Iberia Airlines; Frontier Horizon; Buffalo Air; Airlift International; Braniff Inc. Cargo Airlines: Zantop; Blackhawk; Emery Air Freight; Federal Express; Flying Tigers; Interstate; Orion/UPS; SMB; Summit; Sundorph Aero; United Parcel; Viking; Tradewinds Air. Commuter Airlines: Air Wisconsin; American Cntrl.; Britt Airways; Direct Air; Midstate; Mississippi Valley; Simmons; Phillips; Freedom. Midway Airport Passenger Airlines: Alliance; American Central; American International Airways; Midway; Northwest Orient.
Three Waterway Projects-St. Lawrence Seaway; Port of Chicago in Lake Calumet; Calumet-Sag Channel. Additional port facilities operated by the State of Indiana at Burns Harbor, IN.

3 - POPULATION:
Corp. City 80 Cen. 3,005,072; E&P 85 Est. 2,855,259
County 80 Cen. 5,253,190; E&P 85 Est. 5,324,137
PMSA 80 Cen. 6,059,091; E&P 85 Est. 6,195,294
SUN-TIMES AND TRIBUNE:
CZ-ABC: (80) 3,059,948
Bal. in NDM-ABC: (80)4,686,438
Total NDM-ABC: (80) 7,746,386
DAILY HERALD:
NDM-ABC: (80) 538,861
DAILY CALUMET:
NDM-ABC: (80) 129,460

4 - HOUSEHOLDS:
City 80 Cen. 1,093,409; E&P 85 Est. 1,089,378
County 80 Cen. 1,878,977; E&P 85 Est. 1,965,224
PMSA 80 Cen. 2,150,209; E&P 85 Est. 2,267,356
SUN-TIMES AND TRIBUNE:
CZ-ABC: (80) 1,115,918
Bal. in NDM-ABC: (80) 1,585,050
Total NDM-ABC: (80) 2,700,968
DAILY HERALD:
NDM-ABC: (80) 182,319
DAILY CALUMET:
NDM-ABC: (80) 46,137

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	135	$42,183,032,000
Commercial	403	$66,669,735,000

(Includes Individual Branches of Banks)

6 - PASSENGER AUTOS: City 1,068,579; County 1,510,371

7 - ELECTRIC METERS: Residence 2,748,289; Large Comm. & Industrial 865; Small Comm. & Industrial 239,409

8 - GAS METERS: Residence 1,942,000; Commercial 139,000; Industrial 15,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners, (Av. Wkly. Wage): Mfg. 657,000 ($371); Wholesale Trade 235,100 ($366); Retail Trade 500,200 ($194); Elec. Mach. 101,300 ($313); Constr. 89,800 ($644); Primary Metals 39,400 ($457); Printing & Pub. 68,400 ($424); Food 60,000 ($383); Chem. 47,300 ($415); Rubber and Plastic 29,300 ($287).

10 - CLIMATE: Av. Temp.-Jan. 20, Apr. 49, July 73; Oct. 53. Av. Precipitation-35 ins. Av. Snowfall-40 ins.

11 - TAP WATER: Alkaline (Lake Michigan); fluoridated.

12 - RETAILING: **Principal Shopping Centers**-The PMSA has 62 separate and distinct retail shopping areas (322 shopping centers). The most important of these are Michigan Ave. and Woodfield Mall in Schaumberg. The principal offices of Sears & Montgomery Ward are located here.
Principal Shopping Days-Loop and Outlying Stores-Mon., Thur., Sat., Sun. SupermarketsThur., Fri., Sat.
Stores Open Evenings-Dept. Mon. & Thur.

13 - RETAIL OUTLETS: Carson Pirie Scott & Co.-13: 1 in Chicago, 12 in suburbs; JCPenney-14: 3 in Chicago, 11 in suburbs; Marshall Field & Co.-16: 2 in Chicago, 14 in suburbs; Montgomery Ward & Co.-15: 1 in Chicago, 14 in suburbs; Sears-21 full line stores: 4 in Chicago, 17 in suburbs; Wieboldt's-13: 4 in Chicago, 9 in suburbs.
Discount & Variety Stores-K mart; Venture; Zayre; Service Merchandise; Woolworth.
Chain Supermarkets-Cub; Butera; Dominick's; Eagle; Pic 'N Save; Treasure Island; Hillman's; Jewel; White Hen.
Cooperative Food Stores-Centrella; Certified; Progressive.
Chain Drug Stores-DeKoven; Family Drug Center; Perry; Little Bucky; Rexall; Stineway; Sun Drugs; SupeRx; Les-On; Osco; Walgreens.

14 - NEWSPAPERS: CALUMET (m) 10,949; Sept. 30, 1984 ABC.
Local Contact for Advertising and Merchandising Data: William R. Stack, Adv. Dir., CALUMET, 9120-24 S Baltimore Ave., Chicago, IL 60617; Tel. (312) 375-2000.
National Representative: U.S. Suburban Press.
DEFENDER (m-mon to fri) 26,944; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: David Young, Adv. Dir., DEFENDER, 2400 S Michigan, Chicago, IL 60616; Tel. (312) 225-2400.
National Representative: Amalgamated Publishers.
HERALD (m) 68,941; (S) 67,596; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Paul Borgardt, Adv. Mgr., HERALD, 217 W Campbell St.; PO Box 280, Arlington Heights, IL 60006; Tel. (312) 870-3600.
National Representative: U.S. Suburban Press.
SOUTHTOWN ECONOMIST (e-mon to fri) 15,611; (S) 30,231; Mar. 31, 1985 VAC.
Local Contact for Advertising and Merchandising Data: Donald Gunn, V.P. Mkt., SOUTHTOWN ECONOMIST, 5959 S Harlem Ave., Chicago, IL 60638; Tel. (312) 586-8800.
National Representative: U.S. Suburban Press.
SUN-TIMES (m-mon to fri) 639,187; (m-sat)

443,499; (S) 690,904; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Scott Ring, Natl. Adv. Mgr., SUN-TIMES, 401 N Wabash, Rm 356, Chicago, IL 60611; Tel. (312) 321-3000.
National Representatives: Offices in New York, Detroit, Los Angeles, Atlanta, Miami Beach.
TRIBUNE (all day-mon to fri) 775,664; (sat) 626,762; (S) 1,165,605; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Robert Holzkamp, Adv. Dir., TRIBUNE, 435 N Michigan Ave., Chicago, IL 60611; Tel. (312) 222-3232.
National Representatives: Offices in New York, Detroit, Miami, Dallas, Los Angeles, San Francisco.

CLINTON

1 - LOCATION: DeWitt County, E&P Map C-3. County Seat. Residential center. Springfield, 45 mi.; Decatur, 21 mi.; Bloomington, 22 mi.; Champaign, 39 mi. On U.S. Hwys. 51, 54; State Hwy. 10.

2 - TRANSPORTATION: **Railroads**-Illinois Central.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 8,014; E&P 85 Est. 8,326
County 80 Cen. 18,108; E&P 85 Est. 18,249

4 - HOUSEHOLDS:
City 80 Cen. 3,193; E&P 85 Est. 3,405
County 80 Cen. 6,841; E&P 85 Est. 7,144

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$57,927,000
Savings & Loan	2	$50,000,000

6 - PASSENGER AUTOS: County 9,713

7 - ELECTRIC METERS: Residence 4,110

8 - GAS METERS: Residence 3,094

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-China Mfg. 100; Houseware Mfg. 375; Ill Central RR 150; Business Forms 150; Nuclear Power Station 3,000.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 27-85; Summer 55-110; Fall 20-80; Winter 10-45. First killing frost, Oct. 20; last killing frost, Mar. 30.

11 - TAP WATER: Alkaline, treated, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Hickory Point Mall(85)	15	Carson Pirie Scott, JCPenney, Bergner's
Eastland Ctr.(54)	21	Sears, Bergner's, JCPenney

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri., some Mon.

13 - RETAIL OUTLETS: **Department Stores**-Spurgeon's; Carson Pirie Scott; JCPenney; Bergner's; Sears.
Variety Stores-Ben Franklin; Gamble's; Wal-Mart.
Chain Supermarkets-Eisner; IGA.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 3,825; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Terrie Baker, Sales Mgr., JOURNAL, 117 W Main St., PO Box 615, Clinton, IL 61727; Tel. (217) 935-3171.
National Representative: Landon Associates.

CRYSTAL LAKE

1 - LOCATION: McHenry County. (In Chicago PMSA). 40 mi. NW of Chicago on U.S. Hwy. 14. Crystal Lake is the retailing and manufacturing center of McHenry County.

2 - TRANSPORTATION: Chicago and Northwestern Railroad commuter trains and Regional Transportation Authority bus line connect Crystal Lake with all of Chicago Metropolitan area. Small airport.

3 - POPULATION:
Corp. City 80 Cen. 18,590; E&P 85 Est. 21,814
NDM-CZ-ABC: (80) 18,590
Bal. in NDM-ABC: (80) 76,797
Total NDM-ABC: (80) 95,387
County 80 Cen. 147,724; E&P 85 Est. 155,377
PMSA 80 Cen. 6,059,091; E&P 85 Est. 6,195,274
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,191; E&P 85 Est. 7,333
County 80 Cen. 49,015; E&P 85 Est. 53,130
PMSA 80 Cen. 2,150,209; E&P 85 Est. 2,267,356
NDM-CZ-ABC: (80) 6,191
Bal. in NDM-ABC: (80) 25,568
Total NDM-ABC: (80) 31,759

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	$101,213,874
Savings & Loan	3	$124,601,420

6 - PASSENGER AUTOS: County 93,794

7 - ELECTRIC METERS: Residence 6,840

8 - GAS METERS: Residence 6,330

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Retailing 1,228; Equipment Manufacturing 2,240; Printing 468; Farm Equip. & Landscaping 461; Utilities 583.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-88; Summer 48-103; Fall 18-88; Winter -25-65. First killing frost, Sept. 25; last killing frost, May 1.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Center**-downtown and a major shopping center (50 stores) at southeast edge of city. Neighborhood shopping centers along Highway 14.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Woodfield Mall	25	Sears, Field, JCPenney
Lakehurst Mall	20	Sears, Field, JCPenney
Meadowdale(52)	10	A&P, Chicago Furniture Mart
Spring Hill Mall	10	Field, Bergner's, Sears, JCPenney, Joseph Spiess

Principal Shopping Days-Fri., Sat. & Sun.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; Joseph Spiess; Sears (catalog); JCPenney (catalog).
Discount Stores-K mart; Zayre.
Variety Stores-Ben Franklin.
Chain Drug Stores-Osco; Walgreens.
Other Chain Stores-Minnesota Fabrics; 84 Lumber; Edward Hines Lumber; Kinney Shoes; Stuart's.

14 - NEWSPAPERS: HERALD (m-mon to fri) 11,511; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: David Strahl, Ret. Adv. Dir., HERALD, PO Box 250; 7803 Pyott Rd., Crystal Lake, IL 60014; Tel. (815) 459-4040.
National Representative: None.

DANVILLE

1 - LOCATION: Vermilion County, E&P Map D-3. County Seat. Agricultural and industrial center on Vermilion River and Lake Vermilion. 135 mi. S of Chicago; 140 mi. SE of Peoria; 210 mi. NE of St. Louis, MO; 95 mi. W of Indianapolis, IN.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western; Baltimore & Ohio; Chicago & Eastern; Conrail; Louisville & Nashville.
Motor Freight Carriers-34.
Intercity Bus Lines-Runaround; Illini Swallow; Greyhound.
Airlines-Britt Airline Commuter.

3 - POPULATION:
Corp. City 80 Cen. 38,985; E&P 85 Est. 36,277
CZ-ABC: (80) 59,931
RTZ-ABC: (80) 85,289
County 80 Cen. 95,222; E&P 85 Est. 93,299
City & RTZ-ABC: (80) 145,220
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,392; E&P 85 Est. 14,688
County 80 Cen. 35,371; E&P 85 Est. 35,755
CZ-ABC: (80) 22,886
RTZ-ABC: (80) 30,698
City & RTZ-ABC: (80) 53,584

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	5	$331,054,057

6 - PASSENGER AUTOS: County 49,467

7 - ELECTRIC METERS: Res. & Comm. 32,792

8 - GAS METERS: Res. & Comm. 22,456

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Foundry 2,800; Ballasts 1,700; Railroad Eqpt. 450; Lift Trucks 600; Meat Casings 650; Hardware 300; Candy Mfg. N.A.; Clothing N.A.; Aerosol Prods. N.A.; Vitamin Mfg. N.A.; Hair Accessories. (Ann. Payroll $193,000,000; Employing 11,355).
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Average Temp.-Winter 28-30; Summer 76-78. First killing frost, Oct. 16; last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, very hard, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Vermilion St.; 4 on Main St.; 2 on North St.
Neighborhood Shopping Centers-2 blocks on Vermilion & Fairchild Sts.; 2 blocks on Main St. at Bismark St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Holiday Sq.(11)	4	Zayre
K mart(1)	3	K mart, Kar Kleen
Village Mall(28)	4	Target, Meis
Towne Center	9	Country Market, SuperRx

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Bergners; Sears; Meis.
Discount Stores-K mart; Zayre; Target; K's Merchandise Mart.
Chain Drug Stores Harding 3; Prescription Shop 3; Haag 2; SupeRx 2; Hook 3.
Chain Supermarkets-Eisner; Eagle 2; Country Market; Lowell's Discount.
Other Chain Stores-Turk's (furn.); Rhodes-Buford (furn.); Pittsburgh Paints; Sherwin-Williams; Fannie May; True Value Hardware 3; Blacks Hardware; Ace Hardware.

14 - NEWSPAPERS: COMMERCIAL-NEWS (e) 26,967; (S) 28,441; Mar. 25, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Robert G. Miller, Adv. Dir., COMMERCIAL NEWS, 17 W. North, Danville, IL 61832; Tel. (217) 446-1000.
National Representative: Gannett Media Sales.

DECATUR

1 - LOCATION: Macon County (MSA), E&P Map C-3. County Seat. 174 mi. SW of Chicago; 123 mi. NE of St. Louis; 155 mi. W of Indianapolis.

2 - TRANSPORTATION: **Railroads**-Norfolk and Southern; B&O; Pennsylvania; Illinois Terminal System.
Motor Freight Carriers-41.
Intercity Bus Lines-Crown Transit; Continental Trailways.
Airlines-Britt.

3 - POPULATION:
Corp. City 80 Cen. 94,081; E&P 85 Est. 93,338
CZ-ABC: (80) 107,399
RTZ-ABC: (80) 90,297
County/MSA 80 Cen. 131,375; E&P 85 Est. 130,337
City & RTZ-ABC: (80) 197,696
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 35,923; E&P 85 Est. 36,844
CZ-ABC: (80) 40,378
RTZ-ABC: (80) 32,337
County/MSA 80 Cen. 48,294; E&P 85 Est. 49,444
City & RTZ-ABC: (80) 72,715

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$600,000,000
Savings & Loan	4	$300,000,000

6 - PASSENGER AUTOS: County 73,042

7 - ELECTRIC METERS: Residence 40,063

8 - GAS METERS: Residence 35,169

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Graders, Tractors 5,045; Corn-Soy Bean Processing 4,600; Air Conditioners-Carburetors 1,800; Gas & Water Systems 1,000; Castings & Fittings 1,500; Window Glass 470; Tires 2,250. Av. Wkly. Wage, all industry $280.

10 - CLIMATE: Min. & Max. Temp.-Spring 27-93; Summer 43-94; Fall 1-81; Winter 1-73. First killing frost, Oct. 16; last killing frost, Apr. 25.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Water St., 8 on N Main St., 2 on E Main, E Prairie, E William, E North Sts. Hickory Point Mall, Decatur/Forsyth, IL-105. Stores anchored by JCPenney, Bergner's and Carson Pirie Scott, Kohls.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Brettwood Vlg.(20)	2	Kroger, SuperX Drugs, Computerland
Colonial(9)	2	Family Drug, Colonial IGA
Decatur Plaza (8)	5	Century 21, SupeRX, Eagle
Fairview Plz.(25)	2	Kroger, Walgreen, Ben Franklin
French Quarter W (10)	2	Main St. Computer
K mart, Mt. Zion Plz.(18)	5	Radio Shack, Kroger, Walgreens
Northgate Mall(17)	2	Venture, Eisner, Osco
Pines(7)	1	Walgreens, Pines Variety Store
South Shores Ctr.(8)	1	Bergner's, Family Drug, True Value
Southtowne Plz.(8)	1	Eagle, Enloe Drugs
Spring Creek Plz.(14)	2	Eagle, Perklin Walgreen
Woodmound Plz.(17)	4	White Hen, Wrigley Drug

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Dept.-Mon., Fri. Food until 9 and Midnight.

13 - RETAIL OUTLETS: **Department Stores**-Bergner's 2; Carson Pirie Scott; JCPenney; Montgomery Ward; Sears; Kohls.
Variety Stores-Woolworth; Ben Franklin.
Discount Stores-K mart 2; Venture; Dollar General 2.
Chain Drug Stores-Walgreens 4; Family Drug 3; SupeRX 2; Enloe 3; Wrigley 4; Osco 3.
Chain Supermarkets-Eisner 3; Kroger 3; Tolly's; Eagle 3; Kennedy's 3.
Other Chain Stores-Carson's; Zale's; Black (hardware); Thom McAn; Newman's (women's); Singer Co.; Firestone; Goodyear 2; Goodrich; Hooker Glass & Paint Co.; Sherwin-Williams; Pittsburgh Plate Glass; Fannie May; Barker's; Kinney; General Tire Co.; Radio Shack; Team Electronics; Cloth World; Payless Shoe Store; Musicland; Glidden Paint Center; True Value Hardware; Ace Hardware.

14 - NEWSPAPERS: HERALD & REVIEW (m) 47,483; (S) 56,280; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Fred W. Whobrey, Nat'l Adv. Mgr., HERALD & REVIEW, 601 E. William St., PO Box 311, Decatur, IL 62525; Tel. (217) 429-5151.
National Representative: Branham/Newspaper Sales.

DE KALB

1 - LOCATION: De Kalb County, E&P Map C-1. Agricultural, industrial, and education center.

2 - TRANSPORTATION: **Railroads**-Chicago & Northwestern; Chicago Great Western; CMStP&P.
Motor Freight Carriers-11.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
City 80 Cen. 33,099; E&P 85 Est. 33,692
CZ-ABC: (80) 42,318
RTZ-ABC: (80) 26,976
County 80 Cen. 74,624; E&P 85 Est. 75,778
City & RTZ-ABC: (80) 69,294
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,617; E&P 85 Est. 9,976
County 80 Cen. 22,429; E&P 85 Est. 25,428
CZ-ABC: (80) 13,134
RTZ-ABC: (80) 9,273
City & RTZ-ABC: (80) 22,407

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	$294,162,000
Savings & Loan	2	$165,343,000

6 - PASSENGER AUTOS: County 36,683

7 - ELECTRIC METERS: Residence 9,256

8 - GAS METERS: Residence 5,794

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Hourly Wage) Heavy Equipment 342 ($9.30); Fabricating 375 ($8.60); Agronomy Research 420 ($7.69); University Teaching Faculty 1,157 ($595, 9 months); University Staff 1,207 ($5.12); University Students 23,689.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-96; Summer 43-93; Fall -3-88; Winter -28-67. First killing frost, Oct. 11; last killing frost, Apr. 3.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on two streets, 4 shopping centers.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
De Kalb(5)	NA	Jewel Food
De Val(6)	NA	Ace Hdwe
Northland(8)	NA	
Junction(6)	NA	Brouhaha, Illini Sporting Goods

Village Commons(4)	NA	VCB
Eagles(4)	NA	Eagle

Principal Shopping Days-Mon., Fri., Sat.

Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Wal-Mart; Henderson's; Sears (catalog); Reliable.

Discount Stores-K mart.

Chain Drug Stores-Lehan 3; Perry Drugs.

Chain Supermarkets-Eagle; Jewel; Bag & Save; Aldi.

14 - NEWSPAPERS: CHRONICLE (e-mon to fri) 11,549; (S) 12,072; Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: Reino Riippi, Adv. Dir., CHRONICLE, Barber Greene Rd., DeKalb, IL 60115; Tel. (815) 756-4841.

National Representative: Landon Associates.

DIXON

1 - LOCATION: Lee County, E&P Map C-1, 98 mi. W of Chicago on U.S. 38 and State Highways 2, 26, 52 and Interstate 5.

2 - TRANSPORTATION: Railroads-Illinois Central (freight only).

Motor Freight Carriers-9.

Intercity Bus Lines-Greyhound.

3 - POPULATION:

Corp. City 80 Cen. 15,659; E&P 85 Est. 14,580
CZ-ABC: (80) 15,701
RTZ-ABC: (80) 55,372
County 80 Cen. 36,328; E&P 85 Est. 36,933
City & RTZ-ABC: (80) 71,073

4 - HOUSEHOLDS:

City 80 Cen. 5,642; E&P 85 Est. 5,396
County 80 Cen. 12,649; E&P 85 Est. 13,278
CZ-ABC: (80) 5,657
RTZ-ABC: (80) 19,569
City & RTZ-ABC: (80) 25,226

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	2	$160,000,000
Savings & Loan	2	$107,000,000

6 - PASSENGER AUTOS: County 18,882.

7 - ELECTRIC METERS: Residence 6,594.

8 - GAS METERS: Residence 4,968.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Cement Mfg. 200; Auto Parts 799; Printing 275; Valve Mfg. 150; Food Prod. 175; State Highway Dept. 575; Commercial Prod. 200; Electronics 750; Overhead Garage Doors 385; Public Utilities 559; Misc. 300; Wholesalers & Dist. 200.

Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-68; Summer 72-90; Fall 58-70; Winter 10-44. First killing frost, Oct. 9; last killing frost, Apr. 12.

11 - TAP WATER: Neutral, hard, not fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on First St.; 2 blocks on Galena Ave.

Neighborhood Shopping Centers-N. Galena Ave.; Depot Ave.

Shopping Centers-Pamida Discount Center.

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Fri., Mon. (limited).

13 - RETAIL OUTLETS: Department Stores-Spurgeon's; Kline's.

Variety Stores-Woolworth.

Chain Drug Stores-Walgreens.

Chain Supermarkets-Eagle; Red Carpet Mkt.; Red Fox; Jack & Jill.

Other Chain Stores-True Value; Ace Hardware; Klines; Spurgeons; Coast to Coast; Sherwin Williams; Pamida.

14 - NEWSPAPERS: TELEGRAPH (e) 10,824; Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: Jim Nelson, Adv. Dir., TELEGRAPH, 113-115 Peoria Ave., Dixon, IL 61021; Tel. (815) 284-2222.

National Representative: None.

DU QUOIN

1 - LOCATION: Perry County, E&P Map C-5, 80 mi. SE of St. Louis; 70 mi. N of Cairo, IL; 288 mi. S of Chicago. On State Hwys. 13, 14, 152, 154; U.S. Hwy. 51.

2 - TRANSPORTATION: Railroads-Illinois Central; Missouri Pacific; Pinckneyville.

Motor Freight Carriers-8.

Intercity Bus Lines-Gulf, Mobile & Ohio.

Airlines-Ozark; Air Illinois.

3 - POPULATION:

City 80 Cen. 6,594; E&P 85 Est. 6,660
County 80 Cen. 21,714; E&P 85 Est. 22,125

4 - HOUSEHOLDS:

City 80 Cen. 2,692; E&P 85 Est. 2,732
County 80 Cen. 8,137; E&P 85 Est. 8,582

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$66,000,000

6 - PASSENGER AUTOS: County 10,992.

7 - ELECTRIC METERS: Residence 4,250.

8 - GAS METERS: Residence Counties: Du Quoin 2,417; Pinckneyville 1,350.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Coal Mining 950; Meat Pkg. 400; Apparel 325; Ry. 125; Timber 200; Const. 175; Metal Fab. 500; Dairy Prod. 60; Phono Records 210; Aluminum 410.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-75; Summer 82-108; Fall 50-80; Winter 30-60.

11 - TAP WATER: Alkaline, very soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Main St.; 4 on Division St.; 3 on Washington St.; Southtown Shpg. Ctr.; Pinckneyville: 4 on Sq.; 3 on Walnut; 2 on Main; 3 on Water.

Neighborhood Shopping Centers-Washington, Hickory St.; ret. outlets on U.S. 51, Pinckneyville, E. Water & S. Main.

Principal Shopping Days-Fri., Sat., Wed.

Stores Open Evenings-Fri.

Stores Open Sundays-Food, Drug, Variety.

13 - RETAIL OUTLETS: Department Stores-P. N. Hirsch; Wal-Mart.

Discount Stores-Value; H.L.'s Discount.

Variety Stores-Economy; Index Notion.

Chain Drug Stores-Bianco Rexall; Rexall; Revco; Health Mart.

Chain Supermarkets-Kroger 2; Gann & Bender; IGA 2; Food Park.

Other Chain Stores-Western Auto; Du Quoin Auto Supply; Linkon Auto Supply; New Era; Chester City Dairy; Sawyer Paint & Wallpaper.

14 - NEWSPAPERS: CALL (e) 4,940; sworn Sept. 31, 1984.

Local Contact for Advertising ond Merchandising Data: Glynn Duncan, Adv. Mgr., CALL, 9 N Division St., Du Quoin, IL 62832; Tel. (618) 542-2133.

National Representative: Landon Associates.

EAST ALTON
See ALTON

EAST DUBUQUE
See DUBUQUE, IA

EAST MOLINE
See ROCK ISLAND

EDWARDSVILLE

1 - LOCATION: Madison County (in Alton-Granite City PMSA), E&P Map B-4, County Seat, 18 mi. NE of E St. Louis. On U.S. Hwy 55; State Hwy 157, 159, 143.

2 - TRANSPORTATION: Railroads-Norfolk Southern; C&NW (freight); Illinois Terminal.

Motor Freight Carriers-1.

3 - POPULATION:

Corp. City 80 Cen. 12,460; E&P 85 Est. 13,427
NDM-ABC: (80) 48,326
PMSA 80 Cen. 268,209; E&P 85 Est. 272,830
County 80 Cen. 247,671; E&P 85 Est. 251,457

4 - HOUSEHOLDS:

City 80 Cen. 4,992; E&P 85 Est. 5,281
County 80 Cen. 93,675; E&P 85 Est. 93,227
PMSA 80 Cen. 95,823; E&P 85 Est. 100,604
NDM-ABC: (80) 17,316

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$200,000,000
Savings & Loan	2	$120,000,000

6 - PASSENGER AUTOS: County 140,217.

7 - ELECTRIC METERS: Residence 7,404.

8 - GAS METERS: Residence 6,195.

9 - PRINCIPAL INDUSTRIES: Southern Illinois University.

10 - CLIMATE: First killing frost, Oct. 14; last killing frost, Jan. 31.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-4 blocks on two streets; Montclaire; 500 block Troy Rd. (28 stores, 4 offices).

Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Dollar General; Gilk's; K mart; Wal-Mart.

Variety Stores-Ben Franklin.

Chain Drug Stores-Ballweg; Schwartz's.

Chain Supermarkets-Kroger; National; IGA; Foodliner; Shop & Save.

14 - NEWSPAPERS: INTELLIGENCER (e) 6,988; Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: Bill Green, Pub., INTELLIGENCER, 117 N. Second St., Edwardsville, IL 62025; Tel. (618) 656-4700.

National Representative: Hearst Advertising Service.

EFFINGHAM

1 - LOCATION: Effingham County, E&P Map G-4, County Seat, 200 mi. S of Chicago, 100 mi. NE of St. Louis. On U.S. Routes 40 & 45; Interstates 70 & 57.

2 - TRANSPORTATION: Railroads-Conrail; Illinois Central.

Motor Freight Carriers-9.

Intercity Bus Lines-Greyhound; Continental Trailways; C&H Coach and Trailways.

3 - POPULATION:

Corp. City 80 Cen. 11,270; E&P 85 Est. 12,702
CZ-ABC: (80) 13,600
RTZ-ABC: (80) 54,027
County 80 Cen. 30,944; E&P 85 Est. 32,036
City & RTZ-ABC: (80) 67,627

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 80 Cen. 4,325; E&P 85 Est. 4,920
County 80 Cen. 10,637; E&P 85 Est. 11,365
CZ-ABC: (80) 5,001
RTZ-ABC: (80) 18,868
City & RTZ-ABC: (80) 23,869

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$104,553,974
Commercial	3	$204,370,000

6 - PASSENGER AUTOS: County 16,498.

7 - ELECTRIC METERS: Residence 5,506.

8 - GAS METERS: Residence 3,876.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Air Conditioners 700; Gloves 160; Coats & Aprons 125; Commercial Printing 2,500.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Village Sq.(40)	3	JCPenney; Murphy's
Westgate(8)	1	TG&Y
K mart Plz.(3)	2	K mart

Principal Shopping Days-Wed., Fri., Sat.

Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Spurgeon's; Jansen's; Dollar General; JCPenney.

Variety Stores-Scott's; K mart; Murphy Mart.

Chain Drug Stores-Rexall; SupeRx.

Discount Stores-Midstate; World of Clothing.

Chain Supermarkets-Kroger; IGA; AG Stores 2; Eisner.

14 - NEWSPAPERS: NEWS (e) 13,349; Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: Carl Thoele, Adv. Mgr., NEWS, 201 N. Banker, Effingham, IL 62401; Tel. (217) 347-7151.

National Representative: None.

ELDORADO

1 - LOCATION: Saline County, E&P Map C-5, 50 mi. WSW of Evansville, IN, 20 mi. from Ohio River at Shawneetown. On U.S. Hwy. 45; State Hwy. 142.

2 - TRANSPORTATION: Railroads-CCC&StL; L&N; Conrail.

3 - POPULATION:

Corp. City 80 Cen. 5,198; E&P 85 Est. 6,570
County 80 Cen. 27,360; E&P 85 Est. 30,695

4 - HOUSEHOLDS:

City 80 Cen. 2,176; E&P 85 Est. 2,745
County 80 Cen. 10,815; E&P 85 Est. 12,608

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$12,387,000
Savings & Loans	NA	1,213,000

6 - PASSENGER AUTOS: County 13,705.

7 - ELECTRIC METERS: Residence 2,100.

8 - GAS METERS: Residence 2,230.

9 - PRINCIPAL INDUSTRIES: Coal Mining; Farming; Dairy Products; Oil.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-80; Summer 55-100; Fall 40-95; Winter 18-48.

11 - TAP WATER: N.A.

12 - RETAILING: **N.A.**

13 - RETAIL OUTLETS: Department Stores-Eldorado; P. N. Hirsch & Co.

Variety Stores-Muckley; Ben Franklin; Cousin Fred's.

14 - NEWSPAPERS: JOURNAL (e) 2,565 sworn Mar. 31, 1984.

Local Contact for Advertising and Merchandising Data: Anita L. Peyton, Gen. Mgr., JOURNAL, 1200 Locust St., Eldorado, IL 62930; Tel. (618) 273-3379.

National Representative: None.

ELGIN

1 - LOCATION: Cook & Kane Counties, E&P Map C-1 (In Chicago PMSA and Aurora-Elgin PMSA). Industrial & residential ctr. 38 mi. NW of Chicago & 50 mi. SE of Rockford, on the Grant Hwy. (U.S. 20), State 19, 25, 31, 58, the Northwest Tollway.

2 - TRANSPORTATION: Railroads-Chicago, Milwaukee, St. Paul & Pacific; Union Pacific; Chicago & North Western; Elgin, Joliet & Eastern (Outer Belt Line).

Intercity Bus Lines-United Motor Coach; Northland Greyhound; Regional Trans. Authority.

Motor Freight Carriers-19.

3 - POPULATION:

Corp. City 80 Cen. 63,981; E&P 85 Est. 66,653
CZ-ABC: (80) 85,772
RTZ-ABC: (80) 528,194
Chicago PMSA 80 Cen. 6,059,091; E&P 85 Est. 6,195,294
Aurora-Elgin PMSA 80 Cen. 315,607; E&P 85 Est. 327,084
Counties 80 Cen. 5,531,595; E&P 85 Est. 5,613,817
  Cook 80 Cen. 5,253,190; E&P 85 Est. 5,324,137
  Kane 80 Cen. 278,405; E&P 85 Est. 289,680
City & RTZ-ABC: (80) 613,966

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 80 Cen. 23,463; E&P 85 Est. 25,443
Counties 80 Cen. 1,972,706; E&P 85 Est. 2,065,909
  Cook 80 Cen. 1,878,977; E&P 85 Est. 1,965,224
  Kane 80 Cen. 93,729; E&P 85 Est. 100,685
Chicago PMSA 80 Cen. 2,150,209; E&P 85 Est. 2,267,356
Aurora-Elgin PMSA 80 Cen. 105,771; E&P 85 Est. 113,236
CZ-ABC: (80) 31,239
RTZ-ABC: (80) 171,152
City & RTZ-ABC: (80) 202,391

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$282,760,120
Savings & Loan	3	$386,548,262

6 - PASSENGER AUTOS: Kane County 169,675; Cook County 1,510,371.

7 - ELECTRIC METERS: Residence 23,994.

8 - GAS METERS: Residence 15,264.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Precision Lighting 29,742; Electric Prods; Belting; Tools; Automotive ($267).

10 - CLIMATE: Min. & Max. Temp.-Spring 22-72; Summer 58-87; Fall 30-75; Winter 17-33; last killing frost, May 1.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Chicago and Division Sts. and E Highland Ave.; 6 on N and S Grove Aves.; 4 on Douglas Ave.; 2 on Brook St.; 2 on Dupage St.; 5 on N and S Spring Sts.; and 1 on W Chicago St. and N State St. (Downtown shopping).

Neighborhood Shopping Centers-South St. (Sunset Park); National St., State St. and Walnut Ave.; Dundee, Liberty and Congdon, McLean Blvd., (north and south); Bluff City Blvd. and St. Charles St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Big Oak(10)	1	H & R Block
Meadowdale(52)	5	A&P, Eagle
Springhill(120)	5	Sears, Marshall Field Bergners, JCPenney, Joseph Speiss Co.
Town & Country(12)	1	Eagle
Wing Park Manor(10)	1	Ben Franklin, Gromers

Principal Shopping Days-Mon., Thur., Fri., Sat. & Sun.
Stores Closed-Mon. morning.
Stores Open Evenings-Dept. Mon., Thur. & Fri. Food nightly.

13 - RETAIL OUTLETS: Department Stores-Joseph Spiess; Ackemann's; JCPenney; Sears; Bergners.
Discount Stores-K mart; Zayre.
Variety Stores-Ben Franklin 2.
Chain Drug Stores-Osco 4; SuperRx; Sun.
Chain Supermarkets-Eagle Foods 4; Gromer's; Jewel 3; K mart; 7-Eleven 5.
Other Chain Stores-Leath (furn.); Pittsburgh Plate Glass; Ace Hardware; National Cash Register; Fanny May; V&S Hdwr. 2; Wickes Lumber.

14 - NEWSPAPERS: COURIER-NEWS (e) 33,059; (S) 33,254; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Dick Brugetto, Gen. Adv. Mgr., COURIER-NEWS, 300 Lake St., Elgin, IL 60120; Tel. (312) 888-7790.
National Representative: Sawyer-Ferguson-Walker Co.

FLORA

1 - LOCATION: Clay County, E&P Map C-4. 100 mi. E of St. Louis; 60 mi. W of Vincennes; 120 mi. SE of State Capital, Springfield; 100 mi. S of Decatur and Champaign. U.S. Hwys. 45, 50. 5 mi. from Little Wabash River.

2 - TRANSPORTATION: Railroads-B&O.
Intercity Bus Lines-Greyhound; C&H Motor.

3 - POPULATION:
Corp. City 80 Cen. 5,379; E&P 85 Est. 5,810
County 80 Cen. 15,283; E&P 85 Est. 16,331

4 - HOUSEHOLDS:
City 80 Cen. 2,141; E&P 85 Est. 2,316
County 80 Cen. 5,800; E&P 85 Est. 6,371

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$35,000,000
Savings & Loan	1	$6,000,000

6 - PASSENGER AUTOS: County 7,563.

7 - ELECTRIC METERS: Residence 2,559.

8 - GAS METERS: Residence 1,953.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees-Oil Industry 200; Garment Factory 100; Steel Fabricating 80; Automotive Parts 300; Electronic Parts 100; Oil Field Service 100; Aluminum Cable 65.

10 - CLIMATE: Min. & Max. Temp. N.A.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Days**-Fri., Sat.
Stores Open Evenings-Fri., Food-weekdays.
Stores Open Sundays-2 food & 5 dept.

13 - RETAIL OUTLETS: Department Stores-Dollar General; Country Squire; Gentleman Shoppe; Tot & Teen Shoppe; Richs; Vaughns; Uebinger's.
Variety Stores-Ben Franklin.
Chain Supermarkets-IGA Foodliner; Huck's; Big John's; Sav-A-Lot Grocery.
Other Chain Stores-Sears (catalog); Montgomery Ward; Western Auto; Davis Tire; Wal-Mart; Furniture Stores.

14 - NEWSPAPERS: CLAY COUNTY ADVOCATE-PRESS (e-mon to fri) 4,150; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: Rose Gill, Co.-Pub., CLAY COUNTY ADVOCATE-PRESS, 105 W. North Ave., Flora, IL 62839; Tel. (618) 662-2108.
National Representative: Landon Associates.

FREEPORT

1 - LOCATION: Stephenson County, E&P Map C-1. County Seat. Shipping center for county agricultural and dairying area. Leading dairy county in Illinois. Misc. mfg., wholesale center for area. Insurance center NW part of state. 115 mi. NW of Chicago on U.S. Hwy. 20; State Routes 75 and 26. 35 mi. from Mississippi River at Savanna, IL.

2 - TRANSPORTATION: Railroads(freight)-Illinois Central Gulf, Chicago.
Motor Freight Carriers-15.
Intercity Bus Lines-Greyhound; Charter-Harold Sager Tours; Wiersema Charter Service.
Airlines-Charter.

3 - POPULATION:
Corp. City 80 Cen. 26,266; E&P 85 Est. 26,074
CZ-ABC: (80) 26,266
RTZ-ABC: (80) 61,982
County 80 Cen. 49,536; E&P 85 Est. 50,786
City & RTZ-ABC: (80) 88,248

4 - HOUSEHOLDS:
City 80 Cen. 10,642; E&P 85 Est. 10,929
County 80 Cen. 18,439; E&P 85 Est. 19,530
CZ-ABC: (80) 10,642
RTZ-ABC: (80) 21,884
City & RTZ-ABC: (80) 33,526

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$206,626,000
Commercial	3	$243,020,000

6 - PASSENGER AUTOS: County 28,651.

7 - ELECTRIC METERS: Residence 18,270.

8 - GAS METERS: 11,324.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Manufacturing Total: 7,850; Elec. Machy. 4,675; Fabricated Metal 375; Misc. Durable Goods 925; Nondurables 1,975; Food 250; Printing 150; Retail Total 9,150; Retail Trade 2,175; Finance/Ins./Real Est. 2,375; Wholesale 400; Mine & Const. 600; Transp. 375; Comm. & Public Util. 225; Service & Misc. Ind. 2,225; Gov't. Total 2,450; Local 2,175; State 125; Federal 150.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-61; Summer 61-81; Fall 41-59; Winter 13-30. First killing frost, Oct. 25; last killing frost, May 4.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Stephenson St., includes a 12 yr. old 2-block Shopping Plaza; 4 on Main St., and cross streets between Main and Stephenson in a 5-block area.
Neighborhood Shopping Areas-Spring St. from Walnut Ave. to State St.; S Galena Ave. from Spring St. to Float St.; S West Ave., between Empire Street and Yellow Creek; Lincoln Mall Shopping Center West on U.S. 20; South St., between S West Ave. and S Walnut.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
T.G.&Y(4)	2	TG&Y, Coast-to-Coast
Freeport Lincoln Mall(15)	2	Sears, JCPenney, Eagle

Principal Shopping Days-Mon., Fri., Sat.
Stores Close-Mon. morning (Downtown).
Stores Open Evenings-Mon., Fri., Shopping Center & Major Chain, Mon. through Fri.
Stores Open Sundays-Drugs, discounts, most foods, chain stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Spurgeon's.
Discount Stores-Jupiter; Farm and Fleet; K mart.
Variety Stores-TG&Y.
Chain Drug Stores-Osco; Revco; Rexall.
Chain Supermarkets-Eagle Foods 2; Super Valu; Jewel.
Other Chain Stores-Fannie May Candy; Leath Furn.; Lane's Women's Wear; Brown Shoes; Nobil Shoes; Leslie Shoes; Frank's Jewelry; Coast-to-Coast Hdwe.; True Value Hdwe.; Radio Shack; Hallmark; Fullerton Lumber; Payless Shoes; Patterson Lumber; Lillians Women's Wear; Paneling Unlimited; Farm & Fleet; Jo Ann Fabric; Kelly Tire.

14 - NEWSPAPERS: JOURNAL-STANDARD (e) 17,773; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Mark Walter, JOURNAL-STANDARD, 27 S. State Ave., Freeport, IL 61032; Tel. (815) 232-1171.
National Representative: Landon Associates.

GALESBURG

1 - LOCATION: Knox County, E&P Map B-2. County Seat. Railroad, manufacturing and agricultural center. 163 RR mi. from Chicago; 50 mi. from Peoria; 50 mi. from Quad Cities.

2 - TRANSPORTATION: Railroads-Burlington Northern; SF.
Motor Freight Carriers-4.
Intercity Bus Lines-Continental Trailways.
Airlines-Britt.

3 - POPULATION:
Corp. City 80 Cen. 35,305; E&P 85 Est. 34,193
County 80 Cen. 61,607; E&P 85 Est. 60,631
Demographic Information Available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,555; E&P 85 Est. 13,412
County 80 Cen. 22,837; E&P 85 Est. 23,130

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$428,000,000
Commercial	4	$266,000,000

6 - PASSENGER AUTOS: County 31,267.

7 - ELECTRIC METERS: Residence 13,874.

8 - GAS METERS: Residence 12,910.

9 - PRINCIPAL INDUSTRIES: Industy, No. of Wage Earners (Av. Wkly. Wage)-Steel Fabr. 750 ($410); Rubber Hose 550 ($400); Home Appliances 2,100 ($425); Railroad yard, train, and shop men-1,000 ($420).
Principal Industrial Pay Days-Fri., 13 & 28.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-57; Summer 62-80; Fall 41-59; Winter 18-34. First killing frost, Oct. 15; last killing frost, Apr. 19.

11 - TAP WATER: Unlimited, from Mississippi River (aquifer).

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main St.; 3 on Seminary; 3 on Kellogg, Prairie; 3 on Cherry; Sandburg Mall U.S. 34 & 150.
Neighborhood Shopping Centers-N. Henderson St.; Grand Avenue; N Seminary; Mommouth Blvd. and E Main.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
North Henderson	1	Alco, Eagle, Jacks, Kroger, K mart Mont. Ward
Sandburg Mall(69)	2	Sears, JCPenney, Bergners, Osco
North Seminary	1	Giant
E Main St.	NA	Giant, Eagle
W Main St.	NA	Aldi Foods
Fremont	NA	Eagle

Principal Shopping Days-Fri., Sat. & Sun.
Stores Open Evenings-Fri.; Food-Mon. through Sat.
Stores Open Sundays-Discount, drug & supermarkets; Sandburg Mall.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Kline's; Sears; Bergner's; Hornsby's.
Variety Stores-Kresge's; Jacks.
Discount Stores-Montgomery Ward; Kroger Family Center; Jacks; K mart.
Chain Drug Stores-Walgreens; Osco 2.
Chain Supermarkets-Giant 2; Aldi; Kroger; Eagle 2; Hi-Lo 2; Rons Super Value; Super Valu.
Other Chain Stores-Leath's (furniture); R. Kinney; Montgomery Ward; Sherwin-Williams; Zale's; Gallenkamp Shoes; Brooks Fashions; Waldenbooks; Super-America; Farm King; Radio Shack; Trevor; Tru Value Hardware; Stiles Ace Hardware.

14 - NEWSPAPERS: REGISTER-MAIL (e-mon to fri, m-sat) 21,732; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: Russell Cunningham, Adv. Dir., REGISTER-MAIL, 140 S. Prairie St., Galesburg, IL 61401; Tel. (309) 343-7181.
National Representative: Landon Associates.

HARRISBURG

1 - LOCATION: Saline County, E&P Map C-5. 70 mi. WSW of Evansville, Ind.; 68 mi. NE of Cairo; 130 mi. SE of St. Louis; 300 mi. S of Chicago. On U.S. Hwy. 45; State Hwys. 13, 34.

2 - TRANSPORTATION: Railroads-Conrail; Illinois Central.
Motor Freight Lines-4.
Intercity Bus Lines-Southern Limited; Carbondale-Harrisburg; Brooks.

3 - POPULATION:
Corp. City 80 Cen. 9,322; E&P 85 Est. 10,156
County 80 Cen. 27,360; E&P 85 Est. 30,695

4 - HOUSEHOLDS:
City 80 Cen. 3,848; E&P 85 Est. 4,201
County 80 Cen. 10,815; E&P 85 Est. 12,608

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$196,000,000

6 - PASSENGER AUTOS: County 13,705.

7 - ELECTRIC METERS: Residence 5,479.

8 - GAS METERS: Residence 3,950.

9 - PRINCIPAL INDUSTRIES: Concrete Prod.; Coal; Cap. Mfg.; Metal Fabricating.
Principal Pay Days-Fri., 10th, 20th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-75; Summer 70-100; Fall 30-85; Winter 0-60. First killing frost, Oct. 22; last killing frost, Apr. 13.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Main St.; 3 blocks on Poplar St.; remaining sides of Public Square.
Neighborhood Shopping Centers-N Main St. at R.R.; Granger & McKinley Ave.
Shopping Centers-Parker (16 Stores-Ben Franklin, IGA, Sears); Shawnee Sq. (10 Stores-K mart, Kroger).
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-P.N. Hirsch.
Discount Stores-Wal-Mart; K mart.
Variety Stores-Federated; Ben Franklin.
Chain Drug Stores-Rexall; SuperRx.
Chain Supermarkets-Foodland; IGA; Colonial Mkts.; Kroger.

14 - NEWSPAPERS: REGISTER (e) 7,299; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: Joan Riegel, Adv. Dir., REGISTER, 35 S. Vine, PO Box 248, Harrisburg, IL 62946; Tel. (618) 253-7146.
National Representative: None.

HERRIN

See CARBONDALE

JACKSONVILLE

1 - LOCATION: Morgan County, E&P Map B-3. Situated 36 mi. W of Springfield, IL, on U.S. Hwys. 36, 54 & 67; State Hwy. 104.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Burlington Northern; Illinois Central Gulf.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 20,284; E&P 85 Est. 20,356
CZ-ABC: (80) 23,666
RTZ-ABC: (80) 64,584
County 80 Cen. 37,502; E&P 85 Est. 37,925
City & RTZ-ABC: (80) 88,250

4 - HOUSEHOLDS:
City 80 Cen. 7,349; E&P 85 Est. 7,581
County 80 Cen. 17,160; E&P 85 Est. 14,189
CZ-ABC: (80) 8,746
RTZ-ABC: (80) 24,171
City & RTZ-ABC: (80) 32,917

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$1,173,417,000
Savings & Loan	3	$149,315,779

6 - PASSENGER AUTOS: County 19,144.

7 - ELECTRIC METERS: 8,528.

8 - GAS METERS: 7,202.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Book Bindery 750; Food Proc. 650; Plastics 1,350; Records 500; 3 State Institutions 1,788; Furniture 150; Chemicals 120; Misc. 245.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-89; Summer 56-113; Fall 39-84; Winter 0-72. First killing frost, Oct. 15; last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Center**-12 blocks on Central Park Plaza, W State, E State, N Main and S Main Sts.
Shopping Centers-Lincoln Square, 22 Stores, JCPenney, Country Fair, Montgomery Ward, Klines, Spurgeon's, Radio Shack.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Gillespie's; Klines; Danner's; S-Bar-H; Tess; Lukeman's.
Variety Stores-Woolworth.
Discount Stores-Wal-Mart; Jack's; K mart.
Chain Drug Stores-Warga's Walgreens 2; Osco.
Chain Supermarkets-Country Fair; IGA; Bill's Star Mkt.; Aldi Foods; Jacksonville Foods; Earl's Super Value; Eagle.
Other Chain Stores-Kinney; Firestone; Goodrich; Sherwin-Williams; Singer Sewing; Spiegel (catalog); Montgomery Ward; Crown ShoeRack; Sears-(catalog); Ace Hardware.

14 - NEWSPAPERS: JOURNAL COURIER(m) 15,520; (S)16,440; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising

Data: John Power, Pub. and John Peterson, Gen Adv. Mgr., JOURNAL COURIER, 235 W State St., Jacksonville, IL 62651; Tel. (217) 245-6121.
National Representative: Thomson Newspapers

JOLIET

1 - LOCATION: Will County (In Joliet PMSA) E&P Map D-2. County Seat. Industrial center.

2 - TRANSPORTATION: Railroads-Santa Fe, Rock Island; EJ&E; Ill. Central Gulf; Amtrak.
Motor Freight Carriers-11.
Intercity Bus Lines-Greyhound; Continental; Joliet Transit; Peoria-Rockford Lines.
Water Transportation-Illinois Waterway Barge; Union-Mechling Barge; Bull Towing; Central Barge; Ill. River Terminal; Ohio River; Mississippi Valley Barge.

3 - POPULATION:
Corp. City 80 Cen. 77,956; E&P 85 Est. 79,729
CZ-ABC: (80) 128,971
RTZ-ABC: (80) 246,407
PMSA 80 Cen. 355,042; E&P 85 Est. 360,387
County 80 Cen. 324,460; E&P 85 Est. 329,235
City & RTZ-ABC: (80) 375,378
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 27,272; E&P 85 Est. 29,541
County 80 Cen. 103,071; E&P 85 Est. 107,818
PMSA 80 Cen. 113,841; E&P 85 Est. 119,157
CZ-ABC: (80) 44,786
RTZ-ABC: (80) 75,590
City & RTZ-ABC: (80) 120,376

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	10	$431,752,135
Commercial	25	$616,000,000

6 - PASSENGER AUTOS: County 177,495

7 - ELECTRIC METERS: Residence County 84,500

8 - GAS METERS: Residence County 71,347

9 - PRINCIPAL INDUSTRIES: Food; Apparel; Pulp & Paper; Printing & Publishing; Petroleum Prods.; Fabricated Metals; Elect. Machy.; Chemicals; Wire; Roofing & Road Machy.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-61; Summer 66-77; Fall 31-61; Winter 22-26. First killing frost, Oct. 12; last killing frost, May 3.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-20 blocks on Chicago, Jefferson, Ottawa, Cass, Van Buren Clinton & Scott Sts; W. Jefferson & Caterpillar Dr.; Routes 30 & I-55.
Neighborhood Shopping Centers-Ruby St. & Plainfield & Raynor Ave.; Cass & Collins St.; N. Collins St.; S. Chicago St.; West Side; W. Jefferson & Reed St.; Jackson St.; Route 30 East.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gordon(6)	3	Jewel Food, Osco
Hillcrest(25)	5	Walgreens, Service Mdse., Venture
Honiotes Bros.(5)	2	Food Mart
Jackson Park(5)	NA	Certified Foods
Jefferson Plaza(7)	2	Tandy
Jefferson Square(68)	2	Wiebolts, Wards, Walgreens, Zale's
Marycrest(25)	2	Fayva, Dominicks
Westgate(8)	3	Westgate Drug
West Side(11)	2	B&B Foods
Louis Joliet Mall(98)	7	Sears, JCPenney, Marshall Field, Bergner-Weise
Twin Oaks(15)	NA	La-Z-Boy Recliners
Shorewood Plz.(30)	NA	Coast-to-Coast

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon through Fri.

13 - RETAIL OUTLETS: **Department Stores**-Wiebolt's; Montgomery Ward; Kline Bros.; Sears; JCPenney; Service Merchandise; Marshall Field; Bergner-Weise.
Discount Stores-Venture, K mart 4.
Variety Stores-Woolworth.
Chain Drug Stores-Walgreens 3; Osco 4; Seltzer 4; J.D. Brown 2; Herath; Joliet Prescription 6.
Chain Supermarkets-Jewel 5; Eagle 4; Maicuins 2; Dominicks; Aldi; EZPickins; Certified.
Other Chain Stores-Firestone; Goodrich; Lucky Auto Seat Covers; Thom McAn; Dr. Scholl; Kinney; Maling (shoes); Fannie May; Kay Campbell; Gingiss Bros. 2; Richmond Bros.; Uniroyal; Fabric House; Carpetland; Family Shoes; Allied Radio Shack; National Fabrics; Color Tile; Sav-way Liquors; Foremost Liquors; Bottom Half; Zale's Jewelers; General Nutrition; Lerner Stores; Foxmoor Casuals; Paul Harris; Printers Ink; Spencers Gifts; Cambridge Inns; Regal Shoes.

14 - NEWSPAPERS: HERALD-NEWS (e) 46,890; (S) 48,415; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Jack W. Azman, Adv. Dir., HERALD-NEWS, 300 Caterpillar Dr., Joliet, IL 60436; Tel. (815) 729-6161.
National Representative: Sawyer-Ferguson-Walker Co.

KANKAKEE

1 - LOCATION: Kankakee County (MSA). E&P Map D-2. Industrial Center. In rich farmland of Northern Illinois; 54.5 mi. from Chicago.

2 - TRANSPORTATION: Railroads-Illinois Central; Conrail.
Motor Freight Carriers-16.
Intercity Bus Lines-Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 30,141; E&P 85 Est. 29,659
CZ-ABC: (80) 57,476
RTZ-ABC: (80) 103,756
County/MSA 80 Cen. 102,926; E&P 85 Est. 102,843
City & RTZ-ABC: (80) 161,232

4 - HOUSEHOLDS:
City 80 Cen. 10,959; E&P 85 Est. 12,551
County/MSA 80 Cen. 34,930; E&P 85 Est. 36,005
CZ-ABC: (80) 19,857
RTZ-ABC: (80) 35,451
City & RTZ-ABC: (80) 55,308

5 - BANKS	NUMBER	DEPOSITS
Savings	6	$387,185,000
Savings & Loan	3	$884,004,305

6 - PASSENGER AUTOS: County 53,034

7 - ELECTRIC METERS: Residence 35,000 (1980)

8 - GAS METERS: Residence 24,750 (1980)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Home Appliances 600; Furniture 750; Outdoor Prod. 200; Paints 330; Plastic Floor Prod. 350; Food Processing 1,510; Water Heaters 250; Containers 320; Pharmaceuticals 750; Chemicals 565; Industrial Batteries 425; Metal Fabrications 720; Edible Oils 225; Waxes 140; Plastic Home Prod. 250; Steel Pdcts. 250; Structural Steel Equip. 180.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-52; Summer 55-87; Fall 33-62; Winter 0-35. First killing frost, Oct. 30; last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-7 blocks on E. Court St.; 3 on Dearborn Ave.; 4 on Schuyler Ave.; 3 on East Ave.; 2 on Merchant St.; 2 on Oak St.
Neighborhood Shopping Centers-Meadowview (50 shops-Woolworth, JCPenney, Sears, Walgreens); West Marycrest (2 stores); Town Mall; Marycrest (2 stores-Howard Johnson, Ace Hdwe.); 3 blocks on W. Court St.; 1 on W. Station St.; 2 on Main St.; 1 on E. Maple St.; 10 in Bradley, Ill.; 1 in Bourbonnais, Ill.; 2 on E. Court St.; Stripmall; Corner Rte 50 North and North St.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Downtown Mon., Fri.; Shopping Centers every night.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Carson Pirie Scott.
Discount Stores-K mart; Hornsby's; K's Merchandise Mart.
Variety Stores-Woolworth.
Chain Drug Stores-Walgreens 2; Osco 2; Jaffe's 4; Ryan's 3; Econo.
Chain Supermarkets-Kroger 2; Thriftimart 3; Jewel 2; Eagle 2.
Other Chain Stores-Fannie May Candies; Ted's Father & Son; Maling; Singer Co.; Mae Paints; D&D Paints; Wilson Paints.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 31,378; (S) 33,329; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: John Murphy, Genl. Adv. Mgr., JOURNAL, 8 Dearborn Sq., Kankakee, IL 60901; Tel (815) 937-3355.
National Representative: Landon Associates.

KEWANEE

1 - LOCATION: Henry County (in Davenport-Rock Island-Moline, IA-IL MSA). E&P Map B-2. Industrial and agricultural center; large hog producing area; corn, dairy farms and soy bean center. 131 mi. SW of Chicago on U.S. route 34 and Illinois routes 78 and 81.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 14,508; E&P 85 Est. 13,676
CZ-ABC: (80) 14,508
RTZ-ABC: (80) 50,898
MSA 80 Cen. 383,958; E&P 85 Est. 391,314
County 80 Cen. 57,968; E&P 85 Est. 59,305
City & RTZ-ABC: (80) 65,406

4 - HOUSEHOLDS:
City 80 Cen. 5,637; E&P 85 Est. 5,491
County 80 Cen. 20,527; E&P 85 Est. 20,895
MSA 80 Cen. 138,256; E&P 85 Est. 145,516
CZ-ABC: (80) 5,637
RTZ-ABC: (80) 18,403
City & RTZ-ABC: (80) 24,040

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$67,700,000
Savings & Loan	2	$155,000,000

6 - PASSENGER AUTOS: County 30,360

7 - ELECTRIC METERS: Residence 5,731

8 - GAS METERS: Residence 5,489

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners: Boilers, Heat Exchangers 300; Farm Implements 125; Leather Goods 112; Steel Door Frames Alum. Windows 100; Heavy Equip. Trailers 450; Semi-Trailers 200.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-92; Summer 45-97; Fall 25-89; Winter 15-66. First killing frost, Sept. 28; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Main; 5 on Tremont; 4 on 1st, 2nd, and 3rd; Midland Plaza Shopping Ctr.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-K mart; JCPenney; Spurgeon's; Wal-Mart.
Variety Stores-Osco; SupeRx.
Chain Supermarkets-Kroger; Super Valu; Eagle.
Other Chain Stores-Goodyear; Farm King; Tractor Service Co (TSC); Tru-Value; Radio Shack; Super America.

14 - NEWSPAPERS: STAR-COURIER (e) 8,941; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Scott Nichols, Adv. Dir., STAR-COURIER, 105 E Central Blvd., Kewanee, IL 61443; Tel. (309) 852-2181.
National Representative: Branham, Newspaper Sales.

LA SALLE-PERU-OGLESBY-SPRING VALLEY

1 - LOCATION: La Salle, Peru & Oglesby in La Salle County; Spring Valley in Bureau County. E&P Map C-2. 100 mi. SW of Chicago; 65 mi. NE of Peoria; 65 mi. W of Joliet. On Illinois deep waterway.

2 - TRANSPORTATION: **Railroads**-CB&Q; CMStP&P; IC; La Salle & Bureau County; Conrail.
Motor Freight Carriers-7.
Intercity Bus Lines-Peoria-Rockford. Two interstate highways; regional airport. Illinois RiverPort facilities; vessels served: barges, general cargo, bulk carriers.

3 - POPULATION:
Corp. Cities 80 Cen. 31,034; E&P 85 Est. 29,095
LaSalle 80 Cen. 10,347; E&P 85 Est. 9,598
Peru 80 Cen. 10,886; E&P 85 Est. 9,806
Oglesby Cen. 3,979; E&P 85 Est. 3,645
Spring Valley 80 Cen. 5,822; E&P 85 Est. 6,046
CZ-ABC: (80) 32,530
RTZ-ABC: (80) 46,580
Counties 80 Cen. 148,253; E&P 85 Est. 142,624
La Salle 80 Cen. 109,139; E&P 85 Est. 102,851
Bureau 80 Cen. 39,114; E&P 85 Est. 39,773
City & RTZ-ABC: (80) 79,110
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 11,920; E&P 85 Est. 11,167
LaSalle 80 Cen. 4,173; E&P 85 Est. 3,874
Peru 80 Cen. 4,113; E&P 85 Est. 3,665
Oglesby 80 Cen. 1,487; E&P 85 Est. 1,352
Spring Valley 80 Cen. 2,147; E&P 85 Est. 2,276
Counties 80 Cen. 54,257; E&P 85 Est. 53,846
La Salle 80 Cen. 40,005; E&P 85 Est. 38,933
Bureau 80 Cen. 14,252; E&P 85 Est. 14,913
CZ-ABC: (80) 12,412
RTZ-ABC: (80) 16,814
City & RTZ-ABC: (80) 29,226

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$234,264,870
Savings & Loan	5	$438,592,775

6 - PASSENGER AUTOS: Counties-La Salle 60,566; Bureau 21,368

7 - ELECTRIC METERS: Residence 11,331

8 - GAS METERS: Residence 11,687

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Cement 400 ($300); Electrical 650 ($225); Steel Workers 1,000 ($225); Plastics 500 ($275); Transmissions 800($300).
Principal Industrial Pay Days-Fri., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-96; Summer 43-96; Fall 12-90; Winter 15-59. First killing frost, Oct. 15; last killing frost, May 1.

11 - TAP WATER: La Salle-Alkaline, hard (untreated); Peru-Alkaline, soft; Oglesby-Alkaline, hard (iron removed); not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-La Salle, Peru, Oglesby and Spring Valley each have distinct and separate principal shopping centers with neighborhood shopping centers adjoining each city.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Rt. 51(LaSalle)	NA	Eagle Foods
Marquette (Peru)(6)	NA	Wagner Home Ctr., Denler's Mkt.
Park Plz.(Peru)(5)	NA	Eagle Foods
Peru Mall(85)	NA	Mont. Ward, JCPenney, Bergners

Principal Shopping Days-Sat., Sun., Mon., Thur.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Bergner; Montgomery Ward.
Discount Stores-Jupiter; K mart; Wal-Mart.
Variety Stores-Woolworth.
Chain Drug Stores-Walgreens; Osco; Revco.
Chain Supermarkets-Denler's; Ferretti's; Baker's; Eagle; Gregorich's 4; Aldi; Food Bonanza.
Other Chain Stores-Kinney Shoe; Sears (catalog); Leslies Shoe; Maurices; Radio Shack; Zale's Jewelers; Foxmoor; Stuarts; Musicland; Spencers Gifts; Thom McAn; Brooks; B. Dalton Books; Foot Locker; Gallenkamp Shoe; General Nutrition; Disc Jockey; Gordon Jewelers; Jo Ann Fabrics; Kay Jewelers; Nobil Shoes; So-Fro Fabrics; Byerly; Chess King; Circle K Western; Claire's Boutique; Family Tree; Fashion Bug Plus; Jean Nicole; Lerner; Limited; Motherhood Maternity; Payless Shoesource; Browns Sporting Goods; Jat-Bee Toys; Kirlin's Hallmark; Naked Furniture; Stay 'N' Touch; Things Remembered; Waldenbooks; Waterbed Boutique; Wooden Nail.

14 - NEWSPAPERS: NEWS-TRIBUNE (e) 20,084; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Robert F. Nickrey, V.P. Sales & Mktg., NEWS-TRIBUNE, 426 Se St., LaSalle, IL 61301; Tel. (815) 223-3200.
National Representative: None.

LAWRENCEVILLE

1 - LOCATION: Lawrence County. E&P Map D-4. County Seat. In SE Illinois on the Embarras River, 9 mi. W of Vincennes, Indiana, on State Hwy. 1; U.S. Hwy. 50.

2 - TRANSPORTATION: Railroads-St. Louis Div. of B&O; Cairo Div. of CCC&StL.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 5,652; E&P 85 Est. 5,753
County 80 Cen. 17,807; E&P 85 Est. 18,518

4 - HOUSEHOLDS:
City 80 Cen. 2,307; E&P 85 Est. 2,444
County 80 Cen. 6,754; E&P 85 Est. 7,272

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$50,000,000
Savings & Loan	2	$40,000,000

6 - PASSENGER AUTOS: County 9,439

7 - ELECTRIC METERS: Residence 3,033

8 - GAS METERS: Residence 2,650

9 - PRINCIPAL INDUSTRIES: Oil Refining; Telephone Equip. Mfg.; Electric Refrigerator Components; Petroleum By-Products; Insurance.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, chemically softened; fluoridated.

12 - RETAILING: Shopping Center-J'S Plaza (5 stores-IGA Mkt.)

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Western Auto; Montgomery Ward; Dick Fessel, Store for Men; Yosowitz; Delzell's; Hazel's Fashion Shop; The Gallery Fashion Shop; Smith Sales; Coast-to-Coast Hdwe.; The Gallery; Strange Happenings.

Chain Drug Stores-Sav-a-Lot; Hedde's; Studley's Rexall; Hook's; Wal-Mart.

Discount Stores-Dollar General Store.

Chain Supermarkets-Neeley's Key Mkt.; Lawrenceville; Red & White; McKim IGA.

14 - NEWSPAPERS: RECORD (e-mon to fri) 5,050; sworn Sept. 25, 1984.

Local Contact for Advertising and Merchandising Data: Don L. Shreve, Adv. Mgr., RECORD, 1209 State St., PO Box 559, Lawrenceville, IL 62439; Tel. (618) 943-2331.

National Representative: None.

LINCOLN

1 - LOCATION: Logan County, E&P Map C-3. 30 mi. NE of Springfield; 165 mi. SW of Chicago. On U.S. Hwy. 66; State 10 & 121.

2 - TRANSPORTATION: Railroads-G.M.&O.; Illinois Central.

Motor Freight Carriers-8.

Intercity Passenger Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 16,327; E&P 85 Est. 15,967
CZ-ABC: (80) 16,327
RTZ-ABC: (80) 15,475
County 80 Cen. 31,802; E&P 85 Est. 32,485
City & RTZ-ABC: (80) 31,802

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,041; E&P 85 Est. 6,126
County 80 Cen. 12,249; E&P 85 Est. 11,956
CZ-ABC: (80) 6,041
RTZ-ABC: (80) 5,249
City & RTZ-ABC: (80) 11,290

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$95,027,000
Savings & Loan	2	$1,713,175,586

6 - PASSENGER AUTOS: County 15,814.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass Bottles 400 ($220); Cosmetics 632 ($161); Plate Glass 406 ($200); Electric Controls 600 ($170); Store Fixtures 197 ($175).

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-50; Summer 65-95; Fall 40-70; Winter 0-50. First killing frost, Oct. 16; last killing frost, April 6.

11 - TAP WATER: Neutral, very hard; flouridated.

12 - RETAILING: Principal Shopping Center-23 blocks on Broadway; Kickapoo; Pulaski; McLean, Chicago & Sangamon Sts.

Neighborhood Shopping Centers-Heritage Plz (10 stores); Lincoln (9 stores); Keokuk; Kroger; SupeRx; Lincoln Plz.

Principal Shopping Days-Mon., Tues., Fri., Sat.

Stores Open Evenings-Fri.; Shopping Ctrs. Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sears (catalog); Montgomery Ward; Spurgeon's; JCPenney; Landauers.

Variety Stores-Woolworth.

Discount Stores-K mart; Wal-Mart.

Chain Drug Stores-SupeRx; Haag Drug; Hook Drug.

Chain Supermarkets-Krogers; Alexander's; Eisner; Super Valu; Eagle.

Other Chain Stores-Goodyear.

14 - NEWSPAPERS: COURIER (e) 6,825; Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: "Billie" Cheek, Nat'l. Adv. Mgr., COURIER, McLean & Pulaski Sts., Lincoln, IL 62656; Tel. (217) 732-2101.

National Representative: None.

LITCHFIELD

1 - LOCATION: Montgomery County, E&P Map C-4. Misc. mfg., Agricultural and Coal mining ctr. South central part of State; 236 mi. from Chicago; 53 mi. N of St. Louis; 43 mi. S of Springfield, IL; Located at intersection of I-55 & IL. Rt. 16.

2 - TRANSPORTATION: Railroads-Burlington Northern; Norfolk & Western.

Motor Freight Carriers-24 (3 Local Terminals).

Intercity Bus Lines-Continental Trailways; Deluxe Trailways; Eastern Greyhound.

Airlines-None. General Aviation Municipal Field.

3 - POPULATION:
Corp. City 80 Cen. 7,204; E&P 85 Est. 7,558
County 80 Cen. 31,686; E&P 85 Est. 33,197

4 - HOUSEHOLDS:
City 80 Cen. 2,792; E&P 85 Est. 2,983
County 80 Cen. 11,963; E&P 85 Est. 12,916

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$108,044,000
Savings & Loan	1	$12,351,000

6 - PASSENGER AUTOS: County 15,945.

7 - ELECTRIC METERS: Residence 2,826; Comm. & Ind. 457.

8 - GAS METERS: Residence 2,606; Comm. & Ind. 346.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage). Foods 60 ($375); Garment Mfg. 60 ($200); Farm Eqpt. 75 ($275); Athletic Eqpt. 115 ($300); Metal Workers 55 ($245); Auto Parts 430 ($250); Plastics 270 ($250); Furniture Mfg. 20 ($250); Flower Growing 15 ($300); Packaging 45 ($200).

Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-65; Summer 55-98; Fall 50-75; Winter 0-20. First killing frost, Oct. 10; last killing frost, Mar. 25.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on State St., 42 stores; 6 blocks on Union Ave., 29 stores; 2 blocks on Kirkham, 2 stores; 4 blocks on Ryder, 7 stores; 3 blocks on Edwards, 4 stores, 4 blocks on Monroe, 2 stores.

Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Litchfield Plaza(10)	1	Kroger, Wal-Mart

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Fri.; Grocery nightly.

13 - RETAIL OUTLETS: Department Stores-Dollar General.

Discount Stores-Wal-Mart; Fashion Lane.

Chain Drug Stores-Medicare Pharmacy; Medicine Shoppe; Health Mart.

Chain Supermarkets-Kroger; Capri IGA; National; Aldi Discount.

Other Chain Stores-S&L Auto Supply; Western Auto; Montgomery Ward; Alexander Lumber; B.F. Goodrich; Goodyear; Payless Shoes; Kerlin's; Stevenson's; Federal Auto Parts; Jubelt Bakery; Radio Shack; Rural King Supply; True Value Hardware; Huck's Food Store.

14 - NEWSPAPERS: NEWS-HERALD (e-mon to fri) 5,400; sworn Sept. 30, 1984.

Local Contact for Advertising and Merchandising Data: Fred W. Jones, Adv. Mgr., NEWS-HERALD, 112 E. Ryder, Litchfield, IL 62056; Tel. (217) 324-2121.

National Representative: None.

MACOMB

1 - LOCATION: McDonough County, on E&P Map B-3, County Seat. Residential, 60 mi. NE of Quincy, 75 mi. SW of Peoria; 200 mi. from Chicago. On U.S. Hwys. 67; 136.

2 - TRANSPORTATION: Railroads-Amtrak.

Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 19,632; E&P 85 Est. 20,548
CZ-ABC: (80) 19,863
RTZ-ABC: (80) 42,049
County 80 Cen. 37,236; E&P 85 Est. 39,007
City & RTZ-ABC: (80) 61,912

4 - HOUSEHOLDS:
City 80 Cen. 5,848; E&P 85 Est. 6,252
County 80 Cen. 12,429; E&P 85 Est. 13,431
CZ-ABC: (80) 5,942
RTZ-ABC: (80) 16,038
City & RTZ-ABC: (80) 21,980

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$140,339,046
Savings & Loan	3	$125,896,303

6 - PASSENGER AUTOS: County 15,862.

7 - ELECTRIC METERS: Residence 7,066.

8 - GAS METERS: Residence 5,392.

9 - PRINCIPAL INDUSTRIES: (No. of Employees) Haeger Pottery 130; McGraw Edison 253; Bower Bearing 651; Western Illinois Univ. 1,700 (Enrollment 14,300); Hosp. 536.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-Maclan Plz.; University Drive Mall (25 stores).

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Sears; JCPenney; Spurgeon's; Klines; Scripps-Reno; Ring's.

Discount Stores-Farm King; TG&Y; Wal-Mart; K mart.

Chain Drug Stores-Osco Drug.

Chain Supermarkets-Eagle; HyVee; Niemann Foods; Aldi; Buy For Less.

14 - NEWSPAPERS: JOURNAL (e) 9,382; (S) 8,800; Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: Duane Edmunds, Gen. Mgr., JOURNAL, 128 N. Lafayette, Macomb, IL 61455; Tel. (309) 833-2345.

National Representative: Landon Associates.

MARION

1 - LOCATION: Williamson County, E&P Map C-5. County Seat. 116 mi. SE of St. Louis; 60 mi. N of Cairo; 85 mi. W of Evansville.

2 - TRANSPORTATION: Railroads-C&EI; Illinois Central; CB&Q, 2 miles west.

Airlines-Britt (Williamson County Airport).

Motor Freight Carriers-7.

Intercity Bus Lines-Greyhound; Gulf Transport.

3 - POPULATION:
Corp. City 80 Cen. 14,031; E&P 85 Est. 16,076
County 80 Cen. 56,538; E&P 85 Est. 59,395

4 - HOUSEHOLDS:
City 80 Cen. 5,791; E&P 85 Est. 6,698
County 80 Cen. 21,825; E&P 85 Est. 23,691

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$88,975,000
Savings & Loan	2	$31,000,000

6 - PASSENGER AUTOS: County 28,050.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Coal Mining; Explosives-Actuated Devices; Explosive Res. Lab & Classified Components for Missile & Aircraft; Electrical Rewinding; Stencil Equip.; Marion VA Hosp.; City Hospital; Fed. Prison; REA Power Plant; Div. Office General Telephone Co.; Div. Office Illinois Public Service; Steel Fabricating Bldg.; Oil Processing.

Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-90; Summer 53-104; Fall 20-102; Winter -8-70. First killing frost, Oct. 20; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Lincoln Square	NA	Mark Norman.
Marion Plaza(22)	NA	Baskin-Robbins, Payless Shoes
Marion Plaza West(14)	NA	Coast-to-Coast, Town N Country
Westmore Plaza	NA	Wal-Mart

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Sherman; Wal-Mart.

Variety Stores-Ben Franklin.

Chain Drug Stores-Parks; Campbell (Rexall); Revco; Medicare-Glaser.

Chain Supermarkets-IGA; Kroger; Food Towne; Big Star; Smalls; Bays; Aldi.

Other Chain Stores-Kimmel (Auto Supply); Blankenship Auto Supply; Sears; Montgomery Ward; Wolohan Lumber; Coast-to-Coast; Western Auto; Lowell's; Lowes Lumber Yard.

14 - NEWSPAPERS: REPUBLICAN (e) 5,295; sworn Mar. 31, 1985.

Local Contact for Advertising and Merchandising Data: Stan Meyer, Gen. Mgr., REPUBLICAN, 111-115 Franklin Ave., Marion, IL 62959; Tel. (618) 993-2626.

National Representative: None.

MATTOON

1 - LOCATION: Coles County, on E&P Map C-4. Agric. oil, industrial, mfg. & R.R. ctr. At junction of Illinois Central & Conrail railroads. 171 mi. S of Chicago; 130 mi. E of St. Louis; 130 mi. W of Indianapolis; 43 mi. S of Champaign-Urbana Ill.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf; Conrail.

Airlines-Britt.

Motor Freight Carriers-8.

Intercity Bus Lines-Greyhound; Ill. Transit.

3 - POPULATION:
Corp. City 80 Cen. 19,055; E&P 85 Est. 18,804
CZ-ABC: (80) 19,055
RTZ-ABC: (80) 36,519
County 80 Cen. 52,992; E&P 85 Est. 53,458
City & RTZ-ABC: (80) 55,574

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,077; E&P 85 Est. 8,341
County 80 Cen. 18,919; E&P 85 Est. 19,812
CZ-ABC: (80) 7,775
RTZ-ABC: (80) 12,933
City & RTZ-ABC: (80) 20,708

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$130,712,000
Savings & Loan	3	$119,000,000

6 - PASSENGER AUTOS: County 24,764.

7 - ELECTRIC METERS: Residence 8,950.

8 - GAS METERS: Residence 7,975.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Brooms 100 (N.A.); Shoes 200 ($175); Road Machy. 1,000 ($225); Photo Flash Bulbs 1,000 ($200); Block Machy. 200 ($200); Metal Flex. Hose 225 ($250); Water & Air Transfer 500 ($225); Springs 400 ($225); Storage Bins 125 ($180); Printing 600 ($275).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 65-100; Fall 35-65; Winter 5-55. First killing frost, Oct. 16; last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, soft; fluoride added.

12 - RETAILING: Principal Shopping Centers-10 blocks on six streets. A shpg. ctr. is located on E edge of city.

Nearby Shopping Centers-I-57 & Rte. 16; Cross County Mall (35 stores-Sears, K mart, Bergner's, Meis, JCPenney); Good Neighbor (8 storesIGA).

Principal Shopping Days-Mon., Thur., Fri., Sat.

Stores Open Evenings- Daily except Sunday.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Sears; JCPenney; Young's; Meis; Bergners.

Discount Stores-Mattoon Warehouse Sales; Danner's; K mart; Wal-Mart.

Chain Drug Stores-Thrifty 9; Walgreens; Osco.

Chain Supermarkets-Eisner; Taylor's IGA 3; My Store; Wilb Walker.

Other Chain Stores-Bergner's; Sherwin Williams; Gamble's; Coast-to-Coast; 1-Hour Martinizing; P.N. Hirsch; SmithAlsop Paints; OK Tire; Ace Hdwe.; Neal Tire; General Nutrition; Harem Hosiery; Hillman Jewelers; Kinney Shoes; Kirlin's; Royce Shoes; So Fro Fabrics; Stuart's; Walden Book; Mode O'Day; Radio Shack; Bresler's Ice Cream; Maurice's; Garbe Ace Hdwe.; Gehl's True Value; Dollar General; Factory Outlet.

14 - NEWSPAPERS: JOURNAL-GAZETTE (m) 12,771; Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: Robert Yamamoto, Adv. Dir., JOURNAL-GAZETTE, 100 Broadway, Mattoon, IL 61938; Tel. (217) 235-5656.

National Representative: Landon Associates.

MOLINE
See ROCK ISLAND

MONMOUTH

1 - LOCATION: Warren County, E&P Map B-2. 195 mi. SW of Chicago; 72 mi. W of Peoria, IL. On State Hwy. 164; U.S. Hwy. 34 and 67.

2 - TRANSPORTATION: Railroads-Burlington Northern.

Intercity Bus Lines-Crown Transit; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,706; E&P 85 Est. 10,437
CZ-ABC: (80) 10,706
RTZ-ABC: (80) 14,021
County 80 Cen. 21,943; E&P 85 Est. 21,778
City & RTZ-ABC: (80) 24,727

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,974; E&P 85 Est. 3,918
County 80 Cen. 7,887; E&P 85 Est. 8,000
CZ-ABC: (80) 3,974

RTZ-ABC: (80) 5,023
City & RTZ-ABC: (80) 8,997

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$129,431,000
Savings & Loan	2	$116,000,000

6 - PASSENGER AUTOS: County 10,830

7 - ELECTRIC METERS: Residence 4,500

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees-College 157; Trucking 480; Meat Packing 700; Misc. Manufacturing 530.
Principal Pay Days-Thur., Fri., Sat.

10 - CLIMATE: First killing frost, Oct. 14; last killing frost, Apr. 27.

11 - TAP WATER: Alkaline; natural fluoridated.

12 - RETAILING: **Principal Shopping Center**-Main St. and Hwy. 34 East.

13 - RETAIL OUTLETS: **Department Stores**-Spurgeon's.
Discount Stores-Jack's; Farm King; K mart.
Chain Supermarkets-Super Value; Red & White; Easter's Giant; Eagle's.
Other Chain Stores-People's Do-IT; Fullerton (lumber); Bowman Shoes; Montgomery Ward; Radio Shack; Super America (Food Convenience); Les-on Drugs; Casey's.

14 - NEWSPAPERS: REVIEW-ATLAS (e) 4,854; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Nancy Homewood, Adv. Mgr., REVIEW-ATLAS, 400 S. Main, Monmouth, IL 61462; Tel. (309) 734-3176.
National Representative: None.

MORRIS

1 - LOCATION: Grundy County. (In Joliet PMSA). E&P Map C-2, County Seat.

2 - TRANSPORTATION: **Railroads**-CRI&P; E.L.& E.; Rock Island; Santa Fe; I.C.G.
Motor Freight Carriers-12.
Intercity Bus Lines-Rockford-Peoria.

3 - POPULATION:
Corp. City 80 Cen. 8,833; E&P 85 Est. 9,371
County 80 Cen. 30,582; E&P 85 Est. 31,152
PMSA 80 Cen. 355,042; E&P 85 Est. 360,387

4 - HOUSEHOLDS:
City 80 Cen. 3,475; E&P 85 Est. 3,799
County 80 Cen. 10,770; E&P 85 Est. 11,339
PMSA 80 Cen. 113,841; E&P 85 Est. 119,157

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	5	$673,058,220
Commercial	7	$261,873,117

6 - PASSENGER AUTOS: County 17,211

7 - ELECTRIC METERS: Residence 3,315

8 - GAS METERS: Residence 2,935

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Power Station ($200); Nuclear Power Station 600 ($210); Amax Aluminum 400 ($200); Northern Petro 720 ($200).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-48; Summer 70-97; Fall 40-73; Winter 0-50. First killing frost, Oct. 10; last killing frost, May 5.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Libery St.; 3 on Washington St.; 1 on Jackson St.; 3 shopping centers at edge of community.
Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Spurgeon's; Baum's; Marben's.
Variety Stores-Alco.
Chain Drug Stores-Independents 2; Rexall 2.
Chain Supermarkets-Nash Finch; Eagle.
Other Chain Stores-Bowman Shoes; Sears (catalog); Montgomery Ward; Goodyear; Tractor Supply Co.

14 - NEWSPAPERS: HERALD (e-mon to fri) 7,473; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: Jon Ringer, Adv. Mgr., HERALD, 1804 Division St., Morris, IL 60450; Tel. (815) 942-3221.
National Representative: None.

MOUNT CARMEL

1 - LOCATION: Wabash County, E&P Map D-5, County Seat. Agriculture area, oil center. 145 mi. E of St. Louis; 250 mi. S of Chicago; 165 mi. SW of Indianapolis. On U.S. Highway 1, 15, 65.

2 - TRANSPORTATION: **Railroads**-Southern; Conrail.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 8,908; E&P 85 Est. 9,686
County 80 Cen. 13,713; E&P 85 Est. 14,244

4 - HOUSEHOLDS:
City 80 Cen. 3,405; E&P 85 Est. 3,796
County 80 Cen. 5,160; E&P 85 Est. 5,530

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$150,000,000
Savings & Loan	3	$50,000,000

6 - PASSENGER AUTOS: 7,681

7 - ELECTRIC METERS: Residence 3,720

8 - GAS METERS: Residence 3,049

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Railroad 150 ($400-500); Total Mfg. 1,000 ($300-400); Oil 300 ($350-450); Electronics 200 ($130-150); Mach. Mfg. 500 ($300-400); Clothing 200 ($250-300); Mining 200 ($500-550).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-81; Summer 55-97; Fall 22-84; Winter -2-64. First killing frost, Nov. 17; last killing frost, Mar. 6.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: **Principal Shopping Center**-8 blocks on Market St.
Neighborhood Shopping Centers-N. Market St.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Hirsch.
Variety Stores-Index Notion.
Discount Stores-Gibson; Target.
Chain Drug Stores-Denton Rexall.
Chain Supermarkets-IGA; Red & White; Key Mkt.

14 - NEWSPAPERS: REPUBLICAN-REGISTER (e-mon to fri) 4,807; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Sally Voigt, Adv. Mgr., REPUBLICAN-REGISTER, 115-117 E. Fourth St.; Box 793, Mt. Carmel, IL 62863; Tel. (618) 262-5144.
National Representative: American Newspaper Representatives.

MOUNT VERNON

1 - LOCATION: Jefferson County, E&P Map C-5, County Seat. Residential center. 72 mi. E of St. Louis, MO; On A.P. Highway and Interstate I-57, I-64, I-24.

2 - TRANSPORTATION: **Railroads**-Louisville & Nashville; Southern; C&EI; Missouri Pacific.
Intercity Bus Lines-Greyhound.
Airline-Air Illinois.

3 - POPULATION:
Corp. City 80 Cen. 16,995; E&P 85 Est. 18,400
CZ-ABC: (80) 17,952
RTZ-ABC: (80) 38,437
County 80 Cen. 36,354; E&P 85 Est. 38,545
City & RTZ-ABC: (80) 56,389
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,016; E&P 85 Est. 7,745
County 80 Cen. 13,894; E&P 85 Est. 15,192
CZ-ABC: (80) 7,353
RTZ-ABC: (80) 14,540
City & RTZ-ABC: (80) 21,893

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$250,773,283
Savings & Loan	3	$1,338,692,096

6 - PASSENGER AUTOS: County 19,559

7 - ELECTRIC METERS: Residence 16,671

8 - GAS METERS: Residence 7,723

9 - PRINCIPAL INDUSTRIES: Electrical Apparatus; Radiators; Tires; Locomotive; Magazine Printing; Coal.

10 - CLIMATE: Min. & Max. Temps-N.A.

11 - TAP WATER: Fluoridated.

12 - RETAILING: **Principal Shopping Center**-Downtown Retailers (45 stores); Park Plaza (6 stores); Times Square Mall (32 stores).
Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Mammoth; Goodyear; JCPenney; Sears (catalog).
Discount Stores-Dobbs; Under Cost; Special Crafts; Wal-Mart; K mart; Three D Discount (Danner's).
Chain Variety Stores-Dollar General.
Chain Drug Stores-SupeRx; Byrd Watson 2.
Chain Supermarkets-IGA; Sharps; Small Southern 3; Hucks 4.

14 - NEWSPAPERS: REGISTER-NEWS (e) 11,458; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: J. Hank Adkins, Adv. Mgr., REGISTER-NEWS, 118 N. Ninth St., Mt. Vernon, IL 62864; Tel. (618) 242-0117.
National Representative: Thomson Newspapers.

MURPHYSBORO
See CARBONDALE

NORMAL
See BLOOMINGDALE

NORTH CHICAGO
See WAUKEGON

OGLESBY
See LA SALLE

OLNEY

1 - LOCATION: Richland County, E&P Map D-4, County Seat. 120 mi. NE of St. Louis; 33 mi. W of Vincennes, Indiana. U.S. Hwy. 50 (George Washington Hwy.), State Hwy. 130.

2 - TRANSPORTATION: **Railroads**-B & O (Baltimore to St. Louis); Illinois Central.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
City 80 Cen. 9,026; E&P 85 Est. 9,973
County 80 Cen. 17,587; E&P 85 Est. 19,361

4 - HOUSEHOLDS:
City 80 Cen. 3,724; E&P 85 Est. 4,179
County 80 Cen. 6,721; E&P 85 Est. 7,631

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$51,000,000
Savings & Loan	1	$16,000,000

6 - PASSENGER AUTOS: County 9,704

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Oil Prod.; Oil Field Supplies; Garments; Auto Supplies; Jr. Wheel Goods; Chain Link Fence; General Telephone Dist. Office; Mfg. Bicycle Parts.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-72; Summer 75-101; Fall 68-90; Winter 10-52.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Days**-Mon., Fri., Sat.
Stores Open Evenings-Six nights and until 6:00 pm on Sunday in New Shopping Center.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; Sears.
Variety Stores-Ben Franklin.
Chain Drug Stores-SupeRx; Hooks.
Discount Stores-Pool Bargain Ctr.; Wal-Mart.
Chain Supermarkets-IGA; Red & White; Big John's.
Other Chain Stores-Goodrich; Olney Paint & Wallpaper (Smith-Alsop); Richland Tire (Goodyear); Western Auto; Fab 'n Trim.

14 - NEWSPAPERS: MAIL (e) 6,722; sworn Sept. 28, 1984.
Local Contact for Advertising and Merchandising Data: Fred R. Lister, Pub. & Pres.; Gene Denton, Adv. Mgr., MAIL, 206 Whittle Ave., Olney, IL 62450; Tel. (618) 393-2931.
National Representative: Landon Associates.

OTTAWA

1 - LOCATION: LaSalle County, E&P Map C-2, County Seat. Situated 82 mi. SW of Chicago at confluence of Fox and Illinois rivers. On the Lakes-to-Gulf Deep Waterway. On State Routes 23, 71, U.S. Hwys. 6, 80; River Shipping center for corn, oats, soybeans; 4 large river grain elevators.

2 - TRANSPORTATION: **Railroads**-Burlington (freight); Chessie Line.
Motor Freight Carriers-3.
Intercity Bus Lines-Peoria Rockford.

3 - POPULATION:
Corp. City 80 Cen. 18,166; E&P 85 Est. 16,814
CZ-ABC: (80) 26,820
Bal. in NDM-ABC: (80) 33,580
CZ & NDM-ABC: (80) 60,400
County 80 Cen. 109,139; E&P 85 Est. 102,851
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,008; E&P 85 Est. 6,473
County 80 Cen. 40,005; E&P 85 Est. 38,933
CZ-ABC: (80) 10,131
Bal. in NDM-ABC: (80) 11,269
CZ & NDM-ABC: (80) 21,427

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$172,800,000
Savings & Loan	2	$355,172,000

6 - PASSENGER AUTOS: County 60,566

7 - ELECTRIC METERS: Residence 8,100

8 - GAS METERS: Residence 7,789

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage): Silica Sand 116 ($440); Tools 80 ($393); Pressed Glass 55 ($275); Plastics 235 ($450); Chemicals 365 ($495); Auto Parts 221 ($358); Safety Glass 1,144 ($470).
Principal Industrial Pay Days-Thur., & Fri.

10 - CLIMATE: Min. & Max. Temp-Spring 26-94; Summer 39-953; Fall 17-85; Winter 23-68. First killing frost, Sept. 30; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, degree water hardness 17 gr., fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on LaSalle; 4 on Main; 4 on Madison; 2 on Jefferson; 3 on Clinton (72 Stores).
Neighborhood Shopping Centers-State & Center St., 2; North LaSalle St. & Norris Dr.; North LaSalle St. & I-80 (7); Chestnut St. & Norris Dr. (3); W. Madison St. & Clay St. (2); South Towne Mall Rte 23 & Mckinley Rd. (14).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Naplate	2	Valesano's
South Ottawa	1	Newman's, Handy Foods
South Towne Mall	3	K mart, Spurgeons, Eagles
Norris Drive	2	Kroger's, SupeRx, Floor Ceiling, Value City
Columbus St. & I-80	3	Hines Lumber, Farm'N Fleet

Principal Shopping Days-Thur., Sat. & Mon.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS:
Department Stores-JCPenney; Famous; Spurgeons.
Discount Stores-K mart; Value City.
Chain Drug Stores-Walgreens; SupeRx.
Chain Supermarkets-Kroger's; Eagle.
Other Chain Stores-Montgomery Ward; Farm & Fleet; Tractor Supply; Gallenkamp Shoes; Leslie's Shoes; Sue Ann Shoppe; Sears (catalog); Hines Lumber; Schwinn Cyclery; Here's Hallmark; Kirlins Hallmark; Maurices; Waterbed Room; Baskin-Robbins; Nobil Shoe; Junior Concept; Radio Shack; Goodrich; Firestone; Floor to Ceiling; Fashion Bug; Waldenbooks; The Fly; Disc Jockey; Turk's furniture.

14 - NEWSPAPERS: TIMES (e) 13,357; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: S.M. White, Pres./Pub., TIMES, 110 W. Jefferson St., Ottawa, IL 61350; Tel. (815) 433-2000.
National Representative: Landon Associates.

PARIS

1 - LOCATION: Edgar County, E&P Map D-14, County Seat.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-1.
Intercity Bus Lines-Southern Limited; Western Motor Lines.

3 - POPULATION:
Corp. City 80 Cen. 9,885; E&P 85 Est. 9,958
County 80 Cen. 21,725; E&P 85 Est. 22,009

4 - HOUSEHOLDS:
City 80 Cen. 3,979; E&P 85 Est. 4,085
County 80 Cen. 8,332; E&P 85 Est. 8,679

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$73,800,000
Savings & Loan	2	$58,300,000

6 - PASSENGER AUTOS: County 11,009

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 55-99; Fall 30-70; Winter 0-55. First killing frost, Oct. 23; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-Around town square and blocks on each side.
Neighborhood Shopping Centers-N Main St.; Jefferson Ave.; E Jasper Street.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri., Mon.
Stores Open Sundays-Some.

13 - RETAIL OUTLETS: **Department Stores**-Dollar General.
Discount Stores-K mart; Pools Bargain Center.
Variety Stores-Moeller Variety; Cricket Shop.
Chain Supermarkets-Kroger; Bridwell's; Paris Star Mkt.

14 - NEWSPAPERS: BEACON-NEWS (e) 7,020, sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: E.H. Jenison, Gen. Adv. Mgr./Pub., BEACON-NEWS, 218 N. Main St., Paris, IL 61944; Tel. (217) 465-6424.
National Representative: Landon Associates.

PAXTON

1 - LOCATION: Ford County, E&P Map D-3, County Seat. Situated 100 mi. S of Chicago. On State Hwy. 9; U.S. Hwy. 45; Interstate 57.

2 - TRANSPORTATION: **Railroads**-Illinois Central main line, Chicago to New Orleans; Nickel Plate; Peoria to Sandusky, Ohio.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
City 80 Cen. 4,258; E&P 85 Est. 4,269
County 80 Cen. 15,265; E&P 85 Est. 15,518

4 - HOUSEHOLDS:
City 80 Cen. 1,626; E&P 85 Est. 1,653
County 80 Cen. 5,739; E&P 85 Est. 6,024

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$47,851,000
Savings & Loan	2	$4,900,000

6 - PASSENGER AUTOS: County 8,642.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage): Broom Mfg. 150 ($150); TV-Radio Transformers 220 ($125); Telephone Jacks 100 ($175); Cooling Tower Mfg. 100 ($260); Electronic Components N.A.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Fluoridated.

12 - RETAILING: **Principal Shopping Days**-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Laybourn's; Larson's; Fashion Fair; Carlson's; Georgia's.
Drug Stores-Sav-Mor.
Chain Supermarkets-IGA; Eisners; Tom's Market; Convenient Food Mart.
Other Chain Stores-Firestone; Western Auto; Tru Value Hardware.

14 - NEWSPAPERS: RECORD (e-mon to fri) 1,360; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Toni Swan, Adv. Mgr., RECORD, 218 N. Market, Paxton, IL 60957; Tel. (217) 379-4313.
National Representative: None.

PEKIN

1 - LOCATION: Tazewell County. (In Peoria MSA). E&P Map C-3. County Seat. Industrial and agricultural center.

2 - TRANSPORTATION: **Railroads**-C&IM; NYC; AT&SF; Illinois Central (freight); C&NW (freight).
Intercity Bus Lines-Illini-Swallow; Peoria-Pekin.
Motor Freight Carriers-34.
Two large river terminals, one airport.

3 - POPULATION:
Corp. City 80 Cen. 33,967; E&P 85 Est. 35,379
CZ ABC: (80) 33,967
RTZ-ABC: (80) 100,792
MSA 80 Cen. 365,864; E&P 85 Est. 362,210
County 80 Cen. 132,078; E&P 85 Est. 132,240
City & RTZ-ABC: (80) 134,759

4 - HOUSEHOLDS:
City Cen. 80 12,928; E&P 85 Est. 13,986
County 80 Cen. 46,383; E&P 85 Est. 47,842
MSA 80 Cen. 130,767; E&P 85 Est. 133,229
CZ-ABC: (80) 12,928
RTZ-ABC: (80) 34,395
City & RTZ-ABC: (80) 47,323

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	4	$151,149,000

6 - PASSENGER AUTOS: County 70,310.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Corn Prod.; Distilling; Electricity; Tractor; Paper Board and Containers; Tractor Parts; Machine Tooling; Food Processing; Iron Foundry; Non-ferrous Metal Processing; Automotive Parts; Chemical.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 11-88; Summer 43-96; Fall 10-89; Winter-16-59. First killing frost, Oct. 17; last killing frost, Apr. 27.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Court St.; 4 Sts. intersect Court; 3 blocks on Margaret.
Neighborhood Shopping Centers-Derby St.; 1500 Block on N Eighth St., East Bluff and Sunset Hills.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Pekin Mall(58)	3	JCPenney, Zale's, P.M. Bergner, Sears
Market Sq. Plz.	1	County Mkt., SupeRx

Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Department stores-All; Food-24 hrs.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; N. Reuling; Bergner's; Sears.
Discount Store-K mart; Wal-Mart.
Chain Drug Stores-SupeRx 3; Walgreens.
Chain Supermarkets-Kroger; Korsmeyer's 2; County Market; Aldi; Eagle; Thompson's; Arnett's.
Other Chain Stores-Brown's; Zales; Gordon's; Radio Shack; So Fro; Jo Ann Fabrics; Cohen's.

14 - NEWSPAPERS: TIMES (e) 17,647, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Lee Okey, Adv. Dir., TIMES, 20 S. 4th St., P.O. Box 430, Pekin, IL 61555; Tel. (309) 346-1111.
National Representative: Landon Associates.

PEORIA

1 - LOCATION: Peoria County, (MSA) E&P Map C-3. County Seat. Industrial center, agricultural area. On Illinois River-160 mi. SW of Chicago and 175 mi. NE of St. Louis. 660 feet above sea level.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; C&NW; Illinois Central; Illinois Terminal; N&W; Conrail; P&PU; Peoria Terminal; Rock Island; Santa Fe; TP&W; Chicago Northwestern; Illinois & Midland; Central & Gulf; Norfolk Southern Corp.; Norfolk & Western.
Motor Freight Carriers-145.
Intercity Bus Lines-Continental Trailways; Crown Transit; Illinois Highway; Illini-Swallow; Jacksonville Bus Lines; Peoria-Rockford; Taylorville Transit; Peoria Charter, Inc.
Airlines-Ozark; Continental; Britt; Emory Worldwide; Byerly; Mt. Hawley; Federal Express; TWA; Air Wisconsin; Purolater Courier.
Barge Lines-Jubilee Materials; Kingston River Service; Peoria Barge Terminal; Peoria Harbor & Fleeting Service.

3 - POPULATION:
Corp. City 80 Cen. 124,160; E&P 85 Est. 119,892
CZ-ABC: (80) 231,642
RTZ-ABC: (80) 233,719
MSA 80 Cen. 365,864; E&P 85 Est. 362,210
County 80 Cen. 200,466; E&P 85 Est. 196,080
City & RTZ-ABC: (80) 465,361
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 46,459; E&P 85 Est. 46,767
County 80 Cen. 73,329; E&P 85 Est. 73,845
MSA 80 Cen. 130,737; E&P 85 Est. 133,229
CZ-ABC: (80) 84,398
RTZ-ABC: (80) 83,021
City & RTZ-ABC: (80) 167,419

5 - BANKS	**NUMBER**	**DEPOSITS**
Comm. & Savings	21	$1,479,957,000
Savings & Loan	14	$1,211,517,827
Credit Unions	33	$425,539,000

6 - PASSENGER AUTOS: County 106,856.

7 - ELECTRIC METERS: Residence 80,597.

8 - GAS METERS: Residence 64,369.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Earth Moving Eqpt. Diesel Eng. 21,200 ($620); Primary Metals 4,275 ($566); Printing & Publishing 1,900 ($487); Total Mfg. 32,700 ($563).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-72; Summer 60-86; Fall 31-76; Winter 16-36. First killing frost, Oct. 12; last killing frost, Apr. 26.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING:
Principal Shopping Centers-University from Forrest Hill to War Memorial; Main from University to Sheridan; Prospect from Forrest Hill to War Memorial; Adams (4000 South); Sheridan from Loucks to McClure; Western (Between Bradley & Moss); Western (Between 7th & Martin); University & Glen; Sheridan & Glen; War Memorial (Between Knoxville & Central); Hamilton Rd. & Glen Ave.; Garden & Adams Area; Knoxville & McClure; Forrest Hill & Gale; Intersection of N. Adams & Hancock; MacArthur Hwy. & Jefferson.
Other Major Retail Areas-Peoria Heights Business District; Pekin Business District; East Peoria Business District; Morton Business District; The Square in Washington; Bartonville Business District; Creve Coeur Business District; Field Shopping Center; Metro Centre; Sterling Plaza; Tanglewood Plaza; Pekin Sunset Plaza; Sunnyland Plaza; Wisconsin Plaza; Oak Cliff Plaza (Knoxville & Lake); Windsor Square; Covington Square; University Square; Lake of the Woods Plaza; Valley Forge Shopping Center; Brandywine Village; Candletree; Evergreen Plaza; Cherrytree; Fondulac Plaza; Wardcliff Plaza.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Northwoods(81)	3	JC Penney, Mont. Ward
Westlake(24)	3	
Pekin Mall(48)	7	JC Penney, Sears, Gold Exchange
Sheridan Vlg.(31)	2	Kresge's, P.A. Bergner
Madison Park(7)	2	Berger's Dept. Store, Kroger's
Junction City	3	Siegrist
Metro Center	3	

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Suburban-every evening & Sunday; Downtown-Mon., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Carson, Pirie, Scott & Co.; Bergner's 4; Sears 2; Montgomery Ward; JCPenney 2; Szold's 2; Famous Barr.
Discount Stores-K mart 5; Miracle Mart 4; Unclaimed Freight Stores; Venture; Murray's Jewelers; Ardan's Jewelers; T.J. Max.
Variety Stores-Ben Franklin 2; Fogler; J & M; L's Sundries; Kresge.
Chain Drug Store-Bogard's 6; Green 2; Walgreen 3; SupeRx 7; W. R. Smith 2; Regal; Medicine Shoppe 2; Our-X 4; Thrifty Rexall 2.
Chain Supermarkets-Ben Schwartz (ICA) 5; Cardinal 5; Convenient Food Mart 18; Eagle 4; IGA 10; Kroger 11; Mr. K's 2; Randall's; Red Fox 19; Thompson Food Basket 8; Vogels; Aldi Foods; Stop & Save; 7-Eleven 4; Lowells 3.
Women's Wear-Brom's Furs & Fashions; Cain's; Casual Corner; C. R. Cook; Country Casuals; Esther Kirk; Foxmoor Casuals; Glamour Isle; Hecht's 2; Kay Howard; Main Line; Pines; Stuart's; Paul Harris; Varsity Shop; Strawberry Patch; Maurices Apparel; Worths; Allens Vogue; Spare Change; Susie's Casuals; D. Schaffer's; Brenda's 2; Catherine's Stout Shoppe; Carriage Lane LTD; Ginny-Lee's; Leah's Tall Fashions; The Little Red Hen; PLB'S Fashion Plus LTD; The Whale; Caren Charles; Fels; Jene's Ltd.; Lambert's Ltd.; Pappagallo; Scruples; Ups N Downs; Heller For Her.
Men's Wear-Bachrach's; Bell Clothing 2; Ducky's Formal Wear; Gingess Formal Wear; Howard Heller; Johnson's; Just Jeans; Just Pants; National Shirt; Richman Bros.; 20th Century Tuxedo; Schradzki's; Seno Formal Wear; Fred Schubach; For Gentlemen Only 2; Big & Tall Men's Shop; Mona's Apparel For Big & Tall Men; Chess King; Colonel Day's Levi Shop; Beanies Ltd. 2; His Place; Kuppenheimer Direct; Suit Yourself.
Other Chain Stores-Sparr Store; Spiegel's; Baker's Shoes 2; Life Stride; Thom McAn; Toys R Us; Kay Bee; Children's Palace; Dr. Scholl's; Kinneys 2; Fannie May 3; Zale's 2; Automotive: Firestone 2; Goodrich; Goodyear 2; General Tire; Bagels-N-More; Singer Co.; The Outlet; Payless Shoes; Weisser's Neu Optical; Pearle Vision; Helzbergs Jewelers.

14 - NEWSPAPERS: JOURNAL STAR (all day) 100,987; (S) 115,953; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Lee Cheneler, Adv. Dir., JOURNAL STAR, 1 News Plaza, Peoria, IL 61643; Tel. (309) 686-3020.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

PERU

See LA SALLE

PONTIAC

1 - LOCATION: Livingston County, E&P Map C-2, County Seat. N central part of state. Shipping ctr. for county agric. & dairy area. Misc. light mfg. Illinois State Penitentiary. 100 mi. from Chicago.

2 - TRANSPORTATION: **Railroads**-Illinois Central Gulf; Amtrak.
Inter-City Bus Lines-Trailways; Greyhound.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 11,227; E&P 85 Est. 11,828
CZ-ABC: (80) 11,227
RTZ-ABC: (80) 32,249
County 80 Cen. 41,381; E&P 85 Est. 42,693
City & RTZ-ABC: (80) 43,476

4 - HOUSEHOLDS:
City 80 Cen. 3,610; E&P 85 Est. 3,880
County 80 Cen. 14,077; E&P 85 Est. 14,837
CZ-ABC: (80) 3,610
RTZ-ABC: (80) 11,222
City & RTZ-ABC: (80) 14,832

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$119,477,445
Savings & Loan	2	$1,163,249,313

6 - PASSENGER AUTOS: County 20,256.

7 - ELECTRIC METERS: Residence 4,309.

8 - GAS METERS: Residence 4,287.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Gloves 98; Printing 650; Furn. 300; Steel Prod. 320; State Penitentiary 500; Quarries 100; Diesel Motor Co. 600; Custom Tool & Die 20.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-97; Summer 42-108; Fall 2-96; Winter 24-75. First killing frost, Oct. 31; last killing frost, Apr. 11.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Main, Madison, Washington & Mill (around Sq.).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Vermillion Plz.(15)	2	Spurgeon's, K mart, Coast-to-Coast
Hornsby's	2	Hornsby's

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Food Chains-every night & Sun.; Others-Fri., Sat.; Shpg. Ctrs.-until 9 p.m.; Sun. until 6.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Spurgeon's.
Discount Stores-Hornsby's; K mart; G.C. Murphy.
Chain Supermarkets-Neimann's; Eisners.
Other Chain Stores-Montgomery Ward; Convenient Foods; Coast-to-Coast; Tru Value Hardware; Ace; NAPA; Radio Shack.

14 - NEWSPAPERS: LEADER (e) 8,809, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchadising Data: William L. Alvey, Adv. Dir., LEADER, 318 N. Main St., Pontiac, IL 61764; Tel. (815) 842-1153.
National Representative: None.

QUINCY

1 - LOCATION: Adams County, E&P Map A-3, County Seat. Agricultural, manufacturing and dairy area. Educational center. Situated on Mississippi River, 125 mi. N of St. Louis, 220 mi. from Kansas City, 285 mi. from Chicago.

2 - TRANSPORTATION: **Railroads**-Burlington-Northern; Norfolk & Western.
Motor Freight Carriers-24.
Intercity Bus Lines-Continental Trailways.
Airlines-Britt Airways.

3 - POPULATION:
Corp. City 80 Cen. 42,352; E&P 85 Est. 41,732
CZ-ABC: (80) 53,396
RTZ-ABC: (80) 145,226
County 80 Cen. 71,622; E&P 85 Est. 73,432
City & RTZ-ABC: (80) 198,622

4 - HOUSEHOLDS:
City 80 Cen. 16,718; E&P 85 Est. 16,914
County 80 Cen. 26,423; E&P 85 Est. 28,015
CZ-ABC: (80) 20,269
RTZ-ABC: (80) 54,314
City & RTZ-ABC: (80) 74,583

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$504,408,000
Savings & Loan	3	$424,848,999

6 - PASSENGER AUTOS: County 36,714

7 - ELECTRIC METERS: 20,899

8 - GAS METERS: 17,799

9 - PRINCIPAL INDUSTRIES: Chemicals; Stoves; Limestone Prod.; Food Prod.; Brass Prod.; Castings; Wheels; Auto & Truck Bodies; Pumps; Stock Food; Oilers; Gas Storage Tanks; Boat Trailers; Electronic Eqpt. Patterns; Radio; TV; Communications Equipment.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-62; Summer 48-104; Fall 38-66; Winter 22-27. First killing frost, Nov. 1; last killing frost, April 24.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Maine St.; 1 on 4th, 5th and 6th Sts.; Quincy Mall, 30th & Broadway (60 units).
Neighborhood Shopping Centers-17th and Broadway; 8th and State; 30th & Broadway; 14th & Harrison.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
17th & Broadway	1	Merkel Hdwe.
State & 8th	1	State St. Store
Quincy Mall(56)	3	Radio Shack, Sears, Kroger, Bergners, JCPenney

Principal Shopping Days-Mon., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; State Street Store; Bergner's.
Variety Stores-Ben Franklin.
Discount Stores-Jack's; K mart 1; K's Merchandise Mart; Merchant's Wholesale.
Chain Drug Stores-Walgreen; Skagg Drug; Brown's 3; Revco Discount Drugs; SupeRx.
Chain Supermarkets-Kroger; Niemann Foods 3; Randall; Eagle; Save-U-More; Aldi.
Other Chain Stores-Naturalizer; Hush Puppies; Athletic Foot; Gordon Jewelry; GNC; Waldenbooks; York Steak House; Carl Shoe; Kinney Shoes; Firestone; Goodyear; Sherwin-Williams; JoAn Fabrics; Gallenkamp Shoes; Montgomery Ward; Radio Shack; So-Fro Fabrics; Pay-Less Shoes; Ace Hardware; Kirlins; Barker Shoes; Black Hardware; Furrows Lumber; Color Tile.

14 - NEWSPAPERS: HERALD-WHIG (e-mon to fri) 29,896; (e-sat) 25,201; (S) 33,510; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Dave Laytham, Natl. Adv. Mgr., HERALD-WHIG, 130-38 S. Fifth St.; PO Box 909, Quincy, IL 62306; Tel. (217) 223-5100.
National Representative: Branham/Newspaper Sales.

ROBINSON

1 - LOCATION: Crawford County, E&P Map D-4, County Seat. Oil refining, shipping and manufacturing center. 240 mi. S of Chicago; 110 mi. W of Indianapolis; 150 mi. E of St. Louis, MO; 200 air mi. S of Chicago.

2 - TRANSPORTATION: Railroads-Conrail; Gulf Central.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Detroit Special.

3 - POPULATION:
Corp. City 80 Cen. 7,285; E&P 85 Est. 7,646
County 80 Cen. 20,818; E&P 85 Est. 21,677
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,031; E&P 85 Est. 3,272
County 80 Cen. 8,050; E&P 85 Est. 8,606

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$96,383,677
Commercial	5	$274,195,269

6 - PASSENGER AUTOS: County 11,310

7 - ELECTRIC METERS: Residence 8,688

8 - GAS METERS: Residence 6,073

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage): Oil Production & Refining 1,208 ($326); Water Closet & Plumbing Fixture 550 ($258); Candy Mfg. 607 ($145); Automotive Gaskets 380 ($209); Electronics 504 (N.A.); Shoes 183 (N.A.); Aluminum Doors & Windows 107 ($186).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-72; Summer 75-101; Fall 68-90; Winter 10-52. First killing frost, Nov. 6; last killing frost, Apr. 2.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks at Court House; 2 on E Main; 5 on W Main; 1 on W Walnut.
Neighborhood Shopping Centers-W Gate; Outer E Main, Route 33.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Westgate Tr.(8)	NA	Gallo's Red & White
Barn Plaza	NA	
IGA	NA	

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Dollar General; Family Variety; Pool's.
Chain Drug Stores-Bertram's (Rexall); Hooks.
Chain Supermarkets-IGA Food Center; Gallo's Red & White.

14 - NEWSPAPERS: NEWS (e) 7,456; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: Brian Harrison, Adv. Dir., NEWS, 302 S. Cross St., Robinson, IL 62454; Tel. (618) 544-2101.
National Representative: None.

ROCK FALLS
See STERLING

ROCK ISLAND-MOLINE-EAST MOLINE

1 - LOCATION: Rock Island County (In Davenport-Rock Island-Moline, IA-IL MSA). E&P Map B-2. County Seat. In W IL on Mississippi River, 168 mi. SW of Chicago, on Hwys. 6 & 67; Illinois 5, 84, 92 & 150; I-80, 280, & 74.

2 - TRANSPORTATION: Railroads-Burlington Northern; Davenport; Rock Island & Northwestern; Iowa Railroad Co.
Motor Freight Carriers-60.
Intercity Bus Lines-Greyhound; River Trails Transit; Trailways.
Airlines-United; Ozark; Air Wisconsin; American Central; Britt Commuter; Air Midwest Commuter.

3 - POPULATION:
Corp. Cities 80 Cen. 114,398; E&P 85 Est. 116,035
  Rock Island 80 Cen. 46,928; E&P 85 Est. 46,632
  Moline 80 Cen. 46,278; E&P 85 Est. 47,783
  East Moline 80 Cen. 20,907; E&P 85 Est. 21,620
CZ-ABC: (80) 286,405
RTZ-ABC: (80) 184,866
City & RTZ-ABC: (80) 471,291
County 80 Cen. 165,968; E&P 85 Est. 171,383
MSA 80 Cen. 383,958; E&P 85 Est. 391,314
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Cities 80 Cen. 43,222; E&P 85 Est. 45,522
  Rock Island 80 Cen. 17,472; E&P 85 Est. 18,141
  Moline 80 Cen. 18,034; E&P 85 Est. 19,128
  East Moline 80 Cen. 7,716; E&P 85 Est. 8,253
County 80 Cen. 61,052; E&P 85 Est. 65,181
MSA 80 Cen. 138,256; E&P 85 Est. 145,516
CZ-ABC: (80) 105,268
RTZ-ABC: (80) 63,536
City & RTZ-ABC: (80) 168,804

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	37	$1,882,110,414
Savings & Loan	9	$1,439,322,104

6 - PASSENGER AUTOS: County 95,710

7 - ELECTRIC METERS: Residence 116,017

8 - GAS METERS: Residence 112,856

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Manufacturing 32,000 (Farm Equip., Aluminum Mill); Non-manufacturing 82,950; Public Sector (Gov't) 27,000.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 7-93; Summer 46-92; Fall 14-95; Winter -13-42. Annual rainfall 31.27 in.

11 - TAP WATER: From Mississippi River. Rock Island-Hard, slightly alkaline; fluoridated. Moline-Lime softened; fluoridated. East Moline-Partly softened, slightly alkaline; fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown Rock Island-Great River Plaza, 2nd, 3rd, & 4th Aves. between 15th & 20th Sts.; Downtown Moline-Metro Center Plaza, 4th, 5th & 6th Aves. between 12th & 20th Sts.; East Moline-15th & 16th Aves. between 7th & 13th Sts.
Neighborhood Shopping Centers-Rock Island-11th St. bet. 18th Ave. & 42nd Ave. 30th St. bet. 14th & 18th Aves.; 14th Ave. bet. 38th & 44th Sts.; 18th Ave. bet. 17th & 45th Sts.; Rock Valley Plaza, Blackhawk Rd. bet. 30th & 45th St. Moline-City Line Plaza, 1st St. & 9th Ave.; Uptown-15th & 16th Sts. between 14th & 25th Aves.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Rock Island		
30th St	3	Handy True Value
Watchtower Plz.(6)	3	Autowize
K mart	3	K mart
Rock Valley Plz.	9	Rock Valley Drug Back Nine
Moline		
Highland	2	Aldi, Peoples Drug
Uptown	2	Peoples Drug
Orchard Ctr.(6)	3	Eagles
Kings Plaza(8)	3	Sears, Walgreens Trevor Hdwe.
K mart	4	K mart
Green Valley	4	Ardan's
Venture	3	Venture
So. Park Mall(115)	5	Petersen's, Mont. Ward, Younkers, JCPenney
Old Towne	2	Holst-Kakert, Walgreens
City Line Plaza(8)	4	Jewel, Osco
East Moline		
Kennedy Plaza(6)	4	Jewel, Osco
Ridgewood(8)	5	Geifman

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat.; Food-Thur., Fri., Sat., Sun.
Stores Open Evenings-Rock Island & Moline Dept.-Mon. (limited number on Fri.) East Moline Fri. Supermarkets-Sun. through Sat.
Stores Close-Mon. morning & Sat. evenings.
Stores Open Sundays-Discount, supermarkets, drug, shopping malls.

13 - RETAIL OUTLETS: Department Stores Younkers 3; Petersen-Harned von Maur 4; JCPenney 2; Sears 2; Montgomery Ward 2; Federated.
Discount Stores-Venture 2; Target 2; K mart 4.
Variety Stores-Ben Franklin 2; Woolworth 2.
Chain Drug Stores-People's 14; Walgreens 12; Osco 3; Medicine Shop 3; Revco.
Chain Supermarkets-Eagle 11; Geifman's 3; Jewel Food 4; 7-Eleven 25; Aldi 4; Convenient Foods 11; County Market 2; Food-for-Less.
Independent Buying Groups-Royal Blue 5; Jack & Jill 3; Super Valu 2.
Other Chain Stores-Goodyear 5; Sherwin-Williams 2; Pittsburgh Paint 2; DeVoe Paint; Iowa Paint; Glidden Paint; Interstate Book Store 2; Fannie May 4; Firestone 5; Thom McAn 2; Bakers Shoes; Kinney 5; Lober's; Fashion 2; Richman Bros. 2; Singer Co. 2; Ardan's 2; Radio Shack 6; Mosenfelder's.

14 - NEWSPAPERS: ROCK ISLAND ARGUS (e) 18,497; (S) 20,067; Mar. 31, 1985 ABC.
MOLINE DISPATCH (e-mon to sat) 34,317; (S) 37,991; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Al Roels, Gen. Adv. Mgr., ROCK ISLAND ARGUS and MOLINE DISPATCH, 1720 Fifth Ave., Moline, IL 61265; Tel. (309) 764-4344.
National Representative: Branham/Newspaper Sales.

ROCKFORD

1 - LOCATION: Winnebago County, E&P Map C-1, (MSA). 90 mi. NW of Chicago; 17 mi. S of Wisconsin boundary. City bisected by Rock River.

2 - TRANSPORTATION: Railroads-Chicago, Milwaukee, St. Paul & Pacific; Illinois Central Gulf; Burlington Northern.
Motor Freight Carriers-39.
Intercity Bus Lines-Peoria-Rockford; Greyhound; Wisconsin Coach Lines; Boardroom Lines; Van Galder Bus Co.
Airlines-Frontier; American Central.

3 - POPULATION:
Corp. City 80 Cen. 139,712; E&P 85 Est. 138,045
NDM-ABC: (80) 496,465
County 80 Cen. 250,884; E&P 85 Est. 255,748
MSA 80 Cen. 279,514; E&P 85 Est. 285,916
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 52,169; E&P 85 Est. 53,563
County 80 Cen. 89,408; E&P 85 Est. 93,989
MSA 80 Cen. 99,122; E&P 85 Est. 104,559
NDM-ABC: (80) 176,681

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	27	$1,747,856,000
Savings & Loan	8	$1,267,465,339

6 - PASSENGER AUTOS: County 151,436

7 - ELECTRIC METERS: Residence 98,770

8 - GAS METERS: Residence 81,872

9 - PRINCIPAL INDUSTRIES: 700 manufacturing establishments, 13 employ over 1,000 each.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: First killing frost, Sept. 20; last killing frost, May 8.

11 - TAP WATER: Very hard.

12 - RETAILING: Principal Shopping Centers-2 blocks on W State St. plus feeder streets 1 block each direction.
Neighborhood Shopping Centers-Broadway; 7th St.; S. Main St.; E. State St., N. Main and Auburn Sts.; Alpine Rd; 2nd St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Alpine Vlg.(20)	6	Eagle Foods, Revco
Cherry Vale(100)	8	Marshall Field, H.C. Prange, Sears
Colonial Vlg.(32)	5	JCPenney, Bergner's
Downtown Mall(25)	0	R Green
East Gateway(16)	4	Pacemaker, Ben Franklin
Eastwind Mall(25)	4	East Wind Hobby &Craft
Edgebrook (30)	5	Pacemaker
Hamilton Sq.(13)	6	One Stop Pharm., Thorne's Hdwe.
Highcrest(13)	5	D.J. Stewart
Liberty Sq.(12)	5	Last Straw Ice Cream Parlour, Lundgren's Camera Center
Machesney Pk.(88)	8	JCPenney, H.C. Prange, Kohl's
Park Plaza(24)	6	Love Drug, Union Hall Discount
North Towne(59)	5	Bergner's
Rockford Pl.(20)	2	Walgreen's
Rockton Ave. Centre(14)	4	Logli Food
Southgate(12)	5	K mart, Southgate IGA
Belvidere Mall(6)	12	A&P

Principal Shopping Days-Mon., Fri., Sat. Sun.
Stores Open Evenings-Department Stores-Mon.-Fri., Food-Mon.-Fri.

13 - RETAIL OUTLETS: Department Stores-Marshall Field & Co.; Venture; JCPenney; H.C. Prange; Sears; Bergner's; Kohl's.
Discount Stores-K mart; Prange-Way; Union Hall.
Variety Stores-Ben Franklin.
Chain Drug Stores-Walgreens 3; Lenz 2; Rexall 3; Osco 5; Nihan & Martin 2; One-Stop 5; Tru Valu; Lantow's.
Chain Supermarkets-Eagle 5; Hilander 4; Magna; IGA 13; A&P; Logli 3; Pacemaker 3; Aldi Discount Foods 2.
Other Chain Stores-Ardan Jewelers, Insurance Liquidators.

14 - NEWSPAPERS: REGISTER STAR (m) 71,345; (S) 86,096; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Tom Lampen, Adv. Dir., REGISTER STAR, 99 E. State St., Rockford, IL 61105; Tel. (815) 987-1200.
National Representative: Gannett Media Sales.

ROCKTON, IL
See BELOIT, WI

SHELBYVILLE

1 - LOCATION: Shelby County, E&P Map C-4, County Seat, 36 mi. from Decatur; 108 mi. from Chicago; 96 mi. from St. Louis. Routes 16 and 128.

2 - TRANSPORTATION: Railroads-Mo Pac.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 5,259; E&P 85 Est. 5,657
County 80 Cen. 23,923; E&P 85 Est. 24,023

4 - HOUSEHOLDS:
City 80 Cen. 2,044; E&P 85 Est. 2,175
County 80 Cen. 8,707; E&P 85 Est. 9,081

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$90,000,000

6 - PASSENGER AUTOS: County 11,577

7 - ELECTRIC METERS: Residence 2,205

8 - GAS METERS: Residence 1,507

9 - PRINCIPAL INDUSTRIES: Plastic Cups.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING: Principal Shopping Center-Johnstowne Mall, Shelbyville, 4 stores; Con Dov Shopping Mall, Shelbyville, 5 stores.
Principal Shopping Days-Wed., Fri.

13 - RETAIL OUTLETS: Department Stores-Dollar General.
Variety Stores-Index; Ben Franklin; U&S.
Chain Drug Stores-Hook's.
Chain Supermarkets-Eisner; IGA.

14 - NEWSPAPERS: UNION (e-mon to fri) 4,346; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: George Frazier, Pub., UNION, 100 W. Main, Shelbyville, IL 62565; Tel. (217) 774-2161.
National Representative: None.

SOUTH BELOIT, IL
See BELOIT, WI

SPRING VALLEY
See LA SALLE

SPRINGFIELD

1 - LOCATION: Sangamon County (MSA). E&P Map C-3. State Capital. County Seat. Industrial, wholesale & agricultural center. 185 mi. SW of Chicago; 100 mi. NW of St. Louis, on U.S. Hwys. 36, 54; I-55; State Hwys. 4, 29, 125 & 104.

2 - TRANSPORTATION: Railroads-Illinois Central; Gulf-Mobile & Ohio; Norfolk & Western (Wabash); B&O; Chicago & Illinois Midland; Illinois Terminal; Amtrak.
Motor Freight Carriers-38 intrastate & interstate lines.
Intercity Bus Lines-Greyhound; Crown Transit; Gulf Transport.
Airlines-Ozark; Britt; MVA. Charter service by Capitol Aviation; Air West.

3 - POPULATION:
Corp. City 80 Cen. 100,054; E&P 85 Est. 102,343
CZ-ABC: (80) 126,150
RTZ-ABC: (80) 343,149
MSA 80 Cen. 187,789; E&P 85 Est. 191,765
County 80 Cen. 176,070; E&P 85 Est. 180,116
City & RTZ-ABC: (80) 469,299
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 40,960; E&P 85 Est. 43,408
County 80 Cen. 68,022; E&P 85 Est. 71,855
MSA 80 Cen. 72,219; E&P 85 Est. 76,138
CZ-ABC: (80) 51,386
RTZ-ABC: (80) 124,492
City & RTZ-ABC: (80) 175,878

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	$1,040,461,000
Savings & Loan	8	$429,853,000

6 - PASSENGER AUTOS: County 104,760

7 - ELECTRIC METERS: 62,457

8 - GAS METERS: 48,786

9 - PRINCIPAL INDUSTRIES: Machinery, Tractors; Road Machines; Farm Equipment, Flour & Feed Mills; Boilers (Fab. Metal Prod.); Mattresses; Insurance; Health Care; Finance Gov't.; Tourism. Total Avg. Employment 97,815.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-62; Summer 64-87; Fall 44-69; Winter 21-37. First killing frost, Oct. 10; last killing frost, Apr. 16.

11 - TAP WATER: Neutral, soft. Lake Springfield.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Capital City(23)	4	Zayre
Fairhill's(20)	2	Eisner-Osco
K mart Plaza	3	K mart
Laketown(12)	4	IGA
Sangamon(7)	4	Myers-Bergner
Town & Country(24)	3	Venture, National
White Oaks Mall(115)	5	Famous-Barr, Sears, Bergner, Mont. Ward

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Downtown-Fri.; Shopping ctrs. & discount stores-nightly.
Stores Open Sundays-Supermarkets, shopping ctrs., discount stores.

13 - RETAIL OUTLETS: Department Stores-Herndon's; Bergners; Sears; JCPenney; Famous-Barr; Montgomery Ward; Kohl's.
Discount Stores-K mart 2; Venture; Zayre's.
Chain Drug Stores-Walgreen's 3; SupeRx/Thrifty 11; Osco 3; Mummert's; Hook; Schafer's; Watt Bros. 4; Ideal.
Chain Supermarkets-Eisner 4; Shop 'N Save 3; National Food Stores 3; IGA 2; Red Fox 2; Eagle 3.
Other Chain Stores-Firestone; Goodyear; General Tire; Western Auto; Midas Mufflers & Transmission; Black & Co.; Coast-to-Coast; Ace; V&S 2; Thom McAn; Kenney's; Gallenkamp; Nobils; Lobers; Payless Shoes; Scholl's; Neumode; Fannie May; Kirlin's Candies; Sherwin-Williams; Pittsburgh; Cook's; Kay's Jewelry; S&H; Singer; So Fro; Leath Furniture; Carpetland; Newman Shoes; Brooks Fashions; Bakers Shoes; Bressler's 33 Flavors; Botton Half; Casual Corner; Claire's Boutique; Carousel Snack Bar; Circus World Toys; County Seat; Earring Tree; Florsheim Shoes; Foxmoor; Gordon's Jewelers; Gingess International; General Cinema Theatre; General Nutrition Centers; Helzberg's Diamond Shop; Hickory Farms; Just Pants; Jo Ann Fabrics; Kinney Shoes; Kay Campbell; The Limited; Malings Shoes; Butler Shoes; Musicland; Murray's Shoes; Motherhood Maternity; MCL Cafeteria; Jean Nicole; National Shirt; Printers Ink; Park Lane Hosiery; Lerner Shop; Silverman's; Spencer Gifts; Service Optical; Swiss Pretzel; Stuart's; Susie Casual's; Tinderbox Int.; Wag's Restaurant; Waldenbooks; Zale's Jewelers; Cookie Factory; Ms. Limited; Orange Julius; Hot Dog On a Stick; Union Clothing; Kirlin's Sycamore Shop; S.G. Adams; Baskin Robbins 3.

14 - NEWSPAPERS: THE STATE JOURNAL-REGISTER (m-mon to fri) 61,200; (e) 7,524; (m-sat) 71,347; (S) 71,760; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: William Charlton, Gen. Adv. Mgr., THE STATE JOURNAL-REGISTER, P.O. Box 219, Springfield, IL 62705; Tel. (217) 788-1353.
National Representative: Branham/Newspaper Sales.

STERLING-ROCK FALLS

1 - LOCATION: Whiteside County. E&P Map C-2. Industrial and agricultural center on Rock River. 50 mi. NE of Rock Island and 110 mi. W of Chicago. On Hwys. 5, 2, 30, 88.

2 - TRANSPORTATION: Railroads-C&NW; CB&Q.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.
Airlines-Britt.

3 - POPULATION:
Corp. Cities 80 Cen. 26,897; E&P 85 Est. 26,783
Sterling 80 Cen. 16,273; E&P 85 Est. 16,124
Rock Falls 80 Cen. 10,624; E&P 85 Est. 10,659
CZ-ABC: (80) 33,154
RTZ-ABC: (80) 50,071
County 80 Cen. 65,970; E&P 85 Est. 64,936
City & RTZ-ABC: (80) 83,225

4 - HOUSEHOLDS:
Cities 80 Cen. 9,895; E&P 85 Est. 10,088
Sterling 80 Cen. 6,128; E&P 85 Est. 6,242
Rock Falls 80 Cen. 3,767; E&P 85 Est. 3,846
County 80 Cen. 23,200; E&P 85 Est. 23,538
CZ-ABC: (80) 11,990
RTZ-ABC: (80) 17,280
City & RTZ-ABC: (80) 29,270

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$329,776,930
Savings & Loan	2	$141,762,640

6 - PASSENGER AUTOS: County 34,911

7 - ELECTRIC METERS: Residence 10,600

8 - GAS METERS: Residence 9,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel, Steel Prods. 2,500 ($300); Bldrs. Hdwe. 1,200 ($200); Bolts & Nuts 400 ($200); Barber Supplies 170; Foundries 100; Food Proc. 100.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-90; Summer 64-93; Fall 30-75; Winter 6-59. First killing frost, Oct. 12; last killing frost, May 1.

11 - TAP WATER: Neutral, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-18 blocks in Sterling; 5 in Rock Falls. Sterling Northland Shopping Center (39 stores-Bergner's, JCPenney, Woolworth).
Neighborhood Shopping Centers: Sterling-4 blocks on 4th St.; 2 on Locust St.; Rock Falls-5 blocks on 1st. Ave., and vicinity.
Principal Shopping Days-Downtown-Mon., Fri.; Northland Mall Sat., Sun.
Stores Open Evenings-Downtown-Fri.; Northland Mall-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Harlan's; Kline's; Bergner's; JCPenney.
Discount Stores-K mart; Farm & Fleet; Osco.
Chain Drug Stores-Walgreens; Osco.
Variety Stores-Woolworth.
Chain Supermarkets-Kroger's; Eagle; Super Valu; Aldi.
Other Chain Stores-Leslie's (shoes); Goodyear; Coast-to-Coast (hdwe. and auto supplies); Ace Hdwr.; D & E (furn. & appliances).

14 - NEWSPAPERS: DAILY GAZETTE (e) 13,906; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: David P. Grandon, Pub., DAILY GAZETTE, 312 Second Ave., Sterling, IL 61081; Tel. (815) 625-3600.
National Representative: Landon Associates.

STREATOR

1 - LOCATION: LaSalle County. E&P Map C-2. South end, LaSalle County Agric. area. Diversified mfg. 100 mi. SW of Chicago; 225 mi. NE of St. Louis on State Hwys. 18, 23.

2 - TRANSPORTATION: Railroads-Santa Fe; Burlington; Wabash; Amtrak; GM&O.
Motor Freight Carriers-11.

3 - POPULATION:
City 80 Cen. 14,795; E&P 85 Est. 13,516
CZ-ABC: (80) 19,473
RTZ-ABC: (80) 30,557
County 80 Cen. 109,139; E&P 85 Est. 102,851
City & RTZ-ABC: (80) 50,030
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,651; E&P 85 Est. 5,212
County 80 Cen. 40,005; E&P 85 Est. 38,933
CZ-ABC: (80) 7,300
RTZ-ABC: (80) 10,568
City & RTZ-ABC: (80) 17,868

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$155,188,000
Savings & Loan	4	$83,437,000

6 - PASSENGER AUTOS: County 60,566

7 - ELECTRIC METERS: Residence 8,000

8 - GAS METERS: Residence 6,974

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass 2,300 ($300); Pollution Equip. 200 ($280); Farm Equip. 400 ($268).
Principal Industrial Pay Days-Thur. and Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-72; Summer 60-88; Fall 40-62; Winter 20-38. First killing frost, Oct. 13; last killing frost, Apr. 26.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main St., 1 block N & S on Bloomington, Park, Monroe, Vermillion & Sterling Sts.; Westgate Plz.; Northtown; Northpoint.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northpoint Ctr.	NA	TG&Y, SupeRx Drugs, Spurgeons, Kroger
Westgate Plz.	NA	Top Save Disc., Hornsby, Streator Food

Stores Open Evenings-Most on Fri.

13 - RETAIL OUTLETS: Department Stores-Spurgeons; JCPenney.
Discount Stores-Top Save; TG&Y.
Variety Stores-G.C. Murphy; Jupiter; Hornsby.
Chain Supermarkets-Streator Food; Thompson Food Basket; Buehler; Meadow-King; Thriftimart; Baldwin's; Kroger; Novotneys Bi-Rite.

14 - NEWSPAPERS: TIMES-PRESS (e) 10,020, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Greg Hoskins, Adv. Mgr., TIMES-PRESS, 115 Oak St., Streator, IL; 61364; Tel. (815) 672-2111.
National Representative: Landon Associates.

TAYLORVILLE

1 - LOCATION: Christian County. E&P Map C-4. County Seat. 26 mi. SE of Springfield. On State Hwys. 29, 48, 104.

2 - TRANSPORTATION: Railroads-Norfolk and Western; C&IM.

3 - POPULATION:
City 80 Cen. 11,386; E&P 85 Est. 11,687
CZ-ABC: (80) 13,042
RTZ-ABC: (80) 27,030
County 80 Cen. 36,446; E&P 85 Est. 36,592
City & RTZ-ABC: (80) 40,072

4 - HOUSEHOLDS:
City 80 Cen. 4,483; E&P 85 Est. 4,730
County 80 Cen. 13,685; E&P 85 Est. 14,183
CZ-ABC: (80) 5,089
RTZ-ABC: (80) 9,854
City & RTZ-ABC: (80) 14,943

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$188,595,425
Savings & Loan	2	$99,000,000

6 - PASSENGER AUTOS: County 19,171

7 - ELECTRIC METERS: Residence 5,424

8 - GAS METERS: Residence 4,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Farm Equipment 420; Grain & Seed Processing 133; Mining Mach. 200; Coal Mining 1,000; Greeting Cards 225; Paper Mfg. 200; Dairy 60; Electricity 30; Telephone 50; Newspaper 60.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-85; Summer 65-100; Fall 35-85; Winter 0-50.

11 - TAP WATER: Alkaline.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Wal-Mart Plaza(5)	1	Wal-Mart, Kroger, SuperX, Sycamore, Payless
Jewell(9)	1	Sherwin-Williams, True Value Hardware, Eisner's, Tony's All Stars, The Hangar,
Grand Plz.(12)	1	Pamida, County Mkt., Golden Corral

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Sherman's; Blakely's; JCPenney; Sears; (catalog); General Dollar.
Variety Stores-Woolworth.
Discount Stores-Pamida; Wal-Mart; General Dollar.
Chain Drug Stores-Walgreen; Revco; SupeRx; Medicine Shoppe.
Chain Supermarkets-Kroger; IGA; Harmons; County Mkt.; Eisners.

14 - NEWSPAPERS: BREEZE-COURIER (e) 7,772; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Marsha Linton, Prom. Mgr., BREEZE-COURIER, 212 S. Main St., PO Box 440, Taylorville, IL 62568; Tel. (217) 824-2233.
National Representative: Landon Associates.

URBANA
See CHAMPAIGN

WAMAC
See CENTRALIA

WATSEKA

1 - LOCATION: Iroquois County. E&P Map D-2. County Seat. 38 mi. SE of Kankakee. 50 mi. N of Danville. On Rte. 24, E and W and Rte. 1, N and S; also on Iroquois River.

2 - TRANSPORTATION: Railroads-TP&W; L&N.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 5,543; E&P 85 Est. 5,853
County 80 Cen. 32,976; E&P 85 Est. 33,934

4 - HOUSEHOLDS:
City 80 Cen. 2,168; E&P 85 Est. 2,264
County 80 Cen. 12,060; E&P 85 Est. 12,784

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$36,000,000
Savings & Loan	2	$45,000,000

6 - PASSENGER AUTOS: County 17,248

7 - ELECTRIC METERS: County 15,993

8 - GAS METERS: County 14,286

9 - PRINCIPAL INDUSTRIES: Spice Packaging; Lockers-Tool Boxes; Electronic Auto Parts; Aluminum Doors; Electro-Mech. Devices; Metal Boxes; Agriculture Hdwe.; Business Forms.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: **Shopping Centers**-Value Village, K mart.
Principal Shopping Days-Sun., Wed., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Discount Stores-Value Village; K mart.
Variety Stores-Ben Franklin; Ralston's.
Chain Supermarkets-Scotchman's; 6-12; Quality; E-2-Pickens.
Other Chain Stores-Sears (catalog); Lasser's Furniture; McCord's; Goodyear; True Value Hardware.

14 - NEWSPAPERS: TIMES-REPUBLIC (e-mon to fri) 3,530; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: Bette Schmid, Adv. Dir., TIMES-REPUBLIC, 1492 E Walnut St., Watseka, IL 60970; Tel. (815) 432-5227.
National Representative: Landon Associates.

WAUKEGAN-NORTH CHICAGO

1 - LOCATION: Lake County (in Lake County PMSA). E&P Map D-1. NE corner of Illinois. County Seat. Industrial, railroad and trucking center. U.S. Naval Training Center. Waukegan Port Authority operates lake & ocean-going freight facilities & docks. Waukegan Memorial Airport.

2 - TRANSPORTATION: **Railroads**-Chicago & Northwestern; EJ&E (freight only).
Motor Freight Carriers-12.
Intercity Bus Lines-Regional Transit Authority.

3 - POPULATION:
Corp. Cities 80 Cen. 106,427; E&P 85 Est. 108,802
Waukegan 80 Cen. 67,653; E&P 85 Est. 71,869
N. Chicago 80 Cen. 38,774; E&P 85 Est. 36,933
CZ-ABC: (80) 106,427
PTZ-ABC: (80) 310,426
PMSA/County 80 Cen. 440,372; E&P 85 Est. 468,275
City & RTZ-ABC: (80) 416,853
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 31,143; E&P 85 Est. 32,871
Waukegan 80 Cen. 24,134; E&P 85 Est. 26,076
N. Chicago 80 Cen. 6,999; E&P 85 Est. 6,795
PMSA/County 80 Cen. 139,715; E&P 85 Est. 153,644
CZ-ABC: (80) 31,133
RTZ-ABC: (80) 100,770
City & RTZ-ABC: (80) 131,903

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	$365,139,133
Savings & Loan	7	$439,575,023

6 - PASSENGER AUTOS: County 264,581

7 - ELECTRIC METERS: Residence 147,996

8 - GAS METERS: County Residence 132,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Pharmaceuticals/Hospital Supplies 13,450; Metal Prods. 4,740; Stone, Clay, Glass & Bldg. Matls. 2,969; Motor Prods. 2,620; Boat Bldg. 853; Printing and Office Supp. 984; Paper Prods. 646; Rubber Prods. 580; Chemical 1,264; Electrical Prods. 2,350.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-55; Summer 60-81; Fall 42-62; Winter 18-34. First killing frost, Oct. 15; last killing frost, May 10.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Central Business District**-5 blocks on Genesee St.; 2 blocks adjacent on Washington St.
Neighborhood Shopping Centers-3 blocks on Washington St.; 4 on 10th St.; 4 on Grand Ave.; 2 on Glen Flora Ave.; 2 on Greenwood Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Waukegan Plaza(28)	4	Sears, Dominick's, Walgreens, Woolworth, Polk Bros.
Lakehurst(129)	NA	Carson, Pirie, Scott & Co., JCPenney, Weibolt's, Lane Bryant
Lewis Ave (20)	3	Jewel, Osco Drug, Auto Works
Grand Ave (18)	4	Jewel Food, Osco Drug, Baskin-Robbins, Zayre
Belvidere Mall(41)	4	Mont. Ward, Fannie May, Walgreens
Century Town Hawthorne(140)	NA	Marshall Field, Lord & Taylor, Richman Bros., Brentano's, Sears

Stores Close-Fri. & Mon. mornings.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Mon. and Fri.
Stores Open Sundays-Shopping centers, discount & chain drug.

13 - RETAIL OUTLETS: **Department Stores**-Globe; Sears; Montgomery Ward; JCPenney; Polk Bros.; Wiebolt's; Carson Pirie Scott & Co.; Lord & Taylor; Marshall Field; Baskins; Richmond Bros.; Storeys Man's Shop.
Variety Stores-Woolworth 2.
Discount Stores-Venture; Big 11; Zayre; K mart.
Chain Drug Stores-Druce Rexall 4; Osco 3; Walgreens 3.
Chain Supermarkets-IGA 3; Jewel Food 4; Eagles 2; Dominick's; Supervalue.
Other Chain Stores-Andes Candies; Schiff Shoes 2; Erwin's Jewelers; Fannie May; Goodrich; Kinney Shoes; Polk Bros.; Midwest Tire 2; Neumode Hosiery; Suburbia Hdwr.; U.S. Royal Tire; Ace Hdwr.; Huber Glass; Coloramic Tile; Singer Co.; Glidden Paint; Sherwin-Williams; Leath Furniture.

14 - NEWSPAPERS: NEWS-SUN (e-mon to fri) 39,592; (Sat., S) 41,189; March 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Paul Seveska, Marketing Mgr., NEWS-SUN, 100 W. Madison St., Waukegan, IL 60085; Tel. (312) 336-7000.
National Representative: Sawyer-Ferguson-Walker.

WEST FRANKFORT

1 - LOCATION: Franklin County. E&P Map C-5. Industrial center. Situated 305 mi. S of Chicago, 100 mi. SE of St. Louis.

2 - TRANSPORTATION: **Railroads**-Served by C&E Illinois Central; OB&Q.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.
Airlines-Britt.

3 - POPULATION:
Corp. City 80 Cen. 9,437; E&P 85 Est. 10,094
County 80 Cen. 43,201; E&P 85 Est. 44,628

4 - HOUSEHOLDS:
City 80 Cen. 3,852; E&P 85 Est. 4,185
County 80 Cen. 16,978; E&P 85 Est. 18,114

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$127,000,000

6 - PASSENGER AUTOS: County 21,826

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mining 2,318 ($200-$400); Pleasure Boat Mfg. 260 ($200); Other Manufacturing 550 ($150-$180).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-78; Summer 65-94; Fall 37-84; Winter 28-51.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Center**-W. Frankfort Plaza (8 stores).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Mon. through Sat.
Discount Stores-K mart.
Variety Stores-Ben Franklin; Chandler's; Dollar General.
Chain Drug Stores-SupeRx.
Chain Supermarkets-Kroger; Excel; Food Park.
Other Chain Stores-Fashion Shop; Sears (catalog); Spiegel (catalog); Montgomery Ward; Mode O'Day; Sycamore; Payless Shoes; Fashion Bug; Coast-to-Coast.

14 - NEWSPAPERS: AMERICAN (e) 4,515; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: L.J. Perrotto, Gen. Mgr., AMERICAN, 111-15 S Emma St., West Frankfort, IL 62896; Tel. (618) 932-2146.
National Representative: None.

WHEATON

1 - LOCATION: Du Page County (In Chicago PMSA). E&P Map D-1. County Seat. 25 mi. W of Chicago. Educational center. On U.S. Hwy. 64, 2 mi. from Illinois Tollway (E & W).

2 - TRANSPORTATION: **Railroads**-Chicago & Northwestern.
Intercity Bus Lines-West Town.
Motor Freight Carriers-3.
Airport-O'Hare Int'l Airport (Chicago); Du Page County Airport.

3 - POPULATION:
Corp. City 80 Cen. 43,043; E&P 85 Est. 52,887
CZ-ABC: (80) 43,043
RTZ-ABC: (80) 146,544
PMSA 80 Cen. 6,059,091; E&P 85 Est. 6,195,294
County 80 Cen. 658,177; E&P 85 Est. 715,780
City & RTZ-ABC: (80) 189,587
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,379; E&P 85 Est. 18,258
County 80 Cen. 221,795; E&P 85 Est. 249,002
PMSA 80 Cen. 2,150,209; E&P 85 Est. 2,267,356
CZ-ABC: (80) 14,379
RTZ-ABC: (80) 46,630
City & RTZ-ABC: (80) 62,009

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$360,640,000
Savings & Loan	3	$210,414,402

6 - PASSENGER AUTOS: County 451,712

7 - ELECTRIC METERS: Residence 19,240

8 - GAS METERS: Residence 13,440

9 - PRINCIPAL INDUSTRIES: Insurance; Ptg. & Pub.; Engineering; Film; Windows; Chemicals.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-55; Summer 66-81; Fall 47-62; Winter 18-32. First killing frost, Oct. 11; last killing frost, May 6.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: **Principal Shopping Center**-20 blocks on Wesley, Front, Willow, Hale, Wheaton, Hawthorne Sts.; Downtown Glen Ellyn; Glen Ellyn Market Plaza; Northland Shopping Center.
Nearby Shopping Center-Stratford Sq. (1 mi.); Oakbrook (10 mi.); Yorktown (8 mi.); Fox Valley (8 mi.); Marshall Field; Sears; Kresge's; Woodfield Mall.
Principal Shopping Days-Thur. through Sun.
Stores Open Evenings-Mon., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Colson's; Montgomery Ward; Venture; Marshall Field; Carson Pirie Scott & Co.; Wiebolts; Main Street.
Discount Stores-K mart.
Chain Drug Stores-Walgreens; Rexall; Osco.
Chain Supermarkets-Jewel 4; Sunnyside; IGA; Walt's; Convenient Food Marts; Frank's 2; Open Pantry; White Hen 3; Dominick's 2; Eagle 3; Pick N Save.
Other Chain Stores-Goodyear; Firestone; Sears (catalog surplus).

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 7,466; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Richard Brunetto, Nat'l Adv. Mgr.; Richard F. Lowery, Display Mgr., JOURNAL, 362 S. Schmale Rd., Wheaton, IL 60187; Tel. (312) 653-1100.
National Representative: Sawyer-Ferguson-Walker.

WOOD DRIVER
See ALTON

WOODSTOCK

1 - LOCATION: McHenry County (In Chicago PMSA). E&P Map C-1. County Seat. Industrial, dairying and residential center. Geographical center of county. 51 mi. NW of Chicago. On U.S. Hwy. 14; State Hwys. 120, 47 and 176.

2 - TRANSPORTATION: **Railroads**-C&NW; Regional Transportation Authority.
Motor Freight Carriers-9.

3 - POPULATION:
Corp. City 80 Cen. 11,725; E&P 85 Est. 13,275
County 80 Cen. 147,724; E&P 85 Est. 155,377
PMSA 80 Cen. 6,059,091; E&P 85 Est. 6,195,294
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,420; E&P 85 Est. 4,971
County 80 Cen. 49,015; E&P 85 Est. 53,130
PMSA 80 Cen. 2,150,209; E&P 85 Est. 2,267,356

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$121,000,000
Savings & Loan	3	$480,000,000

6 - PASSENGER AUTOS: County 93,794

7 - ELECTRIC METERS: Residence 4,800

8 - GAS METERS: Residence 4,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Die Casting; Machine Shop; Electrical Parts; Wood Working; Lamp Shade Mfg.; Electrical Research; Pickle Canning; Metal Fabricating; Packaging; Printing; Plastic Molding.
Principle Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-78; Summer 50-102; Fall 10-86; Winter -20-56.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers**-Woodstock Square located downtown in a 20 square block area. Other areas include McHenry Avenue; Route 47 to the north; Il. Rt. 120 NE; Il. Rt. 47 S; Washington Street NE.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Spring Hill Mall(145)	20	Sears, JCPenney, Marshall Field, Bergner's, Joseph Speiss
Cherry Vale	23	Marshall Field, Sears

Principal Shopping Days-Fri. and Sat.

13 - RETAIL OUTLETS: **Department Stores**-Ackemann's.
Discount Stores-Alco; K mart.
Chain Drug Stores-Walgreen; Osco.
Chain Supermarkets-Eagle; Jewel; IGA.
Other Chain Stores-Sears (catalog); Ace Hardware; Farm & Fleet; Floor To Ceiling.

14 - NEWSPAPERS: SENTINEL (e) 8,321; sworn Dec. 31, 1984 VAC.
Local Contact for Advertising and Merchandising Data: Charles Kane, Adv. Mgr.; Steve Hunter, Assoc. Pub., SENTINEL, 109 S. Jefferson, Woodstock, IL 50098; Tel. (815) 338-1300.
National Representative: None.

INDIANA SURVEYS

METROPOLITAN STATISTICAL AREAS

Anderson-Madison County.
Bloomington-Monroe County.
Elkhart-Goshen-Elkhart County.
Evansville, Ind.-Ky.-Posey, Vanderburgh and Warrick Counties, Ind.; Henderson County, Ky.
Fort Wayne-Allen, De Kalb and Whitley Counties.
Indianapolis-Boone, Hamilton, Hancock, Hendricks, Johnson, Marion, Morgan and Shelby Counties.
Kokomo-Howard and Tipton Counties.
Lafayette-Tippecanoe County.
Louisville, Ky.-Ind.-Bullitt, Jefferson, Oldham and Shelby Counties, Ky.; Clark, Floyd and Harrison Counties, Ind.
Muncie-Delaware County.
South Bend-Mishawaka-St. Joseph County.
Terre Haute-Clay and Vigo Counties.

PRIMARY METROPOLITAN STATISTICAL AREA

Gary-Hammond-Lake and Porter Counties.
Cincinnati, Ohio-Ky.-Ind.-Clermont, Hamilton and Warren Counties, Ohio; Boone, Campbell and Kenton Counties, Ky.; Dearborn County, Ind.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Chicago-Gary-Lake County, Ill.-Ind.-Wisc.-Includes Aurora-Elgin, Ill. PMSA; Chicago, Ill. PMSA; Gary-Hammond, Ind. PMSA; Joliet, Ill. PMSA; Kenosha, Wisc. PMSA; and Lake County, Ill. PMSA.

Cincinnati-Hamilton, Ohio-Ky.-Ind.-Includes Cincinnati, Ohio-Ky.-Ind. PMSA; Hamilton-Middletown, Ohio PMSA.

POPULATION ESTIMATES

(Thousands)

Age Group	1970	1980	1986
Under 5 Years	456	419	421
5-14 Years	1,076	888	894
15-24 Years	918	1,048	1,056
25-44 Years	1,223	1,488	1,497
45-64 Years	1,031	1,062	1,069
65 and Over	492	585	589
TOTAL	5,196	5,490	5,525

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1986 Est.
Bldg. Mat./Hdwr	994	1,141	1,691
General Mdse	2,393	2,666	3,490
Food	3,665	5,176	6,362
Automobiles	4,168	4,346	7,296
Gasoline Stations	1,702	2,725	2,984
Apparel	737	1,059	1,440
Furniture	787	864	1,386
Eat-Drink Places	1,520	2,287	3,025
Drugs	640	981	1,364
TOTAL SALES	18,266	23,724	31,340

ANDERSON

1 - LOCATION: Madison County (MSA). E&P Map C-3. County Seat. Mfg. center, agricultural area, college town 35 mi. from Indianapolis.

2 - TRANSPORTATION: **Railroads**-Conrail (freight).
Motor Freight Carriers-30.
Intercity Bus Lines-Greyhound; Trailways; ABC.

3 - POPULATION:
City 80 Cen. 64,695; E&P 85 Est. 59,484
CZ-ABC: (80) 67,109
RTZ-ABC: (80) 79,508
County/MSA 80 Cen. 139,336; E&P 85 Est. 135,099
City & RTZ-ABC: (80) 146,617

4 - HOUSEHOLDS:
City 80 Cen. 24,609; E&P 85 Est. 24,461
County/MSA 80 Cen. 49,985; E&P 85 Est. 49,900
CZ-ABC: (80) 25,535
RTZ-ABC: (80) 27,036
City & RTZ-ABC: (80) 52,571

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$480,300,531
Savings & Loan	2	$474,813,733

6 - PASSENGER AUTOS: County 74,031

7 - ELECTRIC METERS: Residence 32,661

8 - GAS METERS: Residence 28,731

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Automotive 15,000 ($500); Corrugated Containers 150 ($450); Meat Packaging 410 ($400); Periodical Pub. 223 ($400).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-60; Summer 60-97; Fall 15-60; Winter 5-50. First killing frost, Oct. 15; last killing frost, May 15.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: **Principal Shopping Center**-11 blocks on Meridian, Main and Jackson Sts.
Neighborhood Shopping Centers-38th & Main; Cross & Broadway; E. 8th & S.R. 109; E. 10th & S.R. and Park Rd.; 29th and Main; S.R. 67 & Columbus Ave.; 109 Bypass north of Hwy. 32. Several Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southdale(9)	4	K mart, Guarantee Auto, Hook Drug
Target	5	Payless, Target
Edgewood Plz (15)	3	Hook Drug
Edgewood Shops(5)	4	Edgewood Sporting
Holiday Plaza	2	Eavey, Joan Fabrics, Hills
Mounds Mall(31)	2	SupeRx, Meis Bros., JCPenney

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Downtown Dept. Fri., Food and Shopping Centers every evening.

13 - RETAIL OUTLETS: **Department Stores**-Sears, Meis Bros., JCPenney.
Variety Stores-Woolworth.
Discount Stores-K mart; Thrift Dollar Store; Target; Hills.
Chain Drug Stores-Hook 6; People's; Gwinn's; Dearing; May; SupeRx; Marsh Extra 3.
Chain Supermarkets-Super 6; Payless 4; Mathew's; Marsh-Foodliner 3; Eavey; Harvest Markets 3.
Other Chain Stores-Zale's; Goodyear; Kinney Shoes; Butler Shoes; Paul Harris; Jean Nicole Brooks Fashions; Musicland; The Earring Tree; Parklane Hosiery.

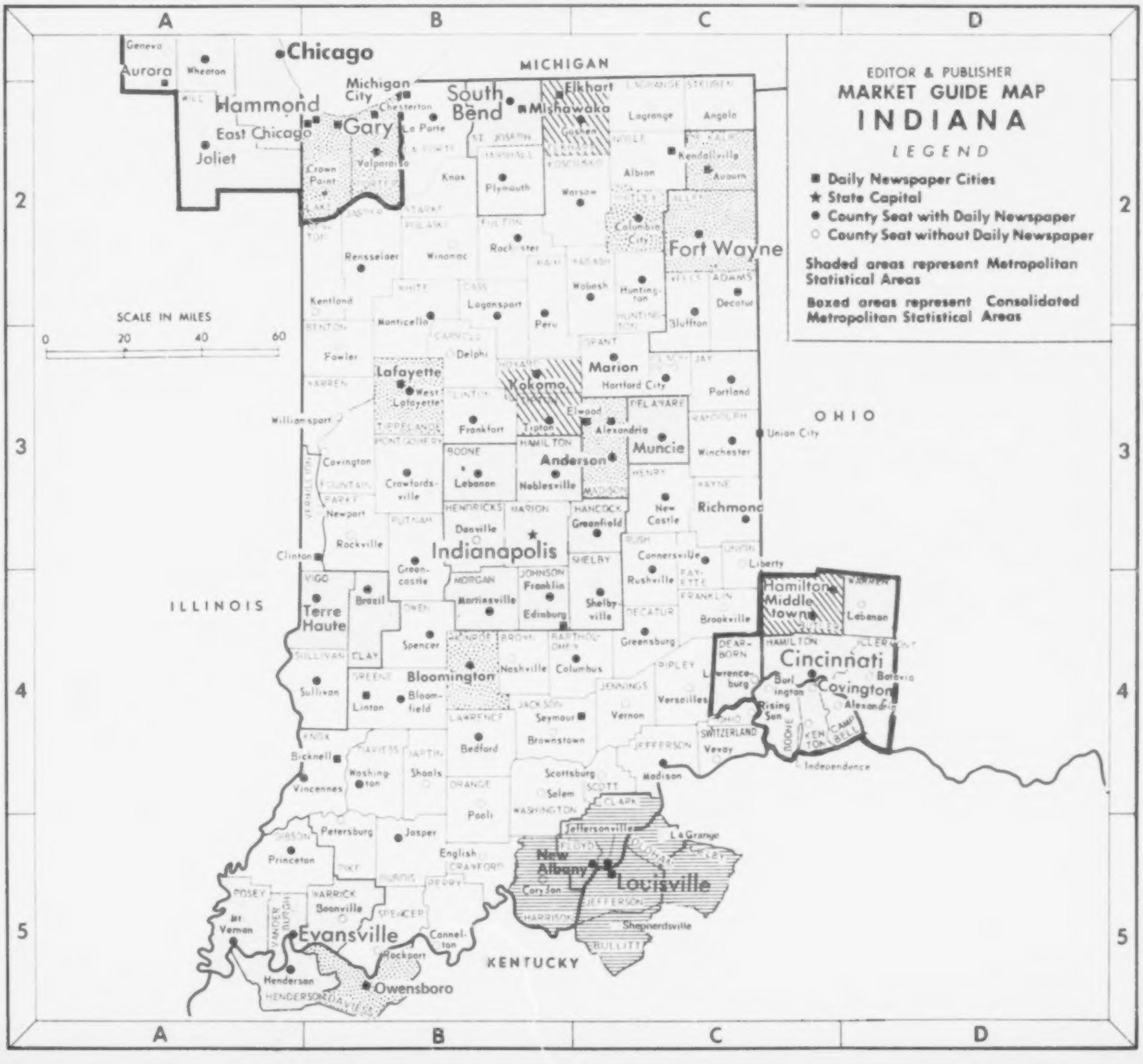
14 - NEWSPAPERS: HERALD (m-tue to sat) 21,457; BULLETIN (e) 16,207; HERALD (S) 23,979; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Allen Utterback, Adv. Dir., HERALD, 1133 Jackson St., Anderson, IN 46015; Tel. (317) 643-5371.
National Representative: Branham/Newspaper Sales.

AUBURN

1 - LOCATION: De Kalb County (In Fort Wayne MSA). E&P Map C-2. County Seat. 23 mi. N by E of Fort Wayne on I-69; 20 mi. S of Indiana Toll Road.

2 - TRANSPORTATION: **Railroads**-B&O; Conrail; Chessie.

3 - POPULATION:
City 80 Cen. 8,122; E&P 85 Est. 8,390


EDITOR & PUBLISHER
MARKET GUIDE MAP
INDIANA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas
SCALE IN MILES
0
20
40
60
A
B
C
D
2
3
4
5
MICHIGAN
OHIO
ILLINOIS
KENTUCKY
Chicago
Aurora
Hammond
East Chicago
Joliet
Gary
Michigan City
South Bend
Mishawaka
Elkhart
Fort Wayne
Lafayette
West Lafayette
Kokomo
Marion
Anderson
Muncie
Richmond
Indianapolis
Terre Haute
Bloomington
Hamilton
Middletown
Cincinnati
Covington
New Albany
Louisville
Evansville
Owensboro
Henderson

MSA 80 Cen. 354,156; E&P 85 Est. 353,813
County 80 Cen. 33,606; E&P 85 Est. 33,753

4 - HOUSEHOLDS:
City 80 Cen. 3,025; E&P 85 Est. 3,254
County 80 Cen. 11,437; E&P 85 Est. 11,836
MSA 80 Cen. 124,905; E&P 85 Est. 128,717

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$82,900,000
Savings & Loan	1	$134,000,000

6 - PASSENGER AUTOS: County 18,666

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: Residence 1,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Auto Parts 1,020; Metal Parts 250; Printing 175; Rubber Prods. 350; Utilities 150; Glass 150; Electronics 200; Plastic Prods. 305.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-65; Summer 52-95; Fall 25-65; Winter 0-35. First killing frost, Oct. 10; last killing frost, May 5.

11 - TAP WATER: 19 grains hard.

12 - RETAILING: **Principal Shopping Centers**-2 blocks on Cedar, 3 on Main, 3 on 7th and 3 on 9th.
Nearby Shopping Center-Auburn Plaza (1 mile west); West Edge Mall.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Blackwell's.
Variety Stores-Gower's.
Chain Supermarkets-IGA; Super Dollar; Kroger.
Other Chain Stores-Heck's; Radio Shack; Murphy's Mart; Sears; Montgomery Ward.

14 - NEWSPAPERS: STAR (e) 6,769; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Martin P. Alexander, Adv. Mgr., STAR, 118 W. Ninth St., Auburn, IN 46706; Tel. (219) 925-2611.
National Representative: None.

BEDFORD

1 - LOCATION: Lawrence County, E&P Map B-4. County Seat. Limestone center of the world. 73 mi. NW of Louisville; 72 mi. SW of Indianapolis. On U.S. 50; State Hwys. 37, 51, 58, 450.

2 - TRANSPORTATION: **Railroads**-L&N; Chicago, Milwaukee, St. Paul & Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Capitol; (City Bus)-Transit Bus Authority of Stone City; Great Lakes.

3 - POPULATION:
Corp. City 80 Cen. 14,410; E&P 85 Est. 14,403
NDM-ABC: (80) 20,569
Bal. in NDM-ABC: (80) 44,633
County 80 Cen. 42,472; E&P 85 Est. 42,453
Total NDM-ABC: (80) 65,202

4 - HOUSEHOLDS:
City 80 Cen. 5,874; E&P 85 Est. 6,072
County 80 Cen. 15,525; E&P 85 Est. 16,014
NDM-ABC: (80) 7,978
Bal. in NDM-ABC: (80) 15,684
Total NDM-ABC: (80) 23,662

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$226,978,240
Credit Union	1	$19,406,835
Savings & Loan	1	$46,222,949

6 - PASSENGER AUTOS: County 21,130

7 - ELECTRIC METERS: Residence 12,888

8 - GAS METERS: Residence 8,320

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Foundry 1,250 ($500); Limestone 358 ($360); Textile 250 ($155); Naval Weapons Support Center 4,300 ($425); Electronics 400 ($300); Transportation Equipment 525 ($390); Cement 144 ($525).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-81; Summer 56-102; Fall 26-87; Winter 20-72. First killing frost, Oct. 20; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Public Square; also 2 blocks on 15th and 16th Sts.; I and J Sts.
Neighborhood Shopping Centers-Bedford Shopping Plaza, Hwy. 50 at 25th St.; Fifth St. Englewood, Oolitic; Stone City Plaza, W. 16th St.; Danner's Shopping Center, W. 16th St.; Sycamore Square, W. 16th St.
Nearby Shopping Centers (No. of Stores)-Mitchell; Paoli; Bedford Plaza (7); Danner's Shopping Center (3); Stone City Shopping Center (35).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept.-Mon., Fri.; Food-Nightly.
Stores Open Sunday-Food, Discount & Variety.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Discount Stores-Danner's 3-D; George's; K mart.
Variety Stores-Big Blue.
Chain Drug Stores-Hook 3; Taylor's; Crowder's 2; The Medicine Shoppe.
Chain Supermarkets-Jay C. Mill's 3; I.G.A. Foodliner; Kroger.
Other Chain Stores-Maurice's; Payless Shoe Store; Gallenkamp Shoes; The Fly; Fancy This; Merle Norman; Jo-Anne Fabrics; Vance Music Center; Sears (catalog); Western Auto; Goodyear; Montgomery Ward; Radio Shack; Waldenbooks; Regis Beauty Salons; The Sound Shop; Smith Jewelers.

14 - NEWSPAPERS: TIMES-MAIL (e) 15,039; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Frank Taggart, Adv. Dir., TIMES-MAIL, PO Box 849, 813 16th St., Bedford, IN 47421; Tel. (812) 275-3355.
National Representative: Branham/Newspaper Sales.

BICKNELL

1 - LOCATION: Knox County, E&P Map B-4. 14 mi. NE of Vincennes; 100 mi. SW of Indianapolis; 60 mi. from Terre Haute; 70 mi. from Evansville.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Indianapolis-Vincennes Coach.

3 - POPULATION:
City 80 Cen. 4,713; E&P 85 Est. 5,409
County 80 Cen. 41,838; E&P 85 Est. 43,324

4 - HOUSEHOLDS:
City 80 Cen. 1,880; E&P 85 Est. 2,308
County 80 Cen. 15,481; E&P 85 Est. 16,585

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	N.A.

6 - PASSENGER AUTOS: County 20,726

7 - ELECTRIC METERS: Residence 1,797

8 - GAS METERS: Residence 1,439

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Coil 75; Alloys 125; Coal Mining 360.
Principal Pay Days-Sat., Weekly.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-63; Summer 66-89; Fall 42-65; Winter 26-44. First killing frost, Oct. 21; last killing frost, Apr. 19.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main St.; 2 blocks on Second St.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Chain Stores**-Mayfair; Bicknell Shoes; D&M Drug; Risley & Son Furniture; Stremming Jewelry; Pieper's Carpets; Sport Center; Family Pharmacy; Vash Electronics; Mackey's.
Discount Stores-Bicknell.
Chain Supermarkets-IGA; Red & White.

14 - NEWSPAPERS: KNOX COUNTY NEWS (e-mon to fri) 2,677; Sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Larry Hiatt, Owner, KNOX COUNTY NEWS, 310 N. Main St., Bicknell, IN 47512; Tel. (812) 735-2222.
National Representative: None.

BLOOMFIELD

1 - LOCATION: Greene County, E&P Map B-4. County Seat. 44 mi. SE of Terre Haute; 25 mi. W of Bloomington and 80 mi. SW of Indianapolis.

2 - TRANSPORTATION: **Railroads**-Illinois Central.
Motor Freight Carriers-3.

3 - POPULATION:
City 80 Cen. 2,705; E&P 85 Est. 2,906
County 80 Cen. 30,416; E&P 85 Est. 31,762

4 - HOUSEHOLDS:
City 80 Cen. 1,148; E&P 85 Est. 1,254
County 80 Cen. 11,509; E&P 85 Est. 12,400

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$81,563,000
Savings & Loan	1	$40,057,000

6 - PASSENGER AUTOS: County 14,869

7 - ELECTRIC METERS: Residence & Commercial 1,422

8 - GAS METERS: 950

9 - PRINCIPAL INDUSTRIES: Bloomfield Mfg. (Jacks) & K.P.T. (Ceramics).
Principal Pay Days-Fri., Sat., 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-65; Summer 74-103; Fall 64-87; Winter 10-50. First killing frost, Oct. 13; last killing frost, Apr. 22.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on town sq.
Neighborhood Shopping Centers-S. Washington St., Hwy. 231 S.; S. Seminary & Mill Sts.; E. Main St.
Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Wed. afternoons.
Stores Open Evenings-Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sears (catalog).
Variety Stores-Ben Franklin; Dollar General Store.
Chain Drug Stores-Hook's; Pielemeier; Family.
Chain Supermarkets-IGA Foodliner; White's Regal.
Other Chain Stores-Freelands Apparel; Bloomfield Paint; True Value Hdwe.; Ace Hdwe.; Russ Tire Serv.; Bloomfield Furn.; Bloomfield Liquors; Jerrells Jewelry; Auto Pro; Picinic Basket; Dairy Queen.

14 - NEWPAPERS: WORLD (e-mon to fri) 3,650; sworn Sept. 26, 1984.
Local Contact for Advertising and Merchandising Data: William C. Miles, Pub., WORLD, 29 W. Main St., PO Box 311, Bloomfield, IN 47424; Tel. (812) 384-3501.
National Representative: None.

BLOOMINGTON

1 - LOCATION: Monroe County (MSA), E&P Map B-4. County Seat. Limestone shipping, misc. mfg., recreational and education center; S central part of state; 51 mi. from Indianapolis; 90 mi. from Louisville; 220 mi. from Chicago.

2 - TRANSPORTATION: **Railroads**-Illinois Central (freight); L & N System.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound.
Airlines-Britt Commuter.

3 - POPULATION:
Corp. City 80 Cen. 51,646; E&P 85 Est. 58,565
County/MSA 80 Cen. 98,387; E&P 85 Est. 102,473
Herald-Telephone:
CZ-ABC: (80) 73,811
Bal. in NDM-ABC: (80) 48,604
Total NDM-ABC: (80) 122,415
Sunday Herald-Times:
Total NDM-ABC: (80) 186,289
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,817; E&P 85 Est. 19,367
County/MSA 80 Cen. 33,829; E&P 85 Est. 36,365
Herald-Telephone:
CZ-ABC: (80) 25,498
Bal. in NDM-ABC: (80) 17,104
Total NDM-ABC: (80) 42,602
Sunday Herald-Times:
Total NDM-ABC: (80) 65,796

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	4	$377,255,399
Savings & Loan	3	$190,564,055
Credit Union	2	$93,606,803

6 - PASSENGER AUTOS: County 44,829

7 - ELECTRIC METERS: Residence County 35,032

8 - GAS METERS: Residence (City Zone) 14,881

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Ave. Wkly. Wage)-Electrical, Machinery, Medical, TV and Appliances 8,205 ($384); Stone Quarries & Mills 335 ($414); Education 6,684 ($395).
Principal Pay Days-1, 15, 30; Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-61; Summer 64-86; Fall 46-65; Winter 23-39. First killing frost, Oct. 15; last killing frost, Apr. 22.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-70 blocks Central City including Downtown Square, Colstone Square, Dunkirk Square and Seminary Square; College Mall, Eastland Plaza, Jackson Creek, K mart, Walnut Park, Whitehall Plaza, Whitehall Square.

Neighborhood Shopping Centers (Number of Stores)-Cascades (10); Century Village (17); Crosstown (22); Highland Village (8); Southgate (3); Tenth & Bypass (6); Williamsburg Village (22).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
College Mall(100)	3	L.S. Ayres, Blocks, JCPenney, Sears, Target
Eastland Plz.(32)	3	Hooks, Jewel, Osco, Service Merchandise
Jackson Creek(14)	3	Hills, Kroger
K mart(6)	3	K mart, Lowell's Foods
Walnut Park(8)	4	Marsh, BTR Trading
Whitehall Plz.(21)	4	Jewel, Osco, K mart
Whitehall Sq.(6)	4	Marsh, 3-D Discount

Principal Shopping Days-Department Stores-Sat., Fri., Sun.; Food-Fri., Sat.
Stores Open Evenings-Dept., Disc., Food, Drugs and Shopping Centers every evening except Sun.

13 - RETAIL OUTLETS: **Department Stores**-Schmalz; JCPenney; Sears; Wm. H. Block; L.S. Ayres.
Variety Stores-Ben Franklin.
Discount Stores-Target; K mart 2; Service Merchandise; 3-D Discount; Hills Dept. Store.
Chain Drug Stores-Hook's 3; People's 2; SupeRx 2; Osco 2.
Chain Supermarkets-Buehler's Warehouse; Jewel 2; Kroger 2; Marsh Foodliner 2; Lowell's Discount; IGA 4; 7-Eleven 5; Village Pantry 5.
Other Chain Stores-Firestone; Fleenor Auto; Guarantee Auto; Computerland; General Micro; JoAnn Fabrics; Monique Fabrics; SoFro Fabrics; Bottom Half; Brooks; Casual Corner; Claire's Boutique; Chess King; Clothes Junction; The Fashion Shop; Foxmoor; Paul Harris; The Limited; Maurice's; Jean Nicole; Sportswear Mart; Stuarts; Sycamore Shop; Worths; Harry Levinson; Top Hat Tuxedo; Webster's Men's Wear; BeeGee Shoes; Butler; Gallenkamp; Hanover; Kinney; Naturalizer; Open Country; Payless; Regal; Athlete's Foot; Athletic Department; Carpetland U.S.A.; Hoosier Photo; Animal Empire; Circus World; Radio Shack; General Nutrition; B. Dalton Books; Waldenbooks; Printer's Ink; Disc Jockey Records; Musicland; Mothercare; Parklane Hosiery; Favor Ruhl; Goodman Jewelry; Gordon's; Rost; Shane; Zale's.

14 - NEWSPAPERS: HERALD-TELEPHONE (e) 28,375; HERALD-TIMES (S) 44,292; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Marvin J. Lewis, Adv. Dir., HERALD-TELEPHONE, HERALD-TIMES, 1900 S. Walnut St., PO Box 909, Bloomington, IN 47402; Tel. (812) 332-4401.
National Representatives: Branham/Newspaper Sales.

BLUFFTON

1 - LOCATION: Wells County, E&P Map C-2. County Seat. In ENE part of state. 25 mi. from Fort Wayne; 100 mi. from Indianapolis.

2 - TRANSPORTATION: **Railroads**-Norfolk & Southern.
Intercity Bus Lines-Trailways; Indiana Railroad Line.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 8,705; E&P 85 Est. 9,064
County 80 Cen. 25,401; E&P 85 Est. 25,761

4 - HOUSEHOLDS:
City 80 Cen. 3,350; E&P 85 Est. 3,622
County 80 Cen. 8,848; E&P 85 Est. 9,291

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$120,000,000

6 - PASSENGER AUTOS: County 14,001

7 - ELECTRIC METERS: Residence 3,720

8 - GAS METERS: Residence 2,890

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Small Electric Motors 1,000 ($300); Gray Iron Casting 100 ($300); Farm Mach. 110 ($250); Rubber 400 ($250); Food Proc. 300 ($250); Warehousing 400 ($250).
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 60-98; Fall 30-70; Winter 0-50. First killing frost, Oct. 8; last killing frost, May 6.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Main St.; 3 on Market St.; 2 on Johnson St.

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney
Variety Stores-G.C. Murphy; Progress
Discount Stores-K mart
Chain Drug Stores-Hook's
Chain Supermarkets-Heyerley's; Gerber Bros.; Super Valu; Scott's
Other Chain Stores-True Value Hdwe.; Ace Hdwe.

14 - NEWSPAPERS: NEWS-BANNER (e) 5,362; sworn Oct. 1, 1984
Local Contact for Advertising and Merchandising Data: James G. Barbieri, Gen. Mgr., NEWS-BANNER, 125 N Johnson St., Bluffton, IN 46714; Tel. (219) 824-0224
National Representative: None

BRAZIL

1 - LOCATION: Clay County, E&P Map B-4 (In Terre Haute MSA). County Seat. WC part of state. 16 mi. NE of Terre Haute; 55 mi. SE of Indianapolis

2 - TRANSPORTATION: **Railroads**-Conrail; L&N
Motor Freight Carriers-10
Intercity Bus Lines-Greyhound; Continental Trailways
Airlines-USAir

3 - POPULATION:
City 80 Cen. 7,852; E&P 85 Est. 7,842
MSA 80 Cen. 137,247; E&P 85 Est. 138,935
County 80 Cen. 24,862; E&P 85 Est. 25,371

4 - HOUSEHOLDS:
City 80 Cen. 3,097; E&P 85 Est. 3,146
County 80 Cen. 9,232; E&P 85 Est. 9,705
MSA 80 Cen. 49,510; E&P 85 Est. 51,656

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	$23,920,000
Commercial	3	$149,725,000

6 - PASSENGER AUTOS: County 21,456

7 - ELECTRIC METERS: Residence 12,300

8 - GAS METERS: Residence 3,775

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Clay Prod. 100 ($225); Coal Mining 450 ($450); Ret. & Clerical 1,100 ($140); Semi-Truck Trailer Mfg. 450 ($300); Horse Trailer Mfg. 75 ($300); Plastic Pipe Mfg. 60 ($275); Farming & Agric. 835 ($400)
Principal Pay Days-Fri., 10, 25

10 - CLIMATE: Min. & Max. Temp.-Spring 45-75; Summer 68-100; Fall 42-80; Winter 0-50. First killing frost, Nov. 1; last killing frost, Apr. 1

11 - TAP WATER: Alkaline, medium soft

12 - RETAILING: **Principal Shopping Centers**-Downtown, 2 mi. along U.S. 40 (National Ave.), 2 blocks depth. Also Brazil Shpg. Plz. at E edge of Brazil has 15 retail outlets, including restaurants, etc.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept. Fri., Sat.; Food Nightly

13 - RETAIL OUTLETS: Department Stores-JCPenney; Pell's Bargain Mart
Variety Stores-G.C. Murphy; Danners 3-D Store; A to Z Store
Chain Drug Stores-Rexall; Hooks; Haag
Chain Supermarkets-IGA; Kroger; Super-Valu
Other Chain Stores-Western Auto; Timberland Ace Hdwe.; MAB Paints; Sherwin-Williams; Guarantee Auto; Coast-to-Coast Hdwe.

14 - NEWSPAPERS: TIMES (e) 5,679; sworn Mar. 31, 1985
Local Contact for Advertising and Merchandising Data: D. Jos. Redenbarger, Vice Pres., TIMES, 100 Times Sq., Brazil, IN 47834; Tel. (812) 446-2216.
National Representative: Landon Associates.

CHESTERTON

1 - LOCATION: Porter County, E&P Map B-2 (In Gary-Hammond PMSA). Northern part of state.

2 - TRANSPORTATION: **Railroads**-Amtrak; C&O; EI&E
Motor Carriers-4

3 - POPULATION:
City 80 Cen. 8,531; E&P 85 Est. 10,819
PMSA 80 Cen. 642,781; E&P 85 Est. 642,188
County 80 Cen. 119,816; E&P 85 Est. 126,733

4 - HOUSEHOLDS:
City 80 Cen. 3,002; E&P 85 Est. 3,635
County 80 Cen. 39,146; E&P 85 Est. 42,699
PMSA 80 Cen. 214,244; E&P 85 Est. 220,730

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$81,081,000
Savings & Loan	1	$85,000,000

6 - PASSENGER AUTOS: County 67,806

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: **Shopping District**-Calumet Rd. & Broadway; Indian Oak Mall, IN 49 By-Pass

13 - RETAIL OUTLETS: **Variety Stores**-Ben Franklin
Chain Drug Stores-Hook's
Supermarkets-Smedman's; Economart; Costas; Jewel-Osco

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 4,453; sworn Sept. 30, 1984
Local Contact for Advertising and Merchandising Data: Warren H. Canright, Pub., TRIBUNE, 143 S. Calumet Rd., Chesterton, IN 46304; Tel. (219) 926-1131
National Representative: None

CLINTON

1 - LOCATION: Vermillion County, E&P Map B-3. Agricultural, manufacturing, chemical and coal mining area. 160 mi. S of Chicago; 74 mi. W of Indianapolis

2 - TRANSPORTATION: **Railroads**-L&N
Motor Freight Carriers-2

3 - POPULATION:
Corp. City 80 Cen. 5,267; E&P 85 Est. 5,225
County 80 Cen. 18,229; E&P 85 Est. 18,242

4 - HOUSEHOLDS:
City 80 Cen. 2,181; E&P 85 Est. 2,227
County 80 Cen. 6,924; E&P 85 Est. 7,141

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$87,000,000
Savings & Loan	1	$143,000,000

6 - PASSENGER AUTOS: County 8,867

7 - ELECTRIC METERS: Residence 3,910; County 4,878

8 - GAS METERS: County Residence 3,018

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Clothing 215 (N.A.); Collieries 70 ($320); Phonograph Records 173 ($180); Aluminum Fabrication 72 ($235); Chemical 41 ($280); Plastics 75 (N.A.); Printing ($198).
Principal Pay Days-Fri., Sat.; 8th & 23rd.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-60; Summer 60-103; Fall 45-70; Winter 0-40. First killing frost, Oct. 15; last killing frost, May 8.

11 - TAP WATER: Neutral, very hard

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main St., 5 on N. 9th St., 6 on side sts. off Main
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Rosenblatt's; JCPenney; G.C. Murphy
Variety Stores-Horney's
Chain Supermarkets-Al's Super Foods; IGA; Magnabosco's; Columbus Co-op.

14 - NEWSPAPERS: CLINTONIAN (e-mon to fri) 5,535; sworn Sept. 30, 1984
Local Contact for Advertising and Merchandising Data: George L. Carey, Pub., CLINTONIAN, 422 S Main, Clinton, IN 47842; Tel. (317) 832-2443
National Representative: None

COLUMBIA CITY

1 - LOCATION: Whitley County, (In Fort Wayne MSA). E&P Map C-2. County Seat. Small mfg. center. 150 mi. from Chicago; 110 mi. from Indianapolis

2 - TRANSPORTATION: **Railroads**-Conrail
Intercity Bus Lines-Greyhound
Motor Freight Carriers-5.

3 - POPULATION:
City 80 Cen. 5,091; E&P 85 Est. 5,199
County 80 Cen. 26,215; E&P 85 Est. 26,247
MSA 80 Cen. 354,156; E&P 85 Est. 353,813

4 - HOUSEHOLDS:
City 80 Cen. 2,065; E&P 85 Est. 2,031
County 80 Cen. 9,065; E&P 85 Est. 9,386
MSA 80 Cen. 124,905; E&P 85 Est. 128,717

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$35,000,000

6 - PASSENGER AUTOS: County 14,435

7 - ELECTRIC METERS: Residence 2,431

8 - GAS METERS: Residence 1,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Metal Working 541 ($275); Weatherhead-Dana ($275); Textile 275; Electronics 100
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-92; Summer 46-99; Fall 12-91; Winter -15-59. First killing frost, Oct. 27; last killing frost, May 27

11 - TAP WATER: Very hard; fluoridated naturally

12 - RETAILING: **Principal Shopping Centers**-Downtown, 3 blocks on Van Buren; 2 on Main St.; 1 on Market St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Columbia Plz.(10)	NA	Sears, P.N. Hirsch, Western Auto
N. Main Plaza	NA	Scott's Discount Foods
Columbia Sq.	NA	Kroger, Haag Drug, Schultz Bros.

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Downtown Fri.; Shopping centers every evening except Sun.

13 - RETAIL OUTLETS: **Department Stores**-Hirsch

Variety Stores-Schultz Bros., Dollar General
Chain Drug Stores-Haag Drug; Thomburg's; Hooks; Peoples
Chain Supermarkets-Kroger; William's; Super Valu; Scott's Discount Foods; Aldi
Other Chain Stores-Gamble; Firestone; Western Auto; Sears Roebuck (catalog); Guaranteed Auto; Coast-to-Coast; Ace Hdwe.

14 - NEWSPAPERS: COMMERCIAL MAIL & POST (e) 4,922; sworn Sept. 30, 1984
Local Contact for Advertising and Merchandising Data: Raymond Porter, Adv. Dir., COMMERCIAL MAIL & POST, 116 N. Chauncey St., Columbia City, IN 46725; Tel. (219) 244-5133
National Representative: None.

COLUMBUS

1 - LOCATION: Bartholomew County, E&P Map C-4. County Seat. Industrial, agricultural center, architectural showplace

2 - TRANSPORTATION: **Railroads**-Conrail
Motor Freight Carriers-12
Intercity Bus Lines-Greyhound; Columbus Municipal Transit System

3 - POPULATION:
Corp. City 80 Cen. 30,292; E&P 85 Est. 30,614
CZ-ABC: (80) 37,012
RTZ-ABC: (80) 84,206
County 80 Cen. 65,088; E&P 85 Est. 65,088
City & RTZ-ABC: (80) 121,218

4 - HOUSEHOLDS:
City 80 Cen. 11,544; E&P 85 Est. 11,878
County 80 Cen. 22,804; E&P 85 Est. 23,566
CZ-ABC: (80) 13,867
RTZ-ABC: (80) 27,645
City & RTZ-ABC: (80) 41,512

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$371,953,584
Savings & Loan	2	$217,868,094

6 - PASSENGER AUTOS: County 36,454

7 - ELECTRIC METERS: Residence 17,421

8 - GAS METERS: Residence 10,093

9 - PRINCIPAL INDUSTRIES: Total employment 8,800 (Av. Wkly. Wage $300)
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-73; Summer 61-87; Fall 49-74; Winter 25-44. First killing frost, Oct. 13; last killing frost, May 1

11 - TAP WATER: Alkaline, hard, fluoridated

12 - RETAILING: **Principal Shopping Center**-6 blocks on Washington St. including Courthouse Center Mall.
Neighborhood Shopping Centers-4 blocks on State St.; 4 blocks at 25th and Central Sts.; U.S. 31 and Road 46; U.S. 31 and Beam Road; SR 46 and I-65

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
25th Street	3	TG&Y, Auto Works
E. State St.	1	Hook's Drugs, Jay C Grocery
Eastbrook Plz.(21)	3	Hook's

Indianapolis
Terre Haute
Bloomington
Bedford
Louisville
Evansville

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We keep improving to deliver you more...
more customers and more quality. Circulation is up again with a daily combination of 43,412, Sunday 44,192*.
*ABC Fas Fax

Bloomington/Bedford represent a primary market of 69,200 households, 192,700 people*.
*ABC 1984 Estimates
WE REACH*
86% of adults (7-day cume)
84% of the food buyers
85% of the dept./disc. store shoppers
86% of the drug/HBA shoppers
88% of the cable TV users
*RMH Research, 1983

New state-of-the-art graphic tools at both newspapers are paced by U.S. first installation of Koenig & Bauer's 80-page offset color press in Bloomington. No change, however, in our reputation for editorial excellence...and the service, interest, concern and values that advertisers seek!

Bloomington/Bedford Metro Newspapers
The Herald-Telephone The Times-Mail Sunday Herald-Times
Phone (812)332-4401

Columbus(25)	3	JCPenney, Hills, P. Harris
Northern Village	3	Target, Auto Works
Holiday Ctr.(28)	5	Holiday Drugs
Courthouse Ctr.(34)	NA	Sears, Osco
West Hill(15)	2	3D Discount, Hook's, Jay C Grocery
Clover Center	4	Osco, Marsh

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears.
Variety Stores-TG&Y; Danner's.
Discount Stores-Target; 3D Discount; Hills.
Chain Drug Stores-Hook's 3; Taylor's; Osco 2.
Chain Supermarkets-Kroger-Savon; Jay C. 3; Marsh 2; IGA 2.
Other Chain Stores-Goodyear; Guarantee Auto; Sherwin-Williams; Nationwide Auto; Radio Shack; Auto Works.

14 - NEWSPAPERS: REPUBLIC (e) 22,964; Mar. 31, 1985 ABC. (Sunday edition began Aug. 4, 1985.)
Local Contact for Advertising and Merchandising Data: David A. Shaff, Adv. Dir., REPUBLIC, 333 Second St., Columbus, IN 47201; Tel. (812) 372-7811.
National Representatives: Landon Associates; U.S. Suburban Press.

CONNERSVILLE

1 - LOCATION: Fayette County, E&P Map C-3. County Seat. Trade ctr. for 3 counties. Industrial city. 60 mi. equidistant from Cincinnati, Indianapolis & Dayton.

2 - TRANSPORTATION: Railroads-Chessie System; Conrail; Norfolk Western (frt. only).
Motor Freight Carriers-11.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 17,023; E&P 85 Est. 16,573
County 80 Cen. 28,272; E&P 85 Est. 28,052

4 - HOUSEHOLDS:
City 80 Cen. 6,322; E&P 85 Est. 6,349
County 80 Cen. 9,960; E&P 85 Est. 10,195

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$111,084,000
Savings & Loan	2	$84,478,511

6 - PASSENGER AUTOS: 13,798

7 - ELECTRIC METERS: Residence 6,214

8 - GAS METERS: Residence 5,262

9 - PRINCIPAL INDUSTRIES: Metal Fab. 8,200 emp. $295 Avg. Weekly Wage.
Principal Pay Days-Fri., Wed.

10 - CLIMATE: Min. & Max. Temp.-Summer 70-76; Winter 20-41. First killing frost, Oct. 7; last killing frost, May 3.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Center-5 blocks on Central Ave., connecting sts.
Neighborhood Shopping Centers-Connersville Plz., 30th St.; K mart; 3-D; Grandview Ctr., 30th St.
Principal Shopping Days-Sat., Thur., Fri., Mon.
Stores Open Evenings-Grandview Ctr.; Connersville Plz., 2 Discount Stores & Chain Drug Stores, Val Corp. All downtown Fri. eve.

13 - RETAIL OUTLETS: Department Stores-JCPenney; P.N. Hirsch; 3D; K mart.
Variety Stores-Woolworth.
Chain Supermarkets-Cox; No Frills; Mace; IGA.
Other Chain Stores-Guarantee Tire; Rogers Jewelry; Montgomery Ward; Sears (catalog); Val Corp.

14 - NEWSPAPERS: NEWS-EXAMINER (e) 8,305; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Inez Maple, Adv. Mgr., NEWS-EXAMINER, 406 Central Ave., Box 287, Connersville, IN 47331; Tel. (317) 825-0581.
National Representative: Landon Associates.

CRAWFORDSVILLE

1 - LOCATION: Montgomery County, E&P Map B-3. County Seat. Industrial, printing, agriculture, college center. WC part of state. 170 mi. to Chicago; 45 mi. to Indianapolis.

2 - TRANSPORTATION: Railroads-Conrail; L.&N.
Motor Freight Carriers-4.
Intercity Bus Lines-Illini-Swallow; American Stages.

3 - POPULATION:
City 80 Cen. 13,325; E&P 85 Est. 13,390
CZ-ABC: (80) 13,325
RTZ-ABC: (80) 45,358
County 80 Cen. 35,501; E&P 85 Est. 36,470
City & RTZ-ABC: (80) 58,683

4 - HOUSEHOLDS:
City 80 Cen. 5,200; E&P 85 Est. 5,350
County 80 Cen. 12,967; E&P 85 Est. 13,703
CZ-ABC: (80) 5,204
RTZ-ABC: (80) 15,950
City & RTZ-ABC: (80) 21,154

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$272,590,890
Savings & Loan	3	$190,361,520

6 - PASSENGER AUTOS: County 18,127

7 - ELECTRIC METERS: Residence 8,760

8 - GAS METERS: Residence 6,595

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel 400 ($205); Printing 6,100 ($175); Metal 762 ($174); Plastics 325 ($164); Warehouse/Shipping 300 ($155).
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-65; Summer 68-100; Fall 28-70; Winter -2-50. First killing frost, Oct. 20; last killing frost, May 12.

11 - TAP WATER: Alkaline, very bard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Washington; 3 on Main; 4 on Market; 3 on Green.
Neigborhood Shopping Centers-South Washington St.; West and East on U.S. Hwy. 136; South Boulevard Plaza (Enclosed Mall with 27 stores); Shelly Square, east on SR47 (3 stores-offices); Countryside Plaza (5 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
S. Blvd. Plz.	1	Danner's, Loeb's, Kroger, Target, JCPenney
S. Washington St.	1	Crawford's
West on U.S. 136	2	Pauls
Shelley Square	1	Lighting Ctr.
Countryside Plaza(5)	1	3-D, Kroger, People's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri., Blvd. Mall-every evening to 9 P.M.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Loeb's; Town & Country HWI Center.
Variety Stores-Danner's.
Discount Stores-Pool's; 3-D; Target.
Chain Drug Stores-Rexall 3; Hook's 3; SupeRx; People's.
Chain Supermarkets-Kroger 2; Marsh; Shopwright; Crawford's 2.
Other Chain Stores-Gallenkamp; Goodyear; Andies (candy); Sherwin-Williams; Paul Harris; Sears (catalog); Radio Shack; Montgomery Ward.

14 - NEWSPAPERS: JOURNAL-REVIEW (e) 10,670; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Clyde E. Welsh, Adv. Dir., JOURNAL-REVIEW, 119 N. Green, PO Box 512, Crawfordsville, IN 47933; Tel. (317) 362-1200.
National Representative: Landon Associates.

DECATUR

1 - LOCATION: Adams County, E&P Map C-2. County Seat. Residential center. 22 mi. SSE of Fort Wayne; 6 mi. from the Ohio state line. U.S. Hwys. 27, 33 & 224.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Conrail.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 8,649; E&P 85 Est. 8,948
County 80 Cen. 29,619; E&P 85 Est. 30,252

4 - HOUSEHOLDS:
City 80 Cen. 3,163; E&P 85 Est. 3,380
County 80 Cen. 9,625; E&P 85 Est. 10,119

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$100,000,000
Commercial	2	$130,000,000

6 - PASSENGER AUTOS: County 15,169

7 - ELECTRIC METERS: Residence 4,920

8 - GAS METERS: Residence 3,100

9 - PRINCIPAL INDUSTRIES: Industry-Motors; Soybean Processing; Iron Casting; Novelties; Boats; Cement; Ornamental Iron; Modular Homes; Motor Homes; Packing Cases; Recreational Vehicles; Paint; Concrete Products & Vaults; Tools & Dies; Edible Oil.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-93; Summer 42-100; Fall 15-100; Winter 22-70. First killing frost, Oct. 14; last killing frost, May 15.

11 - TAP WATER: Softened to 9 grains.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Decatur Plz.(11)	NA	Revco
Gerber Cntr.(4)	NA	Hook's Drugs
Village Green(4)	NA	Scotts Mkt.

Principal Shopping Days-Wed. & Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Niblick; Dollar General; Val's.
Discount Stores-K mart.
Chain Supermarkets-Gerber's 2; Scott's.
Chain Drug Stores-Revco; Hook's; Village Phcy.
Other Chain Stores-TSC; Sherwin-Williams; Ream Steckback; Coast-to-Coast; Radio Shack.

14 - NEWSPAPERS: DEMOCRAT (e) 5,636; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Mark Miller, Adv. Mgr., DEMOCRAT, 141 S. Second St., Decatur IN 46733; Tel. (219) 724-2121.
National Representative: None.

EAST CHICAGO
See HAMMOND

ELKHART

1 - LOCATION: Elkhart County (in Elkhart-Goshen MSA). E&P Map B-2. In N central part of state, 4 mi. S of Indiana-Michigan state line, 101 mi. E of Chicago. Mfg. ctr. for diversified prod. such as recreational trans. vehicles, drug prod. & musical instruments. Agric., dairy & fruit area.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak.

Motor Freight Carriers-16 terminals, 39 carriers.

Intercity Passenger Bus Lines-Greyhound; ABC; Northern Indiana Transit; Indiana Motor Bus.
Airlines-Air Wisconsin.

3 - POPULATION:
Corp. City 80 Cen. 41,305; E&P 85 Est. 41,447
CZ-ABC: (80) 78,973
RTZ-ABC: (80) 86,849
County/MSA 80 Cen. 137,330; E&P 85 Est. 141,345
City & RTZ-ABC: (80) 165,822
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 15,964; E&P 85 Est. 17,013
County/MSA 80 Cen. 48,148; E&P 85 Est. 51,147
CZ-ABC: (80) 28,363
RTZ-ABC: (80) 29,679
City & RTZ-ABC: (80) 58,042

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$1,281,860,411
Savings & Loan	2	$339,051,300

6 - PASSENGER AUTOS: County 80,731

7 - ELECTRIC METERS: Residence 34,769

8 - GAS METERS: Residence 27,297

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fab. Metals 4,898 ($246); Musical Instruments 1,624 ($263); Chem. & Allied Prods. (N.A.); Elect. Mach. 2,918 ($214); Non-Elect. Mach. 2,364 ($280); Trans. Equip. ($215); Furn. & Fixtures 1,727 ($161); Lumber & Wood Prod. 5,073 ($264); Rubber & Plastics 2,813 ($236); Apparel 889 ($134).

10 - CLIMATE: Min. & Max. Temp.-Spring 60-75; Summer 69-94; Fall 30-62; Winter 15-35. First killing frost, Oct. 10; last killing frost, May 23.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-10 blocks on Main St.
Neighborhood Shopping Centers-(No. of Stores): Bower St. 4; Nappanee St. 12; Bypass 8; US 33 & St. Rd. 19

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Concord Mall(80)	3	Meis of Illiana, Mont. Ward, JCPenney
Parkmor(25)	1	P.N. Hirsch,
Pierre Moran(52)	2	Zeisel's, Kroger, Sears
Easy Shopping Place(16)	1	Wilt, Cooks
Goshen	12	Kline's
Nappanee	19	Pletcher's
Middlebury	15	Harding's
Bristol	6	Harding's
Edwardsburg	8	Raab's
Bacon Hill(8)	2	Wilt Food Ctr.
K mart(4)	3	K mart
University Pk Mall(100)	14	Sears, JCPenney, J.L.Hudson

Principal Shopping Days-Thur. through Sun.
Stores Open Evenings-Most shpg. ctrs. every evening till 9 pm. Sunday to 6.

13 - RETAIL OUTLETS: Department Stores-Ziesel's, Robertson's, Sears, JCPenney, Montgomery Ward.
Discount Stores-K mart, Rinks, Div. of Cook's United.
Variety Stores-Just Labels, Perry 2.
Chain Drug Stores-Judd's 4, Hook's 3; Osco 1; Revco; Alick's 3.
Chain Supermarkets-W.W. Wilt's 5; Kroger 3; Martin's 4; Maurek's IGA 2.
Other Chain Stores-Goodrich; Firestone; Goodyear; Pic-Way; Friendly Ice Cream; GNC; JoAnn Fabrics; McCrory; Milady Shop; Orange Bowl; Spencer Gift; Parklane Hosiery; Bresler's; Fleenor Auto; Karmel Korn Shoppe; Hot Sam's Pretzels; Radio Shack; Thom McAn; Gallenkamp; Fleet Supply; Paul Harris; Wig Fair; Singer Co.; So Fro; Walden Books; Baskin-Robbins; Fox Jewelers; Merle Norman Cosmetics; Kinney Shoes; Ganto's.

14 - NEWSPAPERS: TRUTH (e-mon to fri) 29,306; (m-sat) 32,368; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Wm. L. Parrent, Adv. Dir., TRUTH, 421 S. Second St., Elkhart, IN 46516; Tel. (219) 294-1661.
National Representative: Branham/Newspaper Sales.

ELWOOD

1 - LOCATION: Madison County, E&P Map C-3 (In Anderson MSA). 39 mi. NE of Indianapolis. On State Hwys. 13, 28, 37.

2 - TRANSPORTATION: Railroads-Norfolk & Western.
Intercity Bus Lines-Wards.

3 - POPULATION:
Corp. City 80 Cen. 10,867; E&P 85 Est. 10,334
County/MSA 80 Cen. 139,336; E&P 85 Est. 135,099

4 - HOUSEHOLDS:
City 80 Cen. 3,968; E&P 85 Est. 3,935
County/MSA 80 Cen. 49,985; E&P 85 Est. 49,879

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$60,000,000
Savings & Loan	1	$27,000,000

6 - PASSENGER AUTOS: County 74,031

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Can Mfg. 321; Jet Engine Blades 750; Auto Water Pumps 200; Buffing Wheels and Custom Jewelry 220; Wire Harnesses 350; Metal Plating 300; Slitting 165.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plaza	2	K mart, Carters, SupeRx

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Discount Stores-K mart.
Variety Stores-Dollar General Stores.
Chain Drug Stores-Hook's 2; SupeRx.
Chain Supermarkets-Marsh Foodliner; Carters Super Mkt.; Harvest Mkt.; IGA.
Other Chain Stores-Goodyear; Falvey's Men's Store; Earl Rhodes Jewelry; Wickes Lumber; Burger's Dairy; Guarantee Auto; Town & Country; Hardees; Jim Dandy; Fox TV & Appliances; Pizza Hut.

14 - NEWSPAPERS: CALL-LEADER (e) 4,795; sworn Sept. 30, 1984.

Local Contact for Advertising and Merchandising Data: Robert E. Nash, Adv. Dir., CALL-LEADER, PO Box 85, 317 S. Anderson St., Elwood, IN 46036; Tel. (317) 552-3355.
National Representative: None.

EVANSVILLE

1 - LOCATION: Vanderburgh County. (In Evansville, IN-KY MSA). E&P Map A-5. 167 mi. S of Indianapolis; 170 mi. E of St. Louis; 156 mi. NW of Nashville; 126 mi. SW of Louisville; at SW tip of Indiana on Ohio River. On U.S. Hwys. 41, 460, I-64; State Hwys. 57, 62, 65, 66. River freight terminal points on Ohio and Mississippi Rivers.

2 - TRANSPORTATION: **Railroads**-Illinois Central-Gulf; Norfolk Southern; Conrail; Seaboard.
Motor Freight Carriers-27.
Intercity Bus Lines-Greyhound; Evansville & Ohio Valley Ry.; I-V Coach; Delta Coach; D&E Coach.
River Barge Lines-5.
Airlines-USAir; Eastern; Britt; Comair; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 130,496; E&P 85 Est. 127,759
CZ-ABC: (80) 160,753
RTZ-ABC: (80) 341,125
MSA 80 Cen. 276,252; E&P 85 Est. 285,009
County 80 Cen. 167,515; E&P 85 Est. 170,116
City & RTZ-ABC: (80) 501,878

4 - HOUSEHOLDS:
City 80 Cen. 51,310; E&P 85 Est. 52,150
County 80 Cen. 64,030; E&P 85 Est. 67,093
MSA 80 Cen. 101,528; E&P 85 Est. 107,936
CZ-ABC: (80) 61,837
RTZ-ABC: (80) 120,200
City & RTZ-ABC: (80) 182,037

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	5	$908,278,687
Commercial	4	$1,808,836,055

6 - PASSENGER AUTOS: County 93,214

7 - ELECTRIC METERS: 118,587

8 - GAS METERS: 64,334

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-(MSA) Furniture & Fixtures 1,700; Fab. Metal Prod. 1,900; Mach. 4,700; Misc. Durable Goods 8,700; Food Prod. 2,000; Textile & Apparel 700; Printing & Pub. 1,800; Rubber & Misc. Plastics 4,400; All Other Nondurable Goods 5,800; Mining 2,700; Construction 6,100; Trans., Comm. & Util. 6,600; Whol. & Ret Trade 30,100; Fin. Ins. & R.E. 4,600; Services 26,800; Govt. 11,600; Agric. 3,245.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-86; Summer 42-97; Fall 15-88; Winter 1-77. First killing frost, Oct. 23; last killing frost, April 7.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Eastland Mall (127); Washington Square (45); North Park (51).
Neighborhood Shopping Centers (No. of Stores)-Covert & Lodge (8); Fairlawn (7); Franklin Ctr. (14); Harrison Village (3); K mart East (6); K mart West (4); Mt. Vernon Avenue (12); Parrett Street (17); Ross Ctr. (11); Target North (15); University (7); Village Courtyard (5); Weinbach Center (9); Southlane (4); Green River Plaza (16); West Side (6); West Gate (4); First Avenue (5).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Eastland Place(30)	6	Children's Palace
Lawndale(20)	6	Target, Allied Sports
North Brook(23)	6	Schnuck's
Plaza East(15)	5	Hills Great Scot
Plaza West(8)	4	Hills Great Scott

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Shopping Centers Mon.-Sat. to 9 p.m.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Snyder's; Stewart's; JCPenney; Lazarus.
Discount Stores-Target; Hills; K mart.
Chain Drug Stores-People's 8; SuperX; Schnuck's; Osco; Hook's.
Chain Supermarkets-Jerry's 4; Wesselman's 9; Great Scot 4; Simpson's; Key 10; Spaulding's 5; Schnucks 2; Royal 2.
Other Chain Stores-Shoes: Burt's, Baynham's, Riecken's, Kinney's; Women's Apparel: Jean Nicole, Casual Corner; Men's Apparel: Bachrach's, Levinson's; Fabric: Jo Ann, Cloth World; Hardware: Kuester's, Heyden-Steber; Misc. Kay Jewelers, Zales Jewelers, Waldenbooks, Radio Shack, Red Spot, Dollar General, Children's Palace, Nutri-System; Tires: Firestone, Raben, United; Furniture: Ethan Allen, Finke's.

14 - NEWSPAPERS: COURIER (m) 64,609; PRESS (e) 41,414; COURIER & PRESS (S) 116,839; Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: Bob Savage, Display Adv. Mgr., COURIER & PRESS, 201 N.W. Second St., Evansville, IN 47702; Tel. (812) 464-7711.
National Representative: Story & Kelly Smith.

FORT WAYNE

1 - LOCATION: Allen County (In Fort Wayne MSA) E&P Map C-2. County Seat. Industrial, agricultural, wholesale, distributing center. On U.S. Hwys. 24, 27, 33, 30; I-69; State Hwys. 1, 3, 14, 37, 327. 154 mi. to Chicago; 156 mi. to Detroit; 105 mi. to Toledo; 116 mi. to Indianapolis.

2 - TRANSPORTATION: **Railroads**-Amtrak; Conrail; Norfolk & Western.
Motor Freight Carriers-72.
Intercity Bus Lines-ABC; Greyhound; Indiana Motor Bus; Continental Trailways; North Star Line; Southeastern Trailways.
Airlines-Delta; United; Air Wisconsin; Piedmont; American; Comair; Republic.

3 - POPULATION:
Corp. City 80 Cen. 172,028; E&P 85 Est. 168,321
NDM-ABC: (80) 264,700
Bal. in RTZ-ABC: (80) 496,899
County 80 Cen. 294,335; E&P 85 Est. 293,813
MSA 80 Cen. 354,156; E&P 85 Est. 353,813
NDM & Bal. in RTZ-ABC: (80) 761,599
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 65,961; E&P 85 Est. 67,333
County 80 Cen. 104,403; E&P 85 Est. 107,495
MSA 80 Cen. 124,905; E&P 85 Est. 128,717
NDM-ABC: (80) 95,316
Bal. in RTZ-ABC: (80): 168,892
NDM & Bal. in RTZ-ABC: (80) 264,208

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$1,958,905,472
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 166,933

7 - ELECTRIC METERS: Residence City & Suburbs 75,611

8 - GAS METERS: Residence County 74,970

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Elec. Mach. & Equip. 11,000; Automotive Equip. 5,600; Non-Electrical Mach. 5,700; Food Prods. 3,100; Metals 8,400; Insurance 5,700; Rubber & Plastics 6,000; Retail Trade 28,600; Wholesale Trade 10,600; Service 31,400; Gov't. 16,800.

10 - CLIMATE: Av. yearly min. & max. temp.-20-85. Precipitation 36" annually. First killing frost, Oct. 17; last killing frost, Apr. 26.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-12 blocks on Calhoun St.; 3 blocks on Main, Berry, Wayne, Washington & Jefferson Sts.
Neighborhood Shopping Centers-Washington Blvd. & Broadway; Calhoun & Pontiac Sts.; Wells & Fourth Sts.; Huestis Ave. & Broadway; Calhoun & Williams Sts.; State Blvd. & Crescent Ave.; Main & Osage Sts.; Calhoun St. & Rudisill Blvd.; Williams St. & Fairfield Ave.; Waynedale.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Anthony Wayne Village(13)	3	Chronister
Broadway-Taylor	1	Rogers Mkts.
Canterbury(25)	4	Revco
Casselwood(5)	4	Lynn's
Clinton Corners(14)	NA	Summit Bank, The Sports Shop
Coliseum Place	3	IGA, Scott's
Covington Plz.(55)	4	Nobbson's
Del Mart Plaza(7)	6	White Swan, Hook's
Diplomat Plaza(18)	3	Scott's
East State	3	Hook's
Geprgetown Sq.(70)	5	Rogers Mkts., Fayva
Glenbrook Sq.(157)	3	L.S. Ayres, Sears, JCPenney, Target, J.L. Hudson
Hazelwood Plaza	3	Nobbson Village
Homewood	3	Leath Furniture
K mart North(14)	3	K mart, Radio Shack
K mart South	5	K mart, JoAnn Fabrics
K mart East	3	K mart
K mart West	2	K mart
Lincoln Plaza(15)	5	Kroger
Maplewood Plz.(30)	5	Lynn's, Radio Shack
New Haven Plaza	7	Lynn's
North Anthony(41)	3	Roger Mkts., True Value Hardware
Northcrest(24)	3	Kroger, Walgreen, Radio Shack, Value City Furniture
Northwood Plz.(23)	5	Kroger, Target, Revco
Oakbrook & Quimby Village(25)	2	Value City
Park West(20)	2	Scott's, Heck's
Pinevalley Mall	9	Scott's, Chronister's
Riviera Plaza(14)	4	Rogers Mkts., Chronister's, Coast to Coast
Rogers S. Anthony	4	Rogers Mkts.
Rudisill(3)	2	Hook's
Southgate Plz.(33)	3	Kroger, Radio Shack, Walgreens
Southtown Mall(100)	5	L.S. Ayres, JCPenney, Sears, Service Merchandise
Statewood Plz.(8)	3	Scott's
Time Corners(21)	4	Rogers Mkts., Keltsch
Uncommons(21)	3	Dollar General, Cash 'N Carry
Washington Sq.(15)	4	Rogers Mkts., Trustworthy
Wayne Plaza	NA	Hook's
West State Plaza(9)	2	Woolworth, Super Value
Westland Mall	NA	Will Jewelers
White Swan Plz.	8	White Swan Mkt.

Principal Shopping Days-Wed., Fri., Sat., Drug & Discount stores open Sun.
Stores Open Evenings-Dept., Food, Discount & Shopping Centers-every evening.

13 - RETAIL OUTLETS: **Department Stores**-L.S. Ayres 2; J.L. Hudson; Sears 2; JCPenney 2; Kohl's.
Variety Stores-Murphy; Belmont 5; Woolworth; Barrett 1; Dollar General 2.
Chain Drug Stores-Hook's 14; Revco 5; Walgreens 6; Gerding; Keltsch 9; Vita-Fair; Chronister 5.
Discount Stores-Target 3; K mart 4; Heck's 3; TSC; Tepe; O.G. Wilson; Fleet Supply; Value City; Service Merchandise; T.J. Maxx.
Chain Supermarkets-Kroger 3; Rogers Mkts. 10; Lynn's 3; Scott's 12; Burger Dairy 3; Didier Bros.; Pio 2; 7-Eleven 2; White Swan 2.
Other Chain Stores-Shoes: Buster Brown, Fayva, Florsheim, Shoeland, Connie Chandler, Baker's, Wild Pair, Joyce Selby, Hardy, 9 West, Naturalizer, Thom McAn, Kinney, Baker, Regal, Hill Bros., Hanover, Fisher, Gallenkamp, Father & Son, Sole Hole, Jarman, Red Wing, Red Cross, Stride Rite, Payless, Pic Way Shoe Mart, Hide Park, Shoe Locker; Clothing: Baskin, Redwood & Ross, Chess King, Richman Bros., County Seat, Boston Shirt Yard, Bachrach, The Clothes Horse, Daniels, J. Riggins; Jewelers: Kay, Rost, Zale's, Gordon, Armstrong, Pheonix, Jonathon Patrick's, Shane; Auto Supplies: Goodrich, Goodyear, Firestone, NAPA, Nationwide; Women's Apparel: Casual Corner, Foxmoor, Neumode, Jean Nicole, Petit Sophisticates, The Limited, Plaza U., Susie's Casuals, Paul Harris, Lerner's, Brook's, Hit or Miss, Lady Madonna Maternity, Lane Bryant, Stuart's, Ups 'N Downs, Deb Shop, Maurices, Parklane Hosiery; Yard goods: Northwest Fabrics, Jo-Ann Fabrics, So Fro Fabrics, Singer; Other: Hallmark, Fannie May Candy, Hickory Farms, Spencer Gifts, Radio Shack, Tandy Leather Goods, Bresslers, Baskin Robbins, Coast-to-Coast Hdw., True Value Hdwe., TSC Stores, Frank's Nursery, Cutlery World, Waldenbooks, World Bazaar, Circus World, Musicland, GNC, B. Dalton Booksellers, Kay Bee Toys, Readers World, The Children's Place, Children's Palace; Bldg. Mats.: Furrows, Wickes, Wolohan, Canfield Lumber, Sutherland, 84 Lumber; Fretter Appliance, TG & Y.

14 - NEWSPAPERS: JOURNAL-GAZETTE (m) 59,389; NEWS-SENTINEL (e) 58,985; JOURNAL GAZETTE (S) 130,012; Mar. 30, 1985 ABC.
Local Contact for Advertising and Merchandising Data: John P. Murray, Mktg. Serv. Dir., Fort Wayne Newspapers, Inc., Agent, 600 Main St., PO Box 100, Fort Wayne, IN, 46801; Tel. (219) 461-8271.
National Representative: Knight-Ridder Newspaper Sales.

FRANKFORT

1 - LOCATION: Clinton County. E&P Map B-3. County Seat. 45 mi. from Indianapolis; 240 mi. from St. Louis; 175 mi. from Chicago.

2 - TRANSPORTATION: **Railroads**-Norfolk & Southern; Conrail; Louisville & Nashville.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 15,168; E&P 85 Est. 15,472
County 80 Cen. 31,545; E&P 85 Est. 31,948

4 - HOUSEHOLDS:
City 80 Cen. 5,691; E&P 85 Est. 5,959
County 80 Cen. 11,325; E&P 85 Est. 11,844

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$221,107,000
Savings & Loan	2	$45,586,152

6 - PASSENGER AUTOS: County 16,181

7 - ELECTRIC METERS: Residence 5,300

8 - GAS METERS: Residence 6,100

9 - PRINCIPAL INDUSTRIES: Brass Fixtures; Resistors; Foods; Cigars; Candy; Batteries; Oil Seals; Grain Dryers; Plastic Products; Printers Ink; Electric Wire Harness; Aluminum & Steel Fabrication; Filters; Feeds; Snack Foods.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-60; Summer 50-100; Fall 30-75; Winter 0-60. First killing frost, Oct. 13; last killing frost, Apr. 27.

11 - TAP WATER: Alkaline.

12 - RETAILING: **Principal Shopping Centers**-4 sides of town square and 1 to 2 blocks on all streets leading off Square; Frankfort Plaza (8 stores); East Wabash Commercial Strip (15 stores).
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri., others daily.

13 - RETAIL OUTLETS: **Department Stores**-Thrasher's; JCPenney; Freedman's; Montgomery Ward.
Discount Stores-K mart.
Variety Stores-Woolworth.
Chain Drug Stores-Hook, Merritt (Rexall); Peoples Drugs.
Chain Supermarkets-Marsh Foods; Shopwright Mkt.
Other Chain Stores-Goodyear; Sherwin-Williams; Diana Shop; Western Auto; Holthouse Furniture; Coast-to-Coast; Sycamore; Payless Shoe Source.

14 - NEWSPAPERS: TIMES (e) 7,693; sworn Sept. 27, 1984.
Local Contact for Advertising and Merchandising Data: R.A. Sutton, Adv. Mgr., TIMES, PO Box 9, 251 Clinton St., Frankfort, IN 46041; Tel. (317) 659-4622.
National Representative: Landon Associates.

FRANKLIN

1 - LOCATION: Johnson County (In Indianapolis MSA). E&P Map B-4. 20 mi. S of Indianapolis. Educ. & agric. ctr.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,563; E&P 85 Est. 12,261
NDM-ABC: (80) 42,290
RTZ-ABC: (80) 34,950
MSA 80 Cen. 1,166,929; E&P 85 Est. 1,203,383
County 80 Cen. 77,240; E&P 85 Est. 80,970
Total NDM & RTZ-ABC: (80) 77,240

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,808; E&P 85 Est. 4,049
NDM-ABC: (80) 14,277
RTZ-ABC: (80) 11,068
County 80 Cen. 25,345; E&P 85 Est. 27,375
MSA 80 Cen. 418,536; E&P 85 Est. 444,929
Total NDM & RTZ-ABC: (80) 25,345

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 45,325

7 - ELECTRIC METERS: Residence 28,000

8 - GAS METERS: Residence 26,500

9 - PRINCIPAL INDUSTRIES: Auto. Parts, Elect. Components; Ladies Garments; Tools & Dies; Laminated Panels; Gas Engines; Compressors.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-75; Summer 58-82; Fall 31-52; Winter 28-47. First killing frost, Oct. 12; last killing frost, Mar. 31.

11 - TAP WATER: Alkaline, med. hard.

12 - RETAILING: **Principal Shopping Centers**-25 blocks on 3 sts.; Greenwood Ctr. (63 units); Northwood Ctr. (15 units).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Wilgro(14)	8	Haag Drug
Greenwood Pk.(116)	9	Sears, Blocks, L.S. Ayres, JCPenney, Lazarus, Bennet's
Northwood(23)	NA	Murphy's Mart, Guarantee Auto, Kroger, Haag Drug
County Line	NA	Target, Kroger, Mr. Wagg's

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-All Fri.; Shpg. ctrs. nightly ex. Sat. (closed Sun.).

13 - RETAIL OUTLETS: **Department Stores**-

Newkirk's; Whitesides; Lazarus; L.S. Ayres; Sears; Block's; JCPenney; Service Mdse.
Discount Stores-Franklin; Murphy's Mart; Val's; Greenwood; K mart; Zayre; Ary-Way; Value City.
Chain Drug Stores-Hook's; Haag's; SupeRx.
Chain Supermarkets-Franklin; Kroger; Regal; IGA; Marsh; Rays; Greenwood; Shurfine; Big E. Standard.
Other Chain Stores-Guarantee Auto; Western Auto; Lord's; Singer Co.; Firestone.

14 - NEWSPAPERS: JOURNAL (e) 14,572, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Jerry Moss, Adv. Dir., JOURNAL, PO Box 699, Franklin, IN 46131; Tel. (317) 736-7101.
National Representative: Landon Associates.

GARY

1 - LOCATION: Lake County. E&P Map B-2 (In Gary-Hammond PMSA). Steel manufacturing center at extreme southern end of Lake Michigan. 31 mi. S of Chicago. U.S. Hwys. 6, 12, 20, 30; I-65, 80, 90 (Ind. Toll Road), 94, 95; State Hwys. 51, 53, 55, 65 end in Gary.

2 - TRANSPORTATION: **Railroads** Main lines of Conrail; Baltimore & Ohio; Michigan Central; The Indiana Harbor Belt Line; Elgin, Joliet and Eastern; Chicago, South Shore and South Bend.
Motor Freight Carriers-62.
Intercity Bus Lines-Greyhound; Indian Trails; National Trailways; Gary Inter-City; Southeastern.
Airlines-Served by Chicago Airport.

3 - POPULATION:
Corp. City 80 Cen. 151,953; E&P 85 Est. 137,571
CZ-ABC: (80) 277,079
Bal. in NDM-ABC: (80) 173,340
County 80 Cen. 522,965; E&P 85 Est. 515,455
PMSA 80 Cen. 642,781; E&P 85 Est. 642,188
Total NDM-ABC: (80) 450,419
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 49,455; E&P 85 Est. 47,961
County 80 Cen. 175,098; E&P 85 Est. 178,031
PMSA 80 Cen. 214,244; E&P 85 Est. 220,730
CZ-ABC (80) 90,229
Bal. in NDM-ABC: (80) 55,894
Total NDM-ABC: (80) 146,123

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	15	N.A.
Savings & Loan	18	N.A.

6 - PASSENGER AUTOS: County 254,480

7 - ELECTRIC METERS: Residence 64,600

8 - GAS METERS: Residence 56,845

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)Steel and related industries 96,000 ($450).

10 - CLIMATE: Min. & Max. Temp.-Spring 21-90; Summer 46-96; Fall 12-94; Winter -8-67. First killing frost, Oct. 18; last killing frost, Apr. 21.

11 - TAP WATER: Soft, filtered; fluoridated.

12 - RETAILING: **Principal Shopping Center**-U.S. 30 and Mississippi St.
Downtown-B'way, 4th to 9th Ave., Washington St.; 4th Ave. to 9th Ave.; 5th Ave. West 14 blocks; 5th Ave., East 7; 6th Ave., 2 East and 2 West of B'way; 7th Ave., 2 East and 2 West of B'way; 8th Ave. 1 East and 2 West of B'way. Total blocks-38.
Neighborhood Shopping Centers: Midtown B'way; 9th Ave. to 26th Ave.; Tolleston, 11th Ave., Grant St. to Rutledge and 10th Ave. Roosevelt to Taft. Total-12 blocks. Ambridge: 2600 to 2800 blocks on West 5th Ave. Total-2 blocks. Brunswick 4,400 to 5,700 blocks on West 15th Ave. Total-13 blocks. Glen Park: B'way, 35th Ave. to 55th Ave. Ridge Road, one East of B'way and nine West. Total blocks-30. Grant St.; 30th Ave. to 37 Ave. Total blocks-7. Miller-Aetna; 2 on Aetna St.; Melton Rd.; Benton to Howard Sts; Dunes Hwy; Benton to Lake Sts.; 5 on Lake St.; 2 on Shelby St.; 2 on Miller Ave. Total-46. Following township areas: Ross Center; Portage; Hobart; Griffith; Black Oak.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Tri-City Plz.(9)	NA	Jewel, Lyttons
Turkey Creek(2)	NA	Venture
Crossroads(15)	NA	Zayre
Village(34)	NA	JCPenney, Kresge, Mont. Ward
12/20 Plz.(3)	NA	K mart, Basic, Zayre
Southlake(126)	NA	Sears, JCPenney, Carson Pirie
Dunes Plz.(4)	NA	Zayre, K mart
Broadway(9)	NA	Wiseway
Liberty Sq.(12)	NA	Jacobsons
80th Place(10)	NA	Ivy Tree, Video King
Century Mall(40)	NA	Mont. Ward, Service Merchandise, Burlington Coat Factory
Twin Towers(12)	NA	Bank of Indiana
Griffith Park(16)	NA	Venture, Zayre
Portage Mall(40)	NA	Coast-to-Coast
County Seat(36)	NA	K mart
Marquette(59)	NA	JCPenney, Sears, C.P. Scott
Indian Oak(26)	NA	Hooks

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Shopping Centers Mon. through Sun.

13 - RETAIL OUTLETS: **Department Stores**-In Valparaiso: Lowenstine's, JCPenney, Montgomery Ward, Miller's.
Leading Variety Stores-Kresge; Harvey's Mart.
Discount Stores-Zayre; Venture; K mart.
Chain Drug Stores-Walgreens 4; Walgreens Agency Stores 12; Scott's 4; Hick's 3; May Vitamin 5; Belles 3; Ribordy (Local) 7; Arthur's 2; Dunes 3; 11th Avenue 2; Hooks.
Chain Supermarkets-Jewel 3; Wiseway 4; Basics; Country Market; Save-A-Lot; Buy Low 7; Thriftimart 6; Tip Top; Save More 3; Wilco; Candiano's 2; Eagle; Strack & Van Til.
Other Chain Stores-Richman Bros.; Danners; Aldies; Coronet; Thom McAn; Dr. Scholl; Kinney; Sax Shoes; Firestone; Goodyear; General Tire; Goodrich Tire; Western Tire; Blue Star Auto Stores; Fannie May; Dutch Mill Candies; Buschs Jewelry; Singer Co.; Sherwin-Williams; Pittsburgh Paints; Neumode Hosiery; S&H Green Stamps; Spiegel Catalog.

14 - NEWSPAPERS: POST-TRIBUNE (e) 75,680; (S) 91,102; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Jerry Dobrian, Nat'l. Adv. Mgr., POST-TRIBUNE, 1065 Broadway, Gary, IN 46402; Tel. (219) 881-3187.
National Representative: Knight-Ridder Newspaper Sales.

GOSHEN

1 - LOCATION: Elkhart County. (In Elkhart-Goshen MSA). E&P Map C-2. County Seat. On U.S. Hwy. 33; State Hwy. 15. 9 mi. S of E-W Indiana toll road.

2 - TRANSPORTATION: **Railroads**-Conrail; B&O.
Motor Freight Carriers-30 Truck lines; 1 Terminal.
Intercity Bus Lines-Middlebury; Indiana Motor Bus.

3 - POPULATION:
Corp. City 80 Cen. 19,665; E&P 85 Est. 21,213
CZ-ABC: (80) 19,665
RTZ-ABC: (80) 61,704
County/MSA 80 Cen. 137,330; E&P 85 Est. 141,345
City & RTZ-ABC: (80) 81,369
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,291; E&P 85 Est. 8,011
County/MSA 80 Cen. 48,148; E&P 85 Est. 51,147
CZ-ABC: (80) 7,291
RTZ-ABC: (80) 20,056
City & RTZ-ABC: (80) 27,347

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$1,116,364,242
Savings & Loan	1	$295,598,000

6 - PASSENGER AUTOS: County 80,731

7 - ELECTRIC METERS: Residence 7,700

8 - GAS METERS: Residence 6,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Rubber Plants 1,316 ($304); Electronics 1,350 ($344); Farm Equipment 220 ($290); Recreation Vehicles 1,200 ($320); Plastics 200 ($312); Wood Working 600 ($260); RV Suppliers 320 ($275).

10 - CLIMATE: Min. & Max. Temp.-Spring 21-75; Summer 60-98; Fall 15-82; Winter 5-50. First killing frost, Oct. 10; last killing frost, May 10.

11 - TAP WATER: Alkaline, hard; fluoridated. Filtered & rust removed.

12 - RETAILING: **Principal Shopping Centers**-21 blocks on 6 sts.
Downtown Shopping Centers-Chicago Pike Plaza, Peddler's Village.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Concord Mall(80)	NA	JCPenney, Meis, Mont. Ward
Lin-Way(8)	NA	Coast-to-Coast, Murphy's

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Mon., Thur., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; Meis; Kline's; Spurgeon's; JCPenney; Sears.
Variety Stores-G.L. Perry; G.C. Murphy; Maley's; McCrory; Dollar General.
Chain Drug Stores-Judd's; Hook's; Osco; Perry.
Chain Supermarkets-Kroger; Family Fare.
Other Chain Stores-Western Auto; K mart; Guarantee Auto; Sherwin-Williams; Payless Shoes; Coast-to-Coast; True Value Hardware; Ace Hardware; TSC; Quality Farm & Fleet; HWI Do It Center.

14 - NEWSPAPERS: NEWS (e) 14,217, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: James A. Young, Adv. Mgr., NEWS, PO Box 569, Goshen, IN 46526; Tel. (219) 533-2151.
National Representative: Landon Associates.

GREENCASTLE

1 - LOCATION: Putnam County. E&P Map B-3. County Seat. 40 mi. W by S of Indianapolis. On State Hwy. 43 between U.S. Hwys. 36 & 40 and I-70.

2 - TRANSPORTATION: **Railroads**-Conrail; Louisville & Nashville.

3 - POPULATION:
City 80 Cen. 8,403; E&P 85 Est. 8,384
County 80 Cen. 29,163; E&P 85 Est. 29,964

4 - HOUSEHOLDS:
City 80 Cen. 2,682; E&P 85 Est. 2,651
County 80 Cen. 9,404; E&P 85 Est. 9,919

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$97,681,000
Savings & Loan	1	$25,000,000

6 - PASSENGER AUTOS: County 13,609

7 - ELECTRIC METERS: Residence 2,956

8 - GAS METERS: Residence 2,650

9 - PRINCIPAL INDUSTRIES: Industry-Crushed Stone and Agricultural Limestone; Computers; Capacitors; Foundry; Cement.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Hard.

12 - RETAILING: **Principal Shopping Days**-Thur., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Prevo's; JCPenney; Troyer's; Schultz Bros.
Variety Stores-Murphy's; Pool's.
Chain Drug Stores-SupeRx; Hook; People's.
Chain Supermarkets-Kroger; Marsh.

14 - NEWSPAPERS: BANNER-GRAPHIC (e) 6,007, sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Larry Gibbs, Pub., BANNER-GRAPHIC, 100 N. Jackson St., Greencastle, IN 46135; Tel. (317) 653-5151.
National Representative: Landon Associates.

GREENFIELD

1 - LOCATION: Hancock County (In Indianapolis MSA). E&P Map C-3. County Seat. Mostly residential.

2 - TRANSPORTATION: **Motor Freight Carriers**-4.

3 - POPULATION:
Corp. City 80 Cen. 11,299; E&P 85 Est. 12,100
CZ-ABC: (80) 11,439
RTZ-ABC: (80) 32,500
County 80 Cen. 43,939; E&P 85 Est. 44,989
MSA 80 Cen. 1,166,929; E&P 85 Est. 1,203,383
City & RTZ-ABC: (80) 43,939

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,954; E&P 85 Est. 4,469
CZ-ABC: (80) 3,954
RTZ-ABC: (80) 10,518
County 80 Cen. 14,472; E&P 85 Est. 15,335
MSA 80 Cen. 418,536; E&P 85 Est. 444,929
City & RTZ-ABC: (80) 14,472

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$207,976,000
Savings & Loan	1	$199,694,937

6 - PASSENGER AUTOS: County 25,106

7 - ELECTRIC METERS: Residence 3,527

8 - GAS METERS: Residence 2,242

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Pharmaceuticals 900 ($325); Textiles 250 ($175); Machinery 170 ($250).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 60-98; Fall 40-65; Winter 0-45.

11 - TAP WATER: Hard, naturally fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main St., 3 on State, 2 on East, 1 on North; Northgate, 10 blocks north downtown, 2 on N. State, 3 Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Green Meadows(20)	NA	Kroger, P.N. Hirsch, 3-D, Hook's
Northgate(15)	NA	Ben Franklin, Marsh Mkt.
Weston Vlg.(12)	NA	A&P, Hook's, K mart

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Downtown Fri.; Shopping Centers, Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-P.N. Hirsch; Dollar.
Variety Stores-Ben Franklin.
Discount Stores-K mart; 3-D.
Chain Drug Stores-Hook's; SupeRx; Reasner's.
Chain Supermarkets-A&P; Marsh; Ranch Mkt.; Kroger; Ernie's; Schulz.
Other Chain Stores-Coast-to-Coast Hardware; Radio Shack; Big-Blue; True Value Hardware.

14 - NEWSPAPERS: THE DAILY REPORTER (e) 6,225, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Michael G. Butt, Adv. Mgr., THE DAILY REPORTER, 212 E. Main, PO Box 279, Greenfield, IN 46140; Tel. (317) 462-5528.
National Representatives: Landon Associates; U.S. Suburban Press.

GREENSBURG

1 - LOCATION: Decatur County. E&P Map C-4. County Seat. 48 mi. from Indianapolis; 62 mi. from Cincinnati; 85 mi. from Louisville; on State Hwys. 46, 3; U.S. Hwys. 421, I-74.

2 - TRANSPORTATION: **Railroads**-CCC&StL; Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Southeastern Trailways.

3 - POPULATION:
Corp. City 80 Cen. 9,254; E&P 85 Est. 9,637
CZ-ABC: (80) 9,254
RTZ-ABC: (80) 23,350
City & RTZ-ABC: (80) 32,604
County 80 Cen. 23,841; E&P 85 Est. 23,922
Demographic Information (partial) available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,336; E&P 85 Est. 3,539
CZ-ABC: (80) 3,336
RTZ-ABC: (80) 7,733
City & RTZ-ABC: (80) 11,069
County 80 Cen. 8,069; E&P 85 Est. 8,367

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$142,249,069
Savings & Loan	2	$27,895,567

6 - PASSENGER AUTOS: County 11,410

7 - ELECTRIC METERS: Residence County 8,755

8 - GAS METERS: Residence County 2,735

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Bearings 891 ($246); Faucets 825 ($234); Auto Parts 175 ($200); Plastic Prod. 325 ($256); Automatic Hoists 100 ($224).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-78; Summer 68-103; Fall 45-90; Winter 10-58.

11 - TAP WATER: Softened; fluoridated.

12 - RETAILING: **Nearby Shopping Centers**-Greensburg Plaza, 10 blocks from downtown; Hook's Drug; North Bend Plaza, 8 blocks from downtown.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Minear's, Inc.; Lerman Bros.; Stewart's Dress Shop; Lord's Apparel; Todd's Men-Boy's.
Variety Stores-G.C. Murphy; Dollar General; County Supply; Pleak's Hdwr.
Discount Stores-Val Discount; TG&Y; K mart.
Chain Supermarkets-Marsh; Ranch 5; IGA.

14 - NEWSPAPERS: NEWS (e) 6,632, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: C.F. McClughan, Pub., NEWS, 135 S. Franklin St., Greensburg, IN 47240; Tel. (812) 663-3111.

National Representative: American Newspaper Representatives.

HAMMOND-EAST CHICAGO

1 - LOCATION: Lake County (In Gary-Hammond PMSA). E&P Map B-2. Steel, oil refinery and college center. In extreme NW corner of Indiana; 20 mi. SE of Chicago; 145 mi. NW of Indianapolis. On U.S. Hwys 41, 6, 12, 20; I-94, 80, 90, I-65. West end of Indiana toll road.

2 - TRANSPORTATION: **Railroads**-Chesapeake & Ohio (freight); Amtrak (freight); Indiana Harbor Belt Terminal (freight); Elgin, Joliet & Eastern (freight); Chicago, South Shore & South Bend.
Motor Freight Carriers-104.
Intercity Passenger Bus Lines-Greyhound; Trailways; Tri-State; Cardinal.
Lake Shipping-East Chicago harbors and docks handle over 20,000,000 tons of Great Lake Shipping annually, principally ore and coal shipments to steel mills, and oil tanker shipments to and from refineries. New World Port, Lake Calumet Harbor is 4 mi. NW of downtown Hammond.
Airlines-Gary Municipal Airport; 45 minutes drive to Chicago's O'Hare Int'l. Airport; 30 minutes to Midway Airport, commercial & private.

3 - POPULATION:
Corp. Cities 80 Cen. 133,500; E&P 85 Est. 120,596
Hammond 80 Cen. 93,714; E&P 85 Est. 85,011
East Chicago 80 Cen. 39,786; E&P 85 Est. 35,585
County 80 Cen. 522,965; E&P 85 Est. 515,455
PMSA 80 Cen. 642,781; E&P 85 Est. 642,188
NDM-ABC: (80) 302,266
Bal. in NDM-ABC: (80) 173,872
Total NDM-ABC: (80) 476,138

4 - HOUSEHOLDS:
Cities 80 Cen. 47,967; E&P 85 Est. 44,862
Hammond 80 Cen. 34,280; E&P 85 Est. 31,866
E. Chicago 80 Cen. 13,687; E&P 85 Est. 12,996
County 80 Cen. 175,098; E&P 85 Est. 178,031
PMSA 80 Cen. 214,244; E&P 85 Est. 220,730
NDM-ABC: (80) 107,557
Bal. in NDM-ABC: (80) 54,548
Total NDM-ABC: (80) 162,105

5 - BANKS	**NUMBER**	**EST. DEP.**
Hammond	4	$1,287,800,000
East Chicago	3	$236,800,000

6 - PASSENGER AUTOS: County 254,480.

7 - ELECTRIC METERS: County Residence 191,078.

8 - GAS METERS: County 165,940.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel Mills 39,800 ($582); Fabricators, Foundries 2,600 ($583); Refineries 2,600 ($629); Chemical 1,900 ($630); Construction 9,300 ($652).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-90; Summer 45-100; Fall 12-94; Winter -15-68. First killing frost, Oct. 20; last killing frost, Apr. 16.

11 - TAP WATER: Alkaline, medium hard; fluoridated; source, Lake Michigan.

12 - RETAILING: **Principal Shopping Centers**-Downtown Hammond-8 blocks on Hohman Ave., 3 blocks on State St., 2 blocks on Sibley; Downtown Hammond; Hohman Ave.

Neighborhood Shopping Centers-Woodmar, 8 blocks on Indianapolis Boulevard; Calumet Avenue 10 blocks; Hessville, 5 blocks on Kennedy Avenue; River Oaks, River Oaks West; Corner River Oaks Dr.; Highland Plaza, 5 blocks on Indianapolis.
Other City Zone Shopping Areas-East Chicago: 4 blocks on Michigan Ave., 5 on Main St., 6 on Indianapolis Blvd., 6 on Chicago Ave.; Whiting, Burham Griffith: 3 blocks on Broad St., 2 blocks on Main St., 5 blocks on 119th St., 4 blocks on Indianapolis Blvd.; Griffith: Corner of Clark Ave. & Ridge Rd.; Lansing: 6 blocks on Ridge Rd., 3 on Torrence; Munster: 2 blocks on Ridge Rd., 2 on Calumet; Highland: 4 blocks on Wicker Park Blvd., 4 blocks on Highway Ave., 4 on Kennedy Ave.; Calumet City: 6 blocks on Burnham Ave., 4 on Wentworth Ave., 2 on Pulaski Rd., 3 on River Oaks Drive; 2 blocks on Torrence Ave; Merrillville: U.S. 30 - Southlake Mall, Century Consumer Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Griffith Plaza	7	Venture, Service Mdse.
Crossroads Plaza	13	Zayre
River Oaks West	5	Venture, Marshall's, Mainstreet
River Oaks (Cal. City)	5	Sears, Carson Pirie Scott, Marshall Field, JCPenney
Woodmar (Ham'd)	4	Carson Pirie Scott, Walgreens
Wentworth Woods (Cal. City)	3	Woolworth, Perry Drugs
Columbia (Ham'd)	2	Zayre
Highland Plz.	6	Marshall's, Ultra
Calumet (Munster)	4	Mont. Ward, SupeRx, Sterks
So. Lake Mall (Merrillville)	14	Sears, Carson's, Minas, JCPenney, L.S. Ayres
Century Consumer Mall(Merrillville)	13	Mont. Ward, Burlington Coat Factory, Service Mdse

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Sundays-Discount, drug, some food and dept. stores, major malls.
Stores Open Evenings-Downtown Hammond: Mon., Thur., Fri.; Woodmar: Mon. through Fri.; River Oaks: Mon. through Fri.; Zayre, K mart, Saxon: Mon. through Fri.; So. Lake: Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Edward C. Minas Co.; JCPenney; Sears; Montgomery Ward; Carson Pirie Scott; Marshall's; Service Mdse.; Highland Dept. Store; Marshall Field & Co.; L.S. Ayres; Mainstreet.
Discount Stores-K mart 5; Zayre 2; T.J. Maxx; Venture 3; Saxon 2; Toys R Us 2.
Variety Stores-Woolworth.
Chain Drug Stores-Walgreens 5; Osco 4; Ribordy's 11; Perry; Physician's 3; SupeRx; Family 2; Scot Lad.
Chain Supermarkets-Wiseway 3; Reliable 2; Strack & Van Til 4; Ultra; Aldi's 2; Jewel 4; Banners; Sterks 6; Key 4; Dominics 2.
Other Chain Stores-Apparel: Baskin, County Seat, Burlington Coat Factory, Evans Fur, Henry C. Lytton, Lane Bryant, Albert K., Off The Rax, Stuart's, Lerner's, Chas. A. Stevens, Red Robin Shoes, The Limited, Famous Footwear, Thom McAn, Kinney's 3, O'Connor & Goldberg 2, Florsheim, Baker's, Chandler's, Rosalee, Kaplan Shoes; Hush Puppies, Cover Girl, Joseph Salon, Dr. Scholl, Favya; Furniture: L. Fish, Wickes; Automotive: Goodyear, Goodrich, Firestone, Midas Muffler, Car X, Rayco, Mr. Rusty; Music: Pacific Stereo, Radio Shack 8, Schaak Electric; Paint: Gliddens, Pittsburgh Plate Glass, Sherwin-Williams; Candy: Fanny May 3; Jewelry: Lebolt, C. D. Peacock, J.B. Robinson's; Others: Kroch & Brentano Books, Page Boy Maternity, Singer Co., Watland Camera, Color Tile, Ace Hardware 4, True Value Hardware 3, Frank's Nursery 3, Lee Wards 3.

14 - NEWSPAPERS: TIMES (e-mon to fri) 68,466; (S) 76,401; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: A. David Trewin, Adv. Dir., or William A. Lostoski, Mktg. Dir., TIMES, 417 Fayette St., Hammond, IN 46320; Tel. (219) 932-3100.
National Representative: Knight-Ridder Newspaper Sales.

HARTFORD CITY

1 - LOCATION: Blackford County. E&P Map C-3. County Seat. Agricultural and manufacturing center. NE part of state.

2 - TRANSPORTATION: **Railroads**-Conrail, N&S (freight).
Intercity Bus Lines-Trailways Bus.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 7,622; E&P 85 Est. 7,323
County 80 Cen. 15,570; E&P 85 Est. 15,605

4 - HOUSEHOLDS:
City 80 Cen. 2,887; E&P 85 Est. 2,886
County 80 Cen. 5,577; E&P 85 Est. 5,814

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$52,000,000
Savings & Loan	2	$16,000,000

6 - PASSENGER AUTOS: County 8,123.

7 - ELECTRIC METERS: Residence-County 6,350 (1982).

8 - GAS METERS: Residence 2,858.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Paper 370; Glass 163; Thermo-Fax 758; Plastics 272; Rubber Prods. 276.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-92; Summer 50-101; Fall 12-91; Winter 4-68. First killing frost, Oct. 7; last killing frost, Apr. 12.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-Public Square and 1 block in each direction.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Marsh(4)	1	Marsh, People's
N. Walnut St.(2)	1	Hook Drugs, T.S.C.
T.G.&Y. Center(1)	1	TG&Y

Principal Shopping Days-Fri., Sat.
Stores Open Evenings- Fri.

13 - RETAIL OUTLETS: **Department Stores**-JC Penney; Val Discount; Nancy's Shoppe; PJ's Sport Hut; Henry's Shoes; Leo's Men's Wear.
Chain Drug Stores-Hook's; People's.
Chain Supermarkets-Marsh; Joe's IGA 3.
Other Chain Stores-Goodyear; T.S.C.; TG&Y Family Center; Fashion Crossroads; Progressive Hallmark; Hoover-Needler Furn.

14 - NEWSPAPERS: NEWS-TIMES (e) 2,924, sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Charles A. Rickett, Gen. Mgr., NEWS-TIMES, 123 S. Jefferson, Hartford City, IN 47348; Tel. (317) 348-0110.
National Representative: None.

HUNTINGTON

1 - LOCATION: Huntington County. E&P Map C-2. County Seat. 94 mi. NE of Indianapolis, 22 mi. SW of Fort Wayne. NE part of state. 160 mi. from Chicago.

2 - TRANSPORTATION: **Railroads**-Norfolk & Southern.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 16,202; E&P 85 Est. 15,637
County 80 Cen. 35,596; E&P 85 Est. 34,371

4 - HOUSEHOLDS:
City 80 Cen. 5,910; E&P 85 Est. 5,872
County 80 Cen. 12,363; E&P 85 Est. 12,313

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$138,103,000
Savings & Loan	2	$12,000,000

6 - PASSENGER AUTOS: County 18,444.

7 - ELECTRIC METERS: Residence 8,600.

8 - GAS METERS: Residence 5,128.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners- Electronics 1,230; Rubber Goods 207; Publishing 454; Heating & Air Cond. 350; Chemical 111; Fireplaces 515; Automotive 441. Av. hourly wage $3.52.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-65; Summer 47-101; Fall 32-100; Winter 10-60. First killing frost, Oct. 11; last killing frost, May 4.

11 - TAP WATER: Neutral, softened, fluoridated.

12 - RETAILING: **Principal Shopping Centers** (No. of Stores)-6 blocks on Jefferson St. (25); 3 on Warren St. 2 each on Cherry, Franklin, Market and Washington Sts. (18).
Neighborhood Shopping Centers-E. Market St. (32); N. Jefferson St. & S. Jefferson St. (14); N. Jefferson at McGahn (7).
Principal Shopping Days-Thur., Fri., Sat. & Sun.
Stores Open Evenings-Dept. & food nightly.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Discount Stores-K mart; Target.
Variety Stores- Spurgeon; Dollar General.
Chain Drug Stores-SupeRx; Hook's.
Chain Supermarkets-Bob's; Bechsteins; Family Foods.
Other Chain Stores-Burger Dairy Stores; Sears, Guarantee Auto Stores.

14 - NEWSPAPERS: HERALD-PRESS (e-mon to fri) 8,612; (S) 9,309; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: Richard P. Bruss, Adv. Mgr., HERALD-PRESS, 7 N. Jefferson St., Huntington, IN 46750; Tel. (219) 356-6700.
National Representative: None.

INDIANAPOLIS

1 - LOCATION: Marion County (In Indianapolis MSA). E&P Map B-3. State capital. County Seat. Indust., whol., ret., cult., medical and educ. ctr. On White River in geographical ctr. of state. 184 mi. from Chicago, 112 mi. from Cincinnati.

2 - TRANSPORTATION: **Railroads**-Amtrak; Chessie Systems; Conrail; Family Line System; Illinois Central; Norfolk & Western.
Motor Freight Carriers-49.
Intercity Bus Lines-ABC; Greyhound; Indianapolis & Vincennes; Indiana Motor Bus; Trailways.
Airlines-American; American Trans Air; Britt; Comair; Continental; Delta; Eastern; Florida Express; Midstate; Ozark; Pan American; Republic; TWA; USAir; United.

3 - POPULATION:
Corp. City 80 Cen. 700,807; E&P 85 Est. 686,960
County 80 Cen. 765,233; E&P 85 Est. 778,877
MSA 80 Cen. 1,166,929; E&P 85 Est. 1,203,383
NDM-ABC: (80) 1,166,575
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 260,167; E&P 85 Est. 264,106
County 80 Cen. 285,092; E&P 85 Est. 299,405
MSA 80 Cen. 418,536; E&P 85 Est. 444,929
NDM-ABC: (80) 418,485

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$6,983,983,000
Savings & Loan	7	$1,573,919,000

6 - PASSENGER AUTOS: County 438,708.

7 - ELECTRIC METERS: County 342,755.

8 - GAS METERS: County 216,032.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Earners (Av. Wkly. Wage)-Stone, clay & glass prod. 2,700 ($337); Primary Metals 3,100 ($462); Fab. Metals 9,800 ($372); Non-elect. Mach. 13,500 ($398); Elect. Mach. 12,600 ($395); Trans. Equip. 26,900 ($608); Food Prod. 6,400 ($439); Paper & Allied Prod. 2,700 ($386); Chemicals 10,900 ($476); Rubber & plastic Prod. 3,800 ($354); Trans. excluding railroads and taxis 13,100 ($448); Whol. trade 36,600 ($382); Retail trade 99,800 ($238); Finance 11,400 ($227); Constr. 12,500 (N.A.); Service 110,300 (N.A.) & Govt. 83,400 (N.A.).

10 - CLIMATE: Min. & Max. Temp. (30-yr. avg.)Spring 49-73; Summer 60-84; Fall 32-52; Winter 24-42. First killing frost, Oct. 23; last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, hard; fluoridated. Three separate systems with separate sources, separate purification plants. Hardness in one is 258 parts per million. In the second it is 311 parts. The third is 192 parts.

12 - RETAILING: **Principal Shopping Centers**-Downtown-6 blocks on Washington St., 5 on Market St., 5 on Ohio St., 1 on Massachusetts Ave., 5 on Illinois St., 5 on Meridian St., 6 on Pennsylvania St., 3 on Maryland St., 3 on Georgia St., 2 on Delaware St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
North:		
Keystone(68)	15	Target
Castleton Sq.(116)	13	Lazarus, JC Penney, Sears, Kohl's
Keystone at the Crossing(70)	9	Brooks Brothers, Habitat, Carroll Reed, Gattle's, H. Theobald, Vincent's
Nora Plz.(45)	9	Target
Glendale(124)	7	L.S. Ayres, Wm. H. Block
East:		
Eastgate Consumer(47)	7	Burlington Mills, F.W. Woolworth, Linen's & Things, Gunderman, J. Toppins, Publishers Book Outlet
Washington Sq.(142)	11	Lazarus, L.S. Ayres, Wm. H. Block, JC Penney, Sears, Kohl's
South:		
Southern Plz.(42)	5	JC Penney, Wm. H. Block, FW Woolworth
Greenwood Park Mall(216)	9	L.S. Ayres, Wm. H. Block, Lazarus, Sears, JC Penney, Kohl's
West:		
Speedway(50)	7	Kohl's, J. Brannon
Lafayette Sq.(98)	6	L.S. Ayres, Wm. H. Block, Lazarus, JC Penney, Sears

13 - RETAIL OUTLETS: **Department Stores**-L.S. Ayres 5; Wm. H. Block 6; Lazarus 4; JCPenney 5; Sears 4.
Discount Stores-Target 11; K mart 9; Kohl's 5; Zayre 5.
Variety Stores-G.C. Murphy 3; Woolworth 2; Dollar General 5.

Chain Drug Stores- People's 38; Hook's 65; Osco 11; SupeRx 16; Value Plus 3.
Chain Supermarkets-Kroger 21; Marsh 24; Preston-Safeway 9; Lowell's 26; Cub 3; O'Malia 8; Dinner Bell 5.
Convenience Food Stores-Convenient 22; Crystal Flash Combo 6; Friendly 5; Lindner's 30; Pantry 50.
Other Chain Stores-Auto Suppliers: Carquest, Corvairs; Fleenor, Firestone, Guarantee Auto, Hi-way Parts, NAPA, Nationwide, Goodyear, Kelly-Springfield, Midas Muffler, Precision Transmission, Western Auto; Bakeries: Cookie Factory, Dunkin' Donuts, Roselyn, Tiffany; Candy: Fannie May, Russell Stover; Ice Cream: Baskin-Robbins, Bresler's, Dairy Queen, Farrell's, Lindner's; Jewelers: Goodman, Kay, Rost, Smith, Shane, Tammy, Zale's; Shoe Stores: Athletic Dept., Baker's, Marott, Fayva, Florsheim, Gallenkamp, Hanover, Kinney, Naturalizer, Pay-Less, Red Cross, Shoe World, Thom McAn; Men's Apparel: Bachrachs, Bottomhalf, Brooks Brothers, Chess King, D. Dann's, Edrich Ltd., Harry Levinson, Redwood & Ross, Richman Bros., J. Riggings, Roderick St. John's, L. Strauss, Style Store for Big & Tall, Thoroflare, The Gap, Walton Clothes; Women's Apparel: Catherine's, Stout Shoppes, Foxmoor Casuals, Lane Bryant, Frederick's of Hollywood, Jean Lauder's, Lerner, Limited, Paul-Harris, Stuart's, Sycamore Shops; B. J's Stout World, Brooks Fashions, Casual Corner, Hit or Miss, Jean Nicole, Sportime; Furn. Stores: Kittle's 4, Value City 2, Emrich 2, The Bedroom 4; Hardware: Ace 15, Central 4, True Value 18, Furrow 3, Lowes 6.

14 - NEWSPAPERS: STAR (m) 227,556; NEWS (e) 130,290; STAR (S) 393,427; Mar. 30, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Alan Judkins, Adv. Dir., STAR & NEWS, 307 N. Pennsylvania St., Indianapolis, IN 46204; Tel. (317) 633-1132.
National Representatives: Million Market Newspapers; American Publishers Representatives.

JASPER

1 - LOCATION: Dubois County, E&P Map B-5, County Seat. Industrial, agricultural, and retail center. In Southern part of state on Patoka River, 120 mi. S of Indianapolis, 57 mi. NE of Evansville; 79 mi. W of Louisville on U.S. Hwy 231.

2 - TRANSPORTATION: **Railroads**-Southern (freight).
Motor Freight Carriers-8.
Intercity Bus Lines-Eastern Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,097; E&P 85 Est. 9,728
County 80 Cen. 34,238; E&P 85 Est. 35,616
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,249; E&P 85 Est. 3,553
County 80 Cen. 11,201; E&P 85 Est. 11,985

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$399,210,992
Savings & Loan	1	$951,373
Savings Bank	1	$19,740,000

6 - PASSENGER AUTOS: County 18,594

7 - ELECTRIC METERS: Residence 4,407

8 - GAS METERS: Residence 2,356

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food 298; Apparel 68; Lumber Wood Prod. 911; Furn. 1,397; Ptg. & Pub. 30; Chemical 29; Rubber 125; Coal, Stone, Clay & Glass 124; Primary Metals 5; Fabric Metals 114; Mach. (except elec.) 42; Trans. Equip. 78. (Av. Wkly Wage $245).

10 - CLIMATE: Min. & Max. Temp.-Spring 27-99; Summer 42-105; Fall 4-99; Winter -4-70.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal area**-Vicinity of Court House Square.
Neighborhood Shopping Districts-U.S. 231-South; Vicinity of Bartley and Sixth St. Northwood Park addition; Highway 162 S.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
3-D Plaza(30)	NA	Mont. Ward, R&B Men's Wear, Danner's 3-D

Principal Shopping Days-Wed., Fri.
Stores Open Evenings-Mon., Wed., Fri.; four Supermarkets open on Sun.

13 - RETAIL OUTLETS: **Department Stores** -Siebert's; Mr. & Ms. Wardrobe.
Variety Stores-Ben Franklin.
Discount Stores-Danner's 3-D Center; K mart.
Chain Drug Stores-Hook's.
Chain Supermarkets-IGA 4; Red & White; Dippel's.
Other Chain Stores-Sears; Sherwin-Williams, Cato's; Montgomery Ward; Haas Hallmark; Guarantee Auto; Sound of Music (Radio Shack); Gamble's; True Value Hardware; Ashley's Outlet Store.

14 - NEWSPAPERS: HERALD (e) 12,318; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: Edwin Rumbach, Adv. Mgr., HERALD, 216 E. 4th St., PO Box 31, Jasper, IN 47546; Tel. (812) 482-2424.
National Representative: None.

JEFFERSONVILLE

1 - LOCATION: Clark County (In Louisville, Kentucky-Indiana MSA), E&P Map C-5, County Seat. On Ohio River opp. Louisville, Kentucky.

2 - TRANSPORTATION: **Railroads**-Conrail; B&O.
Motor Freight Carriers-10.

3 - POPULATION:
Corp. City 80 Cen. 21,220; E&P 85 Est. 22,090
County 80 Cen. 88,838; E&P 85 Est. 89,629
MSA 80 Cen. 956,844; E&P 85 Est. 962,772

4 - HOUSEHOLDS:
City 80 Cen. 7,972; E&P 85 Est. 8,411
County 80 Cen. 31,021; E&P 85 Est. 32,254
MSA 80 Cen. 340,989; E&P 85 Est. 353,555

5 - BANKS	NUMBER	DEPOSITS
Saving & Loan	2	$134,280,000
Commercial	3	$270,416,000

6 - PASSENGER AUTOS: County 48,584

7 - ELECTRIC METERS: Residence County 26,000

8 - GAS METERS: Residence County 17,487

9 - PRINCIPAL INDUSTRIES: Chemicals; Textiles; Ordnance; Foundries; Wood Prod., U.S. Census Bureau; Jeff Boat Works; Colgates.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:

Nearby Shopping centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Conner's(11)	3	General Store
Gateway Plz.(6)	3	Gateway
Grant Plz.(7)	3	Winn-Dixie
Greentree(42)	5	JCPenney, Sears
Youngstown(30)	4	Bacon's
K mart Plz.(9)	4	K mart
Value City(3)	4	Value City
Wyckshire(7)	NA	Schmidt's
Eastgate(3)	3	K mart

Stores Open Evenings-In Shopping Centers.
Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores**-Bacon's; JCPenney; Sears; Ben Snyders.
Variety Stores-Woolworth; Thrift Dollar Store.
Discount Stores-K mart; Target; Value City.
Chain Drug Stores-Taylors; Bills Discount; Walgreen; County Drugs; Clarksville Pharmacy; Freeman & Grimm; Revco; SupeRx.
Chain Supermarkets-Key Market; Krogers; Gateway; IGA; Winn-Dixie; Convenient; 24-Hour Food Mart; Sav-A-Step.
Other Chain Stores-Goodyear; Russell Stovers; Allen Shoes; Chess King; Fashion Shop; Fleischers; Hardy Shoes; Kinney Shoes; Motherhood Maternity Shop; Park Lane Hosiery; Paul Harris; So-Fro Fabrics; Spencer Gifts; Singer Co.; Davids Style Shop; Firestone; Sherwin-Williams; Cloth World; Kay Jewelers; O.G. Wilson; Child World; Service Merchandise; Furrow; Lowes; Wolohan; 84 Lumber; G Auto; Levy's.

14 - NEWSPAPERS: NEWS (e) 17,965; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Mike Grube, Adv. Mgr., NEWS, 221 Spring St., PO Box 867, Jeffersonville, IN 47130; Tel. (812) 283-6636.
National Representative: Landon Associates.

KENDALLVILLE

1 - LOCATION: Noble County, E&P Map C-2, Miscellaneous manufacturing and agricultural center. NE part of state, 150 mi. SE of Chicago; 150 NE of Indianapolis. On U.S. Hwy. 6; State Hwy. 3.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-8.
Airlines-United; De't - Air Wisconsin; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 7,299; E&P 85 Est. 7,656
County 80 Cen. 35,443; E&P 85 Est. 35,904

4 - HOUSEHOLDS:
City 80 Cen. 2,727; E&P 85 Est. 2,609
County 80 Cen. 12,065; E&P 85 Est. 12,660

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$154,000,000
Savings & Loan	2	$154,000,000

6 - PASSENGER AUTOS: County 18,285

7 - ELECTRIC METERS: Residence 2,772

8 - GAS METERS: Residence 1,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 525 ($250); Water System 275 ($290); Metal Foundries 800 ($320); Furniture Spring 90 ($270); Machine Shops 280 ($240); Electrical Parts 650 ($180); Gen. Mfg. 550 ($300); Printing 170 ($300).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-65; Summer 52-95; Fall 28-62; Winter 0-28. First killing frost, Oct. 11; last killing frost, May 5.

11 - TAP WATER: Softened; fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Main St., 2 on Mitchell, 2 on William.

Nearby Shopping Centers

Name (No of stores)	Miles from Downtown	Principal Stores
Foodtown(10)	NA	Val Discount Center
Publix(6)	NA	Dollar General, Bellmont Roger's, Coast to Coast
Kendallville	NA	Murphy's Mart

Principal Shopping Days-Mon. through Sun.
Stores Close-Jewelry stores Wed. afternoon.
Stores Open Evenings-All stores Fri. night; shopping centers 6 nights; Chain supermarkets 7 nights.
Stores Open Sunday-Chain supermarkets; Shopping Centers; JCPenney.

13 - RETAIL OUTLETS: **Department Stores**-Fisher's; JCPenney; Dollar General; Murphy's Mart; Val Discount; Bellmont Stores.
Variety Stores-Bargain World.
Chain Drug Stores-Hook's; Fischer's Rexall; Chronister's; Walgreens.
Chain Supermarkets-Roger's; IGA.
Other Chain Stores-Hallmark; True Value; Sears (catalog); Coast-to-Coast; Goodyear; Carquest; NAPA; Fashion Crossroads (Mode O' Day); Wisman's Appliance & TV.

14 - NEWSPAPERS: NEWS-SUN (e) 6,458; sworn Sept. 15, 1984.
Local Contact for Advertising and Merchandising Data: Ron Ensley, Adv. Mgr., NEWS-SUN, 112 N. Main St., PO Box 39, Kendallville, IN 46755; Tel. (219) 347-2066.
National Representative: None.

KOKOMO

1 - LOCATION: Howard County, (MSA), E&P Map B-3, County Seat. North central Indiana on Indiana Hwys. 31,35,22; 50 mi. N of Indianapolis; 150 mi. from Chicago and 157 mi. from Cincinnati. Automotive parts, steel and misc. manufacturing center.

2 - TRANSPORTATION: **Railroads**-Amtrak (Cinn.-Chi. Div.); Norfolk & Western; Conrail.
Motor Freight Carriers-21.
Interstate Bus Lines-Trailways; Indiana Motor Bus.

3 - POPULATION:
Corp. City 80 Cen. 47,808; E&P 85 Est. 48,709
CZ-ABC: (80) 53,769
RTZ-ABC: (80) 76,480
County 80 Cen. 86,896; E&P 85 Est. 84,881
MSA 80 Cen. 103,715; E&P 85 Est. 101,377
City & RTZ-ABC: (80) 130,249

4 - HOUSEHOLDS:
City 80 Cen. 18,240; E&P 85 Est. 19,264
County 80 Cen. 31,050; E&P 85 Est. 31,266
MSA 80 Cen. 37,043; E&P 85 Est. 37,379
CZ-ABC: (80) 20,344
RTZ-ABC: (80) 25,326
City & RTZ-ABC: (80) 45,706

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$283,335,878
Savings & Loan	4	$276,651,214

6 - PASSENGER AUTOS: County 49,810

7 - ELECTRIC METERS: Residence 42,359

8 - GAS METERS: Residence 27,771

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners- Stone, Clay, Glass 250; Primary Metals 5,313; Fabricated Metals 587; Mach. (ex. Elec.) 434; Electric Mach. 11,000; Trans. Equip. 3,800; (Av. Wkly. Wage (Mfg.) $385).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 60-95; Fall 35-70; Winter 10-40. First killing frost, Oct. 10; last killing frost, May 10.

11 - TAP WATER: Acid, hard, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main St., 3 on Walnut St., 3 on Sycamore, 3 on Buckeye.
Neighborhood Shopping Centers-2 blocks on Main & Markland, 1 block at North & Webster, Terrace Plaza-15 shops, bank & restaurant, T-way Plaza-11 units, Olds Plaza-15 units, Northwest Plz.-9 units. Proposed: Westgate Shopping Center, southwest edge of city; Essex Square, east edge of city; Northgate, northeast edge of city; Westbrook Plaza, southwest of city.

Nearby Shopping Centers

Name (No of stores)	Miles from Downtown	Principal Stores
Colonial(18)	NA	Hook's Drugs
Forest Park(18)	NA	Ben Franklin
Kokomo Mall(22)	NA	JCPenney
Maplecrest(27)	NA	Ben Franklin, Hill's, Kroger
Markland Mall(18)	NA	SupeRx, Block's, Sears, Target
Markland Plz.(16)	NA	Kroger, Radio Shack
Regency Plz.(11)	NA	

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.
Stores Closed-Some on Wed.
Stores Open Evenings-Dept.-Fri. Food Chains-every evg., Sun. to 6. Shop. Centers-every evg.

13 - RETAIL OUTLETS: **Department Stores**-Carol Ann 2; Maher's; Golightly's; Sears; JCPenney; Target; Wm. H. Block Co.; Service Mdse.
Variety Stores-Ben Franklin 2; Schultz Bros.
Discount Stores-K mart 2; Hill's.
Chain Drug Stores-Hook's 6; Peoples 3; Rexall 2; Hutto 2; SupeRx 2.
Chain Supermarkets-Kroger 3; Marsh Food Liner 2; Standard (Nat'l); Mace's Pantry 8; Whitacres; County Market.
Other Chain Stores-Goodyear; Father & Son Shoes; Neumode Hosiery; House of Fabrics; Kay Campbell; Musicland; Goodman Jewelers; Three Sisters; Webster Clothes; A&G Millinery; Royce Shoes; Gallenkamp Shoes; Nobil Shoes; Major Mills; Singer Co.; Western Auto; Pittsburgh Plate Glass; Village Furniture; Wickes; Cashway Lumber; Fleenors Auto Supply; Coast-to-Coast Hdwe.; Ace Hardware; Greggs Inc.; 84 Lumber; Furrow; Carpetland U.S.A.; Sherwin-Williams; Fayva Shoes; Pic-Way; Fabrific; Radio Shack; Zale's Jewelers; Shane Jewelers; Fabric World; Playback; Fashion Barn.

14 - NEWSPAPERS: TRIBUNE (e) 27,548; (S) 28,351; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: D.W. Gentry, Adv. Dir., TRIBUNE, 300 N. Union, Kokomo, IN 46901; Tel. (317) 459-3121.
National Representative: Thomson Newspapers.

LAFAYETTE-WEST LAFAYETTE

1 - LOCATION: Tippecanoe County (In Lafayette MSA), E&P Map B-3, County Seat. 125 mi. SE of Chicago; 62 mi. NW of Indianapolis. On Wabash River. Agricultural, industrial, educational and cultural center.

2 - TRANSPORTATION: **Railroads**-Conrail; Louisville & Nashville; Norfolk & Western; Lafayette Union Belt; Amtrak.
Motor Freight Carriers-31.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Air Wisconsin; Britt.

3 - POPULATION:
Corp. Cities 80 Cen. 64,258; E&P 85 Est. 66,754
Lafayette 80 Cen. 43,011; E&P 85 Est. 43,481
West Lafayette 80 Cen. 21,247; E&P 85 Est. 23,273
CZ-ABC: (80) 64,258
RTZ-ABC: (80) 187,232
County/MSA 80 Cen. 121,702; E&P 85 Est. 126,220
City & RTZ-ABC: (80) 251,490
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 24,328; E&P 85 Est. 26,204
Lafayette 80 Cen. 17,069; E&P 85 Est. 18,136
West Lafayette 80 Cen. 7,259; E&P 85 Est. 8,068
County/MSA 80 Cen. 40,681; E&P 85 Est. 43,718
CZ-ABC: (30) 24,328

RTZ-ABC: (80) 62,869
City & RTZ-ABC: (80) 87,197

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$954,662,748
Commercial	4	(incl. above)

6 - PASSENGER AUTOS: County 58,723

7 - ELECTRIC METERS: Residence 40,866

8 - GAS METERS: Residence 26,510

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Metal Prods. 3,700; Antibiotics & Chemicals 1,800; Electrical Prods. 1,700; Food & Related 1,500; Plastic & Paper 700; Misc. 1,000.
Principal Pay Days-1st & 15th; Metal and Rubber Prods.: Fri., Wed.; Others: Thur., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 61-82; Fall 42-63; Winter 22-40. First killing frost, Oct. 18; last killing frost, Apr. 29.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-9 blocks on Main; 5 on Columbia; 2 on Ferry; 3 on Third; 4 on Fourth.
Neighborhood Shopping Centers-2 blocks on State and Northwestern (West Lafayette); 2 on Main at 16th and South; 1 on 15th at Howell; 1 on Earl Ave. at South; 1 at Elmwood & Greenbush; 1 on Teal Ave.; 1 S. 4th St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Jefferson Sq.(16)	3	Eisner, Danner's People's Drug
K mart	4	K mart
Lafayette Sq.(30)	4	Hills, Marsh Mkt.
Market Sq.(44)	3	Ayre's, Eisner
Purdue Center(16)	2	Nichol Thriftway Mkt.
Tippecanoe(60)	4	Osco Drug, JCPenney, Block's
Wabash Shores(6)	3	Marsh Mkt., K mart
Zayre(5)	3	Zayre
Target Plz.(19)	2	Payless, Target, Hook's, H.H. Gregg
Sagamore Park Centre(9)	3	Payless, Hook's
Lafayette Plz South(10)	4	Payless, Hook's

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Thur., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Loeb's 2; Sears; JCPenney; L.S. Ayres; Hills; Block's.
Leading Variety Stores-Danner's.
Chain Drug Stores-Hook's 5; Arth 4; Haag; Marsh 2; Osco 3; Wells-Yeager-Best 2.
Chain Supermarkets-Eisner 3; Marsh Foodliner 2; PayLess 4.
Discount Stores-Zayre; K mart 2; Target; Hills; Service Mdse.; Kohl's.
Other Chain Stores-Shoes: Fayva, Butler, Nobil, Englin's, Kinney's, El-Bee, Regal, Thom McAn; Auto Supply: Firestone, Fleenors, Guarantee Auto; Clothing: Stuart's, Paul Harris, Sycamore Shop, Maurice's, Brook's, Foxmoor, Richman Brothers, Bottom Half, Just Jeans; Candy: Fannie May; Glass: Pittsburgh Plate Glass; Paint: M.A.B., Sherwin-Williams, Glidden.

14 - NEWSPAPERS: JOURNAL & COURIER (m) 35,719; (S) 36,010; Mar. 30, 1985 ABC.
Local Contact for Advertising and Merchandising Data: James F. Klaiber, Gen. Adv. Mgr., JOURNAL & COURIER, 217 N. Sixth St., Lafayette, IN 47901; Tel. (317) 423-5511.
National Representative: Gannett Media Sales.

LA PORTE

1 - LOCATION: La Porte County. E&P Map B-2. County Seat. Industrial, agricultural center, vacation resort. In northern part of Indiana. 2 mi. from E-W toll road; 60 mi. SE of Chicago; 26 mi. W of South Bend, IN; On U.S. Hwy. 35; State Hwys. 2, 4, 39.

2 - TRANSPORTATION: **Railroads**-Conrail; branches of Chessie Systems; Norfolk & Western.

3 - POPULATION:
Corp. City 80 Cen. 21,796; E&P 85 Est. 21,948
CZ-ABC: (80) 23,472
RTZ-ABC: (80) 99,450
County 80 Cen. 108,632; E&P 85 Est. 110,494
City & RTZ-ABC: (80) 122,922
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,578; E&P 85 Est. 8,661
County 80 Cen. 37,405; E&P 85 Est. 39,222
CZ-ABC: (80) 9,152
RTZ-ABC: (80) 33,164
City & RTZ-ABC: (80) 42,316

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$230,515,000
Savings	1	$58,846,000
Savings & Loan	2	$97,821,000

6 - PASSENGER AUTOS: County 55,675

7 - ELECTRIC METERS: Residence 8,743

8 - GAS METERS: Residence 7,551

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage EarnersSponge Rubber and Urethane Foam Prods. 500; Gray Iron and Semi-Steel Casting 270; Furniture 385; Food Slicing & Packaging Machines 200; Precision Castings 900; Home Appl. Service Parts 600; Industrial Ventilating 140; Automotive Radiator and Unit Heaters 400; Machine Shops 100; Corrugated Cartons 100; Caskets 100.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on Lincoln Way plus side streets.
Neighborhood Shopping Center-One Stop Shop Center (8 units); Westside, 3 blocks on State Road.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Maple Lane Mall	2	K mart
Marquette Mall(60)	12	JCPenney, Sears
Dunes Plaza(35)	12	K mart

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; shopping centers, every night.

13 - RETAIL OUTLETS: **Department Stores**-Levine's; JCPenney.
Discount Stores-Wonderland; K mart.
Variety Stores-Danner's.
Chain Drug Stores-Hook's 3; Ribordy; Medicine Shoppe.
Chain Supermarkets-Kroger; Five Star; Al's 2; Aldi.
Other Chain Stores-TG&Y; Firestone; M.A.B.; Delaney Furniture; Montgomery Ward Automotive Center (service); Radio Shack; Northwest Fabrics; Nobil Shoes; Newman's; Pic Way Shoes; Quality Farm & Fleet; Guarantee Auto.

14 - NEWSPAPERS: HERALD-ARGUS (e) 13,784; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: T.P. Avery, Nat'l Adv. Mgr., HERALD-ARGUS, 701 State St., La Porte, IN 46350; Tel. (219) 362-2161.
National Representative: Landon Associates.

LEBANON

1 - LOCATION: Boone County. E&P Map B-3 (In Indianapolis MSA). County Seat. 24 mi. NW of Indianapolis; 165 mi. SE of Chicago. At intersection of U.S. Hwys. 52, I-65 and State Hwys. 32 and 39. Light manufacturing center. Rich agriculture.

2 - TRANSPORTATION: **Motor Freight Carriers**-2.
Intercity Bus Lines-Greyhound, Trailways.

3 - POPULATION:
Corp. City 80 Cen. 11,456; E&P 85 Est. 13,429
County 80 Cen. 36,446; E&P 85 Est. 39,474
MSA 80 Cen. 1,166,929; E&P 85 Est. 1,203,838

4 - HOUSEHOLDS:
City 80 Cen. 4,760; E&P 85 Est. 5,359
County 80 Cen. 13,493; E&P 85 Est. 13,904
MSA 80 Cen. 418,536; E&P 85 Est. 444,929

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$195,174,584
Savings & Loan	1	$61,159,464

6 - PASSENGER AUTOS: County 20,604

7 - ELECTRIC METERS: Residence 5,798

8 - GAS METERS: Residence 5,926

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Filters 213 ($240); Industrial Blowers 95 ($200); Business Forms 123 ($240); Plastics 295 ($160).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 70-98; Fall 40-76; Winter 15-62. First killing frost, Oct. 25; last killing frost, May 2.

11 - TAP WATER: Alkaline.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main, Lebanon, Washington & Meridian (around square); 2 blocks on Indianapolis Ave.; State Road 39 N at city limits; 14 on W. South St. at city limits.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Lebanon Plz.(9)	2	K mart, Radio Shack, Sycamore Shop, Sargent Paint
Northfield(10)	2	Kroger, Hook's, Dollar General, Herschell's
Westgate Plz.(3)	2	Kentucky Fried Chicken, McDonalds, Ponderosa

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; K mart; 3-D; Dollar General.
Chain Supermarkets-Lowells; IGA; Kroger's.
Chain Drug Stores-Hook's; E. W. Star.
Other Chain Stores-Ace Hdwr.; Brunt's (men's clothing); Sargent-Gerke (paint); Sycamore Shop; Adler's; Richard Bennett Furniture.

14 - NEWSPAPERS: REPORTER (e) 6,757; sworn Sept. 29, 1984.
Local Contact for Advertising and Merchandising Data: James R. Mossman, Gen. Mgr., REPORTER, 117 E. Washington St., Lebanon, IN 46052; Tel. (317) 482-4650.
National Representative: U.S. Suburban Press.

LINTON

1 - LOCATION: Greene County. E&P Map B-4. In western part of county; 43 mi. SE of Terre Haute; 90 mi. SW of Indianapolis.

2 - TRANSPORTATION: **Railroads**-Illinois Central; Chicago, Milwaukee & St. Paul; branches of the CI&L ("Monon"); Conrail.
Motor Freight Carriers-2.
Intercity Bus Lines-Blue Bird & Wabash Valley.

3 - POPULATION:
Corp. City 80 Cen. 6,315; E&P 85 Est. 7,106
County 80 Cen. 30,416; E&P 85 Est. 31,762
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,585; E&P 85 Est. 3,011
County 80 Cen. 11,519; E&P 85 Est. 12,400

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$123,439,000

6 - PASSENGER AUTOS: County 14,869

7 - ELECTRIC METERS: Residence 2,730

8 - GAS METERS: Residence 2,445

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electrical 500; Textile 350; Mining 800; Machine Shops 120.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-85; Summer 70-102; Fall 20-85; Winter 5-55.

11 - TAP WATER: Neutral, hard, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3-D Shopping Center, 7 units open every night; Westside Shopping Area, 8 units.
Principal Shopping Days-Sat., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Hooks; Sears; Rhodenbeck's; Danners 3-D; General Dollar; JJ's Dress Shop; Faye's Closet; Lad-n-Lassie.
Variety Stores-G.C. Murphy; Guarantee Auto; Thrift Dollar; The Wooden Spool; Wicker-n-Whims; The Sampler Shoppe; The Lantern Shop; Linton Sporting Goods; Shirt Rack; Pages Hallmark Shop; Shepards Love Book.
Chain Supermarkets-IGA 3; Shurway; Red & White.

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 6,630; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Ron Dietz, Pub., CITIZEN, Box 151, 79 S. Main St., Linton, IN 47441; Tel. (812) 847-4487.
National Representative: Landon Associates.

LOGANSPORT

1 - LOCATION: Cass County. E&P Map B-2. County Seat. Shipping, agricultural, livestock, dairy, meat processing, industrial railroad, and trucking center. Wholesale center for northcentral part of state. 117 mi. to Chicago, 70 mi. S of South Bend and 72 mi. N of Indianapolis.

2 - TRANSPORTATION: **Railroads**-Conrail; Norfolk & Western.
Motor Freight Carriers-7.
Intercity Passenger Bus-Indiana Motor Bus.
Airlines-Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 17,731; E&P 85 Est. 17,023
CZ-ABC: (80) 19,353
RTZ-ABC: (80) 54,893
County 80 Cen. 40,936; E&P 85 Est. 41,265
City & RTZ-ABC: (80) 74,246
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,036; E&P 85 Est. 6,966
County 80 Cen. 14,715; E&P 85 Est. 15,310
CZ-ABC: (80) 7,570
RTZ-ABC: (80) 19,042
City & RTZ-ABC: (80) 26,612

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$280,298,000
Savings & Loan	2	$129,889,232

6 - PASSENGER AUTOS: County 21,240

7 - ELECTRIC METERS: Residence 6,465

8 - GAS METERS: Residence 6,238

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Elec. Controls Mfg. 550 ($250); Meat Processing 1,150 ($335); Air & Hydraulic Operated Machine Tools 50 ($238); Mech. Springs 430 ($350); Rubber Prod-Automotive 170 ($275); Aluminum Dye Cast, Heat Treating & Machine Shop 140 ($230); Electric Stor. Bat. 250 ($260); Cement Mfg. 50 ($300); Switches & Relays Automotive Elect. Components 650 ($210); Custom Stamping Press & Slide 425 ($265); Friction Products Mfg. 180 ($270); Conrail & Norfolk & Western R.R. 200 ($375).
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-95; Summer 47-104; Fall 11-84; Winter 18-25. First killing frost, Nov. 23; last killing frost, Apr. 22.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: **Principal Shopping Areas**-4 blocks on Broadway; 2 on Market St.; 1 on North St.; 7 on intersecting sts.
Neighborhood Shopping Areas-1 block at 13th and Broadway; 2 on North 3rd St.; 1 at Wilkinson and West Market; 1 at Burlington Ave. and Colfax.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Logansport Mall(38)	3	Radio Shack, Woolworth, Sears, JCPenney
Eastgate(11)	2	Hook's, K mart, Aldi
Cass Plaza(10)	3	Danner's 3-D, IGA, People's

Principal Shopping Days-Department Stores-Mon., Fri.; Food-Thur., Fri., Sat.
Stores Open Evenings-Downtown Shopping Area Fri.; All shopping centers.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears.
Discount Stores-K mart; Danner's 3-D.
Variety Stores-Woolworth; Total Discount.
Chain Drug Stores-Hook's 3; People's.
Chain Supermarkets-Marsh 2; Corral; IGA.
Other Chain Stores-Gallenkamp Shoes; Aldi; Indiana Cashway Stores; Man Alive Men's Wear; Musicland; Radio Shack; Fox's Jewelry; Jo Ann Fabrics; Waldenbooks; Paul Harris; Regis Beauty Salon; Hang-Up; Waterbed Room; Ms. Today; Fashion Crossroads; Sycamore Shop.

14 - NEWSPAPERS: PHAROS-TRIBUNE (e-mon to fri) 16,092; (S) 16,496; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Donald Pollitt, Bus. Mgr., PHAROS-TRIBUNE, 517 E. Broadway, Logansport, IN 46947; Tel. (219) 722-5000.
National Representative: Landon Associates.

MADISON

1 - LOCATION: Jefferson County. E&P Map C-4. County Seat. Residential center. On Ohio River. 44 mi. NE of Louisville; 50 mi. SW of Cincinnati; 85 mi. SE of Indianapolis. Free bridge over Ohio River connects Indiana Hwy. 7, U.S. 421, 56 and 62; Kentucky Hwy. 36, 42 and U.S. 71.

2 - TRANSPORTATION: **Railroads**-Conrail.
Intercity Bus Lines-White Star.
Motor Freight Carriers-3.
Freight Steamship Lines-Barges (2).

3 - POPULATION:
Corp. City 80 Cen. 12,472; E&P 85 Est. 12,385
County 80 Cen. 30,419; E&P 85 Est. 31,065
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,638; E&P 85 Est. 4,719
County 80 Cen. 10,288; E&P 85 Est. 10,832

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$177,789,000
Savings & Loan	2	$74,676,615

6 - PASSENGER AUTOS: County 14,164

7 - ELECTRIC METERS: Residence City 5,810; County 7,473

8 - GAS METERS: Residence 4,893

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Work Clothes 50; Shoes 421; Metal Heating Equip. 119; Hydraulic Lifts 175; Electric Motors Fractional 517; Heavy Road Machinery 190; Auto Parts 495; Silicones 326; Electric Generation 380; Diesel Turbo 147; Leather Fabrication 112; Aluminum 367; Chemicals 320; Government Proving Ground 447.

10 - CLIMATE: Av. Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Clifty Plz.	NA	Firestone, Dollar General, Save-A-Lot
Madison Plaza(10)	NA	Jay C Supermart, TG&Y, Sycamore, People's Drugs
Jefferson Court(6)	NA	Kroger, Heck's, Hook's
Village Square(16)	NA	Sears, G-Auto, Long John Silvers, Hook's

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Shopping Centers Mon. through Sat. until 9; Downtown Fri. until 8.

13 - RETAIL OUTLETS: Department Stores-Mills.
Variety Stores-TG&Y; Bargain World; Dollar General.
Discount Stores-Danner's 3-D; K mart; Heck's.
Chain Drug Stores-Hook's; Rite-Aid; People's.
Chain Supermarkets-Kroger; Jay C Stores 2; Ranch; Save-A-Lot.
Other Chain Stores-Goodyear; Firestone; Paris Style; Sears (catalog); Big Blue; Singer; G/Auto; Payless Shoes; Furniture Liquidators; Sycamore; Ace Hardware; Mister Hardware; Wolohan Lumber; Adam's Shoes; Wallpapers Galore; Pfieffer Jewelry.

14 - NEWSPAPERS: COURIER (e) 10,203; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Jerry Peters, Adv. Mgr., COURIER, 310 Courier Sq., Madison, IN 47250; Tel. (812) 265-3641.
National Representative: Landon Associates.

MARION

1 - LOCATION: Grant County, E&P Map B-3, County Seat. Industrial and agricultural center. NE of Indianapolis, midway between Chicago, Columbus and Cincinnati (160 mi.), Detroit and St. Louis (250 mi.) and Indianapolis and Fort Wayne (65 mi.).

2 - TRANSPORTATION: **Railroads**-C&O; Norfolk & Western; Conrail.
Motor Freight Carriers-28.
Intercity Bus Lines-Greyhound; Indiana Motor Bus; Hines Coach; Twin City.

3 - POPULATION:
Corp. City 80 Cen. 35,874; E&P 85 Est. 33,260
CZ-ABC: (80) 61,828
RTZ-ABC: (80) 67,898
County 80 Cen. 80,934; E&P 85 Est. 79,554
City & RTZ-ABC: (80) 129,726
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,010; E&P 85 Est. 12,666
County 80 Cen. 27,943; E&P 85 Est. 28,324
CZ-ABC: (80) 21,895
RTZ-ABC: (80) 23,156
City & RTZ-ABC: (80) 45,051

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$475,261,291
Savings & Loan	3	$258,654,387

6 - PASSENGER AUTOS: County 61,265

7 - ELECTRIC METERS: Residence 28,000

8 - GAS METERS: Residence 17,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Workers-All Mfg. 17,455 (Av. Wkly. Wage $192). Automotive 4,936; Radio & TV 2,802; Glass 1,886; Wire 4,251; Paper Prods. 645; Iron Fdy. 1,287; Plastics 899; Misc. 4,251.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-61; Summer 58-86; Fall 17-72; Winter 6-65. First killing frost, Sept; last killing frost, Apr.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-First through Seventh Sts., Washington and Adams Sts.
Neighborhood Shopping Centers-K mart; K mart Center; Marion Plaza; Northgate; North Park Mall; Panorama; So. Marion Plaza; Gas City.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Every evening ex. Sun.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Meis.
Discount Stores-K mart; Hill's; Hecks.
Chain Drug Stores-Hook's 4; Peoples; Revco; Marsh 2.
Chain Supermarkets-Marsh 2; Owen's County Market; Lowell's No Frills; Ed's Country Market; Hank's 2.
Other Chain Stores-Firestone; Goodyear; Guarantee Tire; Schiff Shoes 2; Nettlecreek Furn.; Musicland; Van's Sporting; Furniture City USA; Pic Way Shoes; Fleenor Auto Sales; Hart's Shoes; Mary Carter Paint; Coast-to-Coast.

14 - NEWSPAPERS: CHRONICLE-TRIBUNE (m) 21,564; (S) 24,664; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: F. Max Crotser, Adv. Dir., CHRONICLE-TRIBUNE, 610 S. Adams, Marion, IN 46952; Tel. (317) 664-5111.
National Representative: Gannett Media Sales.

MARTINSVILLE

1 - LOCATION: Morgan County (in Indianapolis MSA). E&P Map B-4, County Seat. Situated 30 mi. SW of Indianapolis. State Hwys. 37, 67, 39, 252, 44.

2 - TRANSPORTATION: **Railroads**-Amtrak.
Intercity Bus Lines-Greyhound; Vincennes.

3 - POPULATION:
Corp. City 80 Cen. 11,311; E&P 85 Est. 12,963
CZ-ABC: (80) 11,311
RTZ-ABC: (80) 26,113
MSA 80 Cen. 1,166,929; E&P 85 Est. 1,203,383
County 80 Cen. 51,999; E&P 85 Est. 55,179
City & RTZ-ABC: (80) 37,424

4 - HOUSEHOLDS:
City 80 Cen. 4,082; E&P 85 Est. 4,784
County 80 Cen. 17,160; E&P 85 Est. 18,789
MSA 80 Cen. 418,536; E&P 85 Est. 444,929
CZ-ABC: (80) 4,082
RTZ-ABC: (80) 8,319
City & RTZ-ABC: (80) 12,401

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$29,939,801
Savings & Loan	1	$15,580,231

6 - PASSENGER AUTOS: County 28,294

7 - ELECTRIC METERS: Residence 3,299

8 - GAS METERS: Residence 2,989

9 - PRINCIPAL INDUSTRIES: Furn., Wood Prod.; Fisheries and Fish Hatcheries; Brick; Cabinets.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Shopping Centers**-Martinsville Plz. on 37 Bypass, Morton Sq.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Schmalz's.
Variety Stores-Newberry.
Discount Stores-Dollar General; Danner's 3D; K mart.
Chain Drug Stores-Hook's; Revco.
Chain Supermarkets-Kroger; Schwab's IGA; Marsh.

14 - NEWSPAPERS: REPORTER (e) 7,681; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Wendell Holt, Adv. Dir., REPORTER, 60 S. Jefferson, Martinsville, IN 46151; Tel. (317) 342-3311.
National Representative: U.S. Suburban Press.

MICHIGAN CITY

1 - LOCATION: LaPorte County, E&P Map B-2. Agricultural and manufacturing center. 55 mi. from Chicago.

2 - TRANSPORTATION: **Railroads**-CI & LRR Co.; Amtrak; Monon (freight); Chesapeake and Ohio (Pere Marquette Dist); Chicago South Shore and South Bend; Conrail; Nickel Plate Road (freight); Norfolk & Western.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Indian Motor.

3 - POPULATION:
Corp. City 80 Cen. 36,850; E&P 85 Est. 36,065
CZ-ABC: (80) 41,977
RTZ-ABC: (80) 77,584
County 80 Cen. 108,632; E&P 85 Est. 110,494
City & RTZ-ABC: (80) 119,561

4 - HOUSEHOLDS:
City 80 Cen. 12,697; E&P 85 Est. 12,727
County 80 Cen. 37,405; E&P 85 Est. 39,222
CZ-ABC: (80) 14,467
RTZ-ABC: (80) 27,255
City & RTZ-ABC: (80) 41,722

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	3	$302,993,898
Savings & Loan	4	$158,500,313

6 - PASSENGER AUTOS: County 55,675

7 - ELECTRIC METERS: Residence 27,803

8 - GAS METERS: Residence 23,969

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Instrumentation & Compressors 2,070; Heating & Furn. 795; Auto Access. 550; Curled Hair & Furn. 675; Garment 600; Plumbing Prods. 400; Drugs, Pharm. 100; Feb. Welding 150; Pkg. Boxes 190.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-60; Summer 60-84; Fall 40-64; Winter 16-38. First killing frost, Oct. 10; last killing frost, May 4.

11 - TAP WATER: Hard (133 ppm.)

12 - RETAILING: **Principal Shopping Center**-10 blocks on Franklin St. & 1 each way on side sts.
Neighborhood Shopping Centers-Franklin Square Professional Services, and variety of local retailers and restaurants; 3 on E. Michigan St., 2 on W. 10th St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park & Shop(7)	2	Hook's, Color Tile, King Richards
East Side(9)	1	Hook's, Ace Hdwe., K&M Foods
Marquette(83)	3	Sears, JCPenney, Carson, Pirie & Scott
Dunes Plaza(35)	NA	K mart, Michaels Furn., JoAnn Fabrics
Karwick Plaza	2	Al's, Hook's
Evergreen Plz.(35)	3	Bernacchis, Hook's

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Sat., Marquette Mall. Chain Food, Drugs and Discounts open Mon. through Sat. evenings, Sun.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Carson, Pirie & Scott.
Variety Stores-Harvey's.
Discount Stores-Hwy. 212 Bargain Center; K mart; 3-D; Aldi; Eagle; Valueland.
Chain Drug Stores-Hook's 4; Walgreens; Revco.
Chain Supermarkets-Al's Thrift-Market 2; Jewel Tea; Eagle; Al's 3.
Other Chain Stores-Singer Co.; Goodyear; Firestone; Rowley's; Baker Shoe; Ace Hardware; Kinney Shoe; Fox Jewelry; Lerner Shops; Fashion Bug; Fayva Shoes; So Fro Fabrics; Floor to Ceiling; Fannie May Candies; Foxmoor; Chess King; Motherhood Maternity; Paul Harris; Casual Corner; General Nutrition; Kay Bee Toys; Maurice's; Kabelin.

14 - NEWSPAPERS: NEWS-DISPATCH (e-mon to fri) 16,850; (m-sat) 18,151; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Rob Reyher, Adv. Dir., NEWS-DISPATCH, 121 W. Michigan Blvd., Michigan City, IN 46360; Tel. (219) 874-7211.
National Representative: Landon Associates.

MISHAWAKA
See SOUTH BEND

MONTICELLO

1 - LOCATION: White County, E&P Map B-2, County Seat. 84 mi. NW of Indianapolis; 107 mi. SE of Chicago. On U.S. Hwys. 24 & 421; State Hwys. 39 & 119. 23 mi. NE of I-65.

2 - TRANSPORTATION: **Railroads**-L&N; Effner branch of Penna.; Indiana-Motor Bus.

3 - POPULATION:
Corp. City 80 Cen. 5,162; E&P 85 Est. 5,344
County 80 Cen. 23,867; E&P 85 Est. 23,915

4 - HOUSEHOLDS:
City 80 Cen. 2,007; E&P 85 Est. 1,804
County 80 Cen. 8,798; E&P 85 Est. 9,079

5 - BANKS	NUMBER	DEPOSITS
Community	2	$90,000,000
Savings & Loan	1	$40,000,000

6 - PASSENGER AUTOS: County 12,454

7 - ELECTRIC METERS: Residence 2,996

8 - GAS METERS: Residence 2,468

9 - PRINCIPAL INDUSTRIES: Automotive Supplies; Textiles; Paper Prod.; Machinery; Welding; Cosmetics; Rotary Tools; Ball Bearings; Electrodes; Recreation & Tourism (Indiana's largest summer resort-Lakes Shafer and Freeman).

10 - CLIMATE: Annual Av. Min. & Max. Temp.-42-57. Last killing frost, Mar. 15.

11 - TAP WATER: Hard; fluoridated.

12 - RETAILING: **Shopping Centers**-Downtown, 5 blocks on Main, 3 blocks on Broadway; Northgate (Kroger, Hook's).

13 - RETAIL OUTLETS: **Department Stores**-Miller's; M-B; Schultz; Family Store.
Variety Stores-Ben Franklin.
Chain Drug Stores-Don's Rexall; Hook's; Hively's.
Chain Supermarkets-Briney's; Sixbey's; Kroger Super Store.
Other Chain Stores-Men's: Muller & Muller, King's. Women's: The Clothes Chest, Clothesline, Goody's Sports Centers.

14 - NEWSPAPERS: HERALD-JOURNAL (e) 5,478; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Jeffrey N. Brown, Gen. Mgr., HERALD-JOURNAL, 114 S. Main St., Monticello, IN 47960; Tel. (219) 583-5121.
National Representative: Landon Associates.

MUNCIE

1 - LOCATION: Delaware County (MSA). E&P Map C-3. County Seat. Industrial and agricultural center. 55 mi. from Indianapolis, 210 mi. from Chicago.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western; C&O (freight); Conrail.
Motor Freight Carriers-44.
Intercity Bus Lines-ABC Coach; Trailways; Greyhound.
Air Lines-Britt.

3 - POPULATION:
Corp. City 80 Cen. 77,216; E&P 85 Est. 75,715
CZ-ABC: (80) 80,012
RTZ-ABC: (80) 139,183
City & RTZ-ABC: (80) 219,195
County/MSA 80 Cen. 128,587; E&P 85 Est. 126,088

4 - HOUSEHOLDS:
City 80 Cen. 27,465; E&P 85 Est. 27,871
County/MSA 80 Cen. 44,670; E&P 85 Est. 45,024
CZ-ABC: (80) 28,268
RTZ-ABC: (80) 48,748
City & RTZ-ABC: (80) 77,016

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$594,785,679
Savings & Loan	2	$379,795,041

6 - PASSENGER AUTOS: County 62,419

7 - ELECTRIC METERS: Residence 44,584

8 - GAS METERS: Residence (Muncie only) 19,242

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Automotive; Batteries, Transmissions, etc. 4,785 ($420); Glass Prod. 3,998 ($417); Electrical 1,075 (N.A.); Precision Forgings 344 ($571); Wire & Cable 322 ($551).

10 - CLIMATE: Min. & Max. Temp.-Spring 55-72; Summer 70-100; Fall 56-78; Winter 0-48. First killing frost, Oct. 5; last killing frost, May 1.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: **Principal Shopping Centers**-14 blocks on Walnut St.; 7 blocks on Main St.; 5 blocks on Mulberry St.; Muncie Mall, N. Broadway and McGalliard.
Neighborhood Shopping Centers-Madison Street, 28 blocks along S. Madison St.; Suburban Centre, 2500 block on Wheeling Avenue; 600 Court, 600 Blk-Tillotson Ave.; Bethel & Chadam Lane.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Muncie Mall(60)	3	Sears, L.S. Ayres, JCPenney, Ball Stores
Village	2	Collegienne
Northwest Plz.(28)	3	Marsh, Haag, Hills
Southway Plz.(23)	3	Marsh, Hook's
Northgate Ctr.(10)	2	H&H Rexall

S. Walnut St.	2	K mart, Eavey's
Tillotson	2	Marsh, Ross
Meadows(25)	NA	Zayre, Ross
Broadway	NA	K mart
Northgate(10)	NA	H&H Drugs
Country Village	NA	Leath's
Westside(17)	NA	
Bethel & Chadam Lane(2)	NA	

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Dept.-Fri.; Food-Nightly; Downtown-Fri.
Stores Open Sundays-Food, Drug, Shpg. Ctrs.

13 - RETAIL OUTLETS: Department Stores-Ball Stores; JCPenney; Sears; Hoyt Wright Co., Collegienne Shops; L.S. Ayres.
Variety Stores-TG&Y (Scotts); K mart.
Chain Drug Stores -Osco 2; Owl 2; Haney; Spartan West; Marsh Drug 4; Haag 5.
Discount Stores-Hills; Zayre; K mart 2; Target; Kokomo Bargain Center.
Chain Supermarkets-A.L. Ross 3; Wise 2; Eavey; Marsh 11.
Other Chain Stores-Sears; Singer Co.; Father & Sons Shoes; Kinney Shoes; Regal Shoes; Zale's Jewelers; Paul Harris; So Fro Fabrics; Fashion Crossroads; Musicland; Brooks; Goodyear Tire & Rubber; MCL; Tobacco Village; Russell Stover Candies; Shoppers Choice; Athlete's Foot; Connie's Shoes; Reader's World; Bottom Half; Things Remembered; Guarantee Auto; Payless Shoes; Fayva Shoes; Picway Shoes.

14 - NEWSPAPERS: STAR (m) 30,039; PRESS (e) 15,739; STAR (S) 35,740; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Michael F. Grimes, Adv. Dir., STAR and PRESS, PO Box 2408, Muncie, IN 47302; Tel. (317) 747-5700.
National Representative: Branham/Newspaper Sales.

NEW ALBANY

1 - LOCATION: Floyd County, E&P Map C-5 (in Louisville, KY-IN MSA). Indust. ctr. On N bank of Ohio River; 112 mi. S of Indianapolis; 7 mi. NW of Louisville, KY On U.S. Hwys. 31W, 150, 460M, I-64, I-265; State Hwys. 62, 64, 111, 231.

2 - TRANSPORTATION: Railroads-B&O; L&N; K&IT; Southern; Illinois Central; C&O; Conrail.
Motor Freight Carriers-6.
Intercity Bus Lines-Home Transit; Greyhound; Salem Coach.
Airlines-American; Eastern; Piedmont; Ozark, TWA and Delta at Standiford Field, Louisville, KY.

3 - POPULATION:
Corp. City 80 Cen. 37,103; E&P 85 Est. 38,641
MSA 80 Cen. 956,844; E&P 85 Est. 962,772
County 80 Cen. 61,169; E&P 85 Est. 64,976

4 - HOUSEHOLDS:
City 80 Cen. 14,042; E&P 85 Est. 15,048
County 80 Cen. 21,459; E&P 85 Est. 23,514
MSA 80 Cen. 340,989; E&P 85 Est. 353,555

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$155,000,000
Savings & Loan	2	$138,225,000

6 - PASSENGER AUTOS: County 34,202

7 - ELECTRIC METERS: Residence 14,850

8 - GAS METERS: Residence 10,044

9 - PRINCIPAL INDUSTRIES: Industry-Agric. Lumbering; Shipping; Plywood; Veneer; Furn.; Clothing; Fertilizer; Machy.; Baskets; Stoves; Refrigerated Dough Prods.; 58 establishments, 3,700 employees; $30,184,000 wages an.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-65; Summer 69-88; Fall 50-69; Winter 28-46.

11 - TAP WATER: Aklaline, hard.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Colonial Manor(7)	NA	Kroger
New Albany Plaza(18)	NA	Winn-Dixie, Kroger Target, SupeRx
Twin Daisy(8)	NA	Furn. Liquidators
University Mall	NA	
Highlander Point	NA	Otto Drugs, Jay-C Groc.

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Fri; Shpg. ctr. every evening & Sun.

13 - RETAIL OUTLETS: Department Stores-Fair; JCPenney; Montgomery Ward.
Discount Stores-Shop & Save; C.P. Sales; Target; K mart; Value City.
Chain Drug Stores-T P Taylor; Walgreens; Mill Discount; Medicine Shoppe; Otto Drugs; SupeRx.
Chain Supermarkets-Krogers 3; Winn-Dixie 3; Gateway; Convenient 4; Save-A-Step; Key Market 3; Jay-C Grocery.
Other Chain Stores-Ace Hdwe., Furniture Liquidators; Cloth World; Goodyear; Firestone; S & T Hdwe.; Evans Furn.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 10,801; LEDGER-TRIBUNE (S) 11,392; sworn Oct. 2, 1984.
Local Contact for Advertising and Merchandising Data: James Dietrich, Adv. Mgr., TRIBUNE, 303 W 2nd St., New Albany, IN 47150; Tel. (812) 944-6481.
National Representative: Thomson Newspapers.

NEW CASTLE

1 - LOCATION: Henry County, E&P Map C-3, County Seat. 50 mi. E of Indianapolis; on I-70; State Hwys. 3, 38, 103, 234.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Conrail.
Motor Freight Carriers-9
Intercity Bus Lines-ABC.

3 - POPULATION:
Corp. City 80 Cen. 20,056; E&P 85 Est. 18,524
CZ-ABC: (80) 26,730
RTZ-ABC: (80) 40,148
County 80 Cen. 53,336; E&P 85 Est. 50,915
City & RTZ-ABC: (80) 66,878

4 - HOUSEHOLDS:
City 80 Cen. 7,251; E&P 85 Est. 7,242
County 80 Cen. 18,796; E&P 85 Est. 18,510
CZ-ABC: (80) 9,832
RTZ-ABC: (80) 13,704
City & RTZ-ABC: (80) 23,536

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$160,000,000
Savings & Loan	2	$239,000,000

6 - PASSENGER AUTOS: County 27,481

7 - ELECTRIC METERS: Residence 7,639

8 - GAS METERS: Residence 7,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel Prods. 2,000 ($400); Folding Doors 500 ($300); Brake Linings 300 ($300)(1981)
Principal Industrial Pay Day- Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-62; Summer 59-83; Fall 42-64; Winter 20-37. First killing frost, Oct. 8; last kiling frost, May 5.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Broad St.; 2 on Main St.; 2 on 14th St., and about 4 other blocks.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
New Castle(10)	NA	Murphy's Mart, Hook's
Payne Vlg.(5)	NA	Ben Franklin, Hook's Marsh
Trojan Plaza	NA	Kroger, Sav-On

Principal Shopping Days-Fri., Mon.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-Ben Franklin.
Discount Stores-Val Discount; Dollar Stores; K mart; Murphy's Mart.
Chain Drug Stores-Hook 3.
Chain Supermarkets-Marsh Foodliner, Kroger Sav-On.
Other Chain Stores-Paul Harris; Goodyear; MAB Paint; Montgomery Ward; True Value Home Auto; Sherwin-Williams; Radio Shack; Fleenor's; Gallenkamp's.

14 - NEWSPAPERS: COURIER-TIMES (e) 13,866; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: William Bailey, Adv. Mgr., COURIER-TIMES, PO Box 369, New Castle, IN 47362; Tel. (317) 529-1111.
National Representative: Landon Associates.

NOBLESVILLE

1 - LOCATION: Hamilton County, (In Indianapolis MSA). E&P Map B-3. County Seat. Agricultural Center 22 mi. N of Indianapolis. On State Hwys. 32, 37, 38.

2 - TRANSPORTATION: Railroads-Norfolk & Western.
Motor Freight Carriers-3.
Intercity Bus Lines-ABC.

3 - POPULATION:
Corp. City 80 Cen. 12,056; E&P 85 Est. 14,806
MSA 80 Cen. 1,166,929; E&P 85 Est. 1,203,383
County 80 Cen. 82,381; E&P 85 Est. 86,825

4 - HOUSEHOLDS:
City 80 Cen. 4,340; E&P 85 Est. 5,444
County 80 Cen. 27,314; E&P 85 Est. 29,751
MSA 80 Cen. 418,536; E&P 85 Est. 444,929

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$476,000,000
Savings & Loan	1	$200,000,000

6 - PASSENGER AUTOS: County 54,741

7 - ELECTRIC METERS: Residence 5,778

8 - GAS METERS: Residence 5,228

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Rubber Prods. 930 ($350); Plastics 100 ($260); Castings 160 ($350).
Principal Industrial Pay Days-Mon., Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-75; Summer 60-100; Fall 40-75; Winter -10-50. First killing frost, Oct. 16; last killing frost, May 1.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Center-Noblesville Square.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Plaza	NA	Kenleys, Peoples Drug, Hook's Drug
Castleton	12	Lazarus, JCPenney, Sears
Western Plaza(11)	NA	O'Malia Mkt., Sherwin Williams, Reasner Drugs
Noblesville Square	NA	Marsh Super Mkt., Peoples Drug, 3-D, Mitee Handy

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; Food-every evening and Sunday.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-3-D.
Chain Drug Stores-Corner; Hook; Reasner Drugs; Haag.
Chain Supermarkets-O'Malia's, Marsh.
Other Chain Stores-Firestone; Goodyear; True Value; Smith's Jewelry; Guarantee Auto; Mister Clark's Appliances; Roselyn Bakery; Lindner's; Sherwin-Williams.

14 - NEWSPAPERS: LEDGER (e) 8,765; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Mark S. Allam, Ret. Adv. Mgr., LEDGER, 957 Logan St., PO Drawer K, Noblesville, IN 46060; Tel. (317) 773-1210.
National Representative: None.

PERU

1 - LOCATION: Miami County, E&P Map B-2, County Seat. Railroad, agricultural and industrial center. Division point with switching yards for 3 railroads. 74 mi. N of Indianapolis; 70 mi. S of South Bend; 146 mi. from Chicago. In ctr. of north half of Indiana on U.S. Hwy. 24 (E to Fort Wayne, W to Illinois), U.S. 31 (N to South Bend, S to Indianapolis). On State Hwy. 19. Important motor freight terminal.

2 - TRANSPORTATION: Railroads-Division HQ for Chesapeake and Ohio, Chicago to Cincinnati Division; Norfolk & Western.
Motor Freight Carriers-10.
Intercity Bus Lines-Indiana Motor, Southeastern Trailways.
Airlines-USAir; Air Wisconsin; Delta; United; Republic; Britt.

3 - POPULATION:
City 80 Cen. 13,764; E&P 85 Est. 12,703
County 80 Cen. 39,820; E&P 85 Est. 37,335

4 - HOUSEHOLDS:
City 80 Cen. 5,258; E&P 85 Est. 5,037
County 80 Cen. 13,685; E&P 85 Est. 13,205

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$173,431,044
Savings & Loan	3	$93,031,336

6 - PASSENGER AUTOS: County 19,771

7 - ELECTRIC METERS: Residence 8,346

8 - GAS METERS: Residence County 8,250

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Railroads 400 ($400); Furn. Mfg. 450 ($160) Metals 175 ($200); Heating Eqpt. 149 ($180); Plastics 296 ($160); Fabricated Metal Prod. 225 ($200); Paper Prod. 175 ($140); Elect. Mach. & Eqpt. 804 ($240).

10 - CLIMATE: Min. & Max. Temp.-Spring 32-75; Summer 50-90; Fall 45-75; Winter 10-45. First killing frost, Oct. 25, last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-9 blocks on Broadway; 2 on Wabash; 2 on Miami; 2 on Second; 2 on Third; 2 on Main; 2 on Fifth; 1 on Sixth.
Neighboring Shopping Centers-Main & Grant, Main & Benton.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadway(17)	NA	JCPenney, Hook's
Peru(3)	NA	Rinks, Five Star Ribordy Drug
Sherwood Sq.(5)	NA	Hook's, K mart
Eastwood Sq.(4)	NA	Scott's Food Center

Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Wed. aft. (June, July, Aug.)

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Discount Stores-Rink's, K mart.
Variety Stores-Ben Franklin.
Chain Drug Stores-Hook's 2; Ribordy; SupeRx.
Chain Supermarkets-Kroger; Maces; Five Star; Aldi's.
Other Chain Stores-Goodrich; Gallenkamp; Montgomery Ward.
14 - NEWSPAPERS: TRIBUNE (e-mon to fri, m-sat) 9,154; sworn Sept. 29, 1984.
Local Contact for Advertising and Merchandising Data: Eileen Schumacher, Natl. Adv. Mgr., TRIBUNE, 26 W. Third St., Peru, IN 46970; Tel. (317) 473-6641.
National Representative: Landon Associates.

PLYMOUTH

1 - LOCATION: Marshall County, E&P Map B-2, County Seat. Central northern Indiana at junction of U.S. Hwys. 30, 31; 90 mi. to Chicago, 65 mi. to Ft. Wayne; 24 mi. to South Bend, 116 mi. to Indianapolis. Diversified agricultural community with misc. small mfg.

2 - TRANSPORTATION: Railroads (freight only)-Conrail; Norfolk & Western(br.)
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound, Indiana Motor Bus.

3 - POPULATION:
City 80 Cen. 7,693; E&P 85 Est. 8,064
County 80 Cen. 39,155; E&P 85 Est. 40,919
Demographic Information available from Chamber of Commerce

4 - HOUSEHOLDS:
City 80 Cen. 2,940; E&P 85 Est. 3,022
County 80 Cen. 13,640; E&P 85 Est. 14,755

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$171,808,257
Savings & Loan	2	$10,465,169

6 - PASSENGER AUTOS: County 20,773

7 - ELECTRIC METERS: Residence 3,421

8 - GAS METERS: Residence 2,725

9 - PRINCIPAL INDUSTRIES: Industry-Radiators; Dairy Products; Foundry; Door Mfg.; Pre-Fab Homes; Wax Paper; TV Towers; Boat Stabilizers; Tool Mfg.; Elec. Wiring; Elec. Converters; Canning; Plastics; Corrugated Boxes; Soft Drink Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-68; Summer 65-90; Fall 29-53; Winter 15-40. First killing frost, Oct. 8, last killing frost, May 6.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 1/2 blocks on Michigan; 3 on LaPorte; 1 on Water; 2 on Garro; 2 on Washington.
Shopping Areas-North on Business 31, 5 stores; East on Jefferson & Kingston, 25 stores.
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Plymouth Plz.(2)		G.L. Perry
Plymouth Ctr.(7)	1	Murphy's Mart, Kroger

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Bosworth's; Treats; Murphy's Mart; Treat's for Her; Fashion Crossroads; Jo-Lyn; Jennifer's Labels for Less; Clothes Closet; G.L. Perry.
Variety Stores-Harvey's; G.L. Perry.
Chain Drug Stores-Peoples Drug; Walgreens; Revco; Hook's.

Chain Supermarkets-G&G; Kroger; Dave's.
Other Chain Stores-Firestone; Sherwin-Williams; Goodyear; Arvensen's Hdwe.; Carl Sheets Elec.; Kline's Appliance; Radio Shack; Superior Appliances; Coast to Coast; Eckerd; Sears (catalog).

14 - NEWSPAPERS: PILOT-NEWS (e) 8,959; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Tony Van Buren, Natl. Adv. Mgr., PILOT-NEWS, 217-223 N. Center St., PO Box 220, Plymouth, IN 46563; Tel. (219) 936-3101.
National Representative: Landon Associates.

PORTLAND

1 - LOCATION: Jay County, E&P Map C-3, County Seat. Residential & industrial center. 42 mi. N of Richmond; 50 mi. S of Fort Wayne; On U.S. Hwy. 27; State 26 & 67.

2 - TRANSPORTATION: Railroads-Served by Lake Erie & Western branch of Norfolk & Western.
Motor Freight Carriers-6.
Airlines-Charter Service at Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 7,074; E&P 85 Est. 6,869
CZ-ABC: (80) 7,074
RTZ-ABC: (80) 25,844
County 80 Cen. 23,239; E&P 85 Est. 22,662
City & RTZ-ABC: (80) 32,918

4 - HOUSEHOLDS:
City 80 Cen. 2,767; E&P 85 Est. 2,742
County 80 Cen. 8,359; E&P 85 Est. 8,453
CZ-ABC: (80) 2,767
RTZ-ABC: (80) 8,717
City & RTZ-ABC (80) 11,4844

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	1	N.A.
Commercial	3	$150,620,000

6 - PASSENGER AUTOS: County 11,851.

7 - ELECTRIC METERS: Residence 4,187.

8 - GAS METERS: Residence 2,500.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Drop Forgings 465; Work Garments 500; Soybean Proc. 125; Brooms 100; Food 125; Feed Milling 100; Av. Wkly. Wage (Mfg.) $192.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-67; Summer 63-82; Fall 40-55; Winter 24-39.

11 - TAP WATER: Alkaline, very hard; city has water softening plant.

12 - RETAILING: Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Variety Stores-G.C. Murphy.
Discount Stores-3D.
Chain Drug Stores-Hook's; Haag's.
Chain Supermarkets-Marsh; Ludwig.
Other Chain Stores-Western Auto Associate; Sears (catalog); Montgomery Ward; Holthouse Furn.; Goodyear; Rodefeld's Auto; True Value Hardware.

14 - NEWSPAPERS: COMMERCIAL-REVIEW (e) 5,899; sworn Sept. 29, 1984.
Local Contact for Advertising and Merchandising Data: Jerry Lewis, Adv. Mgr., COMMERCIAL-REVIEW, 309 W. Main St., Portland, IN 47371; Tel. (219) 726-8141.
National Representative: None.

PRINCETON

1 - LOCATION: Gibson County, E&P Map A-5, County Seat. 28 mi. N of Evansville; 116 mi. W of Louisville, KY; 156 mi. SW of Indianapolis; 160 mi. E of St. Louis. On U.S. Hwy. 41; State 64.

2 - TRANSPORTATION: Railroads-L&N and Southern.
Motor Freight Carriers-8.
Intercity Bus Lines-Central Greyhound; Southeastern Trailways; Suburban Lines; Wabash Valley.
Airlines-Eastern; USAir; Piedmont; Britt (Evansville airport).

3 - POPULATION:
Corp. City 80 Cen. 8,976; E&P 85 Est. 10,630
CZ-ABC: (80) 8,976
RTZ-ABC: (80) 27,773
County 80 Cen. 33,156; E&P 85 Est. 35,764
City & RTZ-ABC: (80) 36,749

4 - HOUSEHOLDS:
City 80 Cen. 3,597; E&P 85 Est. 4,432
County 80 Cen. 12,800; E&P 85 Est. 13,578
CZ-ABC: (80) 3,597
RTZ-ABC: (80) 9,934
City & RTZ-ABC: (80) 13,531

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	$176,564,692
Savings & Loan	6	$32,877,271

6 - PASSENGER AUTOS: County 17,289.

7 - ELECTRIC METERS: Residence 4,157.

8 - GAS METERS: Residence 3,473.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage N.A.)-Electronics 834; Electric Clocks 404; Tools & Die 147; Rubber Products 145; Oil Refinery N.A.; Fundraising Items 186.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-80; Summer 80-95; Fall 60-80; Winter 20-60.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Shopping Center: 3-D Plaza (13 Stores).
Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Discounts, Grocery & Drug Mon.-Sat.; Downtown Mon.-Fri.

13 - RETAIL OUTLETS: Department Stores-K mart; JCPenney; Dollar General; Schuetz's; Tulip Tree; Wanda's; Frank's.
Variety Stores-Bargain World; Index Notion; 3-D.
Chain Drug Stores-Rexall 3; Walgreens; Hooks.
Chain Supermarkets-Key Mkt.; Buehlers; IGA; Red & White 2; Super Valu.
Other Chain Stores-Western Auto; Goodyear; Sherwin-Williams; Firestone.

14 - NEWSPAPERS: CLARION (m-mon to fri) 6,387; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Bill DeLost, Pub., CLARION, Broadway & N. Gibson Sts., Box 321, Princeton, IN 47670; Tel. (812) 385-2525.
National Representative: None.

RENSSELAER

1 - LOCATION: Jasper County, E&P Map B-2, County Seat. In Northwestern Indiana, 72 mi. SE of Chicago. On U.S. Hwy. 231 and Indiana 114; 3 mi. E of I-65.

2 - TRANSPORTATION: Railroads-L&N; Amtrak.
Bus Lines-Greyhound; Yellow Freight.

3 - POPULATION:
City 80 Cen. 4,944; E&P 85 Est. 5,265
County 80 Cen. 26,138; E&P 85 Est. 27,053

4 - HOUSEHOLDS:
City 80 Cen. 1,893; E&P 85 Est. 2,060
County 80 Cen. 8,288; E&P 85 Est. 8,804

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$122,420,634
Savings & Loan	1	$315,000,000

6 - PASSENGER AUTOS: County 12,658.

7 - ELECTRIC METERS: Residence 2,061.

8 - GAS METERS: Residence 1,827.

9 - PRINCIPAL INDUSTRIES: Crushed Stone; Grain Elevators; Cement; Spring & Coil Mfg.; Trailers for Road Eqpt.; Plastic Table Tops; Casework; Bakery; Plastic Pipe; Battery Chargers.

10 - CLIMATE: Min. & Max. Temp-N.A.

11 - TAP WATER: Alkaline, softened to 4 grains of hardness.

12 - RETAILING: Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Harvey's.
Variety Stores-Schultz Bros.
Chain Drug Stores-Rexall; Hook's; Ribordy; Fagan.
Chain Supermarkets-Tom's; Wilco; Save-A-Lot.

14 - NEWSPAPERS: REPUBLICAN (e) 3,087; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: David L. Smith, Pub., REPUBLICAN, 117 N. Van Rensselaer St., Rensselaer, IN 47978; Tel. (219) 866-5111.
National Representative: None.

RICHMOND

1 - LOCATION: Wayne County, E&P Map C-3, County Seat. Mfg. center; Agricultural area, 3 mi. W of Ohio state line; 250 mi. SE of Chicago; 69 mi. E of Indianapolis; 40 mi. W of Dayton; 63 mi. NW of Cincinnati; on U.S. Hwys. I-70, 40, 27 & 35; State Hwys. 21, 38, 121, 227, & 627.

2 - TRANSPORTATION: Railroads-Conrail; Chesapeake & Ohio; Norfolk & Southern; Amtrak.
Motor Freight Carriers-29, with 9 terminals.
Intercity Bus Lines-ABC Coach; Continental Trailways; Greyhound.
Airlines-TWA; United; Delta; USAir; Piedmont; Wright; American; Eastern; Comair; Republic; Simmons; Pan American; Midstate; Ozark; Britt; Midway; Florida Express; Frontier; Trans Midwest; Tennessee (Dayton, Ohio Airport; Indianapolis International Airport; Greater Cincinnati Airport) (Local: Richmond Municipal Airport.)

3 - POPULATION:
Corp. City 80 Cen. 41,349; E&P 85 Est. 40,752
CZ-ABC: (80) 49,520
RTZ-ABC: (80) 121,890
County 80 Cen. 76,058; E&P 85 Est. 75,988
City & RTZ-ABC: (80) 171,410
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,682; E&P 85 Est. 15,745
County 80 Cen. 27,430; E&P 85 Est. 28,253
CZ-ABC: (80) 18,403
RTZ-ABC: (80) 42,500
City & RTZ-ABC: (80) 60,903

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$414,366,164
Savings & Loan	3	$174,371,880

6 - PASSENGER AUTOS: County 38,751.

7 - ELECTRIC METERS: Residence 17,485.

8 - GAS METERS: Residence 12,067.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. ex. elec. 2,992 ($272); Trans. Eqpt. 1,301 ($256); Elect. Mach. 687 ($168); Fab. Metal Parts 951 ($287).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-92; Summer 48-98; Fall 33-94; Winter 0-72.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Center-4 block promenade on Main St.
Neighborhood Shopping Centers-16th & E Main; W 5th & Main; 3400 E Main; U.S. 40 E Garwood Rd.; SW 18th and National Road West; Salisbury Road & U.S. 40 West; 2400 National Road.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
West Side(6)	2	Long's, Berman Drugs
East End	1	Haag Drug
Ravinia-Plaza	2	Corvair's, Tim Hogans
Gateway(25)	3	Sears, Ardan, Target
Richmond Sq.(36)	3	JCPenney, Mont. Ward Outlet
Kings Plaza(8)	4	Nationwide, JoAnns, Revco
Kroger Plaza	3	Kroger Sav-On, Fashion Bug

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Downtown-Mon., Fri.; Supermarkets nightly; Shopping Centers nightly.

13 - RETAIL OUTLETS: Department Stores-Knollenberg's; JCPenney; Sears; Montgomery Ward Outlet; Elder-Beerman.
Discount Stores-Target; Hecks; K mart 2.
Variety Stores-Woolworth; L.M. Veach.
Chain Drug Stores-Hook's 4; Peoples Drugs; Thrift; Phillips; Revco.
Chain Supermarkets-Thornburgs; Super Value; Kroger Sav-On; Village Pantry (Marsh) 3; Cox's IGA 4; Long's; Lawson Milk.
Other Chain Stores-Thom McAn; Gallenkamp Shoe; Goodrich; Mab Paints; Sherwin-Williams; Pay-Less Shoes; Hanover Shoes; Radio Shack; Zale's Jewelers; Stuart's; Spencer Gifts; JoAnn Fabrics; Roger Jewelers; Brooks Fashions; TSC Stores; 84 Lumber; Big Blue.

14 - NEWSPAPERS: PALLADIUM-ITEM (e-mon to fri) 21,959; (S) 27,168; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Peggy Fitzpatrick, Adv. Dir., PALLADIUM-ITEM, 1175 North A St., Richmond, IN 47374; Tel.(317) 962-1575.
National Representative: Gannett Media Sales.

ROCHESTER

1 - LOCATION: Fulton County, E&P Map B-2, County Seat. Lake resort town. Small manufacturing plants. Rich agricultural center. 120 mi. from Chicago; 95 mi. from Indianapolis.

2 - TRANSPORTATION: Railroads-Indiana Interstate Railway Co. (freight); Norfolk and Southern (freight).
Motor Freight Carriers-6.
Intercity Bus Lines-Indiana Motor.

3 - POPULATION:
Corp. City 80 Cen. 5,050; E&P 85 Est. 5,381
County 80 Cen. 19,335; E&P 85 Est. 19,691
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,075; E&P 85 Est. 2,056
County 80 Cen. 7,203; E&P 85 Est. 7,561

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$87,240,096
Savings & Loan	1	$62,771,801

6 - PASSENGER AUTOS: County 10,012.

7 - ELECTRIC METERS: Residence 2,530.

8 - GAS METERS: Residence 2,037.

9 - PRINCIPAL INDUSTRIES: Food; Metal Prod.; Dairy Prod.; Men's Clothing; Business Forms.
Principal Industrial Pay Days-Tues., Fri.

10 - CLIMATE: First killing frost, Oct. 9; last killing frost, May 1.

11 - TAP WATER: Alkaline, very soft, fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main St.; 2 on 9th St.; 1 on 8th St.; Rochester Plaza Shopping Center (south edge).
Stores Close-Thur. afternoon.
Stores Open Evenings-Fri., some Sun.

13 - RETAIL OUTLETS: Department Stores-Spurgeon's; P.N. Hirsch.
Discount Stores-3-D.
Variety Stores-Schultz.
Chain Drug Stores-Hook's; Ribordy; SupeRx.
Chain Supermarkets-Kroger; IGA; Wilt's.

14 - NEWSPAPERS: SENTINEL (e) 4,692; sworn Sept. 29, 1984.
Local Contact for Advertising and Merchandising Data: Arthur L. Hoffman, Adv. Mgr., SENTINEL, 118 E. 8th Street, Rochester, IN 46975; Tel. (219) 223-2111.
National Representative: None.

RUSHVILLE

1 - LOCATION: Rush County, E&P Map C-4, County Seat. Manufacturing center. 40 mi. from Indianapolis; 72 mi. from Cincinnati; on U.S. Hwy. 52; State Hwys. 44 and 3.

2 - TRANSPORTATION: Railroads-B&O; Norfolk & Western; (all freight lines).
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,113; E&P 85 Est. 6,022
CZ-ABC: (80) 6,113
RTZ-ABC: (80) 13,491
County 80 Cen. 19,604; E&P 85 Est. 20,343
City & RTZ-ABC: (80) 19,604

4 - HOUSEHOLDS:
City 80 Cen. 2,232; E&P 85 Est. 2,273
County 80 Cen. 6,641; E&P 85 Est. 7,168
CZ-ABC: (80) 2,232
RTZ-ABC: (80) 4,409
City & RTZ-ABC: (80) 6,641

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$75,000,000
Savings & Loan	1	$26,000,000

6 - PASSENGER AUTOS: County 9,169.

7 - ELECTRIC METERS: Residence 6,464.

8 - GAS METERS: Residence 2,450.

9 - PRINCIPAL INDUSTRIES: Furniture; Air Conditioning; School Supplies; Compressors; Machine Shops.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 60-100; Fall 50-80; Winter 10-50.

11 - TAP WATER: Neutral (pH 6.5), 10 grains hard; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on two streets.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Northwood(5)	NA	Marsh Foods, Hook's, Dollar General
Rushville(5)	NA	Kroger, Revco

Principal Shopping Days-Fri., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Department Stores-Fri.; Food-Daily & Sunday.

13 - RETAIL OUTLETS: Department Stores-Minear's.
Drug Stores-Hook's; Revco; Rushville Phcy.
Variety Stores-3-D; Dollar General.
Chain Supermarkets-Kroger; Marsh.

14 - NEWSPAPERS: REPUBLICAN (e) 3,881; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: S. D. Stokes, Pub., REPUBLICAN, 219 N. Perkins St.; PO Box 189, Rushville, IN 46173; Tel. (317) 932-2222.
National Representative: American Newspaper Representatives.

SEYMOUR

1 - LOCATION: Jackson County, E&P Map C-4. Situated 60 mi. S of Indianapolis; 50 mi. N of Louisville; 80 mi. W of Cincinnati. Crossing of U.S. Hwys. 50, 31; I-65.

2 - TRANSPORTATION: **Railroads**-Conrail; B&O main line (freight); Milwaukee Road (freight).
Interstate Bus Lines-Greyhound.
Motor Freight Carriers-23.

3 - POPULATION:
Corp. City 80 Cen. 15,050; E&P 85 Est. 16,563
CZ-ABC: (80) 15,050
RTZ-ABC: (80) 24,550
County 80 Cen. 36,523; E&P 85 Est. 37,600
City & RTZ-ABC: (80) 39,600

4 - HOUSEHOLDS:
City 80 Cen. 5,665; E&P 85 Est. 6,309
County 80 Cen. 12,995; E&P 85 Est. 13,821
CZ-ABC: (80) 5,665
RTZ-ABC: (80) 8,251
City & RTZ-ABC: (80) 13,916

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$146,936,847
Savings & Loan	2	$475,176,477

6 - PASSENGER AUTOS: County 19,189

7 - ELECTRIC METERS: Residence 5,703

8 - GAS METERS: Residence 4,866

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Heavy Machy. 950 ($350); Light Mfg. 1,500 ($320); Paper & Pkg. 280 ($300); Woodworking 120 ($280); Textiles 650 ($180).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Avg. Min. & Max. Temp.-Spring 20-70; Summer 60-90; Fall 30-70; Winter 0-50. First killing frost, Oct. 15; last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks N & S on Chestnut St.; 6 E & W on St. Louis Ave.; Tipton St.; 2nd & 3rd St.; several smaller shopping centers adjoining city's main section of business.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Danner Plz.(3)	NA	Taylor Drug
Jackson Park(24)	NA	JCPenney
West Towne Plz.(9)	NA	IGA, Revco
Westwind(3)	NA	

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Mon., Fri.; Center open nightly.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Discount Stores-Danner's 3-D; K mart.
Variety Stores-Murphy.
Chain Drug Stores-Hook's; Taylor; Revco.
Chain Supermarkets-Jay-C 2; IGA; Noltings Super Value 3; Beefking 2; Convenient Food Mart 2.
Other Chain Stores-Goodyear; Paris Style; Montgomery Ward; Farm Bureau Co-op; Auto Pro; Sears (catalog); Guarantee Auto; Big Blue Store; Radio Shack; Coast-to-Coast Hdwe.; M.A.B. Paint; Bass Pro Shop.

14 - NEWSPAPERS: TRIBUNE (e) 9,739; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: George Main, Adv. Mgr., TRIBUNE, 1215 E. Tipton, Seymour, IN 47274; Tel. (812) 522-4871.
National Representative: Landon Associates.

SHELBYVILLE

1 - LOCATION: Shelby County (In Indianapolis MSA). E&P Map C-4, County Seat. 27 mi. SE of Indianapolis; U.S. Hwys. 421, I-74, I-65; State Hwys. 9, 44, 52, 244, 252.

2 - TRANSPORTATION: **Railroads**-Conrail.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,989; E&P 85 Est. 15,236
CZ-ABC: (80) 14,989
RTZ-ABC: (80) 25,548
MSA 80 Cen. 1,166,929; E&P 85 Est. 1,203,383
County 80 Cen. 39,887; E&P 85 Est. 40,700
City & RTZ-ABC: (80) 40,537

4 - HOUSEHOLDS:
City 80 Cen. 5,639; E&P 85 Est. 5,783
County 80 Cen. 13,823; E&P 85 Est. 14,508
MSA 80 Cen. 418,536; E&P 85 Est. 444,929
CZ-ABC: (80) 5,639
RTZ-ABC: (80) 8,407
City & RTZ-ABC: (80) 14,046

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$252,980,268
Savings & Loan	2	$47,237,722

6 - PASSENGER AUTOS: County 21,270

7 - ELECTRIC METERS: Residence 18,872

8 - GAS METERS: Residence 5,702

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Fiber Glass 650; Paper-Plastics 580; Furn. 275; Industrial Heating and Wire Coating 800; Radio-TV Parts 200; Auto-Aircraft Seals 300; Alum. Doors-Windows 175; Business Forms 100; Camper Parts 150. Av. Wkly. Wage, $317.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belair(23)	NA	JCPenney, K mart, Gloria Marshall
Target(16)	NA	Kroger, Hook's, Coast-to-Coast

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; Shopping centers nightly.
Stores Open Sundays-Most supermarkets, shopping centers, and downtown.
Stores Close-Some Wed. afternoon.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Discount Stores-Target; K mart.
Chain Drug Stores-People's; Hook's 2; Rite Aid.
Chain Supermarkets-Lowells; Kroger; Thriftmart; Allied Grocers; Ranch; Thomas.
Other Chain Stores-Diana; Paul Harris; Big Blue; Jo Ann; Radio Shack; Goodyear, Nationwise Auto; Sycamore; Coast to Coast; Guarantee Auto; Gallenkamp Shoes; Nationwide Auto Parts.

14 - NEWSPAPERS: NEWS (e) 10,983; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Bob Knopp, Gen. Adv. Mgr., NEWS, 123 E. Washington St., Shelbyville, IN 46176; Tel. (317) 398-6631.
National Representatives: Landon Associates; U.S. Suburban Press.

SOUTH BEND-MISHAWAKA

1 - LOCATION: St. Joseph County (In South Bend-Mishawaka MSA). E&P Map B-2. Indust., whol., retail and educ. ctr. NW part of state. 4 mi. S of Michigan state line; 96 mi. E of Chicago; 135 mi. N of Indianapolis on Northern Indiana Toll Road.

2 - TRANSPORTATION: **Railroads**-Passenger-Amtrak; Chicago South Shore/South Bend Elec. Rd. Freight-Conrail; Grand Trunk Western; Norfolk & Western.
Motor Freight Carriers-45.
Intercity Bus Lines-Indian Trails; Greyhound; Indiana Motor Bus; United Limo; Trailways; ABC.
Intracity Bus Line-Transpo (South Bend Public Transportation Corp.).
Airlines-United; Air Wisconsin; Britt Airways; Piedmont; Republic.

3 - POPULATION:
Corp. Cities 80 Cen. 149,951; E&P 85 Est. 145,715
South Bend 80 Cen. 109,727; E&P 85 Est. 102,481
Mishawaka 80 Cen. 40,224; E&P 85 Est. 43,234
CZ-ABC: (80) 222,598
RTZ-ABC: (80) 387,957
County 80 Cen. 241,617; E&P 85 Est. 244,493
MSA 80 Cen. 241,617; E&P 85 Est. 244,493
City & RTZ-ABC: (80) 610,555

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 64,378; E&P 85 Est. 59,373
South Bend 80 Cen. 48,082; E&P 85 Est. 41,105
Mishawaka 80 Cen. 16,296; E&P 85 Est. 18,268
County 80 Cen. 86,204; E&P 85 Est. 90,145
MSA 80 Cen. 86,204; E&P 85 Est. 90,145
CZ-ABC: (80) 81,440
RTZ-ABC: (80) 133,974
City & RTZ-ABC: (80) 215,444

5 - BANKS	NUMBER	EST. DEP.
Commercial	6	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 132,049

7 - ELECTRIC METERS: Residence 79,000

8 - GAS METERS: Residence 36,500

9 - PRINCIPAL INDUSTRIES: (St. Joseph County)-Industry, No. of Wage Earners: Total Mfg. 25,500; Trans. Equip. 7,800; Non-Electrical Mach. 3,800; Elec. Mach. 1,700; Primary Metals 900; Nondurable Goods 8,300; Non-mfg. 79,900.

10 - CLIMATE: Avg. Temp.-Summer 71; Winter 31. Normal annual precipitation 36 inches. Normal annual snowfall, 72 inches.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-South Bend: 4 blocks on Michigan St.; 5 on Main; 5 on Lafayette Blvd.; 2 on LaSalle and 2 on Colfax Ave.; 2 on Washington; 2 on Jefferson; 2 on Wayne, Western and Monroe Sts.; 2 on Lincoln Way. Mishawaka: 7 blocks on Main; 4 blocks on Lincoln Way; 2 blocks on Mishawaka Ave.; 12 blocks on McKinley.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
N. Vlg.(27)	NA	Walgreen
Scottsdale(100)	NA	L.S. Ayres, Target, Mont. Ward
Univ. Park(107)	NA	L.S. Ayres, Sears, JCPenney, J.L. Hudson
Buyer's Mkt. Pl.(35)	NA	County Mkt
North Vlg. Mall(27)	NA	Duff's Smorgasbord Rest.
Scottsdale Mass(3)	NA	L.S. Ayres, Mont. Ward., Target
Univ. Mall(107)	NA	L.S. Ayres, Hudson's, JC Penney, Sears

Neighborhood Shopping Centers-100 Ctr., Lincolnway W. at Ctr. St., Mishawaka; Greenwoods, Ironwood Dr. & Rte. 23; Broadmoor, Ireland Rd. and Miami St.; Town and Country, E. McKinley & Hickory Rd., Mishawaka; McKinley Sq., Logan and McKinley, South Bend; Hartman Plz., Lincolnway W. at Sheridan; Georgetown, Emmons Rd. off Cleveland; Belleville, Western Ave. at Lombardy; Southland Plz., Ireland & Ironwood Rds; LaSalle Sq., Bendix Dr. & Ardmore; College Sq., Logan & McKinley, Mishawaka; Univ. Ctr., Grape at Rte. 23, Mishawaka; Univ. Commons, Rte. 23 & Cleveland, South Bend; Belleville, Western Ave. betw. Lombardy & Summit Drives; Broadmoor & Ireland, E on Ireland Rd. from U.S. Hwy. 31 S to Scottsdale Mall; Phoenix Plz., NE side of Western Ave. & Lombardy Dr. 100 Center Complex, Lincoln Way E near downtown Mishawaka.
Store Hours-South Bend, Downtown daily 10-6, Thursday 10-9, closed Sun.; Mishawaka, open Fri. evgs.; Some Tues. evgs.; Self-Service Dept. Stores in Shpg. Ctrs. open to 10 p.m.; Some open 24 hours daily & varying hrs. Sun.; Super Mkts. South Bend and Mishawaka open to 9 p.m., Mon. through Sat., and to 4 p.m. Sun.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney 2; Robertson's, Sears, L.S. Ayre's 2; Montgomery Ward; J.L. Hudson.
Discount Stores-Brite Way; K mart 3; Target.
Variety Stores-Ben Franklin 2; Perry's Variety Store.
Chain Drug Stores-Hook's 6; Osco 4; Don's 3; Vita Fair; Darnell's; Merricks; Medicine Shoppe; Ribordy.
Chain Supermarkets-Kroger 7; IGA 5; Wilts 3; Martin's 7; Park N' Shop 2; Cira's 3.
Other Chain Stores-Clothing: Richman Bros., Gilbert's, Redwood & Ross, Women's Apparel: Lerner's, Lane Bryant, Casual Corner, Gantos, Just Jeans, Brooks Fashions, Marianne Shops, Claire's Boutique, Foxmoor Casuals, Motherhood Maternity Shops, Parklane Hosiery, Paul Harris, Tall Girl's, The Vlg. Scene; Shoes: Mary Jane, Maling, Baldwin, Gallenkamp's, Hardy's, Del's, Florsheim, Kinney, Morse, Regal, J. Riggings, Stride Rite, Thom McAn; Jewelry: Fox's, Gordon's, Rost, Shifrin Willens; Candies: Fannie Mae; Bakeries: Weber, Nickles, Kreamo; Tire Stores: Goodrich, Goodyear, Firestone.

14 - NEWSPAPERS: TRIBUNE (e) 100,165; (S) 124,125; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Albert E. Petersohn, Gen. Adv. Mgr., TRIBUNE, 225 W. Colfax, South Bend, IN 46626; Tel. (219) 233-6161.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

SPENCER

1 - LOCATION: Owen County, E&P Map B-4, County Seat. 25 mi. from Greencastle; 55 mi. SW of Indianapolis; 17 mi. from Bloomington. On U.S. Hwy 231; State Hwys. 46, 67.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-2.
Airlines-Britt at Bloomington; American, Eastern, TWA, United, Delta at Indianapolis.

3 - POPULATION:
City 80 Cen. 2,732; E&P 85 Est. 3,131
County 80 Cen. 15,840; E&P 85 Est. 17,071

4 - HOUSEHOLDS:
City 80 Cen. 1,122; E&P 85 Est. 1,151
County 80 Cen. 5,631; E&P 85 Est. 6,277

5 - BANKS	NUMBER	DEPOSITS
Commercial	1	$64,282,000
Savings & Loan	1	$14,292,000

6 - PASSENGER AUTOS: County 7,583

7 - ELECTRIC METERS: Residence 1,178

8 - GAS METERS: Residence 776

9 - PRINCIPAL INDUSTRIES: Agricultural & Highway Stone; Printing; Metal Signs; Tarpaulins; Canvas Products; Tents; Boat Covers; Camping Equipment; Chemical Toilets; Surgical Supplies; TV Cable Converter Service; Furniture.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-86; Summer 50-107; Fall 27-93; Winter 4-60. First killing frost, Oct. 15; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Public Sq. and one block each way.
Principal Shopping Days-Thur., Fri.
Stores Close-Wed. afternoons.
Stores Open Evenings-Food nightly, Sun.

13 - RETAIL OUTLETS: **Variety Stores**-Tresslar's.
Chain Drug Stores-Spartan; Hook's.
Chain Supermarkets-IGA; Red & White; Shur-Fine.

14 - NEWSPAPERS: WORLD (e-mon to fri) 3,817; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: John T. Gillaspy, Pub., WORLD, 114 E. Franklin, Spencer, IN 47460; Tel. (812) 829-2255.
National Representative: None.

SULLIVAN

1 - LOCATION: Sullivan County, E&P Map B-4. County Seat. 27 mi. S of Terre Haute; 32 mi. from Vincennes. On U.S. Hwy. 41 and State Hwy. 154.

2 - TRANSPORTATION: **Railroads**-L&N; Ill. Central.
Motor Freight Carriers-6.
Intercity Bus Lines-Wabash Valley; Arrow; Greyhound.

3 - POPULATION:
City 80 Cen. 4,774; E&P 85 Est. 4,892
County 80 Cen. 21,107; E&P 85 Est. 21,400

4 - HOUSEHOLDS:
City 80 Cen. 1,985; E&P 85 Est. 2,111
County 80 Cen. 7,948; E&P 85 Est. 8,270

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$38,500,000
Savings & Loan	1	$5,000,000

6 - PASSENGER AUTOS: County 9,858

7 - ELECTRIC METERS: Residence 2,298

8 - GAS METERS: Residence 1,389

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Rubber 290.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: **Shopping Center for County.**
Stores Close: Thur. aft., open Fri. to 8 p.m.
Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Tindall's.
Variety Stores-Bonham; Tindall's.
Chain Drug Stores-Rexall; Hooks.
Chain Supermarkets-Red & White; Shurway; Sav-a-Lot; Great Scot.

14 - NEWSPAPERS: TIMES (e-mon to fri) 4,728; sworn Oct. 9, 1984.
Local Contact for Advertising and Merchandising Data: B.J. White, Adv. Dept., TIMES, 115 W. Jackson Ave., Sullivan, IN 47882; Tel. (812) 268-6356.
National Representative: None.

TERRE HAUTE

1 - LOCATION: Vigo County (MSA) E&P Map B-4. County Seat. Industrial center. Shipping center for nine-county industrial mining and agricultural area. Wholesale center for W Central Indiana and E Illinois. College center. 10 mi. E of Illinois State line; 180 mi. S of Chicago; 168 mi. E of St. Louis; 111 mi. N of Ohio River; 70 mi. SW of Indianapolis.

2 - TRANSPORTATION: **Railroads**-Conrail; L&N; CM&StP (freight).
Motor Freight Carriers-38.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Britt.

3 - POPULATION:
Corp. City 80 Cen. 61,125; E&P 85 Est. 56,770
CZ-ABC: (80) 69,315
RTZ-ABC: (80) 193,562
County 80 Cen. 112,385; E&P 85 Est. 113,564
MSA 80 Cen. 137,247; E&P 85 Est. 138,935
City & RTZ-ABC: (80) 262,877
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 22,984; E&P 85 Est. 22,112
CZ-ABC: (80) 26,059
RTZ-ABC: (80) 70,115
County 80 Cen. 40,278; E&P 85 Est. 41,951
MSA 80 Cen. 49,510; E&P 85 Est. 51,656
City & RTZ-ABC: (80) 96,174

5 - BANKS	**NUMBER**	**DEPOSITS**
Saving	1	$66,478,331
Savings & Loan	6	$198,095,177
Commercial	3	$433,796,002

6 - PASSENGER AUTOS: County 54,069.

7 - ELECTRIC METERS: Residence 35,946.

8 - GAS METERS: Residence 27,433.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 1,982 ($201); Mining 152 ($205); Beverages 428 ($201); Chem. and Allied Prod. and Plastics 1,411 ($244); Metals 1,435 ($300); Truck and Trans. 6,869 ($245); Paper Prod. and Printing 2,061 ($195).

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•26 Central Indiana Counties
•Anderson
•Bloomington/Bedford
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Represented by:
Branham Newspaper Sales

10 - CLIMATE: Min. & Max. Temp.-Spring 18-50; Summer 50-95; Fall 30-60; Winter 0-50. First killing frost, Oct. 15; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, 240 to 325 ppm.; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Wabash Ave., 2 on 7th St., 2 on 6th St., 1 on 5th.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
12 Points	2	Super Valu; Hook's
Meadows	2	Woolworth; Kroger; Osco; Meis
Southland	3	No Frills; Hook's
North Plz.	3	Hills; No Frills; Kroger; Meis
K mart Plz.	2	K mart; No Frills
Honey Creek S.,	4	Sears; Roots; G.C. Murphy; Meis; JCPenney
S. 3rd St.	4	K mart
Riverside Plz.	4	Hills; Paul Harris
Towne So. Plz.	5	Service Mdse.; Kroger; Cloth World; Radio Shack

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Mon., Thur.

13 - RETAIL OUTLETS: **Department Stores**-Roots; Meis Bros.; Schultz; Sears; JCPenney.
Variety Stores-Woolworth; Danner's; G.C. Murphy.
Chain Drug Stores-Hook's 5; Osco 2; Haag's 3.
Discount Stores-K mart 2; Hills 2; Service Merchandise.
Chain Supermarkets-Kroger 4; No Frills 4; Super Valu 2; Great Scot 2.
Other Chain Stores-Fannie May (candy); Firestone; Diana Shoes; Krasner's Bros. (ladies ready-wear); Nobil's Shoes; Darlene Shoe; Levitt Millinery; Singer Co.; Hill Shoes; Baker's (ladies shoes); General Tire; Sherwin-Williams Paint; Pittsburgh P&G; M.A.B. Inc. (paint); Bachrach's; Qualicraft Shoes; Breser's Ice Cream; Hallmark Cards; Radio Shack; Cloth World.

14 - NEWSPAPERS: TRIBUNE-STAR (m) 36,509; (S) 38,834; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Paul Meisner, Nat'l. Adv. Mgr., TRIBUNE-STAR, 721 Wabash Ave., Terre Haute, IN 47807; Tel. (812) 231-4275.
National Representative: Landon Associates.

TIPTON

1 - LOCATION: Tipton County (in Kokomo MSA). County Seat. E&P Map B-3.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western.
Motor Freight Carriers-1.
Intercity Bus Lines-Indiana R.R.; Hines Coach.

3 - POPULATION:
Corp. City 80 Cen. 5,004; E&P 85 Est. 4,810
County 80 Cen. 16,819; E&P 85 Est. 16,496
MSA 80 Cen. 103,715; E&P 85 Est. 101,377

4 - HOUSEHOLDS:
City 80 Cen. 1,934; E&P 85 Est. 1,919
County 80 Cen. 5,993; E&P 85 Est. 6,113
MSA 80 Cen. 37,043; E&P 85 Est. 37,379

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$74,986,000
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 9,277.

7 - ELECTRIC METERS: Residence 3,295.

8 - GAS METERS: Residence 1,848.

9 - PRINCIPAL INDUSTRIES: Steel Parts Mfg.; Food Canning; Poultry & Livestock Equip.; Seed Corn; Fire engines.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Oct. 13; last killing frost, Apr. 27.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Jefferson St.; 2 S on Main; 2 N on Main.
Principal Shopping Days-Fri., Sat., Mon.
Stores Close-Wed. afternoon.
Stores Open Evenings-Dept. Stores, Friday; Food, Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.

Variety Stores-Val-U Center; Ben Franklin.
Chain Drug Stores-Marsh; Hook's.
Chain Supermarkets-Marsh Foodliners; Carter's; McGraw's.
Other Chain Stores-Adlers Style Shop.

14 - NEWSPAPERS: TRIBUNE (e) 3,300; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Clyde Bayne, Ret. Adv. Mgr., TRIBUNE, 110 W. Madison St., PO Box 248, Tipton, IN 46072; Tel. (317) 675-2115.
National Representative: None.

VALPARAISO

1 - LOCATION: Porter County. E&P Map B-2 (in Gary-Hammond PMSA). County Seat. Agricultural, dairy and manufacturing center; college city. NW part of state; 55 mi. from Chicago; 145 mi. from Indianapolis.

2 - TRANSPORTATION: **Railroads**-Conrail; CN; Norfolk and Western.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 22,247; E&P 85 Est. 24,881
PMSA 80 Cen. 642,781; E&P 85 Est. 642,188
County 80 Cen. 119,816; E&P 85 Est. 126,733
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,486; E&P 85 Est. 8,518
County 80 Cen. 39,146; E&P 85 Est. 42,699
PMSA 80 Cen. 214,244; E&P 85 Est. 220,730

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$400,000,000
Savings & Loan	2	$600,000,000

6 - PASSENGER AUTOS: County 67,806.

7 - ELECTRIC METERS: Residence 10,764; County 43,731.

8 - GAS METERS: Residence 8,743; County 38,216.

9 - PRINCIPAL INDUSTRIES: Ball Roller Bearings; Permanent Magnets; Electrical Specialties; Novelty Aprons; Food Proc. Mach.; Extruded Aluminum Prod.; Bearing Screws; Fiberglass Tanks; Can Manufacturing; Resin Mfg.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 7-87; Summer 36-104; Fall 16-90; Winter -20-67. First killing frost, Oct. 25; last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Lincolnway; 3 on Franklin St.; 3 on Washington St.; 2 on Lafayette; 2 on Michigan; 4 on Indiana; 2 on Jefferson; 83-store mall 15 mi. NE; 122 store mall 15 mi. W.
Neighborhood Shopping Centers-7 blocks on Lincolnway near Roosevelt; 8 on Calumet, Bush to Glendale; 31-store plaza 2 mi. N.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Lowenstine's; JCPenney; Fetla's; Miller's Mart.
Variety Stores-Harvey's; Danner's 3-D; K mart.
Chain Drug Stores-Sievers (Rexall); Gil's; Ribordy 2; Hook 3; Medicine Shoppe; Walgreens 2.
Chain Supermarkets-Certified 3; Spartan; Eagle; Scot Lad; County Market.
Other Chain Stores-Firestone; Sherwin-Williams; Goodyear; Falvey's; Paramount Shoes; Owens Auto Supplies; Valpo Paint & Wallpaper (Smith-Alsop); TSC Store; Fayva; Paul Harris; Minn Fabrics; Ace Hardware 2.

14 - NEWSPAPERS: VIDETTE-MESSENGER (e-mon to fri; m-sat) 13,048; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Daniel R. Harrington, Adv. Dir., VIDETTE-MESSENGER, 1111 Glendale Blvd., PO Box 2350, Valparaiso, IN 46384-2350; Tel. (219) 462-5151.
National Representative: Landon Associates.

VINCENNES

1 - LOCATION: Knox County. E&P Map B-4. County Seat. Agricultural and industrial center. 115 mi. SW of Indianapolis; 120 mi. NW of Louisville; 211 mi. W of Cincinnati; 150 mi. E of St. Louis; 62 mi. S of Terre Haute; 52 mi. N of Evansville. On U.S. 41, 50 and 150; Indiana 61 and 67.

2 - TRANSPORTATION: **Railroads**-B&O; L&N.
Motor Freight Carriers-18.
Intercity Bus Lines-Greyhound; Indianapolis-Vincennes; Vincennes Transit (charter only).

3 - POPULATION:
Corp City 80 Cen. 20,857; E&P 85 Est. 22,139
CZ-ABC: (80) 24,617
RTZ-ABC: (80) 50,806
County 80 Cen. 41,838; E&P 85 Est. 43,324
City & RTZ-ABC: (80) 75,423

4 - HOUSEHOLDS:
City 80 Cen. 7,768; E&P 85 Est. 8,391
County 80 Cen. 15,481; E&P 85 Est. 16,585
CZ-ABC: (80) 9,053
RTZ-ABC: (80) 19,098
City & RTZ-ABC: (80) 28,151

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$214,142,000
Savings & Loan	2	$133,750,000

6 - PASSENGER AUTOS: County 20,726.

7 - ELECTRIC METERS: Residence 12,814.

8 - GAS METERS: County 9,615.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)Paper Products 100 ($218); Glass Fabrication 275 ($210); Auto Seat Assembly 220 ($240); Steel Fabrication 150 ($265); Magnet Wire 249 ($240).

10 - CLIMATE: Av. Temp. Winter 34; Summer 79; Rainfall 42 in. annual.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Danner's Plz.	NA	Danner's
K mart Plz.	NA	K mart; Kroger's
Vincennes Plz (16)	NA	JCPenney; Walgreens; Wal-Mart

Principal Shopping Days-Sun., Thur., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Gimbel (Gamble-Skogmo); JCPenney; Hills; Central Hardware.
Chain Drug Stores-Walgreens.
Variety Stores-Trace.
Discount Stores-3D; K mart; Wal-Mart; Big Blue.
Chain Supermarkets-Kroger; IGA; Harold's; Buehler's; Lowell's; Sav-A-Lot; Key Market.

14 - NEWSPAPERS: SUN-COMMERCIAL (e-mon to fri) 15,302; (S) 16,445; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Veronica A. Kopp, Nat'l. Adv. Mgr., SUN-COMMERICIAL, 702 Main St., PO Box 396, Vincennes, IN 47591; Tel. (812) 886-9955.
National Representative: Landon Associates.

WABASH

1 - LOCATION: Wabash County. E&P Map C-2. County Seat. Indust., agric. & residen. ctr. on Wabash River. 45 mi. WSW of Ft. Wayne. On U.S. Hwy. 24, State Hwys. 15, 13.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western (passenger & freight); Conrail.
Intercity Bus Lines-Southeastern Trailways.

3 - POPULATION:
Corp. City 80 Cen. 12,985; E&P 85 Est. 12,733
CZ-ABC: (80) 12,985
RTZ-ABC: (80) 23,655
County 80 Cen. 36,640; E&P 85 Est. 36,577
City & RTZ-ABC: (80) 36,640
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,799; E&P 85 Est. 4,816
CZ-ABC: (80) 4,799
RTZ-ABC: (80) 7,787
County 80 Cen. 12,586; E&P 85 Est. 12,954
City & RTZ-ABC: (80) 12,586

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$200,000,000
Savings & Loan	2	$51,000,000

6 - PASSENGER AUTOS: County 18,100.

7 - ELECTRIC METERS: County 14,427.

8 - GAS METERS: County 7,785.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Rubber 375 ($400); Electronics 2,000 ($220); Rock Wool 750 ($220); Paperboard Containers 750 ($210); Metals 400 ($220); T-Shirts 200 ($250).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-80; Summer 50-95; Fall 15-75; Winter 5-60. First killing frost, Sept. 15; last killing frost, Apr. 30.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-2 blocks each on Wabash, Canal, Miami and Market Sts.; Wabash Vlg. Shopping Mart on U.S. Hwy. 24; Central Shoppers Mall on Hwy. 15.
Principal Shopping Days-Dept. stores-Thur., Fri., Sat.; Food stores-Thur., Fri., Sat.
Stores Close-40% Wed. afternoon.
Stores Open Evenings-All stores Mon.; Food, Hardware, Drug, Variety and Dept.-every evening.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Hirsch; Robin Hood; Spurgeon.
Discount Stores-K mart.
Variety Stores-Danner's.
Chain Drug Stores-Gachenheimer 4; Hook's.
Chain Supermarkets-Kroger; Marsh; Clark's; Finer Food 3.
Other Chain Stores-Resneck's; Val-U; Leath (Furn.); Moore's; Smith-Alsop; Ream-Steckbeck (Paint); Tractor Supply Co.; Firestone; Goodyear; Farm Bureau.

14 - NEWSPAPERS: PLAIN DEALER (e) 7,134, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: C. Rex Lutz, Adv. Dir., PLAIN DEALER, 123 W. Canal St., PO Box 377, Wabash, IN 46992; Tel. (219) 563-2131.
National Representative: Landon Associates.

WARSAW

1 - LOCATION: Kosciusko County, E&P Map C-2. County Seat. Agriculture, manufacturing and center of No. Indiana lake resort area. 42 mi. W of Fort Wayne; 40 mi. S of South Bend. On National Yellowstone Hwy. U.S. 30; State Hwy. 15, 25.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-24.
Intercity Bus Lines-Greyhound; Indiana Motor.
Airport-Charter Flights; Warsaw Municipal.

3 - POPULATION:
Corp. City 80 Cen. 10,647; E&P 85 Est. 12,300.
County 80 Cen. 59,555; E&P 85 Est. 60,340.
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,934; E&P 85 Est. 3,616.
County 80 Cen. 20,863; E&P 85 Est. 21,847.

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$308,382,000
Savings & Loan	2	$328,782,813

6 - PASSENGER AUTOS: County 33,264.

7 - ELECTRIC METERS: Residence 13,456.

8 - GAS METERS: Residence 7,500.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Manufacturing (incl. food & kindred prods.) 7,500 ($350); Furn. & Fixtures; Printing & Pub.; Chemicals & Allied Prod.; Rubber & Plastics Prod.; Stone, Clay & Glass Prod.; Primary Metal (Iron, Steel and Gray Iron Foundries); Fabricated Metal Prod.; Machinery; Trans. Equip.; Orthopedic instruments & Related Prod.; Trans. & Other Public Util. 800 ($300); Retail Trade 1,200 ($200); Fin., Ins. & Real Estate 362 ($250); Services 1,000 ($225).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-74; Summer 59-98; Fall 28-78; Winter 15-52. First killing frost, Oct. 13; last killing frost, May 5.

11 - TAP WATER: Neutral, hard, fluoridated.

12 - RETAILING: Principal Shopping Centers-30 blocks on Center, Indiana, Market, Buffalo, Lake and E. Winona Ave.
Neighborhood Shopping Centers-E. Center; E. Market; So. Buffalo; E. Winona Ave.; W. Winona Ave.; N. Lake St.; Road 30 East & West.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Danners Plz	NA	Danner's
Lakes Village(20)	NA	K mart, Hook's
Lakeview(18)	NA	Curtis Mathes, W&W Shoes
Lowery(7)	NA	Marsh Foodliner, Harvey's

13 - RETAIL OUTLETS: Variety Stores-Schultz; Harvey's; W.R. Thomas.
Discount Stores-Big T; 3D; K mart.
Chain Drug Stores-Hook's; Thornburg; Brennan's Rexall.
Chain Supermarkets-Kroger; Marsh; Burger; Owen's.
Other Chain Stores-Guarantee Auto; Glover's; Sears; Montgomery Ward; Ream-Steckbeck; Ace; Goodyear; Quality Farm & Fleet Center; Kline's; Radio Shack; W&W Shoes; TSC Industries; JCPenney (catalog); Fashion Bug/Fashion Bug Plus; Auto Works; Maurice's; Payless; Dollar General.

14 - NEWSPAPERS: TIMES-UNION (e) 12,676, sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Dean Tucker, Adv. Mgr., TIMES-UNION, Times Bldg; PO Box 1448, Warsaw, IN 45580; Tel. (219) 267-3111.
National Representative: None.

WASHINGTON

1 - LOCATION: Daviess County, E&P Map B-4. County Seat. Agricultural center halfway (170 mi.) betw. Cincinnati & St. Louis; 90 mi. NW of Louisville, KY; 100 mi. S of Indianapolis; 250 mi. S of Chicago; 57 mi. NE of Evansville. On U.S. Hwys. 50, 150; State Hwys. 57, 257.

2 - TRANSPORTATION: Railroads-Big Four Freight; Conrail (N & S); Chessie System (E & W).
Motor Freight Carriers-3.
Intercity Bus Lines-Blue Bird; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,325; E&P 85 Est. 12,056.
CZ-ABC: (80) 11,325.
RTZ-ABC: (80) 39,937.
County 80 Cen. 27,836; E&P 85 Est. 29,706.
City & RTZ-ABC: (80) 51,262.
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,552; E&P 85 Est. 5,030.
County 80 Cen. 9,878; E&P 85 Est. 10,893.
CZ-ABC: (80) 4,552.
RTZ-ABC: (80) 13,831.
City & RTZ-ABC: (80) 18,383.

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$174,484,000
Savings & Loan	2	$57,629,000

6 - PASSENGER AUTOS: County 12,927.

7 - ELECTRIC METERS: Residence 6,557.

8 - GAS METERS: Residence 4,503.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Ball Bearings 110 ($320); Food Proc. 400 ($210); RR 200 ($400); Mining 425 ($500)-(1985).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-50; Summer 46-96; Fall 45-80; Winter 0-42. First killing frost, Oct. 23; last killing frost, Apr. 17.

11 - TAP WATER: fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Main St.; 4 on Vantrees; 4 on S St.; East 50 Shop. ctr.; 3-D; K mart.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
East 50(4)	0	Jay-C, Williams Rexall, Allison Elec.
3-D Plaza(14)	1	Danner's, Cato, Full-O-Pep Rental, Sycamore, Radio Shack

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.
Stores Open Sundays-Drugs, Grocery, Discount.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears.
Variety Stores-G.C. Murphy; Yeager Hardware; Danner's; Dollar General; Lord's Hardware; Greenwood's; Main Street Pharmacy.
Discount Stores-Danner's 3-D; K mart.
Chain Drug Stores-Williams Rexall 2; Hook's.
Chain Supermarkets-IGA; Jay C; Red & White 4; Buehler's; Buy Low.
Other Chain Stores-Larkin's; Paris Style; MAB Paints; Sherwin-Williams; Big Blue Stores; Home Outfitters.

14 - NEWSPAPERS: TIMES-HERALD (e) 10,839, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Don Brown, Adv. Dir., TIMES-HERALD, 102 E. Vantrees St., Washington, IN 47501; Tel. (812) 254-0480.
National Representative: Papert Companies.

WEST LAFAYETTE
See LAFAYETTE

WINCHESTER, IN-UNION CITY, OH

1 - LOCATION: Randolph, IN and Darke County OH, E&P Map C-3. 32 mi. E of Muncie; 52 mi. from Dayton. On State Hwy. 277, 32, 28; Ohio 71 and 47.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. Cities 80 Cen. 11,283; E&P 85 Est. 11,062.
Winchester, IN 80 Cen. 5,659; E&P 85 Est. 5,649.
Union City, OH 80 Cen. 1,716; E&P 85 Est. 1,624.
Union City, IN 80 Cen. 3,908; E&P 85 Est. 3,789.
Counties 80 Cen. 85,093; E&P 85 Est. 83,164.
Randolph, IN 80 Cen. 29,997; E&P 85 Est. 29,450.
Darke, OH 80 Cen. 55,096; E&P 85 Est. 53,714.

4 - HOUSEHOLDS:
Cities 80 Cen. 4,357; E&P 85 Est. 4,389.
Winchester, IN 80 Cen. 2,213; E&P 85 Est. 2,254.
Union City, OH 80 Cen. 654; E&P 85 Est. 646.
Union City, IN 80 Cen. 1,490; E&P 85 Est. 1,489.
Counties 80 Cen. 29,573; E&P 85 Est. 29,739.
Randolph Co., IN 80 Cen. 10,709; E&P 85 Est. 10,798.
Darke Co., OH 80 Cen. 18,864; E&P 85 Est. 18,941.

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	$231,000,000
Savings & Loan	2	$15,000,000

6 - PASSENGER AUTOS: Counties: Randolph, IN 14,952; Darke, OH 31,612.

7 - ELECTRIC METERS: Residence 8,848.

8 - GAS METERS: Residence 4,816.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Body Co. 650; Furniture 200; Leather 200; Small Motors 553; Metal Supplies 1,200; Glass 2,128.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-62; Summer 67-84; Fall 53-60; Winter 12-55.

11 - TAP WATER: Hard, fluoridated.

12 - RETAILING: Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; Many daily.

13 - RETAIL OUTLETS: Department Stores-JCPenney; P.N. Hirsch; Boston Store.
Discount Stores-Val Discount; Danner's 3-D.
Variety Stores-G.C. Murphy; Ben Franklin; True Value Hardware.
Chain Drug Stores-Hook's 2; People's.
Chain Supermarkets-Marsh; Wright's IGA; Troutwine's.

14 - NEWSPAPERS: NEWS-GAZETTE (e) 4,940, sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: Linda DeHaven, Adv. Mgr., NEWS-GAZETTE, 224 W. Franklin St., Winchester, IN 47394; Tel. (317) 584-4501.
National Representative: None.

IOWA SURVEYS

METROPOLITAN STATISTICAL AREAS

Cedar Rapids-Linn County.
Davenport-Rock Island-Moline, Iowa-Ill.-Scott County, Iowa; Henry and Rock Island Counties, Ill.
Des Moines-Dallas, Polk and Warren Counties.
Dubuque-Dubuque County.
Iowa City-Johnson County.
Omaha, Neb.-Iowa-Douglas, Sarpy and Washington Counties, Neb.; Pottawattamie County, Iowa.
Sioux City, Iowa-Neb.-Woodbury County, Iowa; Dakota County, Neb.
Waterloo-Cedar Falls-Black Hawk and Bremer Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1986
Under 5 Years	233	222	223
5-14 Years	574	443	444
15-24 Years	478	549	550
25-44 Years	612	752	754
45-64 Years	579	560	561
65 and Over	349	387	388
TOTAL	2,825	2,913	2,920

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1986 Est.
Bldg. Mat., Hdwr.	800	784	1,070
General Mdse.	1,164	1,362	1,642
Food	1,969	2,937	3,323
Automobiles	2,231	2,336	3,612
Gasoline Stations	954	1,378	1,389
Apparel	408	606	759
Furniture	450	463	683
Eat-Drink Places	806	1,109	1,351
Drugs	275	388	497
TOTAL SALES	9,833	12,646	15,425

AMES

1 - LOCATION: Story County, E&P Map C-2. On Hwy. 30 (E&W); Hwy. 69 (N&S); I-35 (N&S).

2 - TRANSPORTATION: Railroads-Chicago & Northwestern.
Intercity Bus Lines-Greyhound; Jefferson Transportation.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 45,775; E&P 85 Est. 49,105.
CZ-ABC: (80) 45,775.
RTZ-ABC: (80) 29,401.
County 80 Cen. 72,326; E&P 85 Est. 73,003.
City & RTZ-ABC: (80) 75,176.
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,015; E&P 85 Est. 15,430.
County 80 Cen. 23,665; E&P 85 Est. 24,498.
CZ-ABC: (80) 14,015.
RTZ-ABC: (80) 10,703.
City & RTZ-ABC: (80) 24,718.

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	$251,756,900
Savings & Loan	4	$192,868,496

6 - PASSENGER AUTOS: County 107,585 (all vehicles).

7 - ELECTRIC METERS: Residence 14,283.

8 - GAS METERS: Residence 13,873.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Education 7,500; Iowa DOT HQ 500; Sport Clothing 120; Grain Equipment 10; Transportation Center/Abrasives Mfg. 550; Equipment Mfg. 400; Chemicals 165.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-56; Summer 66-87; Fall 40-58; Winter 12-30. First killing frost, Oct. 5; last killing frost, May 1.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St.; 2 on 5th St.; 3 on Kellogg.
Shopping Centers-K mart Plaza; 4 blocks on Lincoln Way 4 mi. W; Save U More Center, South Duff 1 1/2 mi. S.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ames Aura(14)	NA	HyVee, K mart
Lincoln Plz.(9)		Target, TG&Y, Radio Shack
North Grand(60)	2	Younker's, JCPenney, Sears, Wal-Mart
Campustown	3	
West Ames	4	K mart, HyVee, Drugtown

Principal Shopping Days-Sat., Sun., Thur.
Stores Open Evenings-Dept.-Mon. through Fri.; Food-every evening; Campustown-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Younker's; Sears; Target; K mart; Wal-Mart.
Chain Supermarkets-Fareway; Randall's; HyVee; Save U More.
Other Chain Stores-Goodyear; Firestone; Woolworth; Fastco Drug; A.J. August; Musicland; Baskin-Robbins; Maurice's; Earl May; Big Bear; Drug Town; Radio Shack; Zale's.

14 - NEWSPAPERS: TRIBUNE (e) 10,012, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Steve Burgason, Adv. Mgr., TRIBUNE, PO Box 380, Ames, IA 50010; Tel. (515) 232-2160.
National Representative: Iowa Newspaper Association.

ATLANTIC

1 - LOCATION: Cass County, E&P Map B-3. County Seat. Agricultural area of 40 mi. radius. SW part of state; 60 mi. to Omaha; 89 mi. to Des Moines; 440 mi. to Chicago.

2 - TRANSPORTATION:
Railroads-Iowa Interstate.
Motor Freight Carriers-10.
Intercity Bus Lines-Overland Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,789; E&P 85 Est. 8,099.
County 80 Cen. 16,932; E&P 85 Est. 17,605.

4 - HOUSEHOLDS:
City 80 Cen. 3,141; E&P 85 Est. 3,325
County 80 Cen. 6,524; E&P 85 Est. 6,966

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$36,567,000
Commercial	2	$132,680,000

6 - PASSENGER AUTOS: County 30,774

7 - ELECTRIC METERS: Residence 3,161

8 - GAS METERS: Residence 2,836

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Feed Mfg., 255 ($230); Steel Bldg., 243 ($200); Street & Road Constr., 175 ($200); Engine Bearings, 350 ($275).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 18-102; Summer 33-99; Fall -5-90; Winter-23-73. First killing frost, Sept. 26; last killing frost, Apr. 9.

11 - TAP WATER: Alkaline, med. soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Chestnut St.; 4 blocks on Walnut.
Neighborhood Shopping Centers- East and West Seventh Sts., Highway 6; Atlantic Plaza (14 units).
Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Thur., grocery & discount stores nightly.

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony; JCPenney; Spurgeon's.
Variety Stores-Ben Franklin; Bonnesen's.
Discount Stores-Wheeler's; Cappel Impl.; Pamida; Alco; K mart.
Chain Supermarkets-Hy-Vee; Gene's Super Valu.
Other Chain Stores-Earl May Seed & Nursery; Brown's Shoe Fit; Montgomery Ward; Davis Paint; Bair's Firestone; Goodyear; Singer Co.; Seifert's; Tober's; Sears (catalog); Gamble's; Western Auto; Pay Less; Cashway Lumber.

14 - NEWSPAPERS: NEWS-TELEGRAPH (e) 7,688; sworn Sept. 24, 1984.
Local Contact for Advertising and Merchandising Data: Ted Simpson, Adv. Mgr., NEWS-TELEGRAPH, 410 Walnut St., Atlantic, IA 50022; Tel. (712) 243-2624.
National Representative: Iowa Newspaper Association.

BETTENDORF
See DAVENPORT

BOONE

1 - LOCATION: Boone County, E&P Map B-2. County Seat. 42 mi. N of Des Moines. On U.S. Hwy. 30.

2 - TRANSPORTATION: Railroads-Chicago & North Western.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 12,602; E&P 85 Est. 13,096
County 80 Cen. 26,184; E&P 85 Est. 27,037
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,005; E&P 85 Est. 5,301
County 80 Cen. 9,731; E&P 85 Est. 10,335

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$94,678,076
Commercial	2	$99,839,156

6 - PASSENGER AUTOS: County 53,312 (all vehicles)

7 - ELECTRIC METERS: Residence 5,298

8 - GAS METERS: Residence 4,602

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-R.R. 600 ($400); Wire & Iron 150 ($210); Misc. 225 ($165).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: First killing frost, Oct. 4; last killing frost, May 6.

11 - TAP WATER: Hard.

12 - RETAILING: Principal Shopping Centers-21 blocks on Story, 11th St., 10th, 9th, 8th, 7th and 6th Sts. also 9 blocks on Arden, Keeler, Allen and Runyan (30 blocks total).
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's.
Variety Stores-Ben Franklin.
Discount Stores-Pamida; Alco.
Chain Drug Stores-Snyder.
Chain Supermarkets-Fareway; Hy-Vee; Randalls.
Other Chain Stores-Big Bear; Tradehome Shoes; Sherwin-Williams.

14 - NEWSPAPERS: NEWS-REPUBLICAN (eS) 4,734; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Walt Handy, Gen. Mgr., NEWS-REPUBLICAN, 812-14 Keeler St., PO Box 100, Boone, IA 50036; Tel. (515) 432-1234.
National Representative: Iowa Newspaper Association.

BURLINGTON

1 - LOCATION: Des Moines County, E&P Map D-3. County Seat. Agricultural, dairy area, mfg. & wholesale ctr., 206 mi. W of Chicago, 227 mi. N of St. Louis, 290 mi. E of Omaha, 165 mi. SE of Des Moines. On U.S. Hwys. 34, 61.

2 - TRANSPORTATION: Railroads-Burlington-Northern, Rock Island.
Motor Freight Carriers-16.
Intercity Bus Lines- Trailways.
Airlines-Britt.
Water-Mississippi River Barge Lines.

3 - POPULATION:
Corp. City 80 Cen. 29,529; E&P 85 Est. 27,495
CZ-ABC: (80) 32,900
RTZ-ABC: (80) 113,126
County 80 Cen. 46,203; E&P 85 Est. 45,446
City & RTZ-ABC: (80) 146,026

4 - HOUSEHOLDS:
City 80 Cen. 11,325; E&P 85 Est. 10,886
County 80 Cen. 17,350; E&P 85 Est. 17,628
CZ-ABC: (80) 12,734
RTZ-ABC: (80) 40,722
City & RTZ-ABC: (80) 53,456

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$271,932,412
Commercial	4	$295,906,784

6 - PASSENGER AUTOS: County 75,622 (All vehicles)

7 - ELECTRIC METERS: Residence 12,285

8 - GAS METERS: Residence 11,570

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners: Ordnance 1,469; Elect. 2,000; Food Prod. 350; Heavy Machy. 1,570; Furn. 520; Retail Trade 3,430; Wholesale Trade 860.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-61; Summer 63-84; Fall 43-64; Winter 17-35. First killing frost, Oct. 18; last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, moderately hard av. 10 grains; fluoridated.

12 - RETAILING: Principal Shopping Center-7 blocks on Jefferson St.; 5 on Main St.; 2 on 3rd & 4th Sts.; Hwys. 34 & 61.
Neighborhood Shopping Areas-Osborn & Oak Sts., 2 blocks; Maple at 8th & 9th Sts., 2 blocks; Roosevelt Road, 5 blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairway(33)	3	Mont. Ward
K mart Plaza(8)	3	K mart
Westland Mall(61)	6	JCPenney, Younker's

Principal Shopping Days-Mon., Fri.
Stores Open Evenings-Dept.-Mon.-Fri. Food-Every night.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; JCPenney; J.S. Schramm; Jack's; Younkers; K mart.
Discount Stores-Jack's; K mart; Wal-Mart.
Chain Drug Stores-Osco; Sutter; Peoples Drug Fair; Walgreen's.
Chain Supermarkets-Eagle; Hy-Vee 2; Naifeh's; Warehouse Mkt.
Other Chain Stores-Karmelcorn; Kinney's (shoes); Holmes Shoes; Brown Shoe; Endicott-Johnson; Firestone; Goodyear; Singer Ctr.; Smith, Alsop; Kay Jewelers; County Seat; The Closet; Coast to Coast; Payless; Fanny Farmer; Kirlins; Radio Shack; Chumleys Rest; So-Fro Fabrics; The Land of Oz; General Nutrition; KB Fruit & Nuts; Hickory Farms; Fishbowl Pet Center; Maurices; Samuels; Music Den; Disc Jockey; The Limited; Seifert's; Spencer's; Kardans; B. Dalton; Stuarts.

14 - NEWSPAPERS: HAWK EYE (e-mon to fri) 18,842; (S) 19,870; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Nelson H. Showalter, Adv. Dir., HAWK EYE, 800 S. Main, Burlington, IA 52601; Tel. (319) 754-8461.
National Representatives: Iowa Newspaper Association; Papert Companies.

CARROLL

1 - LOCATION: Carroll County, E&P Map B-2. County Seat. 100 mi. NW of Des Moines; 100 Mi. SW of Sioux City; 100 mi. NE of Omaha. On U.S. Hwys. 30, 71.

2 - TRANSPORTATION: Railroads-Chicago & North Western.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,705; E&P 85 Est. 10,338
County 80 Cen. 22,951; E&P 85 Est. 23,110

4 - HOUSEHOLDS:
City 80 Cen. 3,398; E&P 85 Est. 3,653
County 80 Cen. 7,869; E&P 85 Est. 8,163

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$100,000,000
Savings & Loan	2	$115,000,000

6 - PASSENGER AUTOS: County 37,474 (all vehicles)

7 - ELECTRIC METERS: Residence 3,800

8 - GAS METERS: Residence 3,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Elect. control Mfg. 500; Ham Canning Facility 110; Window Mfg. 100; Soft Refrigeration N.A.; Farm equipment N.A.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-75; Summer 55-103; Fall 38-85; Winter 20-70. First killing frost, Oct. 10; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on 2 sts.; 2 suburban areas; Westgate Mall.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Discount, Variety, Food-every evening to 9. Others-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's.
Variety Stores-Sernett's.
Discount Stores-Pamida; K mart.
Chain Supermarkets-Hy-Vee; Fareway; Food 4 Less.
Other Chain Stores-Coast-to-Coast; Star Walgreens Drug; S&S Store; Earl May Garden Center; Tractor Supply Co.; Bauer Built Tire Center; Montgomery Ward; Sears (catalog); Tradehome Shoe; Brass Buckle.

14 - NEWSPAPERS: TIMES-HERALD (e-mon to fri) 7,049; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: James B. Wilson, Pub., TIMES-HERALD, 508 N. Court, Carroll, IA 51401; Tel. (712) 792-3573.
National Representative: Iowa Newspaper Association.

CEDAR RAPIDS-MARION

1 - LOCATION: Linn County. (In Cedar Rapids MSA). E&P Map D-2. County Seat. Industrial, wholesale center. Chicago 219 mi. SE; St. Louis 319 mi. S; Kansas City 296 mi. SW; Omaha 269 mi. SW; Minneapolis & St. Paul 266 mi. N. On U.S. Hwys. I-380, 30, 151, 218; State Hwys. 13, 149, 150, 94.

2 - TRANSPORTATION: Railroads-Cedar Rapids & Iowa City; CMStP&P; Chicago & Northwestern; Waterloo R.R. Co.; Illinois Central Gulf.
Motor Freight Carriers-24.
Intercity Bus Lines-Greyhound; Jefferson Trans.; Iowa Coaches; Trailways; Kincaid; Scenic Hawkeye Stages.
Airlines-United; Ozark; Mississippi Valley; Midstate; Frontier; American Central; Britt.

3 - POPULATION:
Corp. Cities 80 Cen. 129,717; E&P 85 Est. 131,691
Cedar Rapids 80 Cen. 110,243; E&P 85 Est. 111,172
Marion 80 Cen. 19,474; E&P 85 Est. 20,519
CZ-ABC: (80) 147,979
RTZ-ABC: (80) 240,065
County/MSA 80 Cen. 169,775; E&P 85 Est. 171,564
City & RTZ-ABC: (80) 388,044
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 48,525; E&P 85 Est. 50,575
Cedar Rapids 80 Cen. 41,662; E&P 85 Est. 43,129
Marion 80 Cen. 6,863; E&P 85 Est. 7,446
CZ-ABC: (80) 55,417
RTZ-ABC: (80) 85,069
County/MSA 80 Cen. 61,770; E&P 85 Est. 64,305
City & RTZ-ABC: (80) 140,486

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$667,090,400
Commercial	7	$803,276,657

6 - PASSENGER AUTOS: County 275,151 (all vehicles)

7 - ELECTRIC METERS: Residence 42,000

8 - GAS METERS: Residence 48,241

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Durable Goods 13,200 ($462); Fabric. Metal 1,100 ($424); Machinery 11,300 ($474); Transportation 1,500 (NA); Non-Durable 7,000 ($433); Food 5,300 ($472); Manufacturing 20,200 ($447).

10 - CLIMATE: Min. & Max. Temp.-Spring -5-99; Summer 47-99; Fall 18-92; Winter -18-64. First killing frost, Sept. 23; last killing frost, Apr. 18.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: Principal Downtown Shopping District-5 blks. on 1st, 2nd, 3rd and 4th Ave. East; 4 blks. on 1st, 2nd, 3rd, 4th and 5th Sts. East.
Shopping Centers (No. of Stores)-First Ave. East at 36th St. and 44th St.; Cedar Hills (6); Johnson Ave. at Jacolyn Dr. N.W. (5); Park Towne Square (10) 42nd St. and Center Pt. Rd.
Neighborhood Shopping Areas-2 blocks at 15th St. & 1st Ave. E.; 2 at 32nd St. & 1st Ave. E.; 2 on 16th Ave. S.W.; 2 on 3rd Ave. S.W. from 1st to 3rd St.; 2 on 3rd Ave. S.W. from 8th to 10th St.; 4 on 3rd St. S.E. from 10th to 14th Aves.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Town & Country (40)	2	Ardan
Kenwood	2	Kenwood House
Lindale Mall(108)	3	Sears, Younkers, Petersen's
Jack's Plaza(10)	2	Jack's, Revco
16th Ave (20)	1	
Vernon(9)	2	Eagle
Target(4)	3	Target Discount
Cedar Hills(11)	3	Me Too Mkt.
K mart/Cedar Mall	3	K mart
Westdale(125)	4	JCPenney, Younkers, Mont. Ward, Petersen's
Park Town Sq.	2	Revco

Stores Open Evenings-Downtown, Mon. & Thur. Shopping centers & supermarkets every evening.

13 - RETAIL OUTLETS: Department Stores-Younker's; Armstrong's; Sears; Montgomery Ward; JCPenney; Smulekoff's; Kiecks; Petersen & Harned Von Maur.
Variety Stores-Woolworth.
Discount Stores-K mart; Target; Jack's.
Chain Drug Stores-Drugtown 4; Paramount 6; Osco 3; Revco 6.
Chain Supermarkets-Eagle 4; Me Too 5; Super Valu 3; HyVee 7; Econo Foods 2.
Other Chain Stores-Auto Supplies: Goodrich; Goodyear; Firestone; Coast-to-Coast. Shoes: Barker's; Baker's; Kinney. Women's Apparel: Seifert's; Brook's; Braun's Fashions; Casual Corner; The Closet; Foxmoor Casuals; Jean Nicole; The Limited; Maurices; Paul Harris. Paint: Allied Glass; Sherwin-Williams; Iowa Paint; Pittsburgh Plate Glass. Misc.: Earl May; Northwest Fabrics; So Fro Fabrics.

14 - NEWSPAPERS: GAZETTE (m) 69,725; (S) 80,238; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Denny Fitzpatrick, Nat'l Adv. Dept., GAZETTE, 500-3rd Ave. SE, Cedar Rapids, IA 52401; Tel. (319) 398-8306.
National Representatives: Branham Newspaper Sales; Iowa Newspaper Association.

CENTERVILLE

1 - LOCATION: Appanoose County, E&P Map C-3. County Seat. Agricultural, industrial, residential. 90 mi. S and E of Des Moines; 100 mi. W of Burlington. State Hwys. 2, 5.

2 - TRANSPORTATION: Railroads-ACCR, N&S.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 6,558; E&P 85 Est. 6,338
County 80 Cen. 15,511; E&P 85 Est. 14,962

4 - HOUSEHOLDS:
City 80 Cen. 2,708; E&P 85 Est. 2,642

County 80 Cen. 6,011; E&P 85 Est. 6,005

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$115,647,328

6 - PASSENGER AUTOS: County 24,831 (all vehicles)

7 - ELECTRIC METERS: Residence 3,384

8 - GAS METERS: Residence 2,441

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Utility Hd. 175 ($295); Plastic Food Pkg. 400 ($225); Radiators 136 ($240).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-59; Summer 65-88; Fall 36-60; Winter 22-43.

11 - TAP WATER: Neutral; soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Moulton	15	Woods Bros.
Moravia	13	Turner & Son
Mystic	6	Clark & Son
Corydon	25	Rexall, HyVee
Unionville, MO	25	Ace Hdwe., HyVee

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-True Value; Spurgeons; JCPenney.
Variety Stores-Ben Franklin.
Discount Stores-Matco; Pamida; Dollar General.
Chain Drug Stores-City Drug; Walgreens; Owl Rexall.
Chain Supermarkets-HyVee; Super Valu; Fareway.
Other Chain Stores-Coast-to-Coast; Western Auto; Brown Shoe-Fit; Sears (catalog); Montgomery Ward; Ace Hdwe.

14 - NEWSPAPERS: IOWEGIAN & CITIZEN (m-mon to fri) 4,176; sworn Sept. 26, 1984.
Local Contact for Advertising and Merchandising Data: John C. Arnold, Pub., IOWEGIAN & CITIZEN, 105 N. Main St., Centerville, IA 52544; Tel. (515) 856-6336.
National Representative: Iowa Newspaper Association.

CHARLES CITY

1 - LOCATION: Floyd County, E&P Map C-1, County Seat. Wholesale center NE part of state; 313 mi. from Chicago; 135 mi. from Des Moines; 130 mi. from Minneapolis.

2 - TRANSPORTATION: Railroads-Illinois Central; Milwaukee; Iowa Terminal RR.
Motor Freight Carriers-8.
Intercity Bus Lines-Jefferson.

3 - POPULATION:
Corp. City 80 Cen. 8,778; E&P 85 Est. 8,392
County 80 Cen. 19,597; E&P 85 Est. 19,336
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,401; E&P 85 Est. 3,309
County 80 Cen. 7,084; E&P 85 Est. 7,236

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	N.A.
Commercial	3	$146,450,000

6 - PASSENGER AUTOS: County 33,774 (all vehicles)

7 - ELECTRIC METERS: Residence 3,559

8 - GAS METERS: Residence 3,139

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Farm Mach. 750 ($310); Animal Health Pdts. 402 ($285).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-57; Summer 60-82; Fall 39-60; Winter 11-28. First killing frost, Oct. 2; last killing frost, Apr. 26.

11 - TAP WATER: Neutral, very hard, fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Main St., 2 on Clark, 2 on Kelly, 2 on Blunt; 1 on 2nd St., 1 on Gilbert St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cendar Mall(31)		HyVee
Easter's SuperValu		Super Mkt.

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Dept.-Thur., Mon.; Food-6 nights.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's.
Discount Stores-Pamida; K mart.
Variety Stores-Ben Franklin.
Chain Drug Stores-Kruse; Easter's; Medi-cap Family Pharmacy.
Chain Supermarkets-Easter's Super Valu; Fareway Stores; HyVee.
Other Chain Stores-Montgomery Ward; Sears (order store); Brown's Shoe Fit Co.; Stevensons Trade Home; Damons Too; Coach House; Roberts Villa; E&N Tire Service; Dorfman Auto Supply; Sieg Co.; McGregor Furniture.

14 - NEWSPAPERS: PRESS (e-mon to fri) 3,450; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: James Sweet, Adv. Mgr., PRESS, 100 N. Main, Charles City, IA 50616; Tel. (515) 228-3211.
National Representatives: American Newspaper Representatives; Iowa Newspaper Association.

CHEROKEE

1 - LOCATION: Cherokee County, E&P Map B-2, County Seat.

2 - TRANSPORTATION: Railroads-Illinois Central.
Motor Freight Carriers-7.
Intercity Bus Lines-Iowa Coaches.

3 - POPULATION:
Corp City 80 Cen. 7,004; E&P 85 Est. 6,880
County, 80 Cen. 16,238; E&P 85 Est. 16,322

4 - HOUSEHOLDS:
City 80 Cen. 2,689; E&P 85 Est. 2,692
County 80 Cen. 5,999; E&P 85 Est. 6,226

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$99,643,000
Savings & Loan	2	$106,415,813
Credit Union	1	$3,800,000

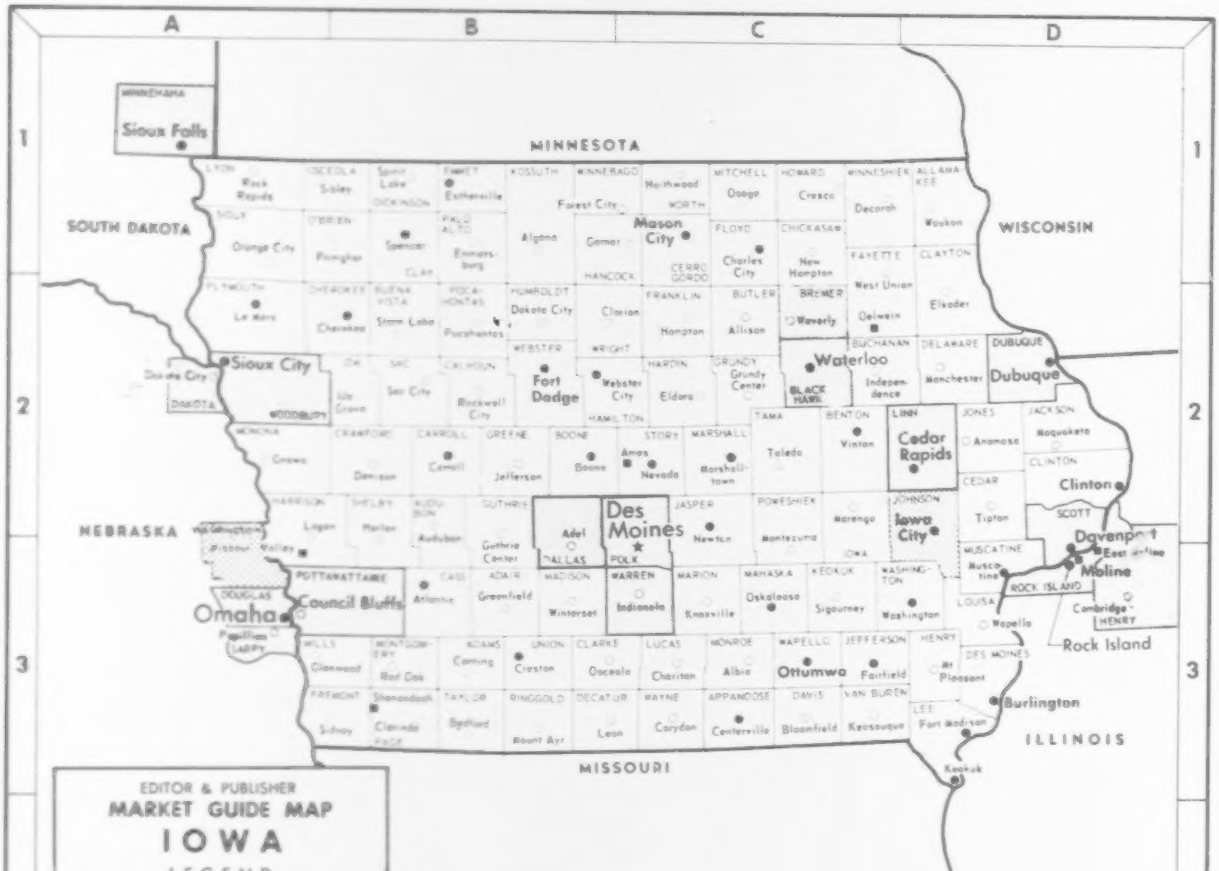
6 - PASSENGER AUTOS: County 28,701 (all vehicles)

7 - ELECTRIC METERS: Residence 2,687

8 - GAS METERS: Residence 2,610

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Farm Imp. 280 ($247); Meat Packing 800 ($404).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 18-68;


EDITOR & PUBLISHER
MARKET GUIDE MAP
IOWA
LEGEND
Daily Newspaper Cities
State Capital
County Seat with Daily Newspaper
County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0
25
50
75
A
B
C
D
1
2
3
4
MINNESOTA
SOUTH DAKOTA
WISCONSIN
NEBRASKA
ILLINOIS
MISSOURI
Sioux Falls
Sioux City
Fort Dodge
Mason City
Charles City
Waterloo
Dubuque
Cedar Rapids
Clinton
Davenport
Moline
Rock Island
Des Moines
Iowa City
Council Bluffs
Omaha
Ottumwa
Burlington
Keokuk

Summer 55-79; Fall 26-79; Winter 0-38. First killing frost, Oct. 8; last killing frost, May 20.

11 - TAP WATER: Neutral; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-10 blocks on Main and Second St.; North Star Plaza (8 stores-grocery, variety, disc.); Southside Shopping Center (6 stores-hardware, disc.).
Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Thur., Food and discount-nightly.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Hawley Allison; Bomgaar's; Sears; Montgomery Ward.
Discount Stores-Gibson's; Alco; K mart; Drugtown.
Chain Drug Stores-McWilliams; Drug Town.
Chain Supermarkets-Fareway; HyVee.
Other Chain Stores-Brown Shoe; Earl May; Casey's General Store; Kum & Go; The Clothes Peddler; Thermo Gas Co; Payless.

14 - NEWSPAPERS: TIMES (m) 3,434, sworn Nov. 30, 1984.
Local Contact for Advertising and Merchandising Data: Troy Valentine, Adv. Mgr., TIMES, 435 Summit, Cherokee, IA 51012; Tel. (712) 225-5111.
National Representative: Iowa Newspaper Association.

CLINTON

1 - LOCATION: Clinton County. E&P Map D-2. County Seat. Manufacturing & agricultural ctr. Extreme E point in Iowa; 138 mi. W of Chicago; 300 mi. S of Minneapolis; 300 mi. N of St. Louis.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; CMSt.P&P; C&NW; CRI&P; Mississippi River Municipal Barge Terminal.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; River Trails Transit; Scenic Stage; Clinton Municipal Transit Authority.
Airlines-American Central.

3 - POPULATION:
Corp. City 80 Cen. 32,828; E&P 85 Est. 31,716
CZ-ABC: (80) 32,828
RTZ-ABC: (80) 92,815
County 80 Cen. 57,122; E&P 85 Est. 57,043
City & RTZ-ABC: (80) 125,643

4 - HOUSEHOLDS:
City 80 Cen. 12,261; E&P 85 Est. 12,235
County 80 Cen. 20,345; E&P 85 Est. 20,910
CZ-ABC: (80) 12,261
RTZ-ABC: (80) 32,370
City & RTZ-ABC: (80) 44,631

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$126,417,491
Commercial	4	$227,261,000

6 - PASSENGER AUTOS: County 89,228 (all vehicles).

7 - ELECTRIC METERS: Residence 12,616.

8 - GAS METERS: Residence 10,399.

9 - PRINCIPAL INDUSTRIES: No. of Wage Earners (Av. Wkly. Wage)-Corn Proc. 700 ($320); Clysar Mfg. 350 ($360); RR & Car Repair 615 ($320); Steel Tubing & Parts 281 ($290); Ladies Garments 179 ($220); Paper Cartons $ Labels 861 ($275); Chem. Prod. 495 ($330); Coupon Clearing 600 ($224); Wire Prod. 285 ($220); Plastic Pipe 323 ($300); Automotive Parts 191 ($220); Sheet Metal 112 ($250); Plastic Forming 111 ($260).
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-82; Summer 55-92; Fall 21-84; Winter 8-38. First killing frost, Oct. 19; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, very hard, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on S. 2nd St.; 2 on S. 3rd St.; 3 on 5th Ave. S.; 3 on 6th Ave. S.; 2 on 4th Ave. S.
Neighborhood Shopping Centers-8 blocks on Main Ave.; 4 on S. 4th St.; 2 on Camanche Ave.; 100 Block N. & S. on 2nd St.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Dept., chain & variety, Mon. & Fri.; food, nightly.

13 - RETAIL OUTLETS: **Department Stores**-Petersen, Harned Von Maur; Kline's; JCPenney; Sears.

Discount Stores-Paul's Discount; Target; K mart.
Variety Stores-Woolworth; Main Ave.
Chain Drug Stores-Bond-Walgreen's; Osco.
Chain Supermarkets-Eagle Food Centers 3; Jewel Food; Kopp's 3; Aldi Foods; Food Bonanza.
Other Chain Stores-Firestone; Diamond Paint; Sherwin-Williams; Cobb Optical Co.; Kinney Shoe; Brown's Shoe-Fit; Fullerton Lumber; Eclipse Lumber; Radio Shack; Farm & Fleet.

14 - NEWSPAPERS: HERALD (e) 20,856, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: D.H. Cunningham, Adv. Dir., HERALD, 221 6th Ave. S., Clinton, IA 52732; Tel. (319) 242-7101.
National Representative: Landon Associates.

COUNCIL BLUFFS

1 - LOCATION: Pottawattamie County. (In Omaha NE-IA MSA). E&P Map A-3. County Seat. Railroad center. Miscellaneous light manufacturing. Western edge of Iowa overlooking Missouri River.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Illinois Central; Chicago & Northwestern; Norfolk & Western; Missouri Pacific.
Motor Freight Carriers-51.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-United; Frontier; Ozark; Northwest Orient; Air Midwest; Eastern; TWA; AAA Commuter; Republic; Continental; American; America West; Western; Continental Commuter; Frontier Commuter; Northwest Orient Airlink; Rocky Mountain Airways; American Central; Interstate; Northern Airways.

3 - POPULATION:
Corp. City 80 Cen. 56,449; E&P 85 Est. 56,694
CZ-ABC: (80) 56,449
RTZ-ABC: (80) 72,305
County 80 Cen. 86,500; E&P 85 Est. 88,600
MSA 80 Cen. 585,907; E&P 85 Est. 605,506
City & RTZ-ABC: (80) 128,754
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 20,872; E&P 85 Est. 21,234
County 80 Cen. 30,781; E&P 85 Est. 32,612
MSA 80 Cen. 208,746; E&P 85 Est. 222,460
CZ-ABC: (80) 20,872
RTZ-ABC: (80) 24,891
City & RTZ-ABC: (80) 45,763

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$344,914,743
Savings & Loan	2	$217,369,184

6 - PASSENGER AUTOS: County 129,840 (all vehicles).

7 - ELECTRIC METERS: Residence 20,916.

8 - GAS METERS: Residence 20,101.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Transp., Communication & Public Utilities 2,300; Mfg. 3,100; Finance, Insurance, Real Estate 1,100; Wholesale Trade 2,600; Retail Trade 5,700; Government 4,700; Construction 600; Service 5,500.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-72; Summer 68-100; Fall 31-72; Winter 20-38. First killing frost, Oct. 20; last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, moderately soft.

12 - RETAILING: **Principal Shopping Center**-8 blocks on Broadway between 1st & 8th Sts.
Neighborhood Shopping Centers-5 blocks on Broadway near 20th & 25th Sts.; Broadway, 28th to 35th St.; 16th Ave. bet. 7th & 8th Sts.; Bluffs Plaza-4 stores; Sundel Plaza-14 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bluff Plz (4)	1	JCPenney, Bluff's Foodland
Bluffs Northway(6)	2	Richman-Gordman
Madison Mall(4)	2	Drugtown, Hy-Vee
Midlands Mall(57)		Brandeis, Philips, Sears
Sherwood Plz (8)	3	K mart, Nash Finch, Northwest Fabrics
Sundel Plaza (14)	1	Curtis Mathes

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Dept Mon. and Thur., Midlands Mall every evening.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Richman-Gordman; Sears; Brandeis; Philips.
Discount Stores-K mart.
Chain Drug Stores-Walgreens 2; Skaggs; Drug Town 2.
Chain Supermarkets-Super Valu 2; Hy-Vee 2; Warehouse Market (Nash Finch).
Other Chain Stores-Firestone; Goodrich; Goodyear; Tractor Supply; Payless Shoes; Kinney; So-Fro Fabrics; Zale's Jewelry; Norman's Shoe Store; Sutherlands; World Radio; Northwest Fabrics; Earl May Garden Center.

14 - NEWSPAPERS: NONPAREIL (e-mon to fri) 17,831; (m-sat) 17,485; (S) 19,636, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Tom Kean, Adv. Mgr., NONPAREIL, 117 Pearl St., Council Bluffs, IA 51501; Tel. (712) 328-1811.

National Representatives: Thomson Newspapers; Iowa Newspaper Association.

CRESTON

1 - LOCATION: Union County. E&P Map B-3. County Seat. Farm area in S central Iowa; livestock. 75 mi. SW of Des Moines; 100 mi. E of Omaha. On U.S. Hwy. 34, State Hwy. 25.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 8,429; E&P 85 Est. 8,844
County 80 Cen. 13,858; E&P 85 Est. 14,330

4 - HOUSEHOLDS:
City 80 Cen. 3,403; E&P 85 Est. 3,614
County 80 Cen. 5,314; E&P 85 Est. 5,627

5 - BANKS	NUMBER	EST. DEP.
Savings	2	$100,000,000
Savings & Loan	2	$120,000,000

6 - PASSENGER AUTOS: County 23,618 (All Vehicles).

7 - ELECTRIC METERS: Residence 4,222.

8 - GAS METERS: Residence 2,945.

9 - PRINCIPAL INDUSTRIES: RR Shop & Operating Personnel; Light Mach.; Feed Mixing; Concrete Block; Electric Generation; Precision Magnesium and Aluminum Casting (Valves & Fittings, Aero-Space Parts); Anhydrous Ammonia Mfg.; Plastics Molding and Plastic Piping; Coffee Making Appliances.
Principal Industrial Pay Days-Fri., Sat., 17th and last day of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 18-101; Summer 47-101; Fall 15-84; Winter 10-55. First killing frost, Oct. 10; last killing frost, May 2.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-12 blocks on Maple, Montgomery, Pine, Adams, Elm and Union Sts.
Neighborhood Shopping Centers-Hwy. 34 & Summer; Hwy. 25 & Townline; Hwy. 25 and Summer and Sheldon.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon.; Shopping Centers every evening exc. Sun.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Spurgeon Merc.; Sernett's.
Variety Stores-P.M. Place; Ben Franklin; K mart.
Discount Stores-Farm Home & Supply.
Chain Supermarkets-HyVee; Fareway; Super Valu.
Other Chain Stores-Montgomery Ward; Coast-to-Coast; Goodyear; Sears (catalog).

14 - NEWSPAPERS: NEWS-ADVERTISER (e-mon to fri) 6,744, sworn Nov. 20, 1984.
Local Contact for Advertising and Merchandising Data: P. Bullock, Adv. Mgr., NEWS-ADVERTISER, 503 W. Adams St., Creston, IA 50801; Tel. (515) 782-2141.
National Representative: Iowa Newspaper Association.

DAVENPORT-BETTENDORF

1 - LOCATION: Scott County. (in Davenport-Rock Island-Moline, IA-IL MSA). E&P Map D-3. County Seat. Small mfg. On W bank of Mississippi River 183 mi. W by S of Chicago. On U.S. Hwy. 6, 61, 67; State Hwy. 122, 22 and 74; I-80.

2 - TRANSPORTATION: **Railroads**-Davenport, Rock Island; Chicago & Northwestern; Burlington Northern.
Motor Freight Carriers-38.
Intercity Bus Lines-Continental Trailways; Greyhound; River Trails Transit; Scenic Stage; Bettendorf Mass. Transit; Davenport City Lines.
Airlines-United; Ozark; Air Wisconsin; Britt.

3 - POPULATION:
Corp. Cities 80 Cen. 130,645; E&P 85 Est. 135,240
  Davenport 80 Cen. 103,264; E&P 85 Est. 107,480
  Bettendorf 80 Cen. 27,381; E&P 85 Est. 27,760
CZ-ABC: (80) 286,405
Iowa CZ-ABC: (80) 131,252
Ill. CZ-ABC: (80) 155,153
RTZ-ABC: (80) 393,441
County 80 Cen. 160,022; E&P 85 Est. 162,626
MSA 80 Cen. 383,958; E&P 85 Est. 391,314
City & RTZ-ABC: (80) 679,846
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 4[illegible],357; E&P 85 Est. 50,519
  Davenport 80 Cen. 38,024; E&P 85 Est. 40,948
  Bettendorf 80 Cen. 9,333; E&P 85 Est. 9,571
County 80 Cen. 56,677; E&P 85 Est. 59,440
MSA 80 Cen. 138,256; E&P 85 Est. 145,516
CZ-ABC: (80) 105,268
Iowa CZ-ABC: (80) 47,583
Ill. CZ-ABC: (80) 57,685
RTZ-ABC: (80) 139,130
City & RTZ-ABC: (80) 244,398

5 - BANKS	NUMBER	DEPOSITS
Savings	37	$1,665,232,949
Savings & Loan	10	$1,378,636,841
Commercial	6	N.A.

6 - PASSENGER AUTOS: County 225,177 (all vehicles).

7 - ELECTRIC METERS: Residence 114,049.

8 - GAS METERS: Residence 112,901.

9 - PRINCIPAL INDUSTRIES: Type of Industry, No. of Wage Earners-(MSA) Total Employment 172,200; Mfg. 44,625; (farm equipment, aluminum milling); Non-Manufacturing 87,750; Sector 25,500. Av. Wkly. Wage $329.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 7-93; Summer 40-92; Fall 13-42; Winter [illegible]53. Annual rainfall 31.27 in.

11 - TAP WATER: From Mississippi River. Neutral, hard, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Davenport-4 blocks on 2nd St.; 4 on 3rd St.; 3 on Brady-Main Harrison; N. Brady bet. 30th St. & Kimberly Rd.; Northpark, between Harrison and Brady on West Kimberly; Northgate, Eastern & Kimberly; Spring Vlg. on E. Kimberly & Spring Sts. Bettendorf-State St. from 14th to 19th Sts.; Duck Creek Plz.
Neighborhood Shopping Centers-Davenport-6 blocks on North Harrison St.; 8 near Locust & Division Sts. in NW Davenport; Midtown Plz., Baudy & Locust; Vlg. 27 units & Venture shopping area on N. 18th in Bettendorf; Westfair, 9 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
N.W. Davenport	3	Geifman's
W. Locust	5	Randall's
Midtown Plz (15)	2	A&P, Walgreen
Northgate	4	Interstate Book Store, Strum, Geifman's
Spring Village	4	Eagles, Walgreen
Northpark(90)	3	JCPenney, Younker's, Montgomery Ward
Cumberland Sq (40)	4	Jewel, Osco
East Locust	3	Eagles
Venture	3	Jewel, Osco, Venture
Bettendorf Plz (6)	2	K mart
Old Town Mall(26)	3	Haag, Playback, Sherwin-Williams
Duck Creek Plaza(38)	5	Younker's, Petersen, Harned Von Maur, K mart, Marshall's, Randall's
Westfair	4	Randall's

Principal Shopping Days-Dept. Stores-Mon., Fri. and Sat.; Food, Thur., Fri., Sat. & Sun.
Stores Open Evenings-Dept.-Mon. & Fri.; Super Mkts.-Every evg., Mon. through Sun.
Stores Close-Mon. morning and Sat. evgs.
Stores Open Sundays-Discount, Super Mkts., Drug, Shopping Malls.

13 - RETAIL OUTLETS: **Department Stores**-Younker's 3; Petersen Harned von Maur 3; JCPenney 2; Sears 2; Montgomery Ward 2.
Discount Stores-Venture 2; Target 2; K mart 4.
Variety Stores-Ben Franklin 2; Kresge; Woolworth 2; Jupiter.
Chain Drug Stores-Haag 14; Bond-Walgreens 9; Osco 3; Main at Locust Phcy.; Medicine Shoppe 3; Stewart 2; Revco 11.
Chain Supermarkets-Eagle 11; Hy Vee 6; Geifman's 8; Tri-City 3; Jewel 4; 7-Eleven 19; Aldi 4; Convenient 10; Food for Less; County Mkt.
Independent Buying Groups-Royal Blue; Jack & Jill 5; Super Valu 2; Certified.
Other Chain Stores-Fannie May 4; Firestone 5; Thom McAn 2; Goodyear 5; Bakers; Kinney 5; Lober's; Western Auto 2; Fashion; Singer Co. 2; S&H Green Stamps 2; Richmond Bros. 2; Just

Pants 2; Seiferts 2; Paul Harris 2; Walden Books 2; Coach House Gifts 2; So-Fro Fabrics 3; Gliden; Interstate Bookstore 2; Richman Bros. 2; Wallpaper to Go; Arden's 2; Radio Shack 6

14 - NEWSPAPERS: QUAD-CITY TIMES (all day) 62,529; (S) 84,778, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Bill Johnston, Display Adv. Mgr., QUAD-CITY TIMES, 124 E. 2nd St., Davenport, IA 52808, Tel. (319) 383-2200.
National Representative: Branham/Newspaper Sales

DES MOINES

1 - LOCATION: Polk County. (In Des Moines MSA). E&P Map C-2. Capital and County Seat. Insurance, publishing, commercial, farm and industrial center. 358 mi. from Chicago; 206 mi. from Kansas City; 240 mi. from Minneapolis.

2 - TRANSPORTATION: **Railroads**-Chicago & Northwestern; Norfolk & Western; Burlington Northern; Des Moines Union; Iowa.
Motor Freight Carriers-83.
Intercity Bus Lines-Trailways; Greyhound; Jefferson.
Airlines-United; Ozark; Frontier; Republic; TWA; American; Air Midwest; American Central; America West; Great Lakes Aviation.

3 - POPULATION:
Corp. City 80 Cen. 191,003; E&P 85 Est. 193,500
CZ-ABC: (80) 291,323
RTZ-ABC: (80) 901,252
MSA 80 Cen. 367,561; E&P 85 Est. 377,709
County 80 Cen. 303,170; E&P 85 Est. 311,580
City & RTZ-ABC: (80) 1,192,575
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 75,249; E&P 85 Est. 73,000
County 80 Cen. 114,817; E&P 85 Est. 121,808
MSA 80 Cen. 137,018; E&P 85 Est. 145,328
CZ-ABC: (80) 110,855
RTZ-ABC: (80) 329,982
City & RTZ-ABC: (80) 440,837

5 - BANKS	NUMBER	DEPOSITS
Commercial	18	$2,855,885,000
Savings & Loan	12	N.A.

6 - PASSENGER AUTOS: County 498,773 (all vehicles)

7 - ELECTRIC METERS: 85,663

8 - GAS METERS: 69,383

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 23,500 ($498); Trans. 11,100 (N.A.); Food 3,700 ($441); Printing 6,000 ($550).
Principal Pay Days-Fri., Mon., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 3-87; Summer 49-100; Winter -19-67; Fall 15-98. First killing frost, Sept. 26; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-E 7th to W 12th on Walnut, Locust, and Grand Aves.
Neighborhood Shopping Centers-Highland Park at Sixth and Euclid Ave.; Beaverdale at Beaver and Urbandale Ave.; Westview at 2400 86th St.; Valley Junction at Downtown West Des Moines; Ingersoll at Ingersoll Ave. (28th to 38th Sts.); Roosevelt at Chamberlain and 42nd Sts.; McNeal at Merle Hay and Urbandale; Westown (I-35 & 22nd WDM); Southgate (SE 14th & Indianola Road); Franklin Plaza, 49th and Franklin Ave.; SE 14th & E Army Post Rd.; Village Green (2nd & Grand, WDM); Indian Hills (35th & University Ave., WDM); Apple Valley I & II(7100 University Ave.); Valley Junction Plaza (63rd & Grand Avenue WDM); Ellis Heights (I-80 & NE 14th St.); Ardan Plaza (4000 Merle Hay Rd.); Park Avenue at 9th St.; Hay Market Mall (4300 Merle Hay Rd.); Cedar Ridge (76th St. & Douglas Ave.); Village Square (5800 Merle Hay Rd.); McKinley Plaza (Fleur Dr. & McKinley Ave.); 7900 Hickman Road; Oliver (2300 Euclid Ave.); Sherwood Forest (73rd St. & Hickman Road); Uptown (42nd St. & University Ave.); Wakonda (4200 Fleur Drive); Westdale (86th St. & Douglas Ave., Urbandale); Windsor Heights (66th St. & University Ave.)

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastgate(24)	NA	Younker's
Merle Hay Mall(129)	NA	Mont Ward, Sears, Younker's
Park Fair(15)	NA	Woolworth
Southridge(127)	NA	Mont Ward, Sears, Younker's
Uptown(18)	NA	Super Valu
Clocktower Sq.(21)	NA	Children's Palace, T.J.Maxx
Fashion Outlet Mall(25)	NA	Marshall's, Burlington Coat Factory
Valley West Mall(119)	NA	Brandeis, JCPenney

Principal Shopping Days-Department Stores-Mon., Fri., Sat.; Food Stores-Fri., Sat.
Stores Open Evenings-Neighborhood Fri.; Shopping Centers Mon.-Fri.; Food every night until 9 or later and most of Sun.

13 - RETAIL OUTLETS: **Department Stores**-Younker's 7; Brandeis; Sears 2; JCPenney 2; Montgomery Ward 2; Bond's; Kleins; Petersen Harned VanMaur; Richman Gordman 3.
Discount Stores-K mart 4; Service Mdse.; Target 3; Ardan's 2; Half Price Store 2.
Variety Stores-Kresge; Woolworth; Ben Franklin; Place's.
Chain Drug Stores-Walgreens 6; Drug Mart 5; Medicap Pharmacy 8; Dahl's 9; Drug Town 3; Union Prescription Center 2.
Chain Supermarkets-HyVee 10; Super Valu 8; Dahl's 9; Sav-U-More; Food 4 Less 2; Superamerica 2; Aldi's 2.
Other Chain Stores-Kwik Shop 12; Quik Trip 23; Git-N-Go 7; 7-Eleven 9; Casey's 7; Helzberg 3; Plubs 3; Ginsbergs; Joseph's 2; Zale's 3; Radio Shack 9; Waldenbooks 3; B. Dalton Booksellers 2; Bakers 3; Fanfare 2; Florsheim 2; Gallenkamp 2; Kinney 5; Pay Less 3; Naturalizers; Roosevelt Bootery 3; Foreman & Clark 2; K-G Mens 2; County Seat 3; The Gap 3; Arnolds Stearns 2; Brooks 3; Casual Corner 3; The Limited 3; Maurice's 3; Paul Harris 3; Seiferts 3; Firestone 5; Goodyear 3; Sherwin-Williams 3; Diamond Vogel 2.

14 - NEWSPAPERS: REGISTER (m) 235,231; (S) 383,009, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Dennis E. Gaukel, Adv. Dir., REGISTER, 715 Locust St., PO Box 957, Des Moines, IA 50304; Tel. (515) 284-8041.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee

DUBUQUE, IA-EAST DUBUQUE, IL

1 - LOCATION: Dubuque County in Iowa, Jo Daviess County in Illinois. (In Dubuque, MSA). E&P Map D-2. Rail and transportation center. On U.S. Hwy. 20, 52, 61, 67 and 151; State Hwy. 3. Manufacturing and secondary wholesale center. 159 air mi. from Chicago; 162 mi. from Des Moines; 209 mi. from Minneapolis-St. Paul.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Illinois Central Gulf; Milwaukee.
Motor Freight Carriers-13.
Intercity Bus Lines-Greyhound; Iowa Coaches.
Airlines-American Central; Air Wisconsin.

3 - POPULATION:
Corp. Cities 80 Cen. 64,515; E&P 85 Est. 64,317
Dubuque, IA 80 Cen. 62,321; E&P 85 Est. 62,228
E. Dubuque, IL 80 Cen. 2,194; E&P 85 Est. 2,089
CZ-ABC: (80) 64,515
RTZ-ABC: (80) 148,558
Counties 80 Cen. 117,265; E&P 85 Est. 117,238
Dubuque, IA 80 Cen. 93,745; E&P 85 Est. 93,621
Jo Daviess, IL 80 Cen. 23,520; E&P 85 Est. 23,617
MSA 80 Cen. 93,745; E&P 85 Est. 93,621
City & RTZ-ABC: (80) 213,073

4 - HOUSEHOLDS:
Cities 80 Cen. 21,862; E&P 85 Est. 22,413
Dubuque, IA 80 Cen. 21,107; E&P 85 Est. 21,735
E. Dubuque, IL 80 Cen. 755; E&P 85 Est. 678
CZ-ABC: (80) 21,862
RTZ-ABC: (80) 48,364
Counties 80 Cen. 38,349; E&P 85 Est. 39,476
Dubuque, IA 80 Cen. 30,021; E&P 85 Est. 30,905
Jo Daviess, IL 80 Cen. 8,328; E&P 85 Est. 8,571
MSA 80 Cen. 30,021; E&P 85 Est. 30,905
City & RTZ-ABC: (80) 70,226

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$551,197,000
Savings & Loan	2	$149,000,000
Credit Union	4	$109,687,612

6 - PASSENGER AUTOS: Counties: Dubuque, IA 122,114 (all vehicles); Jo Daviess, IL 12,146

7 - ELECTRIC METERS: Residence 22,420

8 - GAS METERS: Residence 19,106

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Durable Goods 7,200; Fabricated Metal 700; Non-Durable Goods 3,200; Av. Industrial Wage Per Hour $1[illegible].30.
Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-58; Summer 61-81; Fall 42-60; Winter 14-30. First killing frost, Oct. 28; last killing frost, Apr. 13.

11 - TAP WATER: Alkaline (pH 8.8), soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Kennedy Mall; Town Clock Plaza; Asbury Square Inn Plaza; Century Plaza; Warren Plaza.
Neighborhood Shopping Areas-University (Alpine to Delhi); Central Ave. (4th to 25th); University (Loras to Asbury); Rhomburg Ave. (Kniest to Windsor); First St. (Locust to Main); Dodge St. (Bluff to Alpine); Intersection (Carter & Asbury); Intersection (Hill & West 5th); S. Locust (Dodge to Railroad); Hwy. 52 North.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Plaza 20(25)	3	K mart
Kennedy(75)	5	Armstrong's, Ardan, Younker's, Woolworth, JCPenney
Warren	5	Target, Randalls

Principal Shopping Days-Dept. Mon., Fri., Sat.; Food Fri., Sat.
Stores Open Evenings-Central Ave. Stores Mon. through Fri.; Food nightly. Most stores open Sun. noon to 5.

13 - RETAIL OUTLETS: **Department Stores**-Armstrong's; JCPenney; Sears; Younker's; Theisen.
Discount Stores-K mart; Zayre; Target; Ardan; Factory Outlet Market.
Variety Stores-Woolworth.
Chain Drug Stores-Hartig-Rexall 4; Walgreens; Nabors; Revco; Union Prescription.
Chain Supermarkets-Eagle Food 3; Randall's 2; Oky-Doky 8; Save-U-More; Kopps Foods; Warehouse Market.
Other Chain Stores-Leath Furniture; Goodyear; Firestone; Sherwin-Williams; Shoes: Barker's, Kinney, Tradehome, Payless, Gallenkamp, Country Cobbler; Women's Apparel: Lerner Shops, Seiferts, Maurice's, Fashion Gal, Fashion Crossroads, Brooks; Men's Apparel: Gildner's, A.J. August; Misc.: Singer Co., Zale's Jewelry, Musicland, So-Fro Fabrics, Northwest Fabric.

14 - NEWSPAPERS: TELEGRAPH-HERALD (e-mon to fri) 36,173; (S) 40,290, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Larry McCoy, Class. Adv. Mgr.; Steve Westphal, Dis. Adv. Mgr., TELEGRAPH-HERALD, 8th & Bluff, Dubuque, IA 52001; Tel. (319) 588-5768.
National Representatives: Branham/Newspaper Sales; Iowa Newspaper Association

ESTHERVILLE

1 - LOCATION: Emmet County. E&P Map B-1. On W fork of Des Moines River, 186 mi. NW of Des Moines; 125 mi. NE of Sioux City; 170 mi. SW of Minneapolis. On State Hwys. 4, 9.

2 - TRANSPORTATION: **Railroads**-Northwestern.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 7,518; E&P 85 Est. 7,028
County 80 Cen. 13,336; E&P 85 Est. 13,055

4 - HOUSEHOLDS:
City 80 Cen. 2,854; E&P 85 Est. 2,732
County 80 Cen. 4,844; E&P 85 Est. 4,890

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$130,000,000
Savings & Loan	2	$50,000,000

6 - PASSENGER AUTOS: County 23,134 (All Vehicles)

7 - ELECTRIC METERS: Residence 2,473

8 - GAS METERS: Residence 2,700

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners: Egg Processing 170; Produce 110; Livestock Feeds 125.
Principal Pay Days-Tues., Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-84; Summer 35-94; Fall 12-90; Winter 20-55. First killing frost, Oct. 29.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-12 blocks on 4 Sts.
Neighborhood Shopping Centers-E. Central Ave. Plaza-7 stores.
Principal Shopping Days-Tues., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-Damon's; JCPenney; Anthony's; Spurgeon's.
Variety Stores-Ben Franklin; Alco; Pamida.
Chain Drug Stores-Hoye Super Rexall 3; Snyder.
Chain Supermarkets-HyVee; Fareway, Inc.; Harold's Red Owl.
Other Chain Stores-Firestone; Coast-to-Coast; Sears (catalogue).

14 - NEWSPAPERS: NEWS (m-mon, wed, thurs, sat) 2,669, sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Richard Myers, Adv. Dir., NEWS, 10 N. 7th St., Estherville, IA 51334; Tel. (712) 362-2622.
National Representatives: American Newspaper Reps.; Iowa Newspaper Association

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EVANSDALE
See WATERLOO

FAIRFIELD

1 - LOCATION: Jefferson County. E&P Map D-3. Educational and manufacturing center. County Seat. 120 mi. SE of Des Moines; 260 mi. E of Omaha; 285 mi. W of Chicago. On U.S. Hwy. 34, State Hwy. 1.

2 - TRANSPORTATION: **Railroads**-Burlington.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 9,428; E&P 85 Est. 10,011
County 80 Cen. 16,316; E&P 85 Est. 16,649

4 - HOUSEHOLDS:
City 80 Cen. 3,311; E&P 85 Est. 3,594
County 80 Cen. 5,716; E&P 85 Est. 6,029

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$58,941,000
Savings & Loan	1	$32,423,000

6 - PASSENGER AUTOS: County 26,263 (all vehicles)

7 - ELECTRIC METERS: Residence 3,371

8 - GAS METERS: Residence 2,894

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Foundry 772; Automotive 310; Heavy Equipment 45; Textiles 200; Plastics 220; Manufacturing 150; (Av. Wkly. Wage industrial $329.41; Av. Wkly. Wage all other employment $246.65).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 55-100; Fall 10-75; Winter -20-50. First killing frost, Oct. 7; last killing frost, Apr. 27.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: **Principal Shopping Center**-8 blocks on Central Square.
Neighborhood Shopping Center-5 blocks on Hwy. 34 W.
Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Spurgeon's.
Variety Stores-Ben Franklin.
Discount Stores-Pamida.
Chain Supermarkets-HyVee; AG; Easter's; Jack and Jill.
Other Chain Stores-Brown Shoe; Western Auto; Gamble's; Coast-to-Coast; TSC; Martha Brown; Seiferts; T.S.C.; Orschein; Farm & Home Supply.

14 - NEWSPAPERS: LEDGER (e) 5,547, sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: Byron F. Kimble, Pub., LEDGER, 112 E. Broadway, Fairfield, IA 52556; Tel. (515) 472-4129.
National Representative: Iowa Newspaper Association

FORT DODGE

1 - LOCATION: Webster County. E&P Map B-2. County Seat. Farming, electronics; 385 mi. to Chicago.

2 - TRANSPORTATION: **Railroads**-Illinois Central (freight); Chicago Northwestern (freight).
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Sioux.
Airlines-Mesaba.

3 - POPULATION:
Corp. City 80 Cen. 29,423; E&P 85 Est. 28,100
CZ-ABC: (80) 29,423
RTZ-ABC: (80) 99,083

County 80 Cen. 45,953; E&P 85 Est. 45,400
City & RTZ-ABC: (80) 128,506

4 - HOUSEHOLDS:
City 80 Cen. 11,120; E&P 85 Est. 10,886
County 80 Cen. 16,886; E&P 85 Est. 17,226
CZ-ABC: (80) 11,120
RTZ-ABC: (80) 36,277
City & RTZ-ABC: (80) 47,397

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$341,397,398
Savings & Loan	3	$138,472,329

6 - PASSENGER AUTOS: County 70,895 (All Vehicles)

7 - ELECTRIC METERS: Residence 13,237

8 - GAS METERS: Residence 12,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners; Farm Mach. 212; Gypsum 691; Animal Vaccines 319

10 - CLIMATE: Min. & Max. Temp.-Spring 20-85; Summer 40-100; Fall 10-80; Winter 20-45. First killing frost, Oct. 3; last killing frost, May 4

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Central Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Crossroads(70)	NA	Sears, JCPenney, Younker's
Wood Plaza(10)	NA	Target
K mart(1)	NA	K mart
Trolley Center(15)	NA	Bobby Rogers

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat., Sun.; Food-Thur., Fri., Sat.
Stores Closed-Downtown Mon. a.m.
Stores Open Evenings-Downtown Mon., Thur.; Shpg. Ctr. 5 nights; Food every night & Sun.

13 - RETAIL OUTLETS: Department Stores-Younker's; Sears; JCPenney; Fantles.
Variety Stores-Woolworth; Big Bear.
Discount Stores-K mart; Target; Pay Less Cashway; C.O.M.B.
Chain Drug Stores-Walgreens; Medicine Chest; Drug Town.
Chain Supermarkets-Fareway; Randalls; Warehouse Mkt.; HyVee.
Other Chain Stores-Shoes: Kinney, Payless, Lazy M, Thom McAn, Connies; Firestone; Goodyear; S&H Green Stamps; Sherwin-Williams; Jewelry: Zale's, Gordon; Fabrics: So-Fro, Northwest; Hardware: True Value, OK, Plywood; Earl May Seed; Big Bear; Coast-to-Coast; Foxmoor; Lerners; Country Cobbler; Hickory Farms; Seiferts; Maurices; The Closet; Radio Shack; Musicland; Brooks Fashions; Chess King; Coach House; County Seat; Spencer Gifts; Stevensons; Susie's Casuals; Aladdin's Castle; General Nutrition Center; Nutrition World.

14 - NEWSPAPERS: MESSENGER (m) 23,031; (S) 22,842; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Mike Schlesinger, Adv. Dir., MESSENGER, 713 Central Ave., PO Box 659, Fort Dodge, IA 50501; Tel. (515) 573-2141.
National Representatives: Papert Companies, Iowa Newspaper Association.

FORT MADISON

1 - LOCATION: Lee County, E&P Map D-3. County Seat. 20 mi. SW of Burlington on Mississippi River; in SE part of the state. On U.S. Hwy. 61; State Hwys. 103.

2 - TRANSPORTATION: Railroads-Santa Fe; Burlington-Northern.
Motor Freight Carriers-21.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 13,520; E&P 85 Est. 13,391
CZ-ABC: (80) 13,520
RTZ-ABC: (80) 19,066
County 80 Cen. 43,106; E&P 85 Est. 43,605
City & RTZ-ABC: (80) 32,586

4 - HOUSEHOLDS:
City 80 Cen. 5,043; E&P 85 Est. 5,123
CZ-ABC: (80) 5,043
RTZ-ABC: (80) 6,524
County 80 Cen. 15,618; E&P 85 Est. 16,334
City & RTZ-ABC: (80) 11,567

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$107,381,000
Savings & Loan	2	$295,367,000

6 - PASSENGER AUTOS: County 73,407 (all vehicles)

7 - ELECTRIC METERS: Residence 5,654

8 - GAS METERS: Residence 4,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Sterile Canned Meat Products 709; Anhydrous Ammonia, Carbon Dioxide, Nitric Acid, Ammonium Nitrate 292; Paper Corrugating Medium 145; Decorating and Protective Finish Paints 315; Van Trailers 247; Wheels, Hand Trucks, Automotive Safety Equipment 149; Pens, Pencils, Marking Instruments 1,403; Ammonium Molybdate Products, Molybdic Oxide, Sulfuric Acid, Tungsten 124; Waxpaper Products 63; Aluminum Cans 81.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-92; Summer 52-99; Fall 28-93; Winter 1-59.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fort Plz.(20)	NA	HyVee

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Spurgeon's, Jack's.
Variety Stores-Woolworth.
Chain Drug Stores-Your Drug; Rashid Rexall; Lampe Drug.
Chain Supermarkets-Greenwald's; Easter Foods; Aldi's; HyVee.
Other Chain Stores-Sears (catalog); Montgomery Ward; JCPenney (catalog); Eitman's; Kessler's; Lou Marise; Colony Shoppe; Glasgow, Ltd.; Hesse's; Boylan's.

14 - NEWSPAPERS: DEMOCRAT (e) 7,290; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: David Lewis, Pub., DEMOCRAT, 1226 Avenue H, Ft. Madison, IA 52627; Tel. (319) 372-6421.
National Representatives: Iowa Newspaper Association; Landon Associates.

IOWA CITY

1 - LOCATION: Johnson County (MSA), E&P Map D-2. County Seat. Agricultural and educational center. SE center of state; 55 mi. W of Davenport on U.S. Hwys. 6, 218; State Hwy. 1; I-80.

2 - TRANSPORTATION: Railroads-(freight only) Crandic.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Missouri Transit; Continental Trailways.
Airlines-Ozark; United; Mississippi Valley; Midstates (Cedar Rapids Airport 20 miles).

3 - POPULATION:
Corp. City 80 Cen. 50,508; E&P 85 Est. 55,214
CZ-ABC: (80) 59,264
RTZ-ABC: (80) 39,206
County/MSA 80 Cen. 81,717; E&P 85 Est. 86,000
City & RTZ-ABC: (80) 98,470

4 - HOUSEHOLDS:
City 80 Cen. 18,594; E&P 85 Est. 20,850
County/MSA 80 Cen. 30,220; E&P 85 Est. 32,928
CZ-ABC: (80) 22,537
RTZ-ABC: (80) 13,483
City & RTZ-ABC: (80) 36,020

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$560,202,000
Savings & Loan	4	$64,218,000
Credit Union	4	$41,200,000

6 - PASSENGER AUTOS: County 111,982 (all vehicles)

7 - ELECTRIC METERS: Residence 26,900

8 - GAS METERS: Residence 23,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Education & Health Services 17,000; Vet. Hosp. 978; Printing 270; Contracting 542; Drug Prod. Mfg. 426; Toothbrush Mfg. 566; Feeds 255; Foam Rubber 170; Electronic Equipment 125.
Principal Industrial Pay Days-1st & 16th.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-50; Summer 50-100; Fall 5-50; Winter 20-25. First killing frost, Oct. 10; last killing frost, Apr. 28.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on Clinton, Dubuque, Washington College, Iowa & Linn Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Old Capitol(60)		Younker's, Osco, JCPenney
Sycamore Mall(50)	3	Walgreens, Sears, Petersen's
Lantern Park Plaza(15)	5	HyVee Foods, People's Drug, TG&Y
Towncrest	4	People's Drug
Wardway Plaza(6)	3	Eagle's Mkt., Jack's Discount
K mart	3	K mart

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-All Shopping Centers; Food, every eve. and Sun.
Stores open Sundays-All drug, food; Sycamore Mall; Old Capitol Center; TG&Y Family Center; K mart.

13 - RETAIL OUTLETS: Department Stores-Younker's; JCPenney; Sears; Petersen's.
Discount Stores-K mart; TG&Y Family Center; Jack's; Paul's.
Variety Stores-TG&Y.
Chain Drug Stores-Osco; People's 3; Pearson's 2; Walgreens; Drug Town 2.
Chain Supermarkets-Randall's; Super Valu 2; HyVee Food Stores 4; Eagle 3.
Other Chain Stores-Firestone; Goodyear; Quik Trip; Paul Harris; Seiferts; Brooks; Braun's; Wardrobe; Kinney Shoes; A.J. August; Musicland; Maurice's; Dean's; Radio Shack; Kirlin's; Radio World; Susie Casuals; Record Bar.

14 - NEWSPAPERS: PRESS-CITIZEN (e) 15,841; Mar. 30, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Mary P. Stier, Adv. Dir., PRESS-CITIZEN, 319 E. Washington St., Iowa City, IA 52240; Tel. (319) 337-3181.
National Representatives: Iowa Newspaper Association; Gannett Media Sales.

KEOKUK

1 - LOCATION: Lee County, E&P Map D-3. County Seat. Diversified mfg. ctr. surrounded by rich farming area. Extreme SE corner of Iowa. 171 mi. N of St. Louis; 180 mi. SE of Des Moines; 240 mi. SW of Chicago. On W bank of Mississippi, on U.S. Hwys. 61 & 218; Hwy. 136 across Mississippi to Illinois.

2 - TRANSPORTATION: Railroads-Chicago, Burlington & Quincy; Santa Fe; Burlington Northern.
Motor Freight Carriers-20.
Airlines-Non-commercial facilities.
Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 13,536; E&P 85 Est. 13,085
CZ-ABC: (80) 13,536
RTZ-ABC: (80) 47,178
County 80 Cen. 43,106; E&P 85 Est. 43,605
City & RTZ-ABC: (80) 60,714

4 - HOUSEHOLDS:
City 80 Cen. 5,224; E&P 85 Est. 5,123
County 80 Cen. 15,618; E&P 85 Est. 16,334
CZ-ABC: (80) 5,224
RTZ-ABC: (80) 17,036
City & RTZ-ABC: (80) 22,260

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$164,853,761
Savings & Loan	2	$311,531,693

6 - PASSENGER AUTOS: County 73,407 (all vehicles)

7 - ELECTRIC METERS: Residence 10,021

8 - GAS METERS: Residence 5,104

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Steel Castings 562; Iron Alloys 450; Corn Prod. 600; Rubber Prod. 1300; Industrial Cast Parts 150; Fiber Boxes 200; Food 200.
Principal Industrial Pay Days-Fri. & Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-71; Summer 63-74; Fall 36-54; Winter 19-33. First killing frost, Nov.; last killing frost, Mar.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-14 blocks on Main; Keosippi Mall (32 stores, including JCPenney); Discount Shopping Ctr. 3 blocks, 20th & Main to 23rd & Main includes K mart, Jack's, Niemann Foods.

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Fri.; Food nightly; Mall, discounts & grocers 1/2 day Sun.; shopping ctrs. nightly.

13 - RETAIL OUTLETS: Department Stores-Dollar General; JCPenney; Spurgeons.
Discount Stores-Big Bear; Jack's; K mart.
Variety Stores-Woolworth.
Chain Drug Stores-Osco; J&S Walgreens.
Chain Supermarkets-HyVee; Niemann Foods; Jack & Jill.
Other Chain Stores-Sears (catalog); Montgomery Ward; McLaughlin Auto; Sherwin-Williams; Chaner's; Goodyear; Stevenson's; Kirlin's Candies.

14 - NEWSPAPERS: GATE CITY (e) 6,349; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Phil Summers, Adv. Dir., Gate City, 1016 Main St., Keokuk, IA 52632; Tel. (319) 524-8300.
National Representative: Iowa Newspaper Association.

LE MARS

1 - LOCATION: Plymouth County, E&P Map A-2. County Seat. Agricultural area in NW Iowa. 25 mi. NE of Sioux City; 250 mi. SW of Minneapolis; 500 mi. W of Chicago. On U.S. Hwy. 75; State Hwys. 60 & 3.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern; Illinois Central.
Motor Freight Carriers-4.
Intercity Bus Lines-Jack Rabbit Lines; Iowa Coaches.
Airlines-Local airport; charter service available.

3 - POPULATION:
Corp. City 80 Cen. 8,276; E&P 85 Est. 8,478
County 80 Cen. 24,743; E&P 85 Est. 25,168

4 - HOUSEHOLDS:
City 80 Cen. 2,961; E&P 85 Est. 3,126
County 80 Cen. 8,425; E&P 85 Est. 8,888

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	1	$39,185,000
Savings	1	$62,643,000
Savings & Loan	3	$385,525,000

6 - PASSENGER AUTOS: County 40,042 (all vehicles)

7 - ELECTRIC METERS: Residence 3,113

8 - GAS METERS: Residence 2,624

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Ice Cream 300 ($300); Overalls 112 ($210); Packing Plant 120 ($330); Food Processing 250 ($300).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-95; Summer 34-106; Fall 5-95; Winter 6-65. First killing frost, Oct. 10; last killing frost, Apr. 28.

11 - TAP WATER: Neutral; medium hardness.

12 - RETAILING: Principal Shopping Center-14 blks. on 4 sts.
Neighborhood Shopping Centers-3 on Hwy. 75 S; 2 on Hwy. 75 N.
Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Thur.; Supermarkets Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's.
Variety Stores-Ben Franklin.
Chain Supermarkets-HyVee; Fareway; Jack & Jill.
Other Chain Stores-Bomgaars (farms supplies); Fashion Crossroads; Great Plains Supply; Montgomery Ward; Sears; Pamida; Alco.

14 - NEWSPAPERS: SENTINEL (e-mon. to fri.) 5,340; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Jim Hodgson, Adv. Mgr., SENTINEL, 41 First Ave. NE, Le Mars, IA 51031; Tel. (712) 546-7031.
National Representative: Iowa Newspaper Association.

MARION

See CEDAR RAPIDS

MARSHALLTOWN

1 - LOCATION: Marshall County, E&P Map C-2. County Seat. Residential, agricultural and industrial center. 60 mi. SW of Waterloo; 50 mi. to Des Moines; 300 mi. to Chicago; 200 mi. to Omaha; 250 mi. to Minneapolis & Kansas City. On U.S. Hwys. 30 & 330; Iowa 14.

2 - TRANSPORTATION: Railroads-C&NW.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound.
Airport-State/Municipal.

3 - POPULATION:
Corp. City 80 Cen. 26,938; E&P 85 Est. 28,089
CZ-ABC: (80) 26,938
RTZ-ABC: (80) 64,025
County 80 Cen. 41,652; E&P 85 Est. 43,222
City & RTZ-ABC: (80) 90,963

4 - HOUSEHOLDS:
City 80 Cen. 10,244; E&P 85 Est. 11,028

County 80 Cen. 15,410; E&P 85 Est. 16,482
CZ-ABC: (80) 10,244
RTZ-ABC: (80) 23,307
City & RTZ-ABC: (80) 33,551

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & State	3	$307,549,737
Savings & Loan	3	$162,838,106

6 - PASSENGER AUTOS: County 71,958 (All Vehicles)

7 - ELECTRIC METERS: Residence 12,237

8 - GAS METERS: Residence 10,404

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Heating Equip. 723; Oil & Gas Controls 2,679; Meatpacking 355; Foundry 80; Die-Casting 213.
Principal Industrial Pay Days-1st & 15th, Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-97; Summer 34-97; Fall 8-97; Winter 20-65. First killing frost, Oct. 9; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-11 blocks on Main St. & intersecting sts., open Mon. evenings; some on Sun. & Thur.
Shopping Centers-N. 13th St.; S. 3rd Ave. and Olive St.; Center & Olive Sts.; Center & Southridge.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Marshalltown(53)	NA	JCPenney, Walgreens, Younker's, Sears, Wal-Mart
Meadow Ln.(6)	NA	K mart, HyVee

Principal Shopping Days-Mon., Thur., Sat. & Sun.
Stores Open Evenings-Mon., Thur., Sun. afternoon; supermarkets open each evening.

13 - RETAIL OUTLETS: **Department Stores**-Younker's; Fantle's; Spurgeon's; JCPenney.
Variety Stores-Ben Franklin.
Chain Drug Stores-Osco; Drug Town; Gregor's; Walgreens; Medicine Store.
Discount Stores-K mart, Wal-Mart.
Chain Supermarkets-Fareway; Cliftons; Econo-Foods; HyVee.
Other Chain Stores-Kinney Shoes; Sears Roebuck; Firestone; Newton's (jewelry); Seiferts; Matt Furniture; Nichols & Green; Musicland; Stuart's; Baskin-Robbins; Gallenkamp Shoes; Coach House; Waldenbooks; General Nutrition Center; Kay Bee Toys; Maurice's; McGregor Furniture; Flowerama; Hal's; Karmel Korn; Radio Shack; Stevensons; Tobers; Zale's; As You Like It; Gildner's; So-Fro Fabrics; Athlete's Foot; Donutland; Long John Silver; Fanny Farmer; PayLess Shoes; Pearle Vision Center; Jewelry Hut; Sports-A-Foot; Waterbed Boutique; Braun's Women's Fashions.

14 - NEWSPAPERS: TIMES-REPUBLICAN (e) 14,450; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Ron Long, Adv. Dir., TIMES-REPUBLICAN, 135 W. Main St., Marshalltown, IA 50158; Tel. (515) 753-6611.
National Representative: Iowa Newspaper Association.

MASON CITY

1 - LOCATION: Cerro Gordo County. E&P Map C-1. County Seat. Wholesale and shipping center for rich agricultural area. 350 mi. from Chicago; 120 mi. from Des Moines; 130 mi. from Minneapolis.

2 - TRANSPORTATION: **Railroads**-Chicago, Milwaukee, St. Paul & Pacific; Chicago Northwestern; Iowa Terminal RR.
Motor Freight Carriers-31.
Intercity Bus Lines-Scenic Hawkeye Stages; Jefferson Trans.; Public Transit Co.
Airlines-Mesaba; American Central.

3 - POPULATION:
Corp. City 80 Cen. 30,144; E&P 85 Est. 30,550
CZ-ABC: (80) 38,349
RTZ-ABC: (80) 90,989
County 80 Cen. 48,458; E&P 85 Est. 49,307
City & RTZ-ABC: (80) 129,338

4 - HOUSEHOLDS:
City 80 Cen. 11,884; E&P 85 Est. 11,771
County 80 Cen. 18,694; E&P 85 Est. 19,609
CZ-ABC: (80) 15,064
RTZ-ABC: (80) 33,455
City & RTZ-ABC: (80) 48,519

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$147,285,545
Savings & Loan	2	$115,088,220

6 - PASSENGER AUTOS: County 81,907 (all vehicles)

7 - ELECTRIC METERS: Residence 12,405

8 - GAS METERS: Residence 11,368

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Total 22,170; Mfg. 3,410; Non-Mfg. 18,760.
Principal Pay Days-Fri.; 3rd, 4th, 5th, 15th through 19th.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-99; Summer 40-102; Fall 13-98; Winter 20-64.

11 - TAP WATER: Very hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-14 blocks on Federal Ave., 4 each on 6 side streets.
Neighborhood Shopping Centers-1300 to 1500 N. Federal, 1400-1700 S. Federal; Southbridge Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
K mart Plaza	NA	K mart
Sears Mason City(17)	NA	Sears, Target
Willowbrook(24)	NA	Spurgeon's, HyVee
Regency(20)	NA	Drug Town, HyVee

Principal Shopping Days-Mon., Thur., Fri.
Stores Open Evenings-All Mon., some Thur.; shopping centers every night.
Stores Open Sundays-Supermarkets, Sears, K mart, Target, Wal-Mart, Shopko, JCPenney, Younkers.

13 - RETAIL OUTLETS: **Department Stores**-Stevenson's; Damon's; Younker's; JCPenney; Sears.
Variety Stores-Ben Franklin.
Discount Stores-K mart; Target; Wal-Mart; Shopko.
Chain Drug Stores-Drug Town; Walgreens; Revco.
Chain Supermarkets-Fareway; HyVee; County Market; Cashwise.
Other Chain Stores-Shoes: Tradehome, Merit, Payless, Walkers, Kinney; Auto: Goodyear, Coast to Coast, J&L, Aroc; Paint: Iowa Paint, Morris, Diamond, Pittsburgh; Clothing: Gildner's, St. Paul Clothiers, St. Clair-Starks; Misc.: McGregor, Fanny Farmer Candy; Earl May; T.S.C.

14 - NEWSPAPERS: GLOBE-GAZETTE (m) 22,285; (S) 22,206; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Howard Query, Adv. Dir., GLOBE-GAZETTE, 300 N. Washington, Mason City, IA 50401; Tel. (515) 423-4270.
National Representatives: Branham/Newspaper Sales; Iowa Newspaper Association.

MOUNT PLEASANT

1 - LOCATION: Henry County. E&P Map D-3. County Seat. Agricultural, insurance and shopping center. Situated 28 mi. NW of Burlington. Junction of U.S. 34 & 218.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Amtrak.

Motor Freight Carriers-Arledge.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 7,322; E&P 85 Est. 7,753
County 80 Cen. 18,890; E&P 85 Est. 19,518

4 - HOUSEHOLDS:
City 80 Cen. 2,611; E&P 85 Est. 2,862
County 80 Cen. 6,707; E&P 85 Est. 7,163

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$81,505,000
Savings & Loan	1	$174,566,803

6 - PASSENGER AUTOS: County 31,796 (all vehicles)

7 - ELECTRIC METERS: Residence 3,211

8 - GAS METERS: Residence 3,141

9 - PRINCIPAL INDUSTRIES: Engineering & Mfg.; Bus Bodies; Electronics-Metal & Prefabrication; Direct Mail Advertising; Envelope Mfg.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: **Principal Shopping Days**-Fri. & Mon.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Spurgeon's; Pamida Discount; Alco.

Discount Stores-Wal-Mart.
Chain Drug Stores-Valu-Rite; Drug Town.
Chain Supermarkets-HyVee; Super-Valu; Beaver's Jack & Jill.

14 - NEWSPAPERS: NEWS (e) 4,135; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Larry Marlow, Adv. Mgr., NEWS, 215 W. Monroe St., Mount Pleasant, IA 52641; Tel. (319) 385-3131.
National Representatives: Landon Associates; Iowa Newspaper Association.

MUSCATINE

1 - LOCATION: Muscatine County. E&P Map D-3. On the Mississippi in Iowa, near most interior Iowa points. On U.S. Hwy. 61; State Hwys. 22 & 38.

2 - TRANSPORTATION: **Railroads**-CMStP&P; Illinois Central Gulf; Milwaukee Road.
Motor Freight Carriers-6.
Intercity Bus Lines-Hawkeye Express; Trailways.
Barge Lines-Barge transportation on the Mississippi hauls coal, petroleum products, grain, iron, steel and miscellaneous lines.

3 - POPULATION:
Corp. City 80 Cen. 23,467; E&P 85 Est. 25,060
CZ-ABC: (80) 23,467
RTZ-ABC: (80) 53,834
County 80 Cen. 40,436; E&P 85 Est. 43,182
City & RTZ-ABC: (80) 77,301
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,517; E&P 85 Est. 9,196
County 80 Cen. 14,214; E&P 85 Est. 15,620
CZ-ABC: (80) 8,517
RTZ-ABC: (80) 18,867
City & RTZ-ABC: (80) 27,384

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$299,299,000
Savings & Loan	2	$64,000,000

6 - PASSENGER AUTOS: County 70,376 (all vehicles)

7 - ELECTRIC METERS: Residence 8,933

8 - GAS METERS: Residence 9,612

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-54 diversified industries including: Chemicals & allied industries 2,500 ($325); Food Proc. 1,000 ($215); Fab. Metal Products 1,000 ($325); Heavy Constr., Utilities 200 ($300); Consulting Engineers 300 ($500); Machinery 250 ($240); Button Mfg. 140 ($225); Mining, Sand & Gravel 250 ($200); Grain & Feed Proc. 1,000 ($450).
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Av. Temp.-Spring 61; Summer 74; Fall 53; Winter 26. First killing frost, Oct.; last killing frost, late April.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Second St.; 5 on Third St.; 11 on Sts. connecting Second & Third Sts.
Neighborhood Shopping Centers-Muscatine Mall; Wal-Mart on Park Ave. (Walgreens, HyVee Foods); 5 blocks on Mulberry Ave.; 3 on Hershey Ave.; 6 on Grandview Ave.; 2 on Park Ave.; 4 mini malls.
Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Mon. through Fri. Food every evg.
Stores Open Sundays-Some food, drug & hdwr.; Muscantine Mall evenings to 9 & Sun. until 5 p.m.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Wal-Mart; Petersen's; Spurgeons.
Variety Stores-Jupiter.
Discount Stores-Pamida.
Chain Supermarkets-Sun-Mart 3; HyVee; Aldi.
Chain Drug Stores-Stiles; Walgreens.
Other Chain Stores-Sieg (auto supplies); Sherwin-Williams; Goodrich; Firestone; Western Auto; Sears (catalog); Montgomery Ward.

14 - NEWSPAPERS: JOURNAL (e) 11,218; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Tom Kelley, Adv. Sales Mgr., JOURNAL, 301 E. 3rd St., PO Box 809, Muscatine, IA 52761; Tel. (319) 263-2331.
National Representatives: Branham/Newspaper Sales; Iowa Newspaper Association.

NEVADA

1 - LOCATION: Story County. E&P Map C-2. County Seat. Located practically in geographical center of Iowa in excellent farm territory.

2 - TRANSPORTATION: **Railroads**-Chicago Northwestern; E&W and N&S.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 5,912; E&P 85 Est. 6,428
County 80 Cen. 72,326; E&P 85 Est. 73,003
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,230; E&P 85 Est. 2,537
County 80 Cen. 23,665; E&P 85 Est. 24,498

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$40,243,000
Savings & Loan	1	$12,079,936

6 - PASSENGER AUTOS: County 102,585 (all vehicles)

7 - ELECTRIC METERS: 4,500

8 - GAS METERS: 3,500

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage-N.A.) Printing 500; Fertilizer Mfg.
Principal Industrial Pay Days-15th, 31st, Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-90; Summer 40-100; Fall 4-86; Winter 12-61. First killing frost, Oct. 16; last killing frost, Apr. 9.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Main St.
Principal Shopping Days-Mon., Wed., Sat.
Stores Open Evenings-Mon., Fri.
Stores Open Sundays-1 groc., 1 farm & home.

13 - RETAIL OUTLETS: **Department Stores**-Scudder's.
Variety Stores-Ben Franklin; Johnson Hdwr.
Chain Drug Stores-Gandrup Walgreen.
Chain Supermarkets-Super-Valu; Fareway.
Other Chain Stores-Western Auto; True Value Hardware; Trustworthy Hardware.

14 - NEWSPAPERS: JOURNAL (e) 2,821; sworn Oct. 11, 1984.
Local Contact for Advertising and Merchandising Data: Annette Forbes, Adv. Mgr., JOURNAL, 1133 Sixth St., Nevada, IA 50201; Tel. (515) 382-2161.
National Representative: American Newspaper Representatives.

NEWTON

1 - LOCATION: Jasper County. E&P Map C-2. County Seat. Residential center. 35 mi. NE of Des Moines; 320 mi. W of Chicago. On I-80.

2 - TRANSPORTATION: **Railroads**-CRI&P.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 15,292; E&P 85 Est. 15,260
County 80 Cen. 36,425; E&P 85 Est. 36,809

4 - HOUSEHOLDS:
City 80 Cen. 6,143; E&P 85 Est. 6,279
County 80 Cen. 13,564; E&P 85 Est. 14,189

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$100,000,000
Savings & Loan	2	$60,000,000

6 - PASSENGER AUTOS: County 64,272 (all vehicles)

7 - ELECTRIC METERS: Residence 7,300

8 - GAS METERS: Residence 4,526

9 - PRINCIPAL INDUSTRIES: Washing Machines; Dryers; Heavy Machinery; Advertising; Novelties; Cheese.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 75-100; Fall 32-75; Winter -20-40. First killing frost, Oct. 15; last killing frost, Apr. 1.

11 - TAP WATER: Softened.

12 - RETAILING: **Principal Shopping Center**-Downtown Newton.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Newton Plz.(5)	NA	Alco Discount
Newton Ctr.(28)	2	Younker's, Peoples Drug, Spurgeon's

Principal Shopping Days-Fri., Sat. & Mon.
Stores Open Evenings-Dept.-Mon.; Food-Mon. through Sat.; Drug-nightly.
Stores Open Sundays-Grocery, discount & department.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Spurgeon's; Younker's; K mart; Big Bear; Farm & Home Store; Alco; Wal-Mart.
Variety Stores-Woolworth; C Mart.
Chain Drug Stores-Powers Rexall; Nollen 3; Drugtown; Peoples.
Chain Supermarkets-HyVee; Fareway.
Other Chain Stores-Goodyear; Earl May Seed.

14 - NEWSPAPERS: NEWS (e-mon to fri) 7,924; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising

Data: Joe McDermont, Adv. Mgr., NEWS, PO Box 967, Newton, IA 50208; Tel. (515) 792-3121.
National Representative: Iowa Newspaper Association.

OELWEIN

1 - LOCATION: Fayette County. E&P Map C-2. Retail and industrial center (19 industries). NE part of state; 230 mi. to Chicago; 200 to Minneapolis; 350 to Omaha; 753 to Kansas City.

2 - TRANSPORTATION: **Railroads**-Chicago Northwestern (division point).
Motor Freight Carriers-16.
Intercity Bus Lines-Scenic Hawkeye Stages; Jefferson Blue Lines.

3 - POPULATION:
Corp. City 80 Cen. 7,564; E&P 85 Est. 7,647
CZ-ABC: (80) 7,564
RTZ-ABC: (80) 50,739
County 80 Cen. 25,488; E&P 85 Est. 26,095
City & RTZ-ABC: (80) 58,303

4 - HOUSEHOLDS:
City 80 Cen. 2,890; E&P 85 Est. 2,997
CZ-ABC: (80) 2,890
RTZ-ABC: (80) 17,574
County 80 Cen. 9,093; E&P 85 Est. 9,608
City & RTZ-ABC: (80) 20,464

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$105,917,819
Savings & Loan	2	$38,830,114

6 - PASSENGER AUTOS: County 41,172 (all vehicles).

7 - ELECTRIC METERS: Residence 3,570.

8 - GAS METERS: Residence 3,083.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Railroads 84 ($500); Air Cleaners 101 ($500).
Principal Industrial Pay Days-Air cleaners Thur.; Railroad 10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 65-109; Fall 45-83; Winter 36-59. First killing frost, Oct. 15; last killing frost, May 1.

11 - TAP WATER: Neutral, hard, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Frederick, 2 on Charles; 3 on 1st St.; 2 on 1st Ave. E.
Neighborhood Shopping Centers-1 block at Frederick & 10th S & N. E Charles at 8th Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fairbank	7	Cranston Hardware
Maynard	8	Maynard Co-Op
Arlington	18	Arlington Co-Op
Fayette	17	Dahlke IGA

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Spurgeon's; Connor's; Pamida; K mart; Meyer Lincoln.
Farm Stores-Big Bear; Farm Fleet.
Variety Stores-Woolworth; Ben Franklin.
Chain Supermarkets-Fareway; IGA; Super Valu.
Other Chain Stores-Ace Hardware; True Value.

14 - NEWSPAPERS: REGISTER (e) 6,552, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Doug Hladky, Adv. Mgr., REGISTER, 25 1st St. SE, Oelwein, IA 50662; Tel. (319) 283-2144.
National Representatives: Iowa Newspaper Association; Thomson Newspapers.

OSKALOOSA

1 - LOCATION: Mahaska County. E&P Map C-3. County Seat. Residential ctr. 60 mi. SE of Des Moines. On U.S. Hwys. 163, 63; Iowa Hwys. 92, 137. 30 mi. S of I-80.

2 - TRANSPORTATION: **Railroads**-Branch line of Chicago & Northwestern; branch of CRI&P.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Continental Trailways; Burlington Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,629; E&P 85 Est. 10,917
County 80 Cen. 22,507; E&P 85 Est. 23,866

4 - HOUSEHOLDS:
City 80 Cen. 4,294; E&P 85 Est. 4,426
County 80 Cen. 8,447; E&P 85 Est. 9,240

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$171,825,932
Savings & Loan	2	$63,076,143

6 - PASSENGER AUTOS: County 38,891 (All Vehicles).

7 - ELECTRIC METERS: County Residence 10,500; City 5,090.

8 - GAS METERS: County Residence 10,000; City 4,365.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-1,240.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-60; Summer 61-83; Fall 41-63; Winter 13-32.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-Downtown District; Atpic Mall, 18 blocks E of downtown district-14; Penn Central Regional Mall, downtown-50.
Principal Shopping Days-Thurs., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Alsop's; JCPenney; Spurgeon's; Fashion Crossroads; Sernett's.
Variety Stores-Ben Franklin.
Discount Stores-Pamida; K mart.
Chain Drug Stores-People's.
Chain Supermarkets-HyVee; Easters Super Valu; Fareway; Econo Foods.
Chain Food Stores-McDonalds; Wendys; Taco John; Pizza Hut; Happy Joe's Pizza; Kentucky Fried Chicken; Bonanza.
Other Chain Stores-Firestone; Goodyear; Western Auto; Coast-to-Coast; Brown Shoe Fit; Big Bear; Siefert's; Earl May; Maurice's; Orschlien; Radio Shack; Big Bear; Gamble's; Sherwin Williams; McGregor Furn.; World of Fabrics; Nobil Shoes; Sears catalog.

14 - NEWSPAPERS: HERALD (e) 5,966, sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Frank Kerr, Adv. Dir., HERALD, 123 N. Market, Oskaloosa, IA 52577; Tel. (515) 672-2581.
National Representatives: Iowa Newspaper Association; Papert Companies.

OTTUMWA

1 - LOCATION: Wapello County. E&P Map C-3. SE Iowa industrial and agricultural center. 75 mi. W of Mississippi River, 42 mi. N of Missouri state line.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Milwaukee.

Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Missouri Transit; Continental Trailways.
Airlines-American Central.

3 - POPULATION:
Corp. City 80 Cen. 27,381; E&P 85 Est. 26,251
CZ-ABC: (80) 27,381
RTZ-ABC: (80) 95,627
County 80 Cen. 40,241; E&P 85 Est. 40,446
City & RTZ-ABC: (80) 123,008

4 - HOUSEHOLDS:
City 80 Cen. 10,914; E&P 85 Est. 10,742
County 80 Cen. 15,436; E&P 85 Est. 16,022
CZ-ABC: (80) 10,914
RTZ-ABC: (80) 35,229
City & RTZ-ABC: (80) 46,143

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	N.A.
Commercial	3	$268,583,000

6 - PASSENGER AUTOS: County 62,968 (all vehicles).

7 - ELECTRIC METERS: Residence 10,579.

8 - GAS METERS: Residence (City) 12,106.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Meats 950; Farm Machy. 1,500; Gen'l Const. 120; Auto Parts 500; Bathroom Fixtures 100; Grain & Livestock Feed Processing 240.
Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-62; Summer 63-86; Fall 42-65; Winter 17-35. First killing frost, Oct. 12; last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Center**-Downtown shopping center, 26 blocks in area of Main and Second; Church St., 8 blocks.
Neighborhood Shopping Areas-Jefferson & Pennsylvania, Southgate Shopping Center (Hwy. 34), Richmond-Albia Road.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ottumwa Mall(34)	NA	JCPenney, Ben Franklin, Maurices, Seiferts
Ottuma Plz.(10)	NA	Easter Foods, K mart
Northgate	4	Target, HyVee

Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Department-Mon., Thur., Fri.; Food, supermarkets & discount-every night.
Stores Open Sundays-Supermarkets, drug & discount.

13 - RETAIL OUTLETS: **Department Stores**-Sears (catalog & auto appl.); JCPenney; Big Bear; Montgomery Ward.
Chain Drug Stores-Revco; McWilliams.
Discount Stores-Target; Pamida; K mart.
Variety Stores-Ben Franklin.
Chain Supermarkets-Aldi's; Cal's Jack & Jill; HyVee 2; Easters; Fareway; Warehouse Market.
Other Chain Stores-Goodyear; Kaybee; Sherwin-Williams; McGregor Furniture; Seifert's (women's apparel); Brown's Shoe Fit; Tractor Supply Co.; Radio Shack; Firestone; Maurice's.

14 - NEWSPAPERS: COURIER (e) 15,790, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Tony Marroni, Adv. Mgr., COURIER, 213 E. Second St., Ottumwa, IA 52501; Tel. (515) 684-4611.
National Representatives: Branham/Newspaper Sales; Iowa Newspaper Association.

SHENANDOAH

1 - LOCATION: Page County. E&P Map B-3. Agricultural center. 65 mi. SE of Omaha; 95 mi. N of St. Joseph, MO; 145 mi. SW of Des Moines. On State Hwys. 2, 48; U.S. Hwy. 59.

2 - TRANSPORTATION: **Railroads**-On branch of Burlington Northern and Omaha-St. Louis line of Norfolk & Western.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 6,274; E&P 85 Est. 6,450
County 80 Cen. 19,063; E&P 85 Est. 19,046
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 2,616; E&P 85 Est. 2,724
County 80 Cen. 7,317; E&P 85 Est. 7,547

5 - BANKS	**NUMBER**	**DEPOSITS**
Comm. & Savings	2	$74,339,000
Savings & Loan	1	$19,172,804

6 - PASSENGER AUTOS: County 30,326 (all vehicles).

7 - ELECTRIC METERS: Residence 2,698.

8 - GAS METERS: Residence 2,560.

9 - PRINCIPAL INDUSTRIES: -Seeds; Nurseries; Hybrid Corn; Farm Equip.; Agricultural Chemicals; Aluminum & Steel Gates; Eaton Corp. (Trans. Div.) 700.

10 - CLIMATE: Min. & Max. Temps. Annual 25-105.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Orchard Corners, Hwy. 59 (8 stores).
Stores Open Evenings-Thur.
Stores Open Sunday-Discount, Grocery, Woolworth, Alco, JCPenney, Spurgeon, Pamida.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Gamble's; Spurgeon's.
Discount Stores-Farm Supply; Pamida.
Variety Stores-Woolworth; Alco.
Chain Supermarkets-Super Valu; HyVee.

14 - NEWSPAPERS: SENTINEL (e-mon to fri) 3,340; sworn Sept. 25, 1984.
Local Contact for Advertising and Merchandising Data: Louise Tinley, Pub.; John Tinley Jr., Adv. Mgr., SENTINEL, 118 S. Elm, Shenandoah, IA 51601; Tel. (712) 246-1100.
National Representatives: American Newspaper Representatives; Iowa Newspaper Association.

SIOUX CITY

1 - LOCATION: Woodbury County. (In Sioux City IA-NE MSA). E&P Map A-2. Trading center of 20 county agricultural areas. 501 mi. from Chicago, 104 mi. from Omaha, 196 mi. from Des Moines, 268 mi. from Minneapolis.

2 - TRANSPORTATION: **Railroads**-Chicago & Northwestern; Burlington Northern; Illinois Central Gulf.
Motor Freight Carriers-1,293.
Intercity Bus Lines-Arrow; Greyhound; Jackrabbit.
Airlines-Ozark; Air Midwest; Aspen; American Central.
River Barge Lines-4 Sioux City, New Orleans; Huffman Towing Co.; Blaske Marine Co.; Brent Towing.

3 - POPULATION:
Corp. City 80 Cen. 82,003; E&P 85 Est. 80,409
CZ-ABC: (80) 97,190
RTZ-ABC: (80) 241,450
County 80 Cen. 100,884; E&P 85 Est. 101,000
MSA 80 Cen. 117,457; E&P 85 Est. 118,200
City & RTZ-ABC: (80) 338,640
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 30,098; E&P 85 Est. 30,410
County 80 Cen. 36,632; E&P 85 Est. 38,068
MSA 80 Cen. 42,348; E&P 85 Est. 44,210
CZ-ABC: (80) 35,459
RTZ-ABC: (80) 84,726
City & RTZ-ABC: (80) 120,185

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	4	N.A.
Commercial	11	N.A.

6 - PASSENGER AUTOS: County 142,541 (all vehicles).

7 - ELECTRIC METERS: 37,633 (Sioux City, S. Sioux City).

8 - GAS METERS: 32,814 (Sioux City, S. Sioux City).

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Meat Packing 4,600 (N.A.); Food Proc. 1,100 (N.A.); Durable Goods 2,200 ($338); Other Mfg. 1,600 (N.A.).
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 19-105; Summer 44-111; Fall 5-108; Winter 35-89. First killing frost, Oct. 27; last killing frost, Apr. 27.

11 - TAP WATER: Alkaline, very hard, constant 56 temp.; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-10 blocks on 4th and 5th Sts., 6 on 6th St., and 6 on West 7th St. Southern Hills Mall; Sunset Plaza.
Neighborhood Shopping Areas-S. St. Aubin and Morningside Ave., 27th and Pierce Sts., 20th and Pierce Sts.; Riverside Blvd. and Military Road; Floyd Blvd. & 41 St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Southern Hills(135)	5	Target, Sears, Younker's
Sunset Plaza(25)	5	Shopko, Boulevard Foodstore, Bostwicks
K mart Plaza(1)	5	K mart
Downtown	NA	JCPenney, Yonker's
Peters Park(25)	4	
Transit Plz.(12)	3	Ardan's, Half-Price

Principal Shopping Days-Department: Fri., Sat., Sun., Mon.; Food: Fri., Sat.
Stores Open Evenings-Food Mon. through Sat.; Downtown Mon.; Shopping Centers Mon. through Sat.; Furniture Mon.

13 - RETAIL OUTLETS: **Department Stores**-Younker's; Sears; JCPenney; Bostwick-S&L.
Discount Stores-Shopko; K mart; Half-Price; Target.
Chain Drug Stores-Walgreens 2.
Chain Supermarkets-Sunshine Food 5; Fareway 2; IGA 4; HyVee 2; Food 4 Less.
Other Chain Stores-Barker's Shoe; Fantle's (women's apparel); Firestone; Goodyear; Kinney Shoes; Walker's (shoes); Zale's Jewelers; Radio Shack; Northwest Fabrics; National Payless Shoes; Ardan's; Team Electronics; So-Fro Fabrics; Braun's Fashions; GNC; Nobil Shoes; Athlete's Foot; Pay 'n Pak; Payless Cashways; Earl May; Musicland; B. Dalton; Footlocker; GiGi's Closet; Chess King; Waldenbooks; Thom McAn; World Radio.

14 - NEWSPAPERS: JOURNAL (m-mon to fri) 55,077; (m-sat; hols) 54,375; (S) 48,456; Mar. 31, 1985 ABC.
Local Contact for Advertising And Merchandising Data: Arvid Huisman, Adv. Mgr., JOURNAL, 6th & Pavonia, Sioux City, IA 51102; Tel. (712) 279-5032.
National Representative: Branham/Newspaper Sales.

SPENCER

1 - LOCATION: Clay County. E&P Map B-1. County Seat. Distributing point of NW Iowa. S edge of Iowa's Great Lakes. 180 mi. NW of Des Moines; 180 mi. SW of Minneapolis. Little Sioux & Ocheyedan Rivers merge within city limits.

2 - TRANSPORTATION: **Railroads**-Chicago, Milwaukee & St. Paul; Chicago & Northwestern.

Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Scenic Hawkeye.

3 - POPULATION:
Corp. City 80 Cen. 11,726; E&P 85 Est. 12,399
County 80 Cen. 19,576; E&P 85 Est. 19,445

4 - HOUSEHOLDS:
City 80 Cen. 4,550; E&P 85 Est. 4,797
County 80 Cen. 7,377; E&P 85 Est. 7,544

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$138,790,000
Commercial	3	$111,856,879

6 - PASSENGER AUTOS: County 37,764 (all vehicles).

7 - ELECTRIC METERS: Residence 3,600

8 - GAS METERS: Residence 3,450

9 - PRINCIPAL INDUSTRIES: Industry. No. of Wage Earners (Av. Wkly. Wage)-Hydrostatic Engines 500 ($200); Metal Fabricating 275 (N.A.); Metal Assembly 125 ($154); Wood Fabricating 150 (N.A.); Apparel 135 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 22-42; Summer 40-85; Fall 30-60; Winter 20-52. First killing frost, Oct. 3; last killing frost, May 9.

11 - TAP WATER: Softness-16 PPM.

12 - RETAILING: **Shopping Center**-7 blocks on Grand Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Spencer(18)	NA	Younker's
Southpark Mall(40)	NA	JCPenney

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-All stores Mon.; Shopping Center, Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; Winslows; Younker's; Sernett's; Squire Shoppe; Otis Clothiers.
Discount Stores-K Mart; Shopko.
Chain Drug Stores-White.
Chain Supermarkets-HyVee; Spencer Super Valu; Fareway.
Other Chain Stores-Sears; Coast-to-Coast; Kinney Shoes; Brown's Shoe Fit.

14 - NEWSPAPERS: DAILY REPORTER (M) 3,422 sworn Sept. 28, 1984.
Local Contact for Advertising and Merchandising Data: Vern Brown, Pub., DAILY REPORTER, 416 1st Ave. W PO Box 5068, Spencer, IA 51301; Tel. (712) 262-6610.
National Representatives: American Newspaper Representatives; Iowa Newspaper Association; Branham/Newspaper Sales.

VINTON

1 - LOCATION: Benton County, E&P Map C-2. County Seat. Agricultural center; 32 mi. NW of Cedar Rapids, 34 mi. SE of Waterloo. On U.S. Hwy. 218.

2 - TRANSPORTATION: **Railroads**-CRI&P.
Intercity Bus Lines-Jefferson.

3 - POPULATION:
Corp. City 80 Cen. 5,040; E&P 85 Est. 5,161
County 80 Cen. 23,649; E&P 85 Est. 23,719

4 - HOUSEHOLDS:
City 80 Cen. 1,991; E&P 85 Est. 2,149
County 80 Cen. 8,561; E&P 85 Est. 8,877

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$76,155,000
Savings & Loan	1	$3,650,000

6 - PASSENGER AUTOS: County 46,535 (all vehicles).

7 - ELECTRIC METERS: Residence 2,011

8 - GAS METERS: Residence 1,690

9 - PRINCIPAL INDUSTRIES: Industry. No. of Wage Earners (Av. Wkly. Wage)-Food Processing 60 ($180).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: **Stores open Thur. evenings.**
Principal Shopping Days-Thur., Sat.

13 - RETAIL OUTLETS:
Variety Stores-Ben Franklin; Cromers.
Chain Supermarkets-Fareway; Family Food.
Other Chain Stores-Western Auto; Goodyear; True Value; Coast-to-Coast; Mode O' Day.

14 - NEWSPAPERS: CEDAR VALLEY TIMES (e-mon to fri) 3,170; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Merlin Alpers, Adv. Mgr., CEDAR VALLEY TIMES, 108 E. 5th, Vinton, IA 52349; Tel. (319) 472-2311.
National Representative: American Newspaper Representatives.

WASHINGTON

1 - LOCATION: Washington County, E&P Map D-3. County seat. In southeastern part of state. 248 rail mi. from Chicago.

2 - TRANSPORTATION: **Railroads**-Soo-Lines.
Motor Freight Carriers-3.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 6,584; E&P 85 Est. 7,000
County 80 Cen. 20,141; E&P 85 Est. 20,503
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,618; E&P 85 Est. 2,950
County 80 Cen. 7,213; E&P 85 Est. 7,561

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	2	$60,000,000
Savings & Loan	2	$35,500,000

6 - PASSENGER AUTOS: County 35,662 (all vehicles).

7 - ELECTRIC METERS: Residence 3,295

8 - GAS METERS: Residence 2,751

9 - PRINCIPAL INDUSTRIES: Industry. No. of Wage Earners (Av. Wkly. Wage)-Valves Foundry & Machine Shop 271 ($200); Calendars 400 ($180); Seedcorn, Agronomy Research 38 ($240) (more than 150 detasselers in season); Industrial Valves 100.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 0-98; Summer 53-100; Fall 0-95; Winter 12-61. First killing frost, Sept. 20; last killing frost, Mar. 25.

11 - TAP WATER: Alkaline, very hard; naturally fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Square and 8 blocks surrounding. Strip Hwy. 92 E.
Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Dept.-Thur.; Food-7 days; Discount-daily.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; Spurgeons; JCPenney.
Discount Stores-Oershlein Distributing; Pamida; Alco.
Chain Supermarkets-Fareway; HyVee; Jack & Jill.

14 - NEWSPAPERS: EVENING JOURNAL (e) 5,144 sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Darwin Sherman, Pub., JOURNAL, 111 N. Marion Ave., Washington, IA 52353; Tel. (319) 653-2191.
National Representative: Iowa Newspaper Association.

WATERLOO-CEDAR FALLS-EVANSDALE

1 - LOCATION: Black Hawk County (In Waterloo-Cedar Falls MSA). E&P Map C-2. Agriculture manufacturing and dairy center. NE part of state 300 mi. to Chicago; U.S. Hwys. 63, 218, 20; State Hwys. 197, 57.

2 - TRANSPORTATION: **Railroads**-Illinois Central; Chicago & North Western; Waterloo RR.
Motor Freight Carriers-18.
Intercity Bus Lines-Greyhound; Arrow Coach; Jefferson; Iowa Coach; Waterloo & Cedar Falls.
Airlines-Ozark; American Central; Midstate; Britt.

3 - POPULATION:
Corp. Cities 80 Cen. 117,105; E&P 85 Est. 119,240
Waterloo 80 Cen. 75,985; E&P 85 Est. 77,119
Cedar Falls 80 Cen. 36,322; E&P 85 Est. 37,400
Evansdale 80 Cen. 4,798; E&P 85 Est. 4,721
CZ-ABC: (80) 118,946
RTZ-ABC: (80) 231,874
County 80 Cen. 137,961; E&P 85 Est. 139,529
MSA 80 Cen. 162,781; E&P 85 Est. 165,146
City & RTZ-ABC: (80) 350,820
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 41,683; E&P 85 Est. 43,330
Waterloo 80 Cen. 28,349; E&P 85 Est. 29,602
Cedar Falls 80 Cen. 11,712; E&P 85 Est. 12,107
Evansdale 80 Cen. 1,622; E&P 85 Est. 1,621
County 80 Cen. 48,194; E&P 85 Est. 50,223
MSA 80 Cen. 56,659; E&P 85 Est. 59,228
CZ-ABC: (80) 42,235
RTZ-ABC: (80) 81,483
City & RTZ-ABC: (80) 123,718

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$420,131,684
Savings & Loan	4	$493,843,529

6 - PASSENGER AUTOS: County 211,628 (all vehicles).

7 - ELECTRIC METERS: Residence 32,603

8 - GAS METERS: Residence 28,565

9 - PRINCIPAL INDUSTRIES: Industry. No. of Wage Earners-Farm Equip. 13,300; Ordnance 325.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-59; Summer 60-100; Fall 36-63; Winter 23-34. First killing frost, Oct. 4; last killing frost, May 5.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-Crossroads, SE edge of Waterloo; College Square Shopping Center, Cedar Falls.
Neighborhood Shopping Centers-W. 9th and Mitchell; La Porte Rd. and Mitchell; Kimball and Ridgeway; Logan Ave. and Donald.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Crossroads Center(80)	NA	Sears, JCPenney, Donaldsons
College Sq.(64)	NA	Mont. Ward, Younker's
Kimball(8)	NA	Ben Franklin, S&S Meats
Logan Plz.(7)	NA	Revco, Eagle Food
Villa(12)	NA	Ben Franklin

Principal Shopping Days-Department, Mon., Thur., Fri., Sat.; Shopping Centers, daily; Food, Thur., Fri., Sat.
Stores Open Sundays-Shopping centers, drug, discount and food.
Stores Open Evenings-Food chains-every night; Shopping centers-nightly ex. Sat. & Sun.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Donaldsons; Montgomery Ward; Younker's.
Discount Stores-K mart 2; Ardans; Target; Wal-Mart.
Variety Stores-Woolworth 2; Ben Franklin 4.
Chain Drug Store-Osco 3; May 2; Walgreens 2.
Chain Supermarkets-Eagles 4; Super-Valu 6; HyVee 5.
Other Chain Stores-Endicott Johnson Shoes; Kinney Shoes 2; Zale's.

14 - NEWSPAPERS: COURIER (e-mon to fri) 50,974; (S) 54,609; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: David E. Tansey, Adv. Dir., COURIER, 501 Commercial St., Waterloo, IA 50704; Tel. (319) 291-1400.
National Representatives: Branham/Newspaper Sales; Iowa Newspaper Association.

WEBSTER CITY

1 - LOCATION: Hamilton County, E&P Map B-2. County Seat. Agricultural & residential center. 70 mi. NW of Des Moines; 20 mi. E of Ft. Dodge. On U.S. Hwy. 20; State 17; 9 mi. to U.S. 69; 12 mi. to I-35.

2 - TRANSPORTATION: **Motor Freight Carriers**-6.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,572; E&P 85 Est. 8,509
CZ-ABC: (80) 8,572
RTZ-ABC: (80) 22,529
County 80 Cen. 17,862; E&P 85 Est. 17,617
City & RTZ-ABC: (80) 31,101

4 - HOUSEHOLDS:
City 80 Cen. 3,243; E&P 85 Est. 3,254
County 80 Cen. 6,623; E&P 85 Est. 6,725
CZ-ABC: (80) 3,243
RTZ-ABC: (80) 8,433
City & RTZ-ABC: (80) 11,676

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$28,000,000
Savings & Loan	2	$30,000,000

6 - PASSENGER AUTOS: County 32,447 (all vehicles).

7 - ELECTRIC METERS: Residence 3,528

8 - GAS METERS: Residence 3,500

9 - PRINCIPAL INDUSTRIES: Industry. No. of Wage Earners (Av. Wkly. Wage)-Washer Mfg. 900 ($270); Metal Castings 100 ($175); Packing Plant 125 ($175); Printing ($180).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-60; Summer 70-95; Fall 40-78; Winter 20-45. First killing frost, Nov. 1; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on 2nd St.; 4 blocks along side streets.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Thur.; Food-nightly; Discount-nightly except Sun.
Stores Open Sundays-Discount and Food.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Osweilers; Lubbers; Pringle's; Home Appliance.
Variety Stores-Ben Franklin.
Discount Stores-K mart.
Chain Drug Stores-Williams; Snyder; Olson Pharmacy.
Chain Supermarkets-Fareway; HyVee Foods; Steve's Super Value.
Other Chain Stores-Hunter Oil & Gas; Derby Oil & Gas; Spurgeon's (ready-to-wear); Goodyear; Coast-to-Coast; OK Hardware; Casey's.

14 - NEWSPAPERS: FREEMAN-JOURNAL (e) 4,110 Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Michael A. Grandstaff, Pub., FREEMAN-JOURNAL, 720 Second St., Webster City, IA 50595; Tel. (515) 832-4350.
National Representatives: Papert Companies; Iowa Newspaper Association.

KANSAS SURVEYS

METROPOLITAN STATISTICAL AREAS

Kansas City, Mo.-Kan.-Cass, Clay, Jackson, Lafayette, Platte, Ray Counties, Mo.; Johnson, Leavenworth, Miami, Wyandotte Counties, Kan.
Lawrence-Douglas County.
Topeka-Shawnee County.
Wichita-Butler and Sedgwick Counties.

POPULATION ESTIMATES

(Thousands)

Age Group	**1970**	**1980**	**1986**
Under 5 Years	175	181	194
5-14 Years	441	344	370
15-24 Years	406	451	485
25-44 Years	502	624	671
45-64 Years	460	457	491
65 and Over	265	306	329
TOTAL	2,249	2,363	2,540

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	**1977 Census**	**1982 Census**	**1986 Est.**
Bldg. Mat./Hdwr.	517	624	859
General Mdse.	991	1,280	1,555
Food	1,522	2,335	2,663
Automobiles	1,839	2,186	3,407
Gasoline Stations	661	1,069	1,086
Apparel	369	533	673
Furniture	365	446	664
Eat-Drink Places	596	931	1,143
Drugs	192	286	369
TOTAL SALES	7,696	10,842	13,413

ABILENE

1 - LOCATION: Dickinson County, E&P Map C-2. County Seat. Milling, sreen printing, agric., and tourist ctr. 160 mi. W of Kansas City, MO.

2 - TRANSPORTATION: **Railroads**-Union Pacific; Santa Fe.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental; Greyhound.

3 - POPULATION:
City 80 Cen. 6,572; E&P 85 Est. 6,665
County 80 Cen. 20,175; E&P 85 Est. 20,175

4 - HOUSEHOLDS:
City 80 Cen. 2,654; E&P 85 Est. 2,759
County 80 Cen. 7,716; E&P 85 Est. 8,174

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$96,563,000

6 - PASSENGER AUTOS: County 11,543

7 - ELECTRIC METERS: Residence 2,800

8 - GAS METERS: Residence 2,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Milling 100; Machine Shop 200.

Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-65; Summer 75-105; Fall 40-70; Winter 0-40. First killing frost, Oct. 13; last killing frost, May 10.

11 - TAP WATER: Alkaline, medium hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on 4 sts.
Neighborhood Shopping Centers-N. Buckeye; S. Cedar; S. First St. & W. Third; S. Buckeye.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-Hamburg's; Add-A-Touch of Furn.; Pinkham's; Shockey and Landes Furn. & Hdw; Kansas Home Furnishings; Steinhauser's; Banker's.
Variety Stores-Ben Franklin.
Discount Stores-Alco.
Chain Supermarkets-Zey's; IGA; Boogaarts; Cummings Jack & Jill.
Other Chain Stores-Montgomery Ward; Sears; True-Value; Gambles.

14 - NEWSPAPERS: REFLECTOR-CHRONICLE (e-mon to fri; m-sat) 4,908; sworn Sept. 29, 1984.
Local Contact for Advertising and Merchandising Data: V.L. Sadowski, Adv. Mgr., REFLECTOR-CHRONICLE, 303 Broadway, PO Box 8, Abilene, KS 67410; Tel. (913) 263-1000.
National Representative: None.

ARKANSAS CITY

1 - LOCATION: Cowley County, E&P Map C-3. S. central part of state on Arkansas River. 285 mi. SW of Kansas City. U.S. Hwys. 166, 77; I-35.

2 - TRANSPORTATION: Railroads-Santa Fe.
Intercity Bus Lines-Continental.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 13,201; E&P 85 Est. 14,065
County 80 Cen. 36,824; E&P 85 Est. 39,298

4 - HOUSEHOLDS:
City 80 Cen. 5,346; E&P 85 Est. 5,946
County 80 Cen. 13,897; E&P 85 Est. 15,413

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$69,688,000
Savings & Loan	2	$86,000,000

6 - PASSENGER AUTOS: County 20,121

7 - ELECTRIC METERS: City 5,942

8 - GAS METERS: Residence 6,085

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Refining 345 ($300); Flour Milling 220 ($200); Railroad 300 ($250); Jet Engine Overhaul 750 ($250); Mobile Homes Mfg. 152 ($200).
Principal Industrial Pay Days-Fri., 1st, 15th.

10 - CLIMATE: Average Annual Temp., 58; Jan. 33; July 80; Average annual precipitation 33 in.; snow 9 in.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Center-6 blocks on Summit St.; 2 on 6 cross streets.
Neighborhood Shopping Centers-The Plaza, 2 mi. N on Summit St.; TG&Y Family Ctr.
Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Newman Dry Goods; JCPenney; Sears; C.R. Anthony's; Litwin's.
Variety Stores-Woolworth; TG&Y.
Discount Stores-K mart.
Chain Drug Stores-Graves; Albert's; Petersons.
Chain Supermarkets-Safeway; Dillon; Buy For Less; Food Fair.
Other Chain Stores-Oklahoma Tire; Mode O'Day.

14 - NEWSPAPERS: TRAVELER (e) 6,537; sworn Sept. 26, 1984.
Local Contact for Advertising and Merchandising Data: Linda Neal, Adv. Mgr., TRAVELER, 200 E. Fifth Ave., Arkansas City, KS 67005; Tel. (316) 442-4200.
National Representative: Papert Companies.

ATCHISON

1 - LOCATION: Atchison County, E&P Map D-1. County Seat. 22 mi. SW of St. Joseph, MO; 50 mi. NW of Kansas City, MO. On U.S. Hwys. 59, 73; State Hwys. 4, 7, 9, 45.

2 - TRANSPORTATION: Railroads-Santa Fe; Missouri Pacific; Northern.
Motor Freight Carriers-13.
Intercity Bus Lines-Trenton-St. Joseph.
Freight Steamship Lines-2.

3 - POPULATION:
Corp. City 80 Cen. 11,407; E&P 85 Est. 10,923
County 80 Cen. 18,397; E&P 85 Est. 18,662

4 - HOUSEHOLDS:
City 80 Cen. 3,901; E&P 85 Est. 3,812
County 80 Cen. 6,225; E&P 85 Est. 6,534

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$117,085,000
Savings & Loan	2	$125,404,245

6 - PASSENGER AUTOS: County 8,411

7 - ELECTRIC METERS: Residence 4,700

8 - GAS METERS: Residence 4,608

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Foundry and Machine Shop 997 ($360); Milling 160 ($320); Alcohol 349 ($335).

10 - CLIMATE: Min. & Max. Temp.-Spring 26-99; Summer 46-102; Fall 9-103; Winter 9-77. First killing frost, Oct. 18; last killing frost, May 11.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Commercial and Main Sts. (3 1/2 blocks, Mall area); W. Main St., E. Atchison, MO; 10th & Sky Way; TG&Y Family Center.
Shopping Center-Atchison Mall (43 stores-Sears, TG&Y, Litwin's Dept., Coast-to-Coast, Domann Walgreen Outlet).
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Sears.
Variety Stores-TG&Y.
Discount Stores-Pamida.
Chain Supermarkets-Safeway; Arensberg Foods 2; Price Chopper.
Other Chain Stores-Litwin's; Firestone; Goodrich.

14 - NEWSPAPERS: GLOBE (e-mon to fri) 5,618; (S) 6,081; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Terry Horne, Gen. Mgr., GLOBE, 1015 Main St., Atchison, KS 66002; Tel. (913) 367-0583.
National Representative: Thomson Newspapers.

AUGUSTA

1 - LOCATION: Butler County, E&P Map C-3 (In Wichita MSA). Residential center. 20 mi. E of Wichita, KS; 200 mi. SW of Kansas City. On U.S. Hwys. 54 & 77; State Hwy. 96. On fork of Whitewater and Walnut Rivers.

2 - TRANSPORTATION: Railroads-Burlington-Northern; Santa Fe.
Intercity Bus Lines-Continental; Greyhound; KMO.

3 - POPULATION:
City 80 Cen. 6,968; E&P 85 Est. 8,385
County 80 Cen. 44,782; E&P 85 Est. 49,968
MSA 80 Cen. 411,313; E&P 85 Est. 448,402

4 - HOUSEHOLDS:
City 80 Cen. 2,603; E&P 85 Est. 3,188
County 80 Cen. 16,087; E&P 85 Est. 18,591
MSA 80 Cen. 153,831; E&P 85 Est. 173,264

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$77,000,000

6 - PASSENGER AUTOS: County 28,246

7 - ELECTRIC METERS: Residence 3,455

8 - GAS METERS: Residence 2,813

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Construction 300.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-68; Summer 68-91; Fall 42-60; Winter 26-42. First killing frost Oct. 26; last killing frost April 7.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Shopping Center-Augusta Plaza (12 stores, IGA).
Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-All on Thur.

13 - RETAIL OUTLETS: Department Stores-C.R. Calverts.
Chain Drug Stores-Walgreens; Healthmart.
Chain Supermarkets-IGA; Dillon's.
Other Chain Stores-Mode O'Day; Jack's Mens Wear; The Style Shop; Wal-Mart.

14 - NEWSPAPERS: GAZETTE (e-mon to fri) 3,115; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Carter J. Zerbe, Adv. Mgr., GAZETTE, 204 E. 5th St., Augusta, KS 67010; Tel. (316) 775-2218.
National Representative: None.

BELOIT

1 - LOCATION: Mitchell County, E&P Map B-1. County Seat. On Solomon River, in North-Central Kansas. On U.S. Hwy. 24, State Hwys. 9, 14.

2 - TRANSPORTATION: Railroads-Union Pacific and Missouri Pacific branches.
Intercity Bus Lines-Continental.

3 - POPULATION:
Corp. City 80 Cen. 4,367; E&P 85 Est. 4,618
County 80 Cen. 8,117; E&P 85 Est. 8,332

4 - HOUSEHOLDS:
City 80 Cen. 1,691; E&P 85 Est. 1,840
County 80 Cen. 3,148; E&P 85 Est. 3,375

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$48,400,000
Savings & Loan	3	$186,200,000

6 - PASSENGER AUTOS: County 4,594

7 - ELECTRIC METERS: Residence 1,961

8 - GAS METERS: Residence 1,775

9 - PRINCIPAL INDUSTRIES: Agriculture; Poultry; Dairy Prods.; Livestock Feed Mill; Cement Block Plant; Concrete Prod.; Farm Implement Mfg.; Photography Development.

10 - CLIMATE: Min. & Max. Temp.-Summer 50-110; Winter-10-75.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Mill Street Emporium.
Variety Stores-Beloit 5 & 10; TG&Y.
Chain Drug Stores-Bunch; S&S.
Chain Supermarkets-Boogaarts; Beloit IGA; Torr's Hy-Clas.
Other Chain Stores-Western Auto; Sears (catalog); Greif Jewelers; Cook Jewelry; Montgomery Ward; Fitzgerald Ace Hardware; Ackerman's True Value; Coast-to-Coast.

14 - NEWSPAPERS: CALL (e) 2,981; sworn Sept. 29, 1984.
Local Contact for Advertising and Merchandising Data: Scott Arnold, Adv. Mgr., CALL, 122 E. Court St., Beloit, KS 67420; Tel. (913) 738-5728.
National Representative: Landon Associates.

CHANUTE

1 - LOCATION: Neosho County, E&P Map D-3. 117 mi. SW of Kansas City; 106 mi. E of Wichita; 120 mi. N of Tulsa. On U.S. Hwy. 169; State Hwy. 39.

2 - TRANSPORTATION: Railroads-AT&SF; MKT (freight only).
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,506; E&P 85 Est. 11,429
CZ-ABC: (80) 10,506
RTZ-ABC: (80) 14,554
County 80 Cen. 18,967; E&P 85 Est. 20,432
City & RTZ-ABC: (80) 25,060

4 - HOUSEHOLDS:
City 80 Cen. 4,183; E&P 85 Est. 4,663
CZ-ABC: (80) 4,183
RTZ-ABC: (80) 5,420
County 80 Cen. 7,241; E&P 85 Est. 8,022
City & RTZ-ABC: (80) 9,603

5 - BANKS-	NUMBER	DEPOSITS
Commercial	2	$126,300,000
Savings & Loan	1	$52,400,000

6 - PASSENGER AUTOS: County 10,641

7 - ELECTRIC METERS: Residence 6,200

8 - GAS METERS: Residence 4,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Cement Plant 150; Heavy Equip. Mfg. 375; Garment Mfg. 730; Satellite Comm. 250; Oil Servs. 650.
Principal Industrial Pay Days-every other week.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-90; Summer 65-103; Fall 30-90; Winter 0-63. First killing frost, Oct. 20; last killing frost, April 2.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on Main; 2 on Lincoln; 2 on Grant; 2 on Highland.
Neighborhood Shopping Centers-14th and Santa Fe; and on West Cherry.
Principal Shopping Days-Tues., Thur., Fri.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Litwins.
Discount Stores-Wal-Mart; Revco Drug.
Chain Supermarkets-Self-Service Town & Country; Rooster's Thriftway; Plaza IGA.
Other Chain Stores-Sears (catalog); Sherwin-Williams; Montgomery Ward; Mode O'Day; Singer; Coast-to-Coast.

14 - NEWSPAPERS: TRIBUNE (e) 5,514; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Mike Harris, Pub., TRIBUNE, 15 N. Evergreen, Chanute, KS 66720; Tel. (316) 431-4100.
National Representative: Papert Companies.

CLAY CENTER

1 - LOCATION: Clay County, E&P Map C-2. County Seat. NE part of state. 160 mi. from Kansas City; 130 mi. from Wichita.

2 - TRANSPORTATION: Intercity Bus Lines-Trailways.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 4,948; E&P 85 Est. 4,898
County 80 Cen. 9,802; E&P 85 Est. 9,722

4 - HOUSEHOLDS:
City 80 Cen. 2,111; E&P 85 Est. 2,066
County 80 Cen. 3,830; E&P 85 Est. 3,874

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$103,065,228
Savings & Loan	1	$354,835,782

6 - PASSENGER AUTOS: County 5,438

7 - ELECTRIC METERS: Residence 2,124

8 - GAS METERS: Residence 2,175

9 - PRINCIPAL INDUSTRIES: Farming; Farm Equip.; Feed Mfg.; House bldg. (Av. Wkly. Wage) Skilled-$452; Semi-skilled -$406; Unskilled-$351. Tot. Employment: 5,080.
Principal Pay Days-1st; 15th; Sat.

10 - CLIMATE: First killing frost, Oct. 15, last killing frost, Apr. 26.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-30 blocks on 4th, 5th, 6th; Grant; Lincoln; Court; Dexter.
Neighborhood Shopping Centers-West Crawford; Clay Ctr. Plz.
Stores Open Evenings-Thur.
Principal Shopping Days-Tues., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Browne's; JCPenney; Mayo's.
Variety Stores-Duckwalls; Gibson's; TG&Y.
Chain Supermarkets-Thriftway; Boogaart's; Clay Ctr. IGA.
Other Chain Stores-Plainsman Supply.

14 - NEWSPAPERS: DISPATCH (e) 3,795; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Ginger Jensen, Adv. Dir., DISPATCH, 805 5th St., Clay Center, KS 67432; Tel. (913) 632-2127.
National Representative: Landon Associates.

COFFEYVILLE

1 - LOCATION: Montgomery County, E&P Map D-3. Mfg. ctr. 3 mi. N of OK Line; 60 mi. W of MO Line; 135 mi. from Wichita; 75 mi. from Tulsa; 171 mi. from Kansas City. On Hwys. 166, 169.

2 - TRANSPORTATION: Railroads-MK&T; MP; AT&SF.
Motor Freight Carriers-7.
Intercity Bus Lines-Continental; Greyhound; M.K. & O. Trailways; Kansas Trails.

3 - POPULATION:
Corp. City 80 Cen. 15,185; E&P 85 Est. 16,162
CZ-ABC: (80) 17,252
RTZ-ABC: (80) 30,743
County 80 Cen. 42,281; E&P 85 Est. 44,876

City & RTZ-ABC: (80) 47,995
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,981; E&P 85 Est. 6,479
County 80 Cen. 16,388; E&P 85 Est. 17,968
CZ-ABC: (80) 6,738
RTZ-ABC: (80) 11,618
City & RTZ-ABC: (80) 18,356

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$131,517,638
Savings & Loan	1	$111,295,669

6 - PASSENGER AUTOS: County 22,297

7 - ELECTRIC METERS: Residence 8,376

8 - GAS METERS: Residence 6,463

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Power Transmissions 900; Pattern Shops & Foundries 655; Refinery 425; Oil Field Equip. 971; Recreational Vehicles & Furnishings 51; Meat Packing 33; Printing & Pub. 53; Machine Shops 110; Riding Mowers 90; Printed Assembly 250; Flour Mills 69.

10 - CLIMATE: First killing frost, Nov. 1; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, semi-hard.

12 - RETAILING: Principal Shopping Centers-3 blocks on 8th St.; 3 on 9th St.; 2 on Maple; 5 on walnut. (105 units).
Neighborhood Shopping Centers-7 on 11th St Mall; 16 on East 8th Shop Area; 6 on Centerville.
Principal Shopping Days-Sat., Thur., Fri., Mon.
Stores Open Evenings-Thur.
Stores Open Sundays-Grocery, Variety and Discount.

13 - RETAIL OUTLETS: Department Stores-H.W. Read's; JCPenney; Westco.
Discount Stores-Wal-Mart; TG&Y; Gibson.
Chain Drug Stores-Rexall; Revco.
Chain Supermarkets-Nu Way; Safeway; Elmore's IGA.
Other Chain Stores-Otasco; Litwins; Westco; Singer Co.; Firestone; Bailly Farm; Sears; Goodyear; Coast-to-Coast; Bynum's; B.F. Goodrich.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 7,348; (S) 8,614; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Mike Kadel, Adv. Dir., JOURNAL, PO Box 849, Coffeyville, KS 67337; Tel. (316) 251-3300.
National Representative: Gannett Media Sales.

COLBY

1 - LOCATION: Thomas County, County Seat. Manufacturing, agricultural, medical and military reserve center for nine NW counties. Colby Community College. NW corner of state. 230 mi. E of Denver, 110 mi. W of Hays. On U.S. Hwys. 24, I-70; State Hwy. 25.

2 - TRANSPORTATION: Railroads-Union Pacific.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 5,544; E&P 85 Est. 6,101
County 80 Cen. 8,451; E&P 85 Est. 8,621

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,034; E&P 85 Est. 2,190
County 80 Cen. 3,072; E&P 85 Est. 3,165

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	2	N.A.
Commercial	2	N.A.

6 - PASSENGER AUTOS: County 5,175

7 - ELECTRIC METERS: Residence 2,085

8 - GAS METERS: Residence 2,237

9 - PRINCIPAL INDUSTRIES: Farm Machinery; Grain Elevator (distribution).
Principal Pay Days-Fri., Mon.

10 - CLIMATE: Average annual temperature-51; Jan.-28; July-77.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main, Colby Plaza (3 stores) and South Range (to I-70, 3/4 mi. of stores).

13 - RETAIL OUTLETS: Department Stores-JCPenney; Conrad's; Caldwells.
Discount Stores-TG&Y.
Chain Drug Stores-Rexall; Health Mart.
Chain Supermarkets-IGA; AG; Boogaart's.
Other Chain Stores-Goodyear; Goodrich; Coast-to-Coast; Gamble's; Western Auto; Loves; Butterfields; Stop'N Shop.

14 - NEWSPAPERS: FREE PRESS (m-tues to sat) 3,078; sworn Sept. 28, 1984.
Local Contact For Advertising and Merchandising Data: Donna Benett, Adv. Mgr., FREE PRESS, 155 W. 5th, Colby, KS 67701; Tel. (913) 462-3963.
National Representative: None.

COLUMBUS

1 - LOCATION: Cherokee County, E&P Map D-3, County Seat. SE section of state, 25 mi. from Pittsburg. On U.S. Hwy. 69; State Hwys. 7, 96.

2 - TRANSPORTATION: Railroads-Burlington Northern; MKT.
Motor Freight Carriers-1.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 3,426; E&P 85 Est. 3,569
County 80 Cen. 22,304; E&P 85 Est. 22,966

4 - HOUSEHOLDS:
City 80 Cen. 1,435; E&P 85 Est. 1,551
County 80 Cen. 8,550; E&P 85 Est. 9,104

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$71,750,000
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 11,483

7 - ELECTRIC METERS: Residence 1,450

8 - GAS METERS: Residence & Comm. 1,450

9 - PRINCIPAL INDUSTRIES: Bldg. Const., Recreation Vehicles; Chems.; Auto Parts Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 18-80; Summer 50-117; Fall 12-102; Winter 3-60. First killing frost, Oct. 24; last killing frost, Apr. 9.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-Central sq. & adjoining sts.
Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS:
Variety Stores-Ben Franklin; Adam's; Dollar General.
Chain Supermarkets-Town & Country, IGA.
Other Chain Stores-Sears (catalog); Itco; Westco Furniture; True Value.

14 - NEWSPAPERS: ADVOCATE (e-mon to fri) 3,081; sworn Sept. 28, 1984.
Local Contact for Advertising and Merchandising Data: Terri Gatewood, Adv. Mgr., ADVOCATE, 215 S. Kansas, Columbus, KS 66725; Tel. (316) 429-2773.
National Representative: None.

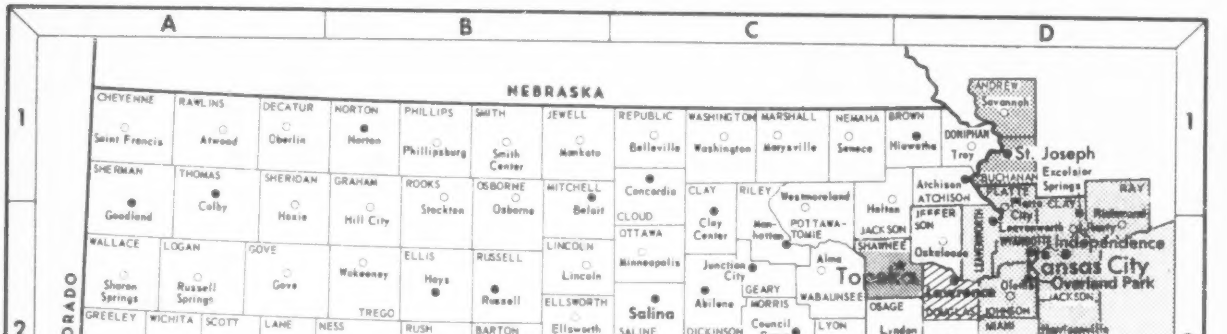
CONCORDIA

1 - LOCATION: Cloud County, E&P Map C-1, County Seat. Agricultural, wholesale & health center. 210 mi. W of Kansas City on U.S. Hwy. 81; State 9, 28.

2 - TRANSPORTATION: Railroads-AT&StF.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
City 80 Cen. 6,847; E&P 85 Est. 6,506
County 80 Cen. 12,494; E&P 85 Est. 12,244
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,624; E&P 85 Est. 2,431
County 80 Cen. 4,758; E&P 85 Est. 4,788



5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$80,000,000
Savings & Loan	3	$224,000,000

6 - PASSENGER AUTOS: County 6,755

7 - ELECTRIC METERS: Residence 3,409

8 - GAS METERS: Residence 3,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees-Food 192; Feed N.A.; Concrete Prod. N.A.; Brick 60; Metal 200; Hospital 200.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-74; Summer 62-92; Fall 30-81; Winter 17-42.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Alco Plaza	NA	Alco, Boogaart's
Concordia Plz.(4)	NA	TG&Y, Meller's

Principal Shopping Days-Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Dreilings; Bon Marche; Gambles.
Variety Stores-Gibson's-Alco; TG&Y.
Chain Drug Stores-Rexall; Walgreens.
Chain Supermarkets-Boogaarts 2; Affiliated Foods.
Other Chain Stores-True Value; Mode O'Day; Goodyear; Loves Country Store; The Store; Ace Hardware; Sears; Browns Shoes.

14 - NEWSPAPERS: BLADE-EMPIRE (e-mon to fri) 3,493; sworn Sept. 28, 1984.
Local Contact for Advertising and Merchandising Data: Brad Lowell, Pres., BLADE-EMPIRE, 510 Washington St., Concordia, KS 66901; Tel. (913) 243-2424.
National Representative: None.

COUNCIL GROVE

1 - LOCATION: Morris County, E&P Map C-2, County Seat. 30 mi. NW of Emporia on U.S. Hwy. 56; State Hwys. 13, 57.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific.

3 - POPULATION:
City 80 Cen. 2,381; E&P 85 Est. 2,818
County 80 Cen. 6,419; E&P 85 Est. 7,652

4 - HOUSEHOLDS:
City 80 Cen. 1,008; E&P 85 Est. 1,056
County 80 Cen. 2,560; E&P 85 Est. 3,123

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$24,080,875

6 - PASSENGER AUTOS: County 3,613

7 - ELECTRIC METERS: Residence 840

8 - GAS METERS: Residence 796

9 - PRINCIPAL INDUSTRIES: R.R.; Milling; Dairying; Sporting Goods; Concrete Prod.; Plastic Items; Sheetmetal Prod.

10 - CLIMATE: Average Annual Temp.-52; Jan.-28; July-97.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Days**-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Blims.
Variety Stores-Duckwall's.
Chain Supermarkets-IGA; Thriftway; Super Saver.
Other Chain Stores-Western Auto; True Value; Rexall; Montgomery Ward; Sears (catalog).

14 - NEWSPAPERS: REPUBLICAN (e-mon to fri) 2,868; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Craig A. McNeal or Don A. McNeal, Co-Publishers, REPUBLICAN, 208 W. Mail St., Council Grove, KS 66846; Tel. (316) 429-2773.
National Representative: None.

DODGE CITY

1 - LOCATION: Ford County, E&P B-3, County Seat. Wholesale, educational center. 350 railroad mi. W of Kansas City, Missouri and same E of Denver, Colorado.

2 - TRANSPORTATION: **Railroads**-Santa Fe.
Motor Freight Carriers-14.
Intercity Bus Lines-Greyhound; Continental; Bickel; Green Diamond.
Airlines-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 18,001; E&P 85 Est. 21,913
CZ-ABC: (80) 18,885
RTZ-ABC: (80) 81,145
County 80 Cen. 24,315; E&P 85 Est. 27,318
City & RTZ-ABC: (80) 100,030

4 - HOUSEHOLDS:
City 80 Cen. 6,590; E&P 85 Est. 8,199
County 80 Cen. 8,776; E&P 85 Est. 10,235
CZ-ABC: (80) 6,917
RTZ-ABC: (80) 28,704
City & RTZ-ABC: (80) 35,621

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$165,401,232
Savings & Loan	4	$457,345,282
Fed. Credit Union	1	$16,000,000

6 - PASSENGER AUTOS: County 14,930

7 - ELECTRIC METERS: Residence 6,282

8 - GAS METERS: Residence 6,194

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 600 ($180); Machinery 250 ($250); Power 200 ($300); Cattle Feeding & Sales 115 ($180); Meat Packing 800 ($200).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-66; Summer 64-88; Fall 44-69; Winter 20-44. First killing frost, Oct. 25; last killing frost, Apr. 15.

11 - TAP WATER: Hard; not fluoridated; chlorinated.

12 - RETAILING: **Principal Shopping Center**-Wyatt Earp Blvd. W from Central 5 blocks; 2nd Ave. from river bridge 6 blocks N; Gunsmoke St. from Central Ave. to 3rd St. Important business district S of river bridge to city limits.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Northridge(4)	NA	Long's Dept.
Village Square(42)	NA	JCPenney, Woolworth
Comanche Plaza	NA	TG&Y, Revco, Otasco, IGA, Hardees
High Plains	NA	Wal-Mart

Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Kline's; JCPenney; Anthonys.
Discount Stores-Gibson's; Alco Stores; TG&Y; Revco Drug; Wal-Mart.
Variety Stores-Woolworth; TG&Y.
Chain Drug Stores-Palace Rexall; Prescription Center.
Chain Supermarkets-Dillons 2; Safeway; Pay Day; IGA 2.
Other Chain Stores-Sears; Firestone; Goodyear.

14 - NEWSPAPERS: GLOBE (e) 8,805; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Jack Honnold, Adv. Mgr., GLOBE, 705 Second; Box 820, Dodge City, KS 67801; Tel. (316) 225-4151.
National Representative: None.

EL DORADO

1 - LOCATION: Butler County, E&P Map C-3 (In Wichita MSA). County Seat. Agric., oil, small mfg. 166 mi. from Kansas City; 21 mi. from Wichita on Tpke. On U.S. Hwys. 54, 77; State Hwys. 13, 196; Kansas Tpke.

2 - TRANSPORTATION: **Railroads**-Santa Fe; Missouri Pacific.
Motor Freight Carriers-15; interstate carriers 15.

Intercity Bus Lines-Continental.

3 - POPULATION:
City 80 Cen. 10,510; E&P 85 Est. 10,708
MSA 80 Cen. 411,313; E&P 85 Est. 448,402
County 80 Cen. 44,782; E&P 85 Est. 49,968

4 - HOUSEHOLDS:
City 80 Cen. 4,261; E&P 85 Est. 4,540
County 80 Cen. 16,087; E&P 85 Est. 18,591
MSA 80 Cen. 153,831; E&P 85 Est. 173,264

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$160,944,000
Savings & Loan	2	$523,000,000

6 - PASSENGER AUTOS: County 28,246

7 - ELECTRIC METERS: Residence 8,942

8 - GAS METERS: Residence 4,761

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Refinery 956 ($275); Kansas Aluminum 100 ($200); Union Tankcar 69 ($225).
Principal Pay Days-1st, 10th, 15th, 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 60-109; Fall 30-70; Winter 7-50. First killing frost, Oct. 8; last killing frost, Apr. 12.

11 - TAP WATER: Alkaline, moderately soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-16 blocks on 6 streets.
Neighborhood Shopping Centers-600 N Main; 2300-2600 W Central.
Principal Shopping Days-Wed., Thur., Sat.
Stores Open Evenings-Dept. Thur.; Food nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Litwins; Farm n' Home.
Discount Stores-TG&Y; Wal-Mart.
Variety Stores-Family Center.
Chain Drug Stores-Graves; Revco.
Chain Supermarkets-Thriftway; Safeway; Dillon's; Boogaart's.
Other Chain Stores-Sears (catalog); Wards Tire & Catalog; Western Auto.

14 - NEWSPAPERS: TIMES (e) 5,620; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Scott Kenyon, Adv. Mgr., TIMES, 114 N. Vine, El Dorado, KS 67042; Tel. (316) 321-1120.
National Representative: None.

EMPORIA

1 - LOCATION: Lyon County, E&P Map C-2, County Seat. On Cottonwood and Neosho Rivers. 50 mi. SW of Topeka; 100 mi. SW of Kansas City.

2 - TRANSPORTATION: **Railroads**-Santa Fe; Amtrak.
Motor Freight Carriers-9.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 25,287; E&P 85 Est. 28,378
CZ-ABC: (80) 25,287
RTZ-ABC: (80) 27,713
County 80 Cen. 35,108; E&P 85 Est. 37,923
City & RTZ-ABC: (80) 53,000
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,524; E&P 85 Est. 11,033
County 80 Cen. 13,009; E&P 85 Est. 14,611
CZ-ABC: (80) 9,524
RTZ-ABC: (80) 10,374
City & RTZ-ABC: (80) 19,898

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$137,980,387
Savings & Loan	3	$80,693,638

6 - PASSENGER AUTOS: County 19,363

7 - ELECTRIC METERS: Residence & Bus. 11,071

8 - GAS METERS: Residence & Bus. 8,924

9 - PRINCIPAL INDUSTRIES: Railroad; Cattle; Manufacturing; Farming; Food Processing; Hospitals; Banking; Meat Packing; Mobile Homes; Education.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-65; Summer 65-100; Fall 40-85; Winter 0-40. First killing frost, Oct. 18; last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers**-14 blocks on Sixth Ave.; 13 on Commercial St.; 2 on Merchant St.; 7 on Twelfth Ave.; 2 on Fifth Ave.; 2 on 7th Ave.
Shopping Centers-Flint Hills Village, 23 stores; Emporia West Plaza, 14 stores.
Principal Shopping Day-Fri.
Stores Open Evenings-Wed.; Flint Hills-nightly & Sun.

13 - RETAIL OUTLETS: Department Stores-Newman's; Montgomery Ward; JCPenney.
Variety Stores-Wal-Mart; K mart; TG&Y; Alco.
Drug Stores-Berg & Frost; Graves; Prescription Center; Red-X; Hill's Apothcary; Revco.
Chain Supermarkets-Reeble's 2; Safeway; Dillon's 2; Price Chopper.

14 - NEWSPAPERS: GAZETTE (e) 11,687; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: R. Bruce Knaak, Nat'l. Adv. Mgr., GAZETTE, 517 Merchant St., Emporia, KS 66801; Tel. (316) 342-4803.
National Representative: Landon Associates.

FORT SCOTT

1 - LOCATION: Bourbon County, E&P Map D-3, County Seat. Agricultural center & small manufacturing center; SE part of state. 96 mi. S of Kansas City, MO. On U.S. Hwys. 69, 54; State Hwys. 7, 39.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Missouri Kansas-Texas.
Motor Freight Carriers-9.
Intercity Bus Lines-Trailways.

3 - POPULATION:
City 80 Cen. 8,893; E&P 85 Est. 9,390
CZ-ABC: (80) 8,893
RTZ-ABC: (80) 15,247
City & RTZ-ABC: (80) 24,140
County 80 Cen. 15,969; E&P 85 Est. 16,924

4 - HOUSEHOLDS:
City 80 Cen. 3,794; E&P 85 Est. 3,942
CZ-ABC: (80) 3,794
RTZ-ABC: (80) 5,770
County 80 Cen. 6,388; E&P 85 Est. 6,979
City & RTZ-ABC: (80) 9,564

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$134,066,779
Savings & Loan	2	$50,000,000

6 - PASSENGER AUTOS: County 8,698

7 - ELECTRIC METERS: Residence 3,774

8 - GAS METERS: Residence 3,832

9 - PRINCIPAL INDUSTRIES: Work Clothes; Cement; Marble and Granite; Aluminum Windows & Doors; Business Forms; Calendars; Aluminum Extrusions; Insurance Companies; Midwestern Distribution; Rubber Prod.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-87; Summer 55-110; Fall 31-83; Winter -3-72. First killing frost, Oct. 20; last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-12 blocks on five streets.
Shopping Center-Wal-Mart (Wal-Mart Discount); Harold's Supermarket.
Principal Shopping Days: Mon., Thur., Sat.
Stores Open Evenings-Thur.
Stores Open Sundays-Groceries, Drugs & Discount.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Sears; Litwin's; Ace Hardware; True Value Hardware; Pro Hardware; Big Sugar Lumber; Barr's Fashions.
Discount Stores-Wal-Mart.
Chain Supermarkets-Quik Trip; 7-Eleven; Harold's; Consumers; Whitesides 2; Hall's Food Markets 2.
Other Chain Stores-Sherwin-Williams; Otasco; Radio Shack; Save Mart; MFA Auto.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri; m-sat) 5,848; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Tom Eblen, Gen. Mgr., TRIBUNE, 6 E. Wall St., Fort Scott, KS 66801; Tel. (316) 223-1460.
National Representative: Papert Companies.

GARDEN CITY

1 - LOCATION: Finney County, E&P Map A-2. 324 mi. SE of Denver, CO; 400 mi. SW of Kansas City on U.S. Hwys. 50, 156, 83.

2 - TRANSPORTATION: **Railroads**-Santa Fe; Amtrak; Garden City Western.
Motor Freight Carriers-1.
Intercity Bus Lines-Continental.
Airlines-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 18,256; E&P 85 Est. 23,204
CZ-ABC: (80) 18,256
RTZ-ABC: (80) 40,587
County 80 Cen. 23,825; E&P 85 Est. 28,205
City & RTZ-ABC: (80) 58,843
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,305; E&P 85 Est. 7,997
County 80 Cen. 8,104; E&P 85 Est. 9,880
CZ-ABC: (80) 6,305
RTZ-ABC: (80) 14,122
City & RTZ-ABC: (80) 20,427

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$200,800,000
Savings		(incl. above)

6 - PASSENGER AUTOS: County 16,476

7 - ELECTRIC METERS: Residence 8,000

8 - GAS METERS: Residence 9,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Construction 675; Beef Packing 350; Irrigation 210; Agricultural Machinery 150; Cattle Feeding 200; Plastic Pipe 70.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 60-107; Fall 20-70; Winter 0-45.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Most on Thur.

13 - RETAIL OUTLETS: Department Stores-Anthony; JCPenney; Sears; Calhoun's.
Discount Stores-Gibson's.
Variety Stores-Alco; Woolworth; K mart; Wal-Mart.
Chain Drug Stores-Prescription Center; Revco.
Chain Supermarkets-Dillon's; Wall's IGA; Safeway; Dart 12; Dart-In 3; Kwik Shop 2; Loves 2; 7-Eleven 2; Garden City; IGA.
Other Chain Stores-Sweetbriar Shops; Mode O'Day; Dairy Queen; Coast to Coast; Otasco; Firestone; Bailly's Big R.

14 - NEWSPAPERS: TELEGRAM (e) 10,869; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Le Roy Allman, Adv. Mgr., TELEGRAM, 310 N Seventh, Garden City, KS 67846; Tel. (316) 275-7105.
National Representative: Landon Associates, Kansas Press Service.

GOODLAND

1 - LOCATION: Sherman County, E&P Map A-2. County Seat. Residential Center. 200 mi. E of Denver; State 27; I-70.

2 - TRANSPORTATION: Railroad-Rock Island.
Intercity Bus Lines-Greyhound; Continental.
Airlines-Air Midwest.
Motor Freight Carriers: 4.

3 - POPULATION:
City 80 Cen. 5,708; E&P 85 Est. 5,698
County 80 Cen. 7,759; E&P 85 Est. 7,585

4 - HOUSEHOLDS:
City 80 Cen. 2,157; E&P 85 Est. 2,127
County 80 Cen. 2,861; E&P 85 Est. 2,851

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$57,669,000

6 - PASSENGER AUTOS: County 4,429

7 - ELECTRIC METERS: Residence 3,000

8 - GAS METERS: Residence 2,230

9 - PRINCIPAL INDUSTRIES: Sugar; Railroad Shops; Building Materials; Laundry; Concrete; Rubber Welding; Pump Mfg.; 3 Feed Mills; Construction; 4 Livestock Feedlots.

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Days-Wed., Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; J.M. McDonald; Schneider's; Goodland Clothing; Elliott's; Collage; Gamble's.
Discount Stores-Alco; Gibson's.
Chain Supermarkets-Safeway; Boogaart's; IGA.
Other Chain Stores-Mode O'Day; Twila's; Fabric Shop; Montgomery Ward; Sears; Tipton Hdwe.; Jacobs Appliance; Malper Drug; Plainsman Supply; Fixsen's TV-Appliance; Price Right Meat Mkt.; Caldwell's.

14 - NEWSPAPERS: NEWS (e-mon to fri; S) 3,221 sworn Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: Raymond McCants, Gen. Mgr., NEWS, 1205 Main, Goodland, KS 67735; Tel. (913) 899-2338.
National Representative: None.

GREAT BEND

1 - LOCATION: Barton County, E&P Map B-2. County Seat. Industrial, oil and wheat center. 120 mi. NW of Wichita. On U.S. Hwys. 56, 281, 156; State Hwy. 96.

2 - TRANSPORTATION: Railroads-Atchison, Topeka & Santa Fe.
Motor Freight Carriers-13.
Intercity Bus Lines-Tri-State.
Airlines-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 16,608; E&P 85 Est. 18,455
CZ-ABC: (80) 16,608
RTZ-ABC: (80) 38,556
County 80 Cen. 31,343; E&P 85 Est. 34,301
City & RTZ-ABC: (80) 55,164

4 - HOUSEHOLDS:
City 80 Cen. 6,379; E&P 85 Est. 7,215
County 80 Cen. 11,797; E&P 85 Est. 13,297
CZ-ABC: (80) 6,379
RTZ-ABC: (80) 14,781
City & RTZ-ABC: (80) 21,160

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$216,293,897
Savings & Loan	3	$327,917,302

6 - PASSENGER AUTOS: County 21,497

7 - ELECTRIC METERS: Residence City 8,132

8 - GAS METERS: Residence 8,917

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Production 2,580 ($300); GB Manufacturing 74 ($260); Fuller Brush 500 ($250).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: First killing frost, Oct. 15; last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING: Principal Shopping Center-30 blocks on Main, Lakin, Kansas, Broadway, Forest, Williams and Tenth.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Great Bend(8)	2	IGA
Westgate(10)	4	Water's True Value
Zarah Mall(10)	NA	Brass Buckle
Village Mall(8)	4	Alco
Mini Mall(7)	NA	West Ltd

Neighborhood Shopping Centers-Washington; Crescent Park; West Tenth; Westgate (West Broadway); Village Mall Plaza.
Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Reisbigs; Sears.
Discount Stores-Gibson; Wells Furniture Whse.; Alco; TG&Y; K mart; Wal-Mart.
Chain Drug Stores-Revco.
Chain Supermarkets-Dillon's 2; Jack & Jill; Boogaart's; Payday IGA; Food-For-Less.
Other Chain Stores-Sweetbriar; McCoy's Shoes; Otasco; Goodyear Tire Center; Brown's Shoes; Gibson Hallmark Gifts; Dollar General; Mode O'Day; True Value Hdwr.; TG&Y; BF Goodrich.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 11,810; (S) 12,141; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Terry L. Maurer, Adv. Mgr., TRIBUNE, 2012 Forest St.; PO Box 228, Great Bend, KS 67530; Tel. (316) 792-1211.
National Representative: Landon Associates.

HAYS

1 - LOCATION: Ellis County, E&P Map B-2. County Seat. Shipping, shopping, wholesale center for NW Kansas. Hospital center. On U.S. Hwys. 40, 183; I-70.

2 - TRANSPORTATION: Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 16,301; E&P 85 Est. 18,603
CZ-ABC: (80) 16,301
Bal. in NDM-ABC: (80) 50,740
Total NDM-ABC: (80) 67,041
County 80 Cen. 26,098; E&P 85 Est. 28,911

4 - HOUSEHOLDS:
City 80 Cen. 6,225; E&P 85 Est. 7,297
CZ-ABC: (80) 6,225
County 80 Cen. 9,200; E&P 85 Est. 10,630
Bal in NDM-ABC: (80) 18,961
Total NDM-ABC: (80) 25,186

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$195,463,237
Savings & Loan	3	$611,326,512

6 - PASSENGER AUTOS: County 16,543

7 - ELECTRIC METERS: Residence 12,824

8 - GAS METERS: Residence 8,442

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Trade Construction, Govt., Mining, 6,000; University payroll over $18,000,000.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-76; Summer 61-89; Fall 29-57; Winter 20-48. First killing frost, Oct. 15; last killing frost, Apr. 29.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-18 blocks on Main and adjoining streets.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Centennial(13)	NA	Boogarts Groc.
Country Club Plz.	NA	The Kiddie Shop
Hillcrest	NA	Dillon's
The Mall(32)	NA	Klines Dept., K mart, JCPenney, Midwest Drug
Alco Plaza(2)	NA	Alco Discount, Food Bonanza

Principal Shopping Days-Thur.
Stores Open Evenings-Downtown-Thur. Shopping Centers-every evening.

13 - RETAIL OUTLETS: Department Stores-Wiesner's; Klines; JCPenney.
Variety Stores-Ben Franklin.
Discount Stores-Gibson's; Alco; K mart; Wal-Mart.
Chain Supermarkets-Dillon's; Mammel's; Boogaart's; Food Bonanza; Mini Mkts.
Other Chain Stores-Sears (catalog); Montgomery Ward; Sweetbriar; Firestone; Brown Shoe Fit Co.; Western Auto; Oklahoma Tire; K.G. Mens Wear; Goodyear.

14 - NEWSPAPERS: NEWS (e-mon to fri) 14,494; (S) 15,277; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Michael H. Haas, Adv. Mgr., NEWS, PO Box 857, Hays, KS 67601; Tel. (913) 628-1081.
National Representative: None.

HIAWATHA

1 - LOCATION: Brown County, E&P Map D-1. County Seat. Residential center. 100 mi. from Kansas City; 45 mi. from St. Joseph, MO. Hwys. 36, 73, 159.

2 - TRANSPORTATION: Railroads-Union Pacific.
Motor Freight Carriers-6.
Bus Lines-Greyhound.

3 - POPULATION:
City 80 Cen. 3,702; E&P 85 Est. 3,760
County 80 Cen. 11,955; E&P 85 Est. 11,521

4 - HOUSEHOLDS:
City 80 Cen. 1,517; E&P 85 Est. 1,530
County 80 Cen. 4,612; E&P 85 Est. 4,578

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	$55,000,000
Savings & Loan	1	$11,000,000

6 - PASSENGER AUTOS: County 6,526

7 - ELECTRIC METERS: Residence 1,901

8 - GAS METERS: Residence 1,555

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Wood Mfg. 360 ($190); Hand Tools 137 ($180); Egg Products 35 ($180); Tool and Die 21 ($180).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 50-100; Fall 40-75; Winter 1-60. First killing frost, Oct. 15; last killing frost, May 15.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING: Neighborhood Shopping Centers-Between 1st and 10th St. on Oregon St. (45 stores) and 16 blocks on 1st St. (17 stores). Wal-Mart one mile west on Oregon St.
Principal Shopping Days-Wed., Sat., Sun.
Stores Open Evenings-Discount till 9 PM; Grocery till 9 PM.

13 - RETAIL OUTLETS: Department Stores-Family Fashions.
Discount Stores-Wal-Mart.
Chain Supermarkets-Lindys Thriftway; Casey's Gen. Store.
Other Chain Stores-Coast-to-Coast; Sonic; Sears (catalog); Montgomery Ward; Bailly's Farm and Home; Dairy Queen; Adventureland Video; Radio Shack; Hallmark Cards.

14 - NEWSPAPERS: DAILY WORLD (e-mon to fri) 3,488, sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: David J Cazalet, Ed./Pub., DAILY WORLD, 607 Utah St.; PO Box 160, Hiawatha, KS 66434; Tel. (913) 742-2111.
National Representative: Landon Associates.

HUTCHINSON

1 - LOCATION: Reno County, E&P Map C-2. 240 mi. SW of Kansas City, MO. Wholesale center.

2 - TRANSPORTATION: Railroads-Rock Island; Missouri Pacific; Amtrak; Santa Fe.
Motor Freight Carriers-21.
Intercity Bus Lines-Continental Trailways; Hutchinson Shuttle Service.
Airlines-Air Midwest.

3 - POPULATION:
City 80 Cen. 40,244; E&P 85 Est. 41,084
County 80 Cen. 64,983; E&P 85 Est. 66,274
CZ-ABC: (80) 48,528
RTZ-ABC: (80) 142,609
City & RTZ-ABC: (80) 191,137

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 15,514; E&P 85 Est. 16,567
County 80 Cen. 24,448; E&P 85 Est. 25,747
CZ-ABC: (80) 18,604
RTZ-ABC: (80) 53,892
City & RTZ-ABC: (80) 72,496

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$403,322,493
Savings & Loan	3	$495,983,941

6 - PASSENGER AUTOS: County 38,479

7 - ELECTRIC METERS: Residence 27,000

8 - GAS METERS: Residence 19,975

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Manufacturing 6,808 ($378); Mining 224 ($409); Contract Construction 971 ($315); Transportation, Electric, Gas, etc. 1,144 ($520).
Principal Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-63; Summer 66-88; Fall 44-61; Winter 26-41. First killing frost, Oct. 20; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on both sides of Main St.; 2 blocks on First St. and Sherman St.
Neighborhood Shopping Centers-13th & Main Sts.; 27th & Main Sts.; 5th & Adams St.; South Hutchinson; 4th & Pershing; 30th & Plum.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Hutchinson Mall	2	Dillards, JCPenney, Wal-Mart
Alco Plz.(3)	NA	Alco
Larkland(11)	NA	Interstate Elec.
Northgate(12)	NA	Dillon's
Sears Plz.(4)	NA	Sears

Principal Shopping Days-Dept. Mon., Thur. Food Wed., Fri., Sat.; Food open nightly & Sun.

13 - RETAIL OUTLETS: Department Stores-Wiley's; Pegues; Anthony's; Meschke (men's); Long's; Sears; JCPenney; Calhoun's; Biles & Long (men's); L. Wilson & Co. (men's).
Discount Stores-Gibson's; Alco 2; Osco; K mart.
Variety Stores-Ben Franklin 3.
Chain Drug Stores-Coberly; Fraese; Self-Service Medicine Shoppe; Dillon Drugs.
Chain Supermarkets-Dillon's 10; Jack & Jill; Safeway; Risley's IGA; Warehouse Mkt.
Other Chain Stores-Firestone; Goodrich; Otasco; Western Auto; Zale's Jewelers; Sweetbriar; Seifert's; Burl's Tires; Maurice's Fashions (women's).

14 - NEWSPAPERS: NEWS (all day) 42,742; (S) 45,937; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Frederick G. Hipp, Adv. Dir., NEWS, 300 W Second St., Hutchinson, KS 67501; Tel. (316) 662-3311.
National Representative: Papert Companies.

INDEPENDENCE

1 - LOCATION: Montgomery County, E&P Map D-3. County Seat. Agricultural, manufacturing, oil and gas area; SE part of state; 150 mi. from Kansas City; 86 mi. from Wichita; 103 mi. from Tulsa.

2 - TRANSPORTATION: Railroads-Santa Fe; Missouri Pacific.
Motor Freight Lines-11.
Intercity Bus Lines-Greyhound; Continental.
Airlines-Air Midwest.

3 - POPULATION:
City 80 Cen. 10,598; E&P 85 Est. 11,131
CZ-ABC: (80) 10,598
RTZ-ABC: (80) 30,522
County 80 Cen. 42,281; E&P 85 Est. 44,876
City & RTZ-ABC: (80) 41,120

4 - HOUSEHOLDS:
City 80 Cen. 4,323; E&P 85 Est. 4,865
County 80 Cen. 16,388; E&P 85 Est. 17,968
CZ-ABC: (80) 4,323
RTZ-ABC: (80) 11,868
City & RTZ-ABC: (80) 16,191

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$122,139,000
Savings & Loan	1	$84,678,896

6 - PASSENGER AUTOS: County 22,297

7 - ELECTRIC METERS: Residence 4,407

8 - GAS METERS: Residence 4,127

9 - PRINCIPAL INDUSTRIES: Oil Products and Movement 745; Cement Mfg. 330; Beverage Truck Body Mfg. 195; Electric Mtr. Mfg. 385; Farm Machinery Mfg. 52; Automotive Electrial Replacement Part Mfg. 940; Gas Light Mfg. 72; Oil Well Pumps 40.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-68; Summer 66-87; Fall 47-73; Winter 24-47. First killing frost, Nov. 3; last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Penn. Ave.; 6 on Main St.; 4 on 8th St.; 2 on Myrtle; 3 on 6th St.; Gibson, 2 blocks, 5 stores plus medical cent. TG&Y and K mart 20 blocks west on Hwy. 160.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; C.R. Calvert; JCPenney; Litwin's; Westco Home Center.
Discount Stores-Gibson's; K mart; TG&Y; Dollar General Store.
Chain Drug Stores-Defever-Osborn Rexall.
Chain Supermarkets-Safeway; Nu-Way.
Other Chain Stores-Firestone; Okla. Tire.

14 - NEWSPAPERS: REPORTER (e-mon to fri) 7,361; (S) 8,207; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Kent Eikenberry, Adv. Mgr., REPORTER, 320 N 6th St., PO Box 869, Independence, KS 67301; Tel. (316) 331-3550.
National Representative: Papert Companies.

IOLA

1 - LOCATION: Allen County. E&P Map D-2. County Seat. Shipping and distribution center for farming area. 105 mi. S of Kansas City, MO and 115 mi. E of Wichita, at intersection of U.S. Hwys. 169 and 54.

2 - TRANSPORTATION: **Railroads**-Santa Fe; Missouri Pacific.
Motor Freight Carriers-6.
Intercity Bus Lines-Kansas Trails System; Continental Trailways; Southern Kansas; Greyhound.

3 - POPULATION:
City 80 Cen. 6,938; E&P 85 Est. 7,537
County 80 Cen. 15,654; E&P 85 Est. 16,388

4 - HOUSEHOLDS:
City 80 Cen. 2,716; E&P 85 Est. 2,890
County 80 Cen. 5,997; E&P 85 Est. 6,455

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$80,967,000
Savings & Loan	2	$35,500,000

6 - PASSENGER AUTOS: County 8,411.

7 - ELECTRIC METERS: Residence 2,497.

8 - GAS METERS: Residence 2,429.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Clothing 220; Rubber 312; Manufacturing 535; Printing & Pub. 90; Metals 38; Foundry 25; Boat Manufacturing 197.
Principal Pay Days-Fri., 10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-66; Summer 66-88; Fall 47-69; Winter 24-44. First killing frost, Oct. 20; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-8 blocks on Public Square & 2 Shopping Centers north edge of city.
Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Montgomery Ward; P.N. Hirsch; Litwin's; JCPenney; TG&Y; McGinty-Whitworth.
Chain Drug Stores-Iola Pharmacy; Knorp.
Chain Supermarkets-Farm Fresh; Self-Service IGA; Greave's Market.
Other Chain Stores-Western Auto; Otasco; Agri Farm & Home Supply; Comstock Lbr & Home Center.

14 - NEWSPAPERS: REGISTER (e) 5,073; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Jack Hastings, Adv. Mgr., REGISTER, 302 S. Washington, Iola, KS 66749; Tel. (316) 365-2111.
National Representative: None.

JUNCTION CITY

1 - LOCATION: Geary County. E&P Map C-2. County Seat. N central part of state; 100 air mi. from Kansas City and Wichita. Mfg., farming, shipping, wholesale distributing ctr., adjacent to Fort Riley. On U.S. Hwys. 40 & 77. State Hwys. 18 & 57, I-70.

2 - TRANSPORTATION: **Railroads**-UP.
Motor Freight Carriers-14.
Intercity Bus Lines-Overland & Southwest Greyhound; Continental Motor Trails.
Airlines-Capitol; Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 19,305; E&P 85 Est. 19,581
CZ-ABC: (80) 20,494
RTZ-ABC: (80) 36,470
County 80 Cen. 29,852; E&P 85 Est. 30,000
City & RTZ-ABC: (80) 56,964
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,328; E&P 85 Est. 7,706
County 80 Cen. 10,075; E&P 85 Est. 10,407
CZ-ABC: (80) 7,775
RTZ-ABC: (80) 8,876
City & RTZ-ABC: (80) 16,651

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$113,554,000
Savings & Loan	2	$61,000,000

6 - PASSENGER AUTOS: County 18,960.

7 - ELECTRIC METERS: Residence 10,001.

8 - GAS METERS: Residence 8,988.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fort Riley 21,793 ($255); Mfg. 300 ($240); Mobile Homes, Camper Mfg. 500 ($230); Auto Electronic Mfg. 300 ($235); Railcar N.A. ($240); F.W. Woolworth Distrib. Ctr. 200 ($250).
Principal Pay Days-Fri.; Military, 1st & 15th; Govt., 1st and 15th; Industrial, Wkly.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-85; Summer 60-100; Fall 20-90; Winter 15-60. First killing frost, Oct. 15; last killing frost, Apr. 10.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-8 blocks on N. Washington; 2 on 8th; 2 on 9th; 5 on 6th; 2 on 7th; 4 on Grant Ave.
Neighborhood Shopping Centers-North Washington, 1200 block to 1700 block; Grant Ave., W. 6th, 300 block to 1000 block; South Washington, 700 to 1000 block.
Principal Shopping Days-Sat., Thur.
Stores Open Evenings-Thur., Mon.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Longs; Montgomery Ward.
Discount Stores-Gibsons; Ft. Riley (3 Post Exchanges); Commissary; Wal-Mart; Alco.
Variety Stores-Woolworth.
Chain Supermarkets-Dillon's; Safeway; Falley's Food for Less.
Other Chain Stores-Firestone; Sears (mail order); Goodyear; Payless Shoes; Sherwin-Williams; Western Auto; Long's.

14 - NEWSPAPERS: UNION (e-mon to fri) 8,027; (S) 8,591; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Mike Hellinger, Adv. Mgr., UNION, 814 N. Washington St., Junction City, KS 66441; Tel. (913) 762-5000.
National Representative: Landon Associates.

KANSAS CITY

1 - LOCATION: Wyandotte County (in Kansas City, Mo-KS MSA). E&P Map D-2. County Seat. In NE corner of state. Varied industry. 506 mi. from Chicago; 492 mi. from Indianapolis. On U.S. Hwys. 24, 40, 50, 56, 69, 73, 169; I-70; State Hwys. 5, 35, 29, 435, 10, 32, 58, 132.

2 - TRANSPORTATION: **Railroads**-AT&SF; CB&Q; CGW; CM&StP; KC Southern; MKT; MP; CRI&P; Frisco; UP; Wabash; GM&P; K.C. Terminal; Norfolk & Western.
Motor Freight Carriers-204 Common Carriers.
Intercity Bus Lines-Greyhound; Trailways; ATA.
Airlines-TWA; Delta; United; Continental; Ozark; Central; Frontier; Midwest; Northwest Orient.

3 - POPULATION:
City 80 Cen. 161,148; E&P 85 Est. 158,492
County 80 Cen. 172,335; E&P 85 Est. 173,882
MSA 80 Cen. 1,433,372; E&P 85 Est. 1,482,320
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 59,655; E&P 85 Est. 60,633
County 80 Cen. 63,392; E&P 85 Est. 65,937
MSA 80 Cen. 536,800; E&P 85 Est. 564,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	21	$641,151,000
Savings & Loan	6	$334,273,000

6 - PASSENGER AUTOS: County 89,607.

7 - ELECTRIC METERS: Residence 54,924.

8 - GAS METERS: Residence 44,885.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Food Processing 3,400 ($127); Glass, Clay, Stone 4,200 ($183); Equipment Mfg. 15,750 ($131); Chemical 5,400 ($158); Steel Fabricating 1,650 ($122).
Principal Industrial Pay Days-Thu., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-64; Summer 68-87; Fall 48-67; Winter 10-40. First killing frost, Oct. 2; last killing frost, Apr. 20.

11 - TAP WATER: Neutral, hard, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-Indian Springs 87 stores.
Neighborhood Shopping Centers-6 blocks at 17th to 22nd on Quindaro Blvd.; 4 on 5th to 8th on Kansas Ave.; 3 on 6th on Central Ave.; 3 on 9th to 11th on Central Ave.; 6 on 14th to 19th on Central Ave.; 10 on 25th to 34th on Strong Ave.; 3 on 8th to 10th on Southwest Blvd.; 1 on South 34th from Gibbs to Junction Roads; 3 on Brown Ave. from 27th to 30th; 3 on 18th from Armstrong to Nebraska; 2 on Leavenworth Road from 50th to 52nd. Sunset Plaza, 6000 Leavenworth Rd., 22 shops; Wyandotte Plaza, 78th & State 55 stores; Tower Plaza, 38th & State 18 stores; Indian Springs, 4800 State Ave., 60 shops.
Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Macy's; Montgomery Ward; JCPenney; Sears.
Discount Stores-Venture; K mart; TG&Y.
Variety Stores-Ben Franklin.
Chain Drug Stores-Walgreen; De Goler's 2; ECO Discount 2; Treasury; Skagg's 2; Revco 3.
Chain Supermarkets-Milgram's 6; A&P 5; Thriftway 5; Ball's 5; Lipari's 2; Safeway 4; Foodbarn 2; Sav Mart 2; C. Balls 2; Price Chopper; Aldi's.
Other Chain Stores-Auto: Western Auto; P.N. Hirsch; Firestone; Furniture: Falconers; ABC; Economy; L.A.; Singer; Paints: Rickeys; Cook; Great Western; Sherwin-Williams; Shoes: Baker's; McNichols; Robinson; Jewelry: Kreigles; Helzberg; Winklers; Others: Gateway Sporting Goods; Singer Co.

14 - NEWSPAPERS: KANSAN (e-mon to fri) 19,119; (S) 20,688; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Joie Mellenbruch, Adv. Dir., KANSAN, 901 N. Eight St., Kansas City, KS 66101; Tel. (913) 371-4300.
National Representative: Landon Associates.

LARNED

1 - LOCATION: Pawnee County. E&P Map B-2. County Seat. On State Hwy. K-19; U.S. Hwys. 56, 156.

2 - TRANSPORTATION: **Railroads**-AT&SF.
Motor Freight Carriers-4.
Intercity Bus Lines-Trans-State.
Airlines-Air Midwest (at Great Bend, 20 mi.).

3 - [illegible]ON:
Co[illegible]en. 4,811; E&P 85 Est. 5,405
Co[illegible] 8,065; E&P 85 Est. 8,796

4 - [illegible]OLDS:
City 80 Cen. 2,005; E&P 85 Est. 2,282
County 80 Cen. 3,066; E&P 85 Est. 3,501

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$107,000,000
Savings & Loan	1	$12,000,000

6 - PASSENGER AUTOS: County 4,922.

7 - ELECTRIC METERS: Residence 1,986.

8 - GAS METERS: Residence 1,775.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Metal Prod. 104 ($250); Combine Canvasses & Parts; Farming; Ranching; Feedlots; Oil; Natural Gas; Farm Equip. 20 ($275); State Hospital 700 (Avg. monthly wage $1,000-$2,000); Doctors & Psychiatrists ($2,000-$5,000).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-70; Summer 62-89; Fall 42-69; Winter 20-44.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Broadway; 2 on Main.
Principal Shopping Days-Tues., Thur., Sat.

13 - RETAIL OUTLETS: **Department Stores**-A.A. Doerr; Montgomery Ward.
Discount Stores-Alco.
Chain Supermarkets-Dillon's; Mammel; Uncle Bill's AG; D's; Jack & Jill.

14 - NEWSPAPERS: TILLER & TOILER (e-mon to fri) 2,805; sworn Sept. 28, 1984.
Local Contact for Advertising and Merchandising Data: Pat Walton, Adv. Mgr., TILLER & TOILER, 115 W. 5th, Larned, KS 67550; Tel. (316) 285-3111.
National Representative: None.

LAWRENCE

1 - LOCATION: Douglas County (MSA). E&P Map D-2. County Seat. Agriculture, insurance, educational, residential, distribution and manufacturing center. On Kansas River, 28 mi. E of Topeka, 37 mi. W of Kansas City. U.S. Hwys. 40, 24, 59 and State Hwys. 10, 32 and Kansas Tpke., I-70.

2 - TRANSPORTATION: **Railroads**-AT & SF; Union Pacific; Amtrak.
Motor Freight Carriers-19.
Intercity Bus Lines-Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 52,738; E&P 85 Est. 59,146
CZ-ABC: (80) 52,738
RTZ-ABC: (80) 43,097
County/MSA 80 Cen. 67,640; E&P 85 Est. 71,815
City & RTZ-ABC: (80) 95,835

4 - HOUSEHOLDS:
City 80 Cen. 18,773; E&P 85 Est. 21,829
County/MSA 80 Cen. 23,817; E&P 85 Est. 26,187
CZ-ABC: (80) 18,773
RTZ-ABC: (80) 14,497
City & RTZ-ABC: (80) 33,270

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$270,443,728
Savings & Loan	4	$255,998,057

6 - PASSENGER AUTOS: County 35,450.

7 - ELECTRIC METERS: Residence 22,005.

8 - GAS METERS: Residence 18,575.

9 - PRINCIPAL INDUSTRIES: Industry, No. Wage Earners-Corrugated Box Plant and Paper Mill 300; Food Products 17; Univ. of Kans. 6,700; Fertilizers 274; Chemicals 212; Dehydrating 85; Organ Factory 30; Greeting Cards Ribbon 1,048; Distributing 410; Electronics 300; Printing 440; Plastics 500; Movie-Film 25; Pharmacy-Research 60; Haskell Indian Junior College 200; Brakes-Gaskets 225; Electricity 225; Paper Products 230; Petroleum Wire Cable 121; Pet Food 160.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-95; Summer 40-110; Fall 16-95; Winter 10-69. First killing frost, Oct. 15; last killing frost, May 15.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Massachusetts St.; 5 blocks on 2 parallel sts.
Neighborhood Shopping Centers-19th & Massachusetts; 9th & Iowa Sts.; 23rd & Lousiana; 25th & Iowa; 23rd & Iowa; Sixth & Kasold; 23rd & Ousdahl.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dillon Plz.(10)	1	Dillon's
Hillcrest(30)	3	Hillcrest IGA
The Malls(21)	3	Westlake Hardware
Westridge(10)	4	Westridge IGA
SW Plaza(15)	4	Food Barn
Holiday Plz.(30)	5	Keifs Discount Records & Stereo Supply
Southern Hills(12)	4	A.J. Cramer's

Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Downtown Thur.; Supermarkets, Gibsons, Wal-Mart, SupeRx, K mart, JCPenney, A.J. Cramer's nightly.

13 - RETAIL OUTLETS: **Department Stores**-Weaver's; JCPenney; Sears (catalog); Montgomery Ward.
Discount Stores-Gibsons; K mart; Wal-Mart.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Raney's 3; Gibson Pharmacy; SupeRx; Medicine Shoppe; Wal-Mart Pharmacy; K mart Pharmacy.
Chain Supermarkets-Rusty's IGA 4; Kroger; Food Barn; Dillon's 3; Food-4-Less; Aldi.
Other Chain Stores-Singer Co.; Goodrich; Litwin's (gen. mdse.); Sherwin-Williams; McCrory; Otasco; Coast-to-Coast; Wickes; McCalls Shoes; Radio Shack 2; Mr. Guy Men's Wear; House of Fabrics; Raney Drugs; So-Fro Fabrics; Whelan Lumber Co.; Brinman's Jewelers; Gregg Tires (Goodyear); Ed Marlings; Town Crier; Village Set Ladies; Zercher Photo; Co-op Farm Store; Seifert's; Diamond International; Maupintour Travel; Pier 1 Imports; Ace Hardware; 84 Lumber; Bob's Used Carpet; Kopp's Interiors; Scot's Ladies Wear; Mode O'Day; Maurices Ladies Wear; Carousel; Computerland; Robinson Shoe; Western Auto; Westlakes Hardware.

14 - NEWSPAPERS: JOURNAL-WORLD (e) 18,901; (S) 19,342; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Dolph C. Simons Jr., Pub., JOURNAL-WORLD, 609 New Hampshire, Lawrence, KS 66044; Tel. (913) 843-1000.
National Representative: Landon Associates.

LEAVENWORTH

1 - LOCATION: Leavenworth County. (In Kansas City PMSA). E&P Map D-2. County Seat. 34 mi. NW of Kansas City. Extreme E part of state; on Missouri River. On U.S. Hwy. 73; State Hwys. 5, 7, 92.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific; Santa Fe.
Motor Freight Carriers-5.
Intercity Bus Lines-Trenton-St. Joseph Lines.

3 - POPULATION:
Corp. City 80 Cen. 33,656; E&P 85 Est. 39,060
CZ-ABC: (80) 33,656
RTZ-ABC: (80) 38,310
County 80 Cen. 54,809; E&P 85 Est. 57,322
PMSA 80 Cen. 1,433,372; E&P 85 Est. 1,482,320
City & RTZ-ABC: (80) 71,966

4 - HOUSEHOLDS:
City 80 Cen. 10,480; E&P 85 Est. 12,665
County 80 Cen. 17,030; E&P 85 Est. 18,450
PMSA 80 Cen. 184,920; E&P 85 Est. 564,300
CZ-ABC: (80) 10,480
RTZ-ABC: (80) 12,384
City & RTZ-ABC: (80) 22,864

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$192,509,000
Savings & Loan	2	$159,600,000

6 - PASSENGER AUTOS: County 30,224.

7 - ELECTRIC METERS: Residence 15,062.

8 - GAS METERS: Residence 11,273.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Batteries 170 ($420); Steel Fab. 45 ($375); Greeting Cards 955 ($400); Fed. Prison 420 ($440); Ft. Leavenworth Civ. Emp. 2,384 (N.A.); Ft. Leavenworth Army Pers. 3,930 (N.A.); Veterans Adm. 1,010 ($440).
Principal Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 3-91; Summer 49-98; Fall 32-89; Winter 4-67. First killing frost, Nov.; last killing frost, Apr.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-Downtown: 30 blocks on 3 parallel streets. Leavenworth Plaza-1 block long enclosed mall. Westside Village, 1 block long.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Leavenworth Plz.	NA	JCPenney, Sears

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.
Stores Open Sundays-Leavenworth Plz., Food, Some Drug & Discount.
Stores Open Evenings-Leavenworth Plz., Food, All Drug & Discount.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Bohm's; Bakers.
Variety Stores-Woolworth; Duckwall.
Discount Stores-Wal-Mart; K mart.
Chain Drug Stores-Russell's Pharmacies.
Chain Supermarkets-Waymire's IGA 2; 7-Eleven 2; E-Z Shop; Food-4-Less; Ball's Supermarket; Aldi.
Other Chain Stores-Firestone; Goodrich; Gallenkamp Shoes; Goodyear; Sears (catalog); Mode O'Day; Radio Shack; Payless Shoes; Whelan's Home Center.

14 - NEWSPAPERS: TIMES (e-mon to fri) 3,125; (S) 9,609; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: J. H. Johnston III, Gen. Mgr., TIMES, 416-22 Seneca; PO Box 144, Leavenworth, KS 66048; Tel. (913) 682-0305.
National Representative: Thomson Newspapers.

LIBERAL

1 - LOCATION: Seward County. E&P Map A-3. County Seat. 200 mi. SW of Wichita; 170 mi. N of Amarillo, TX; 200 mi. NW of Oklahoma City, OK. On U.S. Hwys. 54, 83, 270.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Intercity Bus Lines-Continental; Mid-Continent Coaches.
Airlines-Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 14,911; E&P 85 Est. 16,250
County 80 Cen. 17,071; E&P 85 Est. 18,750
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,407; E&P 85 Est. 5,940
County 80 Cen. 6,125; E&P 85 Est. 6,958

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$202,400,000
Savings & Loan	2	$196,040,000

6 - PASSENGER AUTOS: County 11,264.

7 - ELECTRIC METERS: Residence 7,620.

8 - GAS METERS: Residence 6,800.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Wholesale Grocers 152; Aircraft 305; Beef Packing 1,450; Oil & Gas 1,300; Tradewind Industry 385.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, medium hard; not fluoridated.

12 - RETAILING: **Neighborhood Shopping Centers**-Alco Plaza, 15th & Kansas; Elk Center, 11th & Kansas Ave.; Ideal Center, 500 block S. Kansas Ave.; Western Center; Southgate Mall; Liberal Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southgate(26)	NA	Gibson's, IGA, K mart
S. Ideal(7)	NA	Ben Franklin, Mont. Ward, Allied Supermkt.
Plaza(13)	NA	Alco, Boogaarts
New Liberal Plaza(10)	NA	Wal-Mart, Revco, JCPenney

Principal Shopping Days-Mon., Thur., Sat.

13 - RETAIL OUTLETS: **Department Stores**-C.R. Anthony; JCPenney; Wood's; Long's.
Variety Stores-Ben Franklin.
Discount Stores-Gibson's; Duckwall; Alco; K mart; Wal-Mart.
Chain Drug Stores-Gibson's; H&R; Revco.
Chain Supermarkets-Ideal 2; Safeway Super Store; Jack & Jill; Boogaarts.
Other Chain Stores-Sweetbriar's; Mode O'Day; Jo-Le Shop; Casual Shop; Anna Trahern; Tucker's; Kelley's; Western Shop; Kiddie Korner; Cinderella Shop; Brown's Shoe; Olliver's Shoes; Payless Shoes; Montgomery Ward; Sears; Otasco; Firestone; Uniroyal; Goodyear.

14 - NEWSPAPERS: SOUTHWEST DAILY TIMES (e) 9,094; (S) 9,094; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: James S. Head, Pub., SOUTHWEST TIMES, 16 S. Kansas Ave., Liberal, KS 67901; Tel. (316) 624-2451.
National Representative: Papert Companies.

LYONS

1 - LOCATION: Rice County. E&P Map B-2. County Seat. 30 mi. E of Great Bend; 32 mi. NW of Hutchinson on U.S. Hwy. 56; State Hwys. 14, 96.

2 - TRANSPORTATION: **Railroads**-AT&SF; Burlington-Northern; MP.
Motor Freight Carriers-5.
Intercity Bus Lines-Trans-State.

3 - POPULATION:
Corp. City 80 Cen. 4,134; E&P 85 Est. 4,032
County 80 Cen. 11,900; E&P 85 Est. 11,961

4 - HOUSEHOLDS:
City 80 Cen. 1,679; E&P 85 Est. 1,681
County 80 Cen. 4,525; E&P 85 Est. 4,694

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$40,000,000
Savings & Loan	1	$47,000,000

6 - PASSENGER AUTOS: County 6,918.

7 - ELECTRIC METERS: Residence 1,900.

8 - GAS METERS: Residence 1,700.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil, Salt 200 ($300); Airplane Parts 140 ($400); Concrete 10 ($300); Foundry 50 ($300).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-80; Summer 50-100; Fall 25-88; Winter 10-70. First killing frost Oct. 15; last killing frost Apr. 25.

11 - TAP WATER: Neutral, hard, fluoridated.

12 - RETAILING: **Principal Shopping Days**-Thur., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Variety Stores-Duckwall.
Chain Supermarkets-Jack & Jill, IGA, Boogaarts.
Other Chain Stores-Gamble's; Otasco; Coast-to-Coast; Ace Hardware.

14 - NEWSPAPERS: NEWS (e) 3,258, sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Paul E. Jones, Pub., NEWS, 210 W. Commercial; PO Box 560, Lyons, KS 67554; Tel. (316) 257-2368.
National Representative: Kansas Press Service.

MANHATTAN

1 - LOCATION: Riley County (County Seat), Pottawatomie County. E&P Map C-2. Home of Kansas State Univ. Permanent military reservation. 125 mi. W of Kansas City. On U.S. Hwy. 24; State Hwys. 177, 18, 29; 5 mi. from Tuttle Creek Dam and Reservoir; 6 mi. from I-70.

2 - TRANSPORTATION: **Railroads**-Union Pacific.
Motor Feight Carriers-12.
Intercity Bus Lines-Greyhound; Continental.
Airlines-Capitol Air Service; Midwest Air.

3 - POPULATION:
Corp. City 80 Cen. 32,644; E&P 85 Est. 34,983
CZ-ABC: (80) 41,568
RTZ-ABC: (80) 37,834
Counties 80 Cen. 78,287; E&P 85 Est. 78,475
  Riley 80 Cen. 63,505; E&P 85 Est. 62,883
  Pottawatomie 80 Cen. 14,782; E&P 85 Est. 15,592
City & RTZ-ABC: (80) 79,402
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,821; E&P 85 Est. 13,462
Counties 80 Cen. 24,670; E&P 85 Est. 25,318
  Riley 80 Cen. 19,269; E&P 85 Est. 19,470
  Pottawatomie 80 Cen. 5,401; E&P 85 Est.
CZ-ABC: (80) 14,660
RTZ-ABC: (80) 10,401
City & RTZ-ABC: (80) 25,061

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$181,527,000
Savings & Loan	4	$145,271,000

6 - PASSENGER AUTOS: Riley County 23,519; Pottawatomie County 9,176.

7 - ELECTRIC METERS: Residence 16,110.

8 - GAS METERS: Residence 12,060.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Constr. 700; Mfg. 1,050; Transportation 325; Wholesale & Retail 14,100; Trade 4,350; Fin., Ins. & Real Estate 1,025; Services 2,925; Govt. (incl. schools) 7,750; All Other 1,300.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-77; Summer 63-92; Fall 32-82; Winter 18-47. First killing frost, Oct. 12; last killing frost, Apr. 24.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Center**-3 blocks on Poyntz Ave.; 3 blocks on 4th St. between Pierre and Humboldt Streets.
Neighborhood Shopping Centers-Moro St. (Aggieville); N. Manhattan (Aggieville); Anderson Ave. (West Loop); Tuttle Creek Blvd. (Blue Hills); Wal-Mart (Tuttle Creek Blvd.); K mart (East Poyntz); Village Plaza (Anderson Avenue).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Aggieville	NA	NCR, Woody's
Blue Hills	3	Blue Hills Mkt.
Village Plaza	5	Alco, Safeway, Revco
West Loop	5	Dillon's, Water's
Wal-Mart	1	Wal-Mart, Dillon, K mart, Food 4 Less

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Thur.
Stores Open Sundays-Chain Grocery, Drug, Dept., K mart, Wal-Mart, Alco, Revco, Sears, JCPenney.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney 2; Browne's.
Discount Stores-Alco; K mart; Wal-Mart.
Chain Drug Stores-Norton Rexall 2; Barry's; Revco.
Chain Supermarkets-Safeway 2; Dillon 2; Dutch Maid 5; Food 4 Less.
Other Chain Stores-Coast-to-Coast; Firestone; Brown Shoe Fit; Burke's Shoes; McCall's Shoes; Seiferts; Waters Hardware.

14 - NEWSPAPERS: MERCURY (e-mon to fri) 12,631; (S) 1[illegible],309; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: James Findley, Adv. Mgr., MERCURY, 318 N. 5th, Manhattan, KS 66502; Tel. (913) 776-8805.
National Representative: Landon Associates.

McPHERSON

1 - LOCATION: McPherson County. E&P Map C-2. County Seat. 51 mi. NW of Wichita. U.S. Hwys. 56 and 81 intersect here. State Hwy. 61; I-35.

2 - TRANSPORTATION: **Railroads**-Cotton Belt; AT&SF; Missouri Pacific; UP (freight only).
Motor Freight Carriers-5.
Intercity Bus Lines-Continental.

3 - POPULATION:
Corp. City 80 Cen. 11,753; E&P 85 Est. 12,783
County 80 Cen. 26,855; E&P 85 Est. 27,980

4 - HOUSEHOLDS:
City 80 Cen. 4,491; E&P 85 Est. 5,012
County 80 Cen. 9,807; E&P 85 Est. 10,550

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$185,000,000
Savings & Loan	3	$375,000,000

6 - PASSENGER AUTOS: County 16,139.

7 - ELECTRIC METERS: Residence 4,656.

8 - GAS METERS: Residence 4,798.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Milling 57; Oil Refining 1,300; Salt Bed Oil Storage 30; Mobil Homes 185; Fiberglass Insulation 400; Welding Industries 110; Plastics 458; Concrete Pdts. 25; Misc. Mfg. 215; Sterling Drug 600.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-99; Summer 57-111; Fall 24-106; Winter 2-69. First killing frost, Oct. 16; last killing frost, Apr. 22.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: **Principal Shopping Centers**-11 blocks on Main and 12th just off Main.
Neighborhood Shopping Center-5 blocks North Main; 3 blocks on South Main; Plaza Shopping Center (3 stores, 1200 W. Kansas); Dillons Shopping Center (1300 N. Main, 5 stores.)
Principal Shopping Days-Mon.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Montgomery Ward.
Discount Stores-TG&Y; K mart.
Chain Drug Stores-Dillon's.
Chain Supermarkets-J.S. Dillon; Buy for Less.
Other Chain Stores-Gambles; Cook's (paint); Firestone; Coast-to-Coast; Radio Shack; Sherwin-Williams.

14 - NEWSPAPERS: SENTINEL (e) 6,050, sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: F. Harvey Nelson, Adv. Mgr., SENTINEL, 301 S. Main St., McPherson, KS 67460; Tel. (316) 241-2422.
National Representative: Landon Associates.

NEWTON

1 - LOCATION: Harvey County. E&P Map C-2. County Seat. Center for part of county agricultural area. Santa Fe division point. Mennonite religious college & publication headquarters. Just E & S of center of state; 27 mi. N of Wichita; 200 mi. SW of Kansas City. U.S. Hwys. 50, 81; I-35; State Hwys. 15 and 196.

2 - TRANSPORTATION: **Railroads**-Santa Fe; Missouri Pacific.
Motor Freight Carriers-8.
Intercity Bus Lines-Continental Trailways.
Airlines-Municipal airport-charter service.

3 - POPULATION:
Corp. City 80 Cen. 16,332; E&P 85 Est. 17,810
County 80 Cen. 30,531; E&P 85 Est. 32,329
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,233; E&P 85 Est. 6,998
County 80 Cen. 10,947; E&P 85 Est. 12,011

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$125,394,000
Savings & Loan	2	$363,198,272

6 - PASSENGER AUTOS: County 18,425.

7 - ELECTRIC METERS: Residence 7,644.

8 - GAS METERS: Residence 6,722.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Railroad 705 ($200); Milling 100 ($150); Mobile Homes 1,050 ($175); Aircraft 150 ($200); Agricultural Implements 3,150 ($175).
Prinipal Industrial Pay Days-R.R., 1st & 15th; Mfg., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 0-60; Summer 55-110; Fall 10-70; Winter 15-60. First killing frost, Nov. 1; last killing frost, Apr. 1.

11 - TAP WATER: Neutral, hard, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-9 blocks on Main St., 1 block each way off Main third to Broadway (5 blocks).
Neighborhood Shopping Centers-S. 12th & Washington Rd.; 1100 block N. Main, Biz. Route Hwy. 81 & Anderson Ave.; S. 2nd to N. 5th & Meridian Ave. (Hwy 50).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dillon Plaza	1	Dillon's
Alco Plaza	2	Boogaarts, Alco
Meridian	1	Gibson's, K mart

Principal Shopping Days-Thur., Sat., 1st & 15th.
Stores Open Evenings-Dept. Thur.; Food nightly. Shopping centers and food stores open Sundays.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Cunningham's.
Variety Stores-Woolworth, Davis Paint, Dillon's.
Discount Stores-Alco (Duckwall's), Gibson's, K mart.
Chain Drug Stores-Carter, Walgreens.
Chain Supermarkets-Dillon's 2, Safeway, IGA 2.
Other Chain Stores-Goodrich, Oklahoma Tire, Firestone, Sears (catalog), Sherwin-Williams, Bailly's.

14 - NEWSPAPERS: KANSAN (e) 8,097; sworn Sept. 24, 1984.
Local Contact for Advertising and Merchandising Data: Dennis Garrison, Adv. Mgr., KANSAN, Box 268, Newton, KS 67114; Tel. (316) 283-1500.
National Representative: Kansas Press Service.

NORTON

1 - LOCATION: Norton County, E&P Map B-1. County Seat. 300 mi. E of Denver, 300 mi. W of Kansas City. On U.S. Hwys. 36, 283, 383.

2 - TRANSPORTATION: **Railroads**-Burlington Northern, Kyle.
Motor Freight Carriers-3.
Intercity Passenger Bus Lines-Interstate.

3 - POPULATION:
City 80 Cen. 3,400; E&P 85 Est. 3,386
County 80 Cen. 6,689; E&P 85 Est. 6,912
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,-12; E&P 85 Est. 1,374
County 80 Cen. 2,589; E&P 85 Est. 2,763

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$48,000,000
Savings & Loan	2	$24,000,000

6 - PASSENGER AUTOS: County 2,005.

7 - ELECTRIC METERS: Residence 1,814.

8 - GAS METERS: Residence 1,821.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Field Supply N.A.; Water Well Pipe N.A. ($125); Ptg. N.A.; Contracting 100 ($150); Truck Transp. 75 ($225); Hospital 300 ($200); Hwy. Shops 80 ($200); Aluminum Fabricating 40 ($200); Farm Machinery Manufacturing N.A. ($200).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-64; Summer 64-98; Fall 34-56; Winter 30-50. First killing frost, Oct. 13; last killing frost, Apr. 30.

11 - TAP WATER: Soft from Bureau of Rec. Lake.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on State; 6 on Main; 4 on Washington; 3 on Kansas; 3 on N. First; 4 on N. Second; 1 on W. Lincoln; 1 on S. First; 2 on S. Second; 1 on N. Norton.
Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Browne, Lu Jon's.
Variety Stores-A.L. Duckwall.
Chain Drug Stores-Rexall, Stapleton.
Chain Supermarkets-Safeway, Kelling Bestyet, Haxton's, Jack & Jill.
Other Chain Stores-Auto Parts, Sidles Auto Supply, Wheeler's Farm Supply, Pamida Discount, True Value Hardware, Coast-to-Coast, Napa, Radio Shack.

14 - NEWSPAPERS: TELEGRAM (e) 8,839; sworn Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: Richard D. Boyd, Pub., TELEGRAM, 215 S. Kansas St., Norton, KS 67654; Tel. (913) 877-3361.
National Representative: Landon Associates.

OLATHE

1 - LOCATION: Johnson County, E&P Map D-2 (In Kansas City, MO-KS MSA). County Seat. Industry, military, agriculture. 20 mi. SW of Kansas City, MO; 35 mi. S of Leavenworth; 55 mi. SE of Topeka. Hwys.: U.S. 50, 56, 169, 69; State 7, 58, 150; I-35.

2 - TRANSPORTATION: **Railroads**-AT&SF, St. Louis & San Francisco.
Motor Freight Carriers-9.

3 - POPULATION:
Corp. City 80 Cen. 37,258; E&P 85 Est. 48,485
MSA 80 Cen. 1,433,372; E&P 85 Est. 1,482,320
County 80 Cen. 270,269; E&P 85 Est. 294,363

4 - HOUSEHOLDS:
City 80 Cen. 12,021; E&P 85 Est. 16,555
County 80 Cen. 96,927; E&P 85 Est. 109,076
MSA 80 Cen. 529,800; E&P 85 Est. 564,300

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	6	$55,000,000
Commercial	4	$200,000,000

6 - PASSENGER AUTOS: County 216,973.

7 - ELECTRIC METERS: Residence 13,100.

8 - GAS METERS: Residence 12,793.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Boots 84; Batteries 450; Wood Prods. 75; Farm Machy. 100; Aircraft Radio 1,500; Misc. Light Industry 500; Petroleum 200. Av. Wkly. Wage-$250.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-70; Summer 60-100; Fall 30-90; Winter 0-65. First killing frost, Oct. 19; last killing frost, Apr. 15.

11 - TAP WATER: 10-17 grains, hardness; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks around Square; 5 off Square.
Neighborhood Shopping Centers-4 blocks on S. Kansas Ave.; 1 on U.S. 56; 1 on U.S. 56 and K7; 1 on Old KC Road; 10 blocks on Santa Fe; Dennis West Shops; Doubletree; Rolling Ridge; Crossroads; Townsquare I.
Principal Shopping Days- Mon., Thur., Fri., Sat.
Stores Open Evenings-Supermarkets every night and Sun.; Others-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Ardan.
Variety Stores-TG&Y, Wal-Mart.
Discount Stores-Gibson's, Alco, K mart.
Chain Supermarkets-Thriftway, Dillon's, Food Barn, Savemart, Food For Less.
Other Chain Stores-Western Auto, Firestone, Sears, Montgomery Ward.

14 - NEWSPAPERS: NEWS (m-tues to sat; S) 8,805; sworn Sept. 28, 1984.
Local Contact for Advertising and Merchandising Data: John Marshall, Pub., NEWS, 514 S. Kansas, PO Box 130, Olathe, KS 66061; Tel. (913) 764-2211.
National Representative: None.

OTTAWA

1 - LOCATION: Franklin County, E&P Map D-2. County Seat. College ctr. (Ottawa Univ.) 60 mi. SW of Kansas City. On U.S. Hwys. 50S, 59; State Hwy. 68; I-35.

2 - TRANSPORTATION: **Railroads**-Sante Fe, Missouri Pacific.
Motor Freight Carriers-10.
Intercity Bus Lines-Continental, Greyhound.
Airlines-Ottawa Flying (30 min. to Kansas City Int'l.).

3 - POPULATION:
Corp. City 80 Cen. 11,016; E&P 85 Est. 11,561
County 80 Cen. 21,813; E&P 85 Est. 22,924
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,259; E&P 85 Est. 4,542
County 80 Cen. 8,051; E&P 85 Est. 8,718

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$100,790,549
Savings & Loan	2	$1,777,988,000

6 - PASSENGER AUTOS: County 12,765.

7 - ELECTRIC METERS: Residence 4,133.

8 - GAS METERS: Residence 3,980.

9 - PRINCIPAL INDUSTRIES: Steel Prod., Nursery Stock, Clothes, Plastic Frames for Work Glasses, Highway Signs, Mobile Homes, Sign Erection Cranes, Dog Food, Plastic Prod., Electronics, Misc. Mfg., Agric.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-64; Summer 70-100; Fall 40-65; Winter 15-45. First killing frost, Oct. 27; last killing frost, May 10.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-12 blocks on Main St.
Neighborhood Shopping Centers-4 blocks on S. Main St.; 3 blocks on N. Main St.
Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Wed.

13 - RETAIL OUTLETS: **Department Stores**-Litwin's, Sears, Montgomery Ward, JCPenney, Town & Country.
Variety Stores-Woolworth.
Discount Stores-Wal-Mart, Alco.
Chain Drug Stores-Alegre's Health Mart.
Chain Supermarkets-Safeway, Pence IGA 2, Waymire's Food Stores, Aldi Food Stores.
Other Chain Stores-Firestone, Oklahoma Tire & Supply, Davis Paint, Brown's Shoe Fit.

14 - NEWSPAPERS: HERALD (e) 5,952; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Jim Hornbeck, Adv. Dir., HERALD, 104 S. Cedar St., Ottawa, KS 66067; Tel. (913) 242-4[illegible]
National Representative: None.

PARSONS

1 - LOCATION: Labette County, E&P Map D-3. In SE Kansas; 137 mi. from Kansas City; 143 mi. from Wichita; 125 mi. from Tulsa.

2 - TRANSPORTATION: **Railroads**-Missouri-Kansas-Texas; Frisco.
Motor Freight Carriers-12.
Intercity Passenger Bus Lines-Viking.
Airlines-Air Midwest.

3 - POPULATION:
City 80 Cen. 12,898; E&P 85 Est. 13,376
CZ-ABC: (80) 12,898
RTZ-ABC: (80) 29,526
County 80 Cen. 25,682; E&P 85 Est. 26,762
City & RTZ-ABC: (80) 42,424

4 - HOUSEHOLDS:
City 80 Cen. 4,995; E&P 85 Est. 5,316
County 80 Cen. 9,702; E&P 85 Est. 10,449
CZ-ABC: (80) 4,995
RTZ-ABC: (80) 11,087
City & RTZ-ABC: (80) 16,082

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$100,287,000
Savings & Loan	2	$222,274,464

6 - PASSENGER AUTOS: County 13,320.

7 - ELECTRIC METERS: Residence 9,354 (RTZ).

8 - GAS METERS: Residence 9,272 (RTZ).

5 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Ammunition Plant 1,082 ($336); State Hospital & Training Ctr. 606 ($251); Railroad 480 ($450); Tec Tank 166 ($287).
Principal Pay Days-R.R. and State, 1st and 16th.

10 - CLIMATE: First killing frost, Oct. 26; last killing frost, Apr. 11.

11 - TAP WATER: Alkaline.

12 - RETAILING: **Principal Shopping Center**-5 blocks of Parsons Plaza; Wal-Mart Ctr.; Belmont Square.
Principal Shopping Days-Wed., Thur., Sat.
Stores Open Evenings-Thur.; Shopping Centers every evening.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Litwins.
Discount Stores-Wal-Mart, TG&Y.
Chain Drug Stores-Revco; Vista.
Chain Supermarkets-Rooster's Thriftway, Safeway, Consumers Discount, Greaves NuWay AG.
Other Chain Stores-Sears (catalog), Sherwin-Williams, Westco.

14 - NEWSPAPERS: SUN (e-mon to fri) 8,303; (m-sat) 8,368; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Ann Kennett, Adv. Dir., SUN, 220 S. 18th, Parsons, KS 67357; Tel. (316) 421-2000.
National Representative: Landon Associates.

PITTSBURG

1 - LOCATION: Crawford County, E&P Map D-3. 127 mi. S of Kansas City. On U.S. Hwys. 69, 160; State Hwys. 57, 126.

2 - TRANSPORTATION: **Railroads**-K.C. Southern, SF, Missouri Pacific, Burlington-Northern.
Motor Freight Carriers-7.
Bus Lines-Continental Trailways.
Airlines-Commercial-25 miles.

3 - POPULATION:
Corp. City 80 Cen. 18,770; E&P 85 Est. 19,009
County 80 Cen. 37,916; E&P 85 Est. 40,066

4 - HOUSEHOLDS:
City 80 Cen. 7,737; E&P 85 Est. 8,052
County 80 Cen. 15,212; E&P 85 Est. 16,626

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$187,862,000
Savings & Loan	2	$223,045,000

6 - PASSENGER AUTOS: County 20,111.

7 - ELECTRIC METERS: Residence 8,775.

8 - GAS METERS: Residence 7,508.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wager Earners (Av. Wkly. Wage N.A.)-Publishing & Printing 408; Durable Goods 1,133; Nondurable Goods 439; Retail Sales 420; Public Adm. 228; Education 650; Health Services 400.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-95; Summer 50-102; Fall 18-90; Winter 3-70. First killing frost, Oct. 10; last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-10 blocks on Broadway; 1 block each on 4th, 5th, 6th, 7th; 5 on Locust; 5 on Pine; Pittsburg Mall-24 stores; Wal-Mart Discount Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Mall(24)	2	JCPenney, Newman's

Principal Shopping Days-Downtown Thur.; Shopping Centers every night except Sun.
Stores Open Sunday-Supermarkets, Drug, Discounts, Mall.

13 - RETAIL OUTLETS: **Department Stores**-Ramsay's, Montgomery Ward, JCPenney, Sears (catalog), Newman's.
Variety Stores-Woolworth.
Discount Stores-Wal-Mart.
Chain Drug Stores-Green Cross, Crowell 2, Scottie, Vista.
Chain Supermarkets-TruValue 2, Consumers, Dillons, IGA 3, AG.
Other Chain Stores-Mode O'Day, Sherwin Williams, Merle Norman Cosmetics, Rexall, Gallenkamp's, Baskin-Robbins, Quik-Trip, Lumberjack Building Supply, Otasco, Pay Less Shoes, Sutherland Lumber, Bailly's of Kansas, Convenient Foods; 7-Eleven, Bob's Shoes.

14 - NEWSPAPERS: SUN (mS) 12,684; Oct. 1, 1984 VAC.
Local Contact for Advertising and Merchandising Data: James R. Ward, Adv. Mgr., SUN, 701 N. Locust, Pittsburg, KS 66762; Tel. (316) 231-2600.

National Representative: Papert Companies.

PRATT

1 - LOCATION: Pratt County, E&P Map B-3. County Seat. 80 mi. W of Wichita; 300 mi. SW of Kansas City. On U.S. Hwys. 281, 54.

2 - TRANSPORTATION: **Railroads**-Main line Rock Island (Sante Fe Spur).
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 6,885; E&P 85 Est. 7,725
County 80 Cen. 10,275; E&P 85 Est. 11,376

4 - HOUSEHOLDS:
City 80 Cen. 2,824; E&P 85 Est. 3,191
County 80 Cen. 4,078; E&P 85 Est. 4,643

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$80,654,000
Savings & Loan	1	$11,278,263

6 - PASSENGER AUTOS: County 6,719.

7 - ELECTRIC METERS: Residence 2,665.

8 - GAS METERS: Residence 2,900.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Petroleum Prod. & Equip. 85; Rock Island Div. Point 65; Farm Equip. Mfg. 98; Dairying 50; Mining Gypsum 55; Oil Feed Tanks 40; 35,000 Animal Capacity Feed Lot 45; Furn. NA; Area Hospital 66; State Hdqrs. Forestry, Fish & Game 75.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-94; Summer 54-108; Fall 36-92; Winter 4-76. First killing frost, Nov. 1-10; last killing frost, Mar. 20-30.

11 - TAP WATER: Alkaline.

12 - RETAILING: **Principal Shopping Center**-11 blocks on 3 streets.
Neighborhood Shopping Centers-North Main, East First and West First.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
East End	1	Gibson's
West End	1	Drive Inn

Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-Jett's, JCPenney, Litwins.
Discount Stores-Gibson's, Alco.
Chain Supermarkets-Dillon's, Safeway, Discount Food Ctr., Drive Inn.
Other Chain Stores-Gamble's, Western Auto, Woolwipes Auto Supply, Goodrich, Sears (catalog), Montgomery Ward.

14 - NEWSPAPERS: TRIBUNE (e) 3,737, sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Charles G. Barnes, Pub., TRIBUNE, 319 S Ninnescah, PO Box 909, Pratt, KS 67124; Tel. (316) 672-5511.
National Representative: Landon Associates.

RUSSELL

1 - LOCATION: Russell County. E&P Map B-2. County Seat. 75 mi. from Salina, on U.S. Hwys. 40, 281; I-70.

2 - TRANSPORTATION: **Railroads**-UP.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
City 80 Cen. 5,427; E&P 85 Est. 5,783
County 80 Cen. 8,868; E&P 85 Est. 9,376

4 - HOUSEHOLDS:
City 80 Cen. 2,228; E&P 85 Est. 2,312
County 80 Cen. 3,612; E&P 85 Est. 3,898

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$100,000,000
Savings & Loan	2	$38,000,000

6 - PASSENGER AUTOS: County 6,213

7 - ELECTRIC METERS: Residence 2,919

8 - GAS METERS: Residence 2,435

9 - PRINCIPAL INDUSTRIES: Oil Prod., Pipeline Constr.; Wheat; Cattle; Wire Mfg.; Mobile Home Mfg.; Venetian Blind Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 65-115; Fall 50-85; Winter 10-55.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Days**-Thur., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-L. Banker Mercantile; JCPenney; Kitzke's; Anthony's.
Variety Stores-TG&Y.
Chain Supermarkets-IGA 2; Boogaart's.
Other Chain Stores-Coast-to-Coast.

14 - NEWSPAPERS: NEWS (e) 3,501, sworn Oct. 4, 1984.
Local Contact for Advertising and Merchandising Data: Allan D. Evans, Adv. Dir., NEWS, 802 Maple St., Russell, KS 67665; Tel. (913) 483-2116.
National Representative: Landon Associates.

SALINA

1 - LOCATION: Saline County. E&P Map C-2. County Seat. Agricultural, wholesale, residential & educational center. 112 mi. W of Topeka; 91 mi. NW of Wichita. On U.S. Hwys. 81 & 40; Interstate Hwys. 70 & 135.

2 - TRANSPORTATION: **Railroads**-Union Pacific; Missouri Pacific; CRI&P; Santa Fe.
Motor Freight Carriers-15.
Intercity Bus Lines-Trailways.
Airlines-Frontier; Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 41,843; E&P 85 Est. 45,497
CZ-ABC: (80) 41,843
RTZ-ABC: (80) 112,767
County 80 Cen. 48,905; E&P 85 Est. 51,223
City & RTZ-ABC: (80) 154,610

4 - HOUSEHOLDS:
City 80 Cen. 16,216; E&P 85 Est. 18,076
County 80 Cen. 18,613; E&P 85 Est. 20,094
CZ-ABC: (80) 16,216
RTZ-ABC: (80) 43,755
City & RTZ-ABC: (80) 59,971

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$307,292,140
Savings & Loan	4	$140,914,782

6 - PASSENGER AUTOS: County 31,376

7 - ELECTRIC METERS: Residence 20,107

8 - GAS METERS: Residence 17,174

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electricity 213; Sheet Metal 150; Const. 200; Mills 243; Feed 134; Dairy Prods. 131; Aircraft 1,100; Fluorescent Lamps 400; Food Processing 2,100; Battery Mfg. 500; Agricultural Equip. 700.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-72; Summer 65-91; Fall 45-71; Winter 23-46.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Elmore Ctr (20)	NA	IGA, NCR
Kraft Manor(16)	NA	Suburban TV
Mid-State Mall(40)	NA	
Sears Ctr (7)	NA	Sears, Wal-Mart
Southview(2)	NA	Safeway, Alco
Sunset Plz (24)	NA	Rexall, Dillon's, Otasco, Duckwall
Southgate(9)	NA	Rexall, Dillon's
Park West	NA	K mart

Principal Shopping Days-Wed., Fri., Sat., Sun.
Stores Open Evenings-Mon., Thur.

13 - RETAIL OUTLETS: **Department Stores**-Kline's, Sears, JCPenney, Calhouns.
Variety Stores-Gamble's, Ben Franklin.
Discount Stores-Gibson's, Alco; K mart, Wal-Mart.
Chain Drug Stores-Morriss 2, Walgreens.
Chain Supermarkets-Dillon's 3, Food-4-Less 2, Ashton's 2, Food Barn.
Other Chain Stores-Firestone, Zale's, G.R. Kinney, Goodyear.

14 - NEWSPAPERS: JOURNAL (m) 29,266; (S) 33,996, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Jane Glenn, Adv. Mgr., JOURNAL, 333 4th St., PO Box 779, Salina, KS 67401; Tel. (913) 823-6363.
National Representative: Branham/Newspaper Sales.

TOPEKA

1 - LOCATION: Shawnee County (In Topeka MSA). E&P Map D-2. State Capital. County Seat. U.S. Hwys. (junction) 24, 40, 75. On State Hwys. 4, 10; on Kansas Tpke. (I-70), 70 mi. W of Kansas City; 175 mi. NE of Wichita.

2 - TRANSPORTATION: **Railroads**-Santa Fe; Union Pacific; Missouri Pacific; Rock Island.
Motor Freight Carriers-26.
Intercity Bus Lines-Continental, Greyhound.
Airlines-Capitol; Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 115,266; E&P 85 Est.*113,309
CZ-ABC: (80) 154,916
RTZ-ABC: (80) 395,620
County/MSA 80 Cen. 154,916; E&P 85 Est. 159,892
City & RTZ-ABC: (80) 550,536
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 46,256; E&P 85 Est. 46,945
County/MSA 80 Cen. 58,832; E&P 85 Est. 62,623
CZ-ABC: (80) 58,832
RTZ-ABC: (80) 141,014
City & RTZ-ABC: (80) 199,846

5 - BANKS	NUMBER	DEPOSITS
Commercial	12	$177,765,000
Savings & Loan	4	$1,873,500,000

6 - PASSENGER AUTOS: County 96,912

7 - ELECTRIC METERS: 55,632

8 - GAS METERS: Residence 51,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Government 21,700; Services 17,700; Manufacturing 9,900; Finance, Ins. & Real Estate 5,900; Contract Construction 2,800; Wholesale & Retail 18,900.
Principal Industrial Pay Days-1st, 15th, 16th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-97; Summer 43-98; Fall 20-90; Winter 9-68; First killing frost, Oct. 20; last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-10 blocks on 3 sts.
Neighborhood Shopping Centers-20 neighborhood centers spread throughout city.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Barrington Vlg.(15)	7	Swenson's
Brookwood(27)	6	Dillons
Campus North(14)	5	
Eastboro(18)	3	Falleys
Fairlawn Plaza	6	Bensons, Venture, Ben Franklin, Dibbles
Gage Center(48)	4	Show Biz Pizza
Gage Vlg.(30)	4	Rosies Show Off
Highland Crest(40)	4	K mart, IGA
Highland Vlg.(25)	6	Alco, IGA
Hillsdale(20)	6	Midwestern Music
Holliday Sq.(29)	4	Dibbles, Pelletier's
Huntoon & Wannamaker	5	K mart
Indian Hills	5	Food Barn, Westlake Hdwe.
Market Place(8)	5	Dibbles
North Plaza(4)	5	Suttons, Alco
N. Topeka Bus. District	5	Safeway
Northland(11)	8	Falleys, Northland's
Seabrook(4)	4	Falleys
South City Plz.(12)	2	Save More Foods
Southwest Center	5	S.W. Bowl
University Vlg.(6)	4	
Villa West	8	IGA, Clara's
Washburn View(13)	3	Roachs, Suttons
Westboro	3	Billies, Potterfields
White Lakes(63)	3	Sears, Woolworth, Walgreens, JCPenney

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Department Stores-Mon. & Thur. Supermarkets-Every evening.
Stores Open Sundays-Grocery, supermarkets, discount houses, dept. stores.

13 - RETAIL OUTLETS: **Department Stores**-J. Benson; Pelletier's; Sears; Montgomery Ward; JCPenney; P.N. Hirsch; Macy's; Calhouns; Richman-Gordman; Seiferts; Northland.
Discount Stores-Skagg's; Ardan's; K mart 3; Alco 2; Venture.
Variety Stores-Woolworth 2; Duckwall's 2.
Chain Drug Stores-Walgreens 3; Blaylock 4; Jacquith 2; Medical Arts 2; Super D; Northside Family RX; Revco.
Chain Supermarkets-Dibble's 3; IGA 11; Falley's 4; Safeway 3; Sutton's 2; Dillon's 3; Tilton's 2; Thriftway 3; Super Saver 4; Save More; Food For Less 4; EZ Shops 6; Kwik Shops 3; 7-Eleven 3; Town & Country 4.
Other Chain Stores-American Handicrafts; Athletes Foot; B. Dalton; Bumper to Bumper; Caldwells; Carpet Center; Casual Aire, Inc.; Cloth World; Color Tile; Cook Paint; Extension One; Firestone; First Serve; Flowerama; Foot Locker; Glidden Paint; Goodyear Service; Hancock Fabrics; Harding Glass; Jenkins Music; Kaybee Toys; Kinney Shoes; Lee Optical; Leeds; Lerner Shop; Litwins; Maaco Auto Painting; Merle Norman; Payless Lumber; Payless Shoes; Pay 'N Pak; Pittsburgh Paint; Pier I Imports; Pro Am Partstop; Radio Shack; Robinsons Shoes; Sherwin-Williams; Singer; So-Fro Fabrics; Russell Stover; Susie's Casuals; Sutherland Lumber; Tandy Leather; Team Electronics; Topps & Trowsers; Wolfes Jewelry; Zale's Jewelry; The Gap; Foxmoor; Fashion Conspiracy; Extension I; World Radio.

14 - NEWSPAPERS: CAPITAL-JOURNAL (m) 66,291; (S) 75,432, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: William Osborne III, Adv. Dir., CAPITAL-JOURNAL, Sixth & Jefferson Sts., Topeka, KS 66607; Tel. (913) 295-1111.
National Representative: Branham/Newspaper Sales.

WELLINGTON

1 - LOCATION: Sumner County. E&P Map C-3. County Seat. S central Kansas near Oklahoma. 33 mi. S of Wichita. On U.S. Hwys. 81, 160; Kansas Tpke.

2 - TRANSPORTATION: **Railroads**-Rock Island, Sante Fe.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 8,212; E&P 85 Est. 8,898
County 80 Cen. 24,928; E&P 85 Est. 26,765

4 - HOUSEHOLDS:
City 80 Cen. 3,332; E&P 85 Est. 3,686
County 80 Cen. 9,413; E&P 85 Est. 10,489

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$20,000,000

6 - PASSENGER AUTOS: County 14,572

7 - ELECTRIC METERS: Residence 3,169

8 - GAS METERS: Residence 2,948

9 - PRINCIPAL INDUSTRIES: Railroad Shops; Mobile Homes; Grain Elevators; Mills; Sheet Metal and Machine Shops.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Days**-Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Sears.
Discount Stores-TG&Y, Wal-Mart.
Chain Supermarkets-Dillon's, IGA.
Other Chain Stores-Oklahoma Tire & Supply, BF Goodrich, Revco.

14 - NEWSPAPERS: NEWS (e-mon to fri) 5,000, sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Bill Newland, Adv. Mgr., NEWS, 113 W. Harvey, PO Box 368, Wellington, KS 67152; Tel. (316) 326-3326.
National Representative: Landon Associates.

WICHITA

1 - LOCATION: Sedgwick County. E&P Map C-3 (MSA). County Seat. 161 mi. SE of the geographical center of the continental United States; 190 mi. SW of Kansas City, MO. On I-35, 135, 235; Kansas Tpke; U.S. Hwys. 54, 81; State Hwys. 15, 42, 96, 254.

2 - TRANSPORTATION: **Railroads**-(Freight service only) Santa Fe; Missouri Pacific; Burlington-Northern; Oklahoma Kansas Texas Railroad.
Motor Freight Carriers-54.
Intercity Bus Lines-Trailways.
Airlines-TWA; American; America West; Frontier; Continental; Air Midwest; Republic; United.

The midwest test market
you'll keep on testing!
Represented by Branham
The Topeka Capital-Journal
Serving Northeast Kansas
Morning & Sunday
913-295-1247

3 - POPULATION:
Corp. City 80 Cen. 279,835; E&P 85 Est. 304,183
County 80 Cen. 367,088; E&P 85 Est. 398,434
MSA 80 Cen. 411,313; E&P 85 Est. 448,442
NDM-ABC: (80) 574,381
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 110,306; E&P 85 Est. 123,974
County 80 Cen. 137,744; E&P 85 Est. 154,673
MSA 80 Cen. 153,831; E&P 85 Est. 173,264
NDM-ABC: (80) 215,886

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	17	$2,444,516,000
Savings & Loan	14	N.A.

6 - PASSENGER AUTOS: County 237,990

7 - ELECTRIC METERS: Residence 148,955

8 - GAS METERS: Residence 139,569

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Total Labor Force 228,300; Construction 8,600; Transportation Equip. (Inc. Aircraft); All Manufacturing 56,400 ($385).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-68; Summer 68-91; Fall 42-60; Winter 26-42. First killing frost, Oct. 26; last killing frost, Apr. 7.

11 - TAP WATER: Soft.

12 - RETAILING: Downtown Shopping Centers-8 blocks on Douglas Ave.; 1 N and 1 S on Water St.; Topeka Ave.; Emporia Ave. and St. Francis Ave.; 2 N and 2 S on Main St.; Market St. and Broadway.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Amidon Plz.(5)	4	Safeway
Blvd. Plaza(16)	2	IGA
Brittany Ctr.(13)	6	Safeway
Carriage Park	4	
Central Hgts.(18)	6	IGA
Cedar Grove	8	
Cherry Creek(28)	7	
Crossroads	6	
Eastgate(29)	5	Dillon, Ardan's
Indian Hills(12)	3	IGA
Ken-Mar(20)	4	Woolworth, IGA
Lincoln Hgts.(25)	3	Gessler, Barner's
Marina Lakes(28)	4	Furr's Cafeteria
Mill Creek(11)	5	
Morris Town(12)	4	Carl Bell's
Normandie(28)	4	TG&Y, Safeway
Northwest Ctr.	8	Skaggs Alpha Beta
Parklane(59)	4	Alco, Cloth World
Pawnee Plz.(20)	2	Revco, IGA
Plaza del Sol(17)	4	Chi Chi's, Computerland
Plaza West(26)	3	IGA, TG&Y
Prairie Vlg.(21)	5	Dillon
Seneca Sq.(31)	4	Dillon
Sweetbriar(40)	4	IGA, Osco
Tallgrass Ctr.	8	Skaggs Alpha Beta
The Market Ctr.(12)	5	Safeway, Revco
Towne East Square(120)	5	Dillard's, Sears, JCPenney
Towne West Square(99)	3	Dillard's, Mont. Ward, JCPenney
Twin Lakes(57)	4	Sears
Westlink(27)	6	Dillons
Westway(23)	4	Safeway, Osco
Wichita Mall(43)	3	Osco, Mont. Ward

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Shopping Centers every evening to 9; Macy's (downtown)-Mon., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Macy's; Montgomery Ward 2; Sears 3; JCPenney 2; Dillard's 2.
Discount Stores-Alco 4; K mart 4; TG&Y Family Centers 9; Target 2.
Variety Stores-Woolworth 2; TG&Y 3.
Chain Drug Stores-Hart 2; Osco 5; Gessler's 4; Cummings 4; Revco 8.
Chain Supermarkets-Dillons 18; Safeway 13; Associated Grocers 14; IGA 19; Leeker's 2; Bestyet 3.
Convenience Stores-Quick Trip 43; Town & Country 22; Kwik Shops 15; Johnson's 11; 7-Eleven 5.
Other Chain Stores-Ardan 2; A.J. August 2; Baker's Shoes 2; Bernina Sewing Centers 2; Casual Corner 2; Cloth World 3; Cricket Alley 4; Gallenkamp 3; Gallery Shoes 3; Garnett Auto Supply 9; Gordon's Jewelers 2; Hanover Shoes 2; Heaven Cent 2; Helzberg's 3; Jo-Ann Fabrics 2; Kinney Shoes 3; Lerner 2; Otasco 7; Payless Shoe Source 7; Royal Optical 2; Russell Stover 2; Radio Shack 12; Shirt Shacks Unlimited 4; Whitlock Auto Supply 3; Wilson's Jewelers 2; World Bazaar 2; Zales 4; Woolf Bros; Yale's Weddings 3; Woman's World 2.

14 - NEWSPAPERS: EAGLE-BEACON (m) 125,661; (S) 190,582; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Cindy Kelley, Nat'l. Adv. Mgr., EAGLE-BEACON, PO Box 820, Wichita, KS 67201; Tel. (316) 268-6241; Telecopier (315) 268-6234.
National Representative: Knight-Ridder Newspaper Sales.

WINFIELD

1 - LOCATION: Cowley County, E&P Map C-3. County Seat. Educ. medical ctr. 50 mi. SE of Wichita; 150 mi. N of Oklahoma City. On U.S. Hwys. 77 & 160; State 15.

2 - TRANSPORTATION: Railroads-AT&SF; Frisco.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
City 80 Cen. 10,736; E&P 85 Est. 11,066
CZ-ABC: (80) 10,736
RTZ-ABC: (80) 24,206
County 80 Cen. 36,824; E&P 85 Est. 39,298
City & RTZ-ABC: (80) 34,942

4 - HOUSEHOLDS:
City 80 Cen. 4,172; E&P 85 Est. 4,330
County 80 Cen. 13,897; E&P 85 Est. 15,413
CZ-ABC: (80) 4,172
RTZ-ABC: (80) 8,592
City & RTZ-ABC: (80) 12,764

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$84,347,000
Savings & Loan	3	$95,000,000

6 - PASSENGER AUTOS: County 20,121

7 - ELECTRIC METERS: Residence 5,708

8 - GAS METERS: Residence 4,521

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil 500 ($400); Food Proc. 250 ($270); Metal Prods. 450 ($350); Aircraft 600 ($300); Medical 200 ($275); Plastics 550 ($275).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Oct. 20; last killing frost, Apr. 15.

11 - TAP WATER: Lake water, fairly soft.

12 - RETAILING: Principal Shopping Center-7 blocks on 2 sts.
Shopping Centers-Winfield Plaza.
Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Thur.; Shopping Centers 7 days.

13 - RETAIL OUTLETS: Department Stores-Kerr-Calvert; JCPenney; Litwin's; C.R. Anthony; Montgomery Ward.
Discount Stores-TG&Y, Wal-Mart.
Chain Drug Stores-Rexall; Graves.
Chain Supermarkets-Dillons; Boogaarts; Wheeler's IGA.
Other Chain Stores-Oklahoma Tire; Western Auto.

14 - NEWSPAPERS: COURIER (e) 6,102; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Lloyd Craig, Adv. Mgr., COURIER, 201 E. 9th St., Winfield, KS 67156; Tel. (316) 221-1050.
National Representative: Landon Associates.

KENTUCKY SURVEYS

METROPOLITAN STATISTICAL AREAS

Clarksville-Hopkinsville, Tenn.-Ky.-Montgomery County, Tenn.; Christian County, Ky.
Evansville, Ind.-Ky.-Posey, Vanderburgh and Warrick Counties, Ind.; Henderson County, Ky.
Huntington-Ashland, W. Va.-Ky.-Ohio-Cabell and Wayne Counties, W. Va.; Boyd, Carter and Greenup Counties, Ky.; Lawrence County, Ohio.
Lexington-Fayette-Bourbon, Clark, Fayette, Jessamine, Scott and Woodford Counties.
Louisville, Ky.-Ind.-Bullit, Jefferson, Oldham and Shelby Counties, Ky.; Clark, Floyd and Harrison Counties, Ind.
Owensboro-Daviess County.

PRIMARY METROPOLITAN STATISTICAL AREA

Cincinnati, Ohio-Ky.-Ind.-Clermont, Hamilton and Warren Counties, Ohio; Boone, Campbell and Kenton Counties, Ky.; Dearborn County, Ind.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Cincinnati-Hamilton Oh-Ky-Ind. - includes **Cincinnati, Oh-Ky-Ind. PMSA Hamilton-Middletown, Oh PMSA.**

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1986**
Under 5 Years	271	283	290
5-14 Years	651	591	607
15-24 Years	585	700	719
25-44 Years	732	991	1,017
45-64 Years	645	686	704
65 and Over	336	410	421
TOTAL	3,220	3,661	3,758

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1977 Census**	**1982 Census**	**1986 Est.**
Bldg. Mat./Hdwr.	656	729	1,043
General Mdse.	1,132	1,743	2,201
Food	2,490	3,521	4,173
Automobiles	2,292	2,434	3,942
Gasoline Stations	1,021	1,553	1,639
Apparel	438	619	812
Furniture	456	494	763
Eat-Drink Places	772	1,222	1,560
Drugs	354	534	716
TOTAL SALES	10,492	14,572	18,394

ASHLAND

1 - LOCATION: Boyd County, E&P Map F-1 (In Huntington-Ashland, WV-KY-OH MSA). On Ohio River at mouth of Big Sandy River. On U.S. Hwys. I-64, 60, 23, 52; State Hwys. 168, 5.

2 - TRANSPORTATION: Railroads-Chessie System; Norfolk & Western; Barge Lines.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Tri-State Airport, 10 mi. from Ashland; USAir; Piedmont; Tri-State Aviation.

3 - POPULATION:
Corp. City 80 Cen. 27,064; E&P 85 Est. 26,400
CZ-ABC: (80) 55,213
RTZ-ABC: (80) 148,343
MSA 80 Cen. 336,410; E&P 85 Est. 340,500
County 80 Cen. 55,513; E&P 85 Est. 55,700
City & RTZ-ABC: (80) 203,556

4 - HOUSEHOLDS:
City 80 Cen. 10,620; E&P 85 Est. 10,650
County 80 Cen. 19,960; E&P 85 Est. 20,500
MSA 80 Cen. 119,007; E&P 85 Est. 124,752
CZ-ABC: (80) 20,270
RTZ-ABC: (80) 48,527
City & RTZ-ABC: (80) 68,797

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$328,220,588
Savings & Loan	4	$124,346,576

6 - PASSENGER AUTOS: County 26,748

7 - ELECTRIC METERS: Residence 18,874

8 - GAS METERS: Residence 9,420

9 - PRINCIPAL INDUSTRIES: Steel Sheets; Mine Equip.; Chemicals; Brick; Air Prod.; Activated Carbon; Nickel Prod.; Leather; Garments; Oil Refining; Railroading; RR Car Repair; Coke Mfg.; Snow Case and Store Fixtures.
Principal Industrial Pay Days-Fri.; 1st, 5th, 15th, 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-75; Summer 82-104; Fall 46-92; Winter 0-43. First killing frost, Oct. 31; last killing frost, May 1.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-Winchester Ave. bet. 12th & 18th Sts.; Greenup Ave. bet. 13th & 19th Sts.; Carter Ave. bet. 15th & 17th Sts.; 13th St. bet. Winchester & Central; 15th bet. Greenup & Central; 16th St. bet. Front & Central; 17th St. bet. Front & Central; 35th and Winchester; Russell Road.
Neighborhood Shopping Centers-Winchester Ave., 25th to 30th Sts.; 29th St., Greenup to Carter; 29th St., Holt to Moore 4 blocks; 13th St., Lexington to Oakview 3 blocks; 17th St. at Blackburn Ave.; 13th St. and Oakview Rd.; South 29th St.; 2 on 29th St. & Blackburn; 2 on 13th St. Winchester to Central.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Greenup Mall(16)	6	Murphy Mart, K mart, Heck's
Ashland Plz.(10)	6	Hill's
Midtown Mall(12)	NA	
Oakview	NA	Thrift Drug

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Downtown Mon.; Food every night.

13 - RETAIL OUTLETS: Department Stores-C.H. Parsons; Sears; JCPenney; Star Store; K mart.
Variety Stores-Murphy.
Discount Stores-Heck's; Hill's; Hart's.
Chain Drug Stores-Revco 2; Thrift 2; SupeRx; Begley.
Chain Supermarkets-Mussetter's; Kroger 2; Co-ops; Gateway 2; Key Mkts.; Foodland 6; Cardinal 4; Piggly Wiggly 2.
Other Chain Stores-Walker's; Goodrich; Firestone; Pic-Way Shoes.

14 - NEWSPAPERS: INDEPENDENT (e) 24,435; (S) 26,875; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: H. Kelly Voiers, Ret. Adv. Mgr., INDEPENDENT, 224 17th St., Ashland, KY 41101; Tel. (606) 329-1717.
National Representative: Branham/Newspaper Sales.

BOWLING GREEN

1 - LOCATION: Warren County, E&P Map C-3. County Seat. Agricultural section. University town; tourist center. 60 mi. N of Nashville; 115 mi. S of Louisville; 40 mi. S of Mammoth Cave Nat'l Park. On U.S. Hwys. 31 W, 68 & 231; State Hwys. 67, 71, 80, 234; I-65 and Green River Pkwy.

2 - TRANSPORTATION: Railroads-Louisville & Nashville; freight & piggyback service.
Motor Freight Carriers-16.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 40,450; E&P 85 Est. 46,374
CZ-ABC: (80) 40,450
RTZ-ABC: (80) 154,754
County 80 Cen. 71,828; E&P 85 Est. 82,348
City & RTZ-ABC: (80) 195,204

4 - HOUSEHOLDS:
City 80 Cen. 14,313; E&P 85 Est. 16,786
County 80 Cen. 24,833; E&P 85 Est. 29,532
CZ-ABC: (80) 14,313
RTZ-ABC: (80) 54,355
City & RTZ-ABC: (80) 68,668

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$406,579,465
Savings & Loan	2	$195,371,327

6 - PASSENGER AUTOS: 35,600

7 - ELECTRIC METERS: Residence 15,396

8 - GAS METERS: Residence 14,722

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Garments 998; Auto Parts 2,115; Laundry Equipment 235; Controls 649; Crane and Excavator Manufacture 565; Auto Assembly 1,930; Bakery 268; Portable Heaters 206; Heavy Equipment Parts 155; Lead Wheel Weights 73; Directors Chairs 67; Bonded Rubber 142; Polythylene Bags 75; Twist Tobacco 99; Automatic Welding Wire 166; Corrugated Shipping Containers 113.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-85; Summer 58-89; Fall 28-71; Winter 25-57. First killing frost, Oct. 20; last killing frost, Mar. 26.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-Parts of State, College and Main Sts. & Public Square; 31 W Bypass, Nashville, Russellville & Scottsville-Louisville Roads; Fairview Ave.; Broadway.
Neighborhood Shopping Centers-Broadway; Bypass-31 W Alternate; Russellville Rd.; Scottsville Rd.; 31 W South; Fairview Avenue.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bowling Green Sq.	NA	Sears, Woolworth
Fairview Plaza(19)	NA	Reeves, K mart
Western Gtwy.(15)	NA	Rose's, Houchen's, Taylor Drug
Bowling Green Center(11)	NA	Kroger
Kings Plaza(15)	NA	Revco,

		Winn-Dixie, Hancocks
Northgate Ctr	NA	Gibson's, Reeves
Greenwood	NA	JCPenney, Osco, Caster-Knott, Snyders, Wal-Mart
Brite Center	NA	Winn-Dixie

Principal Shopping Days-Mon., Fri. through Sun.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Caster-Knott; Rose's; K mart; Snyder's; Wal-Mart.
Discount Stores-Gibson; Dollar General; Sportswear Mart.
Variety Stores-Woolworth.
Chain Drug Stores-SupeRx 2; Taylor's 2; Carpenter-Dent-Sublett 3; Osco; Begley's; Revco.
Chain Supermarkets-Kroger's; Houchins 6; Key Markets; Tucker's Minit Mkts. 2; Schnucks; Jr. Foods; Winn-Dixie 2; Big Star 2.
Other Chain Stores-Firestone; Singer Co.; Dollar Bros. (shoes); Sherwin-Williams; Pittsburgh Paint; S&H Green Stamps; Goodyear; Zale's Jewelers; Radio Shack; Western Auto; Adams Shoes; Hancock Fabric; Pic Way; Payless; Golden Farley; Behr's; Connie Shoes; B. Dalton Bookseller; Naturlizer; B&B Service Center; Hallmark; Merle Norman; Grandma Loves Cookies; General Nutrition Center; Ormand; Musicland; Gallenkamp Shoes; Clifford's Jewelry; Brook; Command Performance; Kinney Shoes; Earring Tree; Waldenbooks; World Bazaar; Embrys; Clifford's Keepsake; Hickory Farms; Kay Bee Toys; Benjamin Moore Paint; Glidden Paint; Bottomhalf; Baskin Robbins; The Junction; Piecegoods Store; Dollar General; Riherd's; Kay's Jewelry; C&H Rausch; Stevensons; Chop Sticks; Bresslers; Zanderman's; Lovemotes; Auto Shack; Computerland; Jo Ann Fabrics; Smokestop; Winners; Nutri-System; Fresher Cooker; Regis Hair Salon; Petland; Royal Optical; Thom McAn; Video Squares.

14 - NEWSPAPERS: DAILY NEWS (e-mon to fri) 21,067; (S) 24,637; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Mary Gaines, Nat'l Adv. Mgr., DAILY NEWS, 813 College St., Bowling Green, KY 42101; Tel. (502) 781-1700.
National Representative: Branham/Newspaper Sales.

CORBIN

1 - LOCATION: Whitley & Knox Counties. E&P Map E-3. Junction of Whitley-Knox, Laurel Counties. Lexington, KY, 87 mi. N.Knoxville, TN, 100 mi. S.On U.S. Hwys. 25, 25-E, 25-W; State Hwys. 6, 90, 26,312; Interstate 75.

2 - TRANSPORTATION: Railroads-Louisville & Nashville.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Tennessee Air.

3 - POPULATION:
Corp. City 80 Cen. 8,075; E&P 85 Est. 9,074
Counties 80 Cen. 63,635; E&P 85 Est. 67,061
Whitley 80 Cen. 33,396; E&P 85 Est. 35,618
Knox 80 Cen. 30,239; E&P 85 Est. 31,443

4 - HOUSEHOLDS:
City 80 Cen. 3,211; E&P 85 Est. 3,742
Counties 80 Cen. 21,283; E&P 85 Est. 23,186
Whitley 80 Cen. 11,338; E&P 85 Est. 12,533
Knox 80 Cen. 9,945; E&P 85 Est. 10,653

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$151,000,000

6 - PASSENGER AUTOS: Knox Co. 9,533; Whitley Co. 14,781.

7 - ELECTRIC METERS: Residence 3,192.

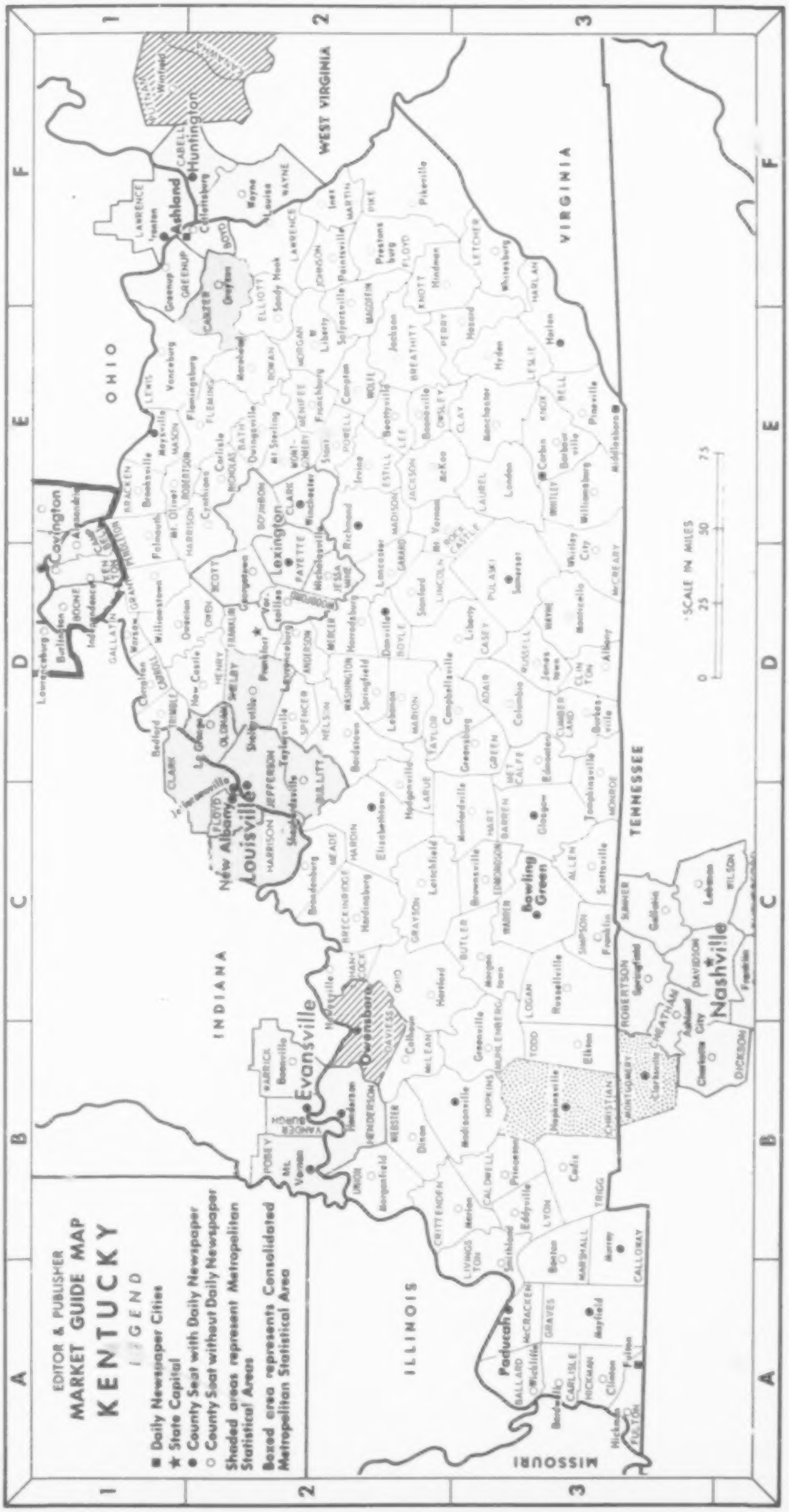
8 - GAS METERS: Residence 5,009.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Railroad (shops, yards, offices) 1,121 ($300); Coal Cleaning Plant 67 ($354); Bricks 60 ($198); Electrical Prod. (325 emp.) ($189); Woven Wire Prod. 279 ($210); Greeting Cards 1,157 ($201); National Cash Register NA ($223).
Principal Industrial Pay Days-Sat. 14 & 29.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 60-90; Fall 30-70; Winter 20-60. First killing frost, Oct. 3; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main St.; 2 on Center St.; and a 4 block area in South Corbin and Trademart Shopping Center.
Neighborhood Shopping Centers-In East, North and West Corbin.
Principal Shopping Days-Sat., Mon., Fri., and railroad pay days, twice monthly.
Stores Open Sundays-Drug; Grocers; Department; Discount Stores.


EDITOR & PUBLISHER
MARKET GUIDE MAP
KENTUCKY
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed area represents Consolidated Metropolitan Statistical Area
SCALE IN MILES
0 25 50 75
OHIO
INDIANA
ILLINOIS
MISSOURI
TENNESSEE
VIRGINIA
WEST VIRGINIA
Louisville
Lexington
Frankfort
Covington
Ashland
Huntington
Evansville
Owensboro
Paducah
Bowling Green
Nashville
Corbin
A
B
C
D
E
F
1
2
3

13 - RETAIL OUTLETS: Department Stores-JCPenney; Belk-Simpson; Daniel's; Rose's; Heavy Equipment: Whayne Supply.
Variety Stores-Dollar Stores; Southern Dollar Stores.
Discount Stores-Howard Bros.; K mart; Lowe's.
Chain Drug Stores-Walgreens 2; Rexall.
Chain Supermarkets-IGA 2; Convenient Super 2; Piggly Wiggly; Kroger's; Pic Pac; Winn-Dixie.

14 - NEWSPAPERS: TIMES-TRIBUNE (e-mon to fri; S) 7,565; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: James L. Crawford, Pub., TIMES-TRIBUNE, Kentucky & Monroe Sts., Corbin, KY 40701; Tel. (606) 528-2464.
National Representative: Thomson Newspapers.

COVINGTON

1 - LOCATION: Kenton County. E&P Map D-1 (In Cincinnati, OH-KY-IN PMSA). N Kentucky across Ohio River from Cincinnati, OH. U.S. Hwys. 25, 27, 42, 127; I-75, I-71 serv. the area. Mfg. & agric. ctr.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio; Louisville & Nashville; Southern.
Airlines-American; Delta; Eastern; North Central; Piedmont; TWA; United; USAir.
Bus Lines-Greyhound; Trailways; Transit Authority of Northern Kentucky.

3 - POPULATION:
Corp. City 80 Cen. 49,013; E&P 85 Est. 47,434
County 80 Cen. 137,058; E&P 85 Est. 138,073
PMSA 80 Cen. 1,401,403; E&P 85 Est. 1,441,619
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 18,505; E&P 85 Est. 18,920
County 80 Cen. 48,062; E&P 85 Est. 50,003
PMSA 80 Cen. 498,649; E&P 85 Est. 528,976

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	40	N.A.
Savings & Loan	35	N.A.

6 - PASSENGER AUTOS: County 68,384.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers-Kenton County: Covington 15 blocks; Erlanger & Elsemere 6 blocks; Ludlow 4 blocks; Campbell County: Newport 10 blocks; Bellevue & Dayton 6 blocks; Fort Thomas 6 blocks; Boone County: Burlington 4 blocks; Florence 6 blocks; Hebron 3 blocks; Walton 4 blocks.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Crestview Mall	NA	McAlpins
Edgewood(8)	9	K mart, Gray Drug
Expressway(11)	7	Kroger
Florence Mall	12	JCPenney, Sears, Pogues, Gray Drug, Lerner, Shillito's
Latonia(10)	4	Meijer Sq., Value City, Walgreens
Newport(42)	1	JCPenney, Kroger, Walgreens
Newport Mall(9)	1	Thriftway Mkt., Becker Drugs
Zayre	5	Zayre, Walgreens, McHales

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-All in shpg. ctrs., Mon. through Sat. Downtown Covington, Newport, Erlanger, Fort Thomas, Bellevue & Dayton open Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; McAlpins, Covington & Newport; Shillito's; Pogues; Sears.
Discount Stores-Van Leunenhs; Meijer Sq.; K mart; Zayre; Value City; Gold Circle.
Variety Stores-Kresge; Woolworth; Ben Franklin.
Chain Drug Stores-SupeRx; Walgreens; Becker; Sav-All.
Chain Supermarkets-Kroger 8; Thriftway 3; IGA 7; Food Mart; Stop-N-Go 9; Remke's 2; King Kwik 8; U-Tote-M Foods 7; Larry's Foods 2.
Other Chain Stores-Goodrich; Goodyear; Firestone; Western Auto; Richman Bros.; Thom McAn; Hill Bros.; Schiff Shoes; Martin's; Spiegel (catalog); Nobil Shoes; Sherwin-Williams; Harolde's; Gallenkamp Shoes.

14 - NEWSPAPERS: KENTUCKY POST (e) 46,591; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: George McIlveen, Adv. Dir., KENTUCKY POST, 421 Madison Ave., Covington, KY 41011; Tel. (606) 292-2600.
National Representative: Gannett Media Sales.

DANVILLE

1 - LOCATION: Boyle County. E&P Map D-2. County Seat. 36 mi. SSW of Lexington.

2 - TRANSPORTATION: Railroads-Southern; L&N.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 12,942; E&P 85 Est. 14,496
CZ-ABC: (80) 12,942
RTZ-ABC: (80) 66,718
County 80 Cen. 25,066; E&P 85 Est. 26,503
City & RTZ-ABC: (80) 79,660

4 - HOUSEHOLDS:
City 80 Cen. 4,750; E&P 85 Est. 5,399
County 80 Cen. 8,816; E&P 85 Est. 9,645
CZ-ABC: (80) 4,750
RTZ-ABC: (80) 23,441
City & RTZ-ABC: (80) 28,191

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$149,185,000
Savings & Loan	2	$63,742,068

6 - PASSENGER AUTOS: County 12,320.

7 - ELECTRIC METERS: Residence 8,984.

8 - GAS METERS: Residence County 6,000.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Weekly Wage of all manufactuing employees ($258))-Textile 650; Glass 350; Shoe 215; Furniture 146; Distribution 1,006; Appliance 873; Auto 1,064; Conveyor 355; Plastic 36.
Principal Industrial Pay Days-Thur., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-69; Summer 60-97; Fall 47-65; Winter 30-48. First killing frost, Oct. 10; last killing frost, Apr. 25.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: Downtown Shopping Center-4 blocks on Main; 1 on N 4th; 1 on S 4th; 1 on N 3rd; 1 on S 3rd.
Neighborhood Shopping Centers-1 block on S 4th (4 Units); 1 block on Stanford Ave. (5 Units).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Greenleaf	2	Super Key Mkt., Greenleaf Furniture
Danville Manor	2	Rose's, Winn-Dixie, Watson's, Begley's
Danville Sq.	2	Wal-Mart, Pic 'N Pay, Revco, Radio Shack
Ridgefield	3	Kroger, K mart, Taylor Drug

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Downtown Fri.; Danville Manor, Danville Square & Ridgefield every weekday night and Sunday.

13 - RETAIL OUTLETS: Department Stores-Hub-Frankels; Louisville Store; Rose's; Heck's; Wal-Mart; K mart; Watson's.
Chain Supermarkets-Kroger; Pic Pac; Super Key Market; Winn-Dixie; Foodtown.
Other Chain Stores-Goodyear; Sherwin-Williams; Devoe Paint; Pic 'N Pay Shoes; Behr's; Cato; Adams Shoes; Lowe's; Sears Catalog; Montgomery Ward; JCPenney catalog.

14 - NEWSPAPERS: ADVOCATE-MESSENGER (e-mon to fri) 11,945; KENTUCKY-ADVOCATE (S) 12,754; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Michael G. Elliott, Adv. Mgr., ADVOCATE-MESSENGER, 326 W. Walnut, Danville, KY 40422; Tel. (606) 236-2551.
National Representative: Landon Associates.

ELIZABETHTOWN

1 - LOCATION: Hardin County. E&P Map C-2. County Seat. Military (Fort Knox), indust., agric. and tourist area; in central Kentucky at crossroads, I-65 (N & S), and Bluegrass and Western Pkwy. (Hwy. 62-E & W).

2 - TRANSPORTATION: Railroads-Illinois Central; Louisville & Nashville.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-All major lines at Louisville (40 mi.).

3 - POPULATION:
Corp. City 80 Cen. 15,380; E&P 85 Est. 16,279
NDM-ABC: (80) 98,737
County 80 Cen. 88,917; E&P 85 Est. 94,115

4 - HOUSEHOLDS:
City 80 Cen. 5,788; E&P 85 Est. 6,292
County 80 Cen. 24,610; E&P 85 Est. 27,203
NDM-ABC: (80) 28,098

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	2	$100,000,000
Commercial	7	$200,000,000

6 - PASSENGER AUTOS: County 38,555.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: 4,588 (City).

9 - PRINCIPAL INDUSTRIES: Rubber Belts; Electric Cable; Magnets; Sealants; Ice Cream; Clothing; Business Forms; Printers Ink.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-75; Summer 55-100; Fall 20-75; Winter 0-70. First killing frost, Nov. 7; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Nearby Shopping Centers(No. of Stores)-Helmwood Plz. (23); Elizabethtown Plaza (22); North Mulberry (6); Redmar Plz. (20); Radcliff Plz. (15); Towne Mall (53) will open Oct. 16.
Principal Shopping Days-Thur., Fri., Sat.
Best Food Days-Mon., Thur.
Stores Open Evenings/Sundays-Discount and most Supermarkets open until 9 p.m. (Major discounters & Super Mkts. open until 6 p.m. Sun.) Major Shpg. Ctrs. until 9 every evening.

13 - RETAIL OUTLETS: Department Stores-The People's Store 2; Sears.
Discount Stores-Rose; K mart; Heck's; Wal-Mart.
Variety Stores-TG&Y; Murphy's Mart; Sears Surplus Store.
Chain Drug Stores-Taylor; SupeRx; Begley's; Walgreens.
Chain Supermarkets-IGA; Kroger 2; Winn-Dixie 2; Houchein's 4; Convenient 2; Kwik Shop 4.
Other Chain Stores-Firestone; Goodrich; Goodyear; Western Auto; Ethan Allen Gallery; Montgomery Ward; True Value Hardware; Coast-to-Coast Hardware; Sears; JCPenney (catalog).

14 - NEWSPAPERS: NEWS-ENTERPRISE (e-mon to fri) 15,514; March 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Tom Shreve, Adv. Mgr., NEWS-ENTERPRISE, 408 W. Dixie, Elizabethtown, KY 42701; Tel. (502) 769-2312.
National Representative: Landon Associates.

FRANKFORT

1 - LOCATION: Franklin County. E&P Map D-2. State capital. On the N and S sides of the Kentucky River, a tributary of the Ohio River, fully navigable. Floodwall protects most of city. On U.S. Hwys. 60, 421, 127 & I-64.

2 - TRANSPORTATION: Railroads-L&N; F&C.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Eastern; Piedmont; Delta; Frontier; all at Bluegrass Field, Lexington (17 miles from Frankfort).

3 - POPULATION:
Corp. City 80 Cen. 25,973; E&P 85 Est. 27,839
County 80 Cen. 41,830; E&P 85 Est. 44,834
Demographic Information Available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,392; E&P 85 Est. 11,480
County 80 Cen. 15,681; E&P 85 Est. 17,374

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$483,000,000
Savings & Loan	2	$127,000,000

6 - PASSENGER AUTOS: County 22,612.

7 - ELECTRIC METERS: Residence 12,740.

8 - GAS METERS: Residence 9,461.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Distilling 700 ($210); State Gov't. 10,200 ($224); Underwear 900 ($200); Auto Machinery, Gauges, Brakes, Appliances 600 ($304).

10 - CLIMATE: Min. & Max. Temp.-Spring 44-80; Summer 65-95; Fall 47-80; Winter 20-42.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Franklin Sq.(15)	3	Kroger, JCPenney, Taylor Drug
Century Plaza(9)	3	Wal-Mart, Buy-Low Foods, Behr's
Eastwood(18)	3	Sears, Gateway, Begley Drug
Frankfort Plaza(8)	1	Radio Shack, Yagel Hdwe.
Winn-Dixie(6)	3	Winn-Dixie
Capital Center(6)	3	Winn-Dixie, K mart, Rite Aid
Brighton Park Mall(15)	4	Taylor Drug, Kroger, Ace Hdwe.
Ridgeview(1)	3	Heck's
Mare Manor (2)	3	Winn-Dixie, Revco

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney.
Variety Stores-Wal-Mart.
Discount Stores-K mart; Heck's.
Chain Drug Stores-Walgreens; Rexall; Taylor 2; Begley; Rite Aid; Revco.
Chain Supermarkets-Kroger 2; Winn-Dixie 2; Gateway; Pic Pac; Buy-Low.
Other Chain Stores-Singer; Goodyear; Sherwin-Williams; LeRoy's; Adams Shoes; Midas; Firestone; Lowes; Family Dollar; Dollar General; Behr's; Sportsweat Mart; Fashion Big; Big "O" Tires.

14 - NEWSPAPERS: STATE JOURNAL (e-mon to fri) 10,344; (s) 11,514; sworn Sept. 25, 1984.
Local Contact for Advertising and Merchandising Data: C.A. McClain, Adv. Dir., STATE JOURNAL, 321 W. Main St., Frankfort, KY 40601; Tel. (502) 227-4556.
National Representative: Landon Associates.

FULTON, KY-
SOUTH FULTON, TN

1 - LOCATION: Fulton County (KY) and Obion County (TN). E&P Map A-3. 45 mi. SE of Paducah, 125 mi. N of Memphis, TN. On U.S. Hwys. 51, 45; State Hwys. 94, 307 and Purchase Parkway.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf; Amtrak.
Motor Freight Carriers-7.
Intercity Bus Lines-Trailways; Greyhound.

3 - POPULATION:
Corp. Cities 80 Cen. 5,872; E&P 85 Est. 5,478
Fulton, KY 80 Cen. 3,137; E&P 85 Est. 2,910
S. Fulton, TN 80 Cen. 2,735; E&P 85 Est. 2,568
Counties 80 Cen. 41,752; E&P 85 Est. 41,746
Fulton, KY 80 Cen. 8,971; E&P 85 Est. 8,479
Obion, TN 80 Cen. 32,781; E&P 85 Est. 33,267

4 - HOUSEHOLDS:
Cities 80 Cen. 2,401; E&P 85 Est. 2,299
Fulton, KY 80 Cen. 1,308; E&P 85 Est. 1,269
S. Fulton, TN 80 Cen. 1,093; E&P 85 Est. 1,030
Counties 80 Cen. 15,463; E&P 85 Est. 16,013
Fulton, KY 80 Cen. 3,384; E&P 85 Est. 3,353
Obion, TN 80 Cen. 12,079; E&P 85 Est. 12,660

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$90,000,000
Savings & Loan	1	$27,000,000

6 - PASSENGER AUTOS: Counties: Fulton, KY 3,871; Obion, TN 21,178.

7 - ELECTRIC METERS: Residence Fulton, KY 1,794; S. Fulton, TN 1,229.

8 - GAS METERS: Residence Fulton, KY 1,081; S. Fulton, TN 945.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Garments 837; Dairy 150; Seed Packaging 350; RR 250; Printing 110; Misc. 175.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Acid, very soft, fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Carr Plaza(3)	3	Big John, Wal-Mart, SupeRx
So. Fulton(11)	1	Otasco
Southern Vlg.(8)	1	Southside Drugs

13 - RETAIL OUTLETS: Department Stores-Leader Store; Kasnow; K. Homra.
Variety Stores-Ben Franklin.
Discount Stores-Wal-Mart; Dollar General Store.
Chain Drug Stores-City; Southside; Evan's Rexall; SupeRx.
Chain Supermarkets-Big John; Pic Pac.
Other Chain Stores-Noffel's; Family Shoes; Goodyear; Sherwin-Williams; Roper Television; Wood Television; Irene's Women's Apparel; Huddleston's Electrical & Hdwe.; Fulton Hdwe.; Graham Furn.; Wade Television; Otasco.

14 - NEWSPAPERS: LEADER (e-mon to fri) 2,994; sworn Mar. 31, 1985.

Local Contact for Advertising and Merchandising Data: William Mitchell, Asst. Pub., LEADER, State Line & Washington Sts., Fulton, KY 42041; Tel. (502) 472-1121.
National Representative: Landon Associates.

GLASGOW

1 - LOCATION: Barren County, E&P Map C-3, County Seat. Agric. & mfg. area. SC portion of state. 90 mi. S of Louisville on U.S. Hwy. 31-E, 68, State Hwys. 35, 63, 80, 90, & 249; 9 mi. via direct connection East of I-65. Glasgow Airport is 2 mi. from city limits.

2 - TRANSPORTATION: **Railroads**-L&N
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 12,958; E&P 85 Est. 14,549
NDM-ABC: (80)34,009
County 80 Cen. 34,009; E&P 85 Est. 35,645
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,864; E&P 85 Est. 5,316
NDM-ABC: (80)12,267
County 80 Cen. 12,267; E&P 85 Est. 13,225

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$155,612,000
Savings	5	$155,612,000
Savings & Loans	3	$63,828,550

6 - PASSENGER AUTOS: County 15,950.

7 - ELECTRIC METERS: Residence 4,632.

8 - GAS METERS: Residence 3,661.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Automotive 1,450; Axle 335; Building Materials 70; Electronics 620; Feed, Meal, Fertilizers 62; Food Proc. 218; Printing 400; Textiles 575; Woodworking 65.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-85; Summer 58-100; Fall 35-95; Winter -10-43. First killing frost, mid Oct.; last killing frost, late March.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Happy Valley(65)	2	Houchen's
Park Ave.(12)	1	S&H Stamps, Houchen's
Central	3	K mart, Houchen's, Watsons
Grinstead's(7)	2	Begley Drug, Cato
Glasgow Sq.(6)	2	Wal-Mart

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Fri., downtown; nightly at shpg. ctrs.

13 - RETAIL OUTLETS: **Department Stores**-National; JCPenney; Lerman Bros.; Bernards; Ira Watson Stores.
Variety Stores-Newberry's; Dollar General; Family Dollar.
Discount Stores-Heck's; Wal-mart; K mart.
Chain Drug Stores-Ely's Walgreens 4; Begley's; Geo. J. Ellis Riteway Drugs; Glasgow Prescription; Towne & Country.
Chain Supermarkets-Houchen's 4; IGA; Jr. Foods; Mint Mart.

14 - NEWSPAPERS: TIMES (e-mon to fri) 7,415; (S) 7,379; sworn Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Harold Spear, Adv. Dir., TIMES, 100 Commerce Dr., Glasgow, KY 42141; Tel. (502) 678-5171.
National Representative: Papert Companies.

HARLAN

1 - LOCATION: Harlan County, E&P Map E-3, County Seat. In extreme SE part of the state at the headwaters of the Cumberland River. On state Hwys. 72, 38, U.S. Hwys. 119, 421.

2 - TRANSPORTATION: **Railroads**-Louisville & Nashville.
Motor Freight Carriers-4.
Intercity Bus Lines-Bristol-Jenkins Bus Lines.

3 - POPULATION:
Corp. City 80 Cen. 3,024; E&P 85 Est. 2,935
CZ-ABC: (80) 4,234
RTZ-ABC: (80) 37,655
County 80 Cen. 41,889; E&P 85 Est. 42,845
City & RTZ-ABC: (80) 41,889
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,191; E&P 85 Est. 1,215
CZ-ABC: (80) 1,607
RTZ-ABC: (80) 12,242
County 80 Cen. 13,849; E&P 85 Est. 14,615
City & RTZ-ABC: (80) 13,849

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$74,120,000

6 - PASSENGER AUTOS: County 15,457.

7 - ELECTRIC METERS: Residence: 1,500.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Coal Mining 4,000 ($400); Lumber 1,650 ($150); Railroad 400 ($250).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. & Temp.-Spring 50-80; Summer 60-95; Fall 45-75; Winter 0-65. First killing frost, Oct. 18; last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main St.; 1 on Second; 3 on Central; 2 on First; 1 on Cumberland Ave.
Shopping Centers-3 mi. S of town on U.S. 421; Shopping Center 4 miles S on US 421; Kroger, K mart.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mack's Family Center(7)	2	Mack's, Ben Franklin
Village Center	NA	Radio Shack, K mart, Kroger, Belk's, Magic Mart
Woodland Plaza(15)	1	A&P, Sears, TG&Y

Principal Shopping Days-Mon., Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Powers & Horton; Collins; Belk's; Alex; Sears; Pope & Cawood; Kregar's; K mart.
Discount Stores-Dixie; Dollar General; Mack's Family Center; Southern Dollar; Save-Rite; Super Dollar.
Variety Stores-TG&Y; Newberry; Majic Mart.
Chain Drug Stores-Lee (Rexall); Creech (Walgreens); Super X.
Chain Supermarkets-A&P; Mack's; Cas Walker's; Kroger.
Other Chain Stores-Modern Electric; Fuller's; Harlan Farmers Supply; Star Furniture; Pope Cawood; McComb Supply Co.; Lee Furniture; Cato's.

14 - NEWSPAPERS: ENTERPRISE (e) 7,540; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Jim Kennedy, Adv. Dir., ENTERPRISE, PO Drawer E, Harlan, KY 40831; Tel. (606) 573-4510.
National Representative: Landon Associates.

HENDERSON

1 - LOCATION: Henderson County (In Evansville IN-KY MSA). E&P Map B-2. County Seat. 300 mi. from Chicago, 140 mi. from Louisville, 160 mi. from St. Louis.

2 - TRANSPORTATION: **Railroads**-L&N and IC.
Intercity Bus Lines-Greyhound; Evansville and Ohio Valley.
Airlines-Eastern; USAir; Evansville. Loc. Airport for pvt. planes.

3 - POPULATION:
Corp. City 80 Cen. 24,834; E&P 85 Est. 26,741
CZ-ABC: (80) 24,834
RTZ-ABC: (80) 34,904
MSA 80 Cen. 276,252; E&P 85 Est. 285,009
County 80 Cen. 40,849; E&P 85 Est. 42,310
City & RTZ-ABC (80) 59,738
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 9,453; E&P 85 Est. 10,481
County 80 Cen. 14,688; E&P 85 Est. 15,665
MSA 80 Cen. 101,528; E&P 85 Est. 107,936
CZ-ABC: (80) 9,453
RTZ-ABC: (80) 10,879
City & RTZ-ABC: (80) 20,332

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$210,000,000
Savings & Loan	3	$290,000,000

6 - PASSENGER AUTOS: County 21,163.

7 - ELECTRIC METERS: Residence 10,880.

8 - GAS METERS: Residence 9,600.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Furn. Mfg. 250 ($100); Needle Industries 250 ($90); Plastics 800 ($130); Aluminum Rendering 600 ($185); Axle Assembly 350 ($165) Steel Prod. (wheel rims) 300 ($165).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 70-95; Fall 40-70; Winter 18-70. First killing frost, Oct. 15; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 block sq. bounded by Water, Green, Washington and Third; Eastgate Shpg. Ctr.; Old Orchard Shpg. Ctr.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Department-Mon., Fri. Food, Supermarkets-Daily.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears.
Variety Stores-J.J. Newberry; Ben Franklin.
Discount Stores-Kuhn Bros.; Big G; K mart; Wal-Mart; Heck's.
Chain Drug Stores-Dunnaway's; Walgreens; Haag's; Sav Rite; Slaver.
Chain Supermarkets-Dixie Marts; Sureway 3; Dick's Finer Foods 3; D&M Family Foods; Del's Key Market.
Other Chain Stores-Goodyear; Western Auto; Audubon Tire Ctr.; Ewing Tire Ctr.; Mac's Apparel; Montgomery Ward; Valley Firestone; Big G (home improvement); Young's Family Ctr. (clothing).

14 - NEWSPAPERS: THE GLEANER (m-tues to sat) 10,781; (S) 13,576; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Steve Austin, Adv. Dir., THE GLEANER, 455 Klutey Park Plaza, Henderson, KY 42420; Tel. (502) 827-2000.
National Representative: Story & Kelly-Smith.

HOPKINSVILLE

1 - LOCATION: Christian County, E&P Map B-3 (In Clarksville-Hopkinsville, TN-KY MSA). Located within a 300 mi. radius of Indianapolis, Evansville, Knoxville, Louisville, Nashville, and St. Louis. At junction of Pennyrile Pkwy. & U.S. Hwy. 68, 41, 41A, State Hwys. 80, 91, 107, 109.

2 - TRANSPORTATION: **Railroads**-Illinois Central; Louisville & Nashville.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Bowling Green-Hopkinsville.

3 - POPULATION:
Corp. City 80 Cen. 27,318; E&P 85 Est. 27,405
CZ-ABC: (80) 27,318
RTZ-ABC: (80) 73,722
County 80 Cen. 66,878; E&P 85 Est. 67,091
MSA 80 Cen. 150,220; E&P 85 Est. 157,617
City & RTZ-ABC: (80) 101,040
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 9,955; E&P 85 Est. 11,200
County 80 Cen. 19,646; E&P 85 Est. 20,200
MSA 80 Cen. 46,844; E&P 85 Est. 50,781
CZ-ABC: (80) 9,955
RTZ-ABC: (80) 22,047
City & RTZ-ABC: (80) 32,002

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$268,368,700
Savings & Loan	2	$92,654,052

6 - PASSENGER AUTOS: County 23,026.

7 - ELECTRIC METERS: Residence 22,422.

8 - GAS METERS: Residence 9,525.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lighting 500; Clothing 350; Milling 65; Springs 150; Wire 500; Plastic 128; Rivets 107; Bowling Balls 223; Furniture-Hardware 150; Synthetic Graphite 30; Non-Woven Textiles 78; Metal Extrusion 25; Furniture 35; Auto Fascias 100; Paper Products 50; Hydraulics 20.

10 - CLIMATE: Average Temp.-Winter 32-40; Summer 74-79.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Days**-Mon., Fri., Sat.
Nearby Shopping Areas-Skyline, N. Main, Indian Hills and Fort Campbell Blvd., Park Plaza, Pennyrile Mall; Brick Yard Plaza.
Stores Open Evenings-Mon. through Sat. 9-9; Sun. 1-6.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; Cayce Yost; Dollar Store 2.
Discount Stores-Wal-Mart.
Variety Stores-Woolworth; Kress; Dollar; Triangle; Heck's.
Chain Drug Stores-Walgreens; Thrif-T 2; Rite-Aid; Wood's Rexall; Revco 2; Medicine Shoppe; Begley; Sav-More.
Chain Supermarkets-Kroger; IGA 3; Joiners; Houchen's; Drury Bros.; Minit-Mkts. 7; Sav-A-Lot; Martins Cee Bee; Winn-Dixie; Giles.
Other Chain Stores-Auto: Firestone. Furniture: Herb Hays, Keach, Edna's, Boulevard, Furniture Outlet. Women's Wear: Thrifty Shop, Klein's, Arnolds, Carothers, Stuart's, Unicorn, Buck's, Brooks, That's All, Social Butterfly, Jackson Purchase, Occasions, Ky Miss. Men's Wear: Wade's, Boyd's, Marshall's; Golden-Farley. Shoes: Burnett, Nobil, Butler's, Pic-Way. Other: Briggs-Stanfill, Sears (catalog), Singer, Jo Ann Fabrics, Paper Mill, Radio Shack, Sherwin-Williams, Waldenbooks.

14 - NEWSPAPERS: KENTUCKY NEW ERA (e) 15,888; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Mark Lee, Gen. Adv. Mgr., KENTUCKY NEW ERA, 1618 E. 9th St., Hopkinsville, KY 42240; Tel. (502) 886-4444.
National Representative-Landon Associates.

LEXINGTON

1 - LOCATION: Fayette County, E&P Map D-2. (In Lexington-Fayette MSA). County Seat. Second largest city in Kentucky. Shipping and wholesale center for central and E Kentucky. Livestock and general farming; horse breeding and sales; loose leaf tobacco; education; medical; tourist; small manufacturing; army depot. 84 mi. S of Cincinnati; 80 mi. E of Louisville; 140 mi. W of Huntington; 194 mi. N of Knoxville. On U.S. Hwys. 25, 27, 60, 68 & 421; State Hwys. 922 & 956; I-64 & 75; Blue Grass Parkway.

2 - TRANSPORTATION: **Railroads**-Seaboard System; Southern Railway.

Motor Freight Carriers-53.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Delta; Piedmont; USAir; ComAir; Tennessee Airways; Allegany; United.

3 - POPULATION:
City/County 80 Cen. 204,165; E&P 85 Est. 206,562
CZ-ABC: (80) 204,165
RTZ-ABC: (80) 318,961
MSA 80 Cen. 318,136; E&P 85 Est. 323,586
City & RTZ-ABC: (80) 523,126

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City/County 80 Cen. 75,440; E&P 85 Est. 78,601
CZ-ABC: (80) 75,440
RTZ-ABC: (80) 109,345
MSA 80 Cen. 113,924; E&P 85 Est. 119,400
City & RTZ-ABC: (80) 184,785

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	$1,677,225,000
Savings & Loan	5	$325,439,947

6 - PASSENGER AUTOS: County 128,588.

7 - ELECTRIC METERS: Residence 80,096.

8 - GAS METERS: Residence 45,985.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Services and Mining 33,800; Mfg. 28,500; Construction 6,400; Comm., Util. 4,200; Agriculture 5,521; Govt. 30,900.

Principal Industrial Pay Days-Mon. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-79; Summer 48-95; Fall 26-83; Winter 6-62. First killing frost, Oct. 14; last killing frost, May 4.

11 - TAP WATER: Alkaline, medium, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-9 blocks on Main St.; 5 on Short St.; 3 on Limestone St.; 3 on Upper St.; 2 on Broadway; 2 on Mill St.; 1 on Walnut St.; 1 on Esplanade.

Neighborhood Shopping Centers-3 blocks at Idle Hour; 3 blocks at Gardenside; 5 blocks on Euclid, High St. & Tates Creek Pike; 1 block on Harrodsburg Pike Lafayette Centers; 5 blocks on Winchester Pike; 1 block on S. Limestone; 2 blocks on N. Broadway; 2 blocks on Harrodsburg Pike at old city limits; 3 blocks on Zandale; 1 block on Versailles Pike; 8 blocks on Southland Dr.; 3 blocks on Northern Belt-Line; 3 blocks on Leestown Pike; 5 blocks on Eastland, New Circle Rd. & Winchester Pike; 3 blocks on Gardenside Dr.; 4 blocks on Second & Deweese Sts.; 2 blocks on Georgetown St.; 1 block on Hi Acres; 3 blocks in Northland Shopping Center; 2 blocks on E. Third St. at Race & on Waller Ave.; Crossroads, 2 blocks on Nicholasville Rd.; N. Park on New Circle Rd.; S. Park on Nicholasville and New Circle Rds.; 3 blocks on Woodhill Dr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
N. Broadway	2	Begley, Winn-Dixie
Landsdowne(30)	3	Pic Pac, Begley
Southland(125)	3	Welgo, Kroger, Foodtown, Begley
Chevy Chase(40)	1	Kroger
Meadowthorpe(40)	2	Winn-Dixie
Idle Hour	3	Winn-Dixie
Eastland(62)	2	Woolworth, Kroger, Winn-Dixie, Begley
Lakeview Plz.(15)	3	K mart, Kroger
Zandale(21)	4	Begley Drug,
Gainesway Mall(8)	4	Foodtown, Taylor Drugs
Gardenside(32)	4	Heck's, Kroger
Imperial(12)	3	Begley Drug
Hi-Acres(7)	4	Gateway
Turfland(44)	3	Mont. Ward, McAlpin, JCPenney
Romany Rd.(12)	2	Randall's
Lexington(53)	2	McAlpin, Randall's
Fayette(78)	4	Shillito's, Sears, Stewarts
Crossroads Plaza(19)	4	Randall's, Begley Drug
N. Park(26)	3	Hills, Kroger, SupeRx
S. Park(25)	4	Hills, Kroger, Begley
Woodhill(30)	4	Foodtown, Service Merchandise, Steinmart
Civic Center Shops(22)		
Park Hills(20)	6	Foodtown, Begley
Chinoe Vlg.(15)	4	Winn Dixie
Stonewall Ctr.(16)	5	Foodtown, Rite-Aid
Regency Ctr.(15)	3	Childrens Palace, Kroger

Principal Shopping Days-Department stores, Mon. & Sat.; Food, Wed., Fri. & Sat.

Stores Open Evenings-Downtown, Mon. & Fri.; Eastland, Mon., Thur. & Fri.; Southland, Fri.; Chevy Chase, Fri.; Meadowthorpe, every night; Zandale, Fri.; Turfland, Fayette and Lexington Civic Center, every night ex. Sun.

13 - RETAIL OUTLETS: Department Stores-Wolf Wile; Stewarts; Snyders; Montgomery Ward; Sears; Welgo 3; Shillito's; McAlpin 2; Meyer's; JCPenney; Hill's 2.

Discount Stores-K mart 3; Heck's 3; Gold Circle; Service Merchandise 2; Hill's 2.

Variety Stores-Woolworth 2; Southern Dollar 3; Ben Franklin; TG&Y.

Chain Drug Stores-Walgreens 2; SupeRx 2; Heck's 3; Begley 10; Rite-Aid 3; Taylor Drugs 4.

Chain Supermarkets-Kroger 7; Winn-Dixie 6; Mini-Marts 3; Buy-Low 2; Convenient 23; Randall's 6; Gateway; Foodtown 5; Kentucky Food Store 11; PDQ 2; Bestway; Pic Pac 2.

Other Chain Stores-Thom McAn; Baker Shoes; Western Auto; B.F. Goodrich; Singer Co. 2; Shackleton's (musical supplies); Porter Paint Service; Sherwin Williams; Firestone; Lerner's; Midas; Richman Bros. (clothing); S&T Stores; Florsheim Shoes; Piece Goods Shop, Inc. 3.

14 - NEWSPAPERS: HERALD-LEADER (m) 114,035; (S) 133,247, Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: Fred Hull, Adv. Dir., HERALD-LEADER, Main & Midland, Lexington, KY 40507; Tel. (606) 231-3100.

National Representative: Knight Ridder Newspaper Sales.

LOUISVILLE

1 - LOCATION: Jefferson County. (In Louisville KY-IN MSA) E&P Map C-2, and D-2. Industrial and wholesale ctr. Fort Knox (Army) Training Ctr., and Ohio River. 113 mi. SW of Cincinnati; 114 mi. S of Indianapolis; 180 mi. N of Nashville; 264 mi. E of St. Louis. On U.S. Hwys. 31, 31-E, 31-W, 42, 69, 62, 150, 460, I-64, I-65 (Kentucky Tpke.), I-71, I-264.

2 - TRANSPORTATION: **Railroads**-Seaboard System; Southern; B&O; C&O; Illinois Central; Conrail.

Freight Carriers-Ohio River Freight (Tonnage (82) 150,723,398); Port of Louisville (Tonnage (82) 5,701,896).

Intercity Bus Lines-Greyhound; Continental Trailways.

Airlines-Eastern; TWA; Piedmont; Ozark; Delta; United; USAir; Florida Express; Ozark; Allegheny Commuter; Comair.

3 - POPULATION:
Corp. City 80 Cen. 298,840; E&P 85 Est. 263,681
CZ-ABC: (80) 781,065
RTZ-ABC: (80) 587,604
County 80 Cen. 684,793; E&P 85 Est. 677,928
MSA 80 Cen. 956,844; E&P 85 Est. 962,772
City & RTZ-ABC: (80) 1,368,669

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 117,178; E&P 85 Est. 109,005
County 80 Cen. 250,478; E&P 85 Est. 255,759
MSA 80 Cen. 340,989; E&P 85 Est. 353,555
CZ-ABC: (80) 285,758
RTZ-ABC: (80) 190,986
City & RTZ-ABC: (80) 476,744

5 - BANKS	NUMBER	DEPOSITS
Banks	10	$529,661,000

6 - PASSENGER AUTOS: County 362,430

7 - ELECTRIC METERS: 302,054

8 - GAS METERS: 233,771

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food Products 9,800; Fab. Metal Prods. 7,700; Mach. Elec. & Non-Elec. 22,900; Tobacco Prods. 6,100; Chem. Prods. 7,600; Construction 18,600; Trans. Comm. & Utilities 20,900; Trans. Equip. 7,500; Wholesale & Ret. Trade 88,700; Printing & Pub. 6,900; Lumber & Wood Prods. 3,700.

Principal Industrial Pay Days-Tues., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-66; Summer 65-87; Fall 46-68; Winter 27-45. First killing frost, Nov. 7; last killing frost, Apr. 1.

11 - TAP WATER: Fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Broadway, Chestnut, Muhammed Ali, Liberty, Jefferson, Market, Main; Shelbyville Rd., betw. Chenoweth Lane & Hurstbourne Lane; Dixie Hwy. betw. Waterson X-way & Page's Lane.

Neighborhood Shopping Areas-Beechmont; Bonnycastle; Churchill Downs; Crescent Hill; Dixie Hwy.; Fairgrounds; Highlands; St. Matthews; Shelby St.; Shively; Southside; Taylor Blvd.; Buechel; Valley Station; Southern Pky.; Berry Blvd.; Westport Road; West Broadway; Hikes Lane; Bon Air; Lyndon; Brownsboro Rd.; Eastern Pkwy.; Poplar Level Rd.; Preston; Bardstown Rd.; Taylorsville Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Algonquin Manor		Winn-Dixie, McCrory
Auburndale(9)	NA	Kroger, SupeRx
Bacon's Shively(18)	8	Bacon's, Winn-Dixie
Bashford Manor(70)	7	Bacon's, Target, Warehouse of Groceries, Snyder's
Bittersweet(20)	NA	Winn-Dixie, U.S. Dollar
Bluegrass Manor(5)	8	Designer Depot, Lowes
Bon Air Manor(21)	NA	Melton Mkt., Drug Emporium
Breckinridge	NA	Winn-Dixie
Brownsboro Rd.(39)	NA	Winn-Dixie
Camelot(14)	NA	Winn-Dixie
Chenoweth Plz.	NA	
Charleston	NA	Goodyear
Cliftboro	NA	Kroger, SupeRx
Colonial Manor	NA	Kroger, Taylor's
Crestwood Station	NA	Winn-Dixie, Begley's, Wal-Mart
Dahlem(12)	NA	
Dixie Manor(41)	8	Stewart's, Snyder's, Winn-Dixie, Walgreens, Service Mdse., Designer Depot
DuPont Village	NA	Buy Low Grocery, Levy Lumber
Eastland(16)	NA	Pic-Pac
Galleria(60)	NA	Bacon's, Byck's, SupeRx
Gardiner Lane(22)	5	Kroger, Cloth World, Woolworth, Pic Pac, Taylor Drugs
Gateway Plaza	NA	Gateway Supermarket
Glengarry	NA	Key Mkt., Dollar General
Grantline Plaza	NA	K mart, Winn-Dixie
Green Tree Mall(78)	5	JCPenney, Sears, O.G. Wilson, Snyder's
Hikes Point Plz.(13)	7	Woolworth, T.J. Maxx
Holiday Manor(31)	7	Kroger, SupeRx
Hurstbourne(36)	NA	Valu, Walgreens
Indian Trail(33)	8	Winn-Dixie, Kroger, Snyder's, Zayre, Designer Depot
Iroquois Manor(48)	6	Kresge, Walgreens, Warehouse of Groceries, Winn-Dixie
J-Town Center(30)	14	Gateway, Winn-Dixie, Target
Jeffersontown	NA	Kroger, K mart
Jefferson Mall(106)	12	JCPenney, Sears, Shillito, Rike's, Stewart's, Walgreens
K mart Plaza	5	K mart, Buy Low
Knob View(11)	NA	Kroger
LaGrange Sq.	NA	Gateway, Key Mkt.
Louisville's First	NA	Kroger, Walgreens
Lynnview(24)	NA	Gateway
The Mall(74)	8	Dawahares, JCPenney, Stewart's, O.G. Wilson
Maryville(15)	NA	Dollar General
McMahan Ctr.(18)	NA	Gateway Supermarket, Radio Shack
McMahan Plz.	NA	Kroger
Medical Plaza(19)	NA	
Mid-City Mall(32)	3	Zayre, Winn-Dixie
Middletown Plaza	NA	Gateway Supermarket, Dollar General
New Albany Plaza	NA	Winn-Dixie, Taylor Drugs
Okolona(9)	NA	IGA
Outerloop(30)	NA	
Outlets Ltd. Mall (35)	NA	Linens 'N Things, Handmacher, Famous Footwear
Oxmoor Ctr.(126)	8	Stewart's, Sears, Shillito Rike's
Plainview Center	NA	Kroger, Taylor Drugs
Plantation(9)	NA	
Poplar Level(24)	NA	
Poplar Plaza(9)	NA	Buy Low Foods
Preston Center(7)	NA	Dollar General
Preston Manor	NA	
Preston Park	NA	Target
Prospect Point	NA	Winn-Dixie
Raceland Mall(34)	9	
Rockford Plaza(10)	NA	Key Mkt.
Rolling Hills Plaza(7)	NA	Kroger, Hancock Fabric
St. Denis(5)	NA	Winn-Dixie
St. Matthews Triangle(12)	NA	Woolworth
Shaker Heights	NA	Gateway Supermarket
Shawnee(5)	NA	Winn-Dixie, Taylor's
Shelbyville Rd.(25)	7	Hykens
Silver Hts.(14)	NA	Key Mkt., Walgreens
Southland Terr.(24)	8	JCPenney, Kroger, Walgreens, Woolworth
Southwick	NA	
Stonefield Sq.	NA	Winn-Dixie
Tradewinds(12)	NA	Kroger
Tradewinds West	NA	Kroger
Tymberwood	NA	SupeRx, T.J. Maxx, Kroger
Value City(4)	3	Walgreens, Winn-Dixie
Value Mall	NA	
Watts(8)	NA	
Westchester(8)	NA	Winn-Dixie
Westland Mall(45)	10	Target
Valley Station	NA	Winn-Dixie, Sears
Village Sq.(8)	NA	Kroger
Village West(10)	NA	Gateway
Westport(50)	NA	K mart
Youngtown Ctr.	2	Bacon's, Austin's, Woolworth

Principal Shopping Days-Mon., Fri., Sat.

Stores Open Evenings-Department, Mon.-Sat.; Downtown, Mon.

13 - RETAIL OUTLETS: Department Stores-Outlets Ltd. Mall 35; Stewart's 5; Snyder's 4; Bacon's 5; JC Penney 4; Sears 4; Shillito Rike's 2.

Discount Stores-Target 5; K mart 12; Value City 2; Zayre 3; Consolidated Sales; Wal-Mart 2.

Variety Stores-Woolworth 4; Kresge; McCrory; Ben Franklin 2; Dollar General 14; Thrift 6.

Catalog Showroom Stores-Service Merchandise 2; O.G. Wilson's 2.

Chain Drug Stores-Taylor 31; Walgreens 20; SupeRx 17; Otto 12; Rouben's Drug World; Wish's 2; Harding; Cox's 4; Jones Apothecary 8; Louisville Apothecary 3; Oak 2; Zegart 2; Mill Discount 3; Drug Emporium.

Chain Supermarkets-Kroger 25; Melton's Food Marts 8; Winn-Dixie 24; Pic Pac 12; Convenient 91.

Voluntary Chain Supermarkets-Key 20; Gateway 5; Majik 24; Valu Supermarkets 4; Buy Low Foods 4.

Other Chain Stores-Men's Apparel and Furnishings: Loevenhart's, Richman Bros. 2, Schupp & Snyder, Fashion Post 2, Levy Bros. 2, Martin's, Rodes 3, Strauss 2, Chapps East Ltd.; Shoes: Hardy 2, Payless 8, Fayva Family Shoes 6, Boston Shoe Co. 2, Knotts 3, Lady Slipper 3, Pix Sample 3, Shoe Room 4, Wenneker's 2, Florsheim 4, Thom McAn, Kinney 2, Boston 3; Women's Apparel: Brooks 4, Embry's 2, Tempo Fashions 3, Lerner 4, Lane Bryant 2, Joy Shop, Fashion Shop 8, Hytken's, Byck's 4, She, Donlevys; Designer Depot 3; T.J. Maxx; Sportswear Mart 2; Paint: Sherwin-Williams 4, Devoe 8, DeHart 2, Porter 13, Jefferson Wallpaper; Auto Supplies: Firestone 14, Goodyear 9, B.F. Goodrich 11, Midas Muffler 7, Big O Tires 13, Gil Mueller 4, Fleenor's 4, Toohey's 5; Home Furnishing: Hubbuch in Kentucky, Bensinger's 3, Carriage House, Crossroads 3, Evans 5, Furn. Liquidators 3, Furn. Showrooms, Heleringer's, Kinnaird & Francke 3, Rhodes-Burford 2, Smith 5; Candy: Russell Stover 4, Fanny Farmer, Barton, Rebecca Ruth; Other: Spiegel Catalog 2, Radio Shack 22, Hi Fi Boys 2, Circuit City 3; Toys: Toys 'R' Us 2, Children's Palace 3, Thornbury's 4, Kay Bee Toys 2; Home Improvement: Levy's 3, Wickes 2, Lowe's 3, Wolohan, Cleveland Home Supply, Home Crafters 2, Furrows 3.

14 - NEWSPAPERS: COURIER-JOURNAL (m) 175,266; TIMES (e) 133,661; COURIER-JOURNAL (S) 331,686, Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: James D. Marchal, Adv. Dir., COURIER-JOURNAL & TIMES, 525 W. Broadway, Louisville, KY 40202; Tel. (502) 582-4088.

National Representative: Sawyer-Ferguson-Walker.

MADISONVILLE

1 - LOCATION: Hopkins County, E&P Map B-2. County Seat. Audubon-Pennyrile area of Western KY. Six mi. from crossroads of Western KY. Tpke. & Pennyrile Parkway. On U.S. Hwys. 41, 41-A, 62, State Hwy. 85. 50 mi. S of Evansville; 80 mi. N of Nashville; 150 mi. SW of Louisville.

2 - TRANSPORTATION: **Railroads**-Illinois Central; Seaboard/L & N.

Motor Freight Carriers-5.

Intercity Bus Lines-Greyhound; Kentucky.

3 - POPULATION:
Corp. City 80 Cen. 16,979; E&P 85 Est. 18,582
CZ-ABC: (80) 16,979
RTZ-ABC: (80) 33,898
County 80 Cen. 46,174; E&P 85 Est. 47,903
City & RTZ-ABC: (80) 50,877

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,498; E&P 85 Est. 7,253
County 80 Cen. 16,552; E&P 85 Est. 17,713
CZ-ABC: (80) 6,498
RTZ-ABC: (80) 11,881
City RTZ-ABC: (80) 18,379

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$186,299,214
Savings & Loan	2	$66,196,440

6 - PASSENGER AUTOS: County 21,739

7 - ELECTRIC METERS: Residence 7,297

8 - GAS METERS: Residence County 9,530

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Clothing 375; Commercial Clothes Dryers 150; Coal Mining 3,741; Medical Center 1,410; Agriculture 1,150; Aircraft Engines 150; Canning; Air Conditioning 200; Paper Filters 50.

Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 56-77; Summer 61-102; Fall 40-64; Winter 0-53. First killing frost, Nov. 5; last killing frost, Apr. 20.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-12 blocks on 2 streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Madison Square(26)	1	Winn-Dixie, Revco, K mart, Watsons
Madisonville(5)	2	SupeRx, Wal-Mart
Briarwood(11)	NA	Kroger, SupeRx
Parkway(43)	1	Roses, JCPenney, Harvey's

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Fri., Shopping Center-every night.

Stores Open Sundays-Supermarkets, drug, shopping centers.

13 - RETAIL OUTLETS: Department Stores-Harvey's; Baker & Hickman; JCPenney; Jere's; P.N. Hirsch; Young's; Watson's; T.B.A. Service Store; Furniture: Jordan's, McGary Bros., Price, Legate.

Chain Drug Stores-Robard's Walgreens; SupeRx; Revco.

Discount Stores-Wal-Mart; Revco; K mart; Roses.

Chain Supermarkets-Kroger; Big Star; Sureway 2; Shop-Rite; IGA 3; Pantry 19; Winn-Dixie.

Other Chain Stores-Goodyear; Singer Co.; Baynhams (shoes); Dollar General Store; W.H. Arnold; The Vogue; Pic-Way Shoes; Papermill; Sears (catalog); Kuesters.

14 - NEWSPAPERS: MESSENGER (e) 11,437; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: David A. Clevenger, Adv. Dir., MESSENGER, 221 S. Main, PO Box 529, Madisonville, KY 42431; Tel. (502) 821-6833.
National Representative: Landon Associates.

MAYFIELD

1 - LOCATION: Graves County, E&P Map A-3, 30 mi. S of Atomic Energy Plant. County Seat. Center of Purchase area of W Kentucky. 25 mi. W of Lake Tabacco; Dairy and Beef cattle center. About 200 mi. from St. Louis, Louisville, Nashville and Memphis.

2 - TRANSPORTATION: Railroads-Illinois Central.
Motor Freight Carriers-5.
Passenger Bus Lines-Greyhound; Brooks.

3 - POPULATION:
Corp. City 80 Cen. 10,705; E&P 85 Est. 10,549
County 80 Cen. 34,049; E&P 85 Est. 33,615
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 4,425; E&P 85 Est. 4,478
County 80 Cen. 12,775; E&P 85 Est. 13,047

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$108,443,265
Savings & Loan	2	$121,730,098

6 - PASSENGER AUTOS: County 16,033

7 - ELECTRIC METERS: Residence 4,839

8 - GAS METERS: Residence 5,352

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners: Clothing 700; Rubber 1,100; Clay Mining 57; Ceramics 400; Compressors 300; Other Industry 600.
Principal Industrial Pay Days-Clothing Manufacturers-Wed. Others-Fri.

10 - CLIMATE: First killing frost, Oct. 22; last killing frost, Apr. 7.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks around court house square and 4 W on Broadway; 1 S on 8th St.; At South End 4 S on Paris Highway; Mayfield Plaza, South Mayfield; East Shopping Center, East Broadway.
Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Anderson & Son; Vincent's; Wal-Mart; Gibson's; K mart; General Dollar.
Discount Stores-Gibson; Young Blood.
Chain Drug Stores-Super D; Gibson's; Wilson Rexall; SupeRx.
Chain Supermarkets-Smith's 2; Watson's; Rogers; Burgess; Young-Bloods; Sureway 2; England's; Smith's No Frills.
Other Chain Stores-Michelson's; P & H General Tire Service; Howard D. Happy; Singer Co.; Family Shoe; Sears (catalog); Lindsey's; Goodyear; Firestone; Mayfield Tire Center; Montgomery Ward; Druther's; Myers Lumber Co; Dunn Furniture.

14 - NEWSPAPERS: MESSENGER (e) 7,397; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: Eric Hoffman, Adv. Dir., MESSENGER, 201 North 8th, Mayfield, KY 42066; Tel. (502) 247-5223.
National Representatives: Papert Companies.

MAYSVILLE

1 - LOCATION: Mason County, E&P Map E-1. On the Ohio River, 60 mi. SE of Cincinnati, OH. On State Hwys. 8, 10, 11; U.S. Hwys. 68, 62, 52; 60 mi. NW of Lexington.

2 - TRANSPORTATION: Railroads-T.T.I.; Chesapeake & Ohio; Amtrak.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 7,983; E&P 85 Est. 8,613
County 80 Cen. 17,760; E&P 85 Est. 18,402
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,120; E&P 85 Est. 3,475
County 80 Cen. 6,360; E&P 85 Est. 6,857

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$170,000,000
Savings & Loan	1	$25,000,000

6 - PASSENGER AUTOS: County 8,068

7 - ELECTRIC METERS: Residence County 3,962

8 - GAS METERS: Residence 2,841

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 289 (N.A.); Pulleys, Power Trans. 1,100 ($350); Bicycle, Auto Parts 290 ($275); Milk Condenser, Canning ($100); Limestone Mining 200 ($325); Power Plants 600 ($400); Hospital 230 ($350); Garment 275 (200).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Maysville Plaza	3	K mart, Revco, Super Valu
Bluegrass	2	Kroger, Sears
Center(12)	4	Murphy Mart
Forest Ave.	1	Clyde's, Super Valu, Begley's
Maysville Downtown(100)		JCPenney, G.C. Murphy, Sundry Store

Principal Shopping Days-Sat., Mon., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Klines, JCPenney.
Variety Stores-G.C. Murphy.
Discount Stores-Heck's, K mart, Murphy Mart.
Chain Drug Stores-Begley's; Sundry; Revco.
Chain Supermarkets-Kroger; Clyde's Super Valu 4; IGA.

14 - NEWSPAPERS: LEDGER-INDEPENDENT (m) 8,119; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: Laura Poe, Adv. Mgr., Ledger-Independent, 41-43 W. Second St., PO Box 518, Maysville, KY 41056; Tel. (606) 564-9091.
National Representative: Landon Associates.

MIDDLESBORO

1 - LOCATION: Bell County, E&P Map E-3. SE part of county at junction of 3 states-KY, VA and TN. Center for light mfg., coal, lumber, tobacco and cattle. Rich agric. section. 230 mi. from Cincinnati; 110 mi. from Bistol, TN-VA; 45 air mi. from Knoxville. Gateway to America's largest federal historical park, 20,000 acre Cumberland Gap Historical National Park.

2 - TRANSPORTATION: Railroads-Southern (freight); Louisville & Nashville.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 12,251; E&P 85 Est. 12,751
CZ-ABC: (80) 12,251
RTZ-ABC: (80) 73,800
County 80 Cen. 34,330; E&P 85 Est. 35,137
City & RTZ-ABC: (80) 86,051

4 - HOUSEHOLDS:
City 80 Cen. 4,452; E&P 85 Est. 4,807
County 80 Cen. 11,407; E&P 85 Est. 12,063
CZ-ABC: (80) 4,452
RTZ-ABC: (80) 24,487
City & RTZ-ABC: (80) 28,939

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$148,054,000
Savings & Loan	3	$120,177,000

6 - PASSENGER AUTOS: County 11,540

7 - ELECTRIC METERS: Residence 6,252

8 - GAS METERS: Residence 2,634

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Tanning 350 ($225); Mining 1,500 ($450); Garments 180; Food 150 ($200); Elastic 150 ($160); Plastic 100; Tourist 200; Metal Fab. 125 ($300); Bottling 115 ($300).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 65-96; Fall 30-70; Winter -5-60. First killing frost, Oct. 18, last killing frost, Apr. 20.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-25 E-mile section N of downtown and 4 block section of Cumberland Ave., downtown.
Neighborhood Shopping Centers-Cumberland Sq.; Vlg. Sq.; Manor; Middlesboro Mall.

13 - RETAIL OUTLETS: Department Stores-Sears; Montgomery Ward; JCPenney; Rose's; Wal-Mart; Belk's; K mart; John's Store.
Variety Stores-Woolworth; Dollar General; Hallmark.
Chain Drug Stores-Lee's (Rexall); SupeRx; Kroger.
Chain Supermarkets-Kroger; A&P; Battles; Piggly-Wiggly; Schneider's Food Basket.
Other Chain Stores-Sterchi's (furn.); Pic 'N Pay Shoes; Cato's; Ashleys; Radio Shack; Ball Bros. (furn.); Clifford's (jewelers); Shoe Show; C & H Ranch (jewelry); Fashion Bug (clothes); Goody's (clothes); Caylor Music; Fotol; Curtis-Mathes.

14 - NEWSPAPERS: DAILY NEWS (e) 8,861 Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Earl Burchfield, Pub., DAILY NEWS, 120 N 11th St., PO Box 579, Middlesboro, KY 40965; Tel. (606) 248-1010.
National Representative: Landon Associates.

MURRAY

1 - LOCATION: Calloway County, E&P Map B-3. In W part of state, 42 mi. from Paducah. On State Hwys. 94, 121; U.S. Hwy. 641; 35 mi. from I-24; 20 mi. from Purchase Parkway (toll road). Southern gateway to land between the Lakes Federal recreation area.

2 - TRANSPORTATION: Railroads-Louisville & Nashville.
Intercity Bus Lines-Brooks Bus Lines; Greyhound.
Motor Freight Carriers-Paschall Overnight; Harper McClean.
Airlines-Sunbird Airlines (based at Kyle Field. Local Airport with 5,000 ft. strip).

3 - POPULATION:
Corp. City 80 Cen. 14,248; E&P 85 Est. 15,230
NDM-ABC: (80) 36,119
County 80 Cen. 30,031; E&P 85 Est. 31,240
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 4,873; E&P 85 Est. 5,179
County 80 Cen. 10,766; E&P 85 Est. 11,575
NDM-ABC: (80) 13,144

5 - BANKS	**NUMBER**	**DEPOSITS**
Banks	2	$276,255,713
Savings & Loan	3	$734,766,100

6 - PASSENGER AUTOS: County 13,374

7 - ELECTRIC METERS: Residence 5,610; County 8,481

8 - GAS METERS: Propane 2,425; Natural Gas 3,193

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Avg. Wkly. Wage)-Toys 800 ($215); Women's Designer Clothes 250 ($160); Textiles; Popcorn Processing; Tobacco; Adhesives; Oil Filters; Educational Center; Original Stock and Stockingnettes; Specialty Work Gloves 200 ($165); Engines 750 (N.A.); Food Prod 120 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 75-100; Fall 45-70; Winter 25-50.

11 - TAP WATER: Alkaline, very soft, abundant.

12 - RETAILING: Principal Shopping Areas-7 block area in downtown business district (around court square); 9 blocks along S 12th St. (U.S. 641); 10 block area extending from intersection of N 12th St. (U.S. 641) and Chestnut St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Belair(13)	NA	Storey's Food Giant, Sears
Central(8)	NA	K mart, Kroger, JCPenney
Dixieland(20)	NA	Buckingham-Ray
Northside(6)	NA	Adams IGA, Murray Home & Auto
Southside(8)	NA	Sherwin-Williams, Adams IGA

Principal Shopping Days-Mon., Thur., Fri.
Stores Open-Fri. evenings and Sun. Shopping Centers every evening.

13 - RETAIL OUTLETS: Department Stores-Lerman Bros.; National Stores; Settle-Workman; Bright's; Behrs; JCPenney.
Discount Stores-K mart; Wal-Mart; Freds; Uncle Jeffs; Big Mac's.
Variety Stores-P. N. Hirsch; Murray Home & Auto Supply; Jeffrey's.
Chain Drug Stores-Revco; Begley's; Payless.
Chain Supermarkets-Kroger; Big John; Jim Adams; IGA.
Other Supermarkets-Storey's Food Giant; Parker's Market; Owens Food Market; D&T Warehouse; Sav-A-Lot.
Other Chain Stores-Goodyear; Minnens; Payless Shoe Source; Lindsey Jewelry; Michelson's Jewelry; Bookmart; Cherry's; Singer Sewing Center; Big B Cleaners; Uncle Lee's Sporting Goods; Coast-to-Coast; Radio Shack; Auto Shack.

14 - NEWSPAPERS: LEDGER & TIMES (e) 6,834; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Walter L. Apperson, Pub., LEDGER & TIMES, 1001 Whitnell Ave., Box 1040, Murray, KY 42071; Tel. (502) 753-1916.
National Representative: Landon Associates.

OWENSBORO

1 - LOCATION: Daviess County, E&P Map B-2. (In Owensboro MSA). County Seat. 3 Colleges. Farming, manufacturing, and industrial center in W Central part of state. 90 (air) mi. SW of Louisville; 28 mi. E of Evansville, IN. On U.S. Hwys. 60, 231, 431; State Hwys. 54, 56, 81; Audubon & Green River Parkways.

2 - TRANSPORTATION: Railroads-L&N.
Motor Freight Carriers-26.
Intercity Bus Lines-Greyhound; Evansville & Ohio Valley Bus; Delta Coach (charter); Audubon Trails Coach Lines.
Airlines-Allegheny Commuter.
Water-American Barge Line; Federal Barge Line; Union Barge Line; Walker Towing Co.; Ohio Barge Line; Mississippi Valley Barge Lines; Owensboro Riverport Authority; Mid America Terminals of Kentucky; Owensboro River Rail Terminal.

3 - POPULATION:
Corp. City 80 Cen. 54,450; E&P 85 Est. 58,622
CZ-ABC: (80) 55,411
RTZ-ABC: (80) 189,817
County/MSA 80 Cen. 85,949; E&P 85 Est. 88,981
City & RTZ-ABC: (80) 245,228

4 - HOUSEHOLDS:
City 80 Cen. 20,118; E&P 85 Est. 22,324
County/MSA 80 Cen. 30,208; E&P 85 Est. 32,248
CZ-ABC: (80) 20,557
RTZ-ABC: (80) 65,879
City & RTZ-ABC: (80) 86,436

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$330,005,419
Commercial	3	$436,824,000

6 - PASSENGER AUTOS: County 44,729

7 - ELECTRIC METERS: Residence 20,817

8 - GAS METERS: (City total) 23,667

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners: Aluminum Fabricating 152; Bakery 128; Bottling 106; Brick & Tile 102; Chemical 269; Distilleries 501; Electric Utilities 309; Electronics 302; Grain Processing 105; Lamps & Tubes 1206; Furniture Mfg. 390; Food Processing 267; Grain Processing 105; Hospitals 1,615; Meat Packing 513; Natural Gas 787; Plastics 135; Publishing & Printing 177; Small Electric Motors 500; Steel Fabricating 1,016; Telephone Services 435; Tobacco 503.
Principal Industrial Pay Days-Mon., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-67; Summer 65-88; Fall 46-69; Winter 27-44. First killing frost, Oct. 26; last killing frost, Apr. 12.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Downtown Shopping-3 blocks on Main St.; 2 on Frederica St.; 1 on Allen St.; 1 on St. Ann St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Audubon Plaza(6)	2	Kroger, Peoples Drug, K mart
Commerce Plaza(4)	2	Heck's, Kroger, SupeRx
Gabe's(9)	1	Wyndall's Mkt., Star Furn., Peoples Drug
Lincoln Mall(11)	2	Winn-Dixie
Shawnee Park(7)	3	Wyndall's Mkt., Taylor Drug
Sherwood Plaza(2)	3	Wetzel's Mkt.
S. Frederica(10)	2	IGA, Cloth World
Stop-N-Shop(6)	1	Wyndall's Mkt.
The Thatch(10)	1	Little Old Gift Shoppe, Hubbards
Towne Sq. Mall(58)	3	Sears, JCPenney, Bacon's, Andersons
Towne Sq. North	NA	Service Merchandise, Wal-Mart
Village West(10)	2	Wetzel's Mkt., Ashley's, Kuesters, Dollar General
Villa Point(3)	3	Wyndall's, Hook's
Wesleyan Park(25)	2	Kroger, SupeRx, Hecks, K mart, C.H. Rauch, Radio Shack
Williamsburg Sq.(12)	2	Baptist Book Store
Wyndall's(9)	2	Wyndall's Mkt., Dollar General, Barstone's

Neighborhood Shopping Centers-2 blocks on Frederica St. at 10th; 2 on E 4th bet. Hathaway & Leitchfield Rd.; 1 at 8th & Leitchfield Rd.; 2 blocks on Parrish Ave. at Crabtree; 1 block on Crabtree at 9th; Mid-City Plaza, 18th & Sweeney (5 stores).
Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Shopping Centers open 6 nights a week and Sunday afternoons.

13 - RETAIL OUTLETS: Department Stores-Anderson's; Sears; JCPenney; Bacon's.
Variety Stores-Dollar General.
Discount Stores-Heck's; Ashley's; Wal-Mart; K mart.
Chain Drug Stores-Peoples 2; Hook's; Taylor's; SupeRx 2; Osco.
Chain Supermarkets-Winn-Dixie; Kroger 3; Wyndall's 5; Taylor (IGA) 2; Wetzel's 4; Convenient 5; Key 3; Ray's IGA; Stop'n Go 6; Kwik-Pik 7.
Other Chain Stores-Behr (women's); Baynham's (shoes); Pic-Way (shoes); Kuester's (hardware); Zale's; Kay Jewelry; Hancock Fabrics; Singer Co.; Radio Shack; Goodyear; Young's; Shoe World; Ben Franklin; Lowe's; Central Tractor; Jaccard's Jewelry; Gordon's Jewelry; Earring Tree; World Bazaar; Levinson's (men's wear); General Nutrition Center; Swiss Colony; Sherwin-Williams; Regis Beauty Salon; Waldenbooks; Thom McAn; Kinney Shoes; Barkers Shoes; Brooks; Jean Nicole; Foxmoor; S&T Store; Spencer Gifts.

14 - NEWSPAPERS: MESSENGER-INQUIRER (m) 33,020 (S) 34,473; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Keith Wilson, Adv. Mgr., MESSENGER-INQUIRER, 1401 Frederica St., Owensboro, KY 42301; Tel. (502) 926-0123.
National Representative: Branham/Newspaper Sales.

PADUCAH

1 - LOCATION: McCracken County, E&P Map A-3. On Ohio River at the mouth of the Tennessee River; 48 mi. E by N from the Mississippi; 185 mi. from Memphis; 175 mi. S of St. Louis. On U.S. Hwys. 45, 60, 62, 68; I-24; State Hwys. 284, 358.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf; CB&Q; Paducah and Illinois; L&N.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Brooks; Southern Trailways.
Airlines-Air Kentucky; Britt; Resort Air.

3 - POPULATION:
Corp. City 80 Cen. 29,315; E&P 85 Est. 28,381
CZ-ABC: (80) 48,700
RTZ-ABC: (80) 194,411
County 80 Cen. 61,310; E&P 85 Est. 62,064
City & RTZ-ABC: (80) 243,111

4 - HOUSEHOLDS:
City 80 Cen. 12,050; E&P 85 Est. 12,095
County 80 Cen. 23,459; E&P 85 Est. 24,502
CZ-ABC: (80) 19,135
RTZ-ABC: (80) 71,457
City & RTZ-ABC: (80) 90,592

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$480,000,000
Savings & Loan	2	$185,000,000

6 - PASSENGER AUTOS: County 34,468

7 - ELECTRIC METERS: Residence 17,195

8 - GAS METERS: Residence 18,158

9 - PRINCIPAL INDUSTRIES: Industry-No. of Wage Earners (Av. Wkly. Wage N.A.)-Uranium Separation 1,400; Railroad Shop 600; Shoes 487; Dresses 120; Barges 566; TVA 545; Textile Machy. 120; Milk Products 113; Soft Drink Bottling 152; Aluminum and Zinc Castings 150; Wire Manufacturing 149; Plastic Products 153.

10 - CLIMATE: First killing frost, Oct. 24; last killing frost, Apr. 7.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Center-30 blocks on 6 sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cardinal Point(8)	NA	Rexall
Hannan Plaza(5)	NA	Kroger, SupeRx
Paducah Mall(28)	NA	K mart, Excell, Radio Shack
Paducah Square(5)	NA	Wal-Mart
Kentucky Oaks Mall(60)	6	Sears, Meis, JCPenney, Snyder's

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Finkel's Fair; Meis; Snyder.
Variety Stores-Woolworth.
Chain Drug Stores-SupeRx; Pay Less 8; Rite Aid.
Discount Centers-K mart; HillMark; Wal-Mart; Service Merchandise.
Chain Supermarkets-Kroger; Wonder; Food Giant 3; Bigg's; Myrick's; Big Star; Big John's; Schnuck's; Super Value.
Other Chain Stores-Goodyear; Pittsburgh Plate Glass; Sherwin-Williams; Singer Co.; Firestone; Lowe Bros.; S&H Green Stamps; Pic-Way.

14 - NEWSPAPERS: PADUCAH SUN (e-mon to fri) 31,124; (S) 36,662; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Talmadge Martin, Adv. Mgr., PADUCAH SUN, 408 Kentucky Ave., Paducah, KY 42001; Tel. (502) 443-1771.
National Representative: Branham/Newspaper Sales.

RICHMOND

1 - LOCATION: Madison County, E&P Map E-2, County Seat. Agricultural, residential and educational center. Home of Eastern Kentucky University.

2 - TRANSPORTATION: Railroads-L & N (freight).
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 21,705; E&P 85 Est. 22,742
County 80 Cen. 53,352; E&P 85 Est. 55,902

4 - HOUSEHOLDS:
City 80 Cen. 6,359; E&P 85 Est. 6,998
County 80 Cen. 16,809; E&P 85 Est. 18,144

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$228,000,000
Savings & Loan	1	$63,500,000

6 - PASSENGER AUTOS: County 21,974

7 - ELECTRIC METERS: Residence 19,100

8 - GAS METERS: Residence 6,650

9 - PRINCIPAL INDUSTRIES: Industry-No. of Wage Earners (Av. Wkly. Wage)-Foundry Eqpt. 113 ($275); Batteries 180 ($340); Tool & Stamping 136 ($220); Paint Coating 184 ($320); Army Depot 518 ($378); Miniature Lamps 365 ($325); Drugs & Dry Cleaning 130 ($285).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-64; Summer 72-90; Fall 44-68; Winter 0-35.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main, First, Second and Third Sts.
Neighborhood Shopping Centers-Big Hill Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
University(20)	1	Begley, Winn-Dixie, Rose's
Shopper's Village(15)	1	Wal-Mart, IGA, Pic-N-Pay
Waco	10	A&B Market
Kirksville	10	Click's Groc.
Berea	12	Purkeys, IGA, Heck's, TG&Y
Richmond Plaza(6)	2	Super-Valu, Begley, K mart, S&T Hdwe.
College Park	2	Convenient, Singer

Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Rose's.
Discount Stores-Furniture City; Heck's; K mart; Wal-Mart; TG&Y.
Chain Drug Stores-Begley 2; SupeRx; Medicine Shoppe.
Chain Supermarkets-Kroger; Super Valu; IGA; Gateway; Winn-Dixie.
Other Chain Stores-Firestone; Goodyear; Sears (catalog); Leroy's; Montgomery Ward; C&H Rauch; Radio Shack; Napa; Pic'N Pay; Convenient; Minit Mart; Singer.

14 - NEWSPAPERS: REGISTER (e) 9,280 sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Harry Johnson, Mktg. Dir., REGISTER, 380 Big Hill Ave., Richmond, KY 40475; Tel. (606) 623-1669.
National Representative: General Advertising Service, Inc.

SOMERSET

1 - LOCATION: Pulaski County, E&P Map D-3. Agricultural, resort, manufacturing area. S central portion of state; On Lake Cumberland, 75 mi. S of Lexington; On U.S. Hwy. 27, Cumberland Parkway (toll road), Kentucky Hwy. 80, 26 mi. to I-75.

2 - TRANSPORTATION: Railroads-Southern.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-10.

3 - POPULATION:
Corp. City 80 Cen. 10,649; E&P 85 Est. 11,196
CZ-ABC: (80)10,649
RTZ-ABC: (80)35,154
County 80 Cen. 45,803; E&P 85 Est. 47,613
City & RTZ-ABC: (80)45,803

4 - HOUSEHOLDS:
City 80 Cen. 3,943; E&P 85 Est. 3,844
County 80 Cen. 16,126; E&P 85 Est. 17,308
CZ-ABC: (80)3,943
RTZ-ABC: (80)12,183
City & RTZ-ABC: (80)16,126

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$225,100,443
Savings & Loan	2	$264,048,668

6 - PASSENGER AUTOS: County 22,408

7 - ELECTRIC METERS: County Residence 26,311

8 - GAS METERS: Residence 2,753

9 - PRINCIPAL INDUSTRIES: Industry-No. of Wage Earners (Av. Wkly. Wage)-Glass Plant 230 ($340); Clothing 1,150 ($240); Auto Parts 100 ($240); Plumbing Fixtures 235 ($325); Furniture 251 ($250); Coal 80 ($350); Groceries 75 ($200); Houseboats 100 ($250); Charcoal 168 ($260); Dairy Prod. 96 ($265); Air Conditioners 800 ($340).
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Ann. Min. & Max. Temp.-28-88.

11 - TAP WATER: Soft, lake water.

12 - RETAILING: Principal Shopping Centers-Downtown Somerset Food Fair, True Value Hardware, Midway Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cumberland Square(4)	NA	K mart, Kroger, SupeRx
Somerset Mall(50)	NA	JCPenney, Belk
Somerset Plz.(12)	NA	Wal-Mart, Watson's
Tradewind(27)	NA	Rose's, Winn-Dixie

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Tradewind Shopping Ctr., Somerset Mall, Somerset Plaza, Cumberland Square every night.

13 - RETAIL OUTLETS: Department Stores-Rose's; Watson's; JCPenney; Belk-Simpson.
Discount Stores-Paul's Discount; Wal-Mart; Midway Discount; K mart.
Variety Stores-Rose's; Dollar General.
Chain Drug Stores-SupeRx; Begley 3; Revco.
Chain Supermarkets-Kroger; Winn-Dixie; Food Fair 4; Convenient Mart 4; Mac's Village Pantry 4; IGA; Minit Mart.
Other Chain Stores-Goodyear; Sears; Montgomery Ward; S&T Hardware; Kentucky Food Stores; Singer Co.; Sherwin-Williams; Pic 'N Pay Shoes.

14 - NEWSPAPERS: COMMONWEALTH-JOURNAL (e-mon to fri) 9,610; (S)7,878; Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: Kathy Renfro, Sales Mgr., COMMONWEALTH-JOURNAL, 110 E. Mt. Vernon St., Somerset, KY 42501; Tel. (606) 678-8191.
National Representative: Landon Associates.

WINCHESTER

1 - LOCATION: Clark County (In Lexington-Fayette MSA), E&P Map E-2, County Seat. Agricultural center. 8 mi. N of Kentucky River; On U.S. Hwy. 60; I-64, I-75.

2 - TRANSPORTATION: Railroads-C&O; L&N.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 15,216; E&P 85 Est. 16,663
County 80 Cen. 28,322; E&P 85 Est. 29,167
MSA 80 Cen. 318,136; E&P 85 Est. 323,586

4 - HOUSEHOLDS:
City 80 Cen. 5,704; E&P 85 Est. 6,435
County 80 Cen. 9,893; E&P 85 Est. 10,537
MSA 80 Cen. 113,924; E&P 85 Est. 119,400

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$153,704,001
Savings & Loan	2	$39,142,409

6 - PASSENGER AUTOS: County 14,298

7 - ELECTRIC METERS: Residence 9,200

8 - GAS METERS: Residence 5,900

9 - PRINCIPAL INDUSTRIES: Industry-No. of Wage Earners-Constr. 388; Mfg. 4,144; Ins., Real Estate 306; Textiles 500; Fertilizers 100; Transp., Comm. & Public Util. 1,127; Wholesale, Retail Trade 2,114; Services 1,963; Government 1,753; Tobacco 1,500.
Principal Industrial Pay Days-Fri., Wed.

10 - CLIMATE: First killing frost, Oct. 11; last killing frost, Apr. 6.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping Center-10 blocks on four streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Boonesboro Plz.(2)	NA	IGA, Day Drugs
Meadowbrook(1)	NA	U-Save
Winchester Plaza(16)	NA	Winn-Dixie, Rose's, Watson's, Begley's
Shopper's Village(12)	3	Wal-Mart, Foodtown, Pic & Pay Shoes
Town & Country	3	K mart, Kroger

13 - RETAIL OUTLETS: Department Stores-Vic Bloomfield & Son; Belk-Simpson; JCPenney.
Variety Stores-Newberry; Dollar General; Rose's; Wal-Mart; Watson's; K mart.
Chain Drug Stores-Begley; SupeRx.
Chain Supermarkets-Kroger; IGA; Pic-Pac; U-Save; Winn-Dixie; Gaunce Maxi Mart; Foodtown; Convenient Food Mart.
Other Chain Stores-Firestone; Goodyear; Pic & Pay Shoes; Leroy's Jewelers.

14 - NEWSPAPERS: SUN (e) 7,118; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Robert Heisler, Adv. Dir., SUN, PO Box 747, Winchester, KY 40391; Tel. (606) 744-3123.
National Representative: Landon Associates.

LOUISIANA SURVEYS

METROPOLITAN STATISTICAL AREAS

Alexandria-Rapides Parish.
Baton Rouge-Ascension, East Baton Rouge, Livingston and West Baton Rouge Parishes.
Houma-Thibodaux-Lafourche and Terrebonne Parishes.
Lafayette-Lafayette and St. Martin Parishes.
Lake Charles-Calcasieu Parish.
Monroe-Ouachita Parish.
New Orleans-Jefferson, Orleans, St. Bernard, St. Charles, St. John the Baptist and St. Tammany Parishes.
Shreveport-Bossier and Caddo Parishes.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1986
Under 5 Years	349	361	382
5-14 Years	809	717	759
15-24 Years	677	846	896
25-44 Years	827	1,131	1,198
45-64 Years	677	745	789
65 and Over	305	404	428
TOTAL	3,644	4,204	4,452

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1986 Est.
Bldg. Mat./Hdwr	663	1,147	1,588
General Mdse	1,669	2,314	2,829
Food	3,079	4,919	5,646
Automobiles	2,707	3,706	5,811
Gasoline Stations	858	1,538	1,572
Apparel	675	1,128	1,433
Furniture	563	895	1,340
Eat-Drink Places	997	1,797	2,220
Drugs	405	730	948
TOTAL SALES	12,417	19,986	24,958

ABBEVILLE

1 - LOCATION: Vermilion Parish, E&P Map B-4. Parish Seat. Oil & gaswells. Rice mills, sugar & syrup factories. Trapping, agriculture & livestock. On Vermilion River, 65 mi. SW of Baton Rouge; 20 mi. S of Lafayette.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Motor Freight Carriers-SAIA, Southern Pacific.

3 - POPULATION:
Corp. City 80 Cen. 12,391; E&P 85 Est. 14,655
Parish 80 Cen. 48,458; E&P 85 Est. 53,837

4 - HOUSEHOLDS:
City 80 Cen. 4,415; E&P 85 Est. 5,243
Parish 80 Cen. 16,170; E&P 85 Est. 18,582

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	5	N.A.
Commercial	7	$259,564,000

6 - PASSENGER AUTOS: Parish 22,965

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: IndustryRice Mills; Farming; Oil Producers; Textile Plant; Fishing Port.
Principal Industrial Pay Days-1st & 15th Monthly.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-70; Summer 80-90; Fall 60-70; Winter 30-70. First killing frost, Jan.; last killing frost, Mar.

11 - TAP WATER: Soft (City).

12 - RETAILING: **Principal Shopping Centers**-Abbeville By-Pass & Lyman St., Washington St.; Veterans Memorial Dr.; By-Pass Hwy. 14; Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Abbeville(2)	NA	Winn-Dixie, TG&Y, K&B Drugs
Lafitte(6)	NA	Eckerd, West Bros., Ricks IGA
Lastarnco(4)	NA	Sears, Vee's 5&10
Oaklawn	NA	Wal-Mart
Westgate(4)	NA	National, Burger Chef

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Shopping Centers.

13 - RETAIL OUTLETS: **Department Stores**-West Bros.; Murphys; Anthonys; TG&Y; Wal-Mart; Otasco.
Discount Stores-Payless; Shoe Town.
Variety Stores-Vee's.
Chain Drug Stores-Eckerd, K&B, Thrift-T-Way, Cashway.
Chain Supermarkets-Winn-Dixie, National, IGA, AG.
Other Chain Stores-Green Light, Sears, 7-Eleven, Stop & Shop.

14 - NEWSPAPERS: MERIDIONAL (e-tues to fri) 6,466; (S) 6,790; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: David Goff, Adv. Mgr.; Jack Spence, Pub., MERIDIONAL, PO Box 400, Abbeville, LA 70510; Tel. (318) 893-4223.
National Representative: Papert Companies.

ALEXANDRIA-PINEVILLE

1 - LOCATION: Rapides Parish, (In Alexandria MSA). E&P Map B-3. Parish Seat. Agricultural and retail trade center. On the Red River, 200 mi. NW of New Orleans; 125 mi. SE of Shreveport. U.S. Hwys. 71, 165, 167; State Hwys. 1, 28.

2 - TRANSPORTATION: **Railroads**-L&A; Kansas City Southern; Missouri Pacific; Texas & Pacific; Southern Pacific.
Motor Freight Carriers-14.
Intercity Bus Lines-Continental Trailways; Harlan.
Airlines-Royale; American Eagle.

3 - POPULATION:
Corp. Cities 80 Cen. 63,599; E&P 85 Est. 65,864
Alexandria 80 Cen. 51,565; E&P 85 Est. 52,180
Pineville 80 Cen. 12,034; E&P 85 Est. 13,684
CZ-ABC: (80) 68,702
RTZ-ABC: (80) 232,708
Parish/MSA 80 Cen. 135,282; E&P 85 Est. 136,682
City & RTZ-ABC: (80) 301,410

4 - HOUSEHOLDS:
Cities 80 Cen. 29,559; E&P 85 Est. 24,021
Alexandria 80 Cen. 18,291; E&P 85 Est. 18,932
Pineville 80 Cen. 4,376; E&P 85 Est. 5,089
Parish/MSA 80 Cen. 44,759; E&P 85 Est. 46,544
CZ-ABC: (80) 24,452
RTZ-ABC: (80) 73,961
City & RTZ-ABC: (80) 98,413

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$754,339,000
Savings & Loan	4	$435,684,839

6 - PASSENGER AUTOS: Parish 62,318

7 - ELECTRIC METERS: Residence & Bus. 39,562

8 - GAS METERS: Residence & Bus. 27,573

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Bakery Products 450; Bottlers 175; Concrete Prod. 190; Lumber and Creosote Prod. 1,150; Furniture and Fixtures 300; Meat and Poultry Prod. 600; Steel and Metal Prod. 900; Wood Prod.-Millwork 300; Gov't-Agencies 3,500; Detergents 200; Liner Board 500; Printing, Publishing and Allied 300.
Principal Industrial Pay Days-15th & 30th.

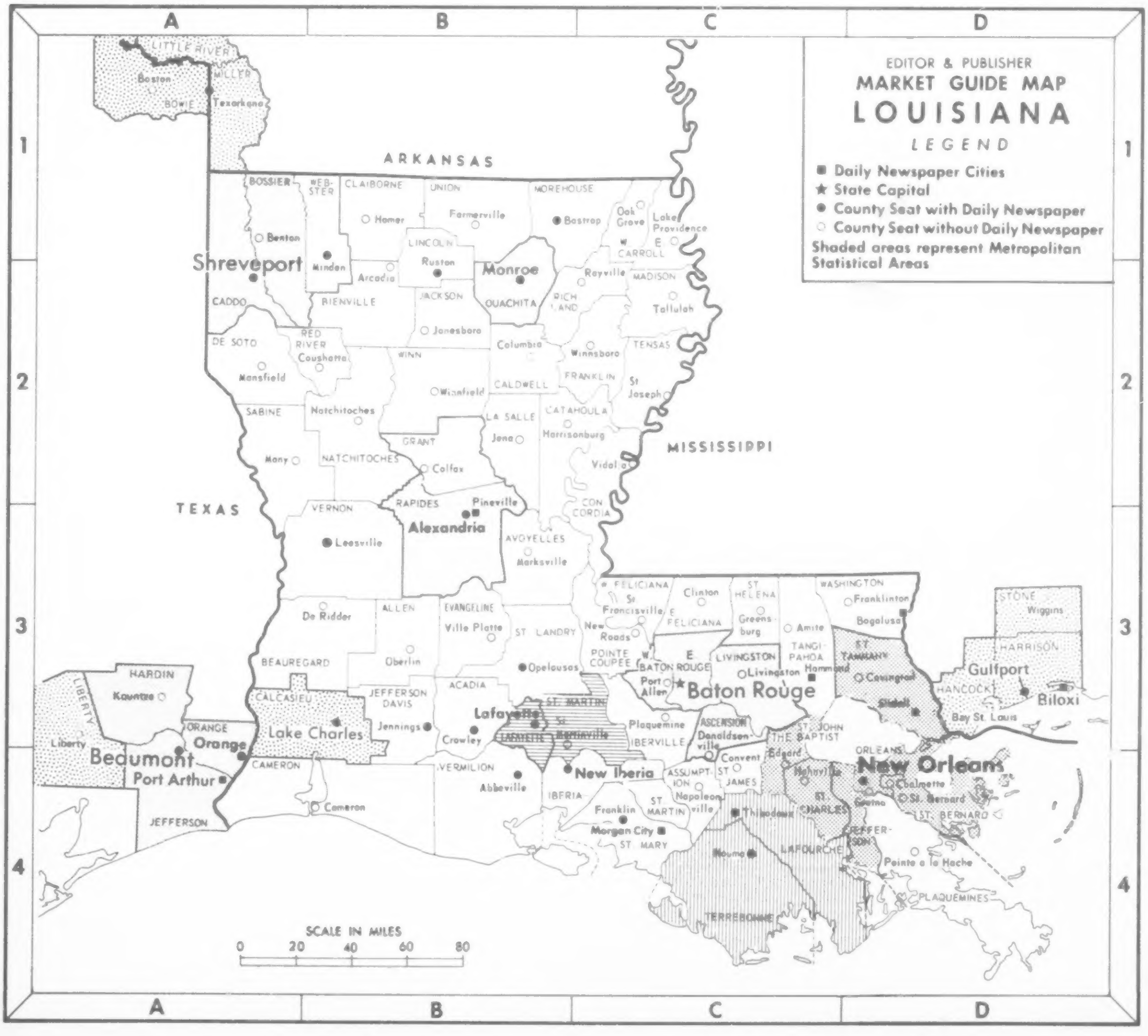
10 - CLIMATE: Min. & Max. Temp.-Spring 22-94; Summer 57-98; Fall 30-93; Winter 11-92. First killing frost, Dec. 1; last killing frost, Mar. 1.

11 - TAP WATER: Not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-25 blocks on Main, Third and Fourth St.; Garden District Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alexandria(60)	NA	JCPenney, Sears, Wellan's
MacArthur Vlg (29)	NA	TG&Y, Eckerd Drug, Kroger
Southgate Mall(3)	NA	Wal-Mart, Winn-Dixie, Mont. Ward


EDITOR & PUBLISHER
MARKET GUIDE MAP
LOUISIANA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
A
B
C
D
1
2
3
4
ARKANSAS
TEXAS
MISSISSIPPI
Shreveport
Monroe
Alexandria
Pineville
Lake Charles
Lafayette
Baton Rouge
New Orleans
New Iberia
Houma
Beaumont
Orange
Port Arthur
Gulfport
Biloxi
Texarkana
SCALE IN MILES
0
20
40
60
80

Southside(11)	NA	Food Mart
Westgate(17)	NA	A&P, K mart
Edgewood Plaza	NA	Piggly Wiggly, Ben Franklin, Pearson Drug
Pineville Plaza	NA	Kroger, Wackers, Eckerd
Ingrams	NA	Nichols, Ingram Supermkt.
Kings Country	NA	Wal-Mart, Delchamp's, K&B

Principal Shopping Days-Sat., Thur., Mon.
Stores Open Evenings-Every night.

13 - RETAIL OUTLETS: **Department Stores**-Wellan's; Weiss & Goldring; Sears, JCPenney; Green's; Montgomery Ward; Gus Kaplan, Beall's.
Discount Stores-Howard Bros.; Wal-Mart; K mart; H.J. Wilson; Target.
Variety Stores-C.G. Murray; TG&Y; Ben Franklin.
Chain Drug Stores-Red Cross; Pearson's 8; K&B 2; Eckerd 3.
Chain Supermarkets-A&P 3; Kroger 2; Market Basket; F&F 2; The Food Mart 3; Food Service 6; Salley's 3; Winn-Dixie 2; Piggly Wiggly; Delchamp's.
Other Chain Stores-Auto: Firestone, Goodyear, Goodrich; Sewing: Singer Co; Shoes: Edison Brothers, Hardy, Kinney, Gallenkamp; Jewelers: Gem, Gordon, Sweeney; Women's Apparel: Lerner's; Music: Radio Shack, Newsom, Musicland; Building Materials: Lowe's; Nutrition: General Nutrition Centers.

14 - NEWSPAPERS: TOWN TALK (m) 39,751; (S) 40,920; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: W. Richard Chapman, Ret. Adv. Mgr., TOWN TALK, PO Box 7558, Alexandria, LA 71306; Tel. (318) 487-6397.
National Representative: Branham/Newspaper Sales.

BASTROP

1 - LOCATION: Morehouse Parish, E&P Map B-1, Parish Seat. Pulp and paper center; sales area for agricultural products of Parish. 150 mi. N and W of Baton Rouge; 120 mi. E of Shreveport; 125 mi. W of Jackson, MS; 183 mi. S and E of Little Rock, AR. On U.S. Hwy. 165; State Hwy. 2 and 139.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific; Arkansas, Louisiana and Missouri.
Motor Freight Carriers-Red Ball; Steve Thompson; Great Western.
Airlines-Delta; Republic; Texas International; Royal (Airport, 23 mi. at edge of Monroe, La.)

3 - POPULATION:
City 80 Cen. 15,527; E&P 85 Est. 16,211
CZ-ABC: (80) 15,527
RTZ-ABC: (80) 38,587
Parish 80 Cen. 34,803; E&P 85 Est. 35,295
City & RTZ-ABC: (80) 54,114

4 - HOUSEHOLDS:
City 80 Cen. 5,454; E&P 85 Est. 5,811
Parish 80 Cen. 11,611; E&P 85 Est. 12,150
CZ-ABC: (80) 5,454
RTZ-ABC: (80) 12,868
City & RTZ-ABC: (80) 18,322

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$115,219,000
Savings & Loan	1	$32,207,000

6 - PASSENGER AUTOS: Parish 17,916

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Making & Converting 1,800 ($293); Also Chemicals; Trailer Mfg.; Wood Prods.; Paper Container Mfg.; Men's Pants 350 ($148).
Principal Industrial Pay Days-Thur.; 1st & 15th.

10 - CLIMATE: Av. Min. & Max. Temp.-Winter 21-75; Summer 68-98.

11 - TAP WATER: Natural, soft.

12 - RETAILING: **Principal Shopping District**-3 blocks each on Madison, Jefferson, Washington, Cypress, Pine, Vine, Franklin; 2 Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Magnolia(13)	NA	Big Star, West Bros.
Washington Sq.(10)	NA	Safeway, TG&Y, Otasco, Kent's

Neighborhood Shopping Centers-7 blocks W of Center on W. Madison; 8 N of center on N. Washington; 10 E of center on E. Madison; 18 N & E at Cherry; Ridge & McCreight; 18 S on S. Washington; 25 W on Hwy. 165.
Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Seligman's; JCPenney.
Discount Stores-Howard Bros.; Kent's; Fred's; Wal-Mart; West Bros.
Variety Stores-Murphy's.
Chain Supermarkets-Big Star; Dixie Dandy; Safeway.
Other Chain Stores-Western Auto; Otasco; Bastrop Tire (Goodrich); Goodyear; Firestone.

14 - NEWSPAPERS: ENTERPRISE (e-mon to fri) 6,955; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Bill Chapman, Vice Pres., ENTERPRISE, 119 E Hickory; PO Box 311, Bastrop, LA 71220; Tel. (318) 281-4421.
National Representative: None.

BATON ROUGE

1 - LOCATION: East Baton Rouge Parish (MSA), E&P Map C-3. State Capital and Parish Seat. Deep water port, 4th largest in the U.S., 240 mi. inland from the Gulf of Mexico, lying along 11 mi. of the first high land along the Mississippi River. On the eastern bank; 80 land mi. NW of New Orleans; 237 mi. SE of Shreveport. Heavy concentration of oil refining (2nd largest oil refinery in the U.S.) and chemical processing industries. Principal state offices and bureaus. Retail and wholesale marketing center. On U.S. Hwys. 190, 61, 65, 71, I-10, I-12.

2 - TRANSPORTATION: **Railroads**-Illinois Central; Kansas City Southern; Missouri Pacific; Texas and Pacific.
Motor Freight Carriers-32.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Delta; Continental; Republic; American; Royale.

3 - POPULATION:
Corp. City 80 Cen. 219,486; E&P 85 Est. 218,072
NDM-ABC: (80) 366,191
RTZ-ABC: (80) 317,840
Parish 80 Cen. 366,164; E&P 85 Est. 363,806
MSA 80 Cen. 493,973; E&P 85 Est. 511,418
NDM & RTZ-ABC: (80) 684,031

4 - HOUSEHOLDS:
City 80 Cen. 78,595; E&P 85 Est. 79,880
NDM-ABC: (80) 124,346
RTZ-ABC: (80) 97,437
Parish 80 Cen. 124,337; E&P 85 Est. 126,938
MSA 80 Cen. 164,040; E&P 85 Est. 174,332
NDM & RTZ-ABC: (80) 221,783

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	13	$3,429,566,566
Savings & Loan	7	$910,188,912

6 - PASSENGER AUTOS: Parish 221,768

7 - ELECTRIC METERS: Residence 191,935

8 - GAS METERS: Residence 89,351

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Chemicals & Petroleum 15,019 ($576); Mfg. 20,900 ($520); Const. 23,000; Trans., Comm., Util. 10,600; Trade 52,200; Govt. 54,900.

Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp-Spring 58-76; Summer 71-91; Fall 59-79; Winter 45-63. First killing frost, Nov. 15; last killing frost, Mar. 1.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: **Downtown Shopping Center**-5 blocks on Third; 6 on Main; 4 on N. Blvd.; Main Suburban; Florida Blvd.
Neighborhood Shopping Area-Choctaw & Planks Rds.; Highland Rd. & Chimes St.; Weller Ave. and Scenic Hwy.; Main and N. 16th Sts.; Plant Rd. from 2,500 to 4,000; Government St. from 2,500 to 3,200; Florida Ave. at Cora Dr.; Florida Ave. at N. Foster Dr.; 7,100 to 7,500 Florida St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bon Marche Mall(103)	5	D.H. Holmes, Mont. Ward
Forest-McCall	3	A&P, Rexall
Hammond-Aire(65)		Marshalls, Steinmart
Delmont Village(19)	NA	D.H. Holmes, JCPenney
Broadmoore(20)	5	National, TG&Y
University(15)	3	A&P
Choctaw(13)	3	A&P, TG&Y
Twin Cedars	3	Winn-Dixie, TG&Y
Laurel Lea(18)	6	Laurel Lea Mkt.
Tynes	5	B.R. Furn.
Acadian Plaza	3	Rexall, National
Foster	4	National
Mid-City	4	7-Eleven
Goodwood	4	Sleep Shop
Greenway	8	TG&Y
Plank Road	6	Morgan & Lindsey
Mall(4)	NA	A&P
Rebel	4	
Southdowns(15)	5	Duby Furn.
Central(16)	NA	TG&Y
Claitors	NA	TG&Y
Cloverleaf(19)	NA	Howard Bros.
Coles Plaza	NA	Cracker Barrel
Colonial	NA	Nat'l Food
Esplanade	NA	Todd Garland
Cortana Mall(150) (140)	NA	Sears, Dillards, Goudchaux
Drusilla(7)	NA	Drusilla Seafood
Florida Plaza(10)	NA	Red Wing Shoes
Broadwood	NA	New Generation
Highland South	NA	TG&Y
Interstate	NA	TG&Y, Winn-Dixie, Eckerd
Jefferson Plaza	NA	A&P
Merrydale	NA	A&P
Monterrey Village(9)	NA	A&P
Northpark	NA	Eckerd
Ogden Park	NA	
Perkins Road	NA	Nat'l Food
Prescott	NA	TG&Y
Rebel(4)	NA	
Quick and Handy	NA	Stop & Go
Scenic	NA	Nat'l Food
Seneca(10)	NA	Phil-A-Sak
Sherwood Forest(11)	NA	Delchamps
Sherwood Plz	NA	K&B
Sherwood South(11)	NA	A&P, Eckerd, TG&Y
Stanford Ave	NA	Lil General
Village Green(6)	NA	Winn-Dixie
Village Sq.(83)	NA	K&B, Service Mdse.
Westmoreland(15)	NA	A&P, D.H. Holmes, K&B

13 - RETAIL OUTLETS: **Department Stores**-Holmes 3; Goudchaux 2; Sears; Montgomery Ward; JCPenney; Dillards.
Discount Stores-Service Mdse.; Howard Bros.; K mart 6.
Variety Stores-Woolworth; Murphy's; McCrory; TG&Y.
Chain Drug Stores-Rexall 9; K&B 7; Eckerd 8; Griffon's 3; Kare 5; Medicine Shoppe 2.
Chain Supermarkets-A&P 18; Winn-Dixie 9; National Food 7; Delchamps 7; 7-Eleven; Community 2; Cracker Barrel 4; Phil-A-Sak 14; Stop & Go 10; Albertsons; Acadiene; Schwegmanns; IGA 4; Assoc. Grocers.
Other Chain Stores-Shoes: Thom McAn, Baker; Women's Apparel: Lerner; Jewelry: Gordon's, Ryders, Zale's.

14 - NEWSPAPERS: ADVOCATE (m) 85,123; STATE TIMES (e) 36,863; ADVOCATE (S) 139,359; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Mike Nola, Natl. Adv. Mgr., STATE TIMES and ADVOCATE, 525 Lafayette St., Baton Rouge, LA 70821; Tel. (504) 383-1111.
National Representative: Branham/Newspaper Sales.

BOGALUSA

1 - LOCATION: Washington Parish, E&P Map D-3. 71 mi. NE of New Orleans. On State Hwys. 10, 21, 60 & 1075; 30 mi. to Lake Pontchartrain Causeway to New Orleans.

2 - TRANSPORTATION: **Railroads**-Illinois Central Gulf.
Intercity Bus Lines-Greyhound Bus; Continental Trailways.
Motor Freight Carriers-4.
Waterway-Pearl River Canal to Gulf of Mexico.

3 - POPULATION:
Corp. City 80 Cen. 16,976; E&P 85 Est. 16,843
CZ-ABC: (80) 21,772
RTZ-ABC: (80) 125,500
Parish 80 Cen. 44,207; E&P 85 Est. 45,990
City & RTZ-ABC: (80) 147,272

4 - HOUSEHOLDS:
City 80 Cen. 6,331; E&P 85 Est. 6,414
Parish 80 Cen. 15,399; E&P 85 Est. 16,491
CZ-ABC: (80) 7,995
RTZ-ABC: (80) 41,305
City & RTZ-ABC: (80) 49,300

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$263,000,000

6 - PASSENGER AUTOS: Parish 21,155

7 - ELECTRIC METERS: Residence 8,426

8 - GAS METERS: Residence 8,518

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Papermaking, Box & Bag Mfg. 1,000 ($345); Lumbering 600 ($220); Agriculture (Dairying, Grains, Soybeans, Tomatoes, Melons); Iron & Steel Fdry.; Wholesale Nursery; Freshwater Catfish Raising; Electrical Assembly Plant; Seafood Packing; Garment Factory; Pump-Valve Mfg.
Principal Industrial Pay Days: 1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-89; Summer 61-100; Fall 45-90; Winter 31-73.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Pine Tree Plz (12)	1	Winn-Dixie, Sears, Eckerd, Radio Shack
Pleasant Hill	2	Bogalusa Home Super, White Auto
Northgate(12)	1	Piggly-Wiggly, TG&Y, Bill's Dollar Store
Shopyard Square(9)	1	A&P, Super 5 & 10, Katz & Besthoff, Payless Shoes
Eastgate	20	Winn-Dixie, McCrory's, Goodyear
Riverside	22	National Mkt., Sears, TG&Y

13 - RETAIL OUTLETS: **Department Stores**-Rosenblum's; Berenson's; Goldman's; JCPenney; Case Shoes; Diana Shop; Cato's.
Discount Stores-Ashley's; Fred's; Dollar General Store.
Variety Stores-Super 5 & 10; TG&Y; Bill's Dollar Store; Wal-Mart.
Chain Drug Stores-Walgreens; Rexall 2; Eckerd; Starns; Katz & Besthoff.
Chain Supermarkets-A&P; National Tea; Winn-Dixie; Piggly-Wiggly; Bogalusa Home Super 3.
Other Chain Stores-Sears (catalog); Rosenblum's (ready-to-wear); Western Auto; Goodyear; Goodrich; Montgomery Ward; Dixie Auto-Lec; Townsend Music; Radio Shack.

14 - NEWSPAPERS: NEWS (e-mon to fri) 7,877; (S) 8,970; Sept. 30, 1984 ABC.
Local Contact for Advertising and Merchandising Data: J.J. Kennon, Adv. Dir., NEWS, 525 Avenue V; PO Box 820, Bogalusa, LA 70427; Tel. (504) 732-2565.
National Representative: None.

CROWLEY

1 - LOCATION: Acadia Parish, E&P Map B-3. Midway between New Orleans and Houston, Texas; Baton Rouge 98 mi.; Alexandria 80 mi. N Of U.S. Hwy. 90, Old Spanish Trail; State Hwy. 26.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Missouri Pacific.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Texas International; La Gros Airport.

3 - POPULATION:
Corp. City 80 Cen. 16,036; E&P 85 Est. 17,035
CZ-ABC: (80) 16,036
RTZ-ABC: (80) 104,499
Parish 80 Cen. 56,427; E&P 85 Est. 60,107
CZ & RTZ-ABC: (80) 120,535
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 5,411; E&P 85 Est. 5,861
Parish 80 Cen. 18,117; E&P 85 Est. 19,930
CZ-ABC: (80) 5,411
RTZ-ABC: (80) 33,744
City & RTZ-ABC: (80) 39,155

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$145,702,000
Commercial	3	$53,000,000

6 - PASSENGER AUTOS: Parish 30,343

7 - ELECTRIC METERS: Residence 5,750

8 - GAS METERS: Residence 4,857

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Food Proc. 869; Ret. 1,669; Personal Serv. 981; Govt. 881; Transp. & Util. 550; Oil Prod. & Refining 515; Agric. 3,050; Garment Mfg. 420.

10 - CLIMATE: Min. & Max. Temp.-10 year average, year-round Min. 57; Max. 85.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
A&P(6)	NA	A&P, Ben Franklin
Gateway	NA	
Northpark(9)	NA	Winn-Dixie
Wager's(4)	NA	Wager's Phcy., Sears

Principal Shopping Days-Mon., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Nichols; Beall; West Bros.; Mervine Kahn; Sears (catalog); Goodyear; Western Auto.
Variety Stores-Ben Franklin.
Discount Stores-Howard's; Wal-Mart; Murphy Mart.
Chain Drug Stores-Eckerd 2.
Chain Supermarkets-National Food; A&P; Winn-Dixie; Shop Rite 2.

14 - NEWSPAPERS: POST-SIGNAL (e-tues to fri) 5,750; (S) 6,279; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Milo A. Nickel, Pub., POST-SIGNAL, 602 N. Parkerson Ave., Crowley, LA 70526; Tel. (318) 783-3450.
National Representative: None.

FRANKLIN

1 - LOCATION: St. Mary Parish, E&P Map C-4. County Seat. S part of state.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri Pacific.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 9,564; E&P 85 Est. 10,240
Parish 80 Cen. 64,395; E&P 85 Est. 67,756

4 - HOUSEHOLDS:
City 80 Cen. 3,062; E&P 85 Est. 3,343
Parish 80 Cen. 20,096; E&P 85 Est. 21,847

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$112,000,000
Savings & Loan	1	$27,000,000

6 - PASSENGER AUTOS: Parish 28,794.

7 - ELECTRIC METERS: Residence 3,290.

8 - GAS METERS: Residence 3,762.

9 - PRINCIPAL INDUSTRIES: Sugar Mfg.; Carbon Black Mfg.; Steel Fabrication; Salt Mining; Gas & Oil Processing; Electr. Pur. Plant; Water Transportation.

10 - CLIMATE: Average-Min.-Max. Summer 60-100; Winter 25-70; Av. Rainfall 66 in. annually.

11 - TAP WATER: N.A.

12 - RETAILING: **Shopping Center**-Blakesley-Main St. St. Brown Castille.
Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Louis Wormser's; Marx Silverman; A. Friedman; West Bros.; Sears (catalog); Acme; Montgomery Ward, Murphy Mart.
Variety Stores-Wal-Mart.
Chain Drug Stores-Eckerd; Cashway.
Chain Supermarkets-A&P; National; Gus's Big Star; IGA; Robie's; Lombardo's; Ledet's.
Other Chain Stores-White Bros.; Western Auto; Auto-Lec.

14 - NEWSPAPERS: FRANKLIN BANNER (e-mon to fri) 3,423; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Allan Von Werder, Pub., Franklin Banner, 111 Wilson St., PO Box 566, Franklin, LA 70538; Tel. (318) 828-3707.
National Representative: None.

HAMMOND

1 - LOCATION: Tangipahoa Parish, E&P Map C-3. Dairy, poultry, strawberry, candy, plywood center, home of Southeastern Louisiana University; SE portion of state, 55 mi. N of New Orleans; 40 mi. E of Baton Rouge. On U.S. Hwys. 51 and 190; Interstates 12 and 55.

2 - TRANSPORTATION: Railroads-Illinois Central.
Motor Freight Carriers-6.
Intercity Bus Lines-Southern Greyhound; Elderidge's.

3 - POPULATION:
Corp. City 80 Cen. 15,043; E&P 85 Est. 17,901
NDM-ABC: (80) 83,156
Parish 80 Cen. 80,698; E&P 85 Est. 87,541

4 - HOUSEHOLDS:
City 80 Cen. 4,507; E&P 85 Est. 5,562
Parish 80 Cen. 25,963; E&P 85 Est. 29,134
NDM-ABC: (80) 26,674

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$352,889,000
Savings & Loan	4	$85,694,000

6 - PASSENGER AUTOS: Parish 40,184.

7 - ELECTRIC METERS: Residence 4,587.

8 - GAS METERS: Residence 3,537.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 2,394; Retail & Wholesale Trade 5,318; Govt. 2,440; Agricultural 2,969; Construction 651; Transportation 440; Mining 74; Fin., Ins. & Real Estate 475; Services & Misc. 952.

10 - CLIMATE: Ozone Belt-Av. low temp. 51, av. high 82. First killing frost, Nov. 21; last killing frost, Mar. 6.

11 - TAP WATER: Alkaline, very soft, 99.8 pure, not fluoridated.

12 - RETAILING: **Neighborhood Shopping Center**-1100 W Thomas to 1900 W Thomas St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ponchatoula(15)	6	TG&Y
Channel(20)	1	Sunflower
Hammond Sq. Mall(73)	1	Sears, D.H. Holmes, JCPenney
Town & Country Plaza(31)	NA	Winn-Dixie, TG&Y, Beall's
West Gate(3)	1	Nat'l Food, Freds
Seville Plaza	NA	Wal-Mart, Albertsons
Westside	NA	K mart, K&B Drugs, Delchamps

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-All major dept. stores.
Principal Industrial Pay Days-1st & 15th.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Rosenblum's; Sears; Anthony's; D.H. Holmes.
Discount Stores-Direct Factory; K mart; Wal-Mart.
Variety Stores-Murphy's; TG&Y.
Chain Drug Stores-Rexall; Walgreens; Eckerd; K&B.
Chain Supermarkets-A&P; Winn-Dixie; National Food; Handi-Pak 2; Sunflower; Delchamps; Albertsons.
Other Chain Stores-Auto Accessories; Goodrich; Goodyear; Firestone; General Tire; Bill's Dollar Stores (Walker Variety); Wickes Lumber; Montgomery Ward; United Dollar; TG&Y; Smart & Thrifty; Otasco; Radio Shack; Zale's Jewelry; Sherwin-Williams; Lowe's.

14 - NEWSPAPERS: STAR (e-mon to fri) 12,529; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Chris Bond., Adv. Dir., STAR, 725 Hwy. 51 Bypass; PO Box 1149, Hammond, LA 70401; Tel. (504) 345-2333.
National Representative: Papert Companies.

HOUMA

1 - LOCATION: Terrebonne Parish. (In Houma-Thibodaux MSA). E&P Map C-4. Parish Seat. Southern part of state. Manufacturing, agriculture (sugar cane, soy beans), oil and gas exploration, seafood. 54 mi. SW of New Orleans. On U.S. Hwy. 90; State Hwy. 90.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Intercity Bus Line-Greyhound.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 32,602; E&P 85 Est. 35,677
Parish 80 Cen. 94,393; E&P 85 Est. 103,294
NDM-ABC: (80) 94,393
MSA 80 Cen. 176,876; E&P 85 Est. 194,868
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,013; E&P 85 Est. 12,376
Parish 80 Cen. 29,285; E&P 85 Est. 33,082
NDM-ABC: (80) 29,285
MSA 80 Cen. 54,676; E&P 85 Est. 62,194

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$782,843,556
Savings & Loan	4	$180,275,000

6 - PASSENGER AUTOS: Parish 44,731.

7 - ELECTRIC METERS: Residence 35,183.

8 - GAS METERS: Residence 25,122.

9 - PRINCIPAL INDUSTRIES: Sugar Mfg.; Gas & Oil Processing; Agriculture; Seafood. Average employment 42,245; Avg. Wkly. Wage-$295.

10 - CLIMATE: Av. Temp. 69. Av. Rainfall 5.16 in.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-Downtown, 8 blocks on E. Main, 6 blocks off Main.
Neighborhood Shopping Centers-Grand Gaillou Road, 6; Tunnel Blvd., 5; Corner Bond and Barrow Sts.; West Main St., 4; West Park Ave., 5.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sundberry(4)	NA	Nat'l Foods, Dollar General
Colonial Acres(17)	NA	Dollar General, Howard's Shoetown
Lynn Park(9)	NA	Winn-Dixie, West Bros., Bealls, K&B, TG&Y
Tunnel Blvd.(5)	NA	TG&Y, Winn-Dixie
Grand Ciallou	NA	A&P, Murphy
Southland(45)	3	Sears, Woolworth, Holmes, Shainberg's, JCPenney, Zale's
Concord Plaza	3	Winn Dixie, Bealls, K & B, Shoetown
Southland Plaza	3	Delchamps, Revco
Caillou Plaza	4	Delchamps, Revco

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Southland Mall.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; West Bros.; Montgomery Ward; Holmes; Godchaux's; Western Auto; Goodyear; Howard Bros.; TG&Y; Beall's.
Discount Stores-Dollar General; Wilson's; Murphy's Mart; Handy City; Hill Behan; K mart; Gaylord's; TG&Y.
Variety Stores-Woolworth; Murphy's Mart; TG&Y; Leonard Krower.
Chain Drug Stores-K&B 3; Eckerd 2; Kare Pharmacy.
Chain Supermarkets-A&P 3; Winn-Dixie 4; National 2; IGA; Big Star 6; La Food Store 2.
Other Chain Stores-Lerner's; Gordon's Jewelry; Singer Co.; Kinney Shoes; Butler Shoes; Shainbergs; Miller-Whol.; Wilson's Distributors; Thom McAn; Radio Shack; Hausmann's Jewelers; Kay Jewelers; Zale's.

14 - NEWSPAPERS: COURIER AND TERREBONNE PRESS (e-mon to fri) 21,634; (S) 24,242; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Gerald P. Lancon, Adv. Dir., COURIER AND TERREBONNE PRESS, PO Box 2717, Houma, LA 70361; Tel. (504) 879-1557.
National Representative: Papert Companies.

JENNINGS

1 - LOCATION: Jefferson Davis Parish. E&P Map B-3. Parish Seat. Agriculture, wholesale and oil center. SW portion of state. 200 mi. W of New Orleans; 120 mi. SW of Baton Rouge; 30 mi. E of Lake Charles; 180 mi. E of Houston. On U.S. Hwy. 90; State 99, 108; I-10.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Motor Freight Carriers-3.
Intercity Bus Lines-Teche Greyhound; Trailways.
Airlines-TTA; (Lake Charles Terminal).

3 - POPULATION:
Corp. City 80 Cen. 12,401; E&P 85 Est. 13,322
CZ-ABC: (80) 12,401
RTZ-ABC: (80) 49,893
Parish 80 Cen. 32,168; E&P 85 Est. 33,587
City & RTZ-ABC: (80) 62,294

4 - HOUSEHOLDS:
City 80 Cen. 4,148; E&P 85 Est. 4,498
Parish 80 Cen. 10,392; E&P 85 Est. 11,168
CZ-ABC: (80) 4,148
RTZ-ABC: (80) 16,170
City & RTZ-ABC: (80) 20,318

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$97,006,934
Savings & Loan	1	$30,133,192

6 - PASSENGER AUTOS: Parish 14,178.

7 - ELECTRIC METERS: Residence 5,000.

8 - GAS METERS: Residence 3,840.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Shipyard & River Trans. 300; Rice Driers (Seasonal) 30; Oil Field Service 453; Pipe Wrapping 40; Refinery 73; Bottling 80; Clothing 250.

10 - CLIMATE: Min. & Max. Temp.-Spring 51-85; Summer 71-92; Fall 48-89; Winter 44-67. First killing frost, Dec. 1; last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, soft, flouridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Main St.; 5 on N. Broadway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Piggly Wiggly(4)	NA	Piggly Wiggly, Big Star, Sears
Zigler(5)	NA	TG&Y
Jennings(5)	NA	Weill Dept., TG&Y, Winn-Dixie, Eckerd, West Bros.
Jennings Vlg.(4)	NA	Murphy's Mart, A&P, K&B, Shoe Towne

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-West Bros.; Weills; Silvermans; Nichols; Gervais Smart Shop.
Variety Stores-Morgan & Lindsey; TG&Y; Wal-Mart.
Chain Drug Stores-Phenix Rexall; Eckerd; K&B.
Chain Supermarkets-A&P; Piggly Wiggly; Daley's; Winn-Dixie; Big Star; Cormier; IGA.
Other Chain Stores-Western Auto; Swifts Shoe; Betty Lee Shoes; Frank West Furniture; Sears (catalog); Montgomery Ward.

14 - NEWSPAPERS: NEWS (e-mon to fri) 5,844; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Bill Oberst, Pub., NEWS, 238 Market St., Jennings, LA 70546; Tel. (318) 824-3011.
National Representative: None.

LAFAYETTE

1 - LOCATION: Lafayette Parish. (In Lafayette MSA). E&P Map B-3. Wholesale, agricultural, oil, medical and educational center. On U.S. Hwys. 90, 167; I-49, 1-10; State Hwys. 92, 93, 94, 96, 98, 182; 160 mi. W of New Orleans.

2 - TRANSPORTATION: **Railroads**-So. Pacific; Amtrak.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Lafayette Trailways.
Airlines-Royale; Continental; Metro; Hammond.

3 - POPULATION:
Corp. City 80 Cen. 81,961; E&P 85 Est. 93,781
CZ-ABC: (80) 109,660
RTZ-ABC: (80) 140,468
Parish 80 Cen. 150,017; E&P 85 Est. 171,652
MSA 80 Cen. 190,231; E&P 85 Est. 217,536
City & RTZ-ABC: (80) 250,128

4 - HOUSEHOLDS:
City 80 Cen. 28,479; E&P 85 Est. 33,469
Parish 80 Cen. 50,497; E&P 85 Est. 59,571
MSA 80 Cen. 62,503; E&P 85 Est. 73,862
CZ-ABC: (80) 37,439
RTZ-ABC: (80) 45,331
City & RTZ-ABC: (80) 82,770

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	8	$2,063,088
Commercial	7	$1,788,528

6 - PASSENGER AUTOS: Parish 92,707.

7 - ELECTRIC METERS: Residence (City) 35,062.

8 - GAS METERS: Residence (City) 27,083.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Oil Industry 5,350; Bakery Prods. 448; Meat Packing 182.
Principal Pay Days-Fri., Sat., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-83; Summer 72-93; Fall 54-83; Winter 44-65. First killing frost, Nov. 14; last killing frost, Mar. 3.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Center**-Oil Center, Johnston St., Acadiana Mall, Northgate Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Acadian Vlg.(7)	NA	Winn-Dixie, Old America Store
Acadiana Mall(83)	NA	Sears, Goudchaux, D.H. Holmes
Four Corners	NA	National Foods
Fiesta Vlg.(11)	NA	Bed & Bath
Galeries Lafayette(1)	NA	U Mark It
Grande Marche(14)	NA	Wal-Mart
La Promenade(26)	NA	Brown's Jewelers
La Villa Espaneia(15)	NA	Sandy Austin Ltd.
Northgate(34)	NA	JCPenney, TG&Y, Safeway, Mont. Ward
Oil Center(20)	NA	The Fair, Bealls,

		Safeway
South College(15)	NA	Monsieur's, Landry's Young Fashions
Winn Wood(12)	NA	Hancock, Conn's
Woodland Village(9)	NA	Elle's, Rattan Arts
Boulevard(20)	NA	Piccadilly Bros., Kroger

Principal Shopping Days-Wed., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Abdalla's, Heymann's, Montgomery Ward; JCPenney, Sears, The Fair; Beall's, Ester Wolf; Goudchaux; Selber Bros.; D.H. Holmes.
Variety-Woolworth; Murphy's; McCrory; Michael's; TG&Y; Old America Store; Katz & Bestoff.
Discount Stores-Wal-Mart, Kroger's Family Center; K mart; Howard's.
Chain Drug Stores-Eckerd 6; Begneaud's 2; Medical Arts 2; Teche 3; Katz & Besthoff 5; Albertson; Wal-Mart 2.
Chain Supermarkets-A&P; National 2; National Brand 15; Winn-Dixie 2; Heymanns; IG Foods 14; Kroger 2; Safeway 3; Adrian's 2; Serve-O-Save 7; Stop & Shop 8; Albertson's; Southco (7-Eleven stores); Delchamps 3.

14 - NEWSPAPERS: ADVERTISER (e) 31,768; (S) 41,252; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: John Meche, Adv. Mgr., ADVERTISER, PO Box 3268, Lafayette, LA 70502, Tel. (318) 235-8511.
National Representatives: Thomson Newspapers; Papert Companies.

LAKE CHARLES

1 - LOCATION: Parish seat of Calcasieu Parish (MSA). E&P Map B-3. 245 mi. W of New Orleans. On Calcasieu River and Ship Channel which flows into Gulf of Mexico; 150 mi. E of Houston. On U.S. Hwys. 90, 171, 165; State Hwys. 14, 27; I-10, 210.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Union Pacific Systems; Kansas City Southern.
Motor Freight Carriers-13.
Intercity Bus Lines-Greyhound; Trailways.
Freight Steamship Lines-81 Call at Port.
Airlines-Royale; Metro Transit Aviation of Lake Charles.

3 - POPULATION:
Corp. City 80 Cen. 75,051; E&P 85 Est. 79,027
CZ-ABC: (80) 116,650
RTZ-ABC: (80) 176,410
Parish/MSA 80 Cen. 167,048; E&P 85 Est. 179,600
City & RTZ-ABC: (80) 293,060
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 26,463; E&P 85 Est. 28,292
Parish/MSA 80 Cen. 56,339; E&P 85 Est. 62,530
CZ-ABC: (80) 40,331
RTZ-ABC: (80) 57,199
City & RTZ-ABC: (80) 97,530

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$1,068,754,527
Commercial	6	$1,255,265,576

6 - PASSENGER AUTOS: Parish 98,412.

7 - ELECTRIC METERS: Residence 30,367.

8 - GAS METERS: Residence 29,670.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Non-Farm Employees 57,900; Mining 2,100; Constr. 3,300; Mfg. 9,000; Trade 14,400; Fin. & Ins. 2,700; Services 10,900; Govt. 11,200.
Principal Pay Day-Fri.

10 - CLIMATE: Mean Annual Av. Temp. of last 10 years, 68.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Downtown Mall; Ryan St., Prien Lake Mall; Southgate, Ryan St.; 14 Park Plaza, Hwy. 14.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Central City	NA	TG&Y
Downtown Mall(68)	NA	Sears, Muller's
East Town(6)	NA	
G.T.Northgate	NA	
Gulfway(5)	NA	Kroger
K mart Plz.	NA	K mart, Bealls
Mid City	NA	Pak-A-Sak Mkt.
Oak Park(6)	NA	Market Basket
Park Plz.(9)	NA	Safeway, Howard's, TG&Y
Prien Lake(40)	NA	JCPenney, Mont. Ward
Second Ave.	NA	
Southgate(21)	NA	The Fair, TG&Y
		Safeway
Ryan St.	NA	Kroger
Hwy. 14(13)		Selmart

Principal Shopping Days-Tues., Thur., Sat.
Stores Open Evenings-Thur. until 9 p.m.

13 - RETAIL OUTLETS: **Department Stores**-Muller's; Sears; The Fair 2; JCPenney; Beall Ladymon, Inc.; White House; Montgomery Ward.
Discount Stores-Sel-Mart; Men's Discount Shop; Howard Bros. 2; Shoe Town; K mart; Wal-Mart.
Variety Stores-Perry's 2; TG&Y 5; Woolworth; Cost Plus.
Chain Drug Stores-Walgreens 2; Eckerd 3; K&B; Revco.
Chain Supermarkets-Safeway, Market Basket 4; Kroger 3; Theriot's 11; Abe's 3; Delchamp's 3; Winn Dixie 2.
Other Chain Stores-Lerner; Gordon's Jewelers; Thom McAn; Gem Jewelry; Western Auto 6; S&H Green Stamps; Shoe Town; Newstadt's; Jean's; United Jewelers; Firestone; Uniroyal; Goodyear; White's Auto; A-V Wilson.

14 - NEWSPAPERS: AMERICAN-PRESS (m) 41,797; (S) 47,129; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Jack Delaney, Adv. Dir., AMERICAN PRESS, 327 Broad St., PO Box 2893, Lake Charles, LA 70602; Tel. (318) 439-2781.
National Representative: None.

LEESVILLE

1 - LOCATION: Vernon Parish. E&P Map A-3. County Seat. Leesville is called the "Gateway to the Toldeu Bend Reservoir" (a lake betw. the Louisiana and Texas borders with many Fishing camps, and marinas).

2 - TRANSPORTATION: **Railroads**-KCS.

3 - POPULATION:
Corp. City 80 Cen. 9,300; E&P 85 Est. 9,621
County 80 Cen. 53,475; E&P 85 Est. 61,232

4 - HOUSEHOLDS:
City 80 Cen. N.A.; E&P 85 Est. 4,904
County 80 Cen. 14,000; E&P 85 Est. 18,337

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.
Savings & Loans	2	N.A.

6 - PASSENGER AUTOS: County 26,581.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Fort Polk; Timber; Dairy; Cattle; Poultry; Egg Farming. Total No. of Wage Earners 20,000.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 72-98; Fall 50-80; Winter 25-60. First killing frost Dec.; last killing frost Mar.

12 - RETAILING: **Principal Shopping Center**-Berry Town.
Neighborhood Shopping Centers-Nichols; Wal-Mart.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Plz.(20)	15	Wal-Mart
K mart	15	K mart

Principal Shopping Days-Thurs., Sat.
Stores Open Evenings-Weekends.

13 - RETAIL OUTLETS: **Department Stores**-Bealls-Ladymon; Wal-Mart; Nichols.
Discount Stores-Wal-Mart; Nichols.
Variety Stores-Wal-Mart; Murphy.
Chain Supermarkets-Piggly-Wiggly; James Red & White; M&M Sure Save; Stanley's Super D.
Other Chain Stores-Lowe's.

14 - NEWSPAPERS: LEESVILLE DAILY LEADER (m-tues to fri;S) 13,800; sworn Aug. 18, 1985.
Local Contact for Advertising and Merchandising Data: Charlie Bowman, LEADER, 206 E. Texas St., Leesville, LA 71446; Tel. (318) 235-3444.
National Representative: Papert Companies.

MINDEN

1 - LOCATION: Webster Parish. E&P Map B-1. County Seat. 30 mi. E. of Shreveport.

2 - TRANSPORTATION: **Railroads**-La. & Ark.
Intercity Bus Lines-Continental Trailways.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 15,074; E&P 85 Est. 16,601
Parish 80 Cen. 43,631; E&P 85 Est. 46,195
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,523; E&P 85 Est. 5,892
Parish 80 Cen. 15,692; E&P 85 Est. 17,144

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$240,000,000
Bldg.	2	$25,000,000

6 - PASSENGER AUTOS: Parish 22,540.

7 - ELECTRIC METERS: Residence Est. 15,830.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Oil Wells; Army Ammunition Plant; Tidecraft; FMC; Sidewinder; Rubber; Paper.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Center**-6 blocks downtown on Main and Broadway; 30 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Homer Road(22)	NA	Shuler Dixie Dandy, Piggly Wiggly
Park City(12)	NA	Safeway, Beall's, Otasco, Eckerd
West Plz.(3)	NA	West-Co.
East Union(12)	NA	Piggly Wiggly

13 - RETAIL OUTLETS: **Department Stores**-Beall's; TG&Y; West & Co.; Sears; Otasco.
Discount Stores-West-Co.; Wal-Mart; Dollar General.
Chain Drug Stores-Eckerd; City Rexall; K&B; Wal-Mart.
Chain Supermarkets-Dixie Dandy; Piggly Wiggly; Safeway.
Other Chain Stores-Goodyear; Hers Unique; Pay Less Shoes; Western Auto; Kenwin Ladies; Radio Shack; Toledo Tackle.

14 - NEWSPAPERS: PRESS-HERALD (e-mon to fri) 4,637; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Bill Specht, Asst. Pub., PRESS-HERALD, 109 Dixie St., Minden, LA 71055; Tel. (318) 377-1866.
National Representative: Papert Companies.

MONROE

1 - LOCATION: Ouachita Parish. (In Monroe MSA). E&P Map B-2. Parish Seat. Northeast Louisiana on Ouachita River; 74 mi. W of Vicksburg MS; 100 mi. E of Shreveport. On U.S. Hwys. 80, 165; I-20; State Hwy. 15.

2 - TRANSPORTATION: **Railroads**-Illinois Central; Gulf; A&LM; Missouri Pacific; Union Pacific.
Motor Freight Carriers-18.
Intercity Bus Lines-Trailways, Greyhound.
Airlines-Delta, Republic Express; Atlantic Southeast.

3 - POPULATION:
Corp. City 80 Cen. 57,597; E&P 85 Est. 58,368
CZ-ABC: (80) 78,604
RTZ-ABC: (80) 264,226
Parish/MSA 80 Cen. 139,241; E&P 85 Est. 139-442
City & RTZ-ABC: (80) 342,830

4 - HOUSEHOLDS:
City 80 Cen. 19,639; E&P 85 Est. 20,243
Parish/MSA 80 Cen. 47,322; E&P 85 Est. 48,765
CZ-ABC: (80) 27,716
RTZ-ABC: (80) 87,196
City & RTZ-ABC: (80) 114,912

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$1,322,000,000
Savings & Loan	4	$432,000,000

6 - PASSENGER AUTOS: Parish 67,747.

7 - ELECTRIC METERS: Monroe and W. Monroe 28,671.

8 - GAS METERS: Monroe and W. Monroe 28,382.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 7,900; Serv. 7,900; Whol. 4,125; Constr. 3,775; Ret. 8,900; Fin., Ins. & Real Est. 3,500; Transp. Comm. & Util 2,550; Mining 425; Gov't 9,875.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-78; Summer 74-95; Fall 50-83; Winter 28-50; First killing frost, Nov. 2; last killing frost, Feb. 5.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: **Downtown Shopping Center**-5 blocks on DeSiard.
Neighborhood Shopping Centers-No. of Blocks, DeSiard Rd., 5; Forsythe Ave., Monroe, 4; Trenton, W Monroe 2; Jackson St., 3; Louisville Ave., 24; McGuire, W Monroe, 2; Westgate, W Monroe 1; Plum St. 1; Cypress St., W Monroe 10; McMillian Mall 3; North; 18th St. 6; Oliver Rd. 3.; N 7th St., W Monroe 4; Thomas Rd. 2.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastgate(18)		Safeway, K&B, Fair
Northgate(12)	NA	Ackel Jewelers
Murray Pl.(8)	NA	Quick Print,
Sunshine Heights(7)	NA	K mart, Eckerd Radio Shack
18th St.(4)	NA	A&P, Eckerd
Twin City Mall(33)	NA	Mont. Ward Field's, Radio Shack
Louisville(7)	NA	County Mkt. Service Mdse.
Mid-City Plz.(4)	NA	Sears, Beall's,
Lakeshore Plz.(8)	NA	A&P, Revco, Radio Shack
Pecanland Mall	NA	Dillard's,JCPenney Mervyn's
Southside Plum St.(2)	NA	Safeway, West's
Southgate(3)	NA	Family Dollar,
Highland(2)	NA	Otasco, CES Bookstore,
Westgate	NA	Going Places
Glenwood Mall(25)	NA	K&B, A&P, Beall-Ladyman

Principal Shopping Days-Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores** -Montgomery Ward; Sears; JCPenney; The Fair; Selber's, Wellan's; Dillard's; McRae's; Mervyn's; Beall-Ladymon.
Discount Stores-Howard Bros. 4; Dollar General; K mart; Geneva's 2; Wal-Mart; Service Mdse.
Chain Drug Stores-K&B 3; Howard Bros.; Rexall 2; D&E 3; Eckerd 3; Revco.
Chain Supermarkets-A&P; Safeway 6; Piggly Wiggly 2; Brockshire's 3; County Mkt.; Big Star 3; Budget Saver.
Other Chain Stores-Butler's Shoe; Firestone 2; Goodyear 3; Sherwin-Williams 2; Gordon's Jewelry; Peacock Jewelry; Zale's Jewelry; Rhealee Millinery; Binswanger Class; Selber's; Singer; Color Tile; Otasco 3; Pittsburgh Plate Glass; Hiller's; Baker's Shoes; Cloth World; Wickes; Lowe's; Goldring Jewelers; The Pipe Shop; Ormond; Casual Corner; O.G. Wilson; Record Bar; Pier 1; General Nutrition ctr.; Footlocker; Chess King; B. Dalton Bookeller; The Ltd.; Miller's Outpost; Kay-Bee Toys; Radio Shack 2; WaldenBooks; Hallmark; Helen's Artscrafts.

14 - NEWSPAPERS: NEWS-STAR-WORLD (m) 38,304; (S) 46,852; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Jimmy Skeen, Ret. Adv. Dir., NEWS-STAR-WORLD, 411 N. 4th St., PO Box 1502, Monroe, LA 71201; Tel. (318) 362-0214.
National Representative: Gannett Media Sales.

MORGAN CITY

1 - LOCATION: St. Mary Parish. E&P Map C-4. 90 mi. W of New Orleans; 70 mi. S of Baton Rouge; On U.S. 90.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Intercity Bus Lines-Greyhound.
Airlines-Perry's Flying Service; Hammond Air.

3 - POPULATION:
Corp. City 80 Cen. 16,114; E&P 85 Est. 16,676
Parish 80 Cen. 64,395; E&P 85 Est. 67,756

4 - HOUSEHOLDS:
City 80 Cen. 5,353; E&P 85 Est. 5,668
Parish 80 Cen. 20,096; E&P 85 Est. 21,847

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$426,000,000
Savings & Loan	4	$515,000,000

6 - PASSENGER AUTOS: Parish 28,794.

7 - ELECTRIC METERS: Residence 5,396.

8 - GAS METERS: Residence 5,176.

9 - PRINCIPAL INDUSTRIES: Industry (No. of Plants)-Chemicals 6; Food 17; Pub. & Ptg. 4; Lumber Prod. 4; Furniture, Metal Working 2; Mach. 12; Transp. Equip. 13; Offshore Oil Drilling; Stone, Clay, Glass; Shipyards 3; Fabrication Yards 6. Av. wkly. wage $400 (all industries compete with offshore oil and base pay is constant).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 60-100; Fall 38-73; Winter 26-65.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Guarisco-Evans (14)		Sears, Walgreens, Nationals, Murphy's
Colonial Plz (8)		TG&Y, Zale's, Anthony's
Business Prof (5)	NA	
Eastgate(8)	1	Winn-Dixie, Bealls, West Bros., Shoe Town
Inglewood Mall	1	

Other Shopping Centers-Cannata's Shopping Ctr., Bay on Vista Pl., Norman Shopping Village, Patterson; St. Mary Plaza Shopping Center, Bayou Vista.
Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-West Bros. 2; Wal-Mart; TG&Y 2; Kroger; C. R. Anthony 2.
Chain Supermarkets-Kroger; National; Winn-Dixie 2; Delchamps.
Variety Stores-Morgan & Lindsey.
Chain Drug Stores-Walgreens 3; Eckerd; K&B 2.
Other Chain Stores-Montgomery Ward; JCPenney (catalog); Sears (catalog); Singer Co.; Western Auto; Merle Norman Cosmetics; Philip-Morris Furn.; Radio Shack; Goodrich; Goodyear; Payless; Zale's; Cato; Firestone.

14 - NEWSPAPERS: REVIEW (e-mon to fri) 6,761; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Doyle Shirley, Ed. & Pub., REVIEW, PO Box 948, 1014 Front St., Morgan City, LA 70381; Tel (504) 384-8370.
National Representative None.

NEW IBERIA

1 - LOCATION: Iberia Parish (Govt. Seat). E&P Map B-4. Manufacturing commercial and cultural center in SW part of state. 150 mi. from New Orleans; 110 mi. from Baton Rouge. On U.S. Hwy. 90; State Hwy. 182.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri Pacific; Amtrak.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; LaPorte.
Airlines-Continental; Royal; Metro.

3 - POPULATION:
Corp. City 80 Cen. 32,766; E&P 85 Est. 38,352
CZ-ABC: (80) 32,766
RTZ-ABC: (80) 64,065
Parish 80 Cen. 63,752; E&P 85 Est. 71,446
City & RTZ-ABC: (80) 96,831
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,685; E&P 85 Est. 12,757
CZ-ABC: (80) 10,685
RTZ-ABC: (80) 19,053
Parish 80 Cen. 19,915; E&P 85 Est. 23,044
City & RTZ-ABC: (80) 29,738

5 - BANKS	NUMBER	DEPOSITS
Savings	5	$374,885,757
Savings & Loan	5	$1,361,281,880

6 - PASSENGER AUTOS: Parish 36,464

7 - ELECTRIC METERS: City Residence 11,600; Parish 18,000

8 - GAS METERS: City Residence 11,873; Parish 16,128

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Petroleum 2,100 ($320); Food 1,465 ($210); Supply House (Oil) 721 ($215); Sugar Mills 800 ($160); Salt Mines 500 ($275); Pepper Sauce Plants 425; Port of New Iberia 3,500 ($275); Airport & Industrial Park 800 ($250). Total laborers 32,350.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 56-91; Summer 71-93; Fall 38-77; Winter 39-69. First killing frost, Nov. 29; last killing frost, Apr. 3.

11 - TAP WATER: Slightly alkaline; hard; not flouridated.

12 - RETAILING: Principal Shopping Center-8 blocks on Main St.; 1 block on Julia St.; 2 blocks on Iberia St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Jeanerette	10	Wormser, Weill's Ben Franklin, Robie Star, Winn-Dixie
Sheptown	1	National, Hancocks's, Western Auto, Broussard's
Torrido(31)	1	TG&Y, Beall's, Mont. Ward, Radio Shack, Sears, Sherwin-Williams
Iberia Mall(16)	1	West-Gibson, A&P, Eckerd
K mart	2	K mart
Kroger	1	Kroger
West Park	1	Howards, Eckerd, Winn-Dixie
Town & Country	1	A&P, Katz & Bestoff
Iberia Plz (19)	2	Wal-Mart, Delchamps

Principal Shopping Days-Fri., Sat., Thur.

13 - RETAIL OUTLETS: Department Stores-Abdalla's; Monsieur's; Gulotta's; Oubre Furniture; Home Furniture; Anthony's; Broussard's; West; Beall's; Wormser.
Discount Stores-Howard Bros.; Wicke's; West; K mart; Wal-Mart; Kroger; Otasco.
Variety Stores-Murphy's; TG&Y.
Chain Drug Stores-Rexall; Eckerd 4; Kare's; Kroger Phcy.; Medicine Shoppes; K&B.
Chain Supermarkets-I.G. Stores (Co-Op) 10; National Brands 3; A&P; National Stores; Winn-Dixie 3; Kroger; Family Store; IGA; Delchamps.

14 - NEWSPAPERS: DAILY IBERIAN (e) 15,908; (S) 16,668; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Donald W. Ferguson, Adv. Dir., DAILY IBERIAN, 926 E. Main St., New Iberia, LA 70561; Tel (318) 365-6773.
National Representative Papert Companies.

NEW ORLEANS

1 - LOCATION: Orleans Parish (In New Orleans MSA). E&P Map D-4. Parish Seat. Seaport. Wholesale, educational and medical center. 110 mi. up from mouth of Mississippi. 70 mi. to Gulf of Mexico via Mississippi River-Gulf Outlet channel, lying between river and Lake Pontchartrain; 957 mi. from Chicago; Atlanta 523 mi.; Dallas 506 mi. On U.S. Hwys. 61, 51, 91, 11, 90; State Hwys. 1, 2, 30, 31, 33; I-10.

2 - TRANSPORTATION: Railroads-Amtrak; Burlington Northern; Illinois Central; Kansas City Southern; Louisiana Southern; Southern; S.P.; Missouri Pacific; Missouri; Kansas; Texas; Santa Fe; Southern Pacific; Union Pacific.
Intercity Bus Lines-Trailways; Greyhound.
Motor Freight Carriers-120.
Airlines-Air New Orleans; American; Aviateca; Continental; Delta; Florida Express; Eastern; General Aviation; LACSA; Muse; Ozark; New York Air; Piedmont; Republic; Royale; Sahsa-Honduras; Southwest; TACA Int'l; TWA; United; USAir.
Steamship Lines-107 regularly scheduled lines. Approx. 15 common carrier barge lines; numerous others on charter.

3 - POPULATION:
Corp. City/Parish 80 Cen. 557,927; E&P 85 Est. 560,542
NDM-ABC: (80) 1,282,717
MSA 80 Cen. 1,256,353; E&P 85 Est. 1,311,386
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City/Parish 80 Cen. 206,435; E&P 85 Est. 213,975
MSA 80 Cen. 439,079; E&P 85 Est. 471,613
NDM-ABC: (80) 446,948

5 - BANKS	NUMBER	EST. DEP.
Commercial	37	$6,928,370,000
Savings & Loan	47	$4,496,900,000

6 - PASSENGER AUTOS: Parish 219,830

7 - ELECTRIC METERS: Residence 195,591

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber & Wood Prod. 600 (N.A.); Durable Goods 23,600 ($393); Stone, Clay & Glass Prod. 2,000 ($435); Fabric Metal 2,700 ($462); Mach. 3,100 (N.A.); Trans. Equip. 13,400 (N.A.); Ship & Boat Bldg. 8,700 ($381); Other Durable Goods 1,800 (N.A.); Nondurable Goods 22,900 ($465); Food Prod. 6,500 ($309); Apparel & Textile Prod. 1,700 ($173); Paper Prod. 1,100 ($445); Printing & Pub. 3,700 ($365); Chemical Prod. 4,700 ($708); Petroleum Prod. 4,900 (N.A.); Other Nondurable Goods 300 (N.A.); Non-Mfg. 487,000 (N.A.).

10 - CLIMATE: Average Temp. Spring 69; Summer 82; Fall 70; Winter 57.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-12 blocks adjacent to Canal Street.
Neighborhood Shopping Centers-Atlantic Thrift; Aurora Mall; Canal Center; Carolyn Park; Claiborne & Washington; Colonial; Continental Plaza; Crescent Airline; Lake Terrace; Lake Vista; Lakeshore; Metairie; Mid-City; Oak Street; Oakside; Parkchester; K mart; Trading Post; Village Square.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Airline Park	8	Woolworth, Winn Dixie
Airline Village	4	Lionel Playworld
Bogue Falaya Plaza(40)	NA	West, Beall's, National/Canal Villere
Belle Promenade	13	D.H. Holmes, JCPenney
Carrollton	1	JCPenney, Gus Mayer
Clearview	8	Sears, Maison Blanche
Donna Villa	7	TG&Y, Winn-Dixie
Elmwood	10	K mart, Levitz, Lawhorn, A&P, Home Depot, Marshall's
Gentilly-Elysian Fields	3	A&P, Maison Blanche, Gaylord's, True Value
Gentilly Woods Mall	4	Labiches, Gaylord's, Walgreen, National/Canal Villere
M.A. Green	10	TG&Y, Western Auto
Harrison Ave.	5	Winn-Dixie, K&B
Kenilworth Mall	6	A&P, K&B
Kenner Plaza	12	Gaylord's
Lakeside	7	Holmes, Goudchaux, JCPenney
North Side Plz	45	Beall's, Eckerd, Winn-Dixie
Oakwood	2	Sears, Holmes, Goudchaux
One Canal Place	NA	Gucci, Brooks Bros., Kreeger's, Saks 5th Ave.
Plaza Lake Forest	8	Maison Blanche, Holmes, Sears, Leonard Krower
Plaza La Place	26	K mart, K&B, Delchamps
Plaza "190"	45	Roses, K&B
Ponchartrain Plz	30	K mart
Riverlands Ctr	26	K mart, TG&Y, Eckerd, Beall's, Winn-Dixie
St. Charles Plz	20	K mart, K&B, Delchamps
St. Tammany Sq.	40	K mart, K&B, Delchamps
South Clairborne	1	Kents, TG&Y
Uptown Sq.	5	D.H. Holmes, Goudchaux, Kreegers
Village Aurora	4	Walgreens
Westside	2	Maison Blanche, Marshall's

Principal Shopping Days-Thur., Mon., Fri., Sat.
Stores Open Evenings-Mon., Thur.

13 - RETAIL OUTLETS: Department Stores-Maison Blanche; D. H. Holmes; Sears; Krauss; JCPenney; Labiches; Gus Mayer; Bealls; Howards; J.A. West; Goudchaux; Kreegers; Brooks Bros.; Saks 5th Ave.; Rubenstein Bros.; Porter-Stevens.
Variety Stores-McCrory's; Murphy's 5; Woolworth 9; TG&Y 15; Kresge.
Discount Stores-K mart; Gaylords; Kent's; Leonard Krower; Wilson's.
Chain Drug Stores-Katz & Betshoff 38; Walgreens Louisiana 18; Rexall 2; Fasullo 4; Eckerd 26.
Chain Supermarkets-Breux Mart 4; Winn-Dixie 35; A&P 15; Schwegmann 11; National/Canal-Villere 19; 7-Eleven 31; Tenneco 7; Lil General 11; Time-Saver 82; Delchamps 9.
Other Chain Stores-Goodrich; Firestone; Goodyear; Mangels; Singer Co.; Pittsburgh Plate Glass; Home Depot; Houseworks; Solo; Marshall's; J. Brannam; Western Auto; Thom McAn; Sherwin-Williams; National Shirts; Lerner's; S&H Green Stamps; Top Value Stamps; One-Hour Martinizing; Gordon's; Zale's; Kinney; Chess King; The Limited; Bakers; Butler's; T.J. Maxx.

14 - NEWSPAPERS: TIMES-PICAYUNE/STATES-ITEM (all day-mon to fri) 278,888; (sat) 251,748; THE TIMES-PICAYUNE (S) 343,421; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Lester S. Key, Mgr. Gen. Adv., TIMES-PICAYUNE, 3800 Howard Ave., New Orleans, LA 70140; Tel (504) 586-3785.
National Representative Newhouse Newspapers Metro Suburbia.

OPELOUSAS

1 - LOCATION: St. Landry Parish. E&P Map B-3. Parish Seat. Shipping, whol. and small mfg. ctr. South-central part of state; 135 mi. from New Orleans; 59 mi. W of Baton Rouge; 75 mi. from Lake Charles. On U.S. Hwys. 167, 190; State Hwys. 5, 7, 22, 45, 40, 219; I-49.

2 - TRANSPORTATION: Railroads-Missouri Pacific; Southern Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Continental Trailways; Greyhound; Opelousas.
Airlines-Charter Service; Texas Intl.

3 - POPULATION:
Corp. City 80 Cen. 18,903; E&P 85 Est. 19,571
Parish 80 Cen. 84,128; E&P 85 Est. 90,990
NDM-ABC: (80) 113,843

4 - HOUSEHOLDS:
City 80 Cen. 6,438; E&P 85 Est. 6,600
Parish 80 Cen. 26,823; E&P 85 Est. 30,052
NDM-ABC: (80) 36,580

5 - BANKS	NUMBER	DEPOSITS
City	3	$325,810
Parish	9	$211,290

6 - PASSENGER AUTOS: Parish 38,217

7 - ELECTRIC METERS: Residence 7,200

8 - GAS METERS: Residence 6,987

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 800 ($160); Lumber & Wood Prod. 300 ($160); Drug Mfg. 200 ($160); Chem. (Fertilizer) 100 ($160); Natural Gas Rfy. 125 ($200); Pipe Fittings & Valves 300 ($200); Oil Ind. 800 ($300).
Principal Industrial Pay Day-Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-90; Summer 53-101; Fall 34-90; Winter 22-80. First killing frost, Nov. 29; last killing frost, Mar. 17.

11 - TAP WATER: Alkaline; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St.; 5 on Landry St.; 3 on Court St.; 2 on Market St.; 2 on Bellevue; 2 on Union; Hwy. 167 & Heather; Hwy. 167 & Creswell.
Neighborhood Shopping Centers-3 blocks W. Landry; 2 S. Union; 2 Washington Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Indian Hill(7)	NA	Dixieland IGA
St. Landry	NA	Wal-Mart, K&B, Delchamps
Vista Vlg (20)	NA	Winn-Dixie, TG&Y, West Brothers, A&P

Principal Shopping Days-Department Stores Fri., Sat.; Food Sat., Mon., Wed.

13 - RETAIL OUTLETS: Department Stores-Sears (catalog); Abdalla's; Anthony's; Allied; W. F. Beall; Ladyman.
Variety Stores-Vee's; TG&Y.
Discount Stores-Dollar General; Howard Bros.; Wal-Mart.
Chain Drug Stores-Walgreens; Rexall; Ethical Pharmacies; Thrift-Way 2; Eckerd 3; Thrif-t-way; K&B.
Chain Supermarkets-A&P; Winn-Dixie; Delchamps.
Other Chain Stores-Mangel's (women's); Dimmick Auto Supply; Pope Auto Supply; Otasco; Sears.

14 - NEWSPAPERS: WORLD (e-mon to fri) 16,053; (S) 17,227; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Aaron Parsons, Pub., WORLD, Hwy. 167 South, PO Box 1179, Opelousas, LA 70570; Tel (318) 942-4971.
National Representative Papert Companies.

YOUR GUIDE TO SUBURBAN NEW ORLEANS
GUIDE NEWSPAPERS
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COX ENTERPRISES, INC.

PINEVILLE
See ALEXANDRIA

RUSTON

1 - LOCATION: Lincoln Parish. E&P Map B-2. 72 mi. E of Shreveport; 32 mi. W of Monroe; 97 mi. N of Alexandria; 175 mi. S of Little Rock, AR. At intersection of Interstate 20, U.S. 80, 167.

2 - TRANSPORTATION: **Railroads**-Illinois Central.
Motor Freight Carriers-4.
Intercity Bus Lines-Continental Trailways; Salter.

3 - POPULATION:
Corp. City 80 Cen. 20,585; E&P 85 Est. 24,524
Parish 80 Cen. 39,763; E&P 85 Est. 43,736
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 6,557; E&P 85 Est. 8,047
Parish 80 Cen. 12,280; E&P 85 Est. 14,126

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	12	$115,477,663
Commercial	5	$335,000,000

6 - PASSENGER AUTOS: Parish 19,024.

7 - ELECTRIC METERS: Residence 6,717.

8 - GAS METERS: Residence 6,238.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Saw Mill & Related 155; Wood Proc. 320; Constr. 1,200; Petroleum Prod. 240; Gas-Oil 200; Glass 300; Soft Drink 60; Trans. 140; Agric. Prod. 54; Whol. Trade 250; Ret. Trade 2,300; Colleges 2,000; Insurance 300.

10 - CLIMATE: First killing frost, Nov. 15; last killing frost, Mar. 15.

11 - TAP WATER: Very soft.

12 - RETAILING: **Principal Shopping Centers**-2 blocks along W. Calif. Ave.; Vlg. Plz. Shopping Ctr. (15 stores); North Park Mall; I-20 Shopping Ctr.; Ruston Shopping Ctr. (11 stores).
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Vlg. Plz. Ctr. (Mon.-Fri.); North Park Mall & Safeway (Mon.-Sat.); Drive in Groceries, Safeway, A&P (Mon.-Sun.); Wal-Mart; K mart.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Lewis; Beall's; Fred's.
Variety Stores-Murphys.
Discount Stores-Wal-Mart; Value Mart; K mart.
Chain Drug Stores-Rexall; Walgreen's; K&B; Gibson.
Chain Supermarkets-Piggly Wiggly 2; A&P; Safeway 2; Jiffy Mart; Handee Mart 6; 7-Eleven; Dixie Dandy; County Market.
Other Chain Stores-Rose Oil; Sears (catalog); Goodyear; Montgomery Ward; Goodrich; Otasco; Ollinger Co.; Wickes Lumber; Sherwin Williams; Radio Shack; Cato's.

14 - NEWSPAPERS: LEADER (e-mon to fri) 7,750; (S) 7,900; sworn Oct. 4, 1984.
Local Contact for Advertising and Merchandising Data: Jimmy Watson, Adv. Mgr., LEADER, 208 W. Park Ave., PO Box 520, Ruston, LA 71270; Tel. (318) 255-4353.
National Representative: None.

SHREVEPORT

1 - LOCATION: Caddo Parish (In Shreveport MSA). E&P Map A-2. Parish Seat. Distributing, manufacturing and trading center. Headquarters for natural gas industry. Military air center. On Red River. 220 mi. NE of Houston; 190 mi. E of Dallas; 360 mi. SW of Memphis; 325 mi. NW of New Orleans.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific; St. Louis & Southwestern; Louisiana & Arkansas; Kansas City Southern; Illinois Central Gulf; Southern Pacific.
Airlines-American; Delta; Republic; Royale.
Motor Freight Carriers-15.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 205,815; E&P 85 Est. 206,709
CZ-ABC: (80) 305,397
RTZ-ABC: (80) 571,341
MSA 80 Cen. 333,015; E&P 85 Est. 341,162
Parish 80 Cen. 252,249; E&P 85 Est. 253,389
City & RTZ-ABC: (80) 876,738
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 74,649; E&P 85 Est. 76,965
Parish 80 Cen. 90,694; E&P 85 Est. 93,866
MSA 80 Cen. 117,391; E&P 85 Est. 123,833
CZ-ABC: (80) 107,920
RTZ-ABC: (80) 196,700
City & RTZ-ABC: (80) 304,620

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	3	$415,000,000
Commercial	12	$5,875,000,000

6 - PASSENGER AUTOS: Parish 147,450.

7 - ELECTRIC METERS: Residence 121,000.

8 - GAS METERS: Residence 107,000.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agriculture; Oil; Gas; Lumber; Retail Trade; Mfg.; Food Products 2,000 ($300); Apparel 900 ($250); Lumber 2,500 ($275); Printing 1,100 ($300); Chem. & Petrol. 1,600 ($325); Metal Prod., Mach. 27,000 ($350); Other 4,500 ($275).

10 - CLIMATE: Min. & Max. Temp.-Spring 55-75; Summer 73-94; Fall 55-81; Winter 38-56.

11 - TAP WATER: Slightly alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Texas St., 4 on Milam; 1 each on McNeil, Marshall & Edwards; 3 on Market.

Neighborhood Shopping Centers-(Shreveport & Bossier)-Cedar Grove, 6 blocks on 70th St.; Centenary, 5 on E. Kings Hwy.; Bossier City's main dist., 8 on Barksdale Blvd.; Broadmoor at Youree & Ockley Dr. West End Dist., 6 on Texas Ave.; Sunset Village, 2 at Mansfield Rd. & Sunnybrook; Lakeshore at Lakeshore Dr. & Jewella Rd.; Greenwood Rd., Glenwood, 3,300 on Line Ave.; Heart O'Bossier at Barksdale Blvd. & Benton Rd.; Southfield, 1 sq. block at Youree Dr. & Southfield Rd.; Uptown; 5,800 on Line Ave.; Eastgate Plaza; Mall St. Vincent; Madison Park, 3,800 Gilbert; Fairway, 2700 Benton Rd., Bossier City; Greenwood Plaza, Greenwood Rd. & Westwood Dr.; Westwood, Jewella & Greenwood Rd.; Freestate Unit 1, Freestate Industrial Park; North Market Plaza, 3 on North Mkt. St.; 2 on Old Minden Rd. & Highway 80, Bossier City; Shreve City Regional Center, Shreveport-Barksdale Highway; Southside Village, Mansfield Rd. & Jewella; South Park Mall, Jewella Rd. & Mackley Ln.; Mid Town Plaza, Kings Hwy. & Mansfield Rd.; K mart Plaza, Mansfield & Flournoy-Lucas Rds. in Shreveport; Eastgate Ctr., Hwy. 1 & 70th St.; Mall St. Vincent, Kings Hwy. & St. Vincent; Pierremont Mall, Line Ave. at Southfield; Quail Creek, Shreveport-Barksdale Hwy.; TG&Y, Airline Dr. & Hwy. 80 in Bossier City, 1 mi. distant Heart O'Bossier Center; Pierre Bossier Mall, Airline 8 Hwy. 80; Outlets Mall, I-20 at Industrial loop.

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sears 3; JCPenney 2; Rubenstein's 3; Hearne 2; Selbers 3; Beall's 6; Dixie Stores 2; Palais Royal 4; Yearwood's; Dillard 3; Montgomery Ward.
Variety Stores-Woolworth 2; Kress; Burt's 5; TG&Y 7.
Discount Stores-United Jewelers 2; Gibson's; Wilsons 2; K mart 3.
Chain Drug Stores-Lewis 5; Walgreens 2; Naremore; Barksdale 3; G&H; Chuck Snyder's 4; Rexall 3; McKeller Sunset; Plaza; Shreve Island; Tri-State; Uptown; Medic 11; Mitchell's 2; Eckerd 9; Albertsons-Southco 2; K&B 5.
Chain Supermarkets-Safeway 2; Kroger 5; Brookshire 10; Best-Yet 5; 7-Eleven 50; Albertsons-Southco 2.
Other Chain Stores-Pants Parlor; Goldrings 2; Haspel; Lee Martin's 3; Male Shop; Jordan & Booth; Rosenblath's; The Ranch; Pants Place; Casual Corner; Western Auto; Autolec; Firestone; Goodrich; Goodyear; Int'l. Harvester; White Auto; Otasco; Florsheim; Thom McAn; Singer; Necchi; Zale's Jewelers; DuPont Paint; Sherwin-Williams; Pittsburgh Plate Glass; Russell Stover Candies; Jarman Shoes; The Glidden Co.; Margolis Shoes; Bell Bros. Shoes; S&H Green Stamps; Wilson's.

14 - NEWSPAPERS: TIMES (m) 77,148; JOURNAL (e) 25,068; TIMES (S) 109,705; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Benoit Lynn, Nat'l. Adv. Mgr., JOURNAL and TIMES, 222 Lake St., Shreveport, LA 71130; Tel. (318) 459-3364.
National Representative: Gannett Media Sales.

SLIDELL

1 - LOCATION: St. Tammany Parish. (In New Orleans MSA). E&P Map D-3. Agricultural area (strawberries & cotton). 22 mi SE of Covington. On U.S. Hwys. 11, 190 and Interstates 10, 12, 59; State Hwy. 433.

2 - TRANSPORTATION: **Railroads**-SOU; GM&O.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 26,718; E&P 85 Est. 38,135
Parish 80 Cen. 110,554; E&P 85 Est. 134,248
MSA 80 Cen. 1,256,353; E&P 85 Est. 1,311,386

4 - HOUSEHOLDS:
City 80 Cen. 8,295; E&P 85 Est. 11,280
Parish 80 Cen. 35,576; E&P 85 Est. 44,734
MSA 80 Cen. 439,079; E&P 85 Est. 471,613

5 - BANKS N.A.

6 - PASSENGER AUTOS: Parish 77,237.

7 - ELECTRIC METERS: City 4,100.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-83; Summer 72-94; Fall 53-81; Winter 42-64. First killing frost, Nov. 15; last killing frost, Mar. 2.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Northside Plz.(22)	NA	Winn-Dixie, TG&Y, Beall's
Plaza 190(17)	NA	A&P, Rose's, K&B, Sears
Brown's Vlg. Sq.	NA	County Market, Eckerd, Howard Brandiscounts
Country Club Plz.	NA	Delchamps, Revco
Lauren Plz.	NA	Delchamps, TG&Y, Eckerd
Tammany Mall (26)	NA	A&P, Mont. Ward, Allied
Sunflower(4)	NA	Sunflower, K mart
Midtown(15)	NA	Wal-Mart, Shoetown

13 - RETAIL OUTLETS: **Department Stores**-Sears; Montgomery Ward; Allied.
Discount Stores-K mart; Wal-Mart; Howard Brandiscount; TG&Y; Walgreens.
Chain Supermarkets-A&P; Sunflower Mkt.; Winn-Dixie; National; Delchamps; County Mkt.; IGA.
Other Chain Stores-Radio Shack; Shoetown.

14 - NEWSPAPERS: SENTRY-NEWS (m) 6,719; (S) 6,719; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Steve Krehl, Adv. Dir., SENTRY-NEWS, 3648 Pontchartrain Dr., Hwy. 11 South, PO Box 910, Slidell LA 70459; Tel. (504) 643-4918.
National Representative: U.S. Suburban Press.
TIMES (e) 5,324; (S) 8,183; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Jerry Pye, Adv. Dir., TIMES, 1441 Short Cut Rd.; PO Box 490, Slidell, LA 70459; Tel. (504) 643-5224.
National Representative: Papert Companies.

THIBODAUX

1 - LOCATION: Lafourche Parish. (In Houma-Thibodaux MSA). E&P Map C-4. Parish Seat. Agriculture, commercial fishing and oil and gas production center; light industry. SE portion of state. 68 mi. SE of Baton Rouge; 58 mi. SW of New Orleans.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Texas and Pacific.
Motor Freight Carriers-5.
Intercity Bus Lines-Teche-Greyhound Lines.

3 - POPULATION:
Corp. City 80 Cen. 15,810; E&P 85 Est. 18,053
NDM-ABC: (80) 50,065
Parish 80 Cen. 82,483; E&P 85 Est. 91,574
MSA 80 Cen. 176,876; E&P 85 Est. 194,868

4 - HOUSEHOLDS:
City 80 Cen. 5,119; E&P 85 Est. 5,916
NDM-ABC: (80) 15,491
Parish 80 Cen. 25,391; E&P 85 Est. 29,112
MSA 80 Cen. 54,676; E&P 85 Est. 62,194

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$698,258,634
Savings & Loan	4	$216,640,381

6 - PASSENGER AUTOS: Parish 40,965.

7 - ELECTRIC METERS: Residence 5,800.

8 - GAS METERS: Residence 4,832.

9 - PRINCIPAL INDUSTRIES: Industry-Steel Fabrication; Agricultural Mach.; University Education; Candy; Fertilizer; Oil, Gas And Related Industries; Commercial Fishing; Sugar Cane; Shipbuilding.

10 - CLIMATE: Annual mean temp. 68. Highest average temp. June-86; lowest average temp. Dec.-27.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on West 3rd St.; 3 blocks on Green and St. Philip Sts. (35 Stores).
Neighborhood Shopping Centers-Food Town 4; Johnson 5; Nicholls 7; Peltier 11; Rienzi 12; Lafourche Plaza 2.
Nearby Shopping Centers-Southland Mall-Holmes; Godchaux's; Kirschmann's; Sears; Woolworth; JCPenney; Miller-Wohl; Katz & Besthoff; Sugarland-TG&Y; Family Center; Winn-Dixie; Eckerd; Bill's Dollar Stores.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-Arthur Coplon; Jake's; Weill's; Sears (catalog); Montgomery Ward; JCPenney (catalog).
Discount Stores-Howard; TG&Y; K mart; Wal-Mart.
Variety Stores-National Dollar Store; TG&Y; Walker's.
Chain Drug Stores-D&M 2; Lafourche; Eckerd; Katz & Besthoff; Southland Walgreens 2.
Chain Supermarkets-Rouses; L&N Food Stores; St. Charles Super Mkt.; A&P; Winn-Dixie 2; IGA; Delchamps; Audubon 3.
Other Chain Stores-Goodyear; Western Auto; Firestone; B.F. Goodrich; A to Z Rental; Lowes Lumber; Radio Shack; West Lumber.

14 - NEWSPAPERS: COMET (e-mon to fri) 13,257; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Gerald Lancon, Adv. Mgr., COMET, 705 W. 5th St., PO Box 5238, Thibodaux, LA 70302; Tel. (504) 447-4055.
National Representative: None.

MAINE SURVEYS

METROPOLITAN STATISTICAL AREAS

Bangor-Bangor, Brewer and Old Town cities; Eddington, Glenburn, Hampden, Hermon, Holden, Kenduskeag, Orono, Orrington and Veazie towns; Penobscot Indian Island Indian Reservation in Penobscot County; Winterport town in Waldo County.
Lewiston-Auburn-Auburn and Lewiston cities; Greene, Lisbon, Mechanic Falls, Poland and Sabattus towns in Androscoggin County.
Portland-Portland, South Portland and Westbrook cities; Cape Elizabeth, Cumberland, Falmouth, Freeport, Gorham, Gray, North Yarmouth, Raymond, Scarborough, Standish, Windham and Yarmouth towns in Cumberland County; Buxton, Hollis and Old Orchard Beach towns in York County.
Portsmouth-Dover-Rochester, N.H.-Me.-Portsmouth city; Exeter, Greenland, Hampton, New Castle, Newfields, Newington, Newmarket, North Hampton, Rye and Stratham towns in Rockingham County, N.H.; Dover, Rochester and Somersworth cities; Barrington, Durham, Farmington, Lee, Madbury, Milton and Rollinsford towns in Strafford County, N.H.; Berwick, Eliot, Kittery, North Berwick, Ogunquit, South Berwick, Wells and York towns in York County, Me.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1986**
Under 5 Years	85	79	82
5-14 Years	201	178	187
15-24 Years	170	206	216
25-44 Years	219	302	316
45-64 Years	205	219	230
65 and Over	114	141	148
TOTAL	994	1,125	1,179

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1977 Census**	**1982 Census**	**1986 Est.**
Bldg. Mat./Hdwr	248	304	465
General Mdse	393	462	624
Food	872	1,275	1,616
Automobiles	724	914	1,584
Gasoline Stations	244	387	437
Apparel	132	210	294
Furniture	116	133	220
Eat-Drink Places	261	411	561
Drugs	103	161	230
TOTAL SALES	3,616	5,332	7,062

AUBURN
See LEWISTON

AUGUSTA

1 - LOCATION: Kennebec County, E&P Map B-4. Capital of the state; County Seat. On Kennebec River. 62 mi. from Portland; 74 mi. from Bangor and 170 mi. from Boston. Shopping and manufacturing center in agricultural area on Hwys 201, 202, 200, 11, 104, 105, 17, Maine Tpke., I-95.

2 - TRANSPORTATION: Railroads-Maine Central
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-10.
Airlines-Air New England; Bar Harbor.

3 - POPULATION:
Corp. City 80 Cen. 21,819; E&P 85 Est. 18,577
CZ-ABC: (80) 24,321
RTZ-ABC: (80) 224,174
County 80 Cen. 109,889; E&P 85 Est. 114,369
City & RTZ-ABC: (80) 248,495

4 - HOUSEHOLDS:
City 80 Cen. 8,405; E&P 85 Est. 6,697
County 80 Cen. 38,579; E&P 85 Est. 41,483
CZ-ABC: (80) 9,378
RTZ-ABC: (80) 76,983
City & RTZ-ABC: (80) 86,361

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	$108,290,000
Savings & Loan	1	$460,931,000
Commercial	6	$157,326,000

6 - PASSENGER AUTOS: County 59,222

7 - ELECTRIC METERS: Residence 30,031

8 - GAS METERS: Residence 27,000

9 - PRINCIPAL INDUSTRIES: Industry, No. Wage Earners (Av. Wkly. Wage N.A.)-Cotton 1,202; Paper Products 635; Publishers & Printers 225; Food Proc. 608; State Employees 8,014; Veterans Administration 1,080; City Employees 900; Teachers 1,107; Boots & Shoes 1,038; Elect. 267; Iron Fab. 245; Telephone 156; IRS 175.

10 - CLIMATE: Average Temp.-Spring 42; Summer 65; Fall 45; Winter 23. First killing frost, Oct. 16; last killing frost, Apr. 23.

11 - TAP WATER: Alkaline, very soft, not fluoridated.

12 - RETAILING: Principal Shopping Center-Water St., 1,800 ft. both sides.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Augusta Plz.(15)	NA	Price Kutters, K mart
Capitol(13)	NA	Service Mdse., Shaw's
Turnpike Mall(12)	NA	Sears, Zayre's, Shop 'N Save

Neighborhood Shopping Centers-Cony St., State St., Western Ave., Bangor St. **Principal Shopping Days**-Wed., Thur., Fri. **Principal Shopping Night**-Thur., Shopping Centers open every evening.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Chernowsky's; Frank X. Pomerleau; Farrell's.
Variety Stores-McLellan's.
Discount Stores Zayre; K mart; Service Merchandise.
Chain Drug Stores-LaVerdiere's 2; CVS; Brooks Super Drug.
Chain Supermarkets-Shop 'N Save 3; Mister Market; Barden's 2; Shaw's; Price Kutters; Bernards.
Other Chain Stores-Firestone; Goodrich; Bass Shoe; Beaconway Fabrics; Day's Jewelry; Sherwin-Williams; Lamey-Wellehan's; Augusta Supply Co.; Hit or Miss; Grossman's VIP.

14 - NEWSPAPERS: KENNEBEC JOURNAL (m) 18,494; Apr. 1, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Jack Von Deck, Adv. Dir., KENNEBEC JOURNAL, 274 Western Ave., Augusta, ME 04330; Tel. (207) 623-3811.
National Representative: Landon Associates.

BANGOR

1 - LOCATION: Penobscot County (MSA) E&P Map C-4. On Penobscot River; 60 mi. NE of Augusta; connected with city of Brewer by 2 bridges; 130 mi. NE of Portland. On U.S. Hwys. 1A-2; I-95; State Hwys. 9, 15, 100, 178, 222.

2 - TRANSPORTATION: Railroads-Maine Central Bangor & Aroostook.
Motor Freight Carriers-28.
Intercity Bus Lines-Greyhound; Cyr; Citibus.
Airlines-Delta; Bar Harbor Airlines, Federal Express; Trans America (Charters); United; Valley.

3 - POPULATION:
Corp. City 80 Cen. 31,643; E&P 85 Est. 32,509
CZ-ABC: (80) 72,009
RTZ-ABC: (80) 357,132
County 80 Cen. 137,015; E&P 85 Est. 144,642
MSA 80 Cen. 83,919; E&P 85 Est. 88,139
City & RTZ-ABC: (80) 429,141
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 11,772; E&P 85 Est. 11,722
County 80 Cen. 45,974; E&P 85 Est. 50,279
MSA 80 Cen' 28,362; E&P 85 Est. 30,798
CZ-ABC: (80) 24,343
RTZ-ABC: (80) 122,272
City & RTZ-ABC: (80) 146,615

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	4	$526,250,000
Commercial	5	$550,290,000

6 - PASSENGER AUTOS: County 69,769

7 - ELECTRIC METERS: Residence 22,845

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Leather/Leather Prod. 2,230; Paper & Allied Prod. 1,170; Mach./Elect. & Nonelectrical 600; Food Proc. 460; Printing & Publishing 430; Textiles 320; Other Misc. Mfg. 590; Total Mfg. 5,800; Govt. 10,540; Services 9,130; Ret. & Whol. 9,830; Trans. & Public Utilities 2,650; Finance & Insurance 1,430; Contracting & Constr. 1,220; Total Nonmanufacturing 34,800. Total Nonfarm Labor Force 40,600. (Greater Bangor Area)

10 - CLIMATE: Min. & Max. Temp.-Spring 30-80; Summer 50-100; Fall 30-70; Winter -20-44. First killing frost, Sept. 8; last killing frost, May 15.

11 - TAP WATER: Alkaline, very soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main; 3 on Hammond; 6 on State; 4 on Harlow St.; 2 on Exchange; Central Broad; Bangor Mall, Bangor Shopping Center; Westgate Mall, Airport Mall Shopping Plaza; K mart.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bangor Mall(80)	5	Sears, Porteous, JCPenney
Broadway(13)	3	Zayre, T.J. Maxx, Doug's Shop 'N Save
Westgate Mall(9)	2	Mars, Westgate IGA
Airport Mall(28)	3	Rich's, Almy's
Maine Sq. Plz.(10)	5	Bass Shoe, Goldsmith's
K mart	4	K mart
North Brewer(3)	3	IGA, LaVerdiere's
Brewer Mall(18)	4	Doug's, Bob's Hardware
Twin City Plz.(17)	4	Wellby's
Stillwater Ave. Plz.	6	Giguere's
University Mall(6)	10	Ames, Doug's
Ellsworth(11)	23	Zayre
Ellsworth Mill Mall	9	Body Shop, Brown's
Maine Coast Mall(21)	23	Ames, IGA
Belfast(3)	35	JCPenney, IGA

Principal Shopping Days-Fri., Sat., Mon.
Stores Close-Principal Stores, Sun. & major holidays.
Stores Open Evenings-Shopping Centers evenings till 9.

13 - RETAIL OUTLETS: Department Stores-Almy's; Sears; Porteous; JCPenney.
Chain Drug Stores-Brooks; Miller, Ohmart & Hinkley 2; La Verdiere's 4; Wellby 4; CVS 2.
Discount Stores-K mart; Rich's; Zayre; Mars.
Outlets-Bass Shoe 2; Brand Name Fashion; Dexter Shoe; Hathaway Shirt; Emple Knitting; Quoddy Shoes.
Chain Supermarkets-IGA Foodliner 2; Shop 'N Save (Doug's) 7; PriceKutter 2.
Other Chain Stores-Thom McAn, Fayva Shoe; Standard Shoe; Kinney Shoe; Baker Shoe; Anderson-Little; Benoits; Ward Bros.; The Gap; Hit or Miss; Spencer Gifts; Radio Shack; Zale's Jewelry; G.M. Pollack & Son; Days; Gordon Jewelers; So-Fro Fabrics; T.J. Maxx; Marianne's; Baskin Robbins; Brooks Fashion; B. Dalton; Designs by Levi; Fields Hosiery; Foxmoor Casuals; Mothercare; The Weathervane; Chess King; Hickory Farms; GNC; Colortile Nutri-System; Service Mdse.; Sherwin-Williams; Trustworthy 2; Steego Auto Parts; CAP Auto.

14 - NEWSPAPERS: NEWS (m-mon to fri) 77,155; (wknd) 90,042; Mar. 31, 1985 ABC.
Local Contact for Advertising and Marketing Data: Kenneth L. MacMannis, Mktg. Dir., NEWS, 491 Main St., Bangor, ME 04401; Tel. (800) 432-7964.
National Representative: Sawyer-Ferguson-Walker Co.

BIDDEFORD-SACO

1 - LOCATION: York County, E&P Map B-5. Residential ctr. on Saco River, 6 mi. from its mouth, 15 mi. SW of Portland. On U.S. Hwy. 1 and Maine Tpke.

2 - TRANSPORTATION: Railroads-B & M.
Motor Freight Carriers-13.
Intercity Bus Lines-Biddeford & Saco; Greyhound; Maine Trailways; Brunswick Trans.

3 - POPULATION:
Corp. Cities 80 Cen. 32,559; E&P 85 Est. 34,731
Biddeford 80 Cen. 19,638; E&P 85 Est. 20,414
Saco 80 Cen. 12,921; E&P 85 Est. 14,317
CZ-ABC: (80) 32,559
RTZ-ABC: (80) 15,530
City & RTZ-ABC: (80) 48,089
County 80 Cen. 139,666; E&P 85 Est. 146,800

4 - HOUSEHOLDS:
Cities 80 Cen. 13,140; E&P 85 Est. 10,768
Biddeford 80 Cen. 7,950; E&P 85 Est. 6,346
Saco 80 Cen. 5,190; E&P 85 Est. 4,422
County 80 Cen. 66,833; E&P 85 Est. 53,737
CZ-ABC: (80) 11,633
RTZ-ABC: (80) 5,796
City & RTZ-ABC: (80) 17,429

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	4	$1,000,000,000
Commercial	4	(incl. above)

6 - PASSENGER AUTOS: County 86,885

7 - ELECTRIC METERS: Residence: Biddeford and Saco 14,670

8 - GAS METERS: Bottled gas used.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Precision Products 1,560 ($328); Textiles 1,273 ($240); Leather 1,470 ($224); Fab. Metal Products 716 ($341); Aerospace 250 ($346); Apparel 325 ($211); Building Fabricators 100 (N.A.); Cardboard Boxes 100 (N.A.).
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Average Temp.-Spring 42; Summer 65; Fall 48; Winter 22. First killing frost, Oct. 6; last killing frost, May 8.

11 - TAP WATER: Alkaline, very soft, not fluoridated.

12 - RETAILING.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Saco Valley(13)	0	Zayre, Shaw's
5 Points(11)	2	IGA, Rich's
Me. Mall(104)	15	Jordan M., Sears

Principal Shopping Days-Downtown-Fri., Shopping Ctrs.-6 nights.

13 - RETAIL OUTLETS: Department Stores-R.H. Reny.
Variety Stores-Woolworth; Wellwoods; Bookland.
Chain Drug Stores-Central-Colonial Phcy. 2; Laverdiere 2; Brooks 2; Wellby.
Discount Stores-Zayre; Rich's.
Chain Supermarkets-Shop 'N Save; Farm Store; Shaw's; Paul's Food Ctr.; Jos. Sneider; IGA Foodliner; Foodland.
Other Chain Stores-Shoes: Butler, Colonial; Jewelry: Day's, Youland's; Furn.: Warren, Potter's; Western Auto; Goodyear; Sherwin-Williams; Diamond Nat'l.; The Men's Shop; Noyes Tire.

14 - NEWSPAPERS: JOURNAL TRIBUNE (e) 14,669; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Donald Lauzier, Adv. Mgr., JOURNAL-TRIBUNE, Alfred Rd., Biddeford, ME 04005; Tel. (207) 282-1535.
National Representative: Landon Associates.

BRUNSWICK

1 - LOCATION: Cumberland County, E&P Map B-5. 27 mi. E of Portland; Harbor, Port of entry. 12 mi. from mouth of Kennebec River. On U.S. Hwys. 1, I-95.

2 - TRANSPORTATION: Railroads-Maine Central (freight).
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-12.

3 - POPULATION:
Corp. City 80 Cen. 17,366; E&P 85 Est. 19,471
CZ-ABC: (80) 35,352
RTZ-ABC: (80) 20,671
County 80 Cen. 215,789; E&P 85 Est. 233,043
City & RTZ-ABC: (80) 56,023

4 - HOUSEHOLDS:
City 80 Cen. 5,843; E&P 85 Est. 5,813
County 80 Cen. 78,704; E&P 85 Est. 87,875
CZ-ABC: (80) 12,137
RTZ-ABC: (80) 7,395
City & RTZ-ABC: (80) 19,532

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$99,114,000
Savings & Loan	2	$66,400,000
Savings	6	$171,400,000
Credit Unions	5	$22,000,000

6 - PASSENGER AUTOS: County 122,788

7 - ELECTRIC METERS: Residence 6,700

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Shipbuilding; Sportswear; Shoes; Papermaking; Children's Clothing; Artist's Brushes.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Average Temp.-Spring 42; Summer 68; Fall 47; Winter 23. First killing frost, Oct. 18; last killing frost, Apr. 24.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-Cook's Corner, 17 stores (Sears, Holiday Inn); JCPenney; Route 1 Ames.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. through Sat. 9 a.m. to 9 p.m.

13 - RETAIL OUTLETS: Department Stores-Senter's; JCPenney; Sears; Grand City; Bradlees.
Chain Drug Stores-General Sales; Combined Sales; Welby Super Drug; CVS; Drapeau's; LaVerdiere's.
Variety Stores-Grand City; Newberry.
Discount Stores-Ames.
Chain Supermarkets-Shaws; Cottle's.
Other Chain Stores-G.M. Pollack & Sons; Day's; Singer Co.; Sherwin-Williams; Western Auto; Goodyear; L&A Tire; Lamey-Wellahan; Beaconway Fabrics; Radio Shack; Fayva; Bookland; Poore Simons.

14 - NEWSPAPERS: TIMES-RECORD (e-mon to fri) 13,820, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Daniel H. Snow, Vice Pres., TIMES-RECORD, Industry Rd., Brunswick, ME 04011; Tel. (207) 729-3311.
National Representative: Landon Associates.

LEWISTON-AUBURN

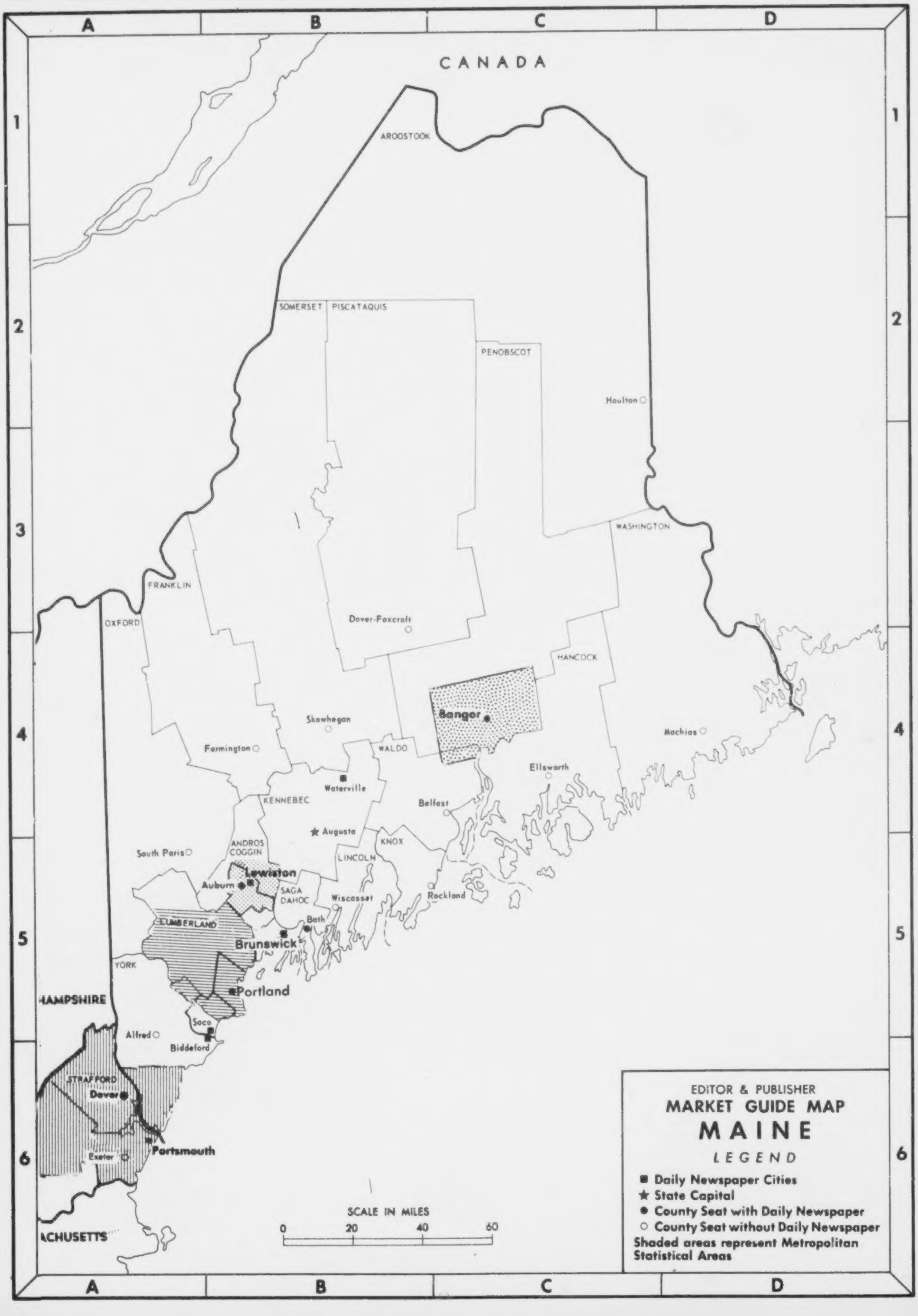
1 - LOCATION: Androscoggin County, (MSA), E&P Map B-5, County Seat. Industrial, wholesale and agricultural center. SW inland Maine; 135 mi. from Boston, MA; 350 mi. from New York City, NY.

2 - TRANSPORTATION: Railroads-Maine Central.
Motor Freight Carriers-24.
Intercity Bus Lines-Greyhound; Hudson.
Airlines-Bar Harbor.

3 - POPULATION:
Corp. Cities 80 Cen. 63,609; E&P 85 Est. 62,882
Lewiston 80 Cen. 40,481; E&P 85 Est. 40,115
Auburn 80 Cen. 23,128; E&P 85 Est. 22,767
CZ-ABC: (80) 63,609
RTZ-ABC: (80) 199,529
County 80 Cen. 99,657
MSA 80 Cen. 84,690; E&P 85 Est. 84,925
City & RTZ-ABC: (80) 263,138

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 23,451; E&P 85 Est. 23,330
Lewiston 80 Cen. 14,960; E&P 85 Est. 14,887
Auburn 80 Cen. 8,491; E&P 85 Est. 8,443
County 80 Cen. 35,233; E&P 85 Est. 36,639
MSA 80 Cen. 30,325; E&P 85 Est. 31,385
CZ-ABC: (80) 23,451
RTZ-ABC: (80) 69,281
City & RTZ-ABC: (80) 92,732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CANADA
AROOSTOOK
SOMERSET
PISCATAQUIS
PENOBSCOT
Houlton
WASHINGTON
FRANKLIN
OXFORD
Dover-Foxcroft
HANCOCK
Bangor
Skowhegan
Machias
Farmington
WALDO
Ellsworth
Waterville
KENNEBEC
Belfast
Augusta
South Paris
ANDROS COGGIN
KNOX
LINCOLN
Lewiston
Auburn
SAGA DAHOC
Wiscasset
Rockland
Bath
CUMBERLAND
Brunswick
YORK
Portland
HAMPSHIRE
Saco
Alfred
Biddeford
STRAFFORD
Dover
Portsmouth
Exeter
ACHUSETTS
SCALE IN MILES
0
20
40
60
EDITOR & PUBLISHER
MARKET GUIDE MAP
MAINE
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	6	$165,514,614
Commercial	4	$73,099,000

6 - PASSENGER AUTOS: County 49,469

7 - ELECTRIC METERS: Residence 40,082

8 - GAS METERS: Residence 4,288

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Shoe Mfg. 4,000; Textiles 1,600; Electronics 1,000; Wire Goods 110; Almanacs, Calendars, Diaries 500; Bakery Prod. 700; Paper Boxes 200; Carbonated Beverages 200; Metal Stamping 550; Plastics 1,500; Printing 1,500; Milk Proc. 150.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-70; Summer 50-90; Fall 27-75; Winter -6-50. First killing frost, Oct. 8; last killing frost, May 2.

11 - TAP WATER: Slightly acid, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**
Lewiston-Approx. 2 mi. on Lisbon St., 2 mi. on Main St.; Lewiston Mall, Promenade Mall, Northwood Park, Bonneau's.
Auburn-Main, N Main, Court, Turner, Center St. Plaza; Auburndale Ctr., K mart Ctr., Auburn Mall.
Principal Shopping Days-Department-Mon., Fri., Sat. Food-Wed., Fri., Sat.
Stores Close-Mon. a.m.
Stores Open Evenings-Dept.-Mon., Fri.; Food-Thur., Fri.; some Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sears, Bradlees, JCPenney, Porteous, Mitchell & Braun, Ward Bros., Zayre's, K mart.
Variety Stores-Kresge, Mac's, Laverdieres 2.
Discount Stores-K mart, Bradlees, Zayre; Marden's, Service Mdse.
Chain Drug Stores-CVS 2; Clark's 2; Lovell, Welby.
Chain Supermarkets-Foodtown 2; Shop-N-Save 3; Shaw's 2.
Other Chain Stores-Dodge (men's clothing); Day's Jewelry; Lamey-Wellehan (shoes) 2; Evergreen; Footloose; Fayva; Dexter; Thom McAn; Fanny Farmer; Owen Moore 2; Deering Ice Cream; Friendly Ice Cream; Baskin-Robbins Ice Cream; So-Fro Fabrics 2; Bookland 2; Waldenbooks; Radio Shack; Hit or Miss; Athletic Attic; Brooks Fashion (women's clothing); Carlyle Jewelry; Chess King (men's clothing); Earring Tree; Fields Hosiery; Foxmoor (women's clothing); The Gap (m/w clothing); General Nutrition; Hickory Farms; Kay-Bee Toys; Kinney Shoes; Lowrey Piano/Organ; Marianne (women's clothing); Merle Norman Cosmetics; Mothercare (maternity); Musicland; Ormond (women's clothing); Pearl Vision; G.M. Pollack (jewelry); Spencer Gifts; Weathervane (women's clothing); Zale's Jewelry; Carriage House 3; Benoits (m/w clothing); Brass Rail (men's clothing); Anderson-Little (m/w); DeOrsey's (home entertainment); Poore Simon's (m/w Clothing); Deb (women's clothing); Wild Tops; Upstage; Strumboli's; The Dog House; JoAnn's Nut House; Gifts from the Heart (jewelry).

14 - NEWSPAPERS: SUN (m) 33,926; JOURNAL (e) 12,087; SUNDAY (S) 37,613; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Gerald P. Michaud, Mktg. Dir., SUN/JOURNAL/SUNDAY, 104 Park St., Lewiston, ME 04240; Tel. (207) 784-5411.
National Representative: Landon Associates.

PORTLAND

1 - LOCATION: Cumberland County, E&P Map B-5 (MSA). County Seat. 108 mi. E of Boston, MA. On U.S. Hwy. 1; Interstate Hwys. 9, 26, 100 and 302.

2 - TRANSPORTATION: **Railroads**-Boston & Maine; Maine Central; Grand Trunk.
Motor Freight Carriers-(Interstate) 20.
Freight Steamship Lines-7.
Intercity Bus Lines-Greyhound; Trailways; Vermont Transit.
Airlines-Delta; Air New England; Bar Harbor Airlines; People Express; United.

3 - POPULATION:
Corp. City 80 Cen. 61,572; E&P 85 Est. 64,381
CZ-ABC: (80) 113,951
RTZ-ABC: (80) 270,299
County 80 Cen. 215,789; E&P 85 Est. 233,043
MSA 80 Cen. 193,831; E&P 85 Est. 209,028
City & RTZ-ABC: (80) 384,250
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 25,419; E&P 85 Est. 25,943
County 80 Cen. 78,704; E&P 85 Est. 87,875
MSA 80 Cen. 71,266; E&P 85 Est. 80,943
CZ-ABC: (80) 44,222
RTZ-ABC: (80) 94,166
City & RTZ-ABC: (80) 138,388

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	3	$875,995,000
Savings & Loan	3	$206,419,000
Credit Union	NA	$207,544,000
Commercial	5	$775,014,000

6 - PASSENGER AUTOS: County 122,788

7 - ELECTRIC METERS: Residence 109,000

8 - GAS METERS: Residence 11,190

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Metals & Mach. 4,800; Food Prods. 2,500; Paper 2,600; Leather & Prod. 1,400; Lumber & Wood Prod. 800.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-74; Summer 52-90; Fall 33-68; Winter 8-42.

11 - TAP WATER: Neutral, very soft, not fluoridated.

12 - RETAILING: **Principal Shopping Areas**-Between Longfellow and Monument Squares, Maine Mall.
Neighborhood Shopping Areas-Woodford's Corner; Allen's Corner; Rosemont; Pond Cove; Westbrook.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Forest Ave. Plz.(6)	NA	Paul's
Lunt's Plz.(5)	NA	Shop 'N Save
Maine Mall(120)	NA	Sears, JCPenney, Jordan Marsh, Filenes
North Gate(11)	NA	Shaw's Mkt., Wellwood
Northport(6)	NA	
Pine Tree(19)	NA	Zayre, Shaw's
Rainbow Mall(20)	NA	
West Gate(9)	NA	Shaw's Mkt., Wellwood 5&10
Mill Creek	NA	Shaw's Mkt., King's
Falmouth	NA	Shaw's Mkt., King's
K mart(2)	NA	K mart, Shop 'N Save
Westbrook(6)	NA	Bradlee's, Shop 'N Save

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Dept.-Mon. & Thur.; Supermarkets-nightly.

13 - RETAIL OUTLETS: **Department Stores**-Benoit's; Sears; Owen Moore; Rines Bros.; Porteous Mitchell & Braun; Jordan Marsh; Ward Bros.
Variety Stores-Woolworth; Wellwood.
Discount Stores-Zayre; King's; Bradlee's; Foden's; Romanow's; K mart; Child World; Marshall's; Toys 'R Us.
Chain Drug Stores-Welby's 3; Dudley-Weed 2; LaVerdiere's 5; Lovell's.
Chain Supermarkets-Shop 'N Save 7; Geo. C. Shaw 7; IGA 2; Heartland.
Other Chain Stores-Firestone; Thom McAn; Anderson-Little; Day's; Goodyear; Singer; Radio Shack; Consumer Value Stores; Lerner's; Baker Shoe; Stowell's Jewelry; Foxmore Casuals; Hanover Shoe; Spencer Gifts; Kinney Shoe; Castro Convertible; Casual Corner; Zale's Jewelry; The Gap; A.S. Beck Shoes; Stride Rite; Lamey Wellehan Shoes.

14 - NEWSPAPERS: PRESS-HERALD (m) 58,682; EXPRESS (e) 27,590; TELEGRAM (S) 129,038; Mar. 30, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Robert Nisbet, Adv. Dir., PRESS-HERALD, EXPRESS and TELEGRAM, 390 Congress St.; PO Box 1460, Portland, ME 04104; Tel. (207) 775-5811.
National Representative: Landon Associates.

SACO
See BIDDEFORD

WATERVILLE

1 - LOCATION: Kennebec County, E&P Map B-4. Shipping and wholesale center. Situated on U.S. Hwy. 201 and State Hwys. 11, 137; I-95. 18 mi. N. of Augusta; 56 mi. E of Bangor.

2 - TRANSPORTATION: **Railroads**-Maine Central (freight).
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.
Airlines-Bar Harbor Airlines.

3 - POPULATION:
Corp. City 80 Cen. 17,779; E&P 85 Est. 18,006
CZ-ABC: (80) 26,851
RTZ-ABC: (80) 87,902
County 80 Cen. 109,889; E&P 85 Est. 114,369
City & RTZ-ABC: (80) 114,753

4 - HOUSEHOLDS:
City 80 Cen. 6,201; E&P 85 Est. 5,890
County 80 Cen. 38,579; E&P 85 Est. 41,483
CZ-ABC: (80) 9,456
RTZ-ABC: (80) 29,678
City & RTZ-ABC: (80) 39,134

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	N.A.
Savings & Loan	2	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: County 59,222

7 - ELECTRIC METERS: Residence 13,990

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Pulp & Paper 1,139; Molded Wood Fibre Products 953; Woolen Fabric Mfg. 200; Shirt Makers 800; Railroad Repair Shop 400; Medical Center 1,100; Two colleges 585.
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-72; Summer 54-100; Fall 33-78; Winter 30-42.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Main St.; Silver St.; College Ave.; Kennedy Memorial Drive.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Elm Plz.(10)	NA	Shop 'N Save, K mart, JCPenney
Concourse(17)	NA	Zayre, Shop 'N Save
JFK Mall(14)	NA	A&P, Blake Hdwe., Rich's

Principal Shopping Days-Thur., Fri.
Stores Open Evenings-Fri. Shopping centers nightly.

13 - RETAIL OUTLETS: **Department Stores**-Butler's; Sterns; Levine's.
Discount Stores-K mart; Zayre; Rich's; JCPenney.
Chain Drug Stores-LaVerdiere's; CVS 2.
Chain Supermarkets-Shop 'N Save; A&P; IGA; Price Kutter.
Other Chain Stores-Radio Shack; Mr. Paperback; Consumer Auto Parts; Steego; So-Fro Fabrics; Sherwin-Williams.

14 - NEWSPAPERS: SENTINEL (m) 26,056; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Jeff Daigle, Adv. Mgr., SENTINEL, 25 Silver St., Waterville, ME 04901; Tel. (207) 873-3341.
National Representative: Landon Associates.

MARYLAND SURVEYS

METROPOLITAN STATISTICAL AREAS

Baltimore-Baltimore City; Anne Arundel, Baltimore, Carroll, Harford, Howard and Queen Anne's Counties.
Cumberland, Md.-W.Va.-Allegany County, Md.; Mineral County, W.Va.
Hagerstown-Washington County.
Washington, D.C.-Md.-Va.-District of Columbia; Alexandria, Fairfax, Falls Church, Manassas and Manassas Park cities, Va.; Arlington, Fairfax, Loudoun, Prince William and Stafford Counties, Va.; Calvert, Charles, Frederick, Montgomery and Prince George's Counties, Md.

PRIMARY METROPOLITAN STATISTICAL AREA

Wilmington, Del.-N.J.-Md.-New Castle County, Del.; Cecil County, Md.; Salem County, N.J.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Phildelphia-Wilmington-Trenton, Pa.-Del.-Md.-N.J.-includes Phildelphia, Pa.-N.J. PMSA; Trenton, N.J. PMSA; Vineland-Millville-Bridgeton, N.J. PMSA; Wilmington, Del.-N.J.-Md. PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1986**
Under 5 Years	345	272	281
5-14 Years	815	649	671
15-24 Years	682	797	825
25-44 Years	997	1,252	1,295
45-64 Years	787	850	879
65 and Over	298	396	411
TOTAL	3,924	4,216	4,362

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1977 Census**	**1982 Census**	**1986 Est.**
Bldg. Mat./Hdwr	531	777	1,236
General Mdse	2,037	2,452	3,445
Food	3,198	4,624	6,100
Automobiles	2,825	3,743	6,747
Gasoline Stations	1,210	2,000	2,350
Apparel	687	1,115	1,627
Furniture	628	929	1,599
Eat-Drink Places	1,257	1,917	2,722
Drugs	516	737	1,100
TOTAL SALES	14,377	20,983	29,611

ANNAPOLIS

1 - LOCATION: Anne Arundel County (In Baltimore MSA), E&P Map C-2. State Capital. County Seat. U.S. Naval Academy; yachting and water sport center. 26 mi. S of Baltimore; 32 mi. NE of Washington. On U.S. Hwy. 2.

2 - TRANSPORTATION: **Railroads**-Chessie System; ConRail.
Motor Freight Carriers-4.
Intercity Bus Lines-Baltimore & Annapolis; Trailways; Greyhound.
Airlines-Delta; Eastern; American; TWA; Texas Int'l; USAir; United; British Airways.

3 - POPULATION:
Corp. City 80 Cen. 31,740; E&P 85 Est. 35,059
CZ-ABC: (80) 62,398
RTZ-ABC: (80) 40,789
County 80 Cen. 370,775; E&P 85 Est. 394,200
MSA 80 Cen. 2,199,531; E&P 85 Est. 2,278,137
City & RTZ-ABC: (80) 103,187
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,430; E&P 85 Est. 14,315
County 80 Cen. 121,028; E&P 85 Est. 133,000
MSA 80 Cen. 765,830; E&P 85 Est. 818,182
CZ-ABC: (80) 21,261
RTZ-ABC: (80) 12,988
City & RTZ-ABC: (80) 34,249

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	N.A.	$522,200,000
Savings & Loan	N.A.	$386,700,000

6 - PASSENGER AUTOS: County 239,056

7 - ELECTRIC METERS: County Res. 126,880

8 - GAS METERS: County Res. 49,399

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Fort Meade 16,000; Radar & Electronics 15,000; 13,000; USNA (including Middies) 6,000; US Naval Station; US Naval Security over 10,000; US Dept. of Motor Vehicles over 1,000; US Coast Guard; Md. State Govt.; Synthetic Fibers 227; Undersea Warfare Eqpt. 950; Communications Research & Development 600; Copper Refining 163.
Principal Industrial Pay Days-Govt. 15 & 30; Wkly. Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-75; Summer 60-97; Fall 55-72; Winter 8-63. First killing frost, late Nov.; last killing frost, Mar. 1.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Main St., 3 on West St., 1 on Maryland Ave., 1 on State Circle; Parole Plaza, Forest Plaza.
Neighborhood Shopping Centers-4 blocks on West St.; Stores in Eastport, W. Annapolis Hillsmere.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Annapolis(85)	NA	Hecht, Mont.Ward, JCPenney
Colonial Parole(10)	NA	Kaleidoscope Fabric, Garfinkle
Eastport(12)	NA	Safeway, Drugfair, Hi Gear
Forest Plz.(16)	NA	Hechinger's, Giant Food
Parole S.C.(30)	NA	Sears, K mart, Woodward & Lothrop, W. Blair, Magruder's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Thur., Fri.
Stores Open Sundays-Discount.

13 - RETAIL OUTLETS: Department Stores-Hecht's; Sears; Woodward & Lothrop; Kirson's; Montgomery Ward; Garfinkels; JCPenney; Caldor.
Discount Stores-Murphy Mart; K mart.
Variety Stores-G.C. Murphy.
Chain Drug Stores-Kitchin's; Rite-aid 2; Nationwide; Homewood; Giant Food Phcy.; Revco; Leader Drugfair.
Chain Supermarkets-A&P 2; Acme 3; Safeway 3; Food Fair; Giant 4; 7-Eleven 2; Convenient 3; Magruder's; Shoppers; Grauls.
Other Chain Stores-Firestone; Goodyear; Western Auto; Hi-Gear; Radio Shack; Best; Entre Corp; Ralph Lauren Polo Shop; Singer; Montgomery Ward; Penn Jersey.

14 - NEWSPAPERS: CAPITAL (e) 37,093; Mar. 30, 1985 ABC.
Local Contact for Advertising and Merchandising Data: George R. Cruze, Jr., Bus. Mgr., CAPITAL, 213 West St., PO Box 911, Annapolis, MD 21404; Tel. (301) 268-5000.
National Representatives: Landon Associates.

BALTIMORE

1 - LOCATION: Independent City in Baltimore MSA which includes Anne Arundel, Baltimore, Carroll, Harford, Howard and Queen Anne's counties. E&P Map C-1. Nation's ninth city. On Patapsco River 12 mi. NE of point where the river enters Chesapeake Bay. Second largest foreign tonnage port and most westerly seaport city on North Atlantic coast; transportation services center (water, land and air); 186 mi. S of New York, 95 mi. S of Philadelphia, and 40 mi. NE of Washington. Center of industrial, shipping and commercial activities; important banking, financial and insurance community. Nationally ranked as a certified test market.

2 - TRANSPORTATION: Railroads-Amtrak; Chessie System; Penn-Central; Canton (freight); Western Maryland; Baltimore & Annapolis; Conrail (freight).
Motor Freight Carriers-160 (Interstate).
Freight Steamship Lines-110 (Scheduled liner services).
Intercity Bus Lines-MTA (with bus lines); Greyhound; McMahon Transp.; Trailways; Baltimore Motor Coach; Clyde's Charter.
Airlines-American, Delta, Eastern, TWA, United, USAir, Ozark, Piedmont, Air Virgina, British Airways, People Express, World Airways, Republic, Northeastern, Western and 15 other airlines.

3 - POPULATION:
Corp. City 80 Cen. 786,775; E&P 85 Est. 764,141
County 80 Cen. 655,615; E&P 85 Est. 696,181
MSA 80 Cen. 2,199,531; E&P 85 Est. 2,278,137
SUN
NDM-ABC: (80) 2,173,989
NEWS AMERICAN
CZ-ABC: (80) 1,525,563
RTZ-ABC: (80) 707,285
City & RTZ-ABC: (80) 2,232,848
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 281,414; E&P 85 Est. 281,793
County 80 Cen. 237,371; E&P 85 Est. 260,401
MSA 80 Cen. 765,830; E&P 85 Est. 818,182
SUN
NDM-ABC: (80) 756,980
NEWS AMERICAN
CZ-ABC: (80) 546,980
RTZ-ABC: (80) 232,035
City & RTZ-ABC: (80) 779,015

5 - BANKS	**NUMBER**	**DEPOSITS**
Holding Co.	11	$12,867,000,000
Savings & Loan	13	$1,858,349,000
Financial & Real Estate Corp.	3	$6,557,000,000

6 - PASSENGER AUTOS: MSA 1,135,023

7 - ELECTRIC METERS: Residence 819,403

8 - GAS METERS: Residence 481,841

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Primary Metal Ind. 21,893 ($545); Food Prod. 12,350 ($377); Apparel & Textile 9,567 ($235); Transportation Eqpt. 8,251 ($529); Elect. Eqpt. 24,152 ($528); Printing & Pub. 13,000 ($346); Mach. 10,669 ($405); Chemicals & Allied Prod. 10,123 ($456); Transportation & Public Utilities 53,346 ($428); Whol. Trade 54,905 ($401); Ret. Trade 160,933 ($177); Finance Ins. & R.E. & Mining 57,855 ($326); Services, Fed. Govt., 51,696 ($431); State govt. 58,045 ($284); Local govt. 80,678 ($267).

Principal Pay Days-Fri., Thur., 1st, 16th.

10 - CLIMATE: Min. & Max. Temp.-Spring 19-90; Summer 55-99; Fall 25-98; Winter 0-78. First killing frost, Oct. 27; last killing frost, Apr. 16.

11 - TAP WATER: Alkaline, very soft, fluoridated.

12 - RETAILING: Principal Shopping Areas-Harborplace: Two pavilions with 60 retail shops, 50 over-the-counter and take-out food shops, and 10 restaurants and cafes. Downtown: Bounded on the South by Pratt St., St. Paul and Light St. on the East, Mulberry on the North and Eutaw on the West. An area 5 blocks from North to South, and 4 blocks East to West.
Shopping Centers-Cross Keys Village, Mondawmin Mall, Reisterstown Road Plaza.
Principal MSA Shopping Areas and Shopping Centers
Anne Arundel County: Major shopping areas-Annapolis, Glen Burnie, Pasadena, Laurel.
Shopping Centers-Annapolis Mall, Glen Burnie Mall, Harundale Mall, Jumper's Mall, Laurel Centre, Parole Plz.
Baltimore County: Major Shopping Areas-Baltimore, Dundalk, Reisterstown, Towson, White Marsh.
Shopping Centers-Dundalk Shopping Ctr., Eastpoint Mall, Towson Market Place, Golden Ring Mall, Hunt Valley Mall, Kenilworth Bazaar, Loch Raven Plz., North Plaza Mall, Parkville, Reisterstown, Security Square Mall, Towson Towne Center, Westview Mall, White Marsh Mall.
Carroll County: Major Shopping Areas-Westminster, Eldersburg, Hampstead.
Shopping Centers-Carrolltowne, Towne Center, Crossroad Square, 140 Village, Westminster.
Harford County: Major Shopping Areas-Edgewood, Bel Air, Fallston, Joppatowne.
Shopping Centers-Campus Hills, Edgewood, Harford Mall.
Howard County: Major Shopping Areas-Ellicott City, Columbia.
Shopping Centers-Chatham Mall, Columbia Mall, Golden Triangle, Normandy, Oakland Mills Village Center, Owen Brown Village Center, Saint John's Plaza, Wilde Lake Village Green.

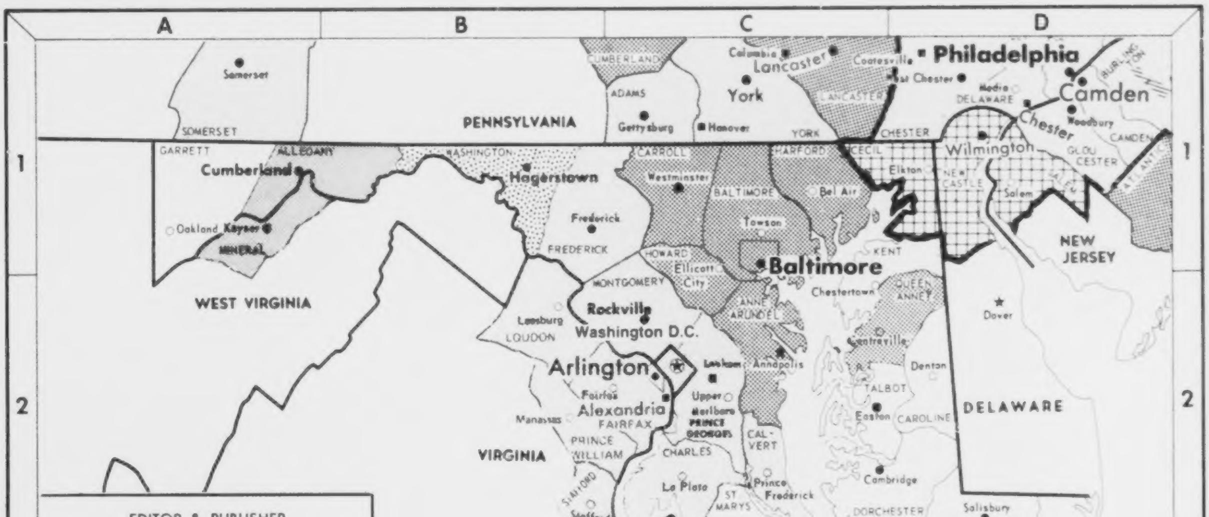
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Annapolis Mall	15	Garfinckel's, Hect., Mont. Ward, JCPenney
Carrolltowne	17	K mart
Chatham Mall	12	K mart, Caldor, Giant
Columbia Mall	15	Hecht's, Sears, Woodward & Lothrop
Eastpoint Mall	6	Hutzler's, JCPenney, Hochschild-Kohn
Towson Market Pl	7	Mont. Ward, Marshalls
Glen Burnie Mall	9	A&P, Mont. Ward
Glen Burnie Ctr	8	Sears, Giant
Golden Ring Mall	9	Mont. Ward, Hecht's, Caldor
Harford Mall	30	Mont. Ward, Hutzler's
Harundale Mall	8	Hutzler's
Hunt Valley	15	Bamberger's, Sears
Jumper's Mall	9	K mart
Kenilworth Bazaar	8	Hochschild-Kon
Laurel Centre	25	Hecht's, JCPenney, Mont. Ward
Northwood	4	Hecht's
Reisterstown Rd	8	Hecht's, Caldor
Security Sq Mall	8	Hutzler's, Sears, JCPenney, Hecht's
Towsontowne Ctr	8	Hutzler's, Hecht's
Westview Mall	6	Hutzler's, Caldor
White Marsh	15	Bamberger's, Hutzler's, Sears, Woodward & Lothrop

Stores Open Evenings-Downtown-Mon. & Thur. Most suburban stores open six evenings. Some food chains open 24 hours.

13 - RETAIL OUTLETS: Dept. Stores-Bamberger's 2; Hecht's 9; Hochschild's 4; Hutzler's 9; JCPenney 4; Montgomery Ward 10; Sears 6; Woodward & Lothrop 3; Caldor 7; Bradlees 4; Marshall's 2.
Discount Stores-Aid 28; Ames 4; Epstein's 7; K mart 12; Murphy's Mart 12.
Variety Stores-Ben Franklin 6; G.C. Murphy 10; S.S. Kresge 5; Woolworth 14.
Chain Drug Stores-Drug Fair 27; Giant 28; Howard and Morris 6; Revco 21; Rite-Aid 95; Sav-A-Lot 7; People's 3.
Chain Supermarkets-A&P 31; Brown's 7; Food-A-Rama 34; Giant 31; Mars 8; Safeway 19; 7-Eleven 84; Valu Food 5; Kash 'N Carry 6; Farm Fresh 3; Santoni's 5.

Other Chain Stores-Auto Supplies: Firestone/Ezrine 24, Goodyear 11, Hi-Gear 4, Kimmel 9, Merchant's Tire 17, Midas Muffler 13, Pep Boys 7, Penn-Jersey 5, RPS 17, Western Auto 8. Furniture: Garon's Ethan Allen 4, Levenson & Klein 3, Scan 3, Shaivitz 3, Shiller's 3, This End Up 5, Towne & Country 2, Unclaimed Freight Co. 7. Appliances: Ash Himelfarb 3, G.E.-Hotpoint 4, Luskin's 11, Ritchie Lumber & Building Supply 3. Jewelry: Edward Arthur 3, Bailey, Banks & Biddle, Oscar Caplan & Sons 3, S & N Katz-Castelberg's 12, Kay Jewelers 8, Shaw's Keepsake Jewelers 4, Stieff-D.P. Paul 7. Shoes: Florsheim 7, Hahn 7, Hanover


A
B
C
D
1
2
3
EDITOR & PUBLISHER
MARKET GUIDE MAP
MARYLAND
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed area represents Consolidated Metropolitan Statistical Area
SCALE IN MILES
0
20
40
60
PENNSYLVANIA
WEST VIRGINIA
VIRGINIA
DELAWARE
NEW JERSEY
Somerset
SOMERSET
GARRETT
ALLEGANY
Cumberland
Oakland
Keyser
MINERAL
WASHINGTON
Hagerstown
Frederick
FREDERICK
CUMBERLAND
ADAMS
Gettysburg
Hanover
York
YORK
Columbia
Lancaster
LANCASTER
Coatesville
West Chester
Philadelphia
Media
DELAWARE
Chester
Camden
Woodbury
CAMDEN
GLOUCESTER
BURLINGTON
CHESTER
CECIL
Elkton
Wilmington
NEW CASTLE
Salem
SALEM
ATLANTIC
CARROLL
Westminster
BALTIMORE
HARFORD
Bel Air
Towson
Baltimore
KENT
Chestertown
HOWARD
Ellicott City
MONTGOMERY
Rockville
Leesburg
LOUDON
Washington D.C.
Arlington
Alexandria
Fairfax
FAIRFAX
Manassas
PRINCE WILLIAM
STAFFORD
Stafford
ANNE ARUNDEL
Annapolis
Lanham
Upper Marlboro
PRINCE GEORGES
CALVERT
CHARLES
La Plata
ST MARYS
Leonardtown
Prince Frederick
QUEEN ANNES
Centreville
TALBOT
Easton
CAROLINE
Denton
Dover
Cambridge
DORCHESTER
Salisbury
WICOMICO
WORCESTER
Princess Anne
Snow Hill
SOMERSET

11, Hess 15, Selwyn 4, Sho- World 7, Thom McAn 17; Health Clubs: Holiday Spas 5; Metro Nautilus Fitness Centers 6; Misc. Clothing Stores: Cushner's, Farbers, Finkelstein's, Hamburger's, Jos A. Bank, Kuppenheimer, Lane Bryant, Linda Lynn, Pants Corral, Pat Arnolde's Talls, Princess Shops, Webster's, Young Men's Stores 56, Briggs.

14 - NEWSPAPERS: SUN (m-mon to fri) 194,426; (e-mon to fri) 155,475; (m-sat) 332,478; (S) 414,330; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Peter L. Stegner, SUN, 501 N. Calvert St., Baltimore, MD 21278 (301) 332-6000.
National Representatives: Million Market Newspapers.
NEWS-AMERICAN (e-mon to fri) 101,076; (m-sat) 80,662; (S) 141,608; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Hugh Brannan, Jr. Gen. Adv. Mgr., NEWS-AMERICAN, 301 E. Lombard St., Baltimore, MD 21203; Tel. (301) 528-8000.
National Representative: Hearst Advertising Service.

CAMBRIDGE

1 - LOCATION: Dorchester County, E&P Map C-2, County Seat. Electronics, agric., sea food, timber, mfg. area. On Choptank River near Chesapeake Bay. U.S. Hwy. 50, State Hwy. 16.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-3.
Waterways-Cambridge Port Authority for deep-water import-export traffic.

3 - POPULATION:
Corp. City 80 Cen. 11,703; E&P 85 Est. 12,275
County 80 Cen. 30,623; E&P 85 Est. 31,964
CZ-ABC: (80) 11,703
RTZ-ABC: (80) 18,920
City & RTZ-ABC: (80) 30,623

4 - HOUSEHOLDS:
City 80 Cen. 4,446; E&P 85 Est. 4,5[illegible]
County 80 Cen. 11,329; E&P 85 Est. 12,[illegible]
CZ-ABC: (80) 4,446
RTZ-ABC: (80) 6,883
City & RTZ-ABC: (80) 11,329

5 - BANKS	NUMBER	EST. DEP.
Saving & Loan	3	$80,000,000
Commercial	4	$120,000,000

6 - PASSENGER AUTOS: County 15,631.

7 - ELECTRIC METERS: Residence 10,750.

8 - GAS METERS: Residence 1,581.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Electronics 2,000 ($185); Wire Cloth 325 ($175); Shirts 600 ($195); Food Proc. 1,200 ($185); Printing 350 ($280); Total Co. Av. Wkly. Wage ($225).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 60-90; Fall 35-70; Winter 30-55. First killing frost, Nov.; last killing frost, Apr.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Areas**-Downtown-4 blocks on one st.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cambridge(20)	1	Super Safeway, Ames, Drug Fair
Shoal Creek(10)	1	Mont Ward, Acme, Revco

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown-Fri. to 8 p.m.; Shopping Ctrs.-every night to 9 p.m.

13 - RETAIL OUTLETS: **Department Stores**-Leggett's; Sears; Montgomery Ward.
Variety Stores-McCrory; Woolworth.
Chain Drug Stores-Drug Fair.
Discount Stores-Ames.
Chain Supermarkets-Super Safeway; Quick Shops 5; Acme; 7-Eleven; Meatland.
Other Chain Stores-Montgomery Ward; Revco; Mor-Value.

14 - NEWSPAPERS: BANNER (e-mon to fri) 7,662; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Travis O. Rockney, Pres., BANNER, 320 High St.; PO Box 580, Cambridge, MD 21613; Tel. (301) 228-3131.
National Representative: Landon Associates.

CUMBERLAND

1 - LOCATION: Allegany County (In Cumberland, MD-WV MSA). E&P Map A-1, County Seat. Railroad and indust. ctr. of Western Maryland. On the Potomac River, 140 mi. W of Baltimore and Washington; 110 mi. SW of Pittsburgh; on U.S. 40, 48; Horseshoe Trail U.S. 220.

2 - TRANSPORTATION: **Railroads**-B&O, C&O.
Motor Freight Carriers-31.
Intercity Bus Lines-Greyhound; Allegany County Transit Authority.

3 - POPULATION:
Corp. City 80 Cen. 25,933; E&P 85 Est. 24,439
CZ-ABC: (80) 45,296
RTZ-ABC: (80) 122,790
County 80 Cen. 80,548; E&P 85 Est. 82,227
MSA 80 Cen. 107,782; E&P 85 Est. 110,279
City & RTZ-ABC: (80) 168,086

4 - HOUSEHOLDS:
City 80 Cen. 10,669; E&P 85 Est. 10,514
County 80 Cen. 29,669; E&P 85 Est. 31,271
MSA 80 Cen. 39,107; E&P 85 Est. 41,298
CZ-ABC: (80) 17,597
RTZ-ABC: (80) 42,072
City & RTZ-ABC: (80) 59,669

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$4,725,311,876
Commercial	7	$342,093,001

6 - PASSENGER AUTOS: County 59,664.

7 - ELECTRIC METERS: Residence 31,120.

8 - GAS METERS: Residence 27,570.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Tire Plant 1,980; PPG Industries 900; Railroad 2,200; Pulp & Paper 2,100; Ballistics Laboratory 900.

10 - CLIMATE: Min. & Max. Temp.-Spring 51-74; Summer 63-86; Fall 34-58; Winter 30-48. First killing frost, Oct. 10; last killing frost, Apr. 30.

11 - TAP WATER: Acid, hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Country Club(70)	9	JCPenney, K mart, Eyerly's, Sears, McCroy's
Cumberland(70)	NA	Gee Bee, Burtons, Wolf
La Vale Plz.(26)	9	Safeway, Dollar General, People's Drug
Searstown(20)	9	Acme Mkt., Thrift Drug
White Oaks(7)	2	Acme, Thrift Drug
Hills Plz.(5)	3	Hills, A&P

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Mon., Thur. (Center City); Nearby shopping centers, Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Eyerly's; JCPenney.
Variety Stores-Murphy; McCrory.
Discount Stores-Hills; Gee Bee; Hecks; K mart.
Chain Drug Stores-People's 2; Thrift 3; Revco 2; Drug Fair 2; Rite Aid 2.
Chain Supermarkets-A&P 5; Acme 2; Safeway; Davis; County Mkt.
Other Chain Stores-Shoes: Nobil, Hanover, Kinney, Super, Thom McAn; Lerner's; Wolf Furn.; Pearle Vision Ctr.; Camelot Music; Waldenbook; Hickory Farms; Radio Shack; Chess King; Jewelers: Zale's, Kay, Gordon; Fashion Bug; Foxmoor; General Nutrition; 16 Plus.

14 - NEWSPAPERS: NEWS (m) 14,667; TIMES (e) 16,942; (m-sat) 29,560; (S) 36,357; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: J.P. Buckley, Adv. Mgr., NEWS and TIMES, 7-9 S. Mechanic St., Cumberland, MD 21502; Tel. (301) 722-4600.
National Representative: Landon Associates.

EASTON

1 - LOCATION: Talbot County, E&P Map C-2, County Seat. On Avon River; manufacturing and farming area. 38 mi. W of Salisbury. On State Hwys. 37, 328, 331 & 333; I-50.

2 - TRANSPORTATION: **Railroads**-Baltimore & Eastern; Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Carolina Trailways.
Airlines-American; Eastern; USAir.

3 - POPULATION:
Corp. City 80 Cen. 7,536; E&P 85 Est. 8,673
CZ-ABC: (80) 7,536
RTZ-ABC: (80) 41,211
County 80 Cen. 25,604; E&P 85 Est. 27,939
City & RTZ-ABC: (80) 48,747

4 - HOUSEHOLDS:
City 80 Cen. 3,125; E&P 85 Est. 3,454
County 80 Cen. 9,934; E&P 85 Est. 11,229
CZ-ABC: (80) 3,125
RTZ-ABC: (80) 15,028
City & RTZ-ABC: (80) 18,153

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.

6 - PASSENGER AUTOS: County 16,072.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Canning Fruits & Vegetables; Seafood Packing; Brick Mfg.; Tile; Hosiery; Clothing; Furniture; Farming (tomatoes, corn, wheat); Nurseries; Printing.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 60-90; Fall 35-70; Winter 30-55. First killing frost, Nov. 1; last killing frost, Apr. 22.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Glebe Road	NA	A&P, Sears, Drug Fair
Talbottown	NA	JCPenney, Hess
Tred Avon Square	NA	Acme, Peebles

Principal Shopping Days-Wed., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Peebles.
Chain Drug Stores-Drug Fair.
Chain Supermarkets-A&P; Acme; Safeway.

14 - NEWSPAPERS: STAR-DEMOCRAT (m-mon to fri) 12,384; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Larry Effingham, Gen. Mgr., STAR-DEMOCRAT, 1 Airpark Dr., Easton, MD 21601; Tel. (301) 822-1500.
National Representative: Landon Associates.

FREDERICK

1 - LOCATION: Frederick County, (In Washington, DC-MD-VA MSA). E&P Map B-1, County Seat. At intersection of U.S. Hwys. 40, 15, 240, 340, I-70, I-270; 42 mi. NW of Washington, D.C.; 45 mi. W of Baltimore.

2 - TRANSPORTATION: **Railroads**-Chessie System (C&O; B&O; WM).
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Trailways.
Air Charter-Fred. Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 27,557; E&P 85 Est. 33,433
CZ-ABC: (80) 28,086
RTZ-ABC: (80) 264,854
County 80 Cen. 114,263; E&P 85 Est. 128,241
MSA 80 Cen. 3,250,392; E&P 85 Est. 3,452,711
City & RTZ-ABC: (80) 292,940

4 - HOUSEHOLDS:
City 80 Cen. 10,417; E&P 85 Est. 12,917
County 80 Cen. 37,269; E&P 85 Est. 43,306
MSA 80 Cen. 1,173,172; E&P 85 Est. 1,281,060
CZ-ABC: (80) 10,647
RTZ-ABC: (80) 87,654
City & RTZ-ABC: (80) 98,301

5 - BANKS	NUMBER	DEPOSITS
Commercial	16	$1,724,827,810
Savings & Loan	8	$2,889,736,691
Multi-Branch	9	N.A.

6 - PASSENGER AUTOS: County 73,320.

7 - ELECTRIC METERS: 59,361.

8 - GAS METERS: 4,385.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Biological Research 1,819 ($421); Cement Limestone 954 ($300); Clothing 772 ($135); Aluminum 910 ($418); Shoes 620 (N.A.); Ins. 451 ($220); Conveying 372 ($240); Foods 210 ($175); Dairy Products 165 ($218); Communications 303 ($165).
Principal Pay Days-1st & 15th, weekly.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-55; Summer 59-84; Fall 54-79; Winter 24-42. First killing frost, Oct. 18; last killing frost, Apr. 20.

11 - TAP WATER: Nearly neutral; very soft.

12 - RETAILING: **Principal Shopping Areas**-Downtown: 8 blocks on 2 streets, 160 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Francis Scott Key Mall(95)	2	Woolworth, Hess, Sears, Gee Bees
Frederick Shoppers World(4)	2	Carmack-Jays, Towers, Revco
County Sq.(7)	1	Giant, K mart
Frederick Ctr.(30)	2	People's, Woolworth, Murphy's Mart
Frederick Towne Mall(77)	3	JCPenney, McCrory, Mont Ward, Eyerley's
Monocay Vlg.	0	Mor-Valu
Patrick(4)	0	Drug Fair
Prospect	0	People's Drug, Safeway

Stores Close-Downtown, Wed. afternoon.
Stores Open Evenings-Downtown-Fri.; Malls-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Routzahn's; JCPenney; Eyerley's; Montgomery Ward; Hess's; Gee Bees; Anderson Little; Murphy's Mart.
Variety Stores-McCrory; Woolworth.
Discount Stores-Wise; Gee Bees.
Chain Drug Stores-Peoples Service 3; Drug Fair; Revco; Rea and Derick; Rite Aid.
Chain Supermarkets-Martins; Farm Fresh; Safeway 2; Weis Mkt. 3; Giant; Carmack-Jays 2; Mor-Valu.
Other Chain Stores-Singer Co.; Sherwin-Williams; Thom McAn; Kinney; Glick; Melart; High's Dairy Prod.; 7-Eleven; Pants Corral; Sidney's; Radio Shack.

14 - NEWSPAPERS: POST (m) 21,909; NEWS (e) 14,650;Comb. (m&e) 36,559; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Edward F. Mull, Adv. Dir., NEWS and POST, 200 E. Patrick St., Frederick, MD 21701; Tel. (301) 662-1177.
National Representative: Landon Associates.

HAGERSTOWN

1 - LOCATION: Washington County (MSA). E&P Map B-1, County Seat. Fruit and agricultural belt, miscellaneous manufacturing. NW part of state; 72 mi. W of Baltimore; 70 mi. NW of Washington, DC; 73 mi. S of Harrisburg, Pa.; 64 mi. E of Cumberland. U.S. Hwys. 11, 40, I-70, I-81; State Hwys. 58, 60, 64, 65, 632.

2 - TRANSPORTATION: **Railroads**-Conrail; Chessie System (Western Maryland; Norfolk & Western; B&O; Reading).
Intercity Bus Lines-Greyhound.
Airlines-Henson.

3 - POPULATION:
Corp. City 80 Cen. 34,132; E&P 85 Est. 33,888
CZ-ABC: (80) 72,638
RTZ-ABC: (80) 137,029
County/MSA 80 Cen. 113,086; E&P 85 Est. 115,523
City & RTZ-ABC: (80) 209,667
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,965; E&P 85 Est. 14,343
CZ-ABC: (80) 26,957
RTZ-ABC: (80) 47,357
County/MSA 80 Cen. 39,957; E&P 85 Est. 42,104
City & RTZ-ABC: (80) 74,314

5 - BANKS	NUMBER	EST. DEP.
Commercial (Major)	5	$400,277,000
Commercial (Small)	2	$32,871,000
Savings & Loan	5	$228,200,000

6 - PASSENGER AUTOS: County 60,279.

7 - ELECTRIC METERS: County 48,048.

8 - GAS METERS: County 8,670.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Manufacturing 13,200; Transportation, Communication & Utilities (excl. railroads) 2,224; Contract Construction 2,318; Wholesale Trades 2,112; Retail Trades 6,555; Fin., Ins. & R.E. 1,170; Services & Other (incl. State & local govt.) 13,200; Federal Govt. 1,151.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-62; Summer 62-85; Fall 42-66; Winter 21-40. First killing frost, Sept. 11; last killing frost, May 4.

11 - TAP WATER: Mountain source alkaline, very soft. River source alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping District**-1 1/2 blocks on Washington St.; 2 on Potomac St.; 2 on Franklin St.; 1 on Summit Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Long Meadow(35)	2	Sears
K mart Plz.(3)	1	K mart

S. Hagerstown(12)	2	
Valley Mall(90)	2	JCPenney, Eyerly's
Zayre Center(11)	1	Zayre, Giant Food

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown-Mon., Fri., Shopping center-Mon. through Sat. Food and drug stores open Sun.

13 - RETAIL OUTLETS: Department Stores-Eyerly's, Montgomery Ward, JCPenney, Routzahn's 2, Sears.
Variety Stores-McCrory 2, Kresge's.
Discount Stores-K mart, Zayre, Nichols.
Chain Drug Stores-People's 4, Drug Fair, Revco 3, Dart.
Chain Supermarkets-A&P, Martin's 3, Safeway, 7-Eleven 5, High's Dairy 8, Weis 2, Cresslers.
Other Chain Stores-Women's Clothing: Brooks. Shoes: Gallenkamps, Kinney, Hanover, Super Shoes; Auto Supplies: Goodyear, Firestone; Furniture & Appliances: Routzahn's, Grand Piano & Furniture; Jewelry: Kay's, Melarts 3; Miscellaneous: Lowe's Lumber & Appliances, Singer Sewing, Radio Shack 2, Lumber Yard, Channel Home Ctr., Moore's.

14 - NEWSPAPERS: HERALD (m-mon to fri) 19,144; (m-sat) 38,147; MAIL (e-mon to fri) 22,959; (S) 39,770; Mar. 31, 1985 ABC.
Local Contact for Market Information: Clarence Cropper, Display Adv. Mgr., HERALD-MAIL, 100 Summit Ave., PO Box 439, Hagerstown, MD 21740; Tel. (301) 733-5131.
National Representative Cresmer, Woodward, O'Mara & Ormsbee.

LANHAM

1 - LOCATION: Prince George's County (In Washington DC-MD-VA MSA), E&P Map C-2. Suburban Washington.

2 - TRANSPORTATION: Railroads-Conrail, Chessie.
Motor Freight Carriers-41 in MSA.
Intercity Bus Lines-Continental Trailways; Greyhound.
Airlines-Major airlines at Washington DC.

3 - POPULATION:
Corp. City 80 Cen. 33,531; E&P 85 Est. N.A.
County 80 Cen. 665,071; E&P 85 Est. 671,301
MSA 80 Cen. 3,250,392; E&P 85 Est. 3,452,711
NDM-ABC: (80) 665,071

4 - HOUSEHOLDS:
City 80 Cen. 11,169; E&P 85 Est. N.A.
County 80 Cen. 224,789; E&P 85 Est. 233,943
MSA 80 Cen. 1,173,172; E&P 85 Est. 1,281,060
NDM-ABC: (80) 224,789

5 - BANKS	**NUMBER**	**EST. DEP.**
Comm. (MSA)	63	$13,000,000,000
Sav. & Loan (MSA)	53	$9,000,000,000

6 - PASSENGER AUTOS: County 385,620

7 - ELECTRIC METERS: Residence 873,200 (MSA)

8 - GAS METERS: Residence 565,320 (MSA)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Whol. & Ret. Trade 55,000; Services 30,000; State & Local Govt. 49,000; Federal Gov't. 25,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 66-90; Fall 50-71; Winter 20-45. First killing frost, Nov. 27; last killing frost Mar. 10.

11 - TAP WATER: Slightly alkaline, medium soft.

12 - RETAILING: Principal Shopping Center-Prince George's Plz.
Neighborhood Shopping Centers-Carrolton Mall; BelAir; Beltway Plz.; Capital Plz.; Dodge Park; Eastover; Iverson Mall; Freestate Mall; Langley Park; Laurel Plz.; Laurel Ctr.; Marlow Heights; Penn-Mar; Allentown Mall; Hampton Mall; Forestville Mall; Great Eastern Plz.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Most.

13 - RETAIL OUTLETS: Department Stores-Hecht, Garfinckels; Woodward & Lothrup; Sears; Montgomery Ward.
Discount Stores-K mart; Zayre.
Chain Drug Stores-People's; Drug Fair; Dart; Revco.
Chain Supermarkets-Giant; Safeway; A&P.

14 - NEWSPAPERS: PRINCE GEORGE'S JOURNAL (m-mon to fri) 39,307; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Michael Veitch, JOURNAL NEWSPAPERS, Springfield VA 22159; Tel. (703) 750-8100.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

ROCKVILLE

1 - LOCATION: Montgomery County (In Washington DC-MD-VA MSA), E&P Map C-2. Suburban Washington.

2 - TRANSPORTATION: Railroads-Chessie.
Motor Freight Carriers-41 in MSA.
Intercity Bus Lines-Continental Trailways; Greyhound; Gold Line; Colonial Transit.
Airlines-Major airlines at Washington DC.

3 - POPULATION:
Corp. City 80 Cen. 43,811; E&P 85 Est. 49,730
NDM-ABC: (80) 579,053
County 80 Cen. 579,053; E&P 85 Est. 634,740
MSA 80 Cen. 3,250,392; E&P 85 Est. 3,452,711

4 - HOUSEHOLDS:
City 80 Cen. 14,885; E&P 85 Est. 16,708
NDM-ABC: (80) 207,195
County 80 Cen. 207,195; E&P 85 Est. 234,508
MSA 80 Cen. 1,173,172; E&P 85 Est. 1,281,060

5 - BANKS	**NUMBER**	**EST. DEP.**
Comm. (MSA)	63	$13,000,000,000
Sav. & Loan (MSA)	53	$9,000,000,000

6 - PASSENGER AUTOS: County 410,571

7 - ELECTRIC METERS: Residence (MSA) 873,200

8 - GAS METERS: Residence (MSA) 565,320

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Services 73,000; Whol. & Ret. Trade 61,000; Federal Govt. 44,000; State & Local Govt. 12,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 66-90; Fall 50-71; Winer 20-45. First killing frost, Nov. 27, last killing frost, Mar. 10.

11 - TAP WATER: Slightly alkaline, medium soft.

12 - RETAILING: Principal Shopping Center-White Flint Mall.
Neighborhood Shopping Centers-Congressional Plz.; Hillandale; Montgomery Mall; Potomac Vlg.; Rockville Mall; Twinbrook; Westwood; Wheaton Plz.; White Oak; Wildwood Manor; Huntly Sq.; Village Mall; Lake Forest Mall; Loehman Plz.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Most.

13 - RETAIL OUTLETS: Department Stores-Hecht; Garfinckels; Woodward & Lothrup; Sears; Montgomery Ward.
Discount Stores-K mart.
Chain Drug Stores-People's; Drug Fair; Dart.
Chain Supermarkets-Giant.

14 - NEWSPAPERS: MONTGOMERY JOURNAL (m-mon to fri) 38,453; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Michael Veitch, JOURNAL NEWSPAPERS, Springfield, VA 22159; Tel. (703) 750-8100.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

SALISBURY

1 - LOCATION: Wicomico County, E&P Map D-2. County Seat. Agric. and poultry area; medical & wholesale ctr. Eastern part of state. 106 mi. from Baltimore; 101 mi. from Wilmington; 129 mi. from Philadelphia.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-13.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 16,429; E&P 85 Est. 18,128
CZ-ABC: (80) 32,369
RTZ-ABC: (80) 166,362
County 80 Cen. 64,540; E&P 85 Est. 68,438
City & RTZ-ABC: (80) 198,731

4 - HOUSEHOLDS:
City 80 Cen. 6,543; E&P 85 Est. 7,400
County 80 Cen. 22,876; E&P 85 Est. 25,052
CZ-ABC: (80) 11,642
RTZ-ABC: (80) 59,438
City & RTZ-ABC: (80) 71,080

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	10	$319,627,000
Savings & Loan	5	$198,803,000

6 - PASSENGER AUTOS: County 36,137

7 - ELECTRIC METERS: Residence District 21,625

8 - GAS METERS: Residence 4,416

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Wicomico County-Federal Govt. 209 ($440); State Govt. 1,967 ($199); Local Govt. 2,485 ($242); Private Sector 21,752 ($223); Contract Constr. 1,292 ($217); Mfg. 5,699 ($234); Durable 1,567 ($314); Non Durable 4,132 ($204); Trans. 1,537 ($335); Whol. 1,367 ($299); Retail 5,208 ($165); Fin., Ins. & R.E. 917 ($228); Services & other 5,728 ($215).

Principal Pay Days-Fri., Wed., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-64; Summer 62-82; Fall 49-67; Winter 27-46. First killing frost, Oct. 21; last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blks. on Main St.; 2 on Division St.; 1 on Market St.; 10 on Salisbury Blvd.; 3 on Rt. 50; 55 acres Civic & Glen Aves.; 3 Blks. Shoppers World.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ames Plz.(5)	3	Ames Dept., A&P
Clairmont(6)	1	Drug Fair, Safeway
Downtown Plz.(40)	NA	Hess, JCPenney
Salisbury Mall(75)	2	Sears, Hecht, Hutzler's, Warehouse Food Mkt.
Waverly(16)	1	Super Giant Discount
Twilley(20)	2	Acme
Shopper's World(10)	3	K mart, A&P

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept.-Mon., Fri.; Food, Salisbury Mall Stores, and K mart-nightly.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Hecht; Sears; Hutzler's.
Discount Stores-Super Giant; Moore's; Nichols; Ames; Lowe's Discount Land; K mart; Service Mdse.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-Rite Aid 2; Eckerd; Drug Fair.
Chain Supermarkets-Safeway; Acme; A&P 2; Giant Super; Warehouse Food Mkt.
Other Chain Stores-Firestone; Goodrich; Barett Shoe; Casteiberg's (jewelry); Penn-Jersey (auto parts); Pep Boys (auto parts); Pic 'N Pay (shoes); Kinney; Butler Shoes; Lerner Shops; Parkland Hosiery; Russell Stover; Hanover Shoe; Sherwin-Williams; Webster Clothes; Brooks Fashions; Philipsborn; Toys R Us; Hub Furn.

14 - NEWSPAPERS: TIMES (e) 25,641; (S) 28,666; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Donald H. Brown, Adv. Mgr., TIMES, Carroll St., PO Box 1937, Salisbury, MD 21801; Tel. (301) 749-7171.
National Representative: Thomson Newspapers.

WESTMINSTER

1 - LOCATION: Carroll County, E&P Map C-1 (In Baltimore MSA). County Seat. Western Maryland College. Carroll County Farm museum. Mfg., warehousing & distribution center. Located in N central MD. 30 mi. W of Baltimore; 50 mi. N of Washington, D.C. On MD Routes 140, 30, 26, 97, 27.

2 - TRANSPORTATION: Railroads-Chessie System (Maryland Midland & Motor Freight Carrier. No mass transportation).
Motor Freight Carriers-15.
Airlines-Charter only.

3 - POPULATION:
Corp. City 80 Cen. 8,808; E&P 85 Est. 10,943
NDM-ABC: (80) 96,356
County 80 Cen. 96,356; E&P 85 Est. 108,576
MSA 80 Cen. 2,199,531; E&P 85 Est. 2,278,137

4 - HOUSEHOLDS:
City 80 Cen. 3,323; E&P 85 Est. 4,311
NDM-ABC: (80) 30,631
County 80 Cen. 30,631; E&P 85 Est. 35,779
MSA 80 Cen. 765,830; E&P 85 Est. 818,182

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	10	N.A.
Commercial	11	N.A.

6 - PASSENGER AUTOS: County 59,885

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Industrial Power Tools 2,041; Rain Ware & Outerware 591; Book Distribution 590; Rubber Footware 474; Electric Controls 374; Low Voltage Motor Control Ctr. 331; Industrial Heating Ultrasonic Cleaning 318.

Principal Industry Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Av. Year 53.6; Snow Fall 27.8. First killing frost, Oct. 18; last killing frost, April 24.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-Westminster Ctr., U.S. Rte 140 & Englar Rd. (29 stores).
Neighborhood Shopping Centers-Carroll Plaza; 140 Village (42 stores); Carrolltowne Mall (73 stores); Fairground Ctr. (6 stores); North Carroll Plaza (11 stores); Crossroad Sq.; Mount Airy Ctr. (14 stores).

Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
North Hanover Mall(25)		Sears, Bon-ton, K mart, Kinney's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Leggetts, Hub, JCPenney.

13 - RETAIL OUTLETS: Department Stores-JCPenney, Sears, Leggetts.
Discount Stores-K mart, Woolworth, Ames.
Chain Drug Stores-Drug Fair, Rite Aid, Sentry.
Chain Supermarkets-A&P, Martins Food, Weiss Markets, Safeway.
Other Chain Stores-Goodyear, RPS, Princess Shop, Fashion Bug.

14 - NEWSPAPERS: CARROLL COUNTY TIMES (m) 18,453; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Charles W. Baker, Adv. Mgr., CARROLL COUNTY TIMES, 201 Railroad Ave., P.O. Box 346, Westminister, MD 21157; Tel. (301) 848-4400.
National Representative: Landon Associates; U.S. Suburban Press.

MASSACHUSETTS SURVEYS

METROPOLITAN STATISTICAL AREAS

Fitchburg-Leominster-Ashby town in Middlesex County; Fitchburg and Leominster cities, Ashburnham, Lunenburg and Westminster towns in Worcester County.
New Bedford-New Bedford city, Acushnet, Dartmouth, Fairhaven and Freetown towns in Bristol County; Marion, Mattapoisett and Rochester towns in Plymouth County.
Pittsfield-Pittsfield city, Cheshire, Dalton, Hinsdale, Lanesborough, Lee, Lenox, Richmond and Stockbridge towns in Berkshire County.
Springfield-Chicopee, Holyoke, Springfield and Westfield cities; Agawam, East Longmeadow, Hampden, Longmeadow, Ludlow, Monson, Montgomery, Palmer, Russell, Southwick, West Springfield and Wilbraham towns in Hampden County; Northampton city; Belchertown, Easthampton, Granby, Huntington, Southampton and South Hadley towns in Hampshire County.
Worcester-Worcester city; Auburn, Barre, Boylston, Brookfield, Charlton, Clinton, Douglas, Dudley, East Brookfield, Grafton, Holden, Leicester, Millbury, Northborough, Northbridge, North Brookfield, Oxford, Paxton, Princeton, Rutland, Shrewsbury, Spencer, Sterling, Sutton, Uxbridge, Webster, Westborough and West Boylston towns in Worcester County.

PRIMARY METROPOLITAN STATISTICAL AREAS

Boston-Boston, Chelsea, Revere cities and Winthrop town in Suffolk County, Cambridge, Everett, Malden, Marlborough, Medford, Melrose, Newton, Somerville, Waltham and Woburn cities; Acton, Arlington, Ashland, Ayer, Bedford, Belmont, Boxborough, Burlington, Carlisle, Concord, Framingham, Groton, Holliston, Hopkinton, Hudson, Lexington, Lincoln, Littleton, Maynard, Natick, North Reading, Reading, Sherborn, Shirley, Stoneham, Stow, Sudbury, Townsend, Wakefield, Watertown, Wayland, Weston, Wilmington and Winchester towns in Middlesex County; Mansfield, Norton and Raynham towns in Bristol County; Lynn city; Lynnfield, Nahant and Saugus towns in Essex County; Quincy city; Bellingham, Braintree, Brookline, Canton, Cohasset, Dedham, Dover, Foxborough, Franklin, Holbrok, Medfield, Medway, Millis, Milton, Needham, Norfolk, Norwood, Randolph, Sharon, Stoughton, Walpole, Wellesley, Westwood, Weymouth and Wrentham towns in Norfolk County; Carver, Duxbury, Hanover, Hanson, Hingham, Hull, Kingston, Lakeville, Marshfield, Middleborough, Norwell, Pembroke, Plymouth, Plympton, Rockland and Scituate towns in Plymouth County; Berlin, Bolton, Harvard, Hopedale, Lancaster, Mendon, Milford, Southborough and Uptown towns in Worcester County.

Brockton-Brockton city; Abington, Bridewater, East Bridgewater, West Bridgewater, Halifax and Whitman towns in Plymouth County; Avon town in Norfolk County; Easton town in Bristol County.
Fall River, Mass.-R.I.-Fall River city, Somerset, Swansea and Westport towns in Bristol County, Mass.; Little Compton and Tiverton towns in Newport County, R.I.
Lawrence-Haverhill, Mass.-N.H.-Lawrence, Haverhill and Newburyport cities; Amesbury, Andover, Boxford, Georgetown, Groveland, Merrimac, Methuen, Newbury, North Andover, Salisbury and West Newbury towns in Essex County, Mass. Atkinson, Brentwood, Danville, Derry, East Kingston, Hampstead, Kingston, Newton, Plaistow, Salem, Sandown, Seabrook and Windham towns in Rockingham County, N.H.
Lowell, Mass.-N.H.-Lowell city; Billerica, Chelmsford, Dracut, Dunstable, Pepperell, Tewksbury, Tyngsborough and Westford towns in Middlsex County, Mass.; Pelham town in Hillsborough County, N.H.
Pawtucket-Woonsocket-Attleboro, R.I.-Mass.-Attleboro city; North Attleboro, Rehoboth and Seekonk towns in Bristol County, Mass.; Central Falls, Pawtucket and Woonsocket cities; Burrillville, Cumberland, Lincoln, North Smithfield and Smithfield towns in Providence County, R.I.; Plainville town in Norfolk County, Mass.; Blackstone and Millville towns in Worcester County, Mass.
Salem-Gloucester-Beverly, Gloucester, Peabody and Salem cities; Danvers, Essex, Hamilton, Ipswich, Manchester, Marblehead, Middleton, Rockport, Rowley, Swampscott, Topsfield and Wenham towns in Essex County.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Boston-Lawrence-Salem, Mass.-N.H.-Includes Boston, Mass. PMSA; Brockton, Mass. PMSA; Lawrence-Haverhill, Mass.-N.H. PMSA; Lowell, Mass.-N.H. PMSA; Nashua, N.H. PMSA and Salem-Gloucester, Mass. PMSA.
Providence-Pawtucket-Fall River, R.I.-Mass.-Includes Fall River, Mass.-R.I. PMSA; Pawtucket-Woonsocket-Attleboro, R.I.-Mass. PMSA; and Providence, R.I. PMSA. -

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1996
Under 5 Years	470	337	344
5-14 Years	1,099	836	855
15-24 Years	980	1,101	1,126
25-44 Years	1,295	1,563	1,599
45-64 Years	1,212	1,173	1,200
65 and Over	633	727	744
TOTAL	5,689	5,737	5,868

Based on U.S. Census

POPULATION ESTIMATES
(Thousands)
Places of 50,000 or more and central cities of MSA's with 10% or more of Spanish Origin Population.

Cities	Total Pop.	Spanish Origin	Percent
Lawrence	63	10	16.3

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1986 Est.
Bldg. Mat./Hdwr	776	1,149	1,874
General Mdse	2,361	2,987	4,301
Food	4,210	5,875	7,941
Automobiles	2,887	4,582	8,462
Gasoline Stations	1,290	2,319	2,792
Apparel	1,061	1,771	2,650
Furniture	729	1,129	1,991
Eat-Drink Places	1,828	3,059	4,451
Drugs	579	944	1,443
TOTAL SALES	18,474	28,816	41,013

ATHOL

1 - LOCATION: Worcester County, E&P Map C-1. On Millers River, 15 mi. W of Gardner; 24 mi. E of Greenfield. On State Hwys. 2 and 32; U.S. Hwy. 202.

2 - TRANSPORTATION: Railroads-B&M.
Motor Freight Carriers-2.
Intercity Bus Lines-Englander Coach.

3 - POPULATION:
Town 80 Cen. 10,634; E&P 85 Est. 10,321
County 80 Cen. 646,352; E&P 85 Est. 662,569
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Town 80 Cen. 3,894; E&P 85 Est. 4,124
County 80 Cen. 225,323; E&P 85 Est. 238,510

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$40,701,163
Savings & Loan	2	$57,729,031
Commercial	2	$60,599,000

6 - PASSENGER AUTOS: County 319,226

7 - ELECTRIC METERS: Residence 4,556

8 - GAS METERS: None

9 - PRINCIPAL INDUSTRIES: Tools, Instruments; Toys; Plastics; Textile Machinery; Wood & Metal Furniture.
Principal Industrial Pay Days-Thur.

10 - CLIMATE: First killing frost, Oct. 3; last killing frost, May 7.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Center-5 blocks on Main St.; 2 on Exchange St.
Neighborhood Shopping Centers-Upper Main St., Crescent St., Lord Pond Plaza, Main & Freedom Sts.; Mohawk Shopping Plaza, Rt. 2-A at Orange Town line.
Principal Shopping Days-Department Stores-Thur., Fri., Sat.; Food-Thur. & Fri.
Stores Close-Wed.
Stores Open Evenings-Department-Thur.; Food-Mon. through Sat.

13 - RETAIL OUTLETS: Variety Stores-Skinner True Value.
Discount Stores-Mars Bargainland; Brooks Health & Beauty Aids; Rose's.
Chain Supermarkets-IGA; Donelan's; Stan's Sooper.
Other Chain Stores-Western Auto; W. E. Aubuchon; Sears Roebuck; Agway Stores; Mars Bargainland; Brooks Drug Stores; Sherwin-Williams Paint.

14 - NEWSPAPERS: NEWS (e) 5,671; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Bernard C. Cunningham, Natl. Adv. Mgr., NEWS, 225 Exchange St., Athol, MA 01331; Tel. (617) 249-3535.
National Representative: None.

ATTLEBORO

1 - LOCATION: Bristol County (In Pawtucket-Woonsocket-Attleboro RI-MA PMSA). E&P Map D-2, 32 mi. SW of Boston; 12 mi. N of Providence, RI. U.S. Hwy 1; State Hwys. 123, 118, 152; I-95-295-495.

2 - TRANSPORTATION: Railroads-Amtrak.
Motor Freight Carriers-8.
Intercity Bus Lines-Gatra.
Airlines-Mansfield Airport (6 mi.); No. Central Airport, RI (15 mi.); Hillsgrove, RI (30 mi.); Logan Intl. (40 mi.)

3 - POPULATION:
Corp City 80 Cen. 34,196; E&P 85 Est. 36,093
CZ-ABC: (80) 34,196
RTZ-ABC: (80) 67,243
PMSA 80 Cen. 307,403; E&P 85 Est. 403,093
County 80 Cen. 474,641; E&P 85 Est. 490,298
City & RTZ-ABC: (80) 101,439

4 - HOUSEHOLDS:
City 80 Cen. 11,898; E&P 85 Est. 12,890
County 80 Cen. 166,938; E&P 85 Est. 178,064
PMSA 80 Cen. 110,014; E&P 85 Est. 147,014
CZ-ABC: (80) 11,898
RTZ-ABC: (80) 22,269
City & RTZ-ABC: (80) 34,167

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$194,370,000
Savings & Loan	2	$85,146,194
Commercial	3	$158,631,217

6 - PASSENGER AUTOS: County 373,000

7 - ELECTRIC METERS: Residence 16,860

8 - GAS METERS: Residence 9,181

9 - PRINCIPAL INDUSTRIES: Jewelry Findings; Jewelry and Silverware; Precious Metals; Tech. Instr.; Machine Tools; Fab. Metals; Paper Prods.; Electronics & Components; Computers; Rings; Plastic Products; Wage Earners 25,136; Av. Wkly. Wage $200-$225.

Principal Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 70-90; Fall 45-60; Winter 15-40. First killing frost, Nov. 1; last killing frost, Mar. 20.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Park St.; 2 on S. Main St.; 14 on Pleasant; 2 on Union St.; 2 on N. Main St.
Neighborhood Shopping Centers-Attleboro Falls; South Attleboro; Pine St., Attleboro; Norton Center, Mansfield; Foxboro; S. Main St., Attleboro; Wilkins Cors., Plainville; Central Plaza, Seekonk; North Plaza, Kelley Blvd., N. Attleboro.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pleasant St.	1	Sears, IGA
Swansea Mall(85)	17	Caldor's, Apex, Sears
Tri-Boro Plz.(14)	3	K mart, Almac's
Fox Field Plz.	14	Foxboro Furn.
Fernandes Plz.	3	Mars Bargainland, Fernandes Mkt.
Foxboro Plz.(15)		Bradlees, Almac's, Fayva, Radio Shack
Walpole Mall(43)	20	Bradlees, Almy's
Taunton Mall(15)	15	Bradlees, Cherry, Rite Aid
Washington Plz.(7)	5	Radio Shack, Zayre, Thom McAn, Star Mkt.
Lincoln Mall(65)	15	Caldor's, Zayre, Cherry Anderson Little
Route 6	17	Heartland Food
Route 44	8	Valueland

Principal Shopping Days-Dept. stores-Tues. through Fri., Food stores-Mon. Thur. & Fri.
Stores Open Evenings-Wed., Thur.

13 - RETAIL OUTLETS: Department Stores-London's; Mars.
Discount Stores-Gob Shop; Ann & Hope; Zayre; Kidstown; K mart; Caldor's; ADAP's (automotive).
Chain Drug Stores-Adam's; Brooks; Medicine Shoppe; Thayer Pharmacy; Rite Aid; Dunnington's (Norton).
Chain Supermarkets-Almac 5; Stop 'N Shop; Fernandes 3; Super Service 2; Star Mkt; Food Mart; Valueland; IGA; Shaw's; Heartland; Foodland.
Other Chain Stores-General Mills; Benny's; Gob Shops; Sears (catalog); Singer Co.; Goodyear; Goodrich; Sherwin-Williams; Thom McAn; Alpine Ski Shop; Radio Shack.

14 - NEWSPAPERS: SUN-CHRONICLE (e) 23,713; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Paul Morrissey, Adv. Mgr., SUN-CHRONICLE, 34 S Main St., Attleboro, MA 02703; Tel. (617) 222-7000.
National Representative: Branham/Newspaper Sales.

BEVERLY-PEABODY

1 - LOCATION: Essex County (In Salem-Gloucester PMSA). E&P Map E-1. Residential and industrial ctr. Located in the northeastern part of the state on the N side of Massachusetts Bay, 18 mi. from Boston. U.S. Hwys. 128, 127, 1A, 97 and 62.

2 - TRANSPORTATION: Railroads-Boston and Maine.
Intercity Bus Lines-Michaud.
Motor Freight Carriers-42.
Airlines-Irish International; Northeast; United; TWA; Eastern; 14 mi. from Logan International Airport.

3 - POPULATION:
Corp. Cities 80 Cen. 83,631; E&P 85 Est. 84,943
Beverly 80 Cen. 37,655; E&P 85 Est. 38,562
Peabody 80 Cen. 45,976; E&P 85 Est. 46,381
CZ-ABC: (80) 83,631
RTZ-ABC: (80) 38,706
PMSA 80 Cen. 258,175; E&P 85 Est. 266,997
County 80 Cen. 633,632; E&P 85 Est. 656,905
City & RTZ-ABC: (80) 122,337

4 - HOUSEHOLDS:
Cities 80 Cen. 29,382; E&P 85 Est. 29,826
Beverly 80 Cen. 13,578; E&P 85 Est. 13,966
Peabody 80 Cen. 15,804; E&P 85 Est. 15,860
County 80 Cen. 228,432; E&P 85 Est. 244,700
PMSA 80 Cen. 93,661; E&P 85 Est. 96,516
CZ-ABC: (80) 29,382
RTZ-ABC: (80) 12,861
City & RTZ-ABC: (80) 42,243

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$127,468,969
National	1	$22,300,000
Co-op	1	$33,344,000
Bay Bank	1	$588,248,660

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 30,621

8 - GAS METERS: Residence 15,544

9 - PRINCIPAL INDUSTRIES: Industry, No. of Emp.-**Beverly**-Shoe Machy. 1,300; Electronics 720; Metal Hydrides 250; Industrial Mach. 518; Fishing 470. Av. Wkly. wage $200. **Peabody**-Shoe $ Leather 1,995; Chemicals 197; Fabricated Metals 502; Paper Prods. 413; Apparel 300; Non-electric Machines 617; Trans. Equip. 266; Misc. Industries 11,592.
Principal Industrial Paydays-Thur., Fri.

10 - CLIMATE: Av. Temp. Summer 71; Winter 34. Annual precipitation 42 inches.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Centers-North Beverly Plz., 12 blocks on Cabot St. plus 3 on Rantoul St. and Gloucester Crossing. Marshall's Shopping Ctr., North Beverly and Beverly Farms; Downtown Peabody-Main St. 6 blocks, Foster St. 4 blocks, Lowell St. 2 blocks. S Peabody, W Peabody, and Main Hwy. Route 1.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beverly		
North Shore	5	Jordan Marsh
N Beverly	1	Zayre
Endicott Plz.(22)	4	K mart
Danver's Plz.(15)	7	Almy's
Liberty Tree(108)	4	Ann & Hope, Lechmere
Beverly Plz.	NA	Star, Zayre
Cabot St.(6)	NA	
Peabody		
North Shore(87)	1	Jordan Marsh, Sears, Filenes, Almy's
Danvers Plz.(15)	4	Almy's
Endicott Plz.(22)	2	K mart
Liberty Tree Mall (108)	3	Ann & Hope, Lechmere
Lowe Mart(9)	NA	Convenient Food Mart

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-All shopping ctrs. & plzs.; Thur. for Almy's, Bell Market, most downtown stores; Fri. all.

13 - RETAIL OUTLETS: Department Stores-Almy; Filene's; Jordan Marsh; Sears, Bigelow & Washburn.
Discount Stores-Zayre; King's.
Chain Drug Stores-Eaton's; General Sales; Brook's; CVS; Osco.
Chain Supermarkets-Medi Mart 2; Star Market; Bell; Star; Purity-Supreme 2; Harvestmarket; Stop & Shop.

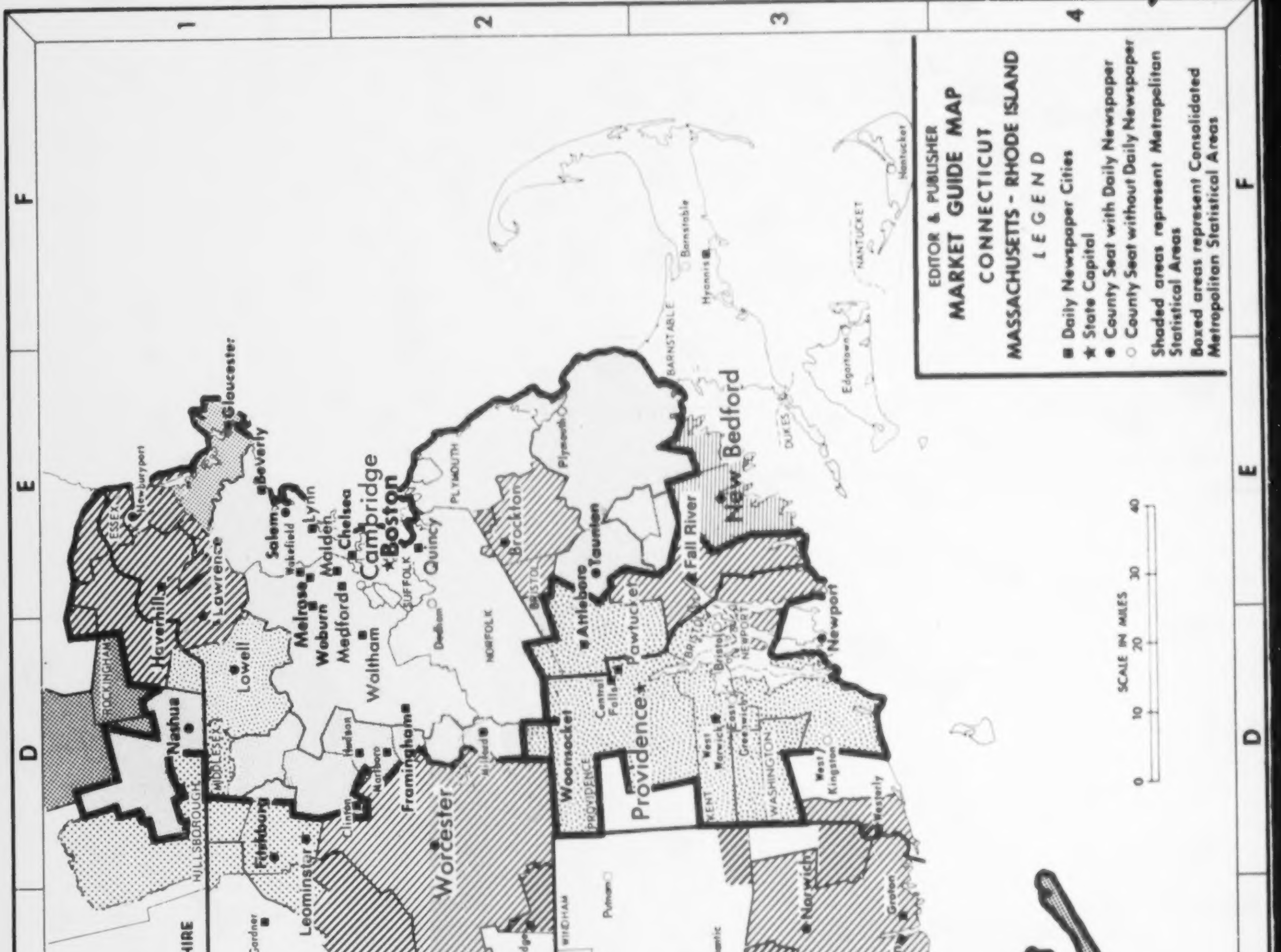
14 - NEWSPAPERS: BEVERLY TIMES (e) 9,544; Mar. 30, 1985 ABC. PEABODY TIMES (e) 3,419; Mar. 30, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Joseph Brancelone, Adv. Dir., TIMES, Dunham Road, Beverly, MA 01915; Tel. (617) 922-1234.
National Representative: U.S. Suburban Press.

BOSTON

1 - LOCATION: Suffolk County (PMSA). E&P Map E-2. State Capital, County Seat. Wholesale, medical, education and research center, principal marketplace of New England.

2 - TRANSPORTATION: Railroads-Amtrak; Boston & Maine; Conrail; NYNH&H; North Station (terminal on B&M); South Station (terminal on NYNH&H & B&A); District-owned Metropolitan Bay Transit Authority.
Motor Freight Carriers-More than 500 lines.
Intercity Bus Lines-Boston; Brus Hill; Canton & Bluehill; MBTA; Michaud; Rapid Trans. Inc.; Greyhound; Hudson; Peter Pan; Plymouth & Brockton; Trailways of N.E.; Vermont Transit.
Airlines-Alitalia; USAir; American; British Airways; Delta; Eastern; Flying Tiger (freight); Irish; Lufthansa; Republic; New York Air; Northeastern; Northwest Orient; Pan American; Piedmont; Provicetown-Boston; Air Canada; Swissair; Trans-World; United; People Express; Federal Express (freight); Emery Worldwide (freight).
Shipping-Port of Boston handles about 26 million tons of cargo.
Steamship Lines and Agents-Major steamship lines serving the Port of New York also serve the Port of Boston.

3 - POPULATION:
Corp. City 80 Cen. 562,994; E&P 85 Est. 526,284
CZ-ABC: (80) 1,951,381
RTZ-ABC: (80) 1,848,455
PMSA 80 Cen. 3,030,841; E&P 85 Est. 3,096,034



EDITOR & PUBLISHER
MARKET GUIDE MAP
CONNECTICUT
MASSACHUSETTS - RHODE ISLAND

LEGEND

- ■ Daily Newspaper Cities
- ★ State Capital
- ● County Seat with Daily Newspaper
- ○ County Seat without Daily Newspaper

Shaded areas represent Metropolitan Statistical Areas

Boxed areas represent Consolidated Metropolitan Statistical Areas

SCALE IN MILES
0
10
20
30
40
A
B
C
D
E
F
1
2
3
4
VERMONT
NEW HAMPSHIRE
NEW YORK
Albany
Troy
Saratoga Springs
Ballston Spa
SARATOGA
RENSSELAER
ALBANY
Poughkeepsie
White Plains
Mount Vernon
Yonkers
DUTCHESS
PUTNAM
Carmel
WESTCHESTER
ROCKLAND
Nyack
Peekskill
Ossining
Tarrytown
Port Chester
Mamaroneck
Bronx
BRONX
QUEENS
NASSAU
Mineola
Hicksville
New York
New Rochelle
SUFFOLK
Riverhead
Pittsfield
North Adams
BERKSHIRE
FRANKLIN
HAMPSHIRE
HAMPDEN
Greenfield
Northampton
Holyoke
Springfield
Westfield
WORCESTER
Athol
Gardner
Fitchburg
Leominster
Worcester
Southbridge
Clinton
Hudson
Marlboro
Framingham
Milford
HILLSBOROUGH
Nashua
ROCKINGHAM
MIDDLESEX
Lowell
Haverhill
Lawrence
ESSEX
Newburyport
Gloucester
Beverly
Salem
Lynn
Wakefield
Melrose
Woburn
Malden
Medford
Chelsea
Waltham
Cambridge
Boston
SUFFOLK
Quincy
Dedham
NORFOLK
PLYMOUTH
Plymouth
Brockton
BRISTOL
Taunton
Attleboro
Fall River
New Bedford
BARNSTABLE
Barnstable
Hyannis
DUKES
Edgartown
NANTUCKET
Nantucket
Woonsocket
PROVIDENCE
Central Falls
Pawtucket
Providence
KENT
West Warwick
East Greenwich
Bristol
NEWPORT
Newport
WASHINGTON
West Kingston
Westerly
LITCHFIELD
Winsted
Torrington
Litchfield
HARTFORD
Hartford
TOLLAND
Tolland
Rockville
Vernon
Manchester
New Britain
Bristol
WINDHAM
Putnam
Willimantic
NEW LONDON
Norwich
New London
Groton
MIDDLESEX
Middletown
Meriden
Wallingford
NEW HAVEN
Waterbury
Naugatuck
New Haven
Milford
Ansonia
Bridgeport
FAIRFIELD
Danbury
Norwalk
Stamford
Greenwich

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81% of Boston's newspaper advertising is launched in one space vehicle.

In 1984, The Boston Globe sold more than 30,000 advertising pages; an increase of more than 10% over 1983, more than 20% over 1982.

Advertisers have made The Globe number two in the U.S. in general food advertising, number three in Sunday classified and number four in Sunday general.

They've also given The Globe a 94% share of computer equipment advertising, 90% in alcoholic beverages, and 90% in department store ads. Overall, an 81% share of total advertising.

One reason for our success is the types of people who see ads in The Globe. They place high value on advertising as news and service. They're the people advertisers want to reach.

So when your advertising is on the launching pad, look to The Boston Globe.

Because if you do business in New England, you need to do business in The Boston Globe.

For more information, write: Market Research Dept., The Boston Globe, Boston, MA 02107. Source: Media Records, 1984.

The Boston Globe

County 80 Cen. 650,142; E&P 85 Est. 659,583
City & RTZ-ABC: (80) 3,799,836
Demographic information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 218,457; E&P 85 Est. 229,334
County 80 Cen. 251,929; E&P 85 Est. 263,930
PMSA 80 Cen. 998,915; E&P 85 Est. 1,155,440
CZ-ABC: (80) 723,168
RTZ-ABC: (80) 616,097
City & RTZ-ABC: (80) 1,339,265

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	16	$18,344,439,000
Savings & Loans	12	$4,045,794,000
Trust Companies	5	$46,418,000
Credit Union	743	$558,000,000
Cooperatives	15	$872,588,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Greater Boston 629,377

8 - GAS METERS: County (Residence) 141,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-All Mfg. 120,744; Construction 16,211; Trans., & Util. 26,273; Wholesale & Retail Trade 119,626; Fin. & Ins. 41,366; Services 162,110.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-78; Summer 59-98; Fall 37-78; Winter 4-45. First killing frost, Oct. 22; last killing frost, Apr. 13.

11 - TAP WATER: Metropolitan Water District (combined source, Quabbin Reservoir and Wachusett Reservoir) supplies municipal Boston and the ABC City Zone. Soft & slightly acid water. Total hardness 15 ppm. Calcium Carbonate; PH is 8.7 ppm.

12 - RETAILING: **Central shopping district** has over 2.746 million sq. feet of retail space, accounts for about 39% of retail sales in the metropolitan area. Principal Shopping Center is Downtown Crossing. Department Stores: Jordan Marsh, Filene's. Clothing Stores: Roots, Tello's, Sizes Unlimited, Lane-Bryant, Sumner's. Shoes: Regal, Florsheim, Richard's, Coward, Thom McAn, Flagg, Baker, Burt, Dr. Scholl's. Jewelry: Roger's, E. B. Horn, Stowell's, Homer's, Descenza, Deprisco, Kay's. Variety: Woolworth. Books: B. Dalton, Lauriat's, Barnes & Noble, Waldenbooks, Parklane Hosiery, Osco Drug, CVS, Singer Co.
Quincy Market & Faneuil Hall Marketplace: A major tourist attraction on the Boston waterfront with 165 stores & restaurants.
LaFayette Place: One of the newest shopping attractions located downtown with over 40 stores and restaurants. Opens into Jordan Marsh.
Back Bay: 402 Stores including Copley Place: Nieman-Marcus, Tiffany, Gucci, Casual Corner, Saint Laurent, Sack Theater Complex. Prudential Center: Louis Men's Elkins Shoe, Lord & Taylor, Saks 5th Ave., Wallachs, Bally Shoe, Star Market. Newbury St: Ludwig Furs, E.F. Kakas Furs, Charles Sumner's, Bonwit Teller, Brooks Bros., Stuart's Hurwitch Bros., Paine Furniture, Scandinavian Design, Shreve, Crump & Low.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
In Burlington		
Burlington Mall(100)	NA	Jordan Marsh, Sears, Filene's, Lord & Taylor
In Chestnut Hill		
Mall at Chestnut Hill(67)	NA	Filenes, Bloomingdale's
In Dedham		
Dedham Mall(50)	NA	Sears, Bradlees, Woolworth
In Medford		
Fellsway Plaza(21)	NA	Woolworth, Zayre
Meadow Glen Mall(60)	NA	Bradlees, Marshall's
In Hanover		
Hanover Mall(100)	NA	Sears, Zayre, Jordan Marsh, Almy's
In Danvers		
Liberty Tree(118)	NA	Ann & Hope, Lechmere
In Cambridge		
Harvard Sq.(300)	NA	Harvard Coop., Crate & Barrel
In Natick		
Natick Mall(56)	NA	Filene's, Sears, Woolworth
In Saugus		
New England(27)	NA	Woolworth, Sears
In Revere		
Northgate(31)	NA	Zayre, Almys
In Peabody		
Northshore(102)	NA	Jordan Marsh, Sears, Almys, Filenes
In Stoneham		
Redstone(28)	NA	Caldor, Woolworth, Almys
In Framingham		
Shopper's World (56)	NA	Jordan Marsh, Bradlees
In Braintree		
South Shore Plaza(130)	NA	Sears, Jordan Marsh, Lord & Taylor, Filenes
In Brockton		
Westgate Mall(60)	NA	Jordan Marsh, Bradlees, Woolworth
In Walpole		
Walpole Mall(38)	NA	Almys, Bradlees
In Watertown		
Arsenal Mktpl (106)	NA	Ann & Hope, Marshall's
Watertown Mall(38)	NA	Bradlees
In Somerville		
Assembly Sq. Mall(62)	NA	Jordan Marsh, K mart

13 - RETAIL OUTLETS: **Department Stores**-Almys 13; Bloomingdale's; Filene's 8; Jordan Marsh 10; Sears 13; Lord & Taylor 3; Neiman-Marcus; Harvard Coop 3.
Discount Stores-Ann & Hope 2; Bradlees 23; Caldor 14; Lechmere 5; Marshall's 18; Zayre 27; K mart 12.
Men's Clothing-Brooks Brothers; Joseph Bank; Louis; Matini Carl; Milton's; J. Press; Wallach's.
Women's Clothing-Ann Taylor; Bonwit Teller; Casual Corner; Deerskin Trading; Leo Diutsh; Edward's Fur; Edward Kakas; Lane Bryant; Ludwig; Makanna; Roaman's; Roberts Furs; Anne Star; Charles Summer; The Talbots; Touraine; Jaeger; Yolanda; Loehmann's; Hoffman's; Cherry Webb & Cummings; Saks 5th Ave.
Family Clothing-Anderson-Little; Kennedy's; Simon & Sons; You & You; Guys & Dolls; Adam & Eve; The Gap; Wrangler Ranch; Syms.
Chain Drug Stores-Consumer Value Stores; Mall; Brooks; Archer Kent; Osco; Medi Mart; Rix; Thayer.
Chain Supermarkets-Stop & Shop 66; Demoulas 27; Purity Supreme 22; Star Mkt. 31; Shawl's 18; Angelos 19.
Furniture-Levitz 3; Paine Furniture 2; Allen Furn.; Ruderman's 3; Summerfield's; Ethan Allen Stores 9; Scandinavian Design 7; Bradford 3; Cabot House 4; Hooper Ames 4; Crate & Barrel 7; Hitchcock 4; Kincaide 4; La-Z-Boy 3; Workbench 2.
Variety Stores-Woolworth; Paperama.
Shoes-Bally; Baker's; Pappagalo; Richard's; Florsheim; French Shriner; Hanlon's Regal; Coward; Dr. Scholl's; Fayva; Stride Rite; Thayer McNeil; Thom McAn; Taymor's; George Davis; Footwear House.

14 - NEWSPAPERS: THE CHRISTIAN SCIENCE MONITOR (m-mon to fri) 151,122; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Kenneth Eggert, Adv. Dir., THE CHRISTIAN SCIENCE MONITOR, One Norway St., Boston, MA 02115; Tel. (617) 262-2300.
National Representative: None.
GLOBE (all day-mon to fri) 510,567; (m-sat) 466,453; (S) 802,891; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: John F. Reid, Jr., Adv. Dir., GLOBE, 135 Morrissey Blvd., Boston, MA 02107; Tel. (617) 929-2000.
National Representatives: Million Market Newspapers.
BOSTON HERALD (m-mon fri) 368,027; (m-sat) 286,323; (S) 308,823; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: James E. Blinn, Vice Pres. Adv., BOSTON HERALD One Herald Square, Boston, MA 02106; Tel. (617) 426-3000.
National Representative: Branham/Newspaper Sales; Metropolitan Publishers Representatives.

BROCKTON

1 - LOCATION: Plymouth County, (PMSA). E&P Map E-2. Industrial center. SE part of the state; 19 mi. S of Boston on main route to Cape Cod from N and W.

2 - TRANSPORTATION: **Railroads**-Conrail.
Interstate Bus Lines-Mass. Bay Trans. Authority; Greyhound; Unda's; Brockton Area Trans. Authority; Plymouth Brockton Express Service to Boston; Brockton to Logan Bus Service.
Airlines-At Logan Airport, Boston; All major American, Canadian & European lines.

3 - POPULATION:
Corp. City 80 Cen. 95,172; E&P 85 Est. 102,009
CZ-ABC: (80) 198,026
RTZ-ABC: (80) 219,721
PMSA 80 Cen. 182,891; E&P 85 Est. 191,715
County 80 Cen. 405,437; E&P 85 Est. 419,301
City & RTZ-ABC: (80) 417,747
Demographic information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 35,955; E&P 85 Est. 33,756
County 80 Cen. 132,580; E&P 85 Est. 141,661
PMSA 80 Cen. 60,188; E&P 85 Est. 63,655
CZ-ABC: (80) 65,367
RTZ-ABC: (80) 70,015
City & RTZ-ABC: (80) 135,382

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	$210,000,000
Savings & Loan	3	$113,031,600
Commercial	3	$50,608,370

6 - PASSENGER AUTOS: County Est. N.A.

7 - ELECTRIC METERS: Residence 29,283

8 - GAS METERS: Residence 14,265

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Leather Prod. 3,500 ($152); Clothing 1,692 ($156); Manufacturing 15,200-Metro Area ($162).
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-90; Summer 46-90; Fall 25-87; Winter -9-65. First killing frost, Sept. 30; last killing frost, Apr. 23.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: **Principal Shopping Center**-Westgate Mall; Downtown 12 blocks on Main St. and 12 side Sts. off Main; West Shopping Ctr.; East Shopping Center; Eastway Plaza; Southgate Plaza; Oak St. Shopping Center; K mart Plaza.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Brockton East Plaza(20)	NA	Woolworth, Caldor, Channel Lumber
East-Way(10)	NA	Shaw's BPM
K mart Plaza(6)	NA	K mart
Park Plaza(9)	NA	T.J. Maxx, Service Merchandise
South(12)	NA	Ames, Shaw's
Tedeschi's	NA	Stop & Shop
Westgate(55)	NA	Kennedy's, Jordan Marsh, Bradlees
West(15)	NA	Sears, Shaw's
Oak Plaza(6)	NA	Fernandes Super

Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Dept.-Wed., Fri.; Food & Shopping Centers nightly.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Jordan Marsh.
Variety Stores-Woolworth 2.
Discount Stores-Bradlees 2; Zayre; K mart; Stuarts; Caldor; Ames.
Chain Drug Stores-Dunnington's 5; Brooks 3; CVS; Drug Mutual 8; Rix; Pharmacity 3.
Chain Supermarkets-Shaw's 3; Stop & Shop; Christy's 3; Fernandes 3; Columbia Farms; Purity-Supreme.
Other Chain Stores-Atherton's Furniture; Child World; Fanny Farmer; Fields Hosiery; Firestone; General Tire; Goodyear; Howard Clothes; Kay Jewelry; Kempton's Ladies; Kennedy's Clothing; Merchants Tire; Mr. Slacks 2; Nugent's Ladies; Radio Shack 2; Thom McAn; Spencer Gifts; Singer; Storey's Ladies; Touraine Ladies; Sherwin-Williams; Anderson-Little; Grossman's; Somerville Lumber.

14 - NEWSPAPERS: ENTERPRISE (e-mon to fri) 59,501; (m-sat) 58,321; (S) 62,194; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Paul H. Daniels, Adv. Dir., ENTERPRISE, 60 Main St., PO Box 1450, Brockton, MA 02403; Tel. (617) 586-6200.
National Representative: Landon Associates.

CAPE COD
See HYANNIS

CHELSEA

1 - LOCATION: Suffolk County, E&P Map E-2 (In Boston PMSA). 3 mi. N of Boston; in Metropolitan district and part of Port of Boston. On U.S. Hwy. 1C and State Hwy. 107.

2 - TRANSPORTATION: **Railroads**-Boston & Maine; Boston & Albany.
Intercity Bus Lines-M.B.T.A. Service Bus.
Airlines-Logan Intl. Airport.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 25,431; E&P 85 Est. 23,070
PMSA 80 Cen. 3,030,841; E&P 85 Est. 3,096,034
County 80 Cen. 650,142; E&P 85 Est. 659,583

4 - HOUSEHOLDS:
City 80 Cen. 9,715; E&P 85 Est. 9,651
County 80 Cen. 251,929; E&P 85 Est. 263,930
PMSA 80 Cen. 998,915; E&P 85 Est. 1,155,440

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$115,060,435
Savings & Loan	5	$178,007,903
Credit Unions	10	$24,515,461

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 11,996

8 - GAS METERS: Residence 8,719

9 - PRINCIPAL INDUSTRIES: Paper Products; Clocks; Brass Pipe Fittings; Structural and Ornamental Iron; Composition Sales; Meat Proc.; Whol. Produce Mkts. Ctr.; Rubber Pdts.; Sun Glass; Staple Guns; Wallpaper & Wallcoverings.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 60-97; Fall 50-80; Winter 15-60. First killing frost, Nov. 30; last killing frost, Apr. 15.

11 - TAP WATER: Neutral, very soft, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Broadway.
Neighborhood Shopping Centers-Prattville; Carv Sq.; Mill Hill; Chelsea Sq.; Central & Everett Ave.; Revere Beach Pkwy.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mystic Mall(45)	NA	De Moulas, K mart, Osco
Parkway Plz.(21)	NA	Bradlees, Radio Shack

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Thur. & Fri.

13 - RETAIL OUTLETS: **Leading Department and Variety Stores**-Bradlees; Rix; BD's.
Chain Drug Stores-Rexall 4; E&M.
Chain Supermarkets-Stop 'N Shop; IGA; Blackstone; DeMoulas.
Discount Stores-Bradlees; K mart.
Other Chain Stores-Thom McAn; Radio Shack.

14 - NEWSPAPERS: RECORD (e-mon to fri) 4,950; Oct. 30, 1984.
Local Contact for Advertising and Merchandising Data: Norman Brown, Adv. Mgr., RECORD, 270 Broadway, Chelsea, MA 02150; Tel. (617) 884-2416.
National Representative: None.

CLINTON

1 - LOCATION: Worcester County. (In Worcester MSA), E&P Map D-2. 15 mi. N of Worcester on Routes 70 and 110.

2 - TRANSPORTATION: **Railroads**-Amtrak; Boston & Maine.
Intercity Bus Lines-Worcester; Regional Transit Authority.

3 - POPULATION:
Corp. City 80 Cen. 12,771; E&P 85 Est. 12,727
County 80 Cen. 646,352; E&P 85 Est. 662,569
MSA 80 Cen. 402,918; E&P 85 Est. 410,348
Demographic information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 4,662; E&P 85 Est. 4,786
County 80 Cen. 225,323; E&P 85 Est. 238,510
MSA 80 Cen. 137,858; E&P 85 Est. 149,891

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$1,324,000,000 (County)
Co-op	1	$26,927,000
Savings	1	$85,120,000
Credit Union	1	$85,500,000

6 - PASSENGER AUTOS: County 314,748

7 - ELECTRIC METERS: Residence 4,350

8 - GAS METERS: Residence 2,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textiles 200; Electronics 500; Cereal 200; Plastics 2,000; Wire Insulations 800.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 60-90; Fall 40-70; Winter 10-60. First killing frost, Oct. 1; last killing frost, Mar. 1.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Center**-6 blocks on High St. (35 stores), 1 block on Main St. (15 stores), 1 block on Union St. (4 stores), Chestnut Hill Plaza, Woodroff Plaza.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Sears Town(40)	12	Sears

Lincoln Plaza(28)	10	Zayre

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur. until 9:00 pm.

13 - RETAIL OUTLETS: **Variety Stores**-Lincoln Drug.
Chain Drug Stores-MD Drug; Brooks.

14 - NEWSPAPERS: ITEM (e) 4,255; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: James C. Coulter, Pub., ITEM, 156 Church St., Clinton, MA 01510; Tel. (617) 368-0176.
National Representative: Landon Associates.

DEDHAM

1 - LOCATION: Norfolk County (In Boston PMSA) E&P Map D-2/E-2. County Seat. Manufacturing and residential area; on the Charles River. 9 mi. SW of Boston. On U.S. Hwys. 1, I-95.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-27.
Intercity Bus Lines-Trailways, Greyhound.
Airlines-TWA; Delta; Pan Am; Eastern; United; National; American; USAir; Republic; People Express.

3 - POPULATION:
Corp. City 80 Cen. 25,298; E&P 85 Est. 25,098
NDM-ABC: (80) 68,221
PMSA 80 Cen. 3,030,841; E&P 85 Est. 3,096,034
County 80 Cen. 606,587; E&P 85 Est. 624,060
Demographic Information available from Newspaper. See pargraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,276; E&P 85 Est. 8,414
NDM-ABC: (80) 22,866
PMSA 80 Cen. 998,915; E&P 85 Est. 1,155,440
County 80 Cen. 207,823; E&P 85 Est. 220,421

5 - BANKS	NUMBER	DEPOSITS
Commercial 6	75	N.A.
Savings	11	N.A.

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg. Envelopes; Corrugated Boxes; Dental & Surgical Instruments; Knit Goods (Sweaters, Garments); Electronic Parts; Hosiery; Printing Ink; Cloth for Books; Floor Covering; Printing & Binding of Books; Foundry Work; Controls; Distribution & Warehousing; Food Processing; Electronics.

10 - CLIMATE: Min. & Max. Temp.-Spring 56-78; Summer 75-85; Fall 45-62; Winter 26-41. First killing frost, Oct. 24; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dedham Mall(48)	9	Sears, Bradlee's, Radio Shack, Woolworth, Child World, Toys R Us
Dedham Plaza(33)	10	Woolworth, *Zayre, Cherry, Webb & Touraine, Consumers Marketing, Lechmere Sales, Filene's Basement
Walpole Mall(43)	16	Bradlees, Almy's, Stop & Shop

Principal Shopping Days-Wed. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Lechmere; Kline's.
Variety Stores-Woolworth.
Discount Stores-Paperama; Bradlee's; Almy's; Zayre; Filene's Basement; Consumers Marketing.
Chain Supermarkets-Star Mkt., Stop & Shop; Roche Bros.; Farm Stand.

14 - NEWSPAPERS: TRANSCRIPT (e-mon to fri) 12,581; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Robert S. Katz, Adv. Dir., TRANSCRIPT, PO Box 70, Dedham, MA 02026; Tel. (617) 329-5000.
National Representatives: Landon Associates; U.S. Suburban Press.

FALL RIVER

1 - LOCATION: Bristol County. (In Fall River, MA-RI PMSA). E&P Map E-3. At mouth of Taunton River and Mt. Hope Bay; part of Narragansett Bay; 20 mi. SE of Providence. On U.S. Hwys. 6; I-195; State Hwy. 138.

2 - TRANSPORTATION: **Railroads**-Amtrak.
Motor Freight Carriers-25.
Intercity Bus Lines-Bonanza.
Airlines-Delta; American; Eastern; Pan Am; TWA; United; USAir (via Providence or Boston).

3 - POPULATION:
Corp. City 80 Cen. 92,574; E&P 85 Est. 93,184
CZ-ABC: (80) 152,474
RTZ-ABC: (80) 20,194
PMSA 80 Cen. 127,253; E&P 85 Est. 129,536
County 80 Cen. 474,641; E&P 85 Est. 490,298
City & RTZ-ABC: (80) 172,668

4 - HOUSEHOLDS:
City 80 Cen. 34,895; E&P 85 Est. 36,397
County 80 Cen. 166,938; E&P 85 Est. 178,064
PMSA 80 Cen. 56,453; E&P 85 Est. 49,184
CZ-ABC: (80) 54,846
RTZ-ABC: (80) 6,519
City & RTZ-ABC: (80) 61,365

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$564,641,177
Savings & Loan	3	$335,946,849
Commercial	3	$355,377,056

6 - PASSENGER AUTOS: City 59,959

7 - ELECTRIC METERS: Residence 185,141

8 - GAS METERS: Residence 39,643

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 4,300 ($235); Garment 53,644 ($360); Gen. Mfg. ($350).
Principal Industrial Pay Days-Fri., Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-60; Summer 56-90; Fall 30-60; Winter 15-40. First killing frost, mid Oct; last killing frost, early Apr.

11 - TAP WATER: Acid, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-7 blocks on Main, incl. S. Main Place. Academy Shpg. Ctr.; Flint-Pleasant St.; So. End-South Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fall River(12)	NA	Edgar's, Value Land
Harbour Mall(31)	NA	Bradlees, K mart
Indian Spring Plaza(13)	NA	Grand Central Mkt.
N. Dartmouth Mall(72)	NA	Sears, Zayre, JC Penney
Somerset Plaza(13)	NA	Bradlees, Stop & Shop
Swansea Mall(90)	NA	Sears, Edgar's, Caldor, Apex
K mart(14)	NA	K mart, Almac's

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Cherry & Webb 3; Sears 2; Edgar's 2; Caldor; Apex.
Discount Stores-Kerr Mills (Topps); Globe Mills; Zayre 2; Bradlees 2; Nira Whlse.; K mart 3; Ann & Hope; CVS 5.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-Adam 3; CVS 2.
Chain Supermarkets-Stop & Shop 2; Food Mart 3; Valueland; Almac's 3; Shaw's.
Other Chain Stores-Thom McAn; Liss Dept.; Morse Shoe; Firestone; Goodyear; Anderson Little; Zale's Jewelers; So-Fro Fabrics; Fayva Shoes; Hickory Farms; Kay Jewelers.

14 - NEWSPAPERS: HERALD NEWS (e) 39,198; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Paul Gelinas, Mktg. Dir., HERALD NEWS, 207 Pocasset St., Fall River, MA 02722; Tel. (617) 676-8211.
National Representative: Landon Associates.

FITCHBURG

1 - LOCATION: Worcester County (In Fitchburg-Leominster MSA). E&P Map D-1. County Seat. Northern Worcester County. Industrial city with agricultural region surrounding. Fitchburg State College. 45 mi. NW of Boston.

2 - TRANSPORTATION: **Railroads**-B&M; Conrail.
Motor Freight Carriers-7.
Intercity Bus Lines-Englander; Johnson; Trailways; Short Line; Vermont Transit.

3 - POPULATION:
Corp. City 80 Cen. 39,580; E&P 85 Est. 38,486
CZ-ABC: (80) 74,088
RTZ-ABC: (80) 103,454
MSA 80 Cen. 106,343; E&P 85 Est. 108,534
County 80 Cen. 646,352; E&P 85 Est. 662,569
City & RTZ-ABC: (80) 177,542
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,323; E&P 85 Est. 14,497
County 80 Cen. 225,323; E&P 85 Est. 238,510
MSA 80 Cen. 31,252; E&P 85 Est. 39,733
CZ-ABC: (80) 26,846
RTZ-ABC: (80) 35,589
City & RTZ-ABC: (80) 62,435

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$264,597,000
Savings & Loan	1	$42,159,000
Co-operative	1	$59,211,000
Commercial	3	N.A.
Credit Unions	3	$119,644,000

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: Residence 15,065

8 - GAS METERS: Residence 10,322

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Elec. Mach. 4,900; Paper Prod. 1,900; Leather Prods. 600; Textile 1,200; Clothing 700; Plastics 6,000.
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-66; Summer 54-81; Fall 33-56; Winter 22-42. First killing frost, Oct. 16; last killing frost, Apr. 29.

11 - TAP WATER: Acid, very soft, fluoridated.

12 - RETAILING: **Principal Shopping District**-12 blocks on Main St. and several side sts. for one block from Main; 80 stores.
Neighborhood Shopping District-Cleghorn District; Fairmont and Daniel Sts.; Water St. District; Nos. 27 to 400 Water St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
John Fitch Plz.(18)	1	Heartland, Child World
Central Plz.(13)	1	DeMoula's, Stuart's
Parkhill Plz.(7)	2	Victory Mkts.
Searstown(30)	4	Sears, DeMoulas, Bradlees
No. Main St.	3	Farmers Whse., Marshall's
Twin City Plz.	1	K mart, Victory Mkt.
Wallace Plz.(6)	NA	DeMoulas, Rich's

Principal Shopping Days-Fri. & Sat.; Food Thur. & Fri.
Stores Open Evenings-Dept. Stores-Thur. & Fri.; Food Stores-Wed., Thur. & Fri.

13 - RETAIL OUTLETS: **Department Stores**-Sears.
Variety Stores-Woolworth.
Discount Stores-Marshall's, Stuart's, K mart, Bradlees.
Chain Drug Stores-Barone's 6; Freedom Drug 2; Giguere Drug 3; CVS 2.
Chain Supermarkets-Victory 6; DeMoulas 3.
Other Chain Stores-Firestone; Thom McAn 2; Fanny Farmer Candies; L. Grossman Sons; Child World; Anderson Little; Touraine; Radio Shack; Kay Jewelers; Bradlees; Piece Good Shops; Capitol Prime Value; Duffy's.

14 - NEWSPAPERS: SENTINEL-ENTERPRISE (e) 23,726; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Mark LaPrade, Adv. Mgr., SENTINEL-ENTERPRISE, 808 Main St., PO Box 507, Fitchburg, MA 01420; Tel. (617) 343-6911.
National Representative: Thomson Newspapers.

FRAMINGHAM

1 - LOCATION: Middlesex County (In Boston PMSA); E&P Map D-2. 20 mi. W of Boston; 20 mi. E of Worcester; 200 mi. from NYC. On State Hwys. 9, 20, 27, 126, 135, 495. Two interchanges on U.S. 90 Mass. Tpke.

2 - TRANSPORTATION: **Railroads**-Amtrak.
Intercity Bus Lines-Continental Trailways; Peter Pan; Greyhound; Milford Bus; Graylines.

3 - POPULATION:
Corp. City 80 Cen. 65,113; E&P 85 Est. 66,330
NDM-ABC: (80) 190,531
PMSA 80 Cen. 3,030,841; E&P 85 Est. 3,096,034
County 80 Cen. 1,367,034; E&P 85 Est. 1,383,188
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 23,943; E&P 85 Est. 25,058
County 80 Cen. 476,201; E&P 85 Est. 496,820
PMSA 80 Cen. 998,915; E&P 85 Est. 1,155,440
NDM-ABC: (80) 65,692

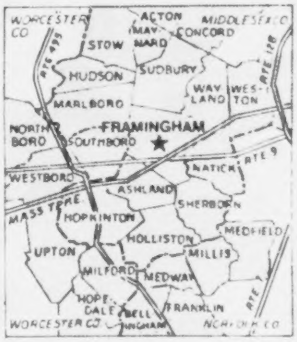
5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$172,817,000
Savings	4	$285,732,000
Co-operative	2	$76,635,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 32,794

8 - GAS METERS: Residence 16,440

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Products 3,200 ($190); Auto Assembly 2,000 ($235); Rubber 250 ($160).



Middlesex News
(e) 48,156
(S) 54,196 ABC 3/31/85

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-59; Summer 57-90; Fall 40-63; Winter 19-41.

11 - TAP WATER: Neutral, soft and hard (2 sources).

12 - RETAILING: **Principal Shopping Center**-4 miles on Rt. 9 (400 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Colonial(10)	NA	Cumberland Farms
Deerskin Plz.(11)	NA	Unfinished Furn., Tony Roma's
Framingham Mall(28)	NA	Lechmere, Filene's
Nobscott(13)	NA	Wonder Mkt.
Pinefield(14)	NA	Purity Mkt.
Shopper's World(53)	NA	Jordan Marsh, Bradlee's
Sherwood Plz.(26)	NA	Zayre, Heartland
Mini Mall(5)	NA	Medi Shack, Papa Ginos
Natick Mall(38)	NA	Sears, Star Mkt., Filene's, Anderson Little
Temple Plz.(8)	NA	Stop & Shop, Medi-Mart, Aries
Cloverleaf Mktpl.(16)	NA	Burlington, Service Mdse., Paperama
Natick(12)	NA	Rix, Stop & Shop

Principal Shopping Days-Mon., Thur. & Fri.
Stores Open Evenings-Shpg. Ctrs. every evening except Sun.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Jordan Marsh; Anderson-Little; Filene's; Lechmere.
Discount Stores-K mart; Caldor; Rich's; Bradlee's; Marshall's; Zayre; Service Mdse.; Consumers; Building 19.
Variety Stores-Woolworth.
Chain Drug Stores-Liggett; Bond; Medi-Mart; Rix; Medi Shack; CVS; Brooks.
Chain Supermarkets-Stop & Shop 2; Purity 3; IGA 2; Wonder Mkt.; Star Mkt. 2; Farm Stand 2; Almac's 2; Roche Bros.; Iandoli's; Heartland.
Other Chain Stores-Herman's Sporting Goods; Levitz Furn.; Plywood Ranch; Diamond Intl.; Grossman's; Radio Shack; Tech Hi Fi; Lerner Shops; Lane Bryant; Kennedy's; Thom McAn; Baker's; Ann Taylor; Stowell's; Fanny Farmer; Merchant's Tire; Firestone; Carvel; Garland; Wallach's; Roaman's; Fayva Shoes; Singer; Child World; Hickory Farms; Kinney Shoes; Windsor Button; Channel Homes; Somerville Lumber; Taymor's Shoes; Hoffman's; Toys 'R Us; Liss; Cherry Webb & Touraine.

14 - NEWSPAPERS: NEWS (e-mon to fri) 48,156; (S) 54,196; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Jack Shea, Adv. Dir., THE MIDDLESEX NEWS, 33 New York Ave.; PO Box 800, Framingham, MA 01701; Tel. (617) 872-4321.
National Representatives: Landon Associates.

GARDNER

1 - LOCATION: Worcester County. E&P Map C-2. Residential ctr. On Routes 2, 68, 101 & 140. 59 mi. W of Boston; 28 mi. from Worcester; 61 mi. to Springfield.

2 - TRANSPORTATION: **Railroads**-Boston and Maine; Transit Service to Boston.

Are these companies interested in your newspaper?

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Motor Freight Carriers-30.
Intercity Bus Lines-New England Trailways; Englander Coach; Wilson Bus; Vermont transit; Bonanza Bus; Mart.

3 - POPULATION:
Corp. City 80 Cen. 17,900; E&P 85 Est. 17,334
CZ-ABC: (80) 17,900
RTZ-ABC: (80) 25,055
County 80 Cen. 646,352; E&P 85 Est. 662,569
City & RTZ-ABC: (80) 42,955
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,038; E&P 85 Est. 7,035
CZ-ABC: (80) 7,038
RTZ-ABC: (80) 8,200
County 80 Cen. 225,323; E&P 85 Est. 238,510
City & RTZ-ABC: (80) 15,238

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$80,003,703
Co-Operative	2	$22,851,000
Savings & Loan	2	$15,270,277
Commercial	2	$560,467,000

6 - PASSENGER AUTOS: County 314,748 (1981)

7 - ELECTRIC METERS: Residence 7,473

8 - GAS METERS: Residence 1,216

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Furn. & Fixtures 3,018; Mach. 728; Paper & Pdts. 314; Misc. Mfg. 528.
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-53; Summer 60-79; Fall 41-59; Winter 16-31. First killing frost, Oct. 1; last killing frost, May 30.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Main St.; 8 on Parker St.; 2 on Pleasant St.; 3 on S Main St.; 1 on Central.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gardner Plz.(12)	NA	Brook's, JCPenney, The Fair, Donelans
Timpany Plz.(16)	NA	Rich's, Almy's, Stop & Shop
Pearson Triangle	NA	Food Farm
Pearson Blvd.(3)	NA	Grossman, R. Smith

Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Some Wed. aft. summer-downtown.
Stores Open Evenings-Downtown-Thur. until 9; Ctrs. daily until 9 or 10; Food daily until 9 or 10.

13 - RETAIL OUTLETS: Department Stores-Goodnow-Pearson; Rose's; Almy's; J.A. LeBlanc; La Chance.
Discount Stores-Rich; The Fair.
Chain Drug Stores-Rexall 2, Brooks 2; Eckerd.
Chain Supermarkets-Donelans, Stop & Shop; Atter; IGA; Victory; Lil' Peach; Cumberland 6.
Other Chain Stores-Aubuchon; Grossman's.

14 - NEWSPAPERS: NEWS (e) 8,680; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: James D. Murphy, Adv. Mgr., NEWS, 309 Central St., Gardner, MA 01440; Tel. (617) 632-8000.
National Representative: Landon Associates.

GLOUCESTER

1 - LOCATION: Essex County (In Salem-Gloucester PMSA), E&P Map E-1. Fishing, mfg., and resort ctr. On S side of Cape Ann Peninsula on State Hwys. 133, 127 & 128; 30 mi. NE of Boston.

2 - TRANSPORTATION: Railroads-Boston & Maine.
Motor Freight Carriers-10.
Intercity Bus Lines-Community Bus Line.

3 - POPULATION:
Corp. City 80 Cen. 27,768; E&P 85 Est. 28,633
CZ-ABC: (80) 34,113
RTZ-ABC: (80) 8,422
County 80 Cen. 633,632; E&P 85 Est. 656,905
City & RTZ-ABC: (80) 42,535
PMSA 80 Cen. 258,175; E&P 85 Est. 266,997

4 - HOUSEHOLDS:
City 80 Cen. 10,517; E&P 85 Est. 12,013
County 80 Cen. 228,432; E&P 85 Est. 244,700
CZ-ABC: (80) 13,307
RTZ-ABC: (80) 3,064
City & RTZ-ABC: (80) 16,371
PMSA 80 Cen. 93,661; E&P 85 Est. 96,516

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$80,153,000
Cooperative	1	$38,200,000
Commercial	2	$95,188,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 12,055

8 - GAS METERS: Residence 5,884

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Food Proc. 1,386; Mach. Trades 596; Service 1,494.
Principal Industrial Pay Days-Fri. & Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-78; Summer 65-97; Fall 24-58; Winter 7-56.

11 - TAP WATER: Acid, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on Main St.
Neighborhood Shopping Centers-East Main St.; Washington St.; Bass Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northshore	18	Jordan Marsh, Stop & Shop
Beverly Plz.	12	Zayre, Star Mkt.
Liberty Tree Mall(108)	15	Ann & Hope, Lechmere
K mart	15	K mart, DeMoulas
A&P Plz.(7)	NA	DeMoulas
Gloucester(6)	NA	Stop & Shop, Ames

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Goldman's; Empire.
Discount Stores-Ames.
Chain Drug Stores-Birch; Connor's 2; Brook's; CVS.
Chain Supermarkets-A&P; Stop & Shop; IGA; Cape Ann.

14 - NEWSPAPERS: TIMES (e) 11,584; Mar. 30, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Joseph Brancaleone, Adv. Dir., TIMES, Whittemore St., Gloucester, MA 01930; Tel. (617) 283-7000.
National Representative: U.S. Suburban Press.

GREENFIELD

1 - LOCATION: Franklin County, E&P Map G-1. County Seat. Industrial center on Conn. River 38 mi. N of Springfield; 100 mi. W of Boston; Terminus of Route 91, on Hwys. 2, 5 & 10.

2 - TRANSPORTATION: Railroads-B&M.
Motor Freight Carriers-10.
Intercity Bus Lines-Vermont Transit; Englander, Greenfield-Worcester, Boston.

3 - POPULATION:
Corp. City 80 Cen. 18,436; E&P 85 Est. 19,180
CZ-ABC: (80) 30,005
RTZ-ABC: (80) 41,408
County 80 Cen. 64,317; E&P 85 Est. 66,261
City & RTZ-ABC: (80) 71,413

4 - HOUSEHOLDS:
City 80 Cen. 7,214; E&P 85 Est. 7,299
County 80 Cen. 24,228; E&P 85 Est. 25,781
CZ-ABC: (80) 11,615
RTZ-ABC: (80) 15,165
City & RTZ-ABC: (80) 26,780

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$202,200,000
Savings & Loan	1	$31,213,605
Commercial	4	$89,300,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 8,830; County 24,200

8 - GAS METERS: Residence 3,140

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Tap & Die 1,642; Silver 160; Machine Parts 407; Small Tools 1,622; Papermaking 580; Electrodes Components 250; Insurance 650.
Principal Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-75; Summer 60-90; Fall 59-80; Winter 0-50. First killing frost, Sept. 25; last killing frost, Apr. 15.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cherry Rum Plaza(5)	1	CVS, Stop & Shop, Tempo Fashions
Greenfield Plz.(3)	1	Rite Aid, Food Mart
Kings Plaza(8)	1	Ames

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Wilson's; Sears; JCPenney.
Variety Stores-McClellan.
Chain Drug Stores-Rite Aid; Brooks; CVS; Fays.
Discount Stores-Railroad Salvage; Ames.
Chain Supermarkets-A&P; IGA; Stop & Shop; Food Mart; Carroll's.
Other Chain Stores-R&R Jewelry; Kinney; Western Auto; Sherwin-Williams; Goodyear; Bob Weiner Tires; Lodge Tire; Ames; Aubuchon.

14 - NEWSPAPERS: RECORDER (e) 15,195; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Mark Iacuessa, Adv. Dir., RECORDER, 14 Hope St., Greenfield, MA 01301; Tel. (413) 772-0261.
National Representative: Landon Associates.

HAVERHILL

1 - LOCATION: Essex County (In Lawrence-Haverhill, MA-NH PMSA). E&P Map E-1. NE part of state on Merrimack River. 33 mi. N of Boston; 248 mi. to New York; 6 mi. E of U.S. No. 1 on State Hwys. 97, 108, 110, 113, 125; I-495.

2 - TRANSPORTATION: Railroads-Boston & Maine.
Motor Freight Carriers-17.
Water-7 ft., 15 mi. river channel to Atlantic at Newburyport.
Intercity Bus Lines-Mass.; Michuard; Trailways of N.E.; Appleyard Bus Line; Bos. Com.
Airports-North Andover and Haverhill (Charter Service).

3 - POPULATION:
Corp. City 80 Cen. 46,865; E&P 85 Est. 48,941
CZ-ABC: (80) 46,865
Bal. in NDM-ABC: (80) 156,428
Total NDM-ABC: (80) 203,293
PMSA 80 Cen. 339,090; E&P 85 Est. 350,723
County 80 Cen. 633,632; E&P 85 Est. 656,905
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 17,261; E&P 85 Est. 18,721
County 80 Cen. 228,432; E&P 85 Est. 244,700
PMSA 80 Cen. 118,912; E&P 85 Est. 126,520
CZ-ABC: (80) 17,261
Bal. in NDM-ABC: (80) 54,196
Total NDM-ABC: (80) 71,457

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$252,168,481
Commercial	4	$629,002,518
Cooperative	1	$12,600,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 31,696

8 - GAS METERS: Residence 12,609

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Leather & Shoe 8,200; Paper Prod. 468; Electric 5,000; others 4,750 ($22,250,000 yearly wages); Computers 180.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-75; Summer 35-105; Fall -12-94; Winter -19-76. First killing frost, Oct. 10; last killing frost, Apr. 20.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Merrimack St.; 4 on Washington St.; 1 on River St.; 2 on Emerson St.; 2 on Essex St.; 2 on Main St.; 2 on Water St.; 2 on Winter St.; 2 on White St.

Neighborhood Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Haverhill Plz.(21)	2	CVS, Thom McAn, Grossman's, Bldg. 19
Westgate Ctr.(14)	2	DeMoulas Mkt. K mart
Methuen Mall(100)	12	Sears, Howlands, Anderson-Little Filene's, Jordan Marsh
Rockingham Mall(24)	NA	Bradlees, Stop & Shop

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Food-Mon. through Sat.; Dept. and all other-Fri.; some Tues. eve.

13 - RETAIL OUTLETS: Department Stores-Mitchell's; Maguire's Bradford; Jordan Marsh; Sears; Cummings; Howland's.
Discount Stores-Zayre; King's; K mart; Caldor; Bradlee's; Building 19.
Chain Drug Stores-Consumer Valu; Freedom Drug.
Chain Supermarkets-Butcher Boy; Harvest Mkt.; De Moulas Mkt. 3.
Other Chain Stores-Barretts (men's clothing); Thom McAn; Hanover; Kinney (shoes); Atherton (furniture); Sherwin-Williams; Hudson's (women's); Cherry & Webb (women's); Best Buy; Service Mdse.; Grossman's (building supply).

14 - NEWSPAPERS: GAZETTE (e) 16,562; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Robert O'Neil, Adv. Mgr., GAZETTE, 447 W. Lowell Ave, Haverhill, MA 01830; Tel. (617) 374-0321.
National Representatives: Landon Associates; U.S. Suburban Press.

HOLYOKE

1 - LOCATION: Hampden County (In Springfield MSA), E&P Map B-6. Industrial center; on U.S. Hwys. 5,202; 3 Exits off I-91; State Hwy. 116; 8 mi. N of Springfield; 3 mi. N of Mass. Tpk., Exit 4.

2 - TRANSPORTATION: Railroads-Boston & Maine; Conrail.
Motor Freight Carriers-50.
Intercity Bus Lines-Greyhound; Peter Pan; Interstate Trailways; Vermont Transit; Springfield; Northampton; Holyoke.
Airlines-Altair; American; United; Delta; Eastern; Pilgrim; Trans-World; USAir; Mass. Helicopter.

3 - POPULATION:
Corp. City 80 Cen. 44,678; E&P 85 Est. 42,545
NDM-ABC: (80) 149,625
County 80 Cen. 443,018; E&P 85 Est. 451,976
MSA 80 Cen. 515,259; E&P 85 Est. 530,957

4 - HOUSEHOLDS:
City 80 Cen. 16,615; E&P 85 Est. 16,769
County 80 Cen. 158,027; E&P 85 Est. 166,352
MSA 80 Cen. 182,849; E&P 85 Est. 196,017
NDM-ABC: (80) 54,084

5 - BANKS	NUMBER	DEPOSITS
Comm. & Savings	10	$786,267,935

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 41,292

8 - GAS METERS: Residence 24,299

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Food 705; Textile Mill Prod. 1,140; Apparel 917; Furniture 243; Paper Prod. 3,998; Printing & Pub. 3,450; Chemical 250; Rubber Prod. 2,734; Primary Metal 1,125; Fab. Metal 975; Mach. (Ex. Elec.) 1,853; Elec. Mach. 171; Util. 328; Misc. 3,217.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-91; Summer 36-97; Fall 17-84; Winter 4-56. First killing frost, Sept. 17; last killing frost, May 3.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-18 blocks on six streets; Holyoke Mall at Ingleside (180 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairview Plz.(7)	4	Plywood Ranch, Food Mart
Main Gate	4	Big-Y
Zayre(11)	4	Zayre
S. Hadley	2	Food Mart
Big Y	4	Big Y
Fairfield Mall	4	Caldor, Bradlees
Hampden Plz.	NA	Shop Rite
Holyoke Plz.	NA	McDonald's
Holyoke Mall(21)	NA	Sears, JCPenney, Steiger's, G. Fox, Service Mdse.
Lincoln Plaza(4)	NA	Stop & Shop
Mountain Farms	10	Mall Cinemas
South St.(12)	NA	Food Mart, Zale's
K mart Plaza	NA	K mart

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.; some Fri.

13 - RETAIL OUTLETS: Department Stores-A. Steiger; JCPenney; Sears; G. Fox; Service Mdse.
Discount Stores-Zayre; K mart; Caldor; Bradlee's; Mars.
Chain Supermarkets-Stop & Shop; Food Mart 3; Big Y 2; Pats 2; Shop Rite 2.
Other Chain Stores-Thom McAn; Fanny Farmer; Sherwin-Williams; Rucki's; Archer Kent; Grossman's; Mall Drug; Fayva Shoes; Hit or Miss; CVS; Rite Aid; Cumberland Farms; 7 Eleven; Dairy Mart.

14 - NEWSPAPERS: TRANSCRIPT-TELEGRAM (e) 25,537; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Raymond Roy, Adv. Dir., TRANSCRIPT-TELEGRAM, 120 Whiting Farms Rd., Holyoke, MA 01040; Tel. (413) 536-2300.
National Representative: Landon Associates.

HUDSON

1 - LOCATION: Middlesex County (In Boston PMSA). E&P Map D-2. 26 mi. to Boston; 16 mi. to Worcester. State Hwys. 85 & 62; I-495.

2 - TRANSPORTATION: **Intercity Bus Lines**-Hughes.

3 - POPULATION:
Town 80 Cen. 16,408; E&P 85 Est. 16,747
County 80 Cen. 1,367,034; E&P 85 Est. 1,383,188
PMSA 80 Cen. 3,030,841; E&P 85 Est. 3,096,034

4 - HOUSEHOLDS:
Town 80 Cen. 5,320; E&P 85 Est. 5,602
County 80 Cen. 476,201; E&P 85 Est. 496,820
PMSA 80 Cen. 998,915; E&P 85 Est. 1,155,440

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$94,594,000
Savings	1	$30,235,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 5,076

8 - GAS METERS: Residence 3,347

9 - PRINCIPAL INDUSTRIES: Textiles; Plastics; Tools; Chem.; Electronics; Automotive.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-63; Summer 64-100; Fall 39-51; Winter 27-40.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hudson Ctr.(12)	1	Victory Mkt., Mars Bargainland
Heritage Mall	NA	

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Gould's; Hudson Dress Shoppe; Redwood; Boston Furniture; Poplin's Furniture.
Variety Stores-Godlin's.
Discount Stores-Arthur's; Mar's Bargainland; Brook's.
Chain Drug Stores-Rexall.
Chain Supermarkets-IGA; Food Farm; Victory Mkt.
Other Chain Stores-Aubuchon's.

14 - NEWSPAPERS: SUN (e) 2,638; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Frank A. Epps, Adv. Dir., SUN, 250 Maple St., Marlborough, MA 01752; Tel. (617) 485-5200.
National Representative: Landon Associates.

HYANNIS
CAPE COD

1 - LOCATION: Barnstable County. E&P Map F-3. 50 mi. from New Bedford; 60 mi. from Brockton. 40 mi. from Plymouth and 80 mi. from Boston. On U.S. Hwy. 6 and State Hwy. 28 crossing Cape Cod Canal.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Bonanza; Plymouth & Brockton.
Passenger Steamship Lines-2.
Airlines-Gull Air; Provincetown-Boston; Ransom; 2 Air Taxis.

3 - POPULATION:
Hyannis 80 Cen. 10,662; E&P 85 Est. 13,858
NDM-ABC: (80) 147,925
Area Includes Barnstable Town (incl. Hyannis) and towns of Bourne, Brewster, Chatham, Dennis, Eastham, Falmouth, Harwich, Mashpee, Orleans, Provincetown, Sandwich, Truro, Wellfleet, Yarmouth-all in Barnstable County.
County 80 Cen. 147,925; E&P 85 Est. 165,921
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Hyannis 80 Cen. N.A.; E&P 85 Est. 4,507
County 80 Cen. 58,556; E&P 85 Est. 68,300
NDM-ABC: (80) 58,556

5 - BANKS	NUMBER	DEPOSITS
Commercial	12	N.A.
Savings	7	N.A.
Savings & Loan	4	N.A.
Co-operative	6	N.A.

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 92,000

8 - GAS METERS: Residence 30,000

9 - PRINCIPAL INDUSTRIES: Building; Fishing; Candles; Cement Prod. Novelties; Boats; Cranberries; Electronics; Plastic Packaging; Tourism & Resort; Marine Research.
Principal Pay Days-Thur., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 62-72; Summer 72-85; Fall 50-70; Winter 35-55. First killing frost, Oct. 15; last killing frost, May 1.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Centers**-Cape Cod Mall, Hyannis; Downtown Hyannis and outlying shopping centers.
Neighborhood Shopping Centers-Falmouth; Buzzards Bay; Dennisport; Harwichport; Chatham; Orleans; Wellfleet; Provincetown; Yarmouth; Sandwich.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Wareham(12)	30	A&P, Angelo's
Falmouth Mall(26)	20	Bradlees, Angelo's, A&P, Stop & Shop
South Yarmouth Plaza(10)	5	Bradlees, Angelo's, Stop & Shop
Buzzards Bay	15	A&P
Dennisport	10	Bradlees, Angelo's
Harwichport	13	Buttner's, A&P, Angelo's
Chatham	20	Chatham Furn., A&P
Orleans	20	Mid-Cape Center, A&P, Stop & Shop
Provincetown	50	
Cape Cod Mall (80)	NA	Sears, Woolworth, Marshalls, Filene's, Jordan Marsh

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Department Stores-Mon., Thur., Sun. Food-Mon. through Sun.

13 - RETAIL OUTLETS: **Department Stores**-Filene's; Sears; Jordan Marsh.
Variety Stores-Woolworth.
Discount Stores-K mart; Bradlees 4; T.J. Maxx; Marshall's.
Chain Drug Stores-Rexall 10; Brooks 5; CVS 5; Dunnington 5; Osco; Thayer Pharmacies 3.
Chain Supermarkets-A&P 10; Stop & Shop 4; Angelo's 9; Star Mkt; Purity Supreme; Heartland 2.
Other Chain Stores-Buttners; Puritan Clothing; Anderson-Little; Kinney Shoes; Consumer Value; Lerner's; Cherry & Webb; Fanny Farmer; Morse Shoe; Hanover Shoe; Radio Shack; Thom McAn; Hickory Farms; Mid Cape Center; Grossmans.

14 - NEWSPAPERS: CAPE COD TIMES (m) 37,068; (S) 42,750; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: George Vagenas, Retail Adv. Mgr., CAPE COD TIMES, 319 Main St., Hyannis, MA 02601; Tel. (617) 775-1200.
National Representative: Branham/Newspaper Sales.

LAWRENCE

1 - LOCATION: Essex County (In Lawrence-Haverhill, MA-NH PMSA). E&P Map D-1. County Seat. Industrial and wholesale center. On Merrimack River; on State Hwys. 28, 110, 113, 114, 125, 133, 213; Interstate Routes 93 and 495; 27 mi. NW of Boston.

2 - TRANSPORTATION: **Railroads**-Boston & Maine.
Motor Freight Carriers-69.
Intercity Bus Lines-Trailways; Greyhound; Hudson; Michaud; Trombly.

3 - POPULATION:
Corp. City 80 Cen. 63,175; E&P 85 Est. 63,275
NDM-ABC: (80) 186,169
RTZ-ABC: (80) 105,153
PMSA 80 Cen. 339,090; E&P 85 Est. 350,723
County 80 Cen. 633,632; E&P 85 Est. 656,905
NDM & RTZ-ABC: (80) 291,322

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 23,798; E&P 85 Est. 25,191
County 80 Cen. 228,432; E&P 85 Est. 244,700
PMSA 80 Cen. 118,912; E&P 85 Est. 126,520
NDM-ABC: (80) 64,957
RTZ-ABC: (80) 34,764
NDM & RTZ-ABC: (80) 99,721

5 - BANKS	NUMBER	DEPOSITS
Savings	5	$912,956,589
Commercial	6	$1,806,779,817
Cooperative	3	$409,528,903

6 - PASSENGER AUTOS: City est. 35,000

7 - ELECTRIC METERS: Residence 62,000

8 - GAS METERS: Residence 30,766

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Constr. 2,835; Mfg. 41,800; Transp. 4,700; Wholesale Trade 3,510; Ret. Trade 18,136; Finance 3,900; Service 15,500; Textile Mill 2,551; Apparel & Finished 2,037; Paper & Allied 1,418; Chemicals & Allied 1,660; Plastic & Rubber 3,256; Leather 5,618; Fabricated Metal 1,161; Mach. 4,808; Electrical Mach. 11,635.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-93; Summer 48-101; Fall 24-78; Winter -7-65. First killing frost, Oct. 13; last killing frost, Apr. 20.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Essex St.; 6 blocks on Broadway.
Neighborhood Shopping Centers-Main St. in Andover; Main St. in N. Andover; Hampshire St. in Methuen, & Rt. 28, Salem, N.H.; Rt. 114 in Lawrence; Rte. 213 Methuen.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Essex Plaza(4)	1	DeMoulas, Stuart's
Merrimack Plz.(3)	5	DeMoulas, Almy's, Osco
No. Andover Mall(7)	4	DeMoulas, Bradlees, T.J. Maxx
Rockingham Mall(24)	10	Channel Home Ctrs., Cherry Webb & Touraine, Bradlees
Salem Plaza(11)	9	DeMoulas, Zayre, Service Merchandise
Shawsheen Plz.(8)	1	DeMoulas, Liss, New England Stores
Zayre	2	Zayre, Messina's, Osco
K mart(2)	10	K mart, Market Basket
Methuen Mall(100)	5	Sears, Jordan Marsh, Filene's Basement
Caldor	5	Caldor, Market Basket
Zayre	2	Zayre, Barcelos Mkt.

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Tue., Fri.; Food 6 nights.
MA-NH Shopping Centers-open every evening and Sunday 1 to 5.

13 - RETAIL OUTLETS: **Department Stores**-Caldor; Sears; Almy's; Bradlees; Howland; Jordan Marsh; Filene's Basement Store.
Variety Stores-Woolworth.
Discount Stores-Stuart's; Marshall's; Zayre 2; K mart; T.J. Maxx; Filene's Basement Store.
Chain Drug Stores-Osco; Adams; Pharmacity; Nahill 2; CVS 5; Med-X 2; Birch; Rite-Aid.
Chain Supermarkets-Messina's; Purity Supreme; De Moulas 5; DeMoulas/Market Basket 2; Barcelos 2.
Other Chain Stores-ADAP; McQuades; Cherry & Webb 3; Thom McAn 2; Scott's; Fanny Farmer; Smith's; Sherwin-Williams; Allied Radio Shack 4; Color Tile; Child World; Fayva; Taylor Rent All Ctr. 2; American Handcraft; Anderson Little; Hit or Miss 2; Brooks Fashion; Casual Corner; Chess King; Cummings; Curtis Music; Deering Ice Cream; Diamond Jewelers; Endicott Johnson; Fields Hosiery; Foxmoor; General Nutrition; Hallees Air Step; Hickory Farms; Hudsons; Kay Jewelers; Kiddie Photo; Kinney Shoe; Laurìets; Midland Records; Miles Shoe; Mother-To-Be; National Shirt; N.E. Piano & Organ; Ormonds; Pearl Vision Ctr.; R&R Jewelers; Sackett's; Service Merchandise; Hallmark Cards; So-Fro Fabrics; Spencer Gifts; Spectrum; Sportique; Waldenbooks; The Gap; Zale's Jewelers; Baskin Robbins; Hanover Shoe; Male Stop; Orange Bowl; Play 'n Learn; Swiss Pretzel; Orange Julius, This End Up.

14 - NEWSPAPERS: EAGLE-TRIBUNE (e) 58,248; (S) 59,553; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Vincent Cottone, Adv. Dir., EAGLE-TRIBUNE, PO Box 100, Lawrence, MA 01842; Tel. (617) 658-1000, ext. 154.
National Representative: Story & Kelly-Smith.

LOWELL

1 - LOCATION: Middlesex County (In Lowell, MA-NH PMSA). E&P Map D-1. County Seat. 28 mi. N of Boston at confluence of Merrimack and Concord Rivers. On Rtes. 3, 4, 110, 133; I-495.

2 - TRANSPORTATION: **Railroads**-Boston & Maine; NYNH & H; Conrail.
Motor Freight Carriers-4.
Intercity Bus Lines-Massachusetts Bay Transp. Authority; Greyhound; Continental Trailways; Vermont Transit; Lowell Regional Transp. Authority.

3 - POPULATION:
Corp. City 80 Cen. 92,418; E&P 85 Est. 92,232
CZ-ABC: (80) 225,320
RTZ-ABC: (80) 141,431
PMSA 80 Cen. 243,142; E&P 85 Est. 249,180
County 80 Cen. 1,367,034; E&P 85 Est. 1,383,188
City & RTZ-ABC: (80) 366,751

4 - HOUSEHOLDS:
City 80 Cen. 32,691; E&P 85 Est. 34,796
County 80 Cen. 476,201; E&P 85 Est. 496,820
PMSA 80 Cen. 77,319; E&P 85 Est. 82,511
CZ-ABC: (80) 71,934
RTZ-ABC: (80) 44,158
City & RTZ-ABC: (80) 116,092

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$588,900,000
Savings & Loan	1	$179,000,000
Savings	6	$371,500,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Govt. 3,903; Agric. 32; Contract Construction 1,044; Mfg. 15,406; Comm., Util., Transp. 1,307; Whol. Trade 7,012; Fin., Ins., Real Est. 1,389; Service 8,189.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-98; Summer 36-94; Fall 40-86; Winter 15-65. First killing frost, Sept. 16; last killing frost, Apr. 26.

11 - TAP WATER: Neutral; low in minerals; very soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Central St., 5 on Merrimack St., 5 on Middlesex St.; Alexander's (4 stores); Central Plz. (8 stores); Sunrise (9 stores); Sears (4 stores).
Nearby Shopping Centers-Lowell Plz., Rte. 495 Connector; Stadium Plz., Jct. Rte. 38 & 495; Sunrise Shpg. Ctr., Bridge St.; Drum Hill, Jct. Rtes. 4 & 3, Chelmsford; Eastgate Plz., Jct. Rtes. 3 & 110, Chelmsford; Towne Plz., Rte. 3A, Billerica; Tewksbury Shpg. Ctr. Rte 38 Tewksbury; Wilmington Plz., Rte. 38, Wilmington; Pelham Plz., Rte. 38, Pelham, N.H.
Enclosed Malls-Chelmsford Mall, Rte. 110; Oakdale Mall, Tewksbury, Rte. 38; Burlington Mall, Jct. Rtes. 3 & 128, Burlington; Nashua Mall, Rte. 3, Nashua, N.H.; Billerica Mall
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon., Thur.; Food-Every Night except Sat. & Sun.

13 - RETAIL OUTLETS: **Department Stores**-Cherry & Webb; Caldor; Sears 2; T.J. Maxx 2; Jordan Marsh 2; Bradlees 3; JCPenney 2; Marshall's 4.
Discount Stores-Zayre 2; Stuarts 4; Brooks; Mars 2; K mart 2.
Variety Stores-Woolworth.
Chain Drug Stores-Page's 2; Brook's; Osco 2; Birch Drug 2; Rite-Aid; CVS 5.
Chain Supermarkets-Alexander's 4; Demoulas 9; Purity Supreme 2; Lowell Warehouse; Heartland Food Warehouse.
Other Chain Stores-Scott Jewelry; Goodrich; Goodyear; Firestone; Sherwin-Williams; Capital Warehouse; Channel Lumber; Child World 2; Kent Jewelers; McQuades (clothing); Fayva Shoe 4; Service Merchandise; Waldenbooks; Thom McAn 5; Confectionary: Brigham's; Candyland; Fanny Farmer.

14 - NEWSPAPERS: SUN (e) 57,960; (S) 54,887; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: James I. O'Hearn, Gen. Mgr., SUN, 15 Kearney Sq., Lowell, MA 01852; Tel. (617) 458-7100.
National Representative: Story & Kelly-Smith.

LYNN

1 - LOCATION: Essex County, E&P Map E-1 (In Boston PMSA). 10 mi. N of Boston; 4 mi. from I-95 and circumventing Hwy. 128. Also served by Hwys. 1A, 129.

2 - TRANSPORTATION: **Railroads**-MBTA Rail.
Intercity Bus Lines-Mass. Bay Transit Authority.
Airlines-7 mi. to Logan Intl. Airport.

3 - POPULATION:
Corp. City 80 Cen. 78,471; E&P 85 Est. 75,091
CZ-ABC: (80) 121,001
RTZ-ABC: (80) 267,853
PMSA 80 Cen. 3,030,841; E&P 85 Est. 3,096,034
County 80 Cen. 633,632; E&P 85 Est. 656,905
City & RTZ-ABC: (80) 388,854

4 - HOUSEHOLDS:
City 80 Cen. 30,421; E&P 85 Est. 30,202
County 80 Cen. 228,432; E&P 85 Est. 244,700
PMSA 80 Cen. 998,915; E&P 85 Est. 1,155,440
CZ-ABC: (80) 45,097
RTZ-ABC: (80) 97,362
City & RTZ-ABC: (80) 142,459

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$560,171,000
Co-op	2	$46,300,000
Savings	2	$654,190,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Turbines; Jet Engines; Research; Shoes and Allied Products; Electronics; Plastics; Bakery Products; Lobster Wholesaling; Metal Products; Precision Machine Tooling; Fluorescent Lamps; Medicine; Clothing; Community College. (Av. Wkly. Wage. $273.50 (1979)).

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-50; Summer 61-95; Fall 40-61; Winter 14-33.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers - Market St.; Munroe St.; Lynnway; Boston St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Vinnin Sq.(30)	3	Star Mkt., Bradlees
Vinnin Sq. Annex	3	Stop & Shop
Lynngate Plz.(10)	1	Stop & Shop
N.E. Shpg.	4	Sears, Stop & Shop, Filene's
Broadway	1	Stop & Shop
Danvers Plaza(15)	7	Almy's, Woolworth, Purity Supreme
Liberty Tree Mall (Danvers)(108)	7	Ann & Hope, K mart, Lechmere Sales
Northshore (Peabody)(87)	7	Jordan Marsh, Sears, Stop & Shop, Filenes
Northgate(30)	5	Zayre
Hawthorne(20)		Caldor, Heartland

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Some Thur., most Fri.; Discount Stores-Every night and Sundays.

13 - RETAIL OUTLETS: Department Stores-Sears 2; Caldor 2.

Variety Stores-Woolworth; New England Stores 3.

Discount Stores-Zayre 3; Rich's; Bradlees; Jerry's; Randy's; Factory Shoe; Siesta Shop; Tri City Sales.

Major Size Specialty Stores-Rooks; Empire; Hoffmans; Jerry's; Cherry, Webb & Touraine 2.

Chain Drug Stores-Eaton; CVS; Medimart; Osco 2; Rite Aid 2.

Chain Supermarkets-Stop & Shop 5; Star Mkts. 4; Richdale 6; Purity Supreme 2; Demoulas; Heartland.

Other Chain Stores-Clothing: Jordan Marsh, Filene's, Newberry, Zayre, Kennedy 2, Rooks 3, Loehmann's, Lerner's, Anderson Little; Paint: Sherwin-Williams 2; Tobacco: Bond Hill; Candy: Connolly, Fanny Farmer 2, Brighams 2, Russo's; Dairy: Cumberland Farms 8, Richdale 10; Sporting Goods: Jerry's, Pennyworth, MVP Sports, Hermans; Jewelry: Long's, Kays, Ross; Shoes: Thom McAn 3, Spencer Morse 2, Kinney, Case, Royce, Wilbar, Flag, Thayer McNeill, Bakers, Taymor; Auto Supplies: Firestone, Sears, Strauss, Goodyear, Rayco, Midas Muffler, Speedy Muffler; Furniture: Levitz, C.F. Tomkins; Titus.

14 - NEWSPAPERS: ITEM (e-mon to fri) 30,025; (e-sat) 25,770; Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: Eugene Hastings, Nat'l. Adv. Mgr., ITEM, 38 Exchange St.; PO Box 951, Lynn, MA 01903; Tel. (617) 593-7700.

National Representatives: Landon Associates; U.S. Suburban Press.

MALDEN

1 - LOCATION: Middlesex County (In Boston PMSA). E&P Map E-2. On Malden River. 5 mi. from Boston.

2 - TRANSPORTATION: Railroads-MBTA; Boston & Maine.

Motor Freight Carriers-13.

Intercity Bus Lines-Mass. Bay Transp. Authority; Hudson.

Airlines-All major lines (Boston).

3 - POPULATION:

Corp. City 80 Cen. 53,386; E&P 85 Est. 52,364

NDM-ABC: (80) 53,386

County 80 Cen. 1,367,034; E&P 85 Est. 1,383,188

PMSA 80 Cen. 3,030,841; E&P 85 Est. 3,096,034

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 80 Cen. 20,746; E&P 85 Est. 21,043

NDM-ABC: (80) 20,746

County 80 Cen. 476,201; E&P 85 Est. 496,820

PMSA 80 Cen. 998,915; E&P 85 Est. 1,155,440

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	1	$340,000,000
Commercial	6	$500,000,000
Other	2	$331,000,000

6 - PASSENGER AUTOS: County Est. 990,000

7 - ELECTRIC METERS: Residence 15,400

8 - GAS METERS: Residence 15,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees (Av. Wkly. Wage)-Constr. 1,243 ($350); Mfg. N.A. ($280); Trans. Comm. & Util. 1,187 ($320); Wholesale & Retail Trade 3,528 ($300); Fin., Ins. & R.E. 716 ($225); Services 4,500 ($300); Jewelry 100; Electronics 100. Total 1,077 firms; 18,000 employees. Annual payroll $364,000,000 (town).

10 - CLIMATE: Min. & Max. Temp.-Spring 42-63; Summer 64-100; Fall 39-51; Winter 27-40.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-Pleasant St., Main St.; Irving St.; Ferry St.; Exchange St.; Eastern Ave; Highland Ave.

Other Shopping Centers-Townline Plaza, Northgate, New England, Bryant Terrace, Stuarts Village.

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Child World; Stuart's; Caldor; Hallmark.

Discount Stores-Sparks; Medic-Fair; FFDC; Big L.

Variety Stores-FFC.

Chain Drug Stores-Big L; Liggett's.

Chain Supermarkets-Star Mkt.; Johnnie's Foodmaster; Stop & Shop; Heartland.

Other Chain Stores-Thom McAn; Radio Shack; Hanlon's Shoes; Anderson-Little; National Hardware.

14 - NEWSPAPERS: NEWS (e-mon to fri) 7,351; Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: Gregory A. Krollman, Adv. Mgr., NEWS, 277 Commercial St., Malden, MA 02148; Tel. (617) 321-8000.

National Representatives: Landon Associates; U.S. Suburban Press.

MARLBOROUGH

1 - LOCATION: Middlesex County (In Boston PMSA). E&P Map D-2. Situated 26 mi. W of Boston; 16 mi. E of Worcester. State Hwys. 20, 9, 85; I-495, I-290.

2 - TRANSPORTATION: Railroads-Boston & Maine.

Motor Freight Carriers-10.

Intercity Bus Lines-Hughes; Boston & Worcester.

3 - POPULATION:

Corp. City 80 Cen. 30,617; E&P 85 Est. 32,455

County 80 Cen. 1,367,034; E&P 85 Est. 1,383,188

PMSA 80 Cen. 3,030,841; E&P 85 Est. 3,096,034

4 - HOUSEHOLDS:

City 80 Cen. 10,925; E&P 85 Est. 12,188

County 80 Cen. 476,201; E&P 85 Est. 496,820

PMSA 80 Cen. 998,915; E&P 85 Est. 1,155,440

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	1	$40,000,000
Commercial	3	$250,000,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Computers; Paper Products; Shoes; Sporting Goods; Boxes; Stamped Metal Prod.; Metal Plate Prod; Scale Models; Chemicals; Tool & Die; Research; Electronics; Plastics; Containers.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-63; Summer 65-100; Fall 39-51; Winter 27-40.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Post Road(19)	13	Big Discount, Rich's
Indian Head(8)	NA	Stop & Shop, Marshall's

Principal Shopping Days-Thur., Fri., & Sat.

13 - RETAIL OUTLETS: Department Stores-Golden's; Jobber's Outlet; Concannon's.

Variety Stores-Godin's.

Discount Stores-Rich's; Marshall's; Adams Brook Discount; Zayre.

Chain Drug Stores-Rexall; Bouvier; Medi Mart; Medicine Shoppe; CVS.

Chain Supermarkets-Stop & Shop 2; IGA; Big D; Victory Mkts.

Other Chain Stores-Town Paint; Everett Auto; Consumer Auto Parts.

14 - NEWSPAPERS: ENTERPRISE (e) 4,008; sworn Oct. 1, 1984.

Local Contact for Advertising and Merchandising Data: Frank A. Epps, Adv. Dir., ENTERPRISE, 250 Maple St., Marlborough, MA 01752; Tel. (617) 485-5200.

National Representative: Landon Associates.

MEDFORD

1 - LOCATION: Middlesex County, (In Boston PMSA). E&P Map E-2. Situated 5 mi. NW of Boston on U.S. Hwy. 1 and State Hwys. 16, 28, 38, 60.

2 - TRANSPORTATION: Railroads-MBTA; Boston & Maine.

Motor Freight Carriers-12.

Intercity Bus Lines-Mass. Bay Transp. Authority; Hudson.

3 - POPULATION:

Corp. City 80 Cen. 58,076; E&P 85 Est. 55,302

NDM-ABC: (80) 58,076

PMSA 80 Cen. 3,030,841; E&P 85 Est. 3,096,034

County 80 Cen. 1,367,034; E&P 85 Est. 1,383,188

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 80 Cen. 20,206; E&P 85 Est. 19,651

NDM-ABC: (80) 20,206

County 80 Cen. 476,201; E&P 85 Est. 496,820

PMSA 80 Cen. 998,915; E&P 85 Est. 1,155,440

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	1	$173,282,141
Commercial	7	$454,000,000

6 - PASSENGER AUTOS: City Est. 43,646

7 - ELECTRIC METERS: 19,000

8 - GAS METERS: Residence 15,000

9 - PRINCIPAL INDUSTRIES: Agric. & Mining; Constr.; Manufacturing; Transp. Comm. & Util.; Whol. & Ret.; Finance, Ins. & Real Est.; Services.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-63; Summer 64-100; Fall 39-51; Winter 27-40.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks on Riverside Ave.; 4 on High St.; 2 on Main St.; 1 on Forest St.; 1 on Salem St.; Wellington Circle; Steven's Sq.

Neighborhood Shopping Centers: Steven's Sq.; Harvard Sq.; West Medford Sq.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fellsway Plz.(22)	1	Zayre, Stop & Shop
Food Masters/ Turnstyle(3)	1	Turnstyle
Meadow Glenn(50)	1	Bradlees, Marshall's
Medford(17)	1	Woolworth, Liberty
Mystic Mall(20)	1	K mart, Market Basket
Wellington Circle(4)	1	First National, Child World
Town Line Plz.	1	Star

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Marshall's.

Discount Stores-Zayre; Osco; Bradlees; B.J.'s.

Variety Stores-Child World; N.E. Stores.

Chain Drug Stores-Liggett-Rexall 2; Consumer Valu; Craddock 2; Archer-Kent; Pharma City.

Chain Supermarkets-Stop & Shop 2; Johnnie's; Heartland.

Other Chain Stores-Lerner's; Thom McAn; S&H Green Stamps; Goodyear.

14 - NEWSPAPERS: MERCURY (e-mon to fri) 5,470; Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: Norman J. Morrison, Mktg. Dir.; Nick DeAngelo, Adv. Dir., MERCURY, 277 Commercial St., Malden, MA 02148; Tel. (617) 321-8000.

National Representatives: U.S. Suburban Press; Landon Associates.

MELROSE

1 - LOCATION: Middlesex County (In Boston PMSA), E&P Map E-2. 7 mi. from Boston. On U.S. Hwy. 1.

2 - TRANSPORTATION: Railroads-Boston & Maine.

Motor Freight Carriers-9.

Intercity Bus Lines-Mass. Bay Transportation Authority; Service Bus Lines; Saugus Transit.

Airlines-All at Boston Airport.

3 - POPULATION:

Corp. City 80 Cen. 30,055; E&P 85 Est. 28,688

NDM-ABC: (80) 30,055

PMSA 80 Cen. 3,030,841; E&P 85 Est. 3,096,034

County 80 Cen. 1,367,034; E&P 85 Est. 1,383,188

4 - HOUSEHOLDS:

City 80 Cen. 10,649; E&P 85 Est. 10,469

NDM-ABC: (80) 10,649

County 80 Cen. 476,201; E&P 85 Est. 496,820

PMSA 80 Cen. 998,915; E&P 85 Est. 1,155,440

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	N.A.
Savings	2	N.A.

6 - PASSENGER AUTOS: City 9,000 (Est.)

7 - ELECTRIC METERS: Residence 12,000 (Est.)

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: 414 firms; 4,988 employees; Annual Payroll $104,000,000. Mfg.; Chemicals; Transistors; Radios; Food Products.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-78; Summer 58-98; Fall 35-78; Winter -4-45. First killing frost, Oct. 22; last killing frost, Apr. 13.

11 - TAP WATER: Acid, soft.

12 - RETAILING: Principal Shopping Centers-Main St.; Franklin St.; Essex St.; W. Wyoming Ave.

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Variety Stores-Weldwood.

Chain Drug Stores-CVS; Big 2; Brooks.

Chain Food Stores-Gallahoe's; Cerretani's 4.

14 - NEWSPAPERS: NEWS (e-mon to fri) 1,831; Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: Nicholas A. DeAngelo, Adv. Dir., MELROSE EVENING NEWS, 277 Commercial St., Malden, MA 02148; Tel. (617) 321-8000.

National Representatives: Landon Associates; U.S. Suburban Press.

MILFORD

1 - LOCATION: Worcester County (In Boston PMSA), E&P Map D-2. On State Hwys. 16, 85, 109, 122 & 140; I-495; 18 mi. SE of Worcester; 30 mi. SW of Boston; 30 mi. N of Providence, RI.

2 - TRANSPORTATION: Railroads-Conrail.

Intercity Bus Lines-Grayline; Milford Framingham Bus; Brush Hill; Milford-Boston P&B Bus.

Airlines-Hopedale Airways.

Motor Carriers-3.

3 - POPULATION:

City 80 Cen. 23,390; E&P 85 Est. 26,315

NDM-ABC: (80) 82,161

County 80 Cen. 646,352; E&P 85 Est. 662,569

PMSA 80 Cen. 3,030,841; E&P 85 Est. 3,096,034

4 - HOUSEHOLDS:

City 80 Cen. 8,216; E&P 85 Est. 9,332

County 80 Cen. 225,323; E&P 85 Est. 238,510

NDM-ABC: (80) 26,498

PMSA 80 Cen. 998,915; E&P 85 Est. 1,155,440

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	1	$132,620,000
Commercial	3	$126,440,000
Savings & Loan	1	$91,560,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 9,171

8 - GAS METERS: Residence 3,675

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Loom Mfg. 700; Shoes 120; Glass 300; Mfg. Scientific Inst. 954; Hospital Care 1,012.

10 - CLIMATE: Min. & Max. Temp. 10 winter av.; 90 summer av.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Milford Plaza(12)	1	Sears, Stop & Shop
Shoppers World(53)	16	Bradlees, Jordan Marsh
Natick Mall(38)	16	Filene's, Sears
Auburn Mall(57)	17	Outlet, Sears
Worcester Galleria	18	
Walnut Hill Mall	12	

Principal Shopping Days-Wed., Thur., Fri., Sat.

Stores Open Evenings-Mon. through Fri. to 9.

13 - RETAIL OUTLETS: Department Stores-Mars; K mart; Calico Corner; Zayre; Hit or Miss; Casual Male; Piece Goods; Bradlees; Sears Outlet Store; Bargains; Marshall's.

Chain Drug Stores-Big L; Brooks Discount; Med X; Lincoln Pharmacy; Thayer Pharmacy; Adams Drug.

Chain Supermarkets-Stop & Shop; Almacs; 9 to 9; Fernandes; Iandolis; Big D; Value King; Star Market; Rico's.

14 - NEWSPAPERS: NEWS (e) 13,670; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Thomas C. Sawyer, Sr., Gen. Mgr., NEWS, 159 S. Main St., Milford, MA 01757; Tel. (617) 473-1111.
National Representative: Landon Associates.

NEW BEDFORD

1 - LOCATION: Bristol County, (MSA), E&P Map E-3. Situated on Buzzards Bay, 56 mi. S of Boston. On I-95 and Mass. 140.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-23.
Intercity Bus Lines-New England Transportation; Southeastern Regional Transit Authority; Medeiros; Greyhound; American Eagle.
Freight Steamship Lines-9.
Airlines-Provincetown-Boston Airlines; National Air; Gull Air.

3 - POPULATION:
Corp. City 80 Cen. 98,473; E&P 85 Est. 99,841
CZ-ABC: (80) 140,485
RTZ-ABC: (80) 80,769
County 80 Cen. 474,641; E&P 85 Est. 490,298
MSA 80 Cen. 130,548; E&P 85 Est. 133,458
City & RTZ-ABC: (80) 221,254
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 37,388; E&P 85 Est. 39,139
County 80 Cen. 166,938; E&P 85 Est. 178,064
MSA 80 Cen. 60,573; E&P 85 Est. 51,159
CZ-ABC: (80) 51,933
RTZ-ABC: (80) 27,262
City & RTZ-ABC: (80) 79,195

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	18	$1,551,768,000
Savings & Loan	1	$45,990,000
Commercial	12	$898,116,000

6 - PASSENGER AUTOS: County 254,144

7 - ELECTRIC METERS: Res. & Comm. 68,655

8 - GAS METERS: Res. & Comm. 43,402

9 - PRINCIPAL INDUSTRIES: Total wage earners 156,330; Apparel 8,500; Rubber Chemicals & Plastics 8,200; Metals & Machy. 7,000; Food Prod. 2,000; Construction 4,487; Govt. 12,500; Transp. & Pub. Util. 2,400; Financial & Real Est. 6,321; Services 8,900; Fishing 3,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-57; Summer 66-82; Fall 55-68; Winter 22-48.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Purchase St. (Spring to Middle), 7 on Union St. (Second to County); 6 on Pleasant St. (Spring to Middle); 3 on Williams St. (Pleasant to Second).
Neighborhood Shopping Centers-24 blocks on Acushnet Ave. (from Coggeshall St. to Belleville Rd.).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
N Darthmouth Mall(72)	5	Sears, Zayre JCPenney
King's Hwy.	4	Shaw's, Ashmont
Berdon Plaza(8)	3	Almac's
Rio Plaza(2)	3	Food Mart
K mart	4	K mart, Almac's
Shaw's	3	K mart
Smith Mill	NA	Bed & Bath, Fashion Barn
Vanity Fair(7)	5	Kay Windsor
Wareham Plz.(12)	15	Ames

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Some Fri.; Shopping centers and Supermarkets-every night.

13 - RETAIL OUTLETS: **Department Stores**-Star Store 2; Cherry-Webb & Touraine 2; Sears; Peerless.
Discount Stores-Cove Discount; Mars Bargainland 2; Zayre; K mart 2; Ann & Hope; Ashmont; Building 19.
Variety Stores-Woolworth.
Chain Drug Stores-Brooks 5; Rite Aid 3; Osco; CVS 3.
Chain Supermarkets-A&P; Stop & Shop; Angelo's; Shaw's Supermarkets 3; Fernandes 2; Almac's 3; Food Mart 3; Super Place.
Other Chain Stores-Singer Co.; Penny's; National Hard goods; Kay Jewelry; ADAP; C&R Fashions; Grossman; Child World; Anderson-Little Clothes; Goodrich; Goodyear 2; Fashion Barn; Peerless Clothing; Sawyer's.

14 - NEWSPAPERS: STANDARD-TIMES (e-mon to fri) 48,426; (m-sat) 48,169; (S) 52,294; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Brad Lipe, Retail Adv. Mgr., STANDARD-TIMES, 555 Pleasant St., New Bedford, MA 02742; Tel. (617) 997-7411.
National Representative: Branham/Newspaper Sales.

NEWBURYPORT

1 - LOCATION: Essex County (In Lawrence-Haverhill, MA-NH PMSA), E&P Map E-1. On Merrimack River, 3 mi. from Atlantic Ocean; 38 mi. NE of Boston. On Newburyport Tpke., Rte. 1 and Shore Line Route 1A.

2 - TRANSPORTATION: **Railroads**-Boston & Maine.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Boston & Maine Transp. Co.; Interstate.

3 - POPULATION:
Corp. City 80 Cen. 15,900; E&P 85 Est. 16,509
CZ-ABC: (80) 29,871
RTZ-ABC: (80) 56,968
County 80 Cen. 633,632; E&P 85 Est. 656,905
PMSA 80 Cen. 339,090; E&P 85 Est. 350,723
City & RTZ-ABC: (80) 86,839
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,892; E&P 85 Est. 6,513
County 80 Cen. 228,432; E&P 85 Est. 244,700
PMSA 80 Cen. 118,912; E&P 85 Est. 126,520
CZ-ABC: (80) 10,918
RTZ-ABC: (80) 20,465
City & RTZ-ABC: (80) 31,383

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$52,582,000
Savings	3	$42,303,422

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 5,222

8 - GAS METERS: Residence 3,200

9 - PRINCIPAL INDUSTRIES: Industry & No. of Wage Earners-Apparel 323; Furniture 131; Plastics 136; Leather Prod. 1,058; Leather Mfg. 153; Elec. Mach. 1,472; Transp. incl. Marine 622; Silversmiths 351; Govt. and Railroad 1,280; Self-Employed Domestic and Family 2,000; Local Agric. 180.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Crossroads(11)	NA	Mars
Port Plaza(16)	NA	K mart, Shaw's

Stores Open Evenings-Fri.
Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-H.W. Pray.
Discount Stores-K mart.
Chain Drug Stores-Brooks.
Chain Supermarkets-Shaw's.

14 - NEWSPAPERS: NEWS (e) 11,800; Mar. 30, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Joseph Brancaleone, Adv. Dir., NEWS, 23 Liberty St., Newburyport, MA 01950; Tel. (617) 462-6666.
National Representative: U.S. Suburban Press.

NORTH ADAMS

1 - LOCATION: Berkshire County, E&P Map B-1. In NW corner of state. Industrial and shpg. ctr. 135 mi. W of Boston; 45 mi. E of Troy; 170 mi. N of New York. State Hwys. 2, 8. Mohawk Trail western terminus.

2 - TRANSPORTATION: **Railroads**-Boston & Maine (Boston-Troy line); Conrail; Boston & Albany.
Motor Freight Carriers-25.
Intercity Bus Lines-Bonanza; Vermont Transit; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 18,063; E&P 85 Est. 17,872
CZ-ABC: (80) 35,532
RTZ-ABC: (80) 13,217
County 80 Cen. 145,110; E&P 85 Est. 149,024
City & RTZ-ABC: (80) 48,749
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,638; E&P 85 Est. 6,400
County 80 Cen. 52,400; E&P 85 Est. 55,529
CZ-ABC: (80) 12,726
RTZ-ABC: (80) 4,682
City & RTZ-ABC: (80) 17,408

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$151,244,539
Commercial	3	$240,143,590

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 18,150

8 - GAS METERS: Residence 7,479

9 - PRINCIPAL INDUSTRIES: Elec.; Textile; Paper; Leather; Mach.; Chem.; Employees: 6,580. Non-Agric. 14,850; Non-Mfg.
Principal Industrial Pay Days-Wed., Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-70; Summer 50-95; Fall 30-80; Winter -10-45. First killing frost, Oct. 10, last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-(North Adams)-3 blocks on Main St., and following adjacent sts.: Asland, State, Marshall, Holden, Eagle and Veterans Dr.; Adams Shpg. District: 4 blocks on Park St., 1 on Ctr. St., 4 on Summer St.; Williamstown: 1 on Spring St., Colonial Shpg. Ctr. on State Rd. between N Adams and Williamstown.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
North Adams Plz.(3)	NA	Price Chopper,
Artery Arcade(4)	NA	Adams Super Mkt.

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Thur.; Food-6 nights.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Robert's Co.; Shea's; England Bros.
Discount Stores-Zayre, K mart.
Variety Stores-Newberry; Woolworth.
Chain Supermarkets-Adams; Price Chopper; Grand Union; P&C.
Other Chain Stores-Goodrich; Montgomery Ward; Firestone; Brook's Health & Beauty Aids; Agway; Big L; Rite Aid; Cumberland Farms; Radio Shack; Endicott-Johnson; Fayva.

14 - NEWSPAPERS: TRANSCRIPT (e) 11,117; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Walter Stred Jr., Adv. Dir., TRANSCRIPT, 124 American Legion Dr., North Adams, MA 01247; Tel. (413) 663-3741.
National Representative: Landon Associates.

NORTHAMPTON

1 - LOCATION: Hampshire County (In Springfield MSA), E&P Map B-2. County Seat. Ctr. of Pioneer Valley educ. ctr. in NW section of state. 17 mi. NW of Springfield; 90 mi. from Boston. Near Connecticut River. On U.S. Hwys. 5, 10, I-91; State Hwys. 9 & 66.

2 - TRANSPORTATION: **Railroads**-B&M (freight).
Motor Freight Carriers-5.
Western Mass. Bus Lines-Peter Pan; Vermont Transit; Greyhound; Trailways, Pioneer Valley Transit Authority.

3 - POPULATION:
Corp. City 80 Cen. 29,286; E&P 85 Est. 31,272
CZ-ABC: (80) 44,866
RTZ-ABC: (80) 54,491
MSA 80 Cen. 515,259; E&P 85 Est. 530,957
County 80 Cen. 138,813; E&P 85 Est. 149,837
City & RTZ-ABC: (80) 99,357
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 10,227; E&P 85 Est. 11,381
County 80 Cen. 44,253; E&P 85 Est. 49,796
MSA 80 Cen. 182,849; E&P 85 Est. 196,017
CZ-ABC: (80) 16,009
RTZ-ABC: (80) 14,851
City & RTZ-ABC: (80) 30,860

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	N.A.
Savings	4	N.A.

6 - PASSENGER AUTOS: County 12,971

7 - ELECTRIC METERS: Residence 11,208

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Brushes 700 ($234); Optical Goods 462 ($354); Crating & Pkg. 138 ($369); Print. & Pub. 170 ($271); Health Service 2,417 ($278); Cutlery 165 ($225); Colleges 1,238 ($297); Bottling 177 ($215).
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: **Principal Shopping Centers**-24 blocks on 10 streets.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Kingsgate(7)	1	Bradlees, Stop & Shop
Amherst Campus Plz.	5	Stop & Shop,
Amherst Shoppers Park(15)	7	
Hampshire Mall (95)	5	K mart, JCPenney, Steigers
Pot Pourri(6)	1	
Hamp Plz.	2	Caldor, Food Mart
Hill & Dale(11)	1	Price Chopper

Principal Shopping Days-Thur. & Sat.
Stores Open Evenings-Department Stores-Thur.; Food-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Steigers.
Discount Stores-K mart; Serv-U; Bradlees; Caldor.
Chain Drug Stores-CVS; Brooks; Genovese; Fay's.
Chain Supermarkets-Big Y; Stop & Shop 2; Food Mart; Price Chopper.
Other Chain Stores-Sears; Sherwin-Williams; Service Mdse.; Paints; Pay Saver; Anderson-Little; Firestone; Grossman's; Agway; Aubuchon.

14 - NEWSPAPERS: HAMPSHIRE GAZETTE (e) 20,526; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Michael Slaff, Adv. Dir., GAZETTE, 115 Conz St.; PO Box 299, Northampton, MA 01061; Tel. (413) 584-5000.
National Representative: Landon Associates.

PITTSFIELD

1 - LOCATION: Berkshire County (MSA), E&P Map B-2. County Seat. 35 mi. E of Albany on Route 20; 75 mi. N of Danbury, CT on Route 7; 56 mi. NW of Springfield, on Mass. Tpke. Center of Berkshire County. Mfg., dairy and agricultural industry. On U.S. Hwys. 20, 7, State Hwys. 8, 9.

2 - TRANSPORTATION: **Railroads**-Conrail; Amtrak.
Motor Freight Carriers-10.
Intercity Bus Lines-New York & Boston; Western; New England; Greyhound; Arrow; Vermont; Rutland; Manchester & Burlington.

3 - POPULATION:
Corp. City 80 Cen. 51,974; E&P 85 Est. 50,522
CZ-ABC: (80) 74,672
RTZ-ABC: (80) 30,652
MSA 80 Cen. 83,490; E&P 85 Est. 83,854
County 80 Cen. 145,110; E&P 85 Est. 149,024
City & RTZ-ABC: (80) 105,324

4 - HOUSEHOLDS:
City 80 Cen. 19,436; E&P 85 Est. 18,141
County 80 Cen. 52,400; E&P 85 Est. 55,529
MSA 80 Cen. 30,146; E&P 85 Est. 31,072
CZ-ABC: (80) 26,932
RTZ-ABC: (80) 11,198
City & RTZ-ABC: (80) 38,130

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	$291,600,000
Savings & Loan	2	$325,700,000
Commercial	3	$377,800,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 62,138

8 - GAS METERS: Residence 22,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Firms (An. Payroll), No. of Employees: Agric. & Mining 2 ($252,500) 50; Construction 197 ($5,850,000) 1,100; Mfg. 91 ($94,500,000) 15,000; Trans. Comm. & Util. 50 ($6,000,000) 1,350; Whol. Trade 60 ($3,750,000) 650; Ret. Trade 562 ($12,500,000) 4,100; Fin., Ins. and Real Est. 97 ($5,000,000) 1,000; Service Ind. 438 ($5,500,000) 2,075; Textile Mill Pdts. 1 ($4,004,000) 700; Apparel 3 ($633,400) 180; Paper and Prod. 8 ($12,000,000) 2,200; Ptg., Pub. 12 ($3,200,000) 300; Electrical N.A. ($207,000,000).

10 - CLIMATE: Min. & Max. Temp.-Spring 21-74; Summer 46-79; Fall 16-69; Winter 12-40. First killing frost, Sept. 18.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Areas**-Elm St.; Tyler St.; W. Housatonic St.; Wahconah St.; North St.; Allendale; South St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Main & Central		England's
A-Z(8)		Zayre
Allendale(23)	2	England Bros., T.J. Maxx, Sears
Berkshire Commons (20)		
Bradlees(7)	2	Bradlees, Stop & Shop
Pittsfield Plz.(8)	1	Mont. Ward, Halperin's Furn.
K mart Plz.(9)	2	K mart, Price Chopper

Principal Shopping Days-Thur. through Sun.
Stores Open Evenings-Thur.; shopping centers nightly.

13 - RETAIL OUTLETS: Department Stores-England Bros.; Sears.
Variety Stores-Newberry.
Discount Stores-Zayre; Bradlees; K mart; Ames.
Chain Drug Stores-Flynn Rexall; Brook's; CVS 2; Mall Drug; Rite Aid.
Chain Supermarkets-A&P; Big Y 3; Stop & Shop; Price Chopper 4.
Other Chain Stores-Endicott-Johnson; Thom McAn; Firestone; Montgomery Ward.

14 - NEWSPAPERS: BERKSHIRE EAGLE (m) 32,411; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Vincent Monteleone, Adv. Dir., BERKSHIRE EAGLE, 33 Eagle St., Pittsfield, MA 01201; Tel. (413) 447-7311.
National Representative: Landon Associates.

QUINCY

1 - LOCATION: Norfolk County (In Boston PMSA) E&P Map E-2. 8 mi. S of Boston on shores of Quincy Bay with harbor facilities; 5-8 ft. channel; 35 ft. channel on Fore River; 27 ft. channel at Town River. On State Hwys. 3-3A, 28, 37, 53, 128 and Southeast Expressway.

2 - TRANSPORTATION: Railroads-Conrail (freight); Amtrak.
Motor Freight Carriers-86.
Intercity Bus Lines-MBTA Bus & Rapid Transit, Plymouth-Brockton Coach.
Airlines-Major airlines at Boston's Logan Airport.

3 - POPULATION:
Corp. City 80 Cen. 84,743; E&P 85 Est. 85,290
CZ-ABC: (80) 176,681
RTZ-ABC: (80) 155,997
PMSA 80 Cen. 3,030,841; E&P 85 Est. 3,096,034
County 80 Cen. 606,587; E&P 85 Est. 624,060
City & RTZ-ABC: (80) 332,678

4 - HOUSEHOLDS:
City 80 Cen. 33,492; E&P 85 Est. 34,600
County 80 Cen. 207,823; E&P 85 Est. 220,421
PMSA 80 Cen. 998,915; E&P 85 Est. 1,155,440
CZ-ABC: (80) 64,405
RTZ-ABC: (80) 49,483
City & RTZ-ABC: (80) 113,890

5 - BANKS	NUMBER	DEPOSITS
Savings	13	$1,589,796,422
Savings & Loan	4	$137,347,051
Commercial	8	$2,468,846,444
Co-op Banks	7	$444,899,889

6 - PASSENGER AUTOS: County 447,000

7 - ELECTRIC METERS: Residence 34,000

8 - GAS METERS: Residence 24,225

9 - PRINCIPAL INDUSTRIES: Construction 2,431; Manufacturing 8,003; Communications 1,218; Utilities, Sanitary 778; Wholesale Trade 1,690; Food stores 1,113; Restaurants 1,440; Retailing 1,683; Ins. and Real Estate 1,762; Hospitals 1,819; Schools 2,264; Legal, Engineering and Misc. Prof. Services 1,217; Public Administration 2,079.

10 - CLIMATE: Min. & Max. Temp.-Spring 58-79; Summer 75-86; Fall 46-63; Winter 26-42. First killing frost, Oct. 24; last killing frost, Apr. 17.

11 - TAP WATER: Acid, very soft, not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Hancock St., areas surrounding two downtown public parking lots (Charles A. Ross Parking Area and John Hancock Parking Lot), Maple St., 2 on Granite St., Foster St., Chestnut St., 3 on School St., Cottage Ave., Temple St., Revere Rd., Depot St., Saville St., 3 on Washington St.; South Shore Plaza in City Zone town of Braintree on Southeast Expressway; 104 stores.

Neighborhood Shopping Areas-Wollaston areas: 2 blocks on Hancock St., 3 on Beale St.; Norfolk Downs areas: 2 on Hancock St., 4 on Billings Rd.; Quincy Point area: 6 on Washington St.; Southern Artery: Approx 1 mile.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
South Shore (Braintree)	4	Sears, Filene's, Lord & Taylor, Jordan Marsh
Hanover Mall (Rte.53)(78)	12	Almy's, Zayre, Sears, Jordan Marsh
Hingham Plaza (Rte.53)(16)	8	Hoffman's, Bradlees, Building 19
Dedham Plaza (Rte.1)(48)	10	Zayre, Tweeter, Inc., Medi-Mart
Quintree(13) (Braintree)	3	Zayre, Side One
President's Plz.(7)	3	Radio Shack, Bradlees
Queen Ann's Plz. (Norwell)(11)	9	Adams Drug, Caldor
Granite St.(22)	1	Osco, Star, Grossman's
Cushing Plaza(22) (Cohasset)	9	Casual Male
Harborlight Mall (Weymouth)(28)	7	Purity Supreme, CVS
Cobb's Corner (Canton)(24)	10	Marshalls, Shaw's, Colman's Sporting, Hoffman's, Caldor
Dedham Mall (Rte.1)(48)	11	Sears, Stop & Shop, Woolworth
Weymouth(Rte 53 at Rte 18)(10)	8	Channel Home Centers, Caldor
North River Plz. (Pembroke)(18)	21	Caldor, Stop & Shop, Shoe Town, T.J. Maxx
Kingsbury Plaza	23	Angelo's, Bradlees
Marshfield Plz.(14)	19	Angelo's, Marshall's Pharmacity
Pleasant Shops (Weymouth)	7	Marshall's, Purity Supreme

Other Shopping Centers (No. of Stores)- Pembroke Plaza (8); Grossman's (7); Seaside (7); Southern Artery (7); Rich's Plaza (15).
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Food & Almost all others-Thur. & Fri.; some Mon.; some every night.

13 - RETAIL OUTLETS: Department Stores-Sears 2; Clothing: Remick's, Jordan Marsh, Filene's, Lord & Taylor.
Variety Stores-Woolworth; Osco.
Discount Stores-Zayre 3; Bradlees 3; Osco; Bargain Center; Paperama 4; Caldor 5.
Chain Supermarkets-Angelo's 11; Stop & Shop 12; Star Mkt. 2; Purity Supreme 4; Shaw Market 4; Roxie's 2.
Chain Drug Stores-Osco 5; CVS 19; Sher; Rite Aide 3; Adams Drug 12; Medi-Mart 4.
Other Chain Stores-Building Supplies & Contractors: Sherwin-Williams, Norfolk Paint & Wallpaper, Channel Home Centers, Color Tile, Plywood Ranch, Grossman's, Tile City; Clothing Stores: Lerner's, T.J. Maxx, Anderson's Little, Cummings; Automotive: Goodyear, Firestone, Merchants Tire, Duddy Tire, General Tire, Sullivan Tire; Shoe Stores: Edwin Case, Thom McAn, Child Teen, Heffernan's, Hanlon Shoes; Furn. & Appliances: Siesta Sleep Shop, Kincades, Tags Sleep; Jewelry: Rogers, Harts, Stone's; Fabrics: Ryder's.

14 - NEWSPAPERS: PATRIOT LEDGER (e-mon to fri) 88,562; (m-sat) 91,020; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Paul A. Schwabe, Adv. Mgr., THE PATRIOT LEDGER, 13-19 Temple St., Quincy, MA 02169; Tel. (617) 786-7000.
National Representative: Landon Associates.

SALEM

1 - LOCATION: Essex County (In Salem-Gloucester PMSA). County Seat. E&P Map E-1. On Salem Harbor; 16 mi. N of Boston; On U.S. Hwy. 1A.

2 - TRANSPORTATION: Railroads-Boston & Maine.
Motor Freight Carriers-8.
Intercity Bus Lines-Mass. Bay Transit Authority; Michaud.

3 - POPULATION:
Corp. City 80 Cen. 38,220; E&P 85 Est. 38,242
CZ-ABC: (80) 128,422
RTZ-ABC: (80) 117,968
PMSA 80 Cen. 258,175; E&P 85 Est. 266,997
County 80 Cen. 633,632; E&P 85 Est. 656,905
City & RTZ-ABC: (80) 246,390

4 - HOUSEHOLDS:
City 80 Cen. 15,065; E&P 85 Est. 15,373
County 80 Cen. 228,432; E&P 85 Est. 244,700
PMSA 80 Cen. 93,661; E&P 85 Est. 96,516
CZ-ABC: (80) 46,760
RTZ-ABC: (80) 40,517
City & RTZ-ABC: (80) 87,277

5 - BANKS	NUMBER	DEPOSITS
Savings	7	$730,200,000
Savings & Loan	6	$90,000,000
Commercial	12	$461,552,339

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 34,377

8 - GAS METERS: Residence 22,259

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electronics 7,147; Leather & Products 6,521; Machinery 5,521; Paper, Printing, Publishing 139; Chemicals 1,038; Plastics 357. Av. Wkly. Wage: $300.
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-52; Summer 61-84; Fall 46-55; Winter 14-34. First killing frost, Nov. 9; last killing frost, May 19.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Essex St.; 3 on Washington St.; 1 on Central St.; 1 on New Derby St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northshore(54)	3	Jordan Marsh, Sears, Almy's, Filene's
Beverly Plz.(19)	3	Zayre, Woolworth, Star
Danvers Plaza(12)	4	Almy's, Purity Supreme
Highland Plaza	2	Rich's, Mr. Grocer
Vinnin Plaza	2	Marshall's, Loehmann's, Rooks
Vinnin Sq.(30)	2	New England Stores, Stop & Shop
Liberty Tree Mall(115)	4	Lechmere, Ann & Hope, Levitz, Anderson Little, Radio Shack, Marshall's
Russel Plaza(10)	5	Syms
Swampscott Mall(17)	2	Bradlees, Medi Mart, Fayva
Hawthorne Mall(20)	2	Caldor, Radio Shack, Heartland
Endicott Plaza(13)	5	K mart, DeMoulas

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Dept. & Food-Thur., Fri. Sat.

13 - RETAIL OUTLETS: Department Stores-Almy's; Empire Mahan's; Jordan Marsh; Filene's; Sears.
Discount Stores-Richs; Zayre; Jerry's; Lechemere; Bradlees; Levitz; Marshall's 2; Ann & Hope; K mart.
Chain Drug Stores-Eaton 7; Brooks 4; CVS 7; Pharmacity 2; Rexall 4.
Chain Supermarkets-Mr. Grocer 4; Stop & Shop 4; Star Market 3; Sunshine Country 2; Harvest Market 4; Purity Supreme 3; DeMoulas 4; Heartland 2.
Other Chain Stores-Thom McAn; Singer Co.; Sherwin-Williams; Kinney Shoe; Grossman's; Bell Shops; Touraine; Kay Jewelers; Goodyear; Firestone; Ted's Tire; R.H. Stearns; Brigham's; Kennedy's; Newberry; Brooks; Radio Shack.

14 - NEWSPAPERS: NEWS (e) 31,096; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Kenneth R. Newbegin, Pub. Aff. Dir., NEWS, 155 Washington St., Salem, MA 01970; Tel. (617) 744-0600.
National Representative: Landon Associates.

SOUTHBRIDGE

1 - LOCATION: Worcester County, E&P Map C-2. On State Hwys. 169 and 131. On Quinebaug River 22 mi. from Worcester; 60 mi. from Boston; 50 mi. from Hartford, CT; 40 mi. Providence. In Tricommunity area of Southbridge, Sturbridge, & Charlton. 5 mi. from center of Southbridge is Old Sturbridge Village, visited annually by over 500,000.

2 - TRANSPORTATION: Railroads-Providence & Worcester.
Intercity Bus Lines-Bonanza; Peter Pan.

3 - POPULATION:
Corp. City 80 Cen. 16,665; E&P 85 Est. 16,831
County 80 Cen. 646,352; E&P 85 Est. 662,569

4 - HOUSEHOLDS:
City 80 Cen. 6,225; E&P 85 Est. 6,473
County 80 Cen. 225,323; E&P 85 Est. 238,510

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	N.A.
Savings	3	$157,000,000

6 - PASSENGER AUTOS: City 12,893

7 - ELECTRIC METERS: Residence & Ind. 6,668

8 - GAS METERS: Residence 3,350

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Optical 3,570 ($184); Tools 500 ($195); Cutlery 650 ($164).
Principal Industrial Pay Days-Thur.

10 - CLIMATE: Min. & Max. Temp. Spring 22-67; Summer 54-97; Fall 29-66; Winter -2-41. First killing frost Oct. 17; last killing frost Mar. 30.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Big Bunny(9)	1	Big Bunny Mkt.
Southbridge Plz.(11)	2	Park & Shop, The Fair
Sturbridge Plz.(5)	2	Ames, JCPenney, Iandoli Mkt.

Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Discount Stores-Ames; The Fair.
Chain Supermarkets-Iandoli; Park'N Shop.
Other Chain Stores-Wyman Liquors; Latour Hardware; JCPenney; Cantwell Hardware; Big L Discount; Aubuchon Hdwe.; Book Corner; Rite-Aid Pharmacy; Carvel; Radio Shack; Friendly Ice Cream; Brooks.

14 - NEWSPAPERS: NEWS (e) 6,210; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Ron Chapdelaine, Sales Dir., NEWS, 25 Elm St., Southbridge, MA 01550; Tel. (617) 764-4325.
National Representative: U.S. Suburban Press.

SPRINGFIELD

1 - LOCATION: Hampden County (MSA). E&P Map C-2. County Seat. 136 mi. N of New York, 89 mi. W of Boston. State Hwys. 21, 57, 83, 116, 5, 20, 90, 91, 291, 391, 33, 202.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail.
Motor Freight Carriers-173.
Intercity Bus Lines-Bonanza; Continental; Greyhound; Peter Pan; Trailways of New England; Vemont Transit.
Airlines-American, Best; Bar Harbour; Delta; Eastern; Continental; Northeastern; Pan Am; Pilgrim; Piedmont; Peoples; TWA; United; USAir; Republic.

3 - POPULATION:
Corp. City 80 Cen. 152,319; E&P 85 Est. 148,406
CZ-ABC: (80) 361,363
RTZ-ABC: (80) 288,881
County 80 Cen. 443,018; E&P 85 Est. 451,976
MSA 80 Cen. 515,259; E&P 85 Est. 530,957
City & RTZ-ABC: (80) 650,244

4 - HOUSEHOLDS:
City 80 Cen. 55,329; E&P 85 Est. 55,880
County 80 Cen. 158,027; E&P 85 Est. 166,352
MSA 80 Cen. 182,849; E&P 85 Est. 196,017
CZ-ABC: (80) 128,779
RTZ-ABC: (80) 95,108
City & RTZ-ABC: (80) 223,887

5 - BANKS	NUMBER	DEPOSITS
Savings	27	$4,129,206,000
Co-operative	9	$363,119,000
Commercial	10	$2,698,233,000
Federal Farm Loan	1	$1,218,111,000
Total Banks	46	$8,408,669,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Ordnance & Accessories 2,720; Food & Kindred Prod. 2,614; Textile Mill Prod. 2,459; Apparel 2,373; Lumber & Wood Prod. 704; Furniture & Fixtures 167; Paper & Allied Prod. 9,116; Printing & Publishing 7,111; Chemicals & Allied 3,089; Rubber Prod. 5,246; Leather & Leather Prod. 1,750; Stone, Clay & Glass Prod. 873; Primary Metal Industries 2,299; Fabr. Metal Prod. 11,183; Machy.(ex. electrical) 13,248; Electrical Machinery 3,279; Transp. 750; Prof. & Scientific 1,232; Misc. Mfg. 7,162.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-61; Summer 62-85; Fall 43-66; Winter 19-36.

11 - TAP WATER: Acid, very soft; minimum fluoride.

12 - RETAILING: Downtown Shopping Area-From Union St. on Main to Lyman St. Main; Dwight St. to E Columbus Ave. including all side sts. in this area, includes Baystate West Mall, Marketplace and Center Square.
Neighborhood Shopping Areas-(the "X" in Forest Park) Brightwood Section; South End (Mill St. &

Columbus Ave.): Sixteen Acres Shopping Center; Winchester Square.

Regional Enclosed Malls

Name (No. of stores)	Miles from Downtown	Principal Stores
Baystate West(53)	NA	Steiger, A.O. White, Loehmann's
Eastfield Mall(73)	6	Anderson-Little, Sears, Steiger, JCPenney
Enfield Sq.(57)	8	G. Fox, Steiger, JCPenney
Fairfield Mall(60)	6	Anderson-Little, Caldor, Bradlees, Motomart
Hampshire Mall(40)	24	Steiger, JCPenney, K mart
Springdale Mall(20)	6	Lechmere, Bradlees, Stop & Shop
Holyoke Mall(152)	8	Steiger, JCPenney, Sears, G. Fox
Major Strip Centers		
Agawam(49)	3	Zayre, Food Mart
Boston Road(3)	6	K mart, Marshall's
Century(21)	1	Bradlees, Stop & Shop
Longmeadow Shops	6	Steiger
Ludlow(6)	10	Mars, Big Y
Springfield Plz.(37)	3	Steiger, K mart, Stop & Shop
Stateline Plz.(20)	8	Zayre, Levitz
Westfield Shops(16)	8	Steiger, JCPenney, K mart, Food Mart, Edwards, Ames

Stores Open Evenings-Mon., Thur.

13 - RETAIL OUTLETS: Department Stores-Steiger; Sears; G. Fox; JCPenney.
Discount Stores-Bradlees; Caldor; Mars; Lechmere; Marshall's; Zayre; K mart; Ames.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-Charkoudian; Dearborn; Liberty Heights; Louis & Clark; Rite Aid; Parker; Ryan; Terminal; Triangles; Brooks; Genovese; CVS; Medi-Mart.
Chain Shoe Stores-Thom McAn; Thayer McNeil; J. Baker; Health Spot Regal; Florsheim; Scholls; Kinney; Educator; Flagg Bros.; Huston's; Morse; Fayva; Stride Rite.
Chain Supermarkets-A&P; Edwards; Waldbaum's; Food Mart; Big Y; Food Basket; Stop & Shop; Shop-Rite; Price Chopper; Adams; Grand Union.
Chain Convenience Stores-Jane Alden; Dairy Mart; Lil Peach; Mini Food Basket; Open Pantry; Cumberland Farms; 7-Eleven.
Other Chain Stores-B.F. Goodrich; Firestone; Anderson Little; Peerless; Lerner's; Grossman's; Levitz Furn.; Paysaver; Stuart's; A.O. White; Stowell's Singer; Waldenbooks; Child World; Toys-R-Us; Pier 1 Imports; Brooks; Chess King; General Nutrition; Hickory Farms; Kay Jewelers; Parklane; Radio Shack; Mars; Cohoes; Loehmann's.

14 - NEWSPAPERS: UNION (m) 70,957; NEWS (e) 68,882; REPUBLICAN (S) 154,446; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Dwight L. Brouillard, Adv. Dir., UNION, NEWS & SUNDAY REPUBLICAN, 1860 Main St., Springfield, MA 01102; Tel. (413) 788-1108.
National Representative: Newhouse Newspapers Metro Suburbia.

TAUNTON

1 - LOCATION: Bristol County, E&P Map E-2, County Seat. On Taunton River, 34 mi. S of Boston.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-25.
Intercity Bus Lines-Brander; Union St. Railway; Bonanza; H&L Bloom; G.A.T.R.A.

3 - POPULATION:
Corp. City 80 Cen. 45,001; E&P 85 Est. 47,230
CZ-ABC: (80) 45,001
RTZ-ABC: (80) 66,821
County 80 Cen. 474,641; E&P 85 Est. 490,298
City & RTZ-ABC: (80) 111,822
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,795; E&P 85 Est. 17,191
County 80 Cen. 166,938; E&P 85 Est. 178,064
CZ-ABC: (80) 15,795
RTZ-ABC: (80) 20,954
City & RTZ-ABC: (80) 36,749

5 - BANKS	NUMBER	EST. DEP.
Savings	3	$126,000,000
Cooperative	2	$105,000,000
Commercial	4	$259,000,000
Fed. Sav. & Loan	1	$73,000,000

6 - PASSENGER AUTOS: County 265,090

7 - ELECTRIC METERS: Residence 16,936

8 - GAS METERS: Residence 9,242
(Items 6, 7 and 8 figures include towns of Raynham, Dighton and Berkley.)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Silver 1,739; Plastic 805; Textile Finishing 1,580; Printing and Paper Prod. 685; Jewelry 450; Metals and Related Prod. 1,380; Wholesale & Retail 3,050; Services 1,885; Construction 404; Fin., Ins., R.E. 471; Transp. & Util. 220; Av. Wkly. Wage N.A.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-66; Summer 62-86; Fall 35-71; Winter 15-39. First killing frost, Sept. 25; last killing frost, May 1.

11 - TAP WATER: Acid, soft, not fluoridated.

12 - RETAILING: Downtown Shopping Centers-4 blocks on Main St.; 2 on Broadway; 2 on Weir St.; 1 on Taunton Green.
Neighborhood Shopping Centers-Whittenton, North; Weir Village, South; E Taunton, East.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Raynham(6)	3	Shaw's Mkt.
Rte. 44 Plaza	2	Shaw's Mkt.
Trucchi's Plz.(12)	1	Trucchi's Mkt.
Taunton Mall(15)	1	Bradlees, Stop & Shop
Cape Rd. Plz.	3	K mart, Food Mart

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thur., Fri.; Food-Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-Bradlees; K mart; Caldor.
Variety Stores-Woolworth.
Chain Supermarkets-Stop & Shop; Shaw's 2; Trucchi's 2; Food Mart.
Chain Drug Stores-Brook's; Rite Aid; CVS.
Other Chain Stores-Goodyear; Benny's Auto supplies; Fanny Farmer; Sears (catalog); Montgomery Ward; Goodrich; Firestone; Puritan Clothing; Radio Shack; Cherry & Webb; Pobers (Empire Clothing); JCPenny (catalog).

14 - NEWSPAPERS: GAZETTE (e) 14,090; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Margaret V. Glidden, Adv. Mgr., GAZETTE, 5 Cohannet St., Taunton, MA 02780; Tel. (617) 822-7121.
National Representative: Thomson Newspapers.

WAKEFIELD

1 - LOCATION: Middlesex County. (In Boston PMSA) E&P Map E-1. 10 mi. N of Boston. On State Hwys. 128, 129. 3 mi. from U.S. Hwy. 1.

2 - TRANSPORTATION: **Railroads**-B&M.

3 - POPULATION:
Corp. City 80 Cen. 24,895; E&P 85 Est. 24,835
County 80 Cen. 1,367,034; E&P 85 Est. 1,383,188
PMSA 80 Cen. 3,030,841; E&P 85 Est. 3,096,034

4 - HOUSEHOLDS:
City 80 Cen. 8,650; E&P 85 Est. 8,791
County 80 Cen. 476,201; E&P 85 Est. 496,820
PMSA 80 Cen. 998,915; E&P 85 Est. 1,155,440

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$43,310,039
Savings	2	$477,433,142
Co-Op	1	$13,821,276

6 - PASSENGER AUTOS: County Est. 990,000 (1981)

7 - ELECTRIC METERS: Residence 8,627

8 - GAS METERS: Residence 4,472

9 - PRINCIPAL INDUSTRIES: Type of Mfg.-Apparel; Lumber & Wood Pdts.; Furn. & Fixt.; Print., Pub.; Chemicals; Leather; Stone; Clay & Glass; Metal & Fab.; Mach. (not electrical); Electrical Goods; Rattan Furniture; Shoes; Valves; Fibre Products and Mats; Jewelry; Model Airplanes; Celluloid Novelties; Electrical Equipment and Apparatus; Furniture Frames; Handcraft Materials; Oilless Bearings; Fuel Oil; Storage Tanks; Cement Blocks; Electronics; Gears; Transistors.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Burlington Mall(64)	8	Filene's, Radio Shack, Jordan Marsh
New England(34)	5	Sears, Woolworth
Northshore(87)	12	Filene's, Sears, Jordan Marsh
Redstone(27)	2	Almy's, Caldor, Star Mkt.
Saugus	4	T.J. Maxx
Saugus Plaza(17)	4	Osco, Zayre

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Kline's.

14 - NEWSPAPERS: ITEM (e-mon to fri) 6,530; sworn Oct. 2, 1984.
Local Contact for Advertising and Merchandising Data: Ms. Willette Brooks, Adv. Dir., ITEM, 26 Albion St., Wakefield, MA 01880; Tel. (617) 245-0080.
National Representative: None.

WALTHAM

1 - LOCATION: Middlesex County (In Boston PMSA) E&P Map D-2. 9 mi. W of Boston; 5 mi. NW of Newton. On U.S. Hwy. 20. State Hwys. 128, 60, 117.

2 - TRANSPORTATION: **Railroads**-Amtrak. Local Transit Service: MBTA.
Motor Freight Carriers-10.
Intercity Bus Lines-MBTA. Boston & Worcester; Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 58,200; E&P 85 Est. 56,880
CZ-ABC: (80) 58,200
RTZ-ABC: (80) 191,852
PMSA 80 Cen. 3,030,841; E&P 85 Est. 3,096,034
County 80 Cen. 1,367,034; E&P 85 Est. 1,383,188
City & RTZ-ABC: (80) 250,052

4 - HOUSEHOLDS:
City 80 Cen. 20,594; E&P 85 Est. 20,733
County 80 Cen. 476,201; E&P 85 Est. 496,820
PMSA 80 Cen. 998,915; E&P 85 Est. 1,155,440
CZ-ABC: (80) 20,594
RTZ-ABC: (80) 66,730
City & RTZ-ABC: (80) 87,324

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$198,437,208
Savings	5	$128,434
Savings & Loan	3	$89,278,462
Co-operative	1	$4,898,618

6 - PASSENGER AUTOS: County Est. 900,000 (1981)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 26,274; Whole & Ret. 9,320; Contract Const. 1,141; Trans. & Comm. 1,302; Services: Research & Development 15,694; Gov't 6,354; Fin., Ins. & Real Estate 1,696; 200 Industrial Establishments in City.
Principal Industrial Pay Days-Thur., Fri.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Center-10 blocks on Moody St.; 13 on Main St; Lexington St.; River St.
Neighborhood Shopping Centers-Warren St.; Upper Main St.; Newton & Main Sts.; South St.; High St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arsenal Marketplace	4	Ann & Hope, Marshall's
Auburndale(8)	2	Star, Garb Drug
Chestnut Hill	6	Star, Stop & Shop, Bloomingdale's, Filene's
Newton Corner	4	Hi-Lo
Newton Centre	5	106 specialty shops
Newtonville	3	Star, Purity-Supreme
Newton Nonantum	4	6 Blocks
Newton Highlands	5	Purity-Supreme, Siesta Sleep Shop
Newton Lower Falls	5	Grossman's
Newton Upper Falls	6	Marshall's
Watertown Mall(44)	4	Bradlees, Anderson-Little
River St. Plz.	2	Zayre, Osco, Anderson-Little
Wal-Lex(18)	2	Stop & Shop
Waltham Plz.(10)	2	Star Mkt., Osco

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Wed. & Fri.; Furniture-Mon., Wed., Fri.; Food-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Grover Cronin; Bloomingdale's; Filene's.
Variety Stores-Woolworth.
Discount Stores-Zayre; Marshall's; Bradlees; Ann & Hope.
Chain Drug Stores-Osco; CVS; Garb; Hubbard; Heartland.
Chain Supermarkets-Star Mkt. 5; Stop & Shop 4; Purity Supreme 2; Waltham Super Mkt.; Heartland.
Other Chain Stores-Thom McAn; Singer Sewing; Sears; Cummings (Women's Fashions); Anderson-Little; Hanlon's Shoes; Hit or Miss (Women's Fashions); Radio Shack; Fayva; Firestone; Goodyear; Grossman's; Midas Muffler; Women's World Health Spa.

14 - NEWSPAPERS: NEWS-TRIBUNE (e-mon to fri) 13,375; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Robert S. Katz, Adv. Dir., NEWS-TRIBUNE, 18 Pine St., PO Box 69, Waltham, MA 02254; Tel. (617) 893-1670.
National Representatives: Landon Associates; U.S. Suburban Press.

WESTFIELD

1 - LOCATION: Hampden County. (In Springfield MSA). E&P Map B-2. 10 miles W of Springfield, on Hwys. 10, 20, 202, the MA Tpke. and I-91. Situated in the foothills of the Berkshires on Exit 3 of the MA Tpke.

2 - TRANSPORTATION: **Railroads**-Conrail.
Intercity Bus Lines-Peter Pan-Springfield which is accessible to Greyhound, Vermont Transit, Interstate Trailways.
Airlines-American; United; Northeast; Trans-World; USAir; New England Air; Mass. Helicopter and daily airline flights to La Guardia at Bradley International Field.
Local Airport-Barnes Airport with private facilities. Also Cessna Aircraft. Barnes Airport is home base of 104th Tactical Fighter Squadron A.N.G.F.A.A. Control Tower Operations.

3 - POPULATION:
Corp. City 80 Cen. 36,465; E&P 85 Est. 39,972
County 80 Cen. 443,018; E&P 85 Est. 451,976
PMSA 80 Cen. 515,259; E&P 85 Est. 530,957

4 - HOUSEHOLDS:
City 80 Cen. 12,404; E&P 85 Est. 13,931
County 80 Cen. 158,027; E&P 85 Est. 166,352
PMSA 80 Cen. 182,849; E&P 85 Est. 196,017

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$800,000,000
Cooperative	1	$33,000,000
Savings & Loan	1	$635,000,000
Savings	3	$754,053,724

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence Est. 10,000

8 - GAS METERS: Residence Est. 8,000

9 - PRINCIPAL INDUSTRIES: Bicycles; School Furniture; Boilers & Heating Apparatus; Firearms; Abrasive Grains & Powders; Tools; Dies; Gauges; Precision Parts; Envelopes and Stationery; Wholesale & Retail Lumber; Cigars; Radiators; Household Brushes and Cleaners; Fine Papers; Grinding Wheels & Greeting Cards; Computer Hardware Peripherals.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-91; Summer 36-100; Fall 17-84; Winter 4-56. First killing frost, Sept. 17; last killing frost, May 3.

11 - TAP WATER: Combination of two sources. Very soft and very hard (well water). Not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Westgate Plaza(15)	NA	First National, Ames
Big Y(6)	NA	Big Y Foods
Little River Plz.(6)	NA	Shop Rite, Genovese
Westfield Shops (16)	NA	Steiger's, Food Mart, JCPenney
K mart Plz.(6)	NA	K mart
Holyoke Mall	10	G. Fox, JCPenney, Sears, Steiger's

13 - RETAIL OUTLETS: Department Stores-Ames.
Variety Stores-K mart; Caldor; Newberry.
Chain Drug Stores-Rite Aid; Brooks; Genovese.
Chain Food Stores-Food Mart; Big Y; A&P; Open Pantry Foods; Silver Superette; Edward's Food Warehouse; Shop Rite; Wemette's; Dairy Mart.

Other Chain Stores-Thom McAn; Sherwin-Williams; JCPenney; Singer Co.

14 - NEWSPAPERS: NEWS (e-mon to fri; m-sat) 5,523; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Thomas Kies, Adv. Dir. NEWS, 62 School St., Westfield, MA 01085; Tel. (413) 562-4181.
National Representative: Landon Associates.

WOBURN

1 - LOCATION: Middlesex County, (In Boston PMSA), E&P Map E-1. 10 mi. NW of Boston; State Hwys. 3, 128, 38; Interstate Hwy. 93.

2 - TRANSPORTATION: **Railroads**-Boston & Maine.

Intercity Bus Lines-MBTA.

3 - POPULATION:
Corp. City 80 Cen. 36,626; E&P 85 Est. 36,520
County 80 Cen. 1,367,034; E&P 85 Est. 1,383,188
PMSA 80 Cen. 2,204,238; E&P 85 Est. N.A.

4 - HOUSEHOLDS:
City 80 Cen. 12,393; E&P 85 Est. 12,680
County 80 Cen. 476,201; E&P 85 Est. 496,820
PMSA 80 Cen. 998,915; E&P 85 Est. N.A.

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	8	$180,000,000
Commercial	10	$431,000,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: 18,326

8 - GAS METERS: Residence 5,240

9 - PRINCIPAL INDUSTRIES: Mfg.: Gelatin.
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-65; Summer 62-100; Fall 38-65; Winter 0-40. First killing frost, Sept. 27; last killing frost, May 15.

11 - TAP WATER: Acid, very hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on Main St.; 1 on Montvale Ave.; Bradlees Ctr.; E-Z Way Ctr.; Star Mkt.; Radio Shack; Osco; Toys 'R Us; Barnes & Noble; Woburn Mall (35 units); Lechmere Discount Fabric; De Moulas Mkt.
Neighborhood Shopping Centers-Central Sq.; S. End.; E Woburn; N Woburn.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Grant City Plz.(12)	NA	Zayre
Economy(70)	NA	Almy's, Lee Ward's
N. Woburn Plz.(6)	2	Zayre, Purity Mkt.
Woburn Plz.(19)	2	Star Mkt., Toys 'R Us
Burlington Vlg. Mall(28)	4	Caldor, De Moulas, Loehman's
Burlington Mall (64)	5	Sears, Filene's, Lord & Taylor, Kennedy's, Herman's, Jordan Marsh
Crossroads Plz. (23)	3	Heartland, Ethan Allen, Value Mdse., Service Mdse.
Redstone Plz.(27)	NA	Woolworth, Almy's, Star Mkt., Caldor

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-Gorin's; Lechemere.
Discount Stores-Zayre; Bradlees; Toys 'R Us.
Variety Stores-Gorins.
Chain Drug Stores-CVS; Osco; Big L.
Chain Supermarkets-Purity; Star; De Moulas.

14 - NEWSPAPERS: TIMES AND CHRONICLE (e-mon to fri) 15,437; June 30, 1984 CAC.
Local Contact for Advertising and Merchandising: Thomas R. Kirk, Adv. Dir., TIMES AND CHRONICLE, 25 Montvale Ave., Woburn, MA 01801; Tel. (617) 933-3700.
National Representatives: American Newspaper Representatives; U.S. Suburban Press, Inc.

WORCESTER

1 - LOCATION: Worcester County (MSA), E&P Map D-2, County Seat. Worcester County has 2 County Seats-Worcester and Fitchburg. Indust., wholesale and educational ctr. Located central Massachusetts, 39 mi. W of Boston; 25 mi. S of Fitchburg; 52 mi. E of Springfield. On U.S. Hwy. 20; I-90, 190, 290, 395, 495; Rte. 9, 12, 140, 146.

2 - TRANSPORTATION: **Railroads**-Conrail; Boston & Maine; Providence & Worcester; Amtrak.
Motor Freight Carriers-111.
Intercity Bus Lines-Greyhound; Trailways; Peter Pan; A-B-C; Gray Lines.
Airlines-Bar Harbor; Euro-American Airfreight; Piedmont; Parker Helicopter Service.

3 - POPULATION:
Corp. City 80 Cen. 161,799; E&P 85 Est. 157,627
CZ-ABC: (80) 258,582
RTZ-ABC: (80) 335,605
City & RTZ-ABC: (80) 594,187
MSA 80 Cen. 402,918; E&P 85 Est. 410,348
County 80 Cen. 646,352; E&P 85 Est. 662,569
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 58,720; E&P 85 Est. 58,343
MSA 80 Cen. 137,858; E&P 85 Est. 149,891
County 80 Cen. 225,323; E&P 85 Est. 238,510
CZ-ABC: (80) 91,803
RTZ-ABC: (80) 115,840
City & RTZ-ABC: (80) 207,643

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	24	$1,702,716,000
Commercial	14	$2,002,603,000

6 - PASSENGER AUTOS: City 77,688; County 332,163

7 - ELECTRIC METERS: Residence 55,178

8 - GAS METERS: Residence 33,430

9 - PRINCIPAL INDUSTRIES: Industry, No. of workers; (Av. Wkly. Wage)-Mach. (except Electrical) 10,200 ($411); Fab. Metals 8,600 ($365); Primary Metals 2,400 ($374); Textile Prods. 3,600 ($279); Leather Prods. 1,100 ($213); Printing & Pub. 2,200 ($271); Mfg. 47,800 ($345); Constr. 6,100; Trans. & Util. 7,600; Whol. & Rel. Trade 40,800; Fin., Insur. & R.E. 10,800; Serv. & Mining 40,400.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-53; Summer 58-77; Fall 41-59; Winter 18-33. First killing frost, Oct. 3; last killing frost, Apr. 26.

11 - TAP WATER: (City) Neutral, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-Central Business District (Census Tract 7,317) (76 blks. in 285 acres).
Neighborhood Shopping Centers-16 blks. at Main & Park Ave.; 5 at W Boylston & Norton Co.; 6 at Lincoln & Burncoat; 6 at Pleasant & Chandler (Tatnuck Sq.); 8 at Grafton & Hamilton; 6 at Water & Millbury Sts.; 2 at Millbury & Greenwood; 4 at Burncoat & Mountain.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Auburn Plz.(66) Auburn	7	T.J. Maxx.
County Plz.(6) N. Grafton	5	Mart
The Fair(11)	4	The Fair
Fairlawn(15) Shrewsbury	4	Wonder Food Warehouse, Fairlawn Liquors
Lawnfair	1	Zayre
Lincoln Plz.(30)	3	Big D, Zayre
Webster Sq.(14)	3	Zayre, Iandoli's
White City(38) (Shrewsbury)	3	Bradlees, Child World, Food World
Grafton Hill Plz.(16)	3	The Mart
Auburn Mall Plz.(66) (Auburn)	NA	Sears, Caldor
Gold Star(5)	1	Food Village
Holden Plz.(7)	NA	Benson's
Rutland(2)	NA	Honey Farms
Ricco's(13)	NA	Ricco's
Westmeadow	NA	Stop-N-Shop, Bradlees
Westboro(35)	NA	Caldors, Julio's
Worcester Ctr.(100)	1	Filene's, Jordan Marsh
Worcester South Plaza(16)	NA	Caldors, Zayres

Principal Shopping Days-Wed., Fri., Sat., Sun.
Stores Open Evenings-Gen. Mdse.-Mon. through Sat.; Food-Wed., Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores**-Filene's; Sears; R.H. White, Jordan Marsh.
Discount Stores-Bradlees; Spag's; Zayre 4; The Mart; The Fair 2; Caldor 3; Stuarts.
Variety Stores-McCrory.
Chain Drug Stores-Vernon 2; Beacon 2; CVS 15; Rix; Monahan 5; Medi Mart; Rite Aid; Archer Kent 2.
Chain Supermarkets-Stop & Shop; Iandoli's 12; Big Discount 8.
Other Chain Stores-Clothing: Anderson Little 2, Shacks 2, Wallachs, Chess King 2; Women's Wear: Casual Corner, Lerner Shops 2, Lane Bryant, T.J. Maxx 2, Foxmoor 2, Cherry Webb & Touraine 2; Auto Accessories: Sears, Western Auto, Firestone 2, Shoes: Thom McAn 7, Regal, Mores, Hanover, Fayva 3; Other: Fanny Farmer 2.

14 - NEWSPAPERS: TELEGRAM (m) 56,197; GAZETTE (e) 85,133; (m&e) 141,330; TELEGRAM (S) 126,115; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: John P. Connolly, Gen. Adv. Mgr., TELEGRAM-GAZETTE, 20 Franklin St., Worcester, MA 01613-0666; Tel. (617) 793-9100.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

MICHIGAN SURVEYS

METROPOLITAN STATISTICAL AREAS

Battle Creek-Calhoun County.
Benton Harbor-Berrien County.
Flint-Genesse County.
Grand Rapids-Kent and Ottawa Counties.
Jackson-Jackson County.
Kalamazoo-Kalamazoo County.
Lansing-East Lansing-Clinton, Eaton and Ingham Counties.
Muskegon-Muskegon County.
Saginaw-Bay City-Midland-Bay, Midland and Saginaw Counties.

PRIMARY METROPOLITAN STATISTICAL AREAS

Ann Arbor-Washtenaw County.
Detroit-Lapeer, Livingston, Macomb, Monroe, Oakland, St. Clair and Wayne Counties.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Detroit-Ann Arbor-Includes Ann Arbor PMSA and Detroit PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1986**
Under 5 Years	805	685	677
5-14 Years	1,906	1,529	1,511
15-24 Years	1,577	1,793	1,771
25-44 Years	2,087	2,544	2,513
45-64 Years	1,757	1,795	1,773
65 and Over	750	912	901
TOTAL	8,882	9,258	9,146

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1977 Census**	**1982 Census**	**1986 Est.**
Bldg. Mat./Hdwr	1,683	1,756	2,374
General Mdse	4,381	4,928	5,883
Food	6,608	8,350	9,104
Automobiles	7,433	7,432	11,381
Gasoline Stations	2,591	3,981	3,975
Apparel	1,642	2,222	2,756
Furniture	1,491	1,631	2,385
Eat-Drink Places	2,696	3,755	4,530
Drugs	1,050	1,494	1,895
TOTAL SALES	31,677	39,216	47,390

ADRIAN

1 - LOCATION: Lenawee County, E&P Map C-5, County Seat. Agriculture and dairy area. 59 industries, 2 colleges. 75 mi. SW of Detroit, 35 mi. NW of Toledo. 210 mi. E of Chicago, in SE corner of state. On U. S. Hwy. 223; State Hwys. 34, 52.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western; Conrail (freight); Toledo & Ironton (freight).
Motor Freight Carriers-14.
Intercity Bus Lines-North Star.
Airlines-Betz; Morenci; Adrian Mnpl.; Tecuseh.

3 - POPULATION:
Corp. City 80 Cen. 21,186; E&P 85 Est. 21,727
CZ-ABC: (80) 21,186
RTZ-ABC: (80) 68,762
County 80 Cen. 89,948; E&P 85 Est. 90,310
City & RTZ-ABC: (80) 89,948

4 - HOUSEHOLDS:
City 80 Cen. 8,676; E&P 85 Est. 7,200
County 80 Cen. 30,044; E&P 85 Est. 31,122
CZ-ABC: (80) 7,241
RTZ-ABC: (80) 22,803
City & RTZ-ABC: (80) 30,044

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$210,000,000
Savings & Loan	2	$190,000,000

6 - PASSENGER AUTOS: County 47,680

7 - ELECTRIC METERS: Residence 28,000

8 - GAS METERS: Residence 9,466

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Aluminum 500 ($250); Auto Parts 2,562 ($300); Paper Pdts. 167 ($178); Laboratory Equipt. 269 ($230); Woodworking 894 ($235); Planting 80 ($215); Refrigeration 1,906 ($250); Screw Machine Pdts. 622 ($250); Plastic Parts Pdts. 904 ($230); Chemicals 330 ($210).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-69; Summer 60-72; Fall 47-70; Winter 23-36. First killing frost, Oct. 10-20; last killing frost, May 1-10.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Main St.; 3 on Maumee St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Adrian Mall(50)	3	Sears, JCPenney, Woolworth
Adrian Plaza(7)	5	County Market, Super Valu
Delco Plaza	NA	
Southland Plz.(14)	NA	
Spielman(7)	NA	
Westgate(2)	NA	Kroger, K mart

Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Klines; Sears.
Discount Stores K mart; Meijer's Thrifty Acres.
Variety Stores-Woolworth.
Chain Drug Stores-Muir's; SupeRx; Arbor; Rite Aid.
Chain Supermarkets-Kroger 2; Meijer's Thrifty Acres; Country Market.
Other Chain Stores-Firestone; Ace Hardware; Jo-Ann Fabrics; Singer Co.; Acme Paint; Auto Parts, Inc.; Allen Shoes; Osterman Jewelers; Fanny Farmer Candies; Mode O'Day; American Greetings; Pick Way; Quality Farm & Fleet; TG&Y; Valuland.

14 - NEWSPAPERS: TELEGRAM (e) 17,076; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Doug Farrell, Adv. Mgr., TELEGRAM, 133 N. Winter St., Adrian, MI 49221; Tel. (517) 265-5111.
National Representative: Thomson Newspapers.

ALBION

1 - LOCATION: Calhoun County, (In Battle Creek MSA) E&P Map C-5. 96 mi. W of Detroit; 180 mi. E of Chicago. On U.S. Hwy. I-94, halfway between Battle Creek and Jackson; State Hwy. M-99.

2 - TRANSPORTATION: **Railroads**-Amtrak.
Intercity Bus Lines-Greyhound.
Airlines-Republic at Jackson.

3 - POPULATION:
Corp. City 80 Cen. 11,059; E&P 85 Est. 10,468
County/MSA 80 Cen. 141,557; E&P 85 Est. 141,224

4 - HOUSEHOLDS:
City 80 Cen. 3,999; E&P 85 Est. 3,493
County/MSA 80 Cen. 51,123; E&P 85 Est. 52,626

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$34,652,760
Savings & Loan	2	$15,573,295

6 - PASSENGER AUTOS: County 75,998

7 - ELECTRIC METERS: Residence 2,060

8 - GAS METERS: Residence 3,392

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Foundries 500; Wire Prod. 200; Insulation 250; Machine Tools 26. Ind. Wkly. Wages $255.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Superior St. & 1 west on 5 cross sts.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plz.(3)	1	K mart

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Thur.; Shopping Ctr. and Food nightly.

13 - RETAIL OUTLETS: Chain Drug Stores-American Drug Discount; Perry's.
Chain Supermarkets-Felpausch; Foodland.
Other Chain Stores-Western Auto; Nu Vision.

14 - NEWSPAPERS: EVENING RECORDER (e-mon to fri) 3,143; sworn Sept.30, 1984.
Local Contact for Advertising and Merchandising Data: Paul Bedient, Adv.Mgr., ALBION EVENING RECORDER, 111 W. Center St., Albion, MI 49224; Tel. (517) 629-3984.
National Representative: None.

ALMA

See MOUNT PLEASANT

ALPENA

1 - LOCATION: Alpena County, E&P Map D-3, County Seat. Located 234 mi. N of Detroit, on Thunder Bay, Lake Huron. On U.S. Hwy. 23 and State Hwy. M-32.

2 - TRANSPORTATION: Railroads-Detroit and Mackinac.
Motor Freight Carrier-Jones Transfer.
Intercity Bus Lines-Great Lakes; Greyhound.
Airlines-Simmons.

3 - POPULATION:
Corp. City 80 Cen. 12,214; E&P 85 Est. 11,900
CZ-ABC: (80) 22,366
RTZ-ABC: (80) 33,276
County 80 Cen. 32,315; E&P 85 Est. 32,950
City & RTZ-ABC: (80) 55,642
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,574; E&P 85 Est. 3,950
County 80 Cen. 11,151; E&P 85 Est. 11,750
CZ-ABC: (80) 7,936
RTZ-ABC: (80) 11,613
City & RTZ-ABC: (80) 19,549

5 - BANKS	NUMBER	EST. DEP.
Full Service	2	$380,000,000
Savings & Loan	2	$150,000,000

6 - PASSENGER AUTOS: County 17,500

7 - ELECTRIC METERS: Residence 5,600

8 - GAS METERS: Residence 5,700

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Cement 600 ($520); Machines 400 ($440); Auto Trim 130 ($160); Paper 300 ($300); Hardboard 550 ($350); Foundry 125 ($275).

10 - CLIMATE: Min. & Max. Av. Temp.-Spring 41-59; Summer 54-72; Fall 30-43; Winter 15-30.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alpena Shopping Ctr.(15)	NA	Perry, Shoprite Kresge
Giantway Plaza(3)	2	Midway Fam. Ctr. Fisher's Big Wheel
Ripley Square(4)	1	A&P, Western Auto
Thunder Bay(5)	1	Super Foods, Revco
Alpena Mall(29)	1	K mart, JCPenney

Principal Shopping Days-Mon., Fri., Sat.; stores open 6 nights & Sunday afternoon.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Vaughn; Kotwicki's.

Discount Stores-Big Wheel; Midway Family Ctr.; K mart.

Variety Stores-McLellan's; Kresge's; Ben Franklin; Disco; Western Auto; Gamble's.
Chain Drug Stores-Spen's Walgreens; Perry; Revco.
Chain Supermarkets-A&P; Midway 2; Super Foods; Perch's IGA; Lakeshore Spartan.

Other Chain Stores-Kinney Shoes; Gen. Nutrition Ctr.; Sherwin-Williams; Singer; Mont. Ward; Sears (catalog); Gately's; Western Auto; Radio Shack; Holiday Inn; Erb Lumber; Wickes Lumber; Fashion Bug; Beverleys; Circus World.

14 - NEWSPAPERS: NEWS (e) 12,464; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Edward Robin, Adv. Mgr., NEWS, 130 Park Place, Alpena, MI 49707; Tel. (517) 354-3111.
National Representative: None.

ANN ARBOR

1 - LOCATION: Washtenaw County, (PMSA), E&P Map D-5, County Seat. Home of University of Michigan; 36 mi. W of Detroit. On U.S. Hwys. I-94 & 23; State Hwy. 14.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak.

Motor Freight Carriers-6
Intercity Bus Lines-Greyhound; Brooks; Shortway; AATA.
Airlines-14 major airlines at Detroit Met. Airport (23 mi.).

3 - POPULATION:
Corp. City 80 Cen. 107,316; E&P 85 Est. 112,204
CZ-ABC: (80) 124,053
RTZ-ABC: (80) 234,680
County/PMSA 80 Cen. 264,748; E&P 85 Est. 266,726
CZ & RTZ-ABC: (80) 358,733
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 39,976; E&P 85 Est. 40,702
County/PMSA 80 Cen. 92,937; E&P 85 Est. 96,548
CZ-ABC: (80) 45,344
RTZ-ABC: (80) 78,984
CZ & RTZ-ABC: (80) 124,328

5 - BANKS	NUMBER	DEPOSITS
Savings	5	$809,870,000
Savings & Loan	3	$602,700,000

6 - PASSENGER AUTOS: County 140,974

7 - ELECTRIC METERS: Residence 34,951

8 - GAS METERS: County 62,000

9 - PRINCIPAL INDUSTRIES: Appliance & Automotive; Bearings, Balls; Research & Dev. Space Transportation; Remote Sensing & X-Ray; Research & Dev. New Drugs; Microfilm Mfg.
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-56; Summer 60-81; Fall 43-60; Winter 19-33. First killing frost, Oct 24; last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Areas-5 blocks on Main St.; 3 on Liberty St.; 3 on Washington St., 3 on Huron St.; 2 on Fourth Ave.; 2 on Ashley St. Campus Area; 3 on State St.; Nickels Arcade; 1 on E. Liberty St.; 1 on N. University Ave.; 1 on Maynard; 3 on S. University Ave.
Neighborhood Shopping Centers-Packard and State Sts., 2 blocks on Packard St.; 1 block on State St.; E Ann Arbor.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arborland(30)	NA	Service Mdse., Marshall's, Burlington Coat, Toys 'R Us
Westgate(14)	NA	True Value Hdwe., Perry Drugs, Kroger
Maple Village(34)	NA	K mart
Briarwood(120)	NA	Sears, Hudsons, Lord & Taylor, JCPenney
Georgetown Mall(24)	NA	Perry Drugs, Kroger
Lamp Post(7)	NA	
Plymouth Green(9)	NA	Kroger, SupeRx
Plymouth Mall(24)	NA	Perry Drugs, Showerman's
Carpenter/ Packard(14)	NA	Farmer Jack, Best Products

Stores Open Evenings-Department Stores-Mon., Fri.; Briarwood-Mon. through Sat.; Food-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Klines; Jacobsons; JCPenney; Hudsons; Lord & Taylor.
Variety Stores-Kresge.
Discount Stores-K mart; Meijer's; Best Products; Service Mdse.
Chain Drug Stores-Richardson's 3; Food & Drug Mart; Perry.
Chain Supermarkets-Kroger 6; Farmer Jack 2; Meijer's.
Other Chain Stores-Singer Co.; Firestone; Fotomat; Gantos; J. Riggings; Englanders; Kinney; Winkelman's; Hughes & Hatcher; Bakers; Marshall's; Burlington Coat.

14 - NEWSPAPERS: NEWS (e) 48,935; (S) 58,082; Mar. 31, 1985 ABC.
Local Contact for Advertising & Merchandising Data: Gilbert Campbell, Mktg. Mgr., NEWS, 340 E. Huron St., Ann Arbor, MI 48104; Tel. (313) 994-6989.
National Representative: Newhouse Newspapers Metro Suburbia.

BAD AXE

1 - LOCATION: Huron County, E&P Map D-4. 85 mi. to Port Huron, 60 mi. NE of Bay City.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 3,184; E&P 85 Est. 3,284
CZ-ABC: (80) 3,184
RTZ-ABC: (80) 39,410
County 80 Cen. 36,459; E&P 85 Est. 36,367
City & RTZ-ABC: (80) 42,594

4 - HOUSEHOLDS:
City 80 Cen. 1,185; E&P 85 Est. 967
County 80 Cen. 12,764; E&P 85 Est. 13,155
CZ-ABC: (80) 1,185
RTZ-ABC: (80) 13,646
City & RTZ-ABC: (80) 14,831

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$165,900,000
Savings & Loan	1	$130,345,155

6 - PASSENGER AUTOS: County 19,654

7 - ELECTRIC METERS: Residence County 19,134

8 - GAS METERS: Residence County 9,650

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Machines 1,350 ($250); Food 30 ($190).

10 - CLIMATE: Min. & Max. Temp.-Spring 44-56; Summer 66-77; Fall 48-56; Winter 24-31.

11 - TAP WATER: Hard (22 gr. per gal.), Iron (0.2 parts per million).

12 - RETAILING: Principal Shopping Center-Downtown Bad Axe on Huron Ave. (open til 9 pm on Fri.).
Neighborhood Shopping Centers-Westland-3/4 mile on West Huron (4 stores); Northgate 1/2 N on M-53 (9 stores).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Sears; Polewach Stores; Kritzman's; Fishers Big Wheel; Montgomery Ward.
Discount Stores-Mill End Store; Norman's Discount Clothing; K mart.
Variety Stores-Glass; Ben Franklin; Dibble's.
Chain Drug Stores-Perry.
Chain Supermarkets-Farmer Jack; Spartan.

14 - NEWSPAPERS: HURON TRIBUNE (e-mon to fri) 9,154; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Dennis M. Mesnard, Adv. Dir., HURON TRIBUNE, 211 N. Heistermann, Bad Axe, MI 48413; Tel. (517) 269-6461.
National Representative: Hearst Advertising Service.

BATTLE CREEK

1 - LOCATION: Calhoun County (MSA), E&P Map C-5. At merging of Battle Creek & Kalamazoo Rivers, 24 mi. from Kalamazoo; 45 mi. SW of Lansing, midway bet. Detroit & Chicago. On U.S. Hwy. I-94; State Hwys. 37, 66, 196, 89, 96.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail (freight); Grand Trunk (freight).
Motor Freight Carriers-31.
Intercity Bus Lines-Greyhound; Indian Trails.
Airlines-Air Wisconsin; Allegheny Commuter.

3 - POPULATION:
Corp. City 80 Cen. 35,724; E&P 85 Est. 33,909
CZ-ABC: (80) 92,311
RTZ-ABC: (80) 164,626
County/MSA 80 Cen. 141,557; E&P 85 Est. 141,224
City & RTZ-ABC: (80) 256,937
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 14,124; E&P 85 Est. 13,961
County/MSA 80 Cen. 51,123; E&P 85 Est. 52,626
CZ-ABC: (80) 34,476
RTZ-ABC: (80) 55,982
City & RTZ-ABC: (80) 90,458

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$5,316,679,000
Savings & Loan	2	$800,209,000

6 - PASSENGER AUTOS: County 75,998

7 - ELECTRIC METERS: Residence 89,000

8 - GAS METERS: Residence 29,268

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food 6,700; Machy. (non-elect.) 3,600; Metal 3,000; Paper 1,000; Av. Wkly. Wage N.A.
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Av. Temp.-Spring 13-92; Summer 40-100; Fall 10-72; Winter -3-51. First killing frost, Oct. 13; last killing frost, May 10.

11 - TAP WATER: Alkaline, very hard; fluoridated. Twps., not fluoridated, very hard.

12 - RETAILING: Principal Shopping Centers-5 blocks on Michigan Ave., 3 on Capital Ave. Lakeview Square Mall.
Neighborhood Shopping Centers-3 blocks on Capital Ave. SW, 2 on Michigan Ave.; 3 on E. Michigan & Porter St.; 1 on Capital NE; 2 on Main St.; Columbia Plaza on 20th St.; Urbandale Plaza on W. Michigan.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Columbia Plz.(24)	3	Woolworth, Rite Aid, Felpausch
Lakeview	3	
Lakeview Square(82)	NA	Sears, JCPenney, J.L. Hudson
Urbandale Pl.(14)	3	Felpausch, Rite Aid
Meijer's Thrifty Acres	4	Meijer's

Principal Shopping Days-Sat., Sun.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; J.L. Hudson; Herp's.
Discount Stores-Meijer's Thrifty Acres; K mart.
Variety Stores-Woolworth; Ben Franklin; G.L. Perry.
Chain Drug Stores-Rite-Aid 3; Walgreens; Osco; Perry; CVS.
Chain Supermarkets-Meijer; Cut Rate 4; Felpausch 4; Orchard Park 2; Jewel Foods.
Other Chain Stores-Shoes: Nobil's, Kinney, Butler's, Hanover's, Sibley's; Auto Supply: Firestone; Paint: Sherwin-Williams; Candy: Fanny Farmer, Fannie May.

14 - NEWSPAPERS: ENQUIRER (e-mon to fri) 29,750; (m-sat) 29,328; (S) 38,768; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: J. F. Newman, Adv. Dir., ENQUIRER 155 W. Van Buren, Battle Creek, MI 49016; Tel. (616) 964-7161.
National Representative: Gannett Media Sales.

BAY CITY

1 - LOCATION: Bay County (In Saginaw-Bay City-Midland MSA), E&P Map C-4, County Seat. Industrial ctr. Situated on Saginaw River 3 mi. from its junction with Saginaw Bay, an arm of Lake Huron. Served by Lake Freighters, sea-going freighters & oil tankers. On U.S. Hwys. 23, I-75 & 10, and State Hwys. 15, 13, 25, 84 and 247.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio; Detroit & Mackinac; Grand Trunk; Western.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Indian Trails.
Airlines-United; Republic; Freedom; Simmons.

3 - POPULATION:
In PMA:
Corp. City 80 Cen. 41,593; E&P 85 Est. 37,125
CZ-ABC: (80) 78,776
Bal. In Bay Co.: (80) 41,105
Bal. in NDM-ABC: (80) 132,858
County 80 Cen. 119,881; E&P 85 Est. 118,456
MSA 80 Cen. 421,518; E&P 85 Est. 419,707
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
In PMA:
City 80 Cen. 15,545; E&P 85 Est. 14,395
County 80 Cen. 41,348; E&P 85 Est. 42,193
CZ-ABC: (80) 28,453
Bal. in Bay Co.: (80) 12,895

Bal. in NDM-ABC: (80) 47,751
MSA 80 Cen. 141,962; E&P 85 Est. 145,828

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	6	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 64,089

7 - ELECTRIC METERS: Residence 28,706

8 - GAS METERS: Residence 22,783 (Bay City, Essexville, Bangor and Hampton Twsps.)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage)-Auto Parts Mfg. 4,900 ($420); Elec. Trans. & Welding Mach. 725 ($320); Wood Mfg. 200 ($300); Clothing Mfg. 220 ($210); Chem. Mfg. 700 ($360).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-83; Summer 40-91; Fall 24-88; Winter 5-52. First killing frost, Oct. 5; last killing frost, May 12.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Washington; 4 on Ctr.; 3 on N Water; Hampton Sq. Mall on Ctr. Ave. Road; 2 miles E Bay City.

Neighborhood Shopping Centers-6 blocks on Midland St.; 2 on N Johnson; 5 on Columbus; 4 on Broadway; 4 on Salzburg; 10 on Euclid; K mart Plz.

Principal Shopping Days-Fri., Sat., Mon., Wed.
Stores Open Evenings-Fri., Mon., Discount Stores-6 nights; Hampton S Mall-evenings, Sun.

13 - RETAIL OUTLETS: **Department Stores**-W.R. Knepp; JCPenney; Sears; Wiechmann's.
Discount Stores-Items Inc.; K mart; Unclaimed Freight Store; Meijer's Thrifty Acres.
Chain Drug Stores-Valley Walgreens; Clinton Discount; SupeRx.
Chain Supermarkets-Kroger 3; A&P; Ray's Food Fair 5.
Other Chain Stores-Paint: Sherwin-Williams, Stephen's Paint & Wallpaper; Shoes: Merit, Nobil, Kinney; Misc.: Fanny Farmer Candy, Singer, Zale's Jewelry, Firestone.

14 - NEWSPAPERS: TIMES (e) 40,555; (S) 46,491; Sept. 30, 1984 ABC.
Local Contact for Advertising and Marketing Data: Eugene Elridge, Nat'l Adv. Mgr., TIMES, 311 Fifth St., Bay City, MI 48706; Tel (517) 895-8551.
National Representative-Newhouse Newspapers Metro Suburbia.

BENTON HARBOR-ST. JOSEPH

1 - LOCATION: Berrien County, (MSA Benton Harbor), E&P Map B-5. County Seat. Industrial and agricultural center. On U.S. Hwys. 12, 31, 33; State Hwy. M-139; I-94, I-196; 85 mi. from Chicago; 77 mi. from Grand Rapids; 48 mi. from Kalamazoo; 35 mi. from South Bend; 184 mi. from Detroit.

2 - TRANSPORTATION: **Railroads**-Chesapeake & Ohio; Conrail; Amtrak.
Motor Freight Carriers-17.
Intercity Bus Lines-Indiana Motor; Greyhound; Indian Trails; Dial-A-Ride; Berrien County Public Transit.
Airlines-Air Wisconsin.
Lake Shipping-Great Lakes vessels supply area on year round basis with coal, petroleum, cement, limestone and other commodities. Access to East Coast and overseas ports is available through the St. Lawrence Seaway.

3 - POPULATION:
Corp. Cities 80 Cen. 24,329; E&P 85 Est. 21,816
Benton Harbor 80 Cen. 14,707; E&P 85 Est. 13,255
St. Joseph 80 Cen. 9,622; E&P 85 Est. 8,561
NDM-ABC: (80) 209,441
County/MSA 80 Cen. 171,276; E&P 85 Est. 164,738

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Cities 80 Cen. 8,893; E&P 85 Est. 7,908
Benton Harbor 80 Cen. 4,597; E&P 85 Est. 4,226
St. Joseph 80 Cen. 4,296; E&P 85 Est. 3,682
County/MSA 80 Cen. 60,276; E&P 85 Est. 59,825
NDM-ABC: (80) 72,846

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 89,852

7 - ELECTRIC METERS: Residence 66,393

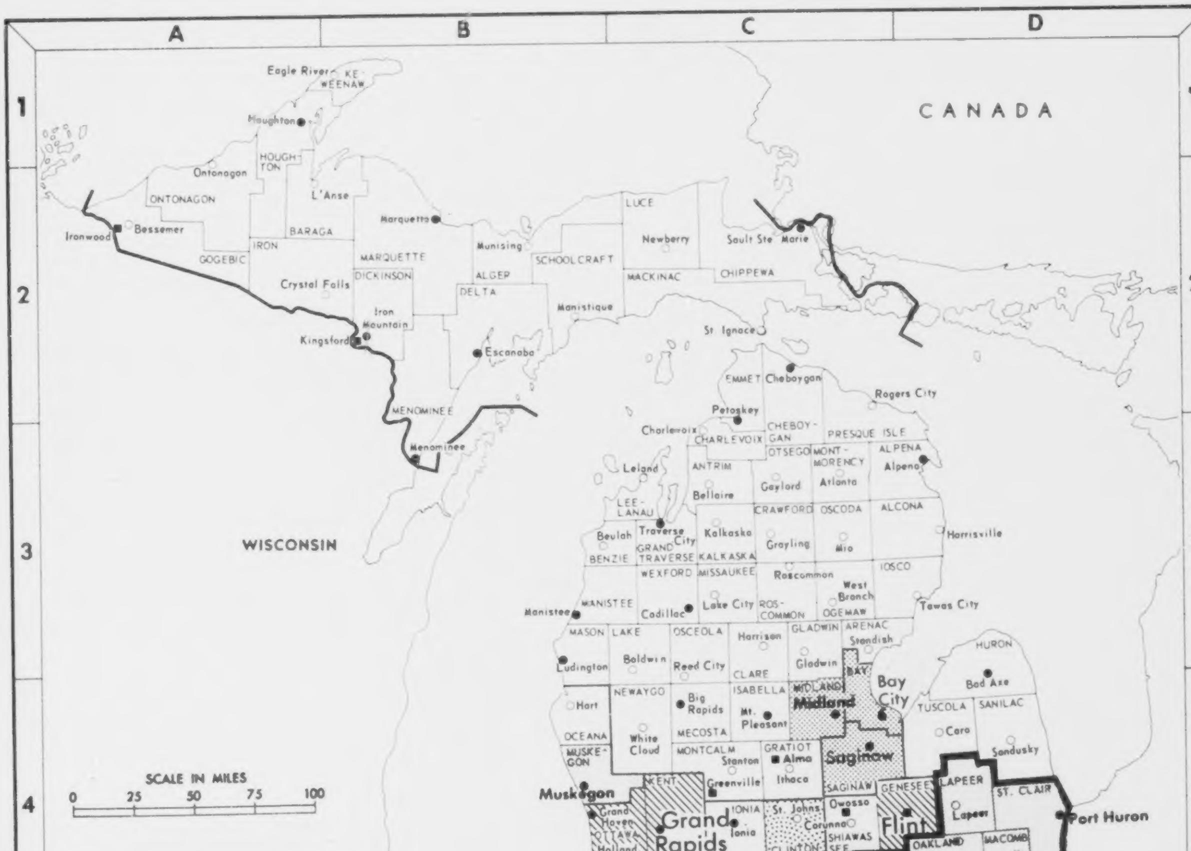
8 - GAS METERS: Residence 31,387

9 - PRINCIPAL INDUSTRIES: 354 Plants (Av. Wkly. Wage $359)-Foundry; Heavy Machinery; Plastics; Aviation Supplies; Fruit Packers; Electronics; Paper Containers; Aluminum Castings; Lab. Equip.; Ind. Rubber Gds.; Home Laundry Equip.; Auto Parts; Hi-Fi Equip.; Lawn Equip. Mfg.; Ptg. Prod.; Hydraulic Pumps; Fruit Pkg.; Concrete; Cement Storage; Petroleum Dist.; Resorts; House Trailers; World's Largest Outdoor Fresh Fruit Mkt.; Transportation Equip. & Production; Wineries; Food Processing.
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-80; Summer 62-90; Fall 32-75; Winter 10-42. First killing frost Oct. 15; last killing frost, May 15.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping District**-14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Ironwood
Bessemer
GOGEBIC
IRON
BARAGA
L'Anse
Marquette
MARQUETTE
Crystal Falls
DICKINSON
Iron Mountain
Kingsford
Munising
ALGER
DELTA
Escanaba
SCHOOLCRAFT
Manistique
LUCE
Newberry
MACKINAC
Sault Ste Marie
CHIPPEWA
St. Ignace
MENOMINEE
Menominee
EMMET
Cheboygan
Rogers City
Petoskey
Charlevoix
CHARLEVOIX
CHEBOYGAN
PRESQUE ISLE
OTSEGO
MONTMORENCY
ALPENA
Alpena
Leland
ANTRIM
Bellaire
Gaylord
Atlanta
LEELANAU
CRAWFORD
OSCODA
ALCONA
Beulah
Traverse City
Kalkaska
Grayling
Mio
Harrisville
BENZIE
GRAND TRAVERSE
KALKASKA
WEXFORD
MISSAUKEE
Roscommon
West Branch
IOSCO
Manistee
MANISTEE
Cadillac
Lake City
ROSCOMMON
OGEMAW
Tawas City
MASON
LAKE
OSCEOLA
Harrison
GLADWIN
ARENAC
Standish
HURON
Ludington
Baldwin
Reed City
CLARE
Gladwin
BAY
Bay City
Bad Axe
NEWAYGO
ISABELLA
MIDLAND
Midland
TUSCOLA
SANILAC
Hart
Big Rapids
Mt. Pleasant
Caro
OCEANA
White Cloud
MECOSTA
MUSKEGON
MONTCALM
Stanton
GRATIOT
Alma
Saginaw
Sandusky
Muskegon
KENT
Greenville
Ithaca
SAGINAW
GENESEE
LAPEER
ST. CLAIR
Grand Haven
OTTAWA
Holland
Grand Rapids
IONIA
Ionia
St. Johns
Owosso
Corunna
SHIAWASSEE
Flint
Lapeer
Port Huron
CLINTON
OAKLAND
MACOMB
Pontiac
Mt. Clemens
ALLEGAN
Hastings
Lansing
East Lansing
Howell
LIVINGSTON
Allegan
BARRY
Charlotte
EATON
Mason
INGHAM
Royal Oak
S. Haven
Kalamazoo
Battle Creek
Ann Arbor
Wayne
Ypsilanti
Detroit
VAN BUREN
Marshall
Albion
Jackson
WASHTENAW
WAYNE
Benton Harbor
St. Joseph
Paw Paw
KALAMAZOO
CALHOUN
JACKSON
MONROE
Dowagiac
CASS
ST. JOSEPH
Coldwater
Hillsdale
LENAWEE
Cassopolis
Three Rivers
Centreville
Adrian
Monroe
BERRIEN
Niles
Sturgis
BRANCH
HILLSDALE
Gary
Hammond
East Chicago
South Bend
Mishawaka
ST. JOSEPH
FULTON
Wauseon
Toledo
WOOD
OTTAWA
Oak Harbor
Port Clinton
Bowling Green
Crown Point
LAKE
Valparaiso
PORTER
SCALE IN MILES
0
25
50
75
100
EDITOR & PUBLISHER
MARKET GUIDE MAP
MICHIGAN
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed area represents Consolidated Metropolitan Statistical Area

blocks on 8 streets.
Neighborhood Shopping Centers-Benton Heights, Fairplain, Red Arrow/Glenlord, Cleveland/Hawthorne, Lakeshore.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairplain Plaza(20)	2	Woolworth
Benton Sq.(4)	4	MC Sports
Southtown(14)	2	Hilltop Foods
Fairplain(2)	4	Jewel Foods
Village Sq.(10)	7	Lakeshore Tru-Valu
Scottdale(5)	4	Ace Hardware
Orchard Mall(66)	1	JCPenney, Sears
Pipestone(2)	4	K mart, Meijer's
Center(4)	5	

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Fri.
Stores Open Sundays-Larger Shopping Centers.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Meijer's.
Variety Stores-Woolworth; Murphy's.
Discount Stores-Tru-Valu; K mart; Bargain Center; The Hilltop.
Chain Drug Stores-Rite-Aid; Osco; Revco; Walgreens.
Chain Supermarkets-Jewel Family; Hilltop 3; Hardings; Meijer's.
Other Chain Stores- Sherwin-Williams; Edicott-Johnson; Zale's; Goodyear; Leath's; PicWay Shoes; Pittsburgh Paint; Fox Jewelers; Radio Shack; Lifestyle; Curtis-Mathes; Payless Shoes; Baker Shoes; Beverly's; Footlocker; Gordon Jewelers; Kinney Shoes; Lerner's Shop; Thom McAn; Naturalizer; Recordtown; Richman Bros; Foxmoor; Susie's Casual; Chess King; Kaybee Toys; Card America; Hanover Shoes; General Nutrition; B. Dalton Books; Motherhood Maternity; Just Pants; Jean Nicole; Casual Corner; York Steak House.

14 - NEWSPAPERS: HERALD-PALLADIUM (e) 36,288; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: William H. Rauh, Nat'l. Adv. Mgr., HERALD-PALLADIUM, 3450 Hollywood Rd., St. Joseph, MI 49085; Tel. (616) 429-2400.
National Representative: Landon Associates.

BIG RAPIDS

1 - LOCATION: Mecosta County. E&P Map C-4. County Seat. Exact center of Lower Peninsula on U.S. Hwy. 131; State Hwy. M-20. Home of Ferris State College; Mfg. and agric. ctr.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-2.
Intercity Bus Lines-Short Way.

3 - POPULATION:
Corp. City 80 Cen. 14,361; E&P 85 Est. 15,684
County 80 Cen. 36,961; E&P 85 Est. 36,983
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,120; E&P 85 Est. 2,770
County 80 Cen. 11,134; E&P 85 Est. 11,424

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$4,393,654
Commercial	2	$42,446,904

6 - PASSENGER AUTOS: County 14,506

7 - ELECTRIC METERS: Residence 12,038

8 - GAS METERS: Residence 2,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Machine Shops 22; Furniture 62; Box Mfg. 62; Tool & Die 19; Industrial Machinery & Equipment 140; Shoes 1,100; University Faculty 561; University Service Staff 674.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-88; Summer 35-99; Fall 7-87; Winter 20-54.

11 - TAP WATER: Medium alkalinity, medium hardness.

12 - RETAILING: **Principal Shopping Center**-Four blocks on Michigan Ave., two blocks on Maple and two blocks on Elm St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart(14)	NA	K mart, Revco
Southland(8)	NA	Carter's, IGA

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-All Fri. evenings.

13 - RETAIL OUTLETS: **Department Stores** JCPenney; Klines.
Variety Stores-Dibble's.
Discount Stores-Giant Way; K mart.
Chain Supermarkets-Giant; Carter's; IGA.
Chain Drug Stores-Revco.
Other Chain Stores-Western Auto; Sears; Montgomery Ward; Gittleman's.

14 - NEWSPAPERS: PIONEER (m) 4,972; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: John A. Batdorff, Pub., PIONEER, 502 N State St., Big Rapids, MI 49307; Tel. (616) 796-4831.
National Representative: None.

CADILLAC

1 - LOCATION: Wexford County. E&P Map C-7. County seat. Shopping, resort, wholesale and manufacturing center; 96 mi. N of Grand Rapids. On U.S. Hwy. 131; State Hwy. M-115, M-55.

2 - TRANSPORTATION:
Motor Freight Carriers-14.

3 - POPULATION:
Corp. City 80 Cen. 10,199; E&P 85 Est. 11,275
County 80 Cen. 25,102; E&P 85 Est. 27,432

4 - HOUSEHOLDS:
City 80 Cen. 3,822; E&P 85 Est. 3,657
County 80 Cen. 8,983; E&P 85 Est. 10,201

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$282,000,000
Savings & Loan	2	$7,800,000

6 - PASSENGER AUTOS: County 13,456

7 - ELECTRIC METERS: County 12,725

8 - GAS METERS: Residence 4,700

9 - PRINCIPAL INDUSTRIES: Malleable & Aluminum Castings; Furn.; Machine Prod.; Garments; Heaters; Air Conditioners; Aircraft Pallets; Cement Prod.; Cabinets; Tools & Dies; Material Handling Devices; Rubber Prod.; Fiberglass Boats; Horns. 3,250 employees.
Principal Industrial Pay Days-Staggered.

10 - CLIMATE: Av. Winter 18; Summer 69.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-8 blocks on Mitchell St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cadillac Sq.(7)	NA	Carter's
K mart Plz.(4)	NA	K mart
Oleson(3)	NA	Oleson Foods
Giantway Plz.(2)	NA	Giantway

Principal Shopping Days-Department Stores-Mon., Fri., Sat. Food-Thur., Fri., Sat.
Stores Open Evenings-Food & Drug; Others-Fri.

13 - RETAIL OUTLETS: **Department Stores**Cochranes; JCPenney; Sears; Clark's; Milliken; Frier's.
Variety Stores-Green; Ben Franklin.
Discount Stores-Giant Way; K mart.
Chain Drug Stores-Gould; Revco.
Chain Supermarkets-Giantway; Oleson; Eberhard; Carter's.
Other Chain Stores Van Drie Furn. Wickes Lumber; Ace Hardware; Sherwin-Williams.

14 - NEWSPAPERS: NEWS (m) 8,460; sworn Mar. 30, 1984.
Local Contact for Advertising and Merchandising Data: Thomas C. Huckle, Gen. Mgr., Larry Rogers, Adv. Mgr., NEWS, 130 N. Mitchell; PO Box 640, Cadillac, MI 49601; Tel. (616) 775-6565.
National Representative: Landon Associates.

CHEBOYGAN

1 - LOCATION: Cheboygan County. E&P Map C-2. County Seat. 180 mi. N of Bay City; 80 mi. NW of Alpena. On U.S. Hwys. 23, 27; State Hwys. 33, 68.

2 - TRANSPORTATION: **Railroads**-Conrail; Detroit & Mackinaw.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-3.
Airlines-Simmons; Private Charter.

3 - POPULATION:
Corp. City 80 Cen. 5,106; E&P 85 Est. 5,162
County 80 Cen. 20,649; E&P 85 Est. 21,939

4 - HOUSEHOLDS:
City 80 Cen. 1,803; E&P 85 Est. 1,244
County 80 Cen. 7,277; E&P 85 Est. 8,012

5 - BANKS	NUMBER	EST. DEP.
Savings	3	$114,000,000

6 - PASSENGER AUTOS: County 11,122

7 - ELECTRIC METERS: Residence 1,877

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Mill 664 ($225); Tool & Die 41 ($292); Tube Forming 50 ($200); Wire Harness 120 (N.A.); Welding 8 ($330); Instruments 60 ($150); Other Mfg. 61 ($150).

11 - TAP WATER: Neutral, hard.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Main and 4 blocks on State; 40 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cheboygan Mall(6)	NA	K mart, Revco, Carter's,
Lincoln Bridge Plz.(6)	NA	Gamble's, Sears

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri., some Sat., Mon.
Stores Open Sundays-Some larger stores.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; B&C Family Center (food & general merch.); Montgomery Ward; Vuias Gittlemans.
Variety Stores-River Town Cargo.
Discount Stores-K mart.
Other Chain Stores-Radio Shack; Moggenburgs ID.

14 - NEWSPAPERS: TRIBUNE (m) 3,685; sworn Mar. 31, 1984 CAC.
Local Contact for Advertising and Merchandising Data: Jim Cohoe, Gen. Mgr., TRIBUNE, 308-310 N. Main St., Cheboygan, MI 49721; Tel. (616) 627-7144.
National Representative: Landon Associates.

COLDWATER

1 - LOCATION: Branch County. E&P Map C-5. County Seat. 30 mi. S of Battle Creek; 45 mi. W of Jackson. On U.S. Hwy. 12; I-69.

2 - TRANSPORTATION: **Railroads**-H.C.R.C.
Intercity Bus Lines-Greyhound; Short.

3 - POPULATION:
Corp. City 80 Cen. 9,461; E&P 85 Est. 9,622
County 80 Cen. 40,188; E&P 85 Est. 40,120

4 - HOUSEHOLDS:
City 80 Cen. 4,843; E&P 85 Est. 3,156
County 80 Cen. 14,014; E&P 85 Est. 14,482

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$265,000,000

6 - PASSENGER AUTOS: County 19,776

7 - ELECTRIC METERS: Residence 2,803

8 - GAS METERS: Residence 1,050

9 - PRINCIPAL INDUSTRIES: Store Fixtures; Furn.; Clothing; Pressed Metals; Molybdenum Processing; Aluminum Extrusion; Wood Veneer Prod.; Plastics.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: **Shopping Centers**-Fairfield (Kroger, Coast-to-Coast, Felpaush, Radio Shack, Sears, Fisher Big Wheel); East End.

13 - RETAIL OUTLETS: **Department Stores**-Branch; JCPenney; Spurgeon's.
Discount Stores-Fisher Big Wheel; K mart.
Chain Supermarkets-A&P; Kroger; Felpaush.

14 - NEWSPAPERS: REPORTER (e) 7,192; sworn Sept. 29, 1984.
Local Contact for Advertising and Merchandising Data: Mike Wilcox, Adv. Dir., REPORTER, 15 W. Pearl St., Coldwater, MI 49036; Tel. (517) 278-2318.
National Representative: Landon Associates.

DETROIT

1 - LOCATION: Wayne County (PMSA). E&P Map D-5. County Seat. Manufacturing and wholesale center for SE part of state. University and technical college center. Lake port on Detroit River. 18 mi. above Lake Erie. On Interstate Hwys. 94, 96, 75; U.S. Hwys. 10, 12, 16, 24, 25, 112. Michigan Hwys. 14, 17, 85, 29, 53, 97, 102, 150, 153, 175, 194 & 196. 268 mi. E of Chicago; 164 W of Cleveland. Willow Run Airport is 31 mi. from city, 219 mi. from Chicago & 105 mi. from Cleveland; Detroit Metro Airport is 17 mi. from city.

2 - TRANSPORTATION: **Railroads**-B&O; C&O; Canadian Pacific; Detroit, Toledo & Shoreline; Detroit, Toledo & Ironton; Grand Trunk Western; Conrail; Norfolk & Western; Amtrak.
Motor Freight Carriers-200.
Intercity Bus Lines-De Lux Motor Stages; Greyhound; Detroit & Canada Tunnel Corp.; Martin Lines; Short Way; Brooks; Continental Trailways; Semta; Gray Line Tours.
Airlines-At Metropolitan Wayne County Airport: Air Metro; American; British Airways; Delta; Eastern; Midway; New York Air; Northwest Orient; Ozark; Pan Am; People Express; Piedmont; Republic; Trans World; USAir; United; Wright.
At City Airport-Wright, Hubb Airlines.

3 - POPULATION:
Corp. City 80 Cen. 1,203,339; E&P 85 Est. 996,933
CZ-ABC: (80) 1,437,334
RTZ-ABC: (80) 3,329,874
County 80 Cen. 2,337,240; E&P 85 Est. 2,236,571
PMSA 80 Cen. 4,487,421; E&P 85 Est. 4,411,276
City & RTZ-ABC: (80) 4,767,208
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 433,488; E&P 85 Est. 383,445
County 80 Cen. 823,971; E&P 85 Est. 813,288
PMSA 80 Cen. 1,551,942; E&P 85 Est. 1,572,885
CZ-ABC: (80) 521,217
RTZ-ABC: (80) 1,134,455
City & RTZ-ABC: (80) 1,655,672

5 - BANKS	NUMBER	DEPOSITS
Commercial	22	$56,000,000,000
Savings & Loan	21	N.A.

6 - PASSENGER AUTOS: County 1,203,525

7 - ELECTRIC METERS: County 1,391,197

8 - GAS METERS: County 643,405

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees (Av. Wkly. Wage)-Manufacturing 416,000 ($514); Durables 439,800 ($530); Lumber & Wood Products 2,100 ($235); Furniture & Fixtures 1,800 ($302); Metals 110,900 (N.A.); Primary Metals 40,800 ($552); Fabricated Metals 70,100 ($465); Nonelectrical Machinery 94,400 ($503); Electrical Machinery 7,600 ($340); Transportation Equipment 205,200 ($590); Motor Vehicles & Equip. 198,600 ($590); Other Transp. & Equip. 6,600 (N.A.) Other Durables 17,800 (N.A.); Nondurables 85,200 ($445); Food & Kindred Products 18,700 ($356); Textiles 13,800 ($329); Paper & Allied Products 4,200 ($363); Printing & Publishing 16,100 ($385); Chemicals & Petroleum 17,100 ($363); Other Nondurables 15,300 (N.A.); Nonmanufacturing 906,000 (N.A.); Construction 53,600 ($534); Trans., Commun. & Util. 84,400 (N.A.); Wholesale Trade 84,300 ($328); Retail Trade 281,500 ($162); Finance, Real Estate & Ins. 89,600 ($208); Services 345,000 (N.A.); Mining 1,200 (N.A.); Government 218,000 (N.A.); Federal 34,100 (N.A.); State 33,700 (N.A.); Local 192,700 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 27-68; Summer 59-82; Fall 33-73; Winter 19-35. First killing frost, Oct. 21; last killing frost, Apr. 23.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Center**-One square mile downtown, centered at Woodward & State St. Greatest volume of traffic is towards this center point. It spreads and thins out towards the edges of the expressway loop.

Neighborhood Shopping Districts in PMSA
Community Centers-Baldwin Plaza, Pontiac (Oakland City); Belmont Shopping Center, 8 Mile & Dequindre (Wayne City); Bloomfield Plaza, Maple & Telegraph (Oakland Cty.); Blue Water Plaza, Kraft & U.S. 25 Port Huron (St. Clair Cty.); Carousel Center, 8 mile & Schoehherr (Macomb Cty.); Campbell Corners, Campbell & 14 Mile Rd., Madison Heights (Oakland Cty.); Cherry Hill Plaza, Cherry Hill & Inkster Rds. Inkster (Wayne Cty.); Clawson Shopping Ctr., 14 Mile near Crooks, Clawson (Oakland Cty.); Delco Plaza of Sterling Heights, SEC Hall Rd. & Van Dyke Expwy., (Macomb Cty.); Downtown Farmington Ctr., Grand River & Farmington Rd., (Oakland Cty.); Drayton Plains Shopping Ctr., Dixie Hwy. near Midland, (Oakland Cty.); Dykeland, Metro Pkwy. & Vandyke (Macomb Cty.); Eastgate Shopping Ctr., 10 Mile Rd. & Gratiot, Roseville (Macomb Cty.); Eight Mile Beech Ctr., 8 Mile & Beech, Southfield (Oakland Cty.); Farmington Towne Shopping Ctr., Halstead & Grand River (Oakland Cty.); Ford Middlebelt Shopping Ctr., Garden City (Wayne Cty.); Garden Plaza, Ford Rd. & Middlebelt (Wayne Cty.); Gault Village, Washtenaw & Golfside (Washtenaw Cty.); Glenwood Plaza, Glenwood & Perry, Pontiac Oakland Cty.); Grant Plaza, 16 Mile & Dequindre, Sterling Heights (Macomb Cty.); Green Acres Shopping Ctr., 13 Mile Rd. & Mound, Warren (Macomb Cty.); Green "8" Shopping Ctr., 8 Mile & Greenfield Rd., Detroit (Wayne City); Hazel Park Shopping Ctr., E 8 Mile Rd., Detroit (Wayne Cty); Hoover Eleven Shopping Ctr., Warren (Macomb Cty.); Ingleside Ctr., Gratiot & Metro Bch. Hwy., Mt. Clements (Macomb Cty); Kendallwood Shop-

ping Ctr., Twelve Mile & Farmington Rds. (Oakland Cty.); K mart Plaza, Seven Mile & Farmington, Livonia (Wayne Cty.); Lake Wood Shopping Ctr., Rawsonville Rd., Van Buren Township (Wayne Cty.); Lincoln Park Plaza Shopping Ctr., Fort St. & New York (Wayne Cty.); Lincoln Shopping Ctr., Greenfield Rd., Oak Park (Oakland Cty); Madison Center, John R & 12 Mile Rd., Madison Heights (Wayne Cty.); McSchaefer Shopping Ctr., Schaefer & McNichols Rds., Detroit (Wayne Cty.); Meadowbrook Village Mall, N Adams, Rochester (Oakland Cty.); Melvindale Shopping Ctr., Oakwood & Greenfield (Wayne Cty.); Metro Place Mall, Central Business District, Wayne (Wayne Cty.); Michigan-Schaefer Shopping Ctr., Dearborn (Wayne Cty.); Mid-Michigan Shopping Ctr., Middlebelt & Michigan, Inkster (Wayne Cty.); New Town Ctr., Ford & Sheldon Rds., Canton Township (Wayne Cty.); North Hill Plaza, Tienken Rd. & N Rochester, Rochester (Oakland Cty.); Northville Square, (Wayne Cty.); Northwood Ctr., 13 Mile & Woodward, Royal Oak (Oakland Cty.); Orion Plaza, SEC Rte. 24 & Clarkston Rd., Orion Township (Oakland Cty.); Riverland Shopping Ctr., Riverland & Van Dyke Aves., Sterling Heights (Macomb Cty.); Sears Lincoln Park Shopping Ctr., Southfield & Dix, Lincoln Park (Wayne Cty.); 7 -Grand Shopping Ctr., Seven Mile Rd. & Grand River, Detroit (Wayne Cty.); Shores Shopping Ctr., Harper Ave. & 13 Mile Rd., St. Clair Shores (Macomb Cty.); Southfield Shopping Ctr., Southfield Rd., (Oakland Cty.); Southgate Shopping Ctr., Fort & Pennsylvania (Wayne Cty.); Spira-Mart Shopping Ctr., W Maple & Tr., Walled Lake (Oakland Cty.); Stadium Plaza, Pine Grove & Holland Ave., Port Huron (St. Clair Cty.); Taylor Town Shopping Ctr., Ecorse Rd. & Pardee (Wayne Cty.); Redford Shopping Ctr., Schoolcraft & Telegraph (Wayne City.); Trenton Plaza Shopping Ctr., Fort & King, Trenton (Wayne Cty.); Warren-Conner Shopping Ctr., E Warren & Conner, Detroit (Wayne Cty.); Wildwood Shopping Ctr., Ford & Wildwood (Wayne Cty.).

Regional Centers-Clinton Valley Mall, Hall & Schoenherr Rd., Sterling Heights (Macomb City); Forest City Mall, Wayne & Cown, Westland (Wayne Cty.); Great Oaks, Livernois & Walton (Oakland Cty.); Michigan's Miracle Town & Country Shopper's City, Telegraph & Square Lake, Pontiac (Oakland Cty.); Regional Shopping Cntr., Gratiot Ave. & 15 Mile Rd., Mt. Clemens (Macomb Cty.); Seven Mile & Mack Shopping Ctr., 7 Mile & Mack, Grosse Pointe Woods (Wayne Cty.); Somerset Mall, Big Beaver at Coolidge, Troy (Oakland Cty.); Southgate Shopping Ctr., Eureka & Trenton Rds., Southgate (Wayne Cty.); Tel-Twelve Mall, Telegraph Rd., Southfield (Oakland Cty.); Universal Mall, Twelve Mile & Dequindre, Warren (Macomb Cty.); Westborn Shopping Ctr., Michigan & W Outer Drive, Dearborn (Wayne Cty.); Winchester Mall, S Rochester Rd. & Avon Rd., Rochester (Oakland Cty.); Wonderland Ctr., Plymouth & Middlebelt Rd., Livonia (Wayne Cty.).

Super Regional-Eastland Ctr., Kelly, 8 Mile & Vernier Rd., Harper Woods (Wayne Cty.); Fairlane Town Ctr., M-39 Hubbard Drive & Michigan Ave., Dearborn (Wayne Cty.); Lakeside, Hall Rd., M-59 & Schoenherr Rd., Sterling Heights (Macomb Cty.); Livonia Mall, Seven Mile-Middlebelt, Livonia (Wayne Cty.); Macomb Mall Ctr., Gratiot & Masonic, Roseville (Macomb Cty.); Northland Shopping Ctr. Northwestern, Greenfield & 8 Mile, Southfield (Oakland Cty.); Oakland Mall, John R & I-75, Troy (Oakland Cty.); Summit Place, Elizabeth Lake & Telegraph Rds., Waterford (Oakland Cty.); Southland Shopping Ctr., Eureka & Pardee Rds., Taylor (Wayne Cty.); Twelve Oaks Mall, 12 Mile & Novi Rds., Novi (Oakland Cty.); Westland Shopping Ctr. Wayne, Warren & Cowan Rds., Westland (Wayne Cty.).

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: (PMSA) Department Stores-Crowley 9; Lord & Taylor 3; Hudsons 9; Montgomery Ward 9; JCPenney 13; Sears 9; Kingsway 4.

Variety Stores-Kresge 30; Woolworth 3.

Discount Stores-Forest City 8, K mart 63; Meijer's Thrifty Acres 4; Service Mdse. 6; AJ Foland 6.

Chain Drug Stores-Revco 50; Arbor 30; Apex 18; Perry 125.

Chain Supermarkets-Farmer Jack 85; Chatham 41; Kroger 60; A&P 23; Great Scott 19; Spartan 32; IGA 31; Hollywood 5; Danny's 6; Foodland 12; Pak & Save 6.

Other Chain Stores-Women's Apparel: Bonwit Teller, Sizes Unlimited 14, T.J. Maxx 12, Loehmann's, Gantos 7, Saks 2, Jacobsons 5, Winkelmans 41, Alberts 18, Lerner's 7, Marianne 19, Alcove 11, Today 7, Marshall's 5; Men's Apparel: Capper & Capper, Jack Stevens 4, Jos. A. Bank 3, John Kent 3, Kesslers 3, Max Greens' 3, Kosins, Kuppenheimer, Osmuns' 4, Richmond Brothers 13, Shifman's 4, Sims 6, Todds 5, United Shirt 21, Valente 13, Van Horn 10; Appliance Stores: Fretters 11, Highland 11, Good Housekeeping 11, ABC Warehouse 4; Shoes: Famous Footwear, Fayva, Shoetown, Allens, Bakers, Father & Son, Famous Brand, Flagg Bros., Haig, Kinney Mary Jane, Sibleys 19, Thom McAn 14, Chester, Hack, Knapp 4, Phillips, Pic-Way, Sherman 6, Payless; Furniture: Leeds 3, Tri State 17, Art Van 12, Gardner-White 3, Dobb's 3, Towne & County 4, New York Carpet World 11, Beckwith Evans 8.

14 - NEWSPAPERS: FREE PRESS (m-mon to fri) 646,476; (m-sat) 588,295; (S) 778,178; Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: Joni Silverstein, Research Mgr., FREE PRESS, 321 W. Lafayette Blvd., Detroit, MI 48231; Tel. (313) 222-6406.

National Representatives: Knight-Ridder Newspaper Sales; Metropolitan Publishers Representatives.

THE DETROIT NEWS (all day-mon to fri) 666,949; (m-sat) 641,737; (S) 884,763; Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: Frank C. Ferriolo, Adv. Dir., THE DETROIT NEWS, 615 Lafayette Blvd., Detroit, MI 48231; Tel. (313) 222-2490.

National Representatives: Million Market Newspapers.

DOWAGIAC

1 - LOCATION: Cass County, E&P Map B-5. Shipping center for manufacturing, agricultural & dairy area; 25 mi. N of South Bend, IN; 115 mi. E of Chicago, IL; 45 mi. SW of Kalamazoo. On State Hwys. M-51, M-62.

2 - TRANSPORTATION: Railroads-Conrail.

Motor Freight Carriers-6.

Intercity Bus Lines-Indian Trails.

3 - POPULATION:

Corp. City 80 Cen. 6,307; E&P 85 Est. 6,053

County 80 Cen. 49,499; E&P 85 Est. 48,684

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 80 Cen. 2,276; E&P 85 Est. 1,933

County 80 Cen. 17,236; E&P 85 Est. 17,524

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$43,533,376
Savings & Loan	1	$56,535,000

6 - PASSENGER AUTOS: County 24,629

7 - ELECTRIC METERS: Residence 2,521

8 - GAS METERS: Residence 4,384

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Machine Shops 150 ($240); Fishing Tackle 125 (N.A.); Refrigeration Condit. Equip. 1,300 ($240); Die Casting 355 ($220); Wood Prod. 151 ($225).

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-75; Summer 40-102; Fall 25-70; Winter 5-40. First killing frost, Oct. 12; last killing frost, May 12.

11 - TAP WATER: Neutral, fluoridated, de-ironized.

12 - RETAILING: Principal Shopping Centers-3 blocks on N. and S. Front Sts.; 1 on Commercial St.; 1 on Division; 1 on Penn, 1 on Main.

Nearby Shopping Center-M-51 South (Hale's Hdwr., Fisher's Big Wheel); Wonderland; Donker's.

Principal Shopping Days-Wed., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-The Fair; Sears; Montgomery Ward.

Variety Stores-Woolworth.

Discount Stores-Wonderland, Big Wheel.

Chain Drug Stores-CVS Discount.

Chain Supermarkets- Village Market 4; Harding's.

Other Chain Stores-Gamble's; Firestone; Hale's True Value Hdwr; Big Wheel.

14 - NEWSPAPERS: NEWS (m-mon to fri) 3,249; sworn Sept. 30, 1984.

Local Contact for Advertising and Merchandising Data: Danny Dean, Pub., NEWS, 205 Spaulding St., Dowagiac, MI 49047; Tel. (616) 782-2101.

National Representative: None.

ESCANABA

1 - LOCATION: Delta County, E&P Map B-2, County Seat. Retail, wholesale, industrial, education residential center. On Bay of Noquet, natural, deepwater harbor. NW corner of Lake Michigan in central part of Upper Peninsula of Michigan. 325 mi. from Chicago Intersection. U.S. Hwys. 2, 41; State Hwy. M-35. Iron Ore shipping port.

2 - TRANSPORTATION: Railroads-Chicago & North Western; Escanaba & Lake Superior; Soo Line (freight); Connects with Milwaukee Road.

Motor Freight Carriers-2.

Intercity Bus Lines-Greyhound.

Airlines-Simmons.

3 - POPULATION:

Corp City. 80 Cen. 14,355; E&P 85 Est. 14,337

CZ-ABC: (80) 19,536

RTZ-ABC: (80) 30,610

County 80 Cen. 38,947; E&P 85 Est. 40,499

City & RTZ-ABC: (80) 50,146

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 80 Cen. 6,467; E&P 85 Est. 4,833

County 80 Cen. 13,568; E&P 85 Est. 14,546

CZ-ABC: (80) 7,113

RTZ-ABC: (80) 10,236

City & RTZ-ABC: (80) 17,349

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$144,525,000

6 - PASSENGER AUTOS: County 19,925

7 - ELECTRIC METERS: Residence 8,553

8 - GAS METERS: Residence 2,946

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Wood 200; Paper 1,200; Heavy Machinery 11,050; Rail Process 252.

Principal Pay Days-Fri., every other Tues., 14 & 29.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-44; Summer 55-72; Fall 39-53; Winter 11-26. First killing frost, Oct. 5; last killing frost, May 12.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-11 blocks on Ludington St., Delta Plz. Shpg. Center (24 stores-Red Owl Family Center, Woolworth, K mart).

Neighborhood Shopping Center-Stephenson Ave.

Principal Shopping Days-Dept. stores-Mon., Fri., Sat.; Food-Thur., Fri., Sat.

Stores Open Evenings-Fri.; some every night.

13 - RETAIL OUTLETS: Department Stores-F&G; Leader; Fair; Montgomery Ward; JCPenney.

Discount Stores-K mart; Shopko.

Variety Stores-Merricks; Woolworth.

Chain Supermarkets-Red Owl; Super Valu; IGA; United Foods; Northland Foods.

Other Chain Stores-Sherwin-Williams; Gamble's; Sears (catalog); Mode O'Day; Mr. Marks; Maurice's; Radio Shack; The Vogue; Nobil's; Ward's.

14 - NEWSPAPERS: PRESS (e) 10,250; Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: T. Dufour, Adv. Mgr., PRESS, 600-2 Ludington, Escanaba, MI 49829; Tel. (906) 786-2021.

National Representatives: Landon Associates; Thomson Newspapers.

FLINT

1 - LOCATION: Genesee County (MSA). E&P Map D-4. County Seat. On Flint River. Industrial and wholesale center for 4-county area. Chief production center of General Motors. 60 mi. from Detroit, 75 mi. W of Port Huron. On U.S. Hwys. 10, 23; Interstates 69, 75, 475; State Hwy. 56.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio; Grand Trunk; Amtrak.

Motor Freight Carriers-35.

Intercity Bus Lines-Greyhound; Michigan Trailways; Indian Trails; North Star; Flint MTA.

Airlines-Midstate; Allegheny; Piedmont; Simmons; Air Wisconsin.

3 - POPULATION:

Corp. City 80 Cen. 159,654; E&P 85 Est. 140,385

CZ-ABC: (80) 305,933

RTZ-ABC: (80) 339,768

MSA /County 80 Cen. 450,450; E&P 85 Est. 443,669

City & RTZ-ABC: (80) 645,701

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

Corp. City 80 Cen. 57,653; E&P 85 Est. 54,492

MSA/County 80 Cen. 154,642; E&P 85 Est. 157,124

CZ-ABC: (80) 107,989

RTZ-ABC: (80) 106,148

City & RTZ-ABC: (80) 214,137

5 - BANKS	**NUMBER**	**DEPOSITS**
Banks	11	N.A.
Savings & Loan	3	N.A.
Credit Unions	18	N.A.

6 - PASSENGER AUTOS: County 249,857

7 - ELECTRIC METERS: County 170,989

8 - GAS METERS: County 138,193

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage-$630) Total Manufacturing 70,200; Total Non-Manufacturing 87,300; Total Government 27,900; Civilian Labor Force 223,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-88; Summer 46-94; Fall 14-88; Winter 9-64. First killing frost, Sept. 17; last killing frost, May 24.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown, 21 blocks, 7 streets.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Oak Brook Sq.	6	TJ Maxx, Designer Depot
Miller Sq.	5	
Valley Plaza	5	
Bristol Place	5	
Mid-America Plz.	5	Sears Outlet
Eastland Mall	3	The Fair, JCPenney
Genesee Valley	6	Sears, J.L. Hudson, JCPenney
Northwest	5	The Fair, Hamady
North Flint	3	Landmark Foods
South Flint	4	Value City, Hamady
Grand Mall	10	

RETAIL OUTLETS-K mart Stores, Miller & Ballenger Hwy., N Saginaw near Coldwater Rd., Dort Hwy. & Atherton Rd., Pierson Rd. & I-75, Belsay Rd. & I-69; and in Lapeer, Fenton and Grand Blanc. Meijer's, Thrifty Acres, Pierson Rd. & I-75, Center & Atherton Rd., Hill & Torrey Rds.

Neighborhood Shopping Areas-Thompson's Shopping Center, Richfield & Averill; Westgate Plaza, Beecher & Calkins; Mayfair Plaza, Clio Rd., S of Carpenter; Yorkshire Plaza, Miller Rd., W of I-75; Carman Plaza, Corunna Rd., E of I-75; Diplomat Plaza, Flushing Rd., W of Ballenger.

Principal Shopping Days-Sun., Sat. & Mon.

Stores Open Evenings-Downtown, Mon. & Fri.; Centers, week nights.

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Use the advertising vehicle that dominates the market . . . The Detroit News.

In this giant 45-billion-dollar market, The News has a daily circulation lead of over 115,000 and a Sunday lead of nearly a quarter of a million. Take it for a test drive today.

The Detroit News

Michigan's Largest Newspaper

A MEMBER OF THE EVENING NEWS ASSOCIATION

Source: ABC Audit Reports for 12 months ending 3/31/84. Calculations by Detroit News Research Dept. 1984 S&MM Survey of Buying Power.

Stores Open Sundays-Retail, discount, variety, food, drugs, furniture, appliances and most shopping centers except downtown.

13 - RETAIL OUTLETS: Department Store-J.L. Hudson; Sears 2; The Fair 3; JCPenney 2.
Variety Stores-S.S. Kresge; Woolworth; Ben Franklin 6.
Discount Stores-Super City 3; Meijer's 3; K mart 8; Best Products.
Chain Drug Stores-Apex; Baker's Drug Shops 3; Corrigall 2; Herrlich 6; Ideal Pharmacy 5; Kilbourn's 3; Perry's 13; Union Prescription 5.
Chain Supermarkets-A&P 3; Kessel 6; Hamady Bros. 23; Supermarkets 3; Meijer's 3; VG's 4.
Other Chain Stores-Kuppenheimer; Winkelman's; Albert's; Lane Bryant; Lerner; Marianne; Baker's; Haig; Dr. Scholl's; Kinney; Nobil; Thom McAn; Firestone; Goodyear; Goodrich; MC Sports; Glenn Roy; Spiegel Catalog; Art Van; Highland Appliances; Ace Hdr.; Ollie Fretter; Chess King; Alvin's; Beverly's; Circus World; Toys R Us; Fisher Wallpaper & Paint; Hanover; Skaff; Robinson's; Shifrin-Willens; Donlevy's.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 109,876; (m-sat) 105,923; (S) 119,182; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Ed Mitchell, Adv. Dir., JOURNAL, 200 E. First St., Flint, MI 48502; Tel. (313) 767-0770.
National Representative: Newhouse Newspapers Metro Suburbia.

GRAND HAVEN

1 - LOCATION: Ottawa County (In Grand Rapids MSA). E&P Map B-4, County Seat. E Shore of Lake Michigan at the mouth of Grand River, 30 mi. W of Grand Rapids, 170 mi. from Chicago.

2 - TRANSPORTATION: **Railroads**-Chesapeake & Ohio.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; North Star.
Airlines-Air Wisconsin; Simmons; Midstate. (8 mi. to Muskegon Airport).

3 - POPULATION:
Corp. City 80 Cen. 11,763; E&P 85 Est. 12,268
CZ-ABC: (80) 16,934
RTZ-ABC: (80) 20,649
MSA 80 Cen. 601,680; E&P 85 Est. 627,109
County 80 Cen. 157,174; E&P 85 Est. 164,549
City & RTZ-ABC: (80) 37,583
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,765; E&P 85 Est. 4,903
County 80 Cen. 50,444; E&P 85 Est. 54,432
MSA 80 Cen. 206,047; E&P 85 Est. 221,592
CZ-ABC: (80) 6,356
RTZ-ABC: (80) 6,692
City & RTZ-ABC: (80) 13,048

5 - BANKS	NUMBER	EST. DEP.
Saving & Loans	2	N.A.
Commercial	4	$500,000,000

6 - PASSENGER AUTOS: County 91,300.

7 - ELECTRIC METERS: Residence 8,031.

8 - GAS METERS: Residence 6,348.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Woodworking 300 ($256); Metal Working 3,400 ($281); Leather & Plastics 610 ($226); Electronics 250 ($208).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-54; Summer 64-69; Fall 50-61; Winter 24-38. First killing frost, Oct. 19; last killing frost, May 1.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-3 blocks on Washington St.
Neighborhood Shopping Centers-7th & Washington Sts.; Beechtree St.; 1100 Block on Washington St.; Beacon Plz. 400 Block N Beacon Blvd.; 1000 Block on Robbins Rd.; South Shore Plaza.

Principal Shopping Days-Mon., Fri.
Stores Open Evenings-Downtown Shopping Center, Mon., Fri.; K mart, Meijer, every evening.

13 - RETAIL OUTLETS: **Department Stores**-Steketee's.
Variety Stores-K mart; Meijer's Thrifty Acres.
Chain Supermarkets-D&W; Meijer Mkt.; H. Casemier 2; Leppinks.

14 - NEWSPAPERS: TRIBUNE (e) 9,801; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Alan K. DeWitt, Nat'l. Adv. Mgr., TRIBUNE, 101 N. Third St., Grand Haven, MI 49417; Tel (616) 842-6400.
National Representative: Landon Associates.

GRAND RAPIDS

1 - LOCATION: Kent County (In Grand Rapids MSA). E&P Map C-4. County Seat. On Grand River, 150 mi. W of Detroit, 30 mi. E of Lake Michigan. On U.S. Hwys. 16, 131; State Hwys. 11, 44, 50, 21, 37; Interstate Hwys. 96, 196, 296.

2 - TRANSPORTATION: **Railroads**-C&O; Grand Trunk Western; Conrail.
Motor Freight Carriers-32.
Intercity Bus Lines-Greyhound; North Star.
Airlines-United; Republic; USAir; Piedmont; Northwest; American; Simmons.

3 - POPULATION:
Corp. City 80 Cen. 181,843; E&P 85 Est. 180,857
CZ-ABC: (80) 393,084
RTZ-ABC: (80) 374,877
MSA 80 Cen. 601,680; E&P 85 Est. 627,109
County 80 Cen. 444,506; E&P 85 Est. 462,560
City & RTZ-ABC: (80) 767,961
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 68,433; E&P 85 Est. 67,542
County 80 Cen. 155,598; E&P 85 Est. 167,160
MSA 80 Cen. 206,047; E&P 85 Est. 221,592
CZ-ABC: (80) 138,253
RTZ-ABC: (80) 122,836
City & RTZ-ABC: (80) 261,089

5 - BANKS	NUMBER	DEPOSITS
Commercial	23	$2,362,258,000
Savings & Loan	4	$604,330,000

6 - PASSENGER AUTOS: County 270,856.

7 - ELECTRIC METERS: Residence 157,795.

8 - GAS METERS: Residence 111,375.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 79,200 ($182); Lumber & Wood Prod. 1,800 ($142); Furn. & Fixtures 12,400 ($176); Primary Metal Ind. 4,500 ($176); Trans. Equip. 2,100 ($170); Food Prod. 4,400 ($152); Textiles & Apparel 3,800 ($165); Paper 1,700 ($148); Printing & Publishing 3,200 ($180); Chemicals 3,000 ($180); Fab. Metal Prod. 14,600 ($196).

10 - CLIMATE: Min. & Max. Temp.-Spring 38-57; Summer 61-83; Fall 45-60; Winter 20-33.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-Downtown Monroe Mall & East Fulton, projecting on all cross-streets.
Neighborhood Shopping Centers-Division & Fulton extending 3 miles S to Division and 44th St.; Plainfield & Coit; Plainfield & Kenwood; Plainfield from Fuller to E. Beltline; Leonard & Fuller; Leonard & Ball; Michigan between Ransom and Fuller; E. Fulton; Jefferson bet. Fulton & Wealthy; State Street; Cherry & Lake Dr.; Wealthy and Eastern; Wealthy from Diamond to Fuller; Wealthy & Lake Dr.; Wealthy at Lakeside; Franklin & Eastern; Madison and Hall; Eastern and Oakdale; Kalamazoo from Adams to Boston; Burton at Eastern; Alger at Eastern; Breton at Burton; 28th St. from Division to E. Beltline; Kalamazoo and 44th St. & Clyde Park; 36th St. at Clyde Park; 28th St. from Division to Wilson; Burton & Godfrey; Chicago Dr. at Godfrey; Chicago Dr. from Clyde Park to Wilson; Grandville & Clyde Park; W. Fulton from Lexington to Garfield; Bridge from Front to Straight; Lake Michigan Dr. at Covell; Lake Michigan Dr. at W. Beltline; Stocking from Bridge to 7th; Leonard from Front to Valley; Leonard from Walker to Covell; Alpine Ave. NW West River Dr.; Comstock Pk.; North Pk.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Breton Vlg.(55)	3	D&W
Eastbrook(69)	7	Steketee's
Gaslight(50)	3	Jacobson's
Grand Vlg. Mall	7	
N. Kent(60)	7	K mart, Mont. Ward
Rogers(51)	4	Mont. Ward
Wyoming Vlg.(17)	4	Herp's
Woodland(97)	7	Sears, J.L.Hudson, JCPenney

13 - RETAIL OUTLETS: **Department Stores**-Steketee's 2; Herpolsheimers 2; Montgomery Ward 2; JCPenney; Sears; J. L. Hudson.
Discount Stores-K mart 5; Thrifty Acres 5.
Variety Stores-S. S. Kresge.
Chain Drug Stores-Revco 5; Muir's 9; Medical Arts 2; Thrifty Acres 5; White & White 3; Apothecary Shop & Prof. Phcy; Consumer Value; Renies 5.
Chain Supermarkets-Eberhard 7; Meijer 8; Shop Rite 7; D&W 10; Family 2; Daanes 3.
Other Chain Stores-Women's Apparel: Jacobson, Marianne 2, Beverly's 4, Sarret's 2, Gantos 7, Tall Girls; Men's Clothing: Cardinal, Richman, May's 3, Bulliss, Jurgens & Holtyluwer 6; Shoes: Baker 2, Florsheim 2, Kinney 2, Dr. Scholl, Flagg Bros., Maling Bros., Nobil 2; Singer Co. 3, Goodyear 2, Firestone 3, General 2, Fanny Farmer 2, S&H Green Stamps, Top Value.

14 - NEWSPAPERS: PRESS (e) 132,823; (S) 172,090; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: W.R. Montgomery, Adv. Dir., PRESS, 155 Michigan St. NW, Grand Rapids, MI 49503; Tel. (616) 459-1400.
National Representative: Newhouse Newspapers Metro Suburbia.

GREENVILLE

1 - LOCATION: Montcalm County, E&P Map C-4. Mfg. and farming ctr. 32 mi. NE of Grand Rapids.

2 - TRANSPORTATION: **Railroads**-Pere Marquette Div. of C&O; Grant Trunk Western.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 8,019; E&P 85 Est. 8,858
CZ-ABC: (80) 8,019
RTZ-ABC: (80) 45,406
County 80 Cen. 47,555; E&P 85 Est. 50,601
City & RTZ-ABC: (80) 53,425

4 - HOUSEHOLDS:
City 80 Cen. 3,098; E&P 85 Est. 2,937
County 80 Cen. 16,543; E&P 85 Est. 18,178
CZ-ABC: (80) 3,098
RTZ-ABC: (80) 15,381
City & RTZ-ABC: (80) 18,479

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$71,000,000

6 - PASSENGER AUTOS: County 24,667.

7 - ELECTRIC METERS: Residence 2,669.

8 - GAS METERS: Residence 2,473.

9 - PRINCIPAL INDUSTRIES: Refrigerators; Auto Bearings; Metal Stampings; Tools & Dies; Furniture; Food Processing; Plastics.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost Oct. 10; last killing frost, May 24.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Lafayette St. in Greenville; 3 blocks on Main St. in Belding.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belding(15)	6	Rite Aid, Leppink's
Stanton	15	Jorgenson, Leppink's
Sheridan	10	IGA
Edmore	20	Viking, IGA

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears.
Variety Stores-McLellan.
Chain Drug Stores-Meijer's; Lipperts; Rite Aid.
Discount Stores-Meijer Thrifty Acres; Fisher Big Wheel.
Chain Supermarkets-Meijers; Jorgensons.
Other Chain Stores-Gamble's; Gittleman; Montgomery Ward; Clothes Tree; Jack's Automotive; Radio Shack.

14 - NEWSPAPERS: DAILY NEWS (e) 8,148; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Zeke Fleet, Adv. Dir., DAILY NEWS, 109 N Lafayette St., Greenville, MI 48838; Tel. (616) 754-9301.
National Representative: American Newspaper Representatives.

HILLSDALE

1 - LOCATION: Hillsdale County, E&P Map C-5, County Seat. Agric., industrial and educ. ctr. 65 mi. from Toledo; 90 mi. WSW of Detroit; 5 mi. S of U.S. Hwy. 12; State Hwys. M-34 and M-99.

2 - TRANSPORTATION: **Railroads**-Hillsdale County.
Intercity Bus Lines-Dial-A-Ride.
Motor Freight Carriers-14.

3 - POPULATION:
Corp. City 80 Cen. 7,432; E&P 85 Est. 7,439
County 80 Cen. 42,071; E&P 85 Est. 43,048

4 - HOUSEHOLDS:
City 80 Cen. 3,396; E&P 85 Est. 2,520
County 80 Cen. 14,383; E&P 85 Est. 15,228

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$53,147,000
Commercial	3	$188,234,000

6 - PASSENGER AUTOS: County 20,856.

7 - ELECTRIC METERS: Residence 3,235.

8 - GAS METERS: Residence 2,403.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. Shops 1,183 ($200); Flour Mills 225 ($185); Clothing Mfg. 121 (N.A.); Custom Auto 203 (N.A.).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-80; Summer 45-95; Fall 30-80; Winter 12-50. First killing frost, Sept. 15; last killing frost, May 17.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-3 blocks on Howell St.; Murphy's Plz.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Murphy's Plz.	1	Murphy's Mart, Kroger, Perry Drugs

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-2 Mkts. & 2 Supermkt., Murphy's Plz.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Murphy's Mart; Touse.
Variety Stores-G. C. Murphy; Consumer's Discount Center; American Discount Ctr.; Ace Hdwe.
Chain Drug Stores-Perry Drugs; Nash; Ross (F.I.P.).
Chain Supermarkets-Kroger; Mkt. House; Spartan.
Other Chain Stores-Lafayette's.

14 - NEWSPAPERS: NEWS (e) 8,130; sworn Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: Ronald L. Shamma, Adv. Mgr., NEWS, 33 McCollum St., Hillsdale, MI 49242; Tel. (517) 437-7351.
National Representative: None.

HOLLAND

1 - LOCATION: Ottawa & Allegan Counties, E&P Map B-4 (In Grand Rapids MSA). On Lake Macatawa, 27 mi. SW of Grand Rapids (adj. Allegan County).

2 - TRANSPORTATION: **Railroads**-C&O; Amtrak.
Motor Freight Carriers-12.
Intercity Bus Lines-Taxibus Service; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 26,281; E&P 85 Est. 27,483
NDM-ABC: (80) 67,736
RTZ-ABC: (80) 27,681
MSA 80 Cen. 601,680; E&P 85 Est. 627,109
Counties 80 Cen. 238,729; E&P 85 Est. 249,983
  Ottawa 80 Cen. 157,174; E&P 85 Est. 164,549
  Allegan 80 Cen. 81,555; E&P 85 Est. 85,434
NDM & RTZ-ABC: (80) 95,417
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 12,110; E&P 85 Est. 9,736
Counties 80 Cen. 77,681; E&P 85 Est. 83,852
  Allegan 80 Cen. 27,232; E&P 85 Est. 29,420
  Ottawa 80 Cen. 50,449; E&P 85 Est. 54,432
MSA 80 Cen. 206,047; E&P 85 Est. 221,592
NDM-ABC: (80) 22,648
RTZ-ABC: (80) 8,976
NDM & RTZ-ABC: (80) 31,624

5 - BANKS	NUMBER	DEPOSITS
Savings	5	$408,856,658
Savings & Loan	3	$197,110,890

6 - PASSENGER AUTOS: Counties: Ottawa 91,300; Allegan 42,350.

7 - ELECTRIC METERS: Residence 12,165.

8 - GAS METERS: Residence 9,105.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Furniture & Wood Products 3,892; Metal & Machinery 3,687; Food & Drug 2,956; Automotive Components 1,034; Other 3,727. (Average Weekly Wage $335).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-56; Summer 59-84; Fall 40-61; Winter 16-31. First killing frost, Oct. 12; last killing frost, Apr. 25.

11 - TAP WATER: Lake Michigan Water 8.0 g.p.g. hardness.

12 - RETAILING: Principal Shopping Centers-6 blocks on 8th St.; 6 blocks on River Ave.
Neighborhood Shopping Centers-Washington Sq.; Central Sq.; Maplewood; Northgate Plaza; Michigan Ave.; N Bypass M-21; Montello Park; Lakewood Plaza; Airport Plaza; Van Ratte Sq.; Ottawa Village.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastown(12)	4	K mart
Lincoln Plz.(9)	4	Family Fare
Van Raalte Sq.(16)	5	Family Fare
Ottawa Vlg.(8)	6	Family Fare

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. & Fri. to 9.
Stores Open Sundays-Drug & groceries (summer).

13 - RETAIL OUTLETS: Department Stores-Du Mez; JCPenney; Steketee's.
Discount Stores-Meijer; K mart; Teerman's.
Variety Stores-Woolworth.
Chain Drug Stores-Hansen's Rexall; Meijer; Bunte's 2; Walgreens.
Chain Supermarkets-Town & Country; Meijer; Wilt's; Family Fare; Family Foods.
Other Chain Stores-Goodrich; Goodyear; Cashway Lumber; Sears.

14 - NEWSPAPERS: HOLLAND SENTINEL (e) 19,298; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Paul A. Smardo, Adv. Dir., SENTINEL, 54 West 8th, Holland, MI 49423; Tel. (616) 392-2311.
National Representative: Branham/Newspaper Sales.

HOUGHTON

1 - LOCATION: Houghton County, E&P Map A-1. County Seat. 450 mi. from Chicago, IL; 230 mi. from Green Bay, WI; 572 mi. from Detroit. NW part of the Upper Peninsula, on Portage Lake. Isle Royale National Park Hdq.; Michigan Technological University.

2 - TRANSPORTATION: Railroads-Soo Line.
Motor Freight Carriers-1.
Intercity Bus Lines-Greyhound.
Airlines-Simmons; Republic Express.

3 - POPULATION:
Corp. City 80 Cen. 7,512; E&P 85 Est. 8,686
CZ-ABC: (80) 12,634
RTZ-ABC: (80) 44,790
County 80 Cen. 37,872; E&P 85 Est. 39,601
City & RTZ-ABC: (80) 57,424

4 - HOUSEHOLDS:
City 80 Cen. 1,748; E&P 85 Est. 1,734
County 80 Cen. 12,975; E&P 85 Est. 14,039
CZ-ABC: (80) 3,605
RTZ-ABC: (80) 16,386
City & RTZ-ABC: (80) 19,991

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$126,638,000
Savings & Loan	1	$205,000,000
Credit Union	2	$4,897,000

6 - PASSENGER AUTOS: County 15,505.

7 - ELECTRIC METERS: Residence 7,510.

8 - GAS METERS: Residence 12,000.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Educational 3,800; Industrial Manufacturing 250; Food & Beverages 272; Lumbering 158.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-62; Summer 55-85; Fall 45-70; Winter 10-35. First killing frost, Oct. 10; last killing frost, May 10.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-6 blocks on Houghton; 4 blocks on Hancock, 6 blocks on Calumet.
Shopping Centers-Hancock; Calumet; Copper Country Mall.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Grocery; Pamida; Mall.
Stores Open Sunday-Grocery; Pamida; Mall.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Vertins; Gartners; Spurgeon's.
Variety Stores-Woolworth; K mart; Pamida.
Chain Drug Stores-Snyder; Medicine Shop.
Chain Supermarkets-Quality 5; Northland 12; IGA 4; Red Owl; Super Valu 2.
Other Chain Stores-Sears; Camble's; Coast-to-Coast; Holiday; True Valu; Ace; Erickson; Montgomery Ward.

14 - NEWSPAPERS: MINING GAZETTE (e) 11,970; March 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Brian McMillan, Adv. Mgr. Ret., MINING GAZETTE, 206 Shelden Ave., PO Box 32, Houghton, MI 49931; Tel. (906) 482-1500.
National Representatives: Landon Associates; Thomson Newspapers.

IONIA

1 - LOCATION: Ionia County, E&P Map C-4. County Seat. 34 mi. E of Grand Rapids, on the Grand River. On State Hwys. M-21, M-66; U.S. Hwy. I-96, 7 mi. S.

2 - TRANSPORTATION: Railroads-Grand Trunk; C&O.
Motor Freight Carriers-4.
Intercity Bus Lines-North Star.

3 - POPULATION:
Corp. City 80 Cen. 5,920; E&P 85 Est. 5,888
County 80 Cen. 51,815; E&P 85 Est. 53,698
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,151; E&P 85 Est. 2,228
County 80 Cen. 16,230; E&P 85 Est. 17,404

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$185,000,000
Savings & Loan	1	$120,000,000

6 - PASSENGER AUTOS: County 24,861.

7 - ELECTRIC METERS: Residence 2,720.

8 - GAS METERS: Residence 2,728.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Automotive Plastics 700 ($423); Metal Stamping & Assemblies 130 ($375); Fireplace Inserts 50 ($300); State Institutions 1,200 ($385); Anodizing, Painting, Polishing 23 ($310); Automotive Press 100 ($325); Wear Plate Guides 80 ($350).

10 - CLIMATE: Min. & Max. Temp.-Spring 38-55; Summer 42-88; Fall 40-60; Winter 10-28.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plaza(6)		K mart, Eberhards
Meijer's Thrifty Acres(5)	2	Meijer's
Bosley Ctr.(3)		Bosley Drug

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Discount Stores-K mart; Meijer's Thrifty Acres.
Chain Supermarkets-Meijer's; Fred's; Eberhards Foods.
Chain Drug Store-Revco.
Other Chain Stores-Sears (catalog); Sherwin-Williams; LeAnn; Clevelands; Goodyear; Western Auto; Jean Scene; Hallmark; Nu Vision.

14 - NEWSPAPERS: SENTINEL-STANDARD (m) 4,779; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Mark E. Raymond, Pub., SENTINEL-STANDARD, 114-116 N. Depot, Ionia, MI 48846; Tel. (616) 527-2100.
National Representative: None.

IRON MOUNTAIN-KINGSFORD

1 - LOCATION: Dickinson County, E&P Map B-2. County Seat. Manufacturing and wholesale center 245 mi. from St. Paul; 260 mi. from Chicago. On U.S. Hwys. 2, 141; State Hwy. 95.

2 - TRANSPORTATION: Railroads-C&NW (freight); Escanaba & Lake Superior.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Wisconsin-Michigan.
Airlines-Simmons.

3 - POPULATION:
Corp. Cities 80 Cen. 13,631; E&P 85 Est. 14,023
Kingsford 80 Cen. 5,290; E&P 85 Est. 5,528
Iron Mountain 80 Cen. 8,341; E&P 85 Est. 8,495
CZ-ABC: (80) 13,631
RTZ-ABC: (80) 35,081
County 80 Cen. 25,341; E&P 85 Est. 26,473
City & RTZ-ABC: (80) 48,712
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 5,358; E&P 85 Est. 5,146
Kingsford 80 Cen. 1,987; E&P 85 Est. 1,912
Iron Mountain 80 Cen. 3,371; E&P 85 Est. 3,234
County 80 Cen. 9,536; E&P 85 Est. 10,251
CZ-ABC: (80) 5,358
RTZ-ABC: (80) 13,027
City & RTZ-ABC: (80) 18,385

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$217,399,000
Savings & Loan	1	$84,551,000
Credit Unions	3	$21,507,000

6 - PASSENGER AUTOS: County 14,120.

7 - ELECTRIC METERS: Residence 10,114.

8 - GAS METERS: Residence 4,800 (County). Bottled Gas Customers; Natural Gas Available.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Wood Prod. 660 ($300); Machinery 920 ($368); Tools & Casting 942 ($376); Labels & Wrappings 245 ($250); Paper Mill 725 ($270); Concrete Products 210 ($250).

10 - CLIMATE: Min. & Max. Temp.-Spring 29-74; Summer 42-92; Fall 16-64; Winter 14-41. First killing frost, Sept. 2; last killing frost, May 10.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Stephenson Ave.; 2 on Ludington St.; 3 on Hughitt St.; 2 on "B"; 2 on "A"; Midtown Mall; South Stephenson; Birchwood Mall, Kingsford.
Shopping Centers-Midtown Mall; South Stephenson; Birchwood Mall, Kingsford.
Neighborhood Shopping Centers-2 blocks Carpenter at "I"; 2 Breen at Maple; 2 Vulcan at Main; Shopko, Carpenter Ave.; K mart on Carpenter Ave.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-S.S. Kresge; K mart; ShopKo.
Chain Drug Stores-The Drug Store.
Chain Supermarkets-Red Owl; IGA Foodliner; Super Valu; Warehouse Foods.
Other Chain Stores-Selins; Western Auto; Coast-to-Coast; Sears (catalog); Montgomery Ward.

14 - NEWSPAPERS: NEWS (e) 10,439; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Donald E. Hogun, Pub., NEWS, PO Box 460, 215 E. Ludington, Iron Mountain, MI 49801; Tel. (906) 774-2772.
National Representatives: Landon Associates; Thomson Newspapers.

IRONWOOD

1 - LOCATION: Gogebic County, E&P Map A-2. Mining, agric., forest industry and vacation ctr. 432 mi. to Chicago; 107 mi. to Duluth. On U.S. Hwys. 2, 51; MI Hwy. 28; WI Hwy. 77.

2 - TRANSPORTATION: Railroads-Soo Line.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Zephyr; Michigan-Wisconsin Bus.

3 - POPULATION:
Corp. City 80 Cen. 7,741; E&P 85 Est. 7,293
CZ-ABC: (80) 12,342
RTZ-ABC: (80) 40,814
County 80 Cen. 19,686; E&P 85 Est. 19,872
City & RTZ-ABC: (80) 53,156

4 - HOUSEHOLDS:
City 80 Cen. 4,042; E&P 85 Est. 2,529
County 80 Cen. 7,578; E&P 85 Est. 7,859
CZ-ABC: (80) 5,003
RTZ-ABC: (80) 15,150
City & RTZ-ABC: (80) 20,153

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$98,841,693
Savings & Loan	2	$24,462,849

6 - PASSENGER AUTOS: County 8,779.

7 - ELECTRIC METERS: Residence 3,898.

8 - GAS METERS: Residence 4,672.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Copper Mining 213 ($420); Clothing 209 ($205); Forest 1,106 ($215); Flooring 58 ($210); Plastics ($210); Fishing Rods 21 ($225).

10 - CLIMATE: Min. & Max. Temp.-Spring 15-72; Summer 39-86; Fall 1-75; Winter-30-40. First killing frost, Sept. 28; last killing frost June 13.

11 - TAP WATER: Acid, soft.

12 - RETAILING: Principal Shopping Center-3 blocks on Aurora; 3 on Suffolk; 2 on McLeod; 1 on Ayer St.
Neighborhood Shopping Centers-Hurley, Wis., 5 blocks on one street; Wakefield, Bessemer 5 blocks in each city.
Principal Shopping Days-Department Stores-Mon., Fri., Sat. Food-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Vertin's; JCPenney; S&L; Sears.
Discount Stores-Pamida; Copp's; Wolverine; K mart; Jupiter.
Variety Stores-McClellan; Ben Franklin.
Chain Supermarkets-Red Owl; IGA; Super Valu.
Other Chain Stores-Stein Fields; Coast-to-Coast.

14 - NEWSPAPERS: GLOBE (e) 8,566; March 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Robert Trevarthan, Adv. Dir., GLOBE, 118 E. McLeod Ave., Ironwood, MI 49938; Tel. (906) 932-2211.
National Representative: Landon Associates.

JACKSON

1 - LOCATION: Jackson County (in Jackson MSA), E&P Map C-5. County Seat. 72 mi. W of Detroit; 208 mi. E of Chicago.

2 - TRANSPORTATION: Railroads-Grand Trunk Western (freight); Amtrak; Conrail (freight).
Motor Freight Carriers-25.
Intercity Bus Lines-Greyhound; Short Way.
Airlines-Simmons.

3 - POPULATION:
Corp. City 80 Cen. 39,739; E&P 85 Est. 36,118
CZ-ABC: (80) 79,703
County/MSA 80 Cen. 151,495; E&P 85 Est. 148,879
Bal. in Jackson Co.-ABC: (80) 71,792
Total Jackson Co.-ABC: (80) 151,495
Bal. in NDM-ABC: (80) 75,664
Total NDM-ABC: (80) 227,159
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,005; E&P 85 Est. 13,671
County/MSA 80 Cen. 50,974; E&P 85 Est. 51,554
CZ-ABC: (80) 29,401
Bal. in Jackson Co.-ABC: (80) 21,573
Total Jackson Co.-ABC: (80) 50,974
Bal. in NDM-ABC: (80) 24,973
Total NDM-ABC: (80) 75,947

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$599,994,000
Savings & Loan	3	$280,467,533

6 - PASSENGER AUTOS: County 78,413.

7 - ELECTRIC METERS: Residence 75,801.

8 - GAS METERS: Residence 13,062.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Trans. Equip. 3,100; Machinery (Non-Electr.) 2,500; Fabricated Metal Prod. 2,500; Prime Metals 700; Utilities 1,675.
Principal Pay Days-Fri., Thur., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-73; Summer 53-90; Fall 48-64; Winter 1-45. First killing frost, Oct. 8; last killing frost, May 6.

11 - TAP WATER: Alkaline, softened, fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown, Michigan Ave. at Jackson St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Center Plz.(6)	NA	Denny's Shop Rite
Eastgate(5)	NA	Polly's
Paka Plz.(36)	NA	Sears, Woolworth, Kroger, Muir's
Westwood Mall(60)	NA	JCPenney, Mont. Ward

Principal Shopping Days-Sat., Mon., Thur., Fri.
Stores Open Evenings-Dept. Mon., Fri. Shopping Centers 6 evenings; Sun. 12 to 5.

13 - RETAIL OUTLETS: Department Stores-L. H. Field (Allied); Montgomery Ward; Sears; JCPenney; Jacobsons.
Discount Stores-K mart 2; Sid Young Distributors; Meijer's Thrifty Acres.
Variety Stores-Woolworth.
Chain Drug Stores-Muir's; Weatherwax's 4; Walgreens; Perry; Osco.
Chain Supermarkets-Kroger 2; IGA 3; Polly's 4; Meijer's Thrifty Acres; Jewel Food.
Other Chain Stores-Furniture: Vermeulen's Furniture Mart, Inc.; Auto Supplies: Goodyear, Firestone; Shoes: Shoeland, L. G. Haig, Nobil, Kinney, Sibley's, Father & Son; Men's: Furman's.

14 - NEWSPAPERS: CITIZEN PATRIOT (e) 37,534; (S) 41,411; Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data J C Gerdes Adv Mgr CITIZEN PATRIOT 214 S Jackson St Jackson MI 49204 Tel (517) 787-2300

National Representatives Newhouse Newspapers Metro Suburbia

KALAMAZOO

1 - LOCATION: Kalamazoo County MSA) E&P Map C-5 County Seat Industrial wholesale & educational center On U S Hwy 131 I 94 & State Hwy M-43 141 mi E of Chicago 142 mi W of Detroit

2 - TRANSPORTATION: **Railroads**-Conrail Grand Trunk Amtrak
Motor Freight Carriers-45
Intercity Bus Lines-Greyhound Indian Trails, Indiana Motor
Airlines-Republic Simmons Piedmont Allegheny Commuter Air Wisconsin

3 - POPULATION:
Corp City 80 Cen 79 722 E&P 85 Est 78 579
CZ-ABC (80) 148 436
RTZ-ABC (80) 183 133
County MSA 80 Cen 212 378 E&P 85 Est 218 095
City & RTZ-ABC (80) 331 569

4 - HOUSEHOLDS:
City 80 Cen 28 375 E&P 85 Est 29 070
County MSA 80 Cen 75 405 E&P 85 Est 79 970
CZ-ABC (80) 53 022
RTZ-ABC (80) 63 648
City & RTZ-ABC (80) 116 670

5 - BANKS	NUMBER	DEPOSITS
Savings	6	$942 298 000
Savings & Loan	3	$230 000 000

6 - PASSENGER AUTOS: County 119 614

7 - ELECTRIC METERS: Residence 24 600

8 - GAS METERS: Residence 21 300

9 - PRINCIPAL INDUSTRIES: Industry No of Wage Earners-Paper & Allied Prod 4 700 Chem & Allied Prod 7 200 Metal Ind 5,500 Const 3 800 Trans Equip 2 900 Average wages for all industries ($404)

10 - CLIMATE: Min & Max Temp -Spring 34-67 Summer 60-80 Fall 31-45 Winter 16-31 First killing frost Oct 9 last killing frost May 16

11 - TAP WATER: Alkaline very hard fluoridated

12 - RETAILING: **Principal Shopping Center**-7 blocks on Michigan Ave 6 on Burdick St
Neighborhood Shopping Centers-Portage at Lovers Lane E Main at Nazareth Rd W Main at Drake Rd., Portage at Paddington Portage at Bloomfield Shoppers Lane Parchment S Westnedge at Milham Rd I 94 at Portage S Westnedge at Kilgore Maple Hill Mall W Main Mall, Crossroads Mall E Towne Mall

Nearby Shopping Centers

Name (No of stores)	Miles from Downtown	Principal Stores
Airport Plaza(3)	4	Zayre
Bloomfield Plaza(22)	NA	Stop-N-Go Foods
Cork Lane(9)	2	Muir's Drugs, Libin's Men's Store
Eastwood Plaza(11)	NA	Muir's Drugs
Kalamazoo Ctr Fashion Mall(30)	NA	Hallmark Cards, The Greenery
Kalamazoo Mall(55)	NA	Jacobson's Walgreens, Gilmore's
Maple Hill Mall(70)	NA	Mont Ward Gilmore's, Meijer's
Southland Mall(30)	NA	T J Maxx
Westmain Mall(55)	NA	Zayre
Crossroads Mall	NA	JCPenney Sears, Hudson's

Principal Shopping Days-Sat Sun Wed & Fri
Stores Open Evenings-Wed some also on Fri, some department stores 6 nights weekly all malls every evening

13 - RETAIL OUTLETS: **Department Stores**-Gilmore Bros 3 Sears JCPenney Jacobson's Wards Steketees Hudson's
Variety Stores-G L Perry
Discount Stores-Zayre 2 Thrifty Acres 3 Osco 2 K mart 3 T J Maxx
Chain Drug Stores-Walgreens Muir's 3 Perry 3 Revco
Chain Supermarkets-IGA 2 Spartan 8 Harding's 38 Meijer's 3 Jewel Food 3 Family Foods 4 Viking Foods
Other Chain Stores-Budd Nobil Fanny Farmer L C Haig Firestone Goodrich Goodyear Highland Appliance Fretter Appliance T J Maxx

14 - NEWSPAPERS: GAZETTE (e) 62 991 (S) 75 006 Mar 31 1985 ABC
Local Contact for Advertising and Merchandising Data Jim Pulliam Dis Adv Mgr GAZETTE 401 S Burdick St Kalamazoo, MI 49003 Tel (616) 345-3511
National Representative Newhouse Newspapers Metro Suburbia

KINGSFORD
See IRON MOUNTAIN

LANSING

1 - LOCATION: Ingham County (In Lansing-East Lansing MSA) 559 sq miles E&P Map C-4 State capital university center mfg in central Michigan 84 mi W of Detroit 37 mi NW of Jackson U S Hwys 27 127 I-69 I-96 I-496 State Hwys M-43 M-99 & M-143

2 - TRANSPORTATION: **Railroads**-C&O Grand Trunk Western Conrail
Motor Freight Carriers-26
Suburban Bus Lines-Greyhound Short Way Indian Trails North Star
Airlines-Republic

3 - POPULATION:
Corp City 80 Cen 130 414 E&P 85 Est 130 652
CZ-ABC (80) 263 601
RTZ-ABC (80) 175 695
MSA 80 Cen 416 667 E&P 85 Est 420 920
County 80 Cen 272 437 E&P 85 Est 274 319
City & RTZ-ABC (80) 439 296
Demographic Information available from Newspaper See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen 52 058 E&P 85 Est 50 648
County 80 Cen 95 179 E&P 85 Est 97 457
MSA 80 Cen 143 071 E&P 85 Est 147 705
CZ-ABC (80) 92 838
RTZ-ABC (80) 55 570
City & RTZ-ABC (80) 148 408

5 - BANKS	NUMBER	DEPOSITS
Savings	9	$1 474 669 000
Savings & Loan	3	$615 645 000

6 - PASSENGER AUTOS: County 151 230

7 - ELECTRIC METERS: Residence 104 611

8 - GAS METERS: Residence 67 203

9 - PRINCIPAL INDUSTRIES: Industry (Metro Area) No of Wage Earners (Av Wkly Wage)-Transportation Equipment 26 500 ($703) Fabricated Metals N A (N A) Non Elec Mach 3 200 (N A)
Principal Industrial Pay Days-Fri

10 - CLIMATE: Min & Max Temp -Spring 34-54 Summer 55-77 Fall 40-60 Winter 19-33 First killing frost Oct 8 last killing frost May 7 Rainfall 30-66 inches

11 - TAP WATER: Alkaline soft fluoridated

12 - RETAILING: **Principal Shopping Center**-Downtown Lansing 7 blocks Michigan 15 S Cedar 20 W Saginaw 8 E Grand River 6 Larch 15 10 on Grand River E Lansing across from Michigan State Univ

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cedar Park Center	10	Kroger, Rite Aid
Haslett Village Sq	14	Goff
Country Meadows	3	
Frandor(82)	1	Sears Kroger, Eberhards SupeRx
Brookfield	7	Country Mkt Rite Aid
Edgemont Park(12)	3	Schmidt
Colonial Village(15)	2	Rite Aid Schmidt
Lansing Mall(101)	6	Mont Ward JCPenney, Hudson's
Meridian Mall(115)	6	JCPenney Hudson's
W Saginaw(8)	3	Stabler's Shop-Rite
Frandor Logan (25) Sq (25)	2	Kroger SupeRx, Witmark Sears Surplus
Waverly Plz (11)	2	Kroger
Delta Ctr (20)		T J Maxx Serv Mdse, A L Price

Principal Shopping Days-Fri Sat Sun
Stores Open Evenings-Most nightly

13 - RETAIL OUTLETS: **Department Stores**-Hudson's 2 Jacobson's JCPenney 2 Sears Montgomery Ward
Discount Stores-Meijer's Thrifty Acres 4 K mart 3
Variety Stores-Woolworth 2 D&C Stores 3
Chain Drug Stores-Rite Aid 3 SupeRx 2 Revco 2 Thrifty Acres 4 A L Price
Chain Supermarkets-Goff 3 Kroger 5 Schmidt 5 Eberhard 4 Shop-Rite 12 Meijer's Thrifty Acres 4 Min-A-Mart 22 Quality Dairy 25 Thriftway 4
Other Chain Stores-Ladies Wear Winkelman's, Brooks, The Gap Savvy May's Women's World Wilson's Suede Leather Loft Jacobson's Lane Bryant Beverly's Town & Country Gutman's Casual Corner Marti Walker Tempo Hit or Miss Tansy Vogue Albert's Foxmoor Gantos Mother to Be Marianne's Jean Nicole Suzys Casuals The Limited Paul Harris Schottenstein's Value City T J Maxx Designer Depot Men's Wear Edward's Leather Loft Wilson's Suede Silverman's His Place J Riggings Richman Bros Redwood & Ross Mays Holden Reid Webster Shoes The Wild Pair Red Cross Foot Locker Shepard's Regal Thom McAn Kinney Barker Shoeland Butler Flagg Father & Son Sibley Nobil Maling Stride-Rite Cartwright Confections Bressler Ice Cream Fanny Farmer Modern's Baker Baskin-Robbins Russell Stover Fannie Mae Sam Pretzels Cookie Factory Morrow's Nut House Orange Julius Mrs Fields Cookies 1 Potato 2 Popcorn Planet Sbarro, Jewelry Claire's Boutique Corey's Jewelry Box Shifrin-Willins Fox's Bowen's J B Robinson Shaw's Linn & Owen Zale's Morgan's Auto Supplies Firestone General Tires Goodyear Goodrich Capitol Tires, Discount Tires, Giant Discount Action Automotive Paul Automotive Capital Automotive

14 - NEWSPAPERS: STATE JOURNAL (e) 68 425 (S) 80 858 Mar 31 1985 ABC
Local Contact for Advertising and Merchandising Data Ted Sondag Adv Dir., STATE JOURNAL 120 E Lenawee St Lansing MI 48919 Tel (517) 377-1000
National Representative Gannett Media Sales

LUDINGTON

1 - LOCATION: Mason County E&P Map B-3 County Seat Residential center On E shore of Lake Michigan at mouth of Pere Marquette River On U S Hwys 10 31 State Hwy M-116 240 mi N of Chicago IL 110 mi NW of Grand Rapids 60 mi from Muskegon

2 - TRANSPORTATION: **Railroads**-C&O
Ferries Michigan-Wisconsin Transportation Co
Motor Freight Carriers-3
Passenger & Freight Steamship Lines 1
Intercity Bus Lines-North Star Shortway
City Bus-Dart

3 - POPULATION:
Corp City 80 Cen 8 937 E&P 85 Est 9 348
CZ ABC (80) 8 937
RTZ ABC (80) 31 753
County 80 Cen 26 365 E&P 85 Est 27 705
City & RTZ-ABC (80) 40 690

4 - HOUSEHOLDS:
City 80 Cen 3 576 E&P 85 Est 3 036
County 80 Cen 9 693 E&P 85 Est 10 562
CZ-ABC (80) 3 576
RTZ-ABC (80) 11 417
City & RTZ-ABC (80) 14 993

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$75 000 000
Savings & Loan	2	$40 927 254

6 - PASSENGER AUTOS: County 13 387

7 - ELECTRIC METERS: Residence 7 384

8 - GAS METERS: Residence 3 027 Commercial 492

9 - PRINCIPAL INDUSTRIES: Industry No of Wage Earners-Railroad & Car Ferries 250 Chemicals 250 Vibrator Machy 350 Light Industry Plants
Principal Industrial Pay Days-Thur., 1st & 15th

10 - CLIMATE: Min & Max Temp -Spring 40-70 Summer 58-85 Fall 30-72 Winter 0-57 First killing frost Oct 8 last killing frost May 10

11 - TAP WATER: Neutral soft fluoridated

12 - RETAILING: **Principal Shopping Center**-Downtown Ludington 30-35 stores

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Giant Plz (6)	1	Giantway
Eastgate Plz(6)	1	Bonser's Eastgate
K mart(7)	1	K mart
Scottville	7	Del Foods

Principal Shopping Days-Tues., Wed., Thur., Fri
Stores Open Evenings-Fri

13 - RETAIL OUTLETS: **Department Stores**-JCPenney
Variety Stores-Ben Franklin 2
Discount Stores-Giant Way K mart
Chain Drug Stores-Rexall Revco
Chain Supermarkets-Bonser's Giantway Eberhards Del
Other Chain Stores-Sears (catalog) Goodyear, Montgomery Ward Payless Shoes Little Red Shoe Store Mole Hole Mariellen's Hallmark Radio Shack Thompson's Toggery

14 - NEWSPAPERS: NEWS (e) 8,170 Mar 31, 1985 ABC
Local Contact for Advertising and Merchandising Data David Jackson Publisher NEWS 202 N Rath PO Box 340 Ludington MI 49431 Tel (616) 845-5181
National Representative None

MANISTEE

1 - LOCATION: Manistee County E&P Map B-3, County Seat On E shore of Lake Michigan midway bet Chicago and Straits of Mackinac (175 mi.) On U S Hwy 31 State Hwys M-22 M-55 and M-110, 90 mi N of Muskegon 122 mi NW of Grand Rapids

2 - TRANSPORTATION: **Railroads**-C&O
Motor Freight Carriers-2
Intercity Bus Lines-North Star

3 - POPULATION:
Corp City 80 Cen 7,566 E&P 85 Est 7 649
County 80 Cen 23,019 E&P 85 Est 23 560

4 - HOUSEHOLDS:
City 80 Cen 3,036 E&P 85 Est 2,356
County 80 Cen 8,490 E&P 85 Est 8 996

5 - BANKS	NUMBER	DEPOSITS
Commercial	1	$9 803 000
Savings	1	$15 934 000
Savings & Loan	1	$600 000

6 - PASSENGER AUTOS: County 12 007

7 - ELECTRIC METERS: Residence 3 609

8 - GAS METERS: N A

9 - PRINCIPAL INDUSTRIES: Industry No of Wage Earners (Av Wkly Wage)-Salt 525 ($205) Garment 500 ($150) Paper 563 ($205) Metal 232 ($205) Boat Mfg 300 ($200) Chemical 300 ($200)
Principal Industrial Pay Day-Fri

10 - CLIMATE: Min & Max Temp -Spring 25-70 Summer 40-100 Fall 25-85 Winter 10-50 First killing frost Oct 14 last killing frost May 12

11 - TAP WATER: Neutral hard fluoridated

12 - RETAILING: **Principal Shopping Centers**-6 blocks on River St., 2 blocks on Division St., 2 on Maple St., 3 on First St., 4 on Washington St
Shopping Centers-K mart Shoppers Square Cypress Plaza
Principal Shopping Days-Fri., Sat
Stores Open Evenings-Thur., Fri

13 - RETAIL OUTLETS: **Department Stores**-JCPenney
Discount Stores-K mart Ben Franklin Gambles
Chain Drug Stores-Revco
Variety Stores-Woolworth
Chain Supermarkets-Spartan Plumb's Big E Oleson's Farm Market
Other Chain Stores-Sears (catalog) Montgomery Ward

14 - NEWSPAPERS: NEWS-ADVOCATE (e-mon to fri, m-sat) 5,769 sworn Oct 1 1984
Local Contact for Advertising and Merchandising Data Cris H Batdorff Pub NEWS-ADVOCATE, 75 Maple St., Manistee Mi 49660 Tel (616) 723-3593
National Representative None

MARQUETTE

1 - LOCATION: Marquette County, E&P Map B-2, County Seat Industrial medical educational, residential center on the S shore of Lake Superior. Centrally located in Upper Peninsula of MI On U.S. Hwy 41 State 28 & 94

2 - TRANSPORTATION: **Railroads**-Soo Line Railroad Company Lake Superior & Ishpeming
Intercity Bus Lines-Greyhound Northern Michigan Coaches Marquette Transit Authority
Airlines-Simmons.

3 - POPULATION:
Corp City 80 Cen 23,288; E&P 85 Est 23,222
CZ-ABC (80) 23,288
RTZ-ABC (80) 52,822
County 80 Cen 74,101; E&P 85 Est 71,575
City & RTZ-ABC (80) 76,110

4 - HOUSEHOLDS:
City 80 Cen 7,555; E&P 85 Est 6,807
County 80 Cen 24,514; E&P 85 Est 24,324
CZ-ABC (80) 7,555
RTZ-ABC (80) 17,673
City & RTZ-ABC (80) 25,228

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$198,000,000
Savings & Loan	1	$50,000,000
Credit Unions	2	$21,500,000

6 - PASSENGER AUTOS: County 33,549

7 - ELECTRIC METERS: Residence 7,800

8 - GAS METERS: Residence 4,200

9 - PRINCIPAL INDUSTRIES: Iron Ore Mining; Medical; Iron Ore Processing; Wood Prod.; Lumber; Northern Michigan University; Dairy Prods.; Baked Goods; Military.

10 - CLIMATE: Min. & Max. Temp.-Spring 5-85; Summer 40-98; Fall 10-85; Winter 20-60. First killing frost, Oct. 1-15; last killing frost, June 15.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Front St.; 3 on Washington St.; Third St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Marquette Mall(38)	2	Woolworth Super Valu
Westwood Plaza(13)	4	Pranges, K mart

Principal Shopping Days-Tues., Fri.
Stores Open Evenings-Shopping centers every evening to 9 and Sunday.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Getz; Prange's; American; Northland.
Variety Stores-Woolworth; Ben Franklin; Merrick's.
Discount Stores-Shopko; K mart.
Chain Supermarkets-Red Owl 2; IGA 8; Super Valu.

14 - NEWSPAPERS: MINING JOURNAL (e) 17,367; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Willie J. Peterson, Adv. Mgr., MINING JOURNAL, 249 W. Washington, Marquette, MI 49855; Tel. (906) 228-2500.
National Representatives: Landon Associates; Thomson Newspapers.

MARSHALL

1 - LOCATION: Calhoun County (In Battle Creek MSA). E&P Map C-5. County Seat. 11 mi. W of Albion. Intersection of U.S. Highways I-94 & I-69.

2 - TRANSPORTATION: **Railroads**-Conrail.
Intercity Bus Lines-Greyhound, Shortway.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 7,201; E&P 85 Est. 7,145
County/MSA 80 Cen. 141,557; E&P 85 Est. 141,224

4 - HOUSEHOLDS:
City 80 Cen. 2,707; E&P 85 Est. 2,774
County/MSA 80 Cen. 51,123; E&P 85 Est. 52,626

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$1,272,016,149
Savings & Loan	2	$108,880,000

6 - PASSENGER AUTOS: County 75,998

7 - ELECTRIC METERS: Residence 2,900

8 - GAS METERS: Residence 2,575

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Automatic Doors 67; Automotive Insulation 135; Automobile Pumps & Transmissions 907; Refrigerator Display Cases 233; Carton Mfg. 190; Foods 191; Ins. 575; Castings 139; Plumbing Pdts. 185; Pre-fab Homes 64; Material Handling Eqpt. 34; Packaging.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 40-99; Fall 15-75; Winter 0-30. First killing frost, Oct.; last killing frost, April.

11 - TAP WATER: Neutral, hard, fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Michigan Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Marshall Plz.(7)	NA	K mart
Redfield Plz.(12)	NA	Redfield Appl. Felpaush Mkt.

Principal Shopping Days-Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Chain Drug Stores**-Rexall.
Chain Supermarkets-Felpausch.
Other Chain Stores-G. C. Murphy; Gamble's; K mart.

14 - NEWSPAPERS: EVENING CHRONICLE (e-mon to fri; m-sat) 2,702; sworn Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: N. P. Costianes, Adv. Dir., EVENING CHRONICLE, 115 S. Grand St., Marshall, MI 49068; Tel. (616) 781-3943.
National Representative: None.

MENOMINEE

1 - LOCATION: Menominee County. E&P Map B-3. On W shore of Green Bay (Upper Peninsula) at mouth of Menominee River, 50 mi. from Escanaba, 57 mi. from Green Bay. On U.S. Hwy. 41, State Hwys. 41, 35 & 64.

2 - TRANSPORTATION: **Railroads**-Chicago & Northwestern; Chicago, Milwaukee, St. Paul & Pacific.
Motor Freight Carriers-4.
Intericity Bus Lines-Greyhound.
Airlines-Simmons.

3 - POPULATION:
Corp. City 80 Cen. 10,099; E&P 85 Est. 9,837
CZ-ABC: (80) 10,099
RTZ-ABC: (80) 33,846
County 80 Cen. 26,201; E&P 85 Est. 26,464
City & RTZ-ABC: (80) 43,945
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,272; E&P 85 Est. 3,430
County 80 Cen. 9,283; E&P 85 Est. 9,697
CZ-ABC: (80) 3,945
RTZ-ABC: (80) 12,052
City & RTZ-ABC: (80) 15,997

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$52,900,000
Savings & Loan	1	$3,768,000

6 - PASSENGER AUTOS: County 13,187

7 - ELECTRIC METERS: Residence 6,582

8 - GAS METERS: Residence 3,781

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Paper Prod. 1,230; Lumber Prod. 790; Chem. 565; Furn. 760; Fans, Saws, Elec. Motors 600; Gloves 325; Food 270; Marine 305; Comm. Fish & Sports Nets 60; Cement Prod. & Constr. 260; Non-Elec. Goods 285; Printing 100.
Principal Industrial Pay Days-Wed., Thur., Fri., 1st & 15th, 10th & 25th.

10 - CLIMATE: First killing frost, Sept. 26; last killing frost, May 10.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-10th Ave.; M&M Plz.
Neighborhood Shopping Centers-10th St.; 13 St.
Shopping Centers-M&M Plz., K mart (Enclosed Mall, McCrory, Super Valu, Snyder Drug); Pine Tree Mall, US 41, Marinette, includes Prange's, Prange-Way, Sears, JCPenney.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-All on Fri.; Super Mkts and Shopping Ctr. 6 nights; 4 Super Mkts. open Sun.

13 - RETAIL OUTLETS: **Department Stores**-Lauermans; JCPenney; Sears.
Discount Stores-Holiday; K mart.
Variety Stores-McCrory.
Chain Drug Stores-Cross Drugs; Lundgren's 2; Rexall 2; Osco; Snyder Drug.
Chain Supermarkets-IGA Stores 8; Super Valu; Red Owl.

14 - NEWSPAPERS: HERALD-LEADER (e) 4,758; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Tim Craig, Adv. Mgr., HERALD-LEADER, 1809 Dunlap Ave., Marinette WI 54143; Tel. (715)735-6611.
National Representative: Landon Associates.

MIDLAND

1 - LOCATION: Midland County, (In Saginaw-Bay City-Midland MSA), E&P Map C-4. County Seat. E Central part of state, 125 mi. NW of Detroit. U.S. Hwy. 10, State Hwy. 20.

2 - TRANSPORTATION: **Railroads**-Grand Trunk; C&O (freight only).
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Mercury; Valley Coach.
Airlines-United; Republic.

3 - POPULATION:
Corp. City 80 Cen. 37,250; E&P 85 Est. 39,276
CZ-ABC: (80) 39,639
RTZ-ABC: (80) 75,808
County 80 Cen. 73,578; E&P 85 Est. 75,228
MSA 80 Cen. 421,518; E&P 85 Est. 419,707
City & RTZ-ABC: (80) 115,447
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,737; E&P 85 Est. 13,937
County 80 Cen. 24,498; E&P 85 Est. 25,857
MSA 80 Cen. 141,962; E&P 85 Est. 145,828
CZ-ABC: (80) 13,835
RTZ-ABC: (80) 24,509
City & RTZ-ABC: (80) 38,344

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$263,592,000
Savings & Loan	2	$346,746,591

6 - PASSENGER AUTOS: County 44,387

7 - ELECTRIC METERS: Residence 13,822

8 - GAS METERS: Residence 11,986

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Chemicals 4,400; Salaried 6,000; Silicones 634 hourly and 5,500 full time; Packaging 110.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: First killing frost, Oct. 7; last killing frost, May 2.

11 - TAP WATER: Alkaline, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Main St. and 1 each side of Main.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ashman Circle	1	Miller Furniture, Knopics Hdwe.
Circle Mall(16)	1	SupeRx
Eastlawn(13)	1	Giant Foods
Stadium Plaza	2	Giant Foods,
Giantway Plz.	2	Giant Food
Midland Plz.(16)	1	K mart, A&P

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Thur.

13 - RETAIL OUTLETS: **Department Stores**-Hansens; JCPenney; Montgomery Ward.
Discount Stores-Clinton Discount; K mart; 3-D.
Variety Stores-Kresges.
Chain Drug Stores SupeRx; State Vitamin & Cosmetic; Community 2; Perry; Rite-Aid.
Chain Supermarkets-A&P; Giant Super 3; Kroger.
Other Chain Stores-Firestone; Goodyear; Singer Co.; Nobils Shoes; Gittleman's; Jo-Ann Fabrics; Sherwin-Williams.

14 - NEWSPAPERS: DAILY NEWS (e) 17,488; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Kim Hagle, Class. Adv. Mgr., DAILY NEWS, 124 S. McDonald St., Midland, MI 48640; Tel. (517) 835-7171.
National Representative: Hearst Advertising Service.

MONROE

1 - LOCATION: Monroe County (In Detroit PMSA). E&P Map D-5. County Seat. Diversified farming. Large manufacturing center of paper, paper products, containers, auto parts, commercial stokers. Southeastern part of state, 40 mi. SW of Detroit, 25 mi. N of Toledo, OH. U.S. Port on Lake Erie. On U.S. Hwy. 24 and State Hwys. 50, 125; Detroit-Toledo Expressway I-75.

2 - TRANSPORTATION: **Railroads**-Conrail; Chessie Systems; Norfolk & Western; Ann Arbor; Grand Trunk.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Short Way; Lake Erie Transportation.

3 - POPULATION:
Corp. City 80 Cen. 23,531; E&P 85 Est. 22,472
CZ-ABC: (80) 30,786
RTZ-ABC: (80) 107,133
PMSA 80 Cen. 4,487,421; E&P 85 Est. 4,411,276
County 80 Cen. 134,659; E&P 85 Est. 131,000
City & RTZ-ABC: (80) 137,919

4 - HOUSEHOLDS:
City 80 Cen. 8,057; E&P 85 Est. 7,997
County 80 Cen. 43,110; E&P 85 Est. 43,492
PMSA 80 Cen. 1,551,942; E&P 85 Est. 1,572,885
CZ-ABC: (80) 10,756
RTZ-ABC: (80) 33,510
City & RTZ-ABC: (80) 44,266

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$789,851,606
Savings & Loan	1	$375,802,465

6 - PASSENGER AUTOS: County 71,244

7 - ELECTRIC METERS: Residence City 8,099

8 - GAS METERS: Residence City 14,519

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage of all manufacturing employees $240)-Automotive & Related 2,330; Glass & Pottery 752; Paper, Plastics & Allied Products 2,273; Primary Metal & Scrap 937; Fabricated Metal Products 459; Transportation 1,200; Machinery, Non-Electrical 843; Power Generation & Cable 10,603; Concrete & Stone 355; Wood & Furniture 516.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-89; Summer 51-98; Fall 23-99; Winter 4-68. First killing frost, Sept. 15; last killing frost, May 10.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: **Principal shopping Centers**-5 blocks on Front St.; 3 on Monroe St.; 1 on Washington.
Neighborhood Shopping Centers-Winchester, 3 blocks; East 2nd, 2; East 1st, 1.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Monroe(25)	3	JCPenney, Woolworth
Foodtown(6)	2	Foodtown, Radio Shack
N. Monroe(2)	2	K mart
Monroe Mall(11)	3	Kash 'n Karry Ace Hardware
S. Monroe(9)	4	Kroger, Perry Drug, ACO Hardware

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Downtown Fri.; Shopping Centers 7 days-7 nights.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Kline's.
Variety Stores-Woolworth.
Discount Stores-Kaybee-Drug and Cosmetic Dis.; K mart.
Chain Drug Stores-Arbor; Professional Village 3; Weisel's Rexall; Perry 2; FIP 2; Valu Rite.
Chain Supermarket-Kroger; Bazley's; Food Town 7; Gruber's 2; Spartan Stores 3; Danny's Fine Foods 2; Kash 'n Karry.
Other Chain Stores-Carter Lumb.; Wickes Lumber; Thom McAn; Firestone; L.C. Haig; Sherwin-Williams; Keidan's; Hadley-Arden; ACO Hardware; ACE Hardware; Radio Shack; Baskin-Robbins; Friendly Ice Cream; New York Carpet; Kinney Shoes; Nobil Shoes; PicWay Shoes; Big-Foote Shoes; Jo-Ann Fabrics; Milkin Jewelers; N.A. Mans Lumber; Sears (catalog).

14 - NEWSPAPERS: NEWS (e) 26,479; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: George Stoner, Adv. Dir., NEWS, 20-22 W. First St., Monroe, MI 48161; Tel. (313) 242-1100.
National Representative: None.

MOUNT CLEMENS

1 - LOCATION: Macomb County (In Detroit PMSA). E&P Map D-4. County Seat. 12 mi. NE of Detroit on Lake St. Clair. On U.S. Hwy. 94, 696; State Hwys. M-3, M-59, M-29, M-97, M-53, M-102.

2 - TRANSPORTATION: **Railroads**-Grand Trunk; Green Bay; Western.
Bus Lines-Greyhound; Tower Bus; Southeast Michigan Transportation Association.

3 - POPULATION:
Corp. City 80 Cen. 18,806; E&P 85 Est. 18,289
NDM-ABC: (80) 276,840
PMSA 80 Cen. 4,487,421; E&P 85 Est. 4,411,276
County 80 Cen. 694,600; E&P 85 Est. 703,611
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,052; E&P 85 Est. 7,201
County 80 Cen. 229,820; E&P 85 Est. 240,318
PMSA 80 Cen. 1,551,942
NDM-ABC: (80) 93,318

5 - BANKS	NUMBER	DEPOSITS
Commercial	19	N.A.
Savings	11	N.A.

6 - PASSENGER AUTOS: County 449,314

7 - ELECTRIC METERS: County 240,000

8 - GAS METERS: County 177,000

9 - PRINCIPAL INDUSTRIES: Pottery; Greenhouses; Metal Prods; Tools & Dies; Auto Plastics; Pleasure Boats; Plastic Signs; Mfg.; Automotive Related Fabricated Metals; Mach.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Roseville Plz.(50)	NA	Service Mdse., Marshalls, Kuppenheimers, Chatham

Shores(19)	NA	Designer Depot, Great Scott, Perry Drug, A.C.O.
Eastland(125)	NA	Hudsons, JC Penney
Universal Mall(97)	NA	Mont. Ward, Crowley's
Oakland Mall(130)	NA	JC Penney, Hudsons, Sears
Regional(32)	NA	Perry Drugs, Woolworth, Mont. Ward
Lakeside(130)	NA	J.L.Hudson, Sears, JCPenney, Lord & Taylor, Crowley's
Macomb(78)	NA	Sears, Crowley's
Clinton Vly.(10)	NA	Marshalls, Service Mdse.

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Mon., Fri., every night in shopping centers.

13 - RETAIL OUTLETS: **Department Stores**-Crowley's; JCPenney; Sears; Montgomery Ward; J.L.Hudson; Lord & Taylor; Marshalls.
Discount Stores-K mart.
Variety Stores-Woolworth.
Chain Drug Stores-Perry, Revco, SupeRx, Arbor.
Chain Supermarkets-A&P; Chatham; Farmer Jack; Great Scott; Kroger.

14 - NEWSPAPERS: MACOMB DAILY (e) 55,092; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Jerry W. Bailenger, Dir. of Sales/Mktg., MACOMB DAILY, 67 Cass Ave.; PO Box 707, Mt. Clemens, MI 48043; Tel. (313) 469-4510.
National Representatives: Landon Associates; U.S. Suburban Press.

MOUNT PLEASANT-ALMA

1 - LOCATION: Mount Pleasant in Isabella Countyn Alma in Gratiot County, E&P Map C-4, County Seat. Central part of state. On U.S. Hwy. 27; State Hwy. M-20; 70 mi. N of Lansing.

2 - TRANSPORTATION: **Railroads**-Ann Arbor, Pere Marquette Div. of C&O; Grand Trunk; Michigan Northern.
Motor Freight Carriers-3.
Intercity Bus Lines-Mercury; Michigan Trailways.
Airline-Charter only.

3 - POPULATION:
Corp. Cities 80 Cen. 33,398; E&P 85 Est. 35,290
Mount Pleasant 80 Cen. 23,746; E&P 85 Est. 25,830
Alma 80 Cen. 9,652; E&P 85 Est. 9,460
Counties 80 Cen. 94,558; E&P 85 Est. 94,758
Isabella 80 Cen. 54,110; E&P 85 Est. 54,761
Gratiot 80 Cen. 40,448; E&P 85 Est. 39,997
NDM-ABC: (80) 69,487
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 9,235; E&P 85 Est. 9,507
Mount Pleasant 80 Cen. 6,145; E&P 85 Est. 6,454
Alma 80 Cen. 3,090; E&P 85 Est. 3,053
Counties 80 Cen. 29,363; E&P 85 Est. 30,301
Isabella 80 Cen. 16,044; E&P 85 Est. 16,743
Gratiot 80 Cen. 13,319; E&P 85 Est. 13,558
NDM-ABC: (80) 21,187

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$700,000,000
Savings & Loan	2	N.A.
Credit Unions	4	N.A.

6 - PASSENGER AUTOS: Counties 41,634; Isabella 21,533; Gratiot 20,101.

7 - ELECTRIC METERS: Residence Mt. Pleasant 4,734; Alma 3,820.

8 - GAS METERS: Residence Mt. Pleasant 4,191; Alma N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Central Michigan University 1,879; State of Michigan Training Home 400; Oil Field Supply 930; Central Michigan Newspapers 185; Wood Harvesting Equipment 273; Oil Refining 228; Heavy Road Const. 113; Delfield Eqpt. Co. 250; House Trailers; Agriculture; Mfg. 155; Total Refinery 460; Alma Plastics 260.

10 - CLIMATE: Min. & Max. Temp.-Spring 11-60; Summer 37-92; Fall -11-85; Winter -17-60.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Days**-Wed., Fri.
Stores Open Evenings-Mon. through Fri. in shopping centers; downtown, Fri.
Stores Open Sundays-Food, drug, discount & department.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears (catalog); Montgomery Ward; Spurgeons.
Discount Stores-Giantway; K mart; Downtown; TG&Y.
Variety Stores-D&C.
Chain Drug Stores-Downtown; SupeRx; Post; Perry; Spencers.
Chain Supermarkets-Giant 3; Ric's; Kroger; IGA 9; Farmer Jack's; D&M.
Other Chain Stores-Evenknit Hosiery; Western Auto; Ace Hdw.; 7-Eleven; True Value; Radio Shack; Lloyds Shoes; Nobil Shoes; Little Red Shoe House; Payless Shoes; Fox's Jewelry; Gittleman's; Cashway Lumber.

14 - NEWSPAPERS: SUN (m) 11,217; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Frank R. Walters, Adv. Dir., SUN, 215 N. Main St.; PO Box 447, Mt. Pleasant, MI 48858; Tel. (517) 772-2971.
National Representative: Landon Associates.

MUSKEGON

1 - LOCATION: Muskegon County. (In Muskegon MSA). E&P Map B-4. County Seat. Industrial, wholesale and shipping center for W Michigan. On U.S. Hwys. 1-96, 31 and State Hwys. 120, 46, 190 mi. NW of Detroit; 77 mi. E of Milwaukee; 112 mi. NE of Chicago; 38 mi. NW of Grand Rapids.

2 - TRANSPORTATION: **Railroads** Conrail; C&O; Grand Trunk Western.
Motor Freight Carriers-8.
Steamship Lines-4 Foreign Freight.
Intercity Bus Lines-Greyhound; North Star.
Airlines-Mid-State; Air Wisconsin; Simmons.

3 - POPULATION:
Corp. City 80 Cen. 40,823; E&P 85 Est. 39,109
CZ-ABC: (80) 96,383
RTZ-ABC: (80) 124,058
County/MSA 80 Cen. 157,589; E&P 85 Est. 159,189
City & RTZ-ABC: (80) 220,441
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,241; E&P 85 Est. 15,167
County/MSA 80 Cen. 54,526; E&P 85 Est. 56,853
CZ-ABC: (80) 34,913
RTZ-ABC: (80) 41,354
City & RTZ-ABC: (80) 76,267

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	4	$825,100,000
Savings & Loan	3	$489,000,000

6 - PASSENGER AUTOS: County 86,267.

7 - ELECTRIC METERS: Residence Co. 55,201.

8 - GAS METERS: Residence Co. 47,816.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Total Mfg. 18,900 ($454); Non-Elect. Machy. 6,800 ($441); Primary Metals 2,900 ($395); Fabricated Metals 1,200 ($412).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-64; Summer 55-85; Fall 33-46; Winter 19-33. First killing frost, Oct. 16; last killing frost, May 1.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: **Principal Shopping Center**-Downtown, Muskegon Mall.
Neighborhood Shopping Centers-Henry Street, Norton Shores; Broadway and Peck St., Muskegon Heights; Ruddiman and Center Sts., N. Muskegon; Lake Shore Drive Lakeside; Apple Ave. & U.S. 31.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Glenside	4	Plumb's
Beltline Plaza	3	Plumbs
West Vlg.	3	Witmark
Thrifty Acres	4	Thrifty Acres
Family Foods	3	Walgreens
K mart Plaza	4	K mart
Park Row	4	JCPenney
Outlets, Etc.	2	

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Shopping centers every evening to 9.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Hardy-Herpolsheimers (Allied); JCPenney; Steketee's.
Discount Stores-Meijer's Thrifty Acres; K mart 2; Outlets, Etc.
Chain Drug Stores-Revco 2; Walgreens 2; SupeRx.
Chain Supermarkets-Plumb 6; Meijer's; Eberhard's 6; Family Foods; Gov's 2; 7-Eleven 2; Convenient Food Mart 3; Thriftway 14; IGA 4; DTW Food.
Other Chain Stores-Sherwin-Williams; Kindy; House of Vision; Zale's Jewelry; Radio Shack; Pic-Way Stores; Midas Muffler; Firestone; Goodyear 2; Montgomery Ward; S&H Green Stamps; Jo-Ann Fabric Shops; Nobil Shoes; Lerner's; Ganto's; M.C. Sport Goods; Tuffy Muffler; Ziebart.

14 - NEWSPAPERS: CHRONICLE (e) 46,196; (S) 49,758; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: David Kennedy, Gen. Adv. Supv., CHRONICLE, 981 Third St., Muskegon, MI 49443; Tel. (616) 722-3161.
National Representative: Newhouse Newspapers Metro Suburbia.

NILES

1 - LOCATION: Berrien County (In Benton Harbor MSA). E&P Map B-5. 6 mi. N of MI-IN state line. Miscellaneous manufacturing. On U.S. Hwys. 31, 33, and 12; State Hwys. 40, 60 and 140.

2 - TRANSPORTATION: **Railroads**-Conrail; Big Four.
Motor Freight Carriers-13.
Airlines-Republic; United; Air Wisconsin (at South Bend, IN Airport); Britt.
Intercity Bus Lines-Greyhound; Indian Trails; Northern Indiana Transit.

3 - POPULATION:
Corp. City 80 Cen. 13,115; E&P 85 Est. 12,670
County/MSA 80 Cen. 171,276; E&P 85 Est. 164,738

4 - HOUSEHOLDS:
City 80 Cen. 5,522; E&P 85 Est. 4,827
County/MSA 80 Cen. 60,276; E&P 85 Est. 59,825

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	4	$199,110,926
Savings & Loan	2	$58,826,660

6 - PASSENGER AUTOS: County 89,852.

7 - ELECTRIC METERS: Residence 6,103.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Sewing Patterns 2,400; Wire Mfg. 1,100; Store Fronts 750; Store Fixtures 650; Air Moving Equip. 200; Paper Mfg. 175; Elec. Prod. 200; Food Proc. 230; Truck Axles & Heavy Equip. (6 mi. distant) 6,623.
Principal Pay Days-Fri., 5th and 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-80; Summer 56-92; Fall 33-51; Winter 15-33. First killing frost, Oct. 4; last killing frost, May 10.

11 - TAP WATER: Neutral, very hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-16 blocks on 5 streets.
Neighborhood Shopping Centers-Main & Oak; 17th & Oak; Eastgate; Oak and 21st; Brandywine and Belle Plaza; Belle Rd. & U.S. 31.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Eastgate(28)	3	JC Penney, Demands Foods, I.G.L., Perry Disc., Perry Drugs

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Variety Stores-G. L. Perry; Perry Drug Stores.
Discount Stores-Wonderland; Clinton Drug; K mart.
Chain Supermarkets-West Side Super; Westside Open Pantry; Tony's; Peel's; Save Mart; Shelton's; DeMond's SuperValu; Eagles.
Other Chain Stores-Western Auto Tire; Sherwin-Williams; Falveys; Majerek's; D&D Tire; Hook's Drugs; Guarantee Auto.

14 - NEWSPAPERS: STAR (m) 5,607; sworn Sept. 26, 1984.
Local Contact for Advertising and Merchandising Data: Polli M. Smith, Adv. Mgr., STAR, 217 N. Fourth St., Niles, MI 49120; Tel. (616) 683-2100.
National Representative: None.

OWOSSO

1 - LOCATION: Shiawassee County. E&P Map C-4. Centrally located, 85 mi. from Detroit, 80 mi. from Grand Rapids. On State Hwys. M-21, M-52 and M-71.

2 - TRANSPORTATION: **Railroads**-Grand Trunk.
Motor Freight Carriers-5.
Intercity Bus-Indian Trail.

3 - POPULATION:
Corp. City 80 Cen. 16,455; E&P 85 Est. 15,801
CZ-ABC: (80) 29,976
RTZ-ABC: (80) 60,565
County 80 Cen. 71,140; E&P 85 Est. 70,049
City & RTZ-ABC: (80) 89,541

4 - HOUSEHOLDS:
City 80 Cen. 6,382; E&P 85 Est. 6,046
County 80 Cen. 23,359; E&P 85 Est. 23,744
CZ-ABC: (80) 10,301
RTZ-ABC: (80) 18,710
City & RTZ-ABC: (80) 29,011

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Comm.	4	$268,648,000
Savings & Loan	2	$155,600,000

6 - PASSENGER AUTOS: County 36,515.

7 - ELECTRIC METERS: 7,479; County 61,785.

8 - GAS METERS: 6,410; County 40,715.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Motors & Generators 1,505; Batteries 485; Motor Vehicle Parts 441; Plastic Prods. 409; Abrasive Prods. 392; Blowers & Fans 265; Mach. 242; Corrugated Boxes 170; Furniture 135; Clay Prods. 125; Screw Machine Prods. 113; Metal Prods. 110; Concrete Prods. 109.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-65; Summer 62-90; Fall 41-61; Winter 0-30. First killing frost, Nov. 6; last killing frost, May 15.

11 - TAP WATFR: Lime-soda softening; fluoridated 1 ppm.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Main St., 5 blocks on Washington St., 3 blocks on Exchange St.
Neighborhood Shopping Centers-5 other Shopping Centers: 1400 N M-52; 200 to 1100 W Main St.; at E Limits of City and Corunna Ave.; Monroe Plaza; State Rd. and M-21.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-A.C. Wiechman Co.; JCPenney; Montgomery Ward; Sears (catalog).
Discount Stores-K mart; 3-D; Fisher's Big Wheel.
Variety Stores-G.C. Murphy; Fairway Discount.
Chain Drug Stores-Walgreens 2; Perry; Voight's Rexall 3.
Chain Supermarkets-Hamady; Sunshine Food Stores; Kessel; Brady's-Bannan's-Johnson's Foodlands; Hutch's Family Foods 2.
Other Chain Stores-Walter's; Firestone; Wickes Lumber; Quality Fleet; TSC Store; True Value Hardware; Norm Henry Fine Shoes; Valley Lumber Co.; Pine Cashway; Tri State Furniture.

14 - NEWSPAPERS: ARGUS-PRESS (e) 14,366; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Geo. T. Campbell, Nat'l Adv. Mgr., ARGUS-PRESS, 201 E. Exchange St., Owosso, MI 48867; Tel. (517) 725-5136.
National Representative: Landon Associates.

PETOSKEY

1 - LOCATION: Emmet County. E&P Map C-2. County Seat. Winter and summer vacation resort. In Little Traverse Bay, N end of Lake Michigan, 200 mi. N of Grand Rapids and 28 mi. S of the Straits of Mackinac. On U.S. Hwys. 31 & 131; State Hwys. M-131 & M-68.

2 - TRANSPORTATION: **Railroads**-Michigan Northern.
Motor Freight Carriers-Parker Motor Freight; Central Transport.
Intercity Bus Lines-North Star; Wolverine Stages; Delta.
Airlines-Republic Express; Simmons.

3 - POPULATION:
Corp. City 80 Cen. 6,097; E&P 85 Est. 6,079
NDM-ABC: (80) 42,899
County 80 Cen. 22,992; E&P 85 Est. 23,444
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,355; E&P 85 Est. 1,726
County 80 Cen. 8,107; E&P 85 Est. 8,479
NDM-ABC: (80) 15,163

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	6	$219,664,000
Savings & Loan	2	$6,000,000

6 - PASSENGER AUTOS: County 13,717.

7 - ELECTRIC METERS: Residence 2,580

8 - GAS METERS: Residence 4,400

9 - PRINCIPAL INDUSTRIES: Cement Blocks; Chrome Plating Wire Prod.; Screws & Bolts; Elect. Car Switches; Plastic Trash Bags; Guidance Systems; Aluminum Castings; Maple Hardwood Products; Wood Prod.; Resort (Summer & Winter) Complexes; Pottery; Wooden Shipping Skids; Automated Institution Equipment; Skiing; Conventions.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-65; Summer 40-90; Fall 30-75; Winter 10-60.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Charlevoix	18	Oleson's.
Captain's Corners	20	Glen's
Crago Plaza(7)	1	Oleson's
Giant Plaza	2	Giantway Family Ctr.
K mart Plaza	1	IGA, K mart, Revco

Pennsylvania Plz (6) NA

Principal Shopping Days-Tues., Wed., Thur., Fri.

Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Gittleman's; Sears; Country Casuals.

Variety Stores-Woolworth; McCrory.

Discount Stores-Holiday; Giantway; K mart.

Chain Drug Stores-Spencer; Revco.

Chain Supermarkets-IGA; Oleson's; Giant; Glen's.

Other Chain Stores- Horizon Book Stores; Wicke's; The Clothes Tree; Gatly's Housefurnishings; Sherwin-Williams; IGA; Radio Shack; JoAnn Fabrics; Pappagallo; Midas Muffler; Northern Auto Parts; Nu Vision Optical; Harlow's Hallmark; Payless Shoes; Comfort Center; Symon's General Stores; Russell's Shoes; The Bahnhof Shops; Mettler's by the Bay; Fotchman Motor Company; C. Jay's Warehouse; Kilwins Candy Kitchens; Meyer Hdwe.; Little Red Shoe House; Parts Plus Automotive.

14 - NEWSPAPERS: NEWS-REVIEW (e-mon to fri) 10,312; March 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: Everett Dieiman, Adv. Mgr., NEWS-REVIEW, 319 State St., Petoskey, MI 49770; Tel. (616) 347-2544.

National Representative: None

PONTIAC

1 - LOCATION: Oakland County (In Detroit PMSA). E&P Map D-4. County seat and principal buying center of Oakland and parts of adjoining counties. Wholesale center in SE Michigan. In center of automotive manufacturing area of Michigan. 26 mi. NW of Detroit on U.S. Hwys. 10, 24, I-75.

2 - TRANSPORTATION: **Railroads**-Grand Trunk Western.

Motor Freight Carriers-27.

Intercity Bus Lines-SEMTA.

Airlines-Charter only.

3 - POPULATION:

Corp. City 80 Cen. 76,715; E&P 85 Est. 73,935
NDM-ABC: (80) 467,285
PMSA 80 Cen. 4,487,421; E&P 85 Est. 4,411,276
County 80 Cen. 1,011,793; E&P 85 Est. 1,025,324

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 80 Cen. 30,928; E&P 85 Est. 26,245
County 80 Cen. 355,187; E&P 85 Est. 371,199
PMSA 80 Cen. 1,551,942; E&P 85 Est. 1,572,885
NDM-ABC: (80) 155,055

5 - BANKS: (Oakland County) 33 Banks (226 offices) Deposits: $8,100.00

6 - PASSENGER AUTOS: County 655,330

7 - ELECTRIC METERS: Residence 31,244

8 - GAS METERS: Residence 26,868

9 - PRINCIPAL INDUSTRIES: Automotive Mfg. and Transportation Eqpt. 46,500 Emp. ($31,157 E.B.I.)

Principal Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-90; Summer 47-96; Fall 16-90; Winter 0-50. First killing frost, Nov. 14; last killing frost, May 6.

11 - TAP WATER: Medium-hard.

12 - RETAILING: **Principal Shopping Center**-Summit Place-Open 10-5 Sun.; Tel-12 Mall Open 10-5 Sun.; Somerset Mall-Open 10-5 Sun.; Oakland Mall-Open 10-5 Sun.; Orchard Mall and Meadowbrook Mall (10-9) Tue., Fri., Sat. Twelve Oaks Mall-Open 12-5 Sun.; Lakeside Mall-Open 10-5 Sun.

Neighborhood Shopping Centers-8 blocks on N. Perry St.; 5 on W. Huron St.; 2 on Orchard Lake Rd.; 3 on Auburn Ave.; 6 on Oakland Ave.; 10 acres on Elizabeth Lake Rd.; 6 on Union Lake Rd.; 14 acres on S. Telegraph Road.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Campus Corners(16)	9	Kroger, Radio Shack, Drug Mart
Drayton Plaza(8)	5	K mart
Glenwood Plz.(10)	1	K mart, Farmer Jack, Kay Furn.
Great Oaks	8	Jacobson's, Becker's
Harvard Plaza	7	Kroger, Perry Drug, Hallmark
Lakeside Mall	15	J.L. Hudson, Sears, Lord & Taylor
Meadowbrook Mall(55)	8	Frank's Nursery, Osmun's
Miracle Mile(52)	2	JCPenney, Shopright Leeds, Lion Store
North Hill Plaza(15)	10	Chatham
Oakland Mall	12	J.L. Hudson, Sears
Old Orchard	8	Farmer Jack
Orchard Mall	8	Shopping Ctr. Mkt.
Pine Lake	5	Kroger
Summit Place(60)	2	J.L. Hudson, Sears, Mont. Ward, Farmer Jack
Rochester Hills Plaza(19)	9	Chatham, Perry
Somerset Fashion Mall	8	Saks 5th Ave., Bonwit-Teller
Tel-Huron(18)	1	Osmun's
Tel-Twelve(57)	10	Mont. Ward, Osmun's, K mart
Twelve Oaks	14	Lord & Taylor, Sears, JCPenney
Waterford Plz.(16)	3	A.C.O. Hardware
Waterfall Plaza	7	La Treille's, Waterfall Jewelers

Principal Shopping Days-Mon., Fri., Sat., Sun.

Stores Open Evenings-Mon., Thur., Fri., Shopping Center, 6 nights; Sun. 10am-5pm.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Montgomery Ward; J.L. Hudson; Crowley's; The Lion Store; Jacobson; Lord & Taylor.

Variety Stores-S.S. Kresge 2; Ben Franklin.

Discount Stores-K mart 7.

Chain Drug Stores-Thrifty 2; Perry 9; Revco 2; Concord 2.

Chain Supermarkets-A&P 5; Great Scott; Chatham 2; Kroger 6; Farmer Jack 6; Foodtown 5.

Other Chain Stores-Shoes: Thom McAn, Kinney, Becker's, Baker's, Sibley's, Father & Son, R&H, A.S. Beck, Burt's Shores; Men's Wear: Osmun's; Women's Wear: Albert's, United Shirt, The Barn, Marianne Shop, RB Shops, Lane Bryant, Jacobson's, Siegel Shop, The Fashion Bug, Hadley's, R & M, Winkleman's, Himelhoch's; Candies: Awrey's, Ross' Candies; Rubber Products: Goodrich, Goodyear, Firestone, F&G Tire, Dayton Tire, Uni-Royal; Jewelry: Zale's Jewelers; Misc.: Sherwin-Williams, Singer Co., Highland Appliance, Speigel, J&R (auto supplies), Spiegel Catalog, So-Fro Fabrics, Minnesota Fabrics, Mary Lester Fabrics; Furniture: Art Van, Thomas, Jacobsen's, Kay, Englander Triangle; Carpet: Beckwith, Karen's, New York Carpet World 2.

14 - NEWSPAPERS: OAKLAND PRESS (e-mon to fri) 71,460; (m-sat) 71,367; (S) 80,765; Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: Woody Crouse, Nat. Adv. Mgr., OAKLAND PRESS, 48 W. Huron St., PO Box 9, Pontiac, MI 48058; Tel. (313) 332-8181.

National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

PORT HURON

1 - LOCATION: St. Clair County (In Detroit PMSA). E&P Map D-4. County Seat. Industrial, agricultural center and vacation resort. On Lake Huron and St. Clair River. 57 mi. from Detroit. On main highway Chicago to Niagara Falls and the East Coast; Hwys. M-25, I-94, I-69 West.

2 - TRANSPORTATION: **Railroads**-Amtrak to Chicago; Toronto; Chesapeake & Ohio; Port Huron-Detroit.

Intercity Bus Line-Great Lakes Greyhound.

Motor Freight Carriers-12.

3 - POPULATION:

Corp. City 80 Cen. 33,981; E&P 85 Est. 33,214
CZ-ABC: (80) 75,398
Bal. in NDM-ABC: (80) 104,193
PMSA 80 Cen. 4,487,421; E&P 85 Est. 4,411,276
County 80 Cen. 138,802; E&P 85 Est. 139,796
Total NDM-ABC: (80) 179,591

4 - HOUSEHOLDS:

City 80 Cen. 12,782; E&P 85 Est. 12,325
County 80 Cen. 47,308; E&P 85 Est. 49,188
PMSA 80 Cen. 1,551,942; E&P 85 Est. 1,572,885
CZ-ABC: (80) 26,657
Bal. in NDM-ABC: (80) 34,610
Total NDM-ABC: (80) 61,267

5 - BANKS	NUMBER	DEPOSITS
Commercial	1	$76,000,000
Savings	3	$1,700,000,000
Savings & Loan	2	$77,000,000

6 - PASSENGER AUTOS: County 75,377

7 - ELECTRIC METERS: Residence 44,800

8 - GAS METERS: Residence 11,150

9 - PRINCIPAL INDUSTRIES: Auto Parts; Paper; Brass; Paints; Die Casting; Salt; Elec. Prod.; Adhesives; Trailers; Steel Fabrication; RR Car Bldg.; RR Repair Shops; Industrial Tapes; Colloidal Graphite; Boat Tops; Coffee; Chicory; Rubber Prod.; Cement; Boats; Food Processing; Fish Poles & Reels; Plastic Prod.; Electric Power Plants; Bean Elevator & Processing; Lumbering; Sea Port for Foreign Shipping; Electric Recording Instruments; Iron Foundries; Machinery & Tools; Metal Auto Trimming; Marine and Industrial Engines; Pre-Cast Concrete; Battery Mfg. Eqpt.; Cutting Tools; Farm Machy.; Automatic Screw Machines. Industrial Emp. 18,500.

Principal Industrial Pay Days-N.A.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Hard, source is St. Clair River; municipal ownership.

12 - RETAILING: **Principal Shopping Center**-8 blocks of Downtown Port Huron on Huron and Military Streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
St. Clair Sq.	12	Kroger, Thompson's
Colonial(22)	3	Marengo Appl., A&P, Ben Franklin
Village Green	5	Ben Franklin, Revco
Court of Flags	4	True Value Hdwe.

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.

Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: **Department Stores**-J.B. Sperry; JCPenney; Sears.

Variety Stores-Ben Franklin 2.

Discount Stores-K mart 2; CVS; 3D.

Chain Drug Stores-Revco 2; SupeRx 2; Farmer Jack's; K mart 2.

Chain Supermarkets-A&P 4; Kroger 4; IGA 3; Spartan 3; Farmer Jack.

Other Chain Stores-Marx; Fox; Sherwin Williams; Ace Hdw.; Pic-Way Shoes; Wickes Lumber; Carter Lumber; ACO Hardware; Perry Auto; TSC Store; Kinney Shoes.

14 - NEWSPAPERS: TIMES HERALD (e) 27,211; (S) 31,041; Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: Robert Sweet, Adv. Dir., TIMES HERALD, 911 Military St., Port Huron, MI 48060; Tel. (313) 985-7171.

National Representative: Gannett Media Sales.

ROYAL OAK

1 - LOCATION: Oakland County (In Detroit PMSA). E&P Map D-4. Residential center. Miscellaneous light manufacturing area. 10 mi. NW of Detroit on U.S. Hwy. 10 and State Hwy. 150.

2 - TRANSPORTATION: **Railroads**-Grand Trunk.

Motor Freight Carriers-4.

Intercity Bus Lines-Greyhound; Great Lakes Tower; Deluxe Motor Stages; Indian Trails; National Trails.

Airlines-American; Delta; Eastern; Mohawk; Northwest; TWA; United; Republic; Pan Am; Northwest Orient; USAir; Midway Metrolink; New York Air; Ozark; Simmons; Scandinavian; World Airways; Wright.

3 - POPULATION:

Corp. City 80 Cen. 70,893; E&P 85 Est. 65,092
CZ-ABC: (80) 228,840
RTZ-ABC: (80) 164,691
County 80 Cen. 1,011,793; E&P 85 Est. 1,025,324
PMSA 80 Cen. 4,487,421; E&P 85 Est. 4,411,276
City & RTZ-ABC: (80) 393,531

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 80 Cen. 30,944; E&P 85 Est. 25,942
County 80 Cen. 355,187; E&P 85 Est. 371,199
PMSA 80 Cen. 1,551,942; E&P 85 Est. 1,572,885
CZ-ABC: (80) 84,936
RTZ-ABC: (80) 60,846
City & RTZ-ABC: (80) 145,782

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	31 Br.	$967,561,345
Savings	74 Br.	$1,605,872,554

6 - PASSENGER AUTOS: County 655,330

7 - ELECTRIC METERS: Residence 28,496

8 - GAS METERS: Residence 21,726

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Tools 950 ($425); Auto Prods. 1,100 ($455); Stamping 480 ($340); Millwork 800 ($340).

10 - CLIMATE: Min. & Max. Temp.-Spring 18-86; Summer 46-95; Fall 16-89; Winter -3-63. First killing frost, Oct. 9; last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-One mi. on Main St.; Half mi. on Washington; 4 blocks on 4th St.; Woodward at 13 Mile Rd. (26 stores).

Neighborhood Shopping Centers-Ferndale: 4 blocks on 9 Mile Road; 4 on Woodward Ave. Hazel Park, 5 on John R. Clawson: 4 on Main and 14 Mile Road. Berkley: 4 on 12 Mile Road. Troy: Somerset Mall; 1 on Rochester Road. Southfield: J.L. Hudson.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northland(168)	4	J.L. Hudson, JCPenney
Northwood	2	JCPenney, Kroger
Clawson	3	A&P, The Depot
Madison Ctr.(16)	3	J.L. Hudson
Universal(68)	4	Mont. Ward, Crowly Miller
Oakland Mall(130)	5	J.L. Hudson, Sears, JCPenney
Southfield Plz.(13)	4	Marshall's, Farmer Jack
Tel-Twelve(57)	6	Mont. Ward, K mart

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Dept. Stores-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Montgomery Ward; J. L. Hudson; Sears; Bonwit Teller; Saks 5th Ave.; Crowley's.

Variety Stores-Kresge 4; Woolworth 3.

Discount Stores-Meijer; K mart.

Chain Drug Stores-Perry 10; Arbor 3; Revco; Sav-On; Sentry; Romeyn; Royal.

Chain Supermarkets-A&P 5; Foodland 3; Kroger 5; Hollywood 3; Farmer Jack; Chatham Food Ctrs. 6; Meijer 2; Oakridge 3.

Other Chain Stores-Men's Clothing: Van Horns, Osmuns, John Kent, Brooks Brothers, The Bottom Half, Jos. A Banks Clothiers, Antons, American Eagle Outfitters, The King Size Co., The Gap, Kosins, Kuppenheimer Direct, Pendleton Sportswear, Nawrot Inc., Silverman's, Sims, United Shirt; Women's Apparel: Winkleman's, Alberts, Alcove, Jos. A Banks Clothiers, Coats Unlimited, Designer Depot, Dimensions In Fashion, Dress Barn, Fashion Conspiricy, Ganto's, Gucci Shops Inc., Hadley Arden, Hit or Miss, Kay Baum, Lane Bryant, The Limited Express, Marianne, Merry Go Round, P.S. Shandell, Sizes Unlimited, Patti Smith, T.J. Maxx, Tansy, Women's World; Shoes: Alfano's Stride Rite Bootery, Allen-Edmonds, Baker's, Bally of Switzerland, Buster Brown, Chandler's, Sherman's, Eastown's Tall & Wide, Famous Footwear, Fanfare, Father & Son, Fayva, Flagg Bros., Florsheim, Foot Locker, Greg, Gucci Shops, Gussini, Hack Shoe Co., Hanover, Johnston & Murphy, Joyce Selby, Kinney, Knapp Shoes, MC Sporting Goods, McBrydes, Mr. Alan's, Ms Sibley, Naturalizer, Nunn-Bush, The Pappagallo Shop, Philip Layne, Phillips, Pic Way, Red Cross, Red Wing, Redden & Rawlinson, Roby's, Roots Natural Footwear, Sandilar, Scholl, Sheldon, Shoe Town, Sibley's, Stride Rite, Thom McAnn, Van Dykes, Wild Pair; Furniture: Art Van, Bed 'n' Bunk Sleep Shoppe, Corey Dinette, Dobbs, Domicile, Englanders, Ethan Allen, Furniture Wholesale Dist. of Michigan, Gardener White, Gorman's Gallery, House of Denmark, La-Z-Boy Showcase Shoppes, Lasky, Metal Masters, RJ Leeds, Roche Bubois, Scandinavian Design, Tri-State.

14 - NEWSPAPERS: TRIBUNE (e) 40,412; Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: Wayne Studer, Adv. Dir., TRIBUNE, 210 E.

Third St., Royal Oak, MI 48068; Tel. (313) 541-3000.
National Representative Landon Associates.

Washington Ave., Saginaw, MI 48605; Tel. (517) 752-7171.
National Representative Newhouse Newspapers Metro Suburbia.

SAGINAW

1 - LOCATION: Saginaw County (Saginaw-Bay City-Midland MSA). E&P Map C-4. On Saginaw River, 93 mi. NW of Detroit; 15 mi. S of Saginaw Bay on Lk. Huron. On U.S. Hwys. 10, 23, I-75; State Hwys. 13, 46, 47, 81, 84.

2 - TRANSPORTATION: **Railroads**-C & O; Grand Trunk and Conrail Carloading 1.
Motor Freight Carriers-21.
Intercity Bus Lines-Greyhound; Indian Trails; Saginaw Transit System (local).
Airlines-United; Republic; Simmons.

3 - POPULATION:
Corp. City 80 Cen. 77,508; E&P 85 Est. 69,534
CZ-ABC: (80) 155,975
Bal. in NDM-ABC: (80) 72,084
County 80 Cen. 228,059; E&P 85 Est. 226,023
MSA 80 Cen. 421,518; E&P 85 Est. 419,707
Total NDM-ABC: (80) 228,059
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 27,369; E&P 85 Est. 25,523
County 80 Cen. 76,116; E&P 85 Est. 77,778
MSA 80 Cen. 141,962; E&P 85 Est. 145,828
CZ-ABC: (80) 53,877
Bal. in NDM-ABC: (80) 22,239
Total NDM-ABC: (80) 76,116

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$421,777,000
Savings & Loan	3	$297,134,000

6 - PASSENGER AUTOS: County 123,322.

7 - ELECTRIC METERS: Residence 26,252.

8 - GAS METERS: Residence 24,364.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 23,700 ($517); Metal 5,900 ($386); Non Elec. 2,800 ($415); Trans. Equip. 11,400 ($559); Food 1,500; Retail 16,000; Construction 2,200; Wholesale 2,400; Ser. Indust. 15,200.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-82; Summer 47-103; Fall 28-88; Winter 7-49.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Downtown, 8 blocks on E Genesee; 3 on W Genesee; 4 on Federal; 2 on S Washington; 2 on N Washington; 2 on N. Franklin; 1 on S Baum; 1 on N Baum; 2 on S Jefferson; 1 on N Jefferson; 2 on Lapeer Sts.

Neighborhood Shopping Centers-W Side Shopping Center; 2 blocks on court; 5 on S Michigan; 3 on Hamilton; 1 on Hancock St., State Rd. 2 miles from Passolt to Midland Rd. Bayroad from Weiss to Tittabawassee Rd., 4 mi.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ft. Saginaw Mall(45)	3	K mart
Green Acres(36)	4	A&P, Perry Drugs, Kresge, JCPenney
Pere Marquette(12)	1	Vescio, Revco
Fashion Square Mall(90)	4	Sears, JCPenney, J.L. Hudson

Principal Shopping Days-Department Stores-Thur., Fri., Sat.; Food-Thur., Fri., Sat.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-Jacobson's; K mart 3; JCPenney 2; Sears; Seitners 2; Wiechmann's 2; Winkelman's; Hudson's.
Variety Stores-Kresge.
Discount Stores-Century; K mart 2; CVS; Tepes; Meijer's Thrifty Acres 2.
Chain Drug Stores-Muirs; SupeRx; Revco; Byron & Barber 2; Dudewicz-Epting 2; Princing & Brennan 2; Rite-Aid 3; Perry 4.
Chain Supermarkets-A&P 2; Kessels 2; Ray's 4; Vescio 7.
Other Chain Stores-Fanny Farmer 2; Firestone 2; Gately; Goodrich; Goodyear; Kinney's 2; Leath's 2; Beverly's; Nobil Shoe 3; Singer Co. 2; Thom McAn 2; Alberts 3; Gantos; Homemaker 2; Mangel's; Highland Appliance; Fretter Appliance.

14 - NEWSPAPERS: NEWS (e) 56,032; (S) 61,726; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Larry Dodge, Adv. Dir., NEWS, 203 S. Washington Ave., Saginaw, MI 48605; Tel. (517) 752-7171.
National Representative Newhouse Newspapers Metro Suburbia.

ST. JOSEPH
See BENTON HARBOR

SAULT STE. MARIE

1 - LOCATION: Chippewa County, E&P Map C-2. County Seat. NE tip of Upper Peninsula of Michigan on Canadian border; 340 mi. N of Detroit; on U.S. Hwy. 2; I-75; Canadian 17; State M-28, M-129.

2 - TRANSPORTATION: **Railroads**-Soo Line; DSS&A; Canadian Pacific.
Motor Freight Carriers-U.P. Special Delivery.
Intercity Bus Lines-North Star; Greyhound.
Airlines-Air Canada; Simmons.

3 - POPULATION:
Corp. City 80 Cen. 14,448; E&P 85 Est. 14,296
NDM-ABC: (80) 21,131
RTZ-ABC: (80) 24,735
County 80 Cen. 29,029; E&P 85 Est. 29,529
NDM & RTZ-ABC: (80) 45,866

4 - HOUSEHOLDS:
City 80 Cen. 5,166; E&P 85 Est. 3,518
County 80 Cen. 9,931; E&P 85 Est. 10,419
NDM-ABC: (80) 7,361
RTZ-ABC: (80) 8,442
NDM & RTZ-ABC: (80) 15,803

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$109,568,000

6 - PASSENGER AUTOS: County 13,080.

7 - ELECTRIC METERS: Residence 7,089.

8 - GAS METERS: Residence 3,500.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber & Veneer 50; U.S. Govt. Corps (Engrs) 450; Education 250; Correctional Facility N.A. (Av. Wkly. Wage $250).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-82; Summer 38-89; Fall 22-71; Winter -18-49. First killing frost, Sept. 30; last killing frost, May 27.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-11 blocks on Ashmun St.; 5 on Portage Ave.; 2 on Spruce; Shopping Center 2 miles from downtown.
Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Department and food stores.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Barish Bros.; Sears (catalog); Montgomery Ward; K mart; Woolworth; Big Wheel.
Chain Drug Stores-Revco.
Chain Supermarkets-Red Owl; Nordens; Super Valu; Foodland.
Other Chain Stores-Traverse Bay Woolen; CJ's Wearhouse; Jo Ann Fabrics; Maurice's; Fashion Crossroads; Mode O' Day.

14 - NEWSPAPERS: NEWS (e-mon to fri) 8,175; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Jack Mitchell, Gen. Mgr., NEWS, 109 Arlington St., Sault Ste. Marie, MI 49783; Tel. (906) 632-2235.
National Representative Landon Associates.

SOUTH HAVEN

1 - LOCATION: Van Buren County, E&P Map B-4. Port of entry on Lake Michigan, 30 mi. S of Holland; 25 mi. N of Benton Harbor. Mfg., fruit growing and resort center.

2 - TRANSPORTATION: **Railroads**-Chessie System (freight).

Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.
Airlines-Non-scheduled; Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 5,943; E&P 85 Est. 5,731
County 80 Cen. 66,814; E&P 85 Est. 67,642

4 - HOUSEHOLDS:
City 80 Cen. 3,777; E&P 85 Est. 2,125
County 80 Cen. 23,121; E&P 85 Est. 24,195

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$150,000,000
Savings & Loan	2	$30,000,000

6 - PASSENGER AUTOS: County 33,141.

7 - ELECTRIC METERS: Residence 2,289.

8 - GAS METERS: Residence 2,762.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Metal 1,000; Mach. 300; Woodworking 570; Fruit Proc. 135; Rubber 338; Electronic 218; Chemical N.A.; Plastics 50.
Principal Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 60-90; Fall 30-80; Winter 0-50. First killing frost, Sept. 30; last killing frost, May 15.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Center and Phoenix Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bailey Ave.(8)	NA	Buy Low
South Haven Sq.	NA	

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Mon. through Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-M Hale; Montgomery Ward; Sears (catalog).
Variety Stores-G. C. Murphy.
Discount Stores-Dale's True Value Family Center; Downtown; State Discount.
Chain Drug Stores-Walgreens; Rexall.
Chain Supermarkets-Jack's Super Dollar; Village Mkt.; Hardings.
Other Chain Stores-Radio Shack.

14 - NEWSPAPERS: SOUTH HAVEN DAILY TRIBUNE (m) 2,500; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Lewis Mitchell, Adv. Mgr., TRIBUNE, 259 Kalamazoo St., South Haven, MI 49090; Tel. (616) 637-1104.
National Representative Landon Associates.

STURGIS

1 - LOCATION: St. Joseph County, E&P Map C-5. SW part of State. 2 1/2 mi. from Indiana Line; 50 mi. S of Kalamazoo.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-11.
Intercity Passenger Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,468; E&P 85 Est. 9,746
CZ-ABC: (80) 9,468
RTZ-ABC: (80) 38,987
County 80 Cen. 56,083; E&P 85 Est. 57,131
City & RTZ-ABC: (80) 48,455

4 - HOUSEHOLDS:
City 80 Cen. 4,332; E&P 85 Est. 3,685
CZ-ABC: (80) 3,668
RTZ-ABC: (80) 13,305
County 80 Cen. 19,794; E&P 85 Est. 20,839
City & RTZ-ABC: (80) 16,973

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$187,230,000
Savings & Loan	2	$42,697,000

6 - PASSENGER AUTOS: County 30,334.

7 - ELECTRIC METERS: Residence 3,825.

8 - GAS METERS: Residence 3,425.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees (Av. Wkly. Wage)-Drapery Hdwe. 1,050 ($240); Paper Prods. 342 ($210); Tool & Die 240 ($230); Dairy Prods. 467 ($215); Foundry 150 ($210); Office Furn. 345 ($184); Home Furn. 100 ($195); Machinery 185 ($185); Plastic 249 ($210); Truck Bodies 350 ($270). Annual Payroll $36,570,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-58; Summer 58-80; Fall 41-61; Winter 17-32. First killing frost, Oct. 12; last killing frost, May 2.

11 - TAP WATER: Neutral, hard, fluoridated.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Chicago Rd.; 3 on Nottawa; Maplecrest Plaza, 9 stores on E Chicago Rd.; Sturgis Plaza, 14 stores on S Centreville Rd.
Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Danner's 3-D; Sears.
Discount Stores-K mart; Murphy's Mart.
Chain Drug Stores-SupeRx.
Chain Supermarkets-Kroger; Harding.
Other Chain Stores-Ace Hardware; Firestone; Western Auto; Radio Shack; Autoworks.

14 - NEWSPAPERS: JOURNAL (e) 8,763; March 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Albert R. Bonner, Adv. Dir., JOURNAL, 209 John St., Sturgis, MI 49091; Tel. (616) 651-5407.
National Representative: Gannett Media Sales.

THREE RIVERS

1 - LOCATION: St. Joseph County, E&P Map C-5. 25 mi. S of Kalamazoo. At junction of St. Joseph, Portage and Rocky Rivers.

2 - TRANSPORTATION:
Intercity Bus Lines-Greyhound; Rapid Transit; Short Way.

3 - POPULATION:
Corp. City 80 Cen. 7,015; E&P 85 Est. 6,957
County 80 Cen. 56,083; E&P 85 Est. 57,131

4 - HOUSEHOLDS:
City 80 Cen. 2,659; E&P 85 Est. 2,588
County 80 Cen. 19,794; E&P 85 Est. 20,839

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$53,755,000
Savings & Loan	3	$31,186,089

6 - PASSENGER AUTOS: County 30,334.

7 - ELECTRIC METERS: Residence 5,421.

8 - GAS METERS: Residence 3,917.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Paper Converting 955; Mach. Shop 910; Gas & Elect. line installation 320; Rubber Prod. 200; Wire Extrusion 250; Automotive 1,700; Other 305.

10 - CLIMATE: Average Temp.-Winter 24; Summer 72; Growing Season-May 6 to Oct. 12.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Center**-Main St., Downtown-2 blocks, 48 stores.
Shopping Centers-Peterson Plaza (4 stores); Maple Lane S.C. Westland (6 stores).
Principal Shopping Day-Fri.
Stores Open Evenings-Thur.
Stores Open Sundays-Drug, Grocery.

13 - RETAIL OUTLETS: **Department Stores**-Newberry's; JCPenney; Sears (catalog); Montgomery Ward; Fisher's Big Wheel.
Discount Stores-CVS.
Chain Supermarkets-Hardings; Martens Market; Fred's Market.
Other Chain Stores-Firestone; Falveys.

14 - NEWSPAPERS: COMMERCIAL (e) 4,308; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Dirk Milliman, Pub., COMMERCIAL-NEWS, 124 N. Main St., Three Rivers, MI 49093; Tel. (616) 279-7488.
National Representative: Michigan Newspapers.

TRAVERSE CITY

1 - LOCATION: Grand Traverse County, E&P Map C-3. 150 mi. N of Grand Rapids. On U.S. Hwy. 31; State Hwys. 37, 22.

2 - TRANSPORTATION: **Railroads**-C&O; Michigan Northern.
Motor Freight Carriers-3.
Intercity Bus Lines-North Star; Shortway.
Airlines-Simmons; Mid-State.

3 - POPULATION:
Corp. City 80 Cen. 15,516; E&P 85 Est. 15,136
NDM-ABC: (80) 100,888
County 80 Cen. 54,899; E&P 85 Est. 58,469
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,747; E&P 85 Est. 4,966
County 80 Cen. 19,167; E&P 85 Est. 21,161
NDM-ABC: (80) 35,625

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	4	$382,500,000
Savings & Loan	2	$48,500,000

6 - PASSENGER AUTOS: County 35,584.

7 - ELECTRIC METERS: Residence County 22,628.

8 - GAS METERS: Residence County 16,661.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Frozen Food 1,100; Clothing 100; Wood Prod. 100; Textile 350; Metal Mfg. 1,200; Medical 2,000; Cherry Farming 1,000.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-56; Summer 52-76; Fall 47-68; Winter 26-36; First killing frost, Oct. 10; last killing frost, May 20.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on E. Front. Also S. Union St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cherryland Mall(60)	4	K mart Prange, Sears

Eastfield(27)	2	Ben Franklin
Garfield Vlg.(11)	3	Oleson's Foods, Witmark
Giant Plaza	3	Giantway
Meijer(12)	2	Meijer
Tom's Family Ctr.	1	
West Bay(7)	1	Tom's Mkt.
Logan's Landing	5	Mr. Steak, Factory outlet
Hillside Ctr.	5	Carlson's Fish
Campus Plaza	2	Country Squire
All Seasons Plz.	5	Radio Shack

Principal Shopping Days-Wed., Fri., Sun.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Milliken's; Prange.
Discount Stores-Witmark; Giant Discount; K mart; Meijer.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Walgreens; Rexall; Prescription Shop 2; Revco.
Chain Supermarkets-Oleson's 2; Prevo's 2; Tom's 2; Giant Mkt.; Meijer.
Other Chain Stores-Singer Co.; Thom McAn; Kinney Shoes; Marianne; Beverly's; Circus World; Fox's Jewelry; Payless Shoes; Little Red Shoe House.

14 - NEWSPAPERS: RECORD-EAGLE (e) 23,812; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Frank B. Senger, Dir. Adv. Sales, RECORD-EAGLE, 120 W. Front Street, Traverse City, MI 49684; Tel. (616) 946-2000.
National Representative: Branham/Newspaper Sales.

YPSILANTI

1 - LOCATION: Washtenaw County (In Ann Arbor PMSA). E&P Map D-5. Residential, manufacturing, and educational center. On Huron River on U.S. Hwy. 12; I-94; State 17; U.S. 23; 30 mi. SW of Detroit.

2 - TRANSPORTATION: **Railroads**-Conrail; Amtrak.

Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Short Way.
Airlines-Capital; TWA; American; United; Northwest; Delta; Republic Air; USAir; Eastern; Pan Am; British Airways; Frontier; Air Wisconsin.

3 - POPULATION:
Corp. City 80 Cen. 24,031; E&P 85 Est. 21,564
CZ-ABC: (80) 66,212
RTZ-ABC: (80) 116,503
County/PMSA 80 Cen. 264,748; E&P 85 Est. 266,726
City & RTZ-ABC: (80) 182,715

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 24,585; E&P 85 Est. 7,978
County/PMSA 80 Cen. 92,937; E&P 85 Est. 96,548
CZ-ABC: (80) 23,367
RTZ-ABC: (80) 39,944
City & RTZ-ABC: (80) 63,311

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$241,159,581
Savings & Loan	1	(incl. above)

6 - PASSENGER AUTOS: County 140,974.

7 - ELECTRIC METERS: Residence City & Township 24,585.

8 - GAS METERS: Residence City & Township 24,400.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 37,100 ($596); Nondurables 4,600 ($452); Non-Manufacturing 59,600 (N.A.); Govt. 49,200 (N.A.).
Principal Industrial Pay Days-Fri., Wed.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-75; Summer 55-95; Fall 45-75; Winter 5-45. First killing frost, Oct. 24; last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Michigan Ave.; 3 on Washington St.; 1 block on N. Huron St.; 2 on Pearl St.
Neighborhood Shopping Centers-2 blocks on W. Cross St; 1 on E. Cross St.; 1 on E. Michigan Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Briarwood(104)	NA	Hudson's, Lord & Taylor, JCPenney, Sears
Gault Village(15)	NA	ACO, K mart, Farmer Jack
Thrifty Acres(2)	NA	Meijer's
Sun-Rise(6)	NA	Savewell, Metro Pro
Arborland(36)	NA	Marshall's, Burlington Coat Factory
Lakewood(24)	NA	K mart, Pak 'N Save
Roundree(15)	NA	Savewell, Perry Drug

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Hudsons; Lord & Taylor.
Variety Stores-D&C Variety.
Discount Stores-K mart 3; Meijer's 2; Best Products; Service Merchandise.
Chain Drug Stores-Maple Village; Richardson's 2; Perry 4.
Chain Supermarkets-Kroger 2; IGA 2; Farmer Jacks 2; Pak 'N Save.

14 - NEWSPAPERS: PRESS (e-mon to fri) 15,257; (m-sat) 15,048; (S) 15,397; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Bob Mason, Adv. Dir., PRESS, 20 E. Michigan Ave., Ypsilanti, MI 48197; Tel. (313) 482-2000.
National Representatives: Branham/Newspaper Sales; Harte-Hanks Communications.

MINNESOTA SURVEYS

METROPOLITAN STATISTICAL AREAS

Duluth, Minn.-Wisc.-St. Louis County, Minn., Douglas County, Wisc.
Fargo-Moorhead, N.D.-Minn.-Cass County, N.D., Clay County, Minn.
Minneapolis-St. Paul, Minn.-Wisc.-Anoka, Carver, Chisago, Dakota, Hennepin, Isanti, Ramsey, Scott, Washington and Wright Counties, Minn., St. Croix County, Wisc.
Rochester-Olmsted County.
St. Cloud-Benton, Sherburne and Stearns Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1986
Under 5 Years	332	307	312
5-14 Years	818	630	643
15-24 Years	666	793	809
25-44 Years	853	1,126	1,148
45-64 Years	730	741	756
65 and Over	407	480	490
TOTAL	3,806	4,077	4,158

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1986 Est.
Bldg. Mat./Hdwr	1,126	1,200	1,879
General Mdse	1,853	2,248	3,106
Food	2,456	3,818	4,953
Automobiles	2,591	3,487	6,180
Gasoline Stations	1,194	2,053	2,373
Apparel	597	905	1,299
Furniture	578	744	1,258
Eat-Drink Places	1,155	1,761	2,459
Drugs	373	554	812
TOTAL SALES	13,567	19,599	27,092

ALBERT LEA

1 - LOCATION: Freeborn County, E&P Map C-5. County Seat. Wholesale, shipping, misc. mfg., dairy and agricultural center. 90 mi. S of St. Paul; 61 mi. SW of Rochester; 100 mi. S of Minneapolis. On U.S. Hwys. 65, 69, 16; State Hwy. 13; I-90, I-35.

2 - TRANSPORTATION: **Railroads**-Rock Island & Peoria; Chicago and Northwestern; Illinois Central; Milwaukee.
Motor Freight Carriers-8.
Intercity Bus Lines-Jefferson Trans.; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 19,190; E&P 85 Est. 18,850
CZ-ABC: (80) 20,875
RTZ-ABC: (80) 39,515
County 80 Cen. 36,329; E&P 85 Est. 35,947
City & RTZ-ABC: (80) 60,390

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,418; E&P 85 Est. 7,452
County 80 Cen. 13,224; E&P 85 Est. 13,456
CZ-ABC: (80) 7,977
RTZ-ABC: (80) 14,162
City & RTZ-ABC: (80) 22,139

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$151,000,000
Savings & Loan	2	$149,000,000

6 - PASSENGER AUTOS: County 18,311.

7 - ELECTRIC METERS: Residence 7,059.

8 - GAS METERS: Residence 6,389.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 2,224 ($210); Lumber Prod. 145 ($240); Constr. 182 ($350); Transp. & Util. 460 ($225); Furn. 508 ($235); Meat Packing 1,680 ($350).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-70; Summer 52-94; Fall 33-86; Winter -20-40. First killing frost, Oct. 5; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Broadway; 2 on Clark; 2 on Washington; 2 on Main St.; 2 on William.
Neighborhood Shopping Centers-1 block on Bidge St.; 2 on Marshall St.; 3 on S. Bdwy.; Skyline Mall (22 stores) West edge of city (Osco, Ben Franklin, JCPenney, IGA); Northridge (60-75 stores); Herberger's, Shopko.
Principal Shopping Days-Mon., Thur., Fri., Sat. and Sun. (1 to 5 p.m.)
Stores Open Evenings-Shpg. Ctr. Mon. through Fri.; Downtown Mon., Thur.

13 - RETAIL OUTLETS: **Department Stores**-Herberger's; Wallaces; JCPenney; Spurgeons.
Discount Stores-Albert Lea; Pamida.
Variety Stores-Ben Franklin.
Drug Stores-Osco; Rexall 2; Walgreen's; North Park; Snyder.
Chain Supermarkets-Super-Valu 2; Red Owl; Hy-Vee; IGA; County Mkt.
Other Chain Stores-Gambles; Three Sisters 2; St. Paul Clothiers; Stevenson's 2; Coast-to-Coast; Gallenkamp Shoes.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 9,579; (S) 9,699; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: James Shawback, Adv. Mgr., TRIBUNE, 808 W. Front St., Albert Lea, MN 56007; Tel. (507) 373-1411.
National Representative: Thomson Newspapers.

AUSTIN

1 - LOCATION: Mower County, E&P Map C-5. Located 95 mi. S of Minneapolis and St. Paul at junction of U.S. Hwys. 218 and I-90.

2 - TRANSPORTATION: **Railroads**-Milwaukee; Chicago and North Western.
Motor Freight Carriers-37.
Intercity Bus Lines-Jefferson.
Airlines-Charter Service from municipal airport.

3 - POPULATION:
Corp. City 80 Cen. 23,020; E&P 85 Est. 21,498
CZ-ABC: (80) 27,217
RTZ-ABC: (80) 17,306
County 80 Cen. 40,390; E&P 85 Est. 39,673
City & RTZ-ABC: (80) 44,523

4 - HOUSEHOLDS:
City 80 Cen. 9,138; E&P 85 Est. 8,739
County 80 Cen. 14,969; E&P 85 Est. 15,181
CZ-ABC: (80) 10,498
RTZ-ABC: (80) 5,950
City & RTZ-ABC: (80) 16,448

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$168,000,000
Savings & Loan	3	$410,000,000
Trust Co's.	1	$1,500,000
Credit Unions	3	$29,871,421

6 - PASSENGER AUTOS: County 22,768.

7 - ELECTRIC METERS: Residence 8,383.

8 - GAS METERS: Residence 9,110.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Meat Pkg. 2,100 ($320); Medical Care 460 ($260); Education ($330); Fin. & Ins. 759 ($150); Public Util. 250 ($320); Other 4,872 (N.A.).
Principal Pay Days-Thur., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-79; Summer 49-89; Fall -2-74; Winter -15-53. First killing frost, Oct. 4; last killing frost, Apr. 14.

11 - TAP WATER: Neutral, medium hard.

12 - RETAILING: **Principal Shopping Center**-10 blocks on Main St.
Neighborhood Shopping Centers-3 blocks at Sterling; 4 on 10th St.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads(6)	1	K mart
Oak Park Mall(50)	4	Younkers, JCPenney, Hy Vee, ShopKo
Shoppers Plaza	NA	Wallaces
Lakeside Mall	2	Red Owl, Coast-to-Coast
Sterling(27)	2	Walgreen's, IGA Foodliner, Hardware Hank

Stores Open Evenings-Downtown Mon., Thur.; Shopping Centers nightly.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Younkers.
Variety Stores-Woolworth; Ben Franklin.
Discount Stores-K mart; ShopKo.
Chain Drug Stores-Rexall; Walgreens 2; Snyder White.
Chain Supermarkets-Red Owl; IGA; Hy Vee.
Other Chain Stores-Fantle's (ladies & children's); Wallace (dry goods, apparel); Stevenson's Apparel; Cook's Paint; Gildner's (men's); Goodyear; Firestone; True Value; Sherwin-Williams; United Bldg. Ctr.; St. Paul Clothing (men's, boy's); Fabricland; Radio Shack.

14 - NEWSPAPERS: HERALD (e-mon to fri) 9,226; (S) 9,124; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: John Uecker, Adv. Mgr., HERALD, 310 NE 2nd St., Austin, MN 55912; Tel. (507) 433-8851.
National Representative: Thomson Newspapers.

BEMIDJI

1 - LOCATION: Beltrami County, E&P Map B-2. County Seat. 90 mi. W of Crookston; 113 mi. W of Grand Forks, ND; 100 mi. S of Brainerd; 228 mi. S of Minneapolis; 113 mi. N of Intl. Falls; on U.S. Hwys. 71, 2, 371.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Soo Line.
Intercity Bus Lines-Greyhound; Triangle.
Airlines-Republic; Bemidji.

3 - POPULATION:
Corp. City 80 Cen. 10,949; E&P 85 Est. 11,888
County 80 Cen. 30,982; E&P 85 Est. 34,578

4 - HOUSEHOLDS:
City 80 Cen. 3,654; E&P 85 Est. 3,368
County 80 Cen. 10,023; E&P 85 Est. 11,569

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$100,028,000
Savings & Loan	2	$30,840,000

6 - PASSENGER AUTOS: County 11,872.

7 - ELECTRIC METERS: Residence 3,378.

8 - GAS METERS: Residence 2,000.

9 - PRINCIPAL INDUSTRIES: Boat Mfg.; Hardboard Mfg.; Lumber; Boxes; Christmas Decorations; Door Mfg.; Culvert Mfg.; Cedar Poles; Computer Components.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-46; Summer 58-80; Fall 29-46; Winter -15-13. First killing frost, Sept. 11; last killing frost, Apr. 28.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Shopping Center**-Paul Bunyan Mall, 3 mi. from downtown stores. K mart; JCPenney; Bostwick's.

Principal Shopping Days-Mon., Thur., Sat., Sun.
Stores Open Evenings-Downtown Fri.; Shpg. Ctrs. Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-O'Meara's; JCPenney; S&L; Wilsons; Pattersons; Hardware Hank; Coast-to-Coast Hdwe.; Bostwicks.

Discount Stores-Fleet Distributors; Holiday Service; Western; K mart; Pamida.
Leading Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Rexall; City Drug; Walgreen's.
Chain Supermarkets-Red Owl; Hartz 2; Holiday Warehouse 2; IGA 2.

14 - NEWSPAPERS: PIONEER (m-mon to fri) 7,447; (S) 7,481; sworn Dec. 31, 1984 VAC.
Local Contact for Advertising and Merchandising Data: Merlyn Stai, Adv. Dir., PIONEER, 1320 Nielson Ave. SE, Bemidji, MN 56601; Tel. (218) 751-3740.
National Representative: Minnesota Newspaper Association.

BRAINERD

1 - LOCATION: Crow Wing County, E&P Map B-3, County Seat. On U.S. Hwys. 210, 371. 128 mi. from Minneapolis, 125 mi. from Duluth.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.
Airlines-Republic; Mesaba; Airmotive Charter.

3 - POPULATION:
Corp. City 80 Cen. 11,489; E&P 85 Est. 11,540
County 80 Cen. 41,722; E&P 85 Est. 42,293
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,568; E&P 85 Est. 3,026
County 80 Cen. 15,171; E&P 85 Est. 15,826

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$158,000,000
Savings & Loan	2.	$150,000,000
Credit Unions	2	$14,000,000

6 - PASSENGER AUTOS: County 19,805.

7 - ELECTRIC METERS: Residence 5,009.

8 - GAS METERS: Residence 4,400.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-R.R. 188; Paper 730; Hosp. 1290; Educ. 685.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 56-75; Fall 42-65; Winter 2-21. First killing frost, Sept. 30; last killing frost, May 2.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Laurel St., 5 on Front St., 6 on 6th St., 5 on 7th St., 2 on 8th St., 7 blocks on Washington.
Neighborhood Shopping Centers-Oak and 13th St.; Mill Ave. & H St. N.E.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Brainerd Mall(14)	NA	Mont. Ward, Sears, TG&Y, JCPenney
Downtown Mini Mall	NA	
Midtown(8)	NA	Kent Mark IGA
Tyrol Hills(6)	NA	Ace Hdwr., Super Valu, Ben Franklin
Westgate Mall(25)	NA	K mart

Principal Shopping Days-Mon., Thur., Fri. & Sat.
Stores Open Evenings-Thur., Brd. Mall, Mon. through Fri., Westgate Mall, Mon. through Fri.
Stores Open Sundays-Supermarkets, drugs, Brainerd Mall, Westgate Mall.

13 - RETAIL OUTLETS: **Department Stores**-Ehler's; Montgomery Ward; JCPenney; Bostwicks.
Variety Stores-TG&Y; Ben Franklin.
Discount Stores-Fleet Store; Super America; Erickson Holiday; Pamida; Mills Fleet Farm; K mart.
Chain Drug Stores-Thrifty Snyder.
Chain Supermarkets-Red Owl; IGA; Super One; Caseys; Super Valu; Tom Thumb.
Other Chain Stores-Gamble's; Sears (catalog); Schiff Shoes; Stevensons; Three Sisters; Hdwr. Hank; Ben Franklin; Lampert Lumber; Standard Lumber; Floor To Ceiling; Bostwicks; Benson Optical; Pearle Vision Ctr.

14 - NEWSPAPERS: DISPATCH (e-mon to fri) 14,386; (S) 14,386; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Robert Turcotte, Adv. Mgr., DISPATCH, 215 S. 6th St., Brainerd, MN 56401; Tel. (218) 829-4705.
National Representative: Minnesota Newspaper Association; Papert Companies.

BRECKENRIDGE, MN
See WAHPETON, ND

CROOKSTON

1 - LOCATION: Polk County, E&P Map A-2, County Seat. Agricultural, wholesale, education center, Univ. of MN. On Red Lake River, 20 mi. from Grand Forks, ND and 45 mi. SW of Thief River Falls. On U.S. Hwys. 2, 75, State Hwy. 9.

2 - TRANSPORTATION: **Railroads**-Winnipeg (Can.) lines of Burlington Northern.
Motor Freight Carriers-4.
Intercity Bus Lines-Triangle; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,628; E&P 85 Est. 9,053
County 80 Cen. 34,844; E&P 85 Est. 35,876

4 - HOUSEHOLDS:
City 80 Cen. 3,098; E&P 85 Est. 3,037
County 80 Cen. 12,154; E&P 85 Est. 12,892

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	2	$35,000,000
Commercial	2	$110,674,000

6 - PASSENGER AUTOS: County 14,888.

7 - ELECTRIC METERS: Residence 3,124.

8 - GAS METERS: Residence 1,816.

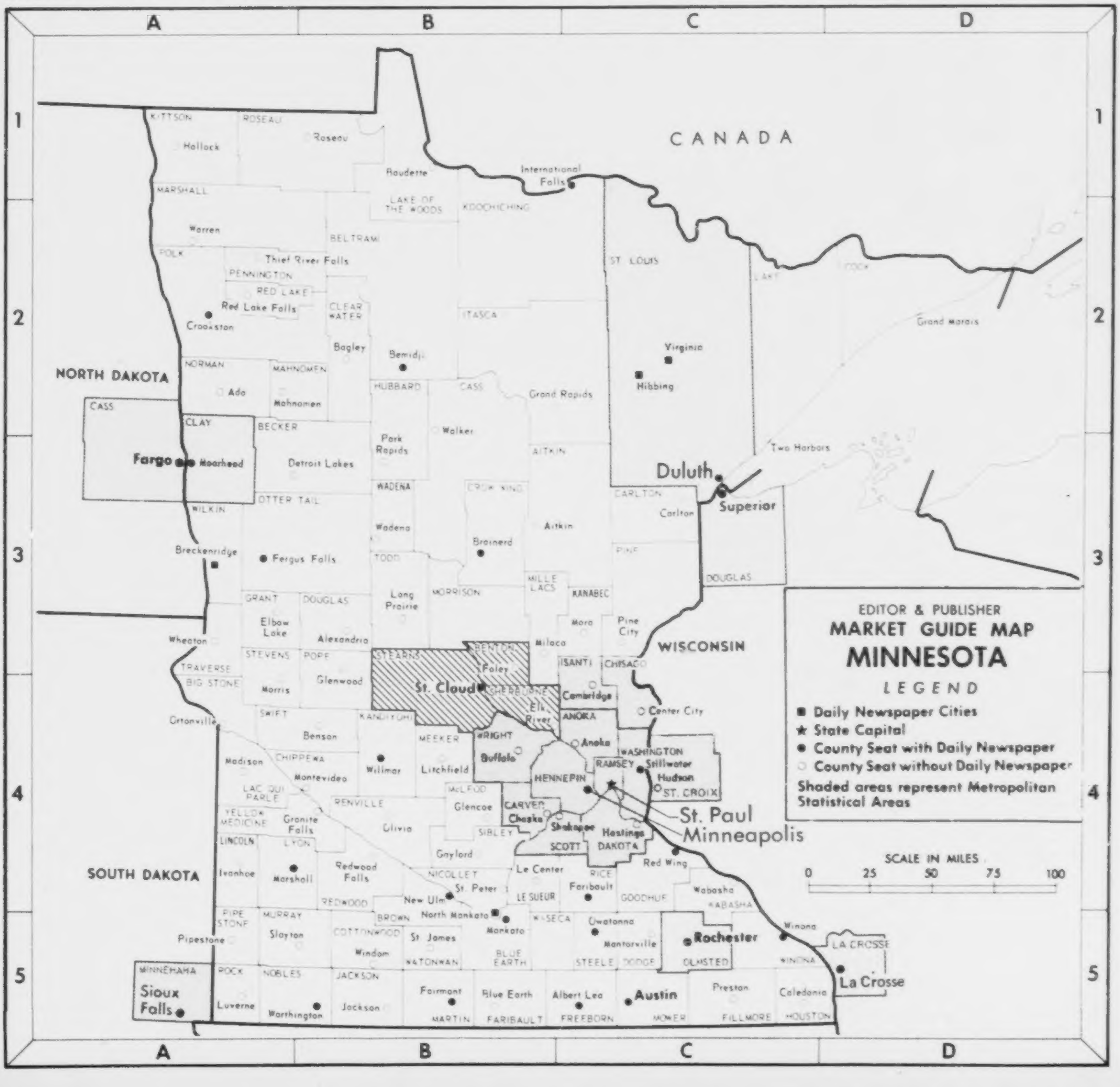
9 - PRINCIPAL INDUSTRIES: Sugar, Potato Proc., Alfalfa Dehydration; Sunflowers; Sugar Beets; Vegetables; Small Grains.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-52; Summer 58-78; Fall 45-70; Winter -7-15.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING:
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-S&L; JCPenney; Town & Country.
Variety Stores-Ben Franklin.
Discount Stores-D&B Freight Sales; Pamida.
Chain Drug Stores-Rexall; Synder.


EDITOR & PUBLISHER
MARKET GUIDE MAP
MINNESOTA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0 25 50 75 100
A
B
C
D
1
2
3
4
5
CANADA
NORTH DAKOTA
SOUTH DAKOTA
WISCONSIN
KITTSON
ROSEAU
Hallock
Roseau
Baudette
International Falls
LAKE OF THE WOODS
KOOCHICHING
MARSHALL
Warren
BELTRAMI
POLK
Thief River Falls
PENNINGTON
RED LAKE
Red Lake Falls
Crookston
CLEAR WATER
ITASCA
ST. LOUIS
LAKE
COOK
Grand Marais
Bagley
Bemidji
Virginia
Hibbing
NORMAN
MAHNOMEN
Ada
Mahnomen
HUBBARD
CASS
Grand Rapids
Walker
CASS
CLAY
Fargo
Moorhead
BECKER
Detroit Lakes
Park Rapids
AITKIN
Two Harbors
Duluth
Superior
WADENA
CROW WING
CARLTON
Carlton
WILKIN
OTTER TAIL
Wadena
Aitkin
Brainerd
PINE
Breckenridge
Fergus Falls
TODD
MILLE LACS
DOUGLAS
GRANT
DOUGLAS
Long Prairie
MORRISON
KANABEC
Mora
Pine City
Elbow Lake
Alexandria
Milaca
Wheaton
STEVENS
POPE
STEARNS
BENTON
Foley
ISANTI
CHISAGO
TRAVERSE
BIG STONE
Morris
Glenwood
St. Cloud
SHERBURNE
Elk River
Cambridge
Center City
Ortonville
SWIFT
KANDIYOHI
ANOKA
Anoka
Benson
MEEKER
WRIGHT
Buffalo
WASHINGTON
Stillwater
Hudson
Madison
CHIPPEWA
Willmar
Litchfield
HENNEPIN
RAMSEY
ST. CROIX
Montevideo
LAC QUI PARLE
RENVILLE
McLEOD
Glencoe
CARVER
Chaska
YELLOW MEDICINE
Granite Falls
Olivia
SIBLEY
Shakopee
SCOTT
Hastings
DAKOTA
St. Paul
Minneapolis
LINCOLN
LYON
Gaylord
Red Wing
Ivanhoe
Marshall
Redwood Falls
NICOLLET
Le Center
RICE
Faribault
GOODHUE
Wabasha
WABASHA
St. Peter
LE SUEUR
REDWOOD
New Ulm
BROWN
PIPESTONE
MURRAY
Slayton
COTTONWOOD
North Mankato
Mankato
WASECA
Owatonna
Rochester
Winona
Pipestone
Windom
St. James
Montorville
LA CROSSE
MINNEHAHA
ROCK
NOBLES
JACKSON
WATONWAN
BLUE EARTH
STEELE
DODGE
OLMSTED
WINONA
La Crosse
Sioux Falls
Luverne
Worthington
Jackson
Fairmont
Blue Earth
Albert Lea
Austin
Preston
Caledonia
MARTIN
FARIBAULT
FREEBORN
MOWER
FILLMORE
HOUSTON

Chain Supermarkets-Geo Peters, Piggly Wiggly, Super Valu.
Other Chain Stores-Gamble's, Coast-to-Coast; Wm. H. Ziegler, Montgomery Ward. Our Own Hdwe., Fleet Farm Supply

14 - NEWSPAPERS: TIMES (e-mon to fri) 4,935, sworn Sept. 30, 1984
Local Contact for Advertising and Merchandising Data: Mike Sipe, Adv. Mgr., TIMES, 124 S. Broadway, Crookston, MN 56716. Tel. (218) 281-2730
National Representative: Minnesota Newspaper Association; Papert Companies

DULUTH

1 - LOCATION: St. Louis County. E&P Map C-3 (In Duluth MN-WI MSA). At head of navigation on Lake Superior, 144 mi. N of Twin Cities via 35. Major shipping center on the St. Lawrence Seaway. Manufacturing, mining, jobbing, wholesaling, food processing. Air Force base, rail center serving upper lakes area of MN, WI & MI.

2 - TRANSPORTATION: **Railroads**-DM&IR, DW&P, Soo Line, Milwaukee Road, Duluth & Northeastern, Chicago & Northwestern, Amtrak, Burlington Northern
Motor Freight Carriers-18
Steamship Lines-54 U.S., Canadian & foreign.
Intercity Bus Lines-Duluth Transit Authority, Northland Greyhound
Airlines-Republic; Charter & Jet Service

3 - POPULATION:
Corp. City 80 Cen. 92,811; E&P 85 Est. 85,911
CZ-ABC: (80) 104,406
Bal. in NDM-ABC: (80) 333,537
County 80 Cen. 222,229; E&P 85 Est. 215,704
MSA 80 Cen. 266,650; E&P 85 Est. 260,968
Total NDM-ABC: (80) 437,943
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 35,363; E&P 85 Est. 30,134
County 80 Cen. 81,482; E&P 85 Est. 81,443
MSA 80 Cen. 97,949; E&P 85 Est. 98,710
CZ-ABC: (80) 39,049
Bal. in NDM-ABC: (80) 119,822
Total NDM-ABC: (80) 158,871

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$268,490,000
Commercial	9	$632,559,000

6 - PASSENGER AUTOS: County 102,710

7 - ELECTRIC METERS: Residence 33,000

8 - GAS METERS: Residence 21,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 1,268 ($417); Mfg. 5,548 ($328); Trans., Comm., Public Util. 3,275 ($454); Trade 11,358 ($194); Govt. 10,774 ($321); Services 10,707 ($233)
Principal Pay Days-2nd & 4th Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-88; Summer 27-97; Fall -23-95; Winter -39-55. First killing frost, Oct. 12; last killing frost, May 8.

11 - TAP WATER: Neutral, very soft; fluoridated; filtered.

12 - RETAILING: **Principal Shopping Center**-8 blocks on Superior and First Sts. and in Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Plaza(10)	1	IGA
East 4th	1	Daugherty Hdwe., IGA
West Duluth	4	Super Valu, IGA
Kenwood(13)	5	Red Owl, Ben Franklin
West End	2	Becks, Anderson's, S&J, M&K
Lakeside	4	Super Valu, Red Owl, Marshall Hdwe., Bridgemans
Woodland	5	Piggly Wiggly, Bridgeman's, OK Hdwe.
Mount Royal(10)	3	Super Valu
Pike Lake	10	Super Valu, Gamble's
Piedmont(10)	3	Piggly Wiggly, Coast-to-Coast
Miller Hill(50)	3	Mont. Ward, JCPenney, Glass Block
Village Mall	3	K mart, Super Valu

Principal Shopping Days-Mon., Wed., Fri., Sat. & Sun.
Stores Open Evenings-Department Stores-Mon. through Fri.; Super Mkts.-Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-Glass Block; Wahls; Montgomery Ward; JCPenney; Prange's.
Discount Stores-Target; Double Discount; K mart; Prange-Way.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Snyders; Walgreen's 3.
Chain Supermarkets-IGA 4; Red Owl 2; Super Valu 5; Piggly Wiggly 3; Super "1" 2.
Other Chain Stores-Firestone; Foreman & Clark; Baker's; Fanny Farmer; Goodyear; Gamble's; Hickory Farms; Hanover Shoes; Flagg Bros.; Gallenkamps; Waldenbooks; Musicland; Wilson's; Kinney; Singer Co.; Maurice's.

14 - NEWSPAPERS: NEWS-TRIBUNE & HERALD (m-mon to fri) 62,803; (S) 83,167, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Robert W. Thomson, Adv. Dir., NEWS-TRIBUNE and HERALD, 424 W. 1st, Duluth, MN 55801. Tel. (218) 723-5281.
National Representative: Knight-Ridder Newspaper Sales.

EAST GRAND FORKS, MN
See GRAND FORKS, ND

FAIRMONT

1 - LOCATION: Martin County. E&P Map B-5. County Seat. On U.S. Hwy. 16, State Hwy. 15. In S. Central part of state, 130 mi. SW of Minneapolis.

2 - TRANSPORTATION: **Railroads**-CM&St.P, CSt. PM&O, C&NW
Motor Freight Carriers-3
Intercity Bus Lines-Greyhound, Midwest Coaches
Airlines-Republic

3 - POPULATION:
Corp. City 80 Cen. 11,506; E&P 85 Est. 12,220
County 80 Cen. 24,687; E&P 85 Est. 25,284
CZ-ABC: (80) 11,506
RTZ-ABC: (80) 62,984
City & RTZ-ABC: (80) 74,490
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 4,615; E&P 85 Est. 4,949
County 80 Cen. 9,321; E&P 85 Est. 9,813
CZ-ABC: (80) 4,615
RTZ-ABC: (80) 23,576
City & RTZ-ABC: (80) 28,191

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$152,262,000
Savings & Loan	2	$77,920,824

6 - PASSENGER AUTOS: County 13,220

7 - ELECTRIC METERS: Residence 4,679

8 - GAS METERS: Residence 4,468

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Railroad Hand Cars 325 (N.A.); Ribbons 250 ($160); Canning, Freezing 400 ($150); Prepared Foods 250 (N.A.); Plastics 100 (N.A.)
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-87; Summer 43-92; Fall 26-85; Winter -21-57. First killing frost, Sept. 28; last killing frost, May 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-12 blocks on five streets

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fair Mall(37)	NA	JCPenney, Walgreens, Woolworth

Principal Shopping Days-Thur., Fri., Sat.; Shopping Centers Mon. to Fri.-9.
Stores Open Evenings-Mon.

13 - RETAIL OUTLETS: **Department Stores**-Bob Wallace Mercantile, JCPenney, Prices Are Right.
Discount Stores-Alco, Pamida, ShopKo.
Variety Stores-Woolworth.
Chain Drug Stores-J&R Rexall; Fair Mall; Walgreens.
Chain Supermarkets-Gunther; Madsen's; Hy-Vee; Red Owl Country Store.
Other Chain Stores-Coast-to-Coast; Sears (mail order); Montgomery Ward; Gen. Trading; Our Own Hdwe.; Firestone; Goodyear; Fleet Motor Sup. (hard lines); Ace Hdwe.

14 - NEWSPAPERS: SENTINEL (m) 11,563; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Eileen Fisch, Adv. Mgr., SENTINEL, 64 Downtown Plaza, Fairmont, MN 56031. Tel. (507) 235-3303.
National Representatives. Minnesota Newspaper Association; Papert Companies.

FARIBAULT

1 - LOCATION: Rice County. E&P Map C-4. County Seat. 50 mi. from Minneapolis and St. Paul. On U.S. Hwys. 35, 3; State 65, 21, 60.

2 - TRANSPORTATION: **Railroads**-Chicago, Rock Island; Chicago, Milwaukee & Chicago Great Western.
Bus Lines-Jefferson
Motor Freight Carriers-6

3 - POPULATION:
Corp. City 80 Cen. 16,241; E&P 85 Est. 16,734
CZ-ABC: (80) 16,241
RTZ-ABC: (80) 51,560
County 80 Cen. 46,087; E&P 85 Est. 48,151
City & RTZ-ABC: (80) 67,801
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 5,836; E&P 85 Est. 6,035
County 80 Cen. 14,276; E&P 85 Est. 15,372
CZ-ABC: (80) 5,836
RTZ-ABC: (80) 15,797
City & RTZ-ABC: '80) 21,633

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	4	$92,000,000

6 - PASSENGER AUTOS: County 22,554

7 - ELECTRIC METERS: Residence 6,110

8 - GAS METERS: Residence 5,453

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Residence schools for retarded, vision, hearing impaired 1,350; Mfg., commercial 340; Turkey processing 340; Retailing 550; Vegetable processing 240; Container mfg. 200; Govt. (City and County) 300; Sheet metal fabrication 150; Woolen blanket mfg. 150; Plastics fabrication 150; Hospital and nursing homes 500; Blue cheese mfg. 65

10 - CLIMATE: Min. & Max. Temp.-Spring 19-90; Summer 48-98; Fall 10-90; Winter -20-42

11 - TAP WATER: Alkaline, very hard

12 - RETAILING: **Principal Shopping Centers**-five blocks on Central Ave., 2 on Fourth St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Faribo Plz (3)	2	Red Owl
Fairbo West Mall(35)	3	Brett's, Hy-Vee, White Mart, Ehler's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Thur., Food-supermarkets and shopping centers nightly

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; Bretts
Variety Stores-Woolworth
Discount Stores-F & D Farm Supply; Faribo Farm & Home; Jupiter; White Mart; K mart; Snyder Drug
Chain Supermarkets-Red Owl; Super Valu; Food Bonanza; Hy-Vee
Other Chain Stores-Sherwin-Williams; St. Paul Clothiers; Firestone; Sears; United Building Center; Lamperts; Brown Photo; Crown Auto; NAPA Auto Parts; Radio Shack; Maurices; Kinney Shoes; Vanity

14 - NEWSPAPERS: NEWS (e) 8,924; Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Don Tuff, Adv. Dir., NEWS, 514 Central Ave., Faribault, MN 55021. Tel. (507) 334-4383
National Representative: Minnesota Newspaper Association; Papert Companies

FERGUS FALLS

1 - LOCATION: Otter Tail County. E&P Map A-3. County Seat. Center of large dairy area. In Red River Valley, 56 mi. SE of Moorhead; 188 mi. NW of Minneapolis; 217 mi. W of Duluth. On U.S. Hwys. 52, 59, I-94; State Hwy. 210.

2 - TRANSPORTATION: **Railroads**-Burlington-Northern.
Motor Freight Carriers-11
Intercity Bus Lines-Northland Greyhound
Airlines-West Central Airways.

3 - POPULATION:
Corp. City 80 Cen. 12,519; E&P 85 Est. 13,093
CZ-ABC: (80) 12,519
RTZ-ABC: (80) 66,307
County 80 Cen. 51,937; E&P 85 Est. 54,150
City & RTZ-ABC: (80) 78,826

4 - HOUSEHOLDS:
City 80 Cen. 4,686; E&P 85 Est. 3,665
County 80 Cen. 18,549; E&P 85 Est. 19,981
CZ-ABC: (80) 4,686
RTZ-ABC: (80) 23,476
City & RTZ-ABC: (80) 28,162

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$163,200,000
Savings & Loan	2	$139,067,000

6 - PASSENGER AUTOS: County 25,461

7 - ELECTRIC METERS: Residence 7,137

8 - GAS METERS: Residence 2,121

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Bakery 138 ($300); Farm Equipment 92 ($325); Utilities 460 ($400); Dairy 111 ($300)
Principal Industrial Pay Days-Mon., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-77; Summer 47-94; Fall 29-83; Winter 25-35. First killing frost, Sept. 30; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Lincoln Ave., 4 on Court St., 4 on Mill St.; 2 shopping centers and a 50-store mall within city limits.
Principal Shopping Days-Mon., Thur., Sat., Sun.
Stores Open Evenings-Thur. Mall open Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-Bostwicks, JCPenney, Herberger's, Woolworth
Discount Stores-Pamida Discount Ctr., K mart.
Chain Drug Stores-White Drugs, Stemsrud & Emerson Rexall, Medicine Shoppe Pharmacy
Chain Supermarkets-Erickson's Big D; Super Valu Country Store; BJ's Markets 3
Other Chain Stores-Sears (catalog); Tradehome Shoes; Maurice's; Intl. Harvester; Sherwin-Williams; Montgomery Ward; Fleet-Farm; Firestone; Goodyear; Kordel (furniture); St. Clair & Rovang (men's wear); Fergus OK Hardware; B. Dalton; Team Electronics; Morrey A. Norby's; Ben Frankin; Lamport (Lumber); Stop-N-Go; Fergus Falls Equipment; Interstate, Inc.; Triple R Equip. Inc.; Mr. Steak; McDonalds; Country Kitchen; Wendy's; Hardies; Dairy Queen

14 - NEWSPAPERS: JOURNAL (e) 13,067, Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Glenn E. Olson, Adv. Dir., JOURNAL, 914 East Channing, Fergus Falls, MN 56537. Tel. (218) 739-4441.
National Representative: Minnesota Newspaper Association; Papert Companies

HIBBING

1 - LOCATION: St. Louis County. (In Duluth, MN-WI MSA). E&P Map C-2. 75 mi. N of Duluth; 185 mi. from MN. On MN Hwys. 73, 37, 53, 216; U.S. Hwy. 169. Agriculture & mining center.

2 - TRANSPORTATION: **Railroads**-Great Northern, DM&IR; Burlington Northern
Motor Freight Carriers-1
Intercity Bus Lines-Mesaba; Shubat; Greyhound; Northern Transportation.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 21,193; E&P 85 Est. 20,531
MSA 80 Cen. 266,650; E&P 85 Est. 260,968
County 80 Cen. 222,229; E&P 85 Est. 215,704

4 - HOUSEHOLDS:
City 80 Cen. 7,868; E&P 85 Est. 7,107
County 80 Cen. 81,482; E&P 85 Est. 81,443
MSA 80 Cen. 97,949; E&P 85 Est. 98,710

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$136,420,000
Savings & Loan	1	$53,610,000

6 - PASSENGER AUTOS: County 102,710

7 - ELECTRIC METERS: Residence 7,905

8 - GAS METERS: Residence 1,895

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Metal Mining 654; Constr. 2,014; Transp. 303; Mfg. 256; Whol. Trade 217; Finance 186; Govt. 1,076; Retail Trade 1,093; Service 1,641

10 - CLIMATE: Min. & Max. Temp.-Spring 30-45; Summer 50-92; Fall 30-70; Winter 0-55. First killing frost, Sept. 24; last killing frost, May 5.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: **Principal Shopping Center**-8 blocks on Howard St., 7 on First Ave., 2 on Second Ave., 4 on Third Ave., 3 on 19th St.

Neighborhood Shopping Centers-6 blocks in Brooklyn-East Hibbing

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Graysher(12)	2	Piggly Wiggly
Mesabi Mall(22)	3	Red Owl
Irongate(26)	4	K mart, Bostwicks, Zale's

Principal Shopping Days-Mon. through Sat.
Stores Open Evenings-Mon., Thur.

13 - RETAIL OUTLETS: Department Stores-Felman's; JCPenney.
Variety Stores-Woolworth; Ben Franklin; Pamida.
Discount Stores-K mart; L&M Supply.
Chain Drug Stores-Shapiro's; Snyder 2.
Chain Supermarkets-National; Red Owl; Piggly Wiggly; Super Valu; Zups; Super One; Country Store.
Other Chain Stores-Singer; General Trading; Goodyear; Firestone; Goodrich; Gallenkamp; House of Fabrics; Coast-to-Coast; Montgomery Ward; Ben Franklin; Maurice's; Team Electronics; Western Stores; Holiday; Boy Blue; Erickson; Fashion Crossroad; Bostwicks; Spurgeons; Sears (catalog).

14 - NEWSPAPERS: TRIBUNE (e-mon to fri; S) 11,594; sworn Mar. 27, 1985.

Local Contact for Advertising and Merchandising Data: B.J. Krauth, Gen. Mgr., TRIBUNE, 2142 First Ave., Hibbing, MN 55746; Tel. (218) 262-1011.
National Representatives: Papert Companies; Minnesota Newspaper Association.

INTERNATIONAL FALLS

1 - LOCATION: Koochiching County, E&P Map C-1. County Seat. Port of entry. 300 mi. N of Twin Cities; 165 mi. NW of Duluth. On State Hwys. 11, 53 and 71.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-Century Motor Freight, UPS.
Intercity Bus Lines-Greyhound via Northland Trans., Grey Goose, Ltd.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 5,611; E&P 85 Est. 5,010
CZ-ABC: (80) 8,417
RTZ-ABC: (80) 6,049
County 80 Cen. 17,571; E&P 85 Est. 16,983
Total City & RTZ-ABC: (80) 14,466

4 - HOUSEHOLDS:
City 80 Cen. 2,191; E&P 85 Est. 1,871
County 80 Cen. 6,131; E&P 85 Est. 6,106
CZ-ABC: (80) 3,124
RTZ-ABC: (80) 1,934
Total City & RTZ-ABC: (80) 5,058

5 - BANKS	NUMBER	EST. DEP.
Savings	2	$90,000,000
Savings & Loan	1	$25,000,000
Credit Unions	1	$8,000,000

6 - PASSENGER AUTOS: County 7,181.
7 - ELECTRIC METERS: Residence 3,407.
8 - GAS METERS: Residence 842.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper & Bldg. Boards 2,316 ($400).
Principal Industrial Pay Days-Pay Mfg., alternate Fri.; R.R. 8th & 22nd; Others, 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-55; Summer 51-90; Fall 38-59; Winter 4-24. First killing frost, Sept. 7; last killing frost, June 15.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Third St., 3 blocks on Fourth, plus connecting sts.
Neighborhood Shopping Centers-South end of Third Ave.; West End of Third St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
International Mall(40)	2	JCPenney, Red Owl
International Sq.	NA	JCPenney, Woolworth

Principal Shopping Days-Wed., Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Stevenson's.
Discount Stores-Western; Erickson Holiday; Border Bargains; K mart; Pamida.
Chain Drug Stores-Snyder.
Chain Supermarkets-Super One; Red Owl.
Other Chain Stores-Coast-to-Coast; Ace; Sears; Montgomery Ward.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 4,996; sworn Mar. 31, 1985.

Local Contact for Advertising and Merchandising Data: David Ramnes, Gen. Mgr., JOURNAL, 500 3rd St., International Falls, MN 56649; Tel. (218) 283-8411.
National Representative: Minnesota Newspaper Association.

MANKATO-NORTH MANKATO

1 - LOCATION: Blue Earth and Nicollet Counties, E&P Map B-5. 76 mi. SW of St. Paul. On U.S. Hwys. 14, 169; State Hwys. 22, 60, 68, 83.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern.
Motor Freight Carriers-21.
Intercity Bus Lines-Greyhound; Jack Rabbit Lines; Land to Air.
Airlines-Messaba.

3 - POPULATION:
Corp. Cities 80 Cen. 37,796; E&P 85 Est. 37,822
Mankato 80 Cen. 28,651; E&P 85 Est. 27,670
N. Mankato 80 Cen. 9,145; E&P 85 Est. 10,152
CZ-ABC: (80) 39,709
RTZ-ABC: (80) 126,552
Counties 80 Cen. 79,243; E&P 85 Est. 79,893
Blue Earth 80 Cen. 52,314; E&P 85 Est. 52,827
Nicollet 80 Cen. 26,929; E&P 85 Est. 27,066
City & RTZ-ABC: (80) 166,261

4 - HOUSEHOLDS:
Cities 80 Cen. 13,227; E&P 85 Est. 13,482
Mankato 80 Cen. 9,969; E&P 85 Est. 9,796
N. Mankato 80 Cen. 3,258; E&P 85 Est. 3,686
Counties 80 Cen. 26,591; E&P 85 Est. 27,557
Blue Earth 80 Cen. 18,011; E&P 85 Est. 18,679
Nicollet 80 Cen. 8,580; E&P 85 Est. 8,878
CZ-ABC: (80) 13,832
RTZ-ABC: (80) 44,061
City & RTZ-ABC: (80) 57,893

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$337,000,000
Savings & Loan	4	$206,000,000
Fed. Credit Union	1	N.A.

6 - PASSENGER AUTOS: Counties: Blue Earth 25,854; Nicollet 11,842.

7 - ELECTRIC METERS: Residence 14,163.

8 - GAS METERS: Residence 13,742.

9 - PRINCIPAL INDUSTRIES: Flour & Feed; Vegetables; Can Mfg.; Farm Equipment; Soybean Processors; Generator Mfg.; Fishing Reel Mfg.; Elec. Equip.; Quarrying; Pontoon Boats; Paper Prods.; Plastics; Warehousing & Distribution; Printing. Total employment in Blue Earth & Nicollet Counties 43,234.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-80; Summer 55-96; Fall 20-80; Winter -30-50.

11 - TAP WATER: Neutral, hard, fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belle Mar(12)	3	M&M Liquors, Red Owl
Eastgate(5)	NA	Lewis, Mueller's
Galleria East(5)	4	
K mart(5)	NA	K mart, Warehouse Liquor
Madison East(50)	NA	Walgreen's, Woolworth, Sears
Mankato Mall(69)	15	Bretts, JCPenney, Osco
Old Town(25)	7	
Open Mall(8)	3	

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Department stores-Mon. through Fri. Food-supermarkets every night.

13 - RETAIL OUTLETS: Department Stores-Geo. E. Brett; JCPenney; Sears.
Variety Stores-Woolworth.
Discount Stores-Madsen's Valu Center; Shopko; K mart.
Chain Drug Stores-Lewis; Osco; Walgreens; Snyders.
Chain Supermarkets-The Country Store; Hy Vee; Madsen's 3; Jack & Jill; 7-Eleven Stores 2; Mueller's; Cubs.

14 - NEWSPAPERS: FREE PRESS (e) 26,715; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Vicki Winge, Nat'l Adv. Mgr., FREE PRESS, 418 S. Second St., Mankato, MN 56001; Tel. (507) 625-4451.
National Representative: Branham/Newspaper Sales.

MARSHALL

1 - LOCATION: Lyon County, E&P Map A-4. County Seat. Manufacturing, agricultural and retailing area. SW portion of state, about 75 mi. NE of Sioux Falls, SD, on US Hwy. 59, State Hwys. 19, 23.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-3: Murphy; Yellow; Lakeville.
Intercity Bus Lines-Jefferson.

3 - POPULATION:
Corp. City 80 Cen. 11,161; E&P 85 Est. 12,139
CZ-ABC: (80) 11,161
RTZ-ABC: (80) 34,688
County 80 Cen. 25,207; E&P 85 Est. 25,791
City & RTZ-ABC: (80) 45,849

4 - HOUSEHOLDS:
City 80 Cen. 3,808; E&P 85 Est. 4,231
CZ-ABC: (80) 3,808
RTZ-ABC: (80) 12,425
County 80 Cen. 8,679; E&P 85 Est. 9,199
City & RTZ-ABC: (80) 16,233

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	N.A.
Commercial	3	$214,287,155

6 - PASSENGER AUTOS: County 13,680.

7 - ELECTRIC METERS: Residence 5,429.

8 - GAS METERS: Residence 2,271.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass Assembly 240 ($220); Meat & Poultry 600 ($165); Agri-building Eqpt. & Supplies 300 ($145); Electronic Assembly 175 ($165); Dairy Processing 500 ($190).
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-80; Summer 48-94; Fall 20-75; Winter 20-60. First killing frost Oct. 2; last killing frost, May 8.

11 - TAP WATER: Hard.

12 - RETAILING: Principal Shopping Center-4 blocks downtown, 50 stores; Marshall Mall, 26 stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety/Discount Stores-Alco; Shopko; Ben Franklin; Woolworth.
Chain Drug Stores-Snyder; Thrifty; Sward-Kemp.
Chain Food Stores-Super Valu; Hy-Vee; Red Owl; Fairway.
Other Chain Stores-Montgomery Ward; Sears; True Value; Coast-to-Coast; Gambles.

14 - NEWSPAPERS: INDEPENDENT (m) 8,933; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Connie Nuese, Adv. Mgr., INDEPENDENT, Box 411, Marshall, MN 56258; Tel. (507) 537-1551.
National Representatives: Papert Companies; Minnesota Newspaper Association.

MINNEAPOLIS

1 - LOCATION: Hennepin County (in Minneapolis-St. Paul, MN-WI MSA), E&P Map C-4. County Seat. Transportation center for MN, ND and SD, and 16 counties in western WI. Industrial and wholesale center of the Upper Midwest area, in east central part of state. 419 mi. from Chicago; 351 mi. from Milwaukee; 355 mi. from Omaha; 459 mi. from Winnipeg. On Mississippi River. On U.S. Interstate Freeways 35, 94, 494 and 694. On U.S. Hwys. 8, 12, 52, 65, 169, 212. On State Hwys. 7, 36, 55, 56, 5, 10, 152, 51.

2 - TRANSPORTATION: Railroads-Amtrak; Milwaukee Road; Rock Island Lines; Burlington Northern; Soo Line; Minneapolis, Northfield & Southern; Chicago & Northwestern.
Motor Freight Carriers-Over 100 truck lines.
Interstate Bus Lines-Greyhound; Jefferson; Zephyr.
Airlines-United; Northwest; Western; Ozark; Eastern; Frontier; TWA; Piedmont; Republic; USAir; Air Canada; American; Delta; Midway; People Express; Continental; Commuter Airlines; Mid-State Air Commuter; Messaba Aviation; Mississippi Valley Airways.

3 - POPULATION:
Corp. City 80 Cen. 370,951; E&P 85 Est. 347,707
NDM-ABC: (80) 2,184,960
RTZ-ABC: (80) 1,140,055
Total NDM & RTZ-ABC: (80) 3,325,015
County 80 Cen. 941,411; E&P 85 Est. 964,787
MSA 80 Cen. 2,137,856; E&P 85 Est. 2,219,670
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 161,858; E&P 85 Est. 158,913
County 80 Cen. 365,536; E&P 85 Est. 386,439
MSA 80 Cen. 755,112; E&P 85 Est. 823,764
NDM-ABC: (80) 785,115
RTZ-ABC: (80) 395,670
Total NDM & RTZ-ABC: (80) 1,180,785

5 - BANKS	NUMBER	DEPOSITS
Savings & Loans	4	$6,585,000,000
Commercial	191	$16,178,000,000

(Figures include 11 county MSA)

6 - PASSENGER AUTOS: County 612,725.

7 - ELECTRIC METERS: Residence and Commercial (est.) 459,541.

8 - GAS METERS: City & Suburbs-Residence (est.) 300,000.

9 - PRINCIPAL INDUSTRIES: (11 Metro Counties) Industry, No. of Wage Earners (Av. Wkly. Wage)-Trans., Comm. 61,100 ($469); Nonelectrical Mach. 60,600 ($455); Const. 36,600 ($472); Other Durables 26,900 ($444); Fabricated Metal Prod. 26,100 ($462); Printing and Publishing 24,600 ($393); Paper and Allied Products 24,100 ($554); Food and Kindred Prod. 18,200 ($467); Electric Machy. 17,000 ($401).
Principal Pay Days-Thur., Fri., 1st, 15th, 16th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-55; Summer 61-82; Fall 39-61; Winter 9-26. First killing frost, Oct. 8; last killing frost, Apr. 29.

11 - TAP WATER: Alkaline, soft, fluoridated. In suburbs (400,000 people) hard.

12 - RETAILING: Principal Shopping Center-8 blocks on Hennepin, Nicollet and Marquette Ave.
Neighborhood Shopping Centers-Camden-42nd Ave. N & Washington Ave.; Chicago Ave. & E Lake St.; Bloomington Ave. & E Lake St.; 27th Ave. & E Lake St.; Hennepin Ave. & Lake St.; Nicollet Ave. & Lake St.; E Hennepin Ave. from Main St. to Central Ave.; Lowry Ave. N & Penn Ave. N; Central Ave., NE from 18 1/2 Ave., NE 21st Ave.; NE 50th St. & France Ave. S; Lowry Ave. N & Emerson Ave. N; 54th St. & Lyndale Ave. S; 43rd St. & Upton Ave. S; West Broadway Ave. from Aldrich Ave. N to Freemont Ave. N; 76th to 78th Sts. & Lyndale Ave. S; Chicago Ave. & 48th St.; 64th to 69th Sts. & Lyndale Ave. S; 46th St. to Morningdale Road on France Ave. S; Excelsior Ave. Strip from France Ave. S to Hwy. 100; West Broadway Ave. from Washington Ave. to Lyndale Ave. N; 6th St. to Hwy. 52 on Central Ave.; 39th to 41st Aves. on Central Ave. NE; 65th & Nicollet Ave.; downtown Wayzata; downtown Excelsior; downtown Hopkins; Columbia Heights; 50th & France; Excelsior.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Apache Plaza(70)	8	JCPenney, Country Club, Get It For Less
Apple Valley Square(18)	17	Snyder Drug, Applebaum's Food
Bandana Square(21)	14	Garden of Eden, Just Grand
Bonaventure (40)	10	Leann Chin
Brighton Vlg.(16)	9	Lunds, Coast to Coast
Brookdale(82)	6	Daytons, Sears, Donaldson's, JCPenney
Burnhaven(27)	18	Target, Super Value
Burnsville(158)	18	Daytons, JCPenney, Donaldson's, Sears
Calhoun Square(63)	4	Figlio
Cedarvale(34)	13	Applebaums Food, Cedrics
City Center(88)		Donaldsons, Jackson Graves
Clover(15)	9	Hardware Hank, Recreation Inc.
Cobblestone Ct. (28)	17	Sun Valley Waterbeds
Colonial Sq. (19)	13	La Cuisine, Peterson Appliance
Coon Rapids(20)	13	Red Owl
Country Vlg. (19)	9	Lunds, Village Drug
Crystal(25)	7	Snyder Drug
Diamond Head(44)	14	Our Own Hdwe., Red Owl
Eden Prairie(83)	17	Donaldson's, Sears
Galleria(26)	8	Gabbert's Home Furn.
Golden Valley(26)	5	Valley Drugs, Kuipers Hardware
Har Mar(74)	NA	Marshalls, Snyders, United Store
Holly Center(17)	9	Snyder Drug
Hub Center	7	Korner Plz., Marshall's
Knollwood Mall(100)	9	Mont. Ward, JCPenney, Donaldson's
Leisure Lane(17)	7	Audio King
Maple Grove Mall	20	Super Valu, Merwin Drugs
Maplewood(119)	10	Donaldson's, Sears
Minnehaha Mall(24)	4	Target, Super Valu
Miracle Mile(26)	7	Warner's Hdwe., Snyder Drug
Moundsview	10	Hardware Hank

Northtown(107)	11	Mont. Ward, Woolworth, Donaldson's
Norwest Center(41)	NA	Liemandts
Ridgedale(129)	9	JCPenney, Daytons, Donaldsons, Sears
Robin Center(30)	6	Hardware Hank, Merwin Drug
Rosedale(151)	5	Daytons, Mont. Ward, Donaldson's
Signal Hills(69)	NA	Herberger's, JCPenney, Woolworth
Sioux Trial	12	True Value
Southdale(140)	7	Daytons, JCPenney, Donaldson's
Southdale Sq.(17)	7	Snyder Drug, Warner's Hdwe.
Southtown(74)	8	Mont. Ward
Spring Brook	10	Jerry's Super Valu
St. Anthony(51)	4	Warner's Hdwe., Red Owl
Valley West(31)	11	Marshall's, Red Owl
Village North(33)	10	Korner Plz., Walgreens
Wayzata Bay Ctr(19)	14	The Foresome, Warner's Hdwe., Country Club
Westbrook Mall(25)	7	Sun Valley Waterbeds, Aspen Leaf
Yorktown Fashion Mall(37)	8	The Stable, Le Bistro
7-Hi Center(32)	12	Coast-to-Coast, Red Owl, Rexall

Principal Shopping Days-Dept. Stores Mon., Thur., Fri. & Sat.; Food Stores Thur., Fri., Sat.
Stores Open Evenings-Mon. to Fri.
Stores Open Sundays-Food & Dept. Stores.

13 - RETAIL OUTLETS: **Department Stores**-Dayton's 7; Sears 7; JCPenney 10; Montgomery Ward 6; Donaldson's 12.
Variety Stores-Woolworth 10.
Discount Stores-Target 16; Holiday 4; Holiday Station Stores 42; K mart 21.
Chain Supermarkets-Red Owl 11; Lund's 6; IGA 23; Rainbow 15; 7-Eleven 60; Brooks Superettes 12; Country Club 45; Holiday 4; Kenny's Markets 25; Knowlan's 3; PDQ 28; Schiller's 4; Super Valu 46; Tom Thumb 89; Byerly's 6 in metro, 1 in St. Cloud; Cub 8; Thriftway; Star Markets 20; Country Stores 14.
Other Chain Stores-Auto: Big A, Car Quest, Genuine Parts, Firestone, Coast-to-Coast, Goodrich, Goodyear, Crown Auto, Big Wheel, Champion, 10,000 Auto Parts, NAPA; Shoes: Connco, Famous Footware, Kinney, Florsheim, Freeman, Baker's, Burt's, Chandler's, Schuler Shoes, Foot Locker, Naturalizer, Payless; Women's Apparel: Casual Corner, Brauns, Buttery's, House of Large Sizes, Lane Bryant, Peck & Peck, Liemandts, Marshalls, The Limited, Three Sisters, Shirley's Maternity; Men's Apparel: Foreman & Clark, Hubert W. White, Brooks Brothers, Lancers, Liemandt's, Juster's; Candy: Darveaux, Fanny Farmer, Fannie Mae; Speciality Shops: Bachman's, Frank's; Furniture: Gabberts, Slumberland, Levitz, Wickes, Scandinavian Design; Appliances: Best Buy Co., Schaak Electronics, Team Electronics, Audio King, Radio Shack; Building Supplies & Hardware: Plywood Minnesota, OK Hdwe., Our Own Hdwe., True Value, Warner Hdwe., Menards, Color Tile, Knox, Budget Power; Paints: Sherwin-Williams; Musical Instruments: Bodine's, Schmitt Music; Camera & Photo Supplies: Century Camera, Brown Photo; General Merchandise: Marshall's, T.J. Maxx, La Belle's; Misc.: S&L Gen. Mdse., Minnesota Fabrics, Singer Sewing.

14 - NEWSPAPERS: STAR AND TRIBUNE (m-mon to fri) 383,657; SUNDAY TRIBUNE (S) 596,181; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Tom Whelan, Nat'l Adv. Mgr., STAR and TRIBUNE, 425 Portland Ave., Minneapolis, MN 55488; Tel. (612) 372-4136.
National Representative: Sawyer-Ferguson-Walker Co.

MOORHEAD, MN
See FARGO, ND

NEW ULM

1 - LOCATION: Brown County, E&P Map B-4. County Seat. Agricultural center, 97 mi. SW of Twin Cities, 30 mi. W of Mankato, 50 mi. N of Fairmont. On U.S. Hwy. 14, State Hwy. 15.

2 - TRANSPORTATION: **Railroads**-Chicago & Northwestern.
Motor Freight Carriers-4.
Intercity Bus Lines-Northland Greyhound.
Air Freight-Twice daily air freight, Twin Cities to New Ulm municipal airport.

3 - POPULATION:
Corp. City 80 Cen. 13,755; E&P 85 Est. 14,264
CZ-ABC: (80) 13,755
RTZ-ABC: (80) 40,555
County 80 Cen. 28,645; E&P 85 Est. 28,898
City & RTZ-ABC: (80) 54,310
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,938; E&P 85 Est. 5,250
CZ-ABC: (80) 4,938
RTZ-ABC: (80) 13,996
County 80 Cen. 9,988; E&P 85 Est. 10,412
City & RTZ-ABC: (80) 18,934

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$167,000,000
Savings & Loan	2	$48,000,000

6 - PASSENGER AUTOS: County 15,603.

7 - ELECTRIC METERS: Residence 6,000.

8 - GAS METERS: Residence 4,900.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Manufacturing 2,395; Trade 1,834; Service 1,215; Government 692; Transportation and Utilities 377; Construction 240; Finance 215.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-60; Summer 37-99; Fall 33-90; Winter 25-48. First killing frost, Oct. 1; last killing frost, May 4.

11 - TAP WATER: Neutral, hard (495 ppm), fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on three streets; shopping center on South side of Town, with Hy-Vee Super Mkt., Pamida, K mart; shopping center on North side of town, Madsen's Super Valu.
Principal Shopping Days-Fri., Sat., Sun., Mon., Wed.
Stores Open Evenings-Mon., Thur.; Food-Daily.

13 - RETAIL OUTLETS: **Department Stores**-Herberger's; Ehler's; JCPenney.
Variety Stores-Ben Franklin.
Discount Stores-Eichinger Fleet Supply; Pamida; K mart; Big Bear; Thrifty Drug; Runnings Big R.
Chain Supermarkets-Red Owl; Madsen's Super Valu; Hy-Vee.
Other Chain Stores-General Trading; Lampert's; Maurice's; Stevensons; Montgomery Ward; Sears.

14 - NEWSPAPERS: JOURNAL (m-tues to sat) 11,073; (S) 11,183; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: John Vetter, Adv. Dir., JOURNAL, 303 N. Minnesota, New Ulm, MN 56073; Tel. (507) 359-2911.
National Representatives: Minnesota Newspaper Association; Papert Companies.

NORTH MANKATO
See MANKATO

OWATONNA

1 - LOCATION: Steele County, E&P Map C-5. County Seat. Shipping center for agricultural and dairy area. Miscellaneous small manufacturing center. SE part of state, 70 mi. S of Minneapolis. On U.S. Hwys. 65, 14, 218; I-35.

2 - TRANSPORTATION: **Railroads**-Chicago, Rock Island & Pacific; Chicago, Milwaukee, St. Paul & Pacific; Northwestern.
Motor Freight Carriers-12.
Intercity Bus Lines-Jefferson Transportation; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 18,632; E&P 85 Est. 20,738
CZ-ABC: (80) 18,632
RTZ-ABC: (80) 12,736
County 80 Cen. 30,328; E&P 85 Est. 31,080
City & RTZ-ABC: (80) 31,368
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,746; E&P 85 Est. 7,545
County 80 Cen. 10,600; E&P 85 Est. 11,144
CZ-ABC: (80) 6,746
RTZ-ABC: (80) 4,201
City & RTZ-ABC: (80) 10,947

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$161,059,217
Savings & Loan	2	$99,082,610

6 - PASSENGER AUTOS: County 16,022.

7 - ELECTRIC METERS: Residence 6,985.

8 - GAS METERS: Residence 6,457.

9 - PRINCIPAL INDUSTRIES: Total Industrial, Retail and Professional Wage Earners 16,199.
Principal Pay Days-Wed., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-97; Summer 54-98; Fall 16-70; Winter -21-61. First killing frost, Sept. 6; last killing frost, April 18.

11 - TAP WATER: Neutral, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Downtown; Oakdale Shopping Center; Cedar Mall.
Shopping Area-Oakdale-18 blocks S of Downtown area on S. Cedar; Cedar Mall, over 40 stores; Downtown-140 stores.
Principal Shopping Days-Wed. through Sun.
Stores Open Evenings-Mall-Mon. through Fri.; Downtown-Mon., Thur.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Spurgeon's; Brett's.
Variety Stores-Woolworth.
Chain Drug Stores-Thrifty Snyder; Cedar Mall Walgreens; Rexall.
Chain Supermarkets-Red Owl; IGA; Wayne's Fairway; Hy-Vee.
Other Chain Stores-Montgomery Ward; Sears; Champion Auto; Firestone; Coast-to-Coast; Kinney Shoes; Sherwin-Williams; Our Own Hdwe.; Maurice's; Dahl House; Tradehome Shoes; OK Hdwe.; Radio Shack; Team Electronics; Hurrah; St. Clair's; Schultz's; Orschlen's; Crown Auto; Car Quest Auto Parts; Stevensons.

14 - NEWSPAPERS: PEOPLE'S PRESS (m-tues to sat) 7,479; (S) 7,625; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Robin Fretham, Adv. Mgr., PEOPLE'S PRESS, 135 W. Pearl St., PO Box 346, Owatonna, MN 55060; Tel. (507) 451-2840.
National Representative: Branham/Newspaper Sales.

RED WING

1 - LOCATION: Goodhue County, E&P Map C-4. County Seat. Manufacturing, shopping, recreational center. On U.S. Hwys. 61, 63 and State Hwys. 19, 58. 40 mi. SE of St. Paul; 53 mi. from Minneapolis.

2 - TRANSPORTATION: **Railroads**-Chicago, Milwaukee, St. Paul & Pacific (Amtrak); Chicago & North Western.
Motor Freight Carriers-15.
Steamship Lines-10 barge lines on Mississippi River.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 13,736; E&P 85 Est. 16,498
CZ-ABC: (80) 13,736
RTZ-ABC: (80) 41,981
County 80 Cen. 38,749; E&P 85 Est. 41,574
City & RTZ-ABC: (80) 55,717
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,185; E&P 85 Est. 6,352
County 80 Cen. 13,628; E&P 85 Est. 15,115
CZ-ABC: (80) 5,185
RTZ-ABC: (80) 14,048
City & RTZ-ABC: (80) 19,233

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$126,303,276
Savings & Loan	2	$31,845,809

6 - PASSENGER AUTOS: County 21,524.

7 - ELECTRIC METERS: Residence 5,550.

8 - GAS METERS: Residence 4,800.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Shoe Manufacture 989 ($286); Leather (Tannery) 400 ($294); Metal Fabrication 344 ($335). Total employment 8,300.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-85; Summer 44-96; Fall 22-80; Winter 13-55. First killing frost, Oct. 21; last killing frost, Apr. 15.

11 - TAP WATER: Neutral, hard, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Bush St., 3 on Main St., 4 on Plum St., 2 on Third St., 1 on Fourth St.
Neighborhood Shopping Centers-Six blocks on W. Main St., 4 blocks in suburban Burnside.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Thur.; some Mon. and Sun.

13 - RETAIL OUTLETS: **Department Stores**-Ehler's; JCPenney; L & K Hobbs; Spurgeons.
Variety Stores-Ben Franklin.
Discount Stores-K mart; Pamida; Warehouse Mkt.; F & D Supply.
Chain Drug Stores-Rexall; Snyder; Erickson's.
Chain Supermarkets-Super Valu; Red Owl; Erickson Super Fair.
Other Chain Stores-Deb Shops; Maurices; Permans; Bostwicks; Dahl House; Sears; Montgomery Ward; National Bushing & Parts; Our Own Hardware; Sherwin-Williams; Cook's (paint); Randy's; Hardware Hank; Big Wheel Auto; Color Lab; N.A.P.A.; Carquest.

14 - NEWSPAPERS: REPUBLICAN EAGLE (e) 8,677; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: James L. Edlund, Gen. Mgr., REPUBLICAN EAGLE, 433 W. Third St., Red Wing, MN 55066; Tel. (612) 388-8235.
National Representative: Minnesota Newspaper Association; Papert Companies.

ROCHESTER

1 - LOCATION: Olmsted County (MSA), E&P C-5. 90 mi. S of Minneapolis.

2 - TRANSPORTATION: **Railroads**-C&NW.
Motor Freight Carriers-8.
Intercity Bus Lines-Rochester; Interstate; Jefferson; Greyhound.
Airlines-Northwest; Ozark; Republic.

3 - POPULATION:
Corp. City 80 Cen. 57,855; E&P 85 Est. 60,597
CZ-ABC: (80) 71,466
RTZ-ABC: (80) 90,973
County/MSA 80 Cen. 91,971; E&P 85 Est. 96,330
City & RTZ-ABC: (80) 162,439
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 21,946; E&P 85 Est. 23,779
County/MSA 80 Cen. 32,663; E&P 85 Est. 35,365
CZ-ABC: (80) 26,162
RTZ-ABC: (80) 31,210
City & RTZ-ABC: (80) 57,372

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	6	$274,648,000
Commercial	5	$324,240,000

6 - PASSENGER AUTOS: County 56,790.

7 - ELECTRIC METERS: Residence 25,291.

8 - GAS METERS: Residence 19,700.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mayo Clinic 7,500; IBM 7,000.
Principal Pay Days-Fri., Mon.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-80; Summer 55-100; Fall 24-80; Winter -30-40. First killing frost, Sept. 10; last killing frost, May 9.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Broadway, 4 on 1st Ave. SW.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Miracle Mile(28)	1	Donaldson's, Red Owl, Snyder Drug
Silver Lake(9)	1	Super Valu, Hunt Drug
Barclay Sq.	1	International Health Spa
Crossroads(28)	1	Piggly-Wiggly, Sears, Snyder Drug
Northbrook(18)	1	Red Owl, Country Store
Apache Mall(84)	2	Dayton's, JCPenney, Woolworth, Mont. Ward, Osco Drug
K mart	1	K mart, Super Valu

Principal Shopping Days-Dept. stores-Mon., Thur., Fri., Sat., Sun.; Food-Wed., Thur., Fri. evg., Sat., Sun.
Stores Open Evenings-Dept.-Weekday evgs.; Food-24 hours, 7 days; Miracle Mile, Crossroads, Apache Mall-every night & Sunday afternoon.

13 - RETAIL OUTLETS: **Department Stores**-C.F. Massey; Montgomery Ward; Dayton's; Donaldson; Stevenson's; Sears; JCPenney.
Variety Stores-Woolworth.
Discount Stores-K mart 1; Target; Shopko 2.
Chain Drug Stores-Osco 2; Synder 2; Ruffalo 2.
Chain Supermarkets-Piggly Wiggly; Red Owl; Super Valu 2; IGA 2; Country Store 2; Hy-Vee.

14 - NEWSPAPERS: POST-BULLETIN (e) 40,320; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Jim Schmitz, Adv. Dir., POST-BULLETIN, 18 First Ave. SE, Rochester, MN 55904; Tel. (507) 285-7640.
National Representative: Branham/Newspaper Sales.

ST. CLOUD

1 - LOCATION: Stearns, Sherburne and Benton Counties (MSA). E&P Map B-4. County Seat. 70 mi. NW of Minneapolis on the Mississippi. Shipping Center for Stearns, Sherburne and Benton Counties. On State Hwys. 23, 15, 152, 95; U.S. Hwys. 10, 52, I-94.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Amtrak.
Motor Freight Carriers-5.
Intercity Bus Lines-St. Cloud; Greyhound.
Airlines-Nearest airfield with scheduled service at Mpls.-St. Paul served by 7 airlines.

3 - POPULATION:
Corp. City 80 Cen. 42,566; E&P 85 Est. 46,648
CZ-ABC: (80) 60,373
RTZ-ABC: (80) 78,519
MSA 80 Cen. 163,256; E&P 85 Est. 173,757
Counties 80 Cen. 163,256; E&P 85 Est. 173,757
Benton 80 Cen. 25,187; E&P 85 Est. 26,604
Sherburne 80 Cen. 29,908; E&P 85 Est. 32,998
Stearns 80 Cen. 108,161; E&P 85 Est. 114,155
City & RTZ-ABC: (80) 138,892
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,920; E&P 85 Est. 14,622
MSA 80 Cen. 49,359; E&P 85 Est. 54,230
Counties 80 Cen. 49,369; E&P 85 Est. 54,230
Benton Co. 80 Cen. 8,275; E&P 85 Est. 9,030
Sherburne Co. 80 Cen. 8,971; E&P 85 Est. 10,213
Stearns Co. 80 Cen. 32,113; E&P 85 Est. 34,987
CZ-ABC: (80) 19,517
RTZ-ABC: (80) 22,589
City & RTZ-ABC: (80) 42,106

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$480,662,700
Savings & Loan	3	$205,332,300

6 - PASSENGER AUTOS: Counties: Stearns 54,505; Sherburne 15,308; Benton 11,408.

7 - ELECTRIC METERS: Residence 16,561.

8 - GAS METERS: Residence 7,884.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Machinery 1,818 ($333); Scientific Instruments 1,084 ($234); Paper, Printing, Publishing 1,679 ($441); Mfg. 9,987 ($283); Constr. 2,830 ($458); Transp., Communications, Public Utilities 3,409 ($422); Trade 15,211 ($160); Finance, Insurance, Real Estate 1,935 ($178); Health Services & Misc. 10,509 ($227); Total Work Force 54,921 ($242).

10 - CLIMATE: Min. & Max. Temp.-Spring 2-92; Summer 39-92; Fall 10-85; Winter 3-39. First killing frost, Sept. 24; last killing frost, Apr. 24.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-25 blocks on 7 St., 6 on St. Germain; 4 on E St. Germain; 3 on 5th, 6th, 7th, 9th Aves., 3-Block Mall Downtown.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Centennial(11)	1	Coborn's Mkt.
Crossroads(97)	3	JCPenney, Sears, Woolworth, Dayton's, Walgreens
K mart(4)	2	K mart
Miller(8)	2	True Value Hdwe., MN Shoe Company
Westgate(9)	2	Byerly's, Shopko
Midtown(24)	2	Chuck E.
Square(14)	NA	Cheese, Pier I

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Dept. Mon., Fri., Food & Shopping Ctr. Nightly. Sears, JCPenney, Dayton's. Discount stores open Sundays.

13 - RETAIL OUTLETS: **Department Stores**-Herberger's, Sears, JCPenney, Dayton's, Stevenson.
Variety Stores-Woolworth, Jupiter, K mart.
Chain Drug Stores-Osco, Walgreens, Dan Marsh 2; Snyder's.
Chain Supermarkets-Tom Thumb 9; Warehouse Mkt.; Coborn's 6; Byerly's; Super Valu; Red Owl Country Store; 7-Eleven 2.
Other Chain Stores-Three Sisters; Bonne's Shoes; Trade Home Shoes; Barker Shoes; Kinney; Warren Shoes; Payless Shoes; St. Clair Menswear; Shirt Shack; Northwest Fabrics; Coast-to-Coast; Scheel's Hdwe.; Radio Shack; Schaak Electronics; Team Electronics; Crown Auto; Firestone; Goodyear; Goodman Jewelers; Musicland; Farmer Seed & Nursery; Menard's Cashway Lbr.; Simonson Cashway Lbr.; Robertson Lbr.; Big Bear Farm Store; Holiday Stores; Nutrition World; Susie's Casuals; Hal's Sportswear; Pako Film; Photo Hut; Midwest Vision Center; Maurices; Kirby Co.; JoAnn Fabrics; Hallmark Cards; Fanny Farmer; Metzroth's; Berman Buckskin; Stereo 1; County Seat; Eichten Shoe Inn; B. Dalton Bookseller; Thom McAn; The Barbers; Norby's; Team Electronics; Now & Then; Northsea Imports; Claires Boutique; Gordon Jewelers; Color Tile; Mills Fleet Farm; Singer Sewing; So-Fro Fabrics; Schmitt Music; Peck & Peck; Pearle Vision; Hickory Farms; Super America; Seifert's; Stevenson's; Floor To Ceiling; Vanity; Morry A; Foot Locker; Brown Photo; Pier I Imports.

14 - NEWSPAPERS: TIMES (e) 28,222, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Geoff White, Adv. Dir., TIMES, 3000 7th St. North, St. Cloud, MN 56301; Tel. (612) 225-8799.
National Representative: Gannett Media Sales.

ST. PAUL

1 - LOCATION: Ramsey County. (In Minneapolis-St. Paul, MI-WI MSA). E&P Map C-4. State Capital. County Seat. Industrial, agricultural, wholesale center; Vacation & resort area. At head of navigation on Mississippi River adjoining City of Minneapolis. 144 mi. S of Duluth; 350 mi. NW of Chicago.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Chicago Milwaukee-St. Paul & Pacific; Chicago, Rock Island & Pacific; Chicago Northwestern; Soo Line.
Motor Freight Carriers-100; 37 Truck Terminals.
Intercity Bus Lines-Greyhound; Jefferson; Zephyr.
Airlines-Northwest; Eastern; Republic; Western; Ozark; United; Delta; Pan Am; American.

3 - POPULATION:
Corp. City 80 Cen. 270,230; E&P 85 Est. 256,262
Total NDM-ABC: (80) 1,194,950
County 80 Cen. 459,784; E&P 85 Est. 472,615
MSA 80 Cen. 2,137,856; E&P 85 Est. 2,219,670
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 106,223; E&P 85 Est. 105,204
County 80 Cen. 170,505; E&P 85 Est. 180,819
MSA 80 Cen. 755,112; E&P 85 Est. 823,764
Total NDM-ABC: (80) 415,204

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	31	$3,500,000,000
Savings & Loan	8	$7,000,000,000

6 - PASSENGER AUTOS: County 273,168.

7 - ELECTRIC METERS: Residence Corp. City 100,000.

8 - GAS METERS: Residence Corp. City 80,000.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Printing & Pub. 22,700 ($344); Machy. (Non-Electrical) 64,600 ($338); Food Products 18,000 ($304); Textile & Apparel 4,300 ($197); Lumber 4,700 ($375).
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-54; Summer 58-81; Fall 36-58; Winter 5-25. First killing frost, Oct. 1; last killing frost, May 20.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Midway(40)	4	Lerners, Applebaums, Mont. Ward
Doddway(8)	NA	Applebaum's, Coast-to-Coast
Hillcrest(24)	5	Sears, Country Club
Sun Ray(35)	5	JCPenney, Red Owl, Applebaums
Highland Vlg.(16)	6	Powers, Red Owl
Signal Hills(60)	3	Herberger's
Phalen(40)	8	Red Owl, Mont. Ward, Woolworth
Har Mar(55)	5	Applebaums, Kresge, Snyder Drug
Sibley Plaza(19)	5	Applebaum's
White Bear(5)	9	Reed Drug, Red Owl
Rosedale(151)	5	Dayton's, Donaldson's, Mont. Ward, JCPenney
Maplewood(108)	7	Sears, Powers
Moundsview(20)	NA	JCPenney, Snyder's
Burnsville(142)	18	JCPenney, Daytons, Sears, Powers
Newport	7	Kramer Appl., Fisher Food
Northway(16)	NA	Applebaum's, Ben Franklin
Northwest Crossing	NA	Brown Photo, Helga Boutique, Liemandt's
Roseville Ctr.(22)	5	Country Club, House of Wong, Snyder Drugs
Lexington Plz.(30)	5	Warner Hardware, Dairy Queen
Cottage Grove(11)	11	Applebaum's, K mart
Cedarvale(34)	10	Applebaum's, Ben Franklin
Southview Plz.	NA	Applebaum's
Town Square	NA	Donaldson's, Casual Corner, The Limited, Kinney's
Parkway(12)	NA	Foodtown
Village Square	NA	Ben Franklin, Red Owl
Wabasha Plaza	NA	
White Bear Ave.	NA	Guertin Drug, 88¢ Store

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Department Stores-Mon., Thur.

13 - RETAIL OUTLETS: **Department Stores**-Donaldson's; Daytons'; Montgomery Ward; Sears; JCPenney; Powers.
Discount Stores-K mart; Target; LaBelle's.
Variety Stores-Woolworth 6; S.S. Kresge; Ben Franklin.
Chain Drug Stores-Snyder's Rexall 14; Snyder Bros. 9; Walgreens 4.
Chain Supermarkets-Fairway 6; Applebaum's 20; Red Owl 5; Country Club Markets 20; Knowlans 7; Tom Thumb 29; Lil' General 3; 7-Eleven 24; Speedy Markets 7; Cub 4; Red Owl Country Store 2.

14 - NEWSPAPERS: PIONEER PRESS (m-mon to fri) 111,732; DISPATCH (e-mon to fri) 86,271; PIONEER PRESS-DISPATCH (m-sat) 173,924; PIONEER PRESS (S) 244,914, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Tom Golden, Adv. Dir., DISPATCH and PIONEER PRESS, 345 Cedar St., St. Paul, MN 55101; Tel. (612) 222-5011.
National Representative: Knight-Ridder Newspaper Sales.

STILLWATER

1 - LOCATION: Washington County. (In Minneapolis-St. Paul, MN-WI MSA). E&P Map C-4. County Seat. On St. Croix River. 18 mi. ENE of St. Paul.

2 - TRANSPORTATION: **Railroads**-NP; Chicago & Northwestern; CM&St. P. C. St. PM&O.
Intercity Bus Lines-Zephyr; Twin City; Stillwater.
Airlines-St. Paul Int. Airport-Minneapolis.
Water-Aiple Towing Co.

3 - POPULATION:
Corp. City 80 Cen. 12,290; E&P 85 Est. 14,658
MSA 80 Cen. 2,137,856; E&P 85 Est. 2,219,670
County 80 Cen. 113,571; E&P 85 Est. 123,349

4 - HOUSEHOLDS:
City 80 Cen. 4,065; E&P 85 Est. 4,967
County 80 Cen. 35,088; E&P 85 Est. 39,338
MSA 80 Cen. 755,112; E&P 85 Est. 823,764

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$ 97,792,531
Savings & Loan	1	$33,472,678

6 - PASSENGER AUTOS: County 62,078.

7 - ELECTRIC METERS: Residence 4,120.

8 - GAS METERS: Residence 3,600.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Dairy Proc. 200; Shoes 175; Outer Clothing; Graphic Systems 110; Windows 3,800.

10 - CLIMATE: Av. Temp.- Summer 83; Winter 50; Yrly. Av. 44.

11 - TAP WATER: Neutral, hard, not fluoridated.

12 - RETAILING:
Shopping Area-4 blocks on Main St.; 2 blocks on Chestnut St. (70 stores).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
St. Croix(35)	2	Mont. Ward, Snyder's, Dueber's Big V

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Thur. & Fri.

13 - RETAIL OUTLETS: **Department Stores**-Koliner's; Montgomery Ward (ret.); Farho's; K mart.
Variety Stores-Dueber's Big V.
Chain Drug Stores-Rexall; Reed's; Snyder Bros.
Chain Supermarkets-Hooley's; Brooks; Zolldan's; Brine's; Warehouse Mkt.; Cub Foods; Tom Thumb.

14 - NEWSPAPERS: GAZETTE (e-mon to fri) 5,322; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: John Easton, Pub., GAZETTE, 102 S. 2nd St., Stillwater, MN 55082; Tel. (612) 439-3130.
National Representative: Minnesota Newspaper Association; Papert Companies.

VIRGINIA

1 - LOCATION: St. Louis County (In Duluth, MN-WI MSA). E&P Map C-2. 65 mi. N of Duluth; 205 mi. N of Minneapolis. On U.S. Hwys. 53, 169.

2 - TRANSPORTATION: **Railroads**-Great Northern; Duluth, Missabe & Iron Range; Duluth, Winnipeg & Pacific.
Motor Freight Carriers-1.
Intercity Bus Lines-Greyhound; Northern Transportation.
Airlines-Republic; Mesaba.

3 - POPULATION:
Corp. City 80 Cen. 11,056; E&P 85 Est. 10,020
MSA 80 Cen. 266,650; E&P 85 Est. 260,968
County 80 Cen. 222,229; E&P 85 Est. 215,704

4 - HOUSEHOLDS:
City 80 Cen. 4,757; E&P 85 Est. 3,996
County 80 Cen. 81,482; E&P 85 Est. 81,443
MSA 80 Cen. 97,949; E&P 85 Est. 98,710

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$254,000,000
Savings & Loan	1	$118,000,000

6 - PASSENGER AUTOS: County 102,710.

7 - ELECTRIC METERS: Residence 7,386.

8 - GAS METERS: Residence 927.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Iron Mining 1,990 ($368); Mfg. 950 ($340); Constr. 560 ($340).
Principal Industrial Pay Days-8th and 22nd.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-85; Summer 45-97; Fall 35-82; Winter -20-52. First killing frost, Sept. 15; last killing frost, June 1.

11 - TAP WATER: Neutral, hard, fluoridated.

12 - RETAILING: **Principal Shopping Center**: 5 blocks on Chestnut St. and 6th Ave. North.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
North Gate Plaza(14)	NA	Ben Franklin, Spies Super Value
Thunderbird Mall(40)	NA	Red Owl, Herbergers

Principal Shopping Days-Fri., Sat., Mon., Wed.
Stores Open Evenings-Mon., Mall 9:00 daily.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Herberger's; Stevenson.
Discount Stores-L&M Store; Pamida.
Variety Stores-Ben Franklin; Hardware Hank.
Chain Drug Stores-Brown; Snyder; White; North Star.
Chain Supermarkets-Red Owl; Super Value; Super One; Lehrkes IGA; Gilbert IGA.
Other Chain Stores-Gamble's Hdwe.; Gallenkamp Shoes; House of Fabrics; Maurice's; Winslows; Kinney.

14 - NEWSPAPERS: MESABI NEWS (e-mon to fri) 15,086; (S) 15,086; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: L. R. Asbach, Gen. Mgr., or Scott Asbach, Oper. Mgr., or Marlin J. Hofmeyer, Adv. Dir., MESABI NEWS, 704 Seventh Ave. S., Virginia, MN 55792; Tel. (218) 741-5544.
National Representatives: Papert Companies; Minnesota Newspaper Association.

WILLMAR

1 - LOCATION: Kandiyohi County. E&P Map B-4. 94 mi. W of Minneapolis, at crossing of Main U.S. Hwy. 12 E&W; U.S. 71 N&S; State Hwys. 23 and 40. Agricultural, railroad, poultry processing center. Misc. small mfg., grain, fertilizer & seed distributing point; auto parts & accessories; tourism & vacation; government; retailing.

2 - TRANSPORTATION: **Railroads**-Burlington Northern (division point).
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 15,895; E&P 85 Est. 18,705
County 80 Cen. 36,763; E&P 85 Est. 39,298

4 - HOUSEHOLDS:
City 80 Cen. 5,799; E&P 85 Est. 6,242
County 80 Cen. 12,871; E&P 85 Est. 14,180

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$169,500,000
Savings & Loan	1	$58,426,000

6 - PASSENGER AUTOS: County 19,455.

7 - ELECTRIC METERS: Residence 5,650.

8 - GAS METERS: Residence 4,299.

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage

Earners (Av. Wkly. Wage)-Total Employment 10,785; Retail 2,238 ($175); Wholesale 506 ($185); Service 1,605 ($225); Trans., Util. 673 ($185); Gov. 3,580 ($208); Mfg. 1,169 ($225); Construction 350 ($300); Finance 337 ($275); Other 291 ($160).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-80; Summer 48-94; Fall 20-75; Winter -20-60. First killing frost, Oct. 2; last killing frost, May 8.

11 - TAP WATER: Alkaline, very hard; fluoridated, partially softened.

12 - RETAILING: **Principal Shopping Centers**-15 blocks on 8 sts.; 2 Suburban Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Skylark(10)	2	Red Owl, White Drug
Kandi Mall(40)	2	K mart, Herberger, JCPenney

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun. Food Shopping days are Wed. through Sat.
Stores Open Evenings-Downtown-Mon., Thur., Food, every evening.

13 - RETAIL OUTLETS: **Department Stores**-Sears, JCPenney, Bostwick's, Habichts, Herbergers, Spurgeons.
Discount Stores-Orschelens, K mart, Pamida.
Variety Stores-R&M Ben Franklin.
Chain Drug Stores-White's, Thrifty Snyder 2.
Chain Supermarkets-Tom & Bill's Red Owl; Coborn's; Juba's Super Value.
Other Chain Stores-Hardware Hank; Tom Thumb; JoAnn Fabrics; Maurice's; Bostwick's; Kinney Shoe; Tradehome Shoes; Gordons Jewelers; Deb Shop; Seiferts; GNC; Lamperts; Standard Lumber; Menards; Claire's Boutique; Vanity; Curtis Mathes; Beata's.

14 - NEWSPAPERS: WEST CENTRAL TRIBUNE (m) 16,458; Dec. 31, 1984 VAC.

Local Contact for Advertising and Merchandising Data: DaraLynn Olson & Tom O'Fallon, Adv. Mgrs., WEST CENTRAL TRIBUNE, 2208 West Trott Ave.; PO Box 839, Willmar, MN 56201; Tel. (612) 235-1150.

National Representative: Branham/Newspaper Sales.

WINONA

1 - LOCATION: Winona County, E&P Map C-5. County Seat. Industrial, transp., agricultural, educational and recreational ctr. Situated on the Mississippi River, 113 mi. SE of St. Paul on U.S. Hwys. 14, 61 and State Hwys. 43 and 76.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Chicago Great Western; Chicago, Milwaukee, St. Paul & Pacific; Chicago & Northwestern, Green Bay & Western, Amtrak.
Motor Freight Carriers-11.
Intercity Bus Lines-Greyhound.
Airlines-Viking International Air Freight.

3 - POPULATION:
Corp. City 80 Cen. 25,075; E&P 85 Est. 25,182
CZ-ABC: (80) 27,642
RTZ-ABC: (80) 99,501
County 80 Cen. 46,256; E&P 85 Est. 47,888
City & RTZ-ABC: (80) 127,143

4 - HOUSEHOLDS:
City 80 Cen. 8,786; E&P 85 Est. 9,034
County 80 Cen. 15,606; E&P 85 Est. 16,684
CZ-ABC: (80) 9,664
RTZ-ABC: (80) 34,226
City & RTZ-ABC: (80) 43,890

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$154,735,800
Savings & Loan	2	$96,865,000

6 - PASSENGER AUTOS: County 22,788.

7 - ELECTRIC METERS: Residence 9,861.

8 - GAS METERS: Residence 6,234.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Household Products 650 (N.A.); Antiskid Chains Mfg. 350 ($155); Railroad 135 ($160); Fertilizer 50 ($141).
Principal Pay Days-Mon., Tues., Thur., 1st, 15th and 16th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-84; Summer 46-93; Fall 20-66; Winter 12-56. First killing frost, Oct. 27; last killing frost, Apr. 13.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Second St.; 9 blocks on Third St.; 4 blocks on Fourth St.; West Service Drive.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Winona Mall	NA	Synder Drug, Four Season Dept.
Westgate(10)	3	Randall's Super Valu, Pamida
Goodview	6	JCPenney, Red Owl Country Store

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.; Shopping Centers every night and Sun.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Spurgeon's.
Discount Stores-K mart.
Variety Stores-Woolworth.
Chain Supermarkets-Country Store; Randall's; IGA; Warehouse Market; Mark-It Foods.
Other Chain Stores-Ace Hdwe.; Sherwin-Williams; Payless.

14 - NEWSPAPERS: NEWS (m) 15,433; (S) 15,903; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Gary Hager, Adv. Dir., NEWS, 601 Franklin St., Winona, MN 55987; Tel. (507) 454-6500.
National Representative: Branham/Newspaper Sales.

WORTHINGTON

1 - LOCATION: Nobles County, E&P Map B-5. County Seat. Agric. ctr. In SW part of state 60 mi. E of Sioux Falls. On U.S. Hwy. 59, I-90, State Hwys. 60, 266.

2 - TRANSPORTATION: **Railroads**-Chicago & Northwestern.
Motor Freight Carriers-5.
Intercity Bus Lines-Midwest Coaches.
Airlines-Mesaba.

3 - POPULATION:
Corp. City 80 Cen. 10,243; E&P 85 Est. 10,547
County 80 Cen. 21,840; E&P 85 Est. 22,110
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,904; E&P 85 Est. 4,136
County 80 Cen. 7,812; E&P 85 Est. 8,168

5 - BANKS	NUMBER	DEPOSITS
Savings	5	$190,000,000
Savings & Loan	1	$41,000,000

6 - PASSENGER AUTOS: County 11,842.

7 - ELECTRIC METERS: Residence 3,870.

8 - GAS METERS: Residence 3,702.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Poultry Proc. 575; Meat Packing 400; Aerial Spray Mfg., Plastics 320; Mobile Homes 110.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-60; Summer 40-95; Fall 20-65; Winter 25-32. First killing frost, Oct. 3; last killing frost, May 6.

11 - TAP WATER: Alkaline, very hard; filtered, fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Main St.
Neighborhood Shopping Centers-Oxford St. and Hwy. 59-The Big Corner; Northland Mall (K mart, Bostwick Fashions) 210,000 sq. ft.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Rickbeils; Bostwick's; Fleet Family; TSC.
Discount Stores-Alco; K mart; Shopko.
Variety Stores-Ben Franklin.
Chain Supermarkets-Hy Vee; Country Mkt.

14 - NEWSPAPERS: GLOBE (e-mon to fri; m-sat) 15,391; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: Louie Seezs, Adv. Mgr.; Owen Van Essen, Bus. Mgr., GLOBE, 300 11th St., Worthington, MN 56187; Tel. (507) 376-9711.

National Representatives: Papert Companies; Minnesota Newspaper Association.

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MISSISSIPPI SURVEYS

METROPOLITAN STATISTICAL AREAS

Biloxi-Gulfport-Hancock and Harrison Counties.
Jackson-Hinds, Madison and Rankin Counties.
Memphis, Tenn.-Ark.-Miss.-Shelby and Tipton Counties, Tenn.; Crittenden County, Ark.; De Soto County, Miss.
Pascagoula-Jackson County.

POPULATION ESTIMATES

(Thousands)

Age Group	1970	1980	1986
Under 5 Years	210	215	223
5-14 Years	491	445	462
15-24 Years	407	493	512
25-44 Years	466	630	654
45-64 Years	422	448	465
65 and Over	221	290	300
TOTAL	2,217	2,521	2,616

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1986 Est.
Bldg. Mat./Hdwr	343	464	702
General Mdse	737	1,169	1,560
Food	1,552	2,281	2,858
Automobiles	1,552	1,740	2,979
Gasoline Stations	454	688	767
Apparel	316	435	603
Furniture	249	313	511
Eat-Drink Places	371	597	806
Drugs	193	331	469
TOTAL SALES	6,184	9,044	12,226

BILOXI-GULFPORT

1 - LOCATION: Harrison County. (In Biloxi-Gulfport MSA). E&P Map C-6. On Gulf of Mexico (Mississippi Sound); Home of Keesler Air Force Base. 70 mi. from New Orleans; 70 mi. from Mobile; 155 mi. from Jackson. On U.S. Hwys. 90, 49.

2 - TRANSPORTATION: **Railroads**-Illinois Central; L&N; Amtrak.
Motor Freight Carriers-35.
Freight Steamship Lines-3.
Intercity Bus Lines-Greyhound; Continental Trailways; Intracity Buslines; Mississippi Coast Transportation Authority.
Airlines-Republic.

3 - POPULATION:
Corp. Cities 80 Cen. 88,987; E&P 85 Est. 94,389
Biloxi 80 Cen. 49,311; E&P 85 Est. 52,671
Gulfport 80 Cen. 39,676; E&P 85 Est. 41,718
CZ-ABC: (80) 124,046
RTZ-ABC: (80) 117,209
MSA 80 Cen. 182,202; E&P 85 Est. 196,875
County 80 Cen. 157,665; E&P 85 Est. 168,425
City & RTZ-ABC: (80) 241,255
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 30,807; E&P 85 Est. 33,650
Biloxi 80 Cen. 16,096; E&P 85 Est. 17,858
Gulfport 80 Cen. 14,711; E&P 85 Est. 15,792
County 80 Cen. 52,202; E&P 85 Est. 57,747
MSA 80 Cen. 60,383; E&P 85 Est. 67,605
CZ-ABC: (80) 41,746
RTZ-ABC: (80) 37,450
City & RTZ-ABC: (80) 79,196

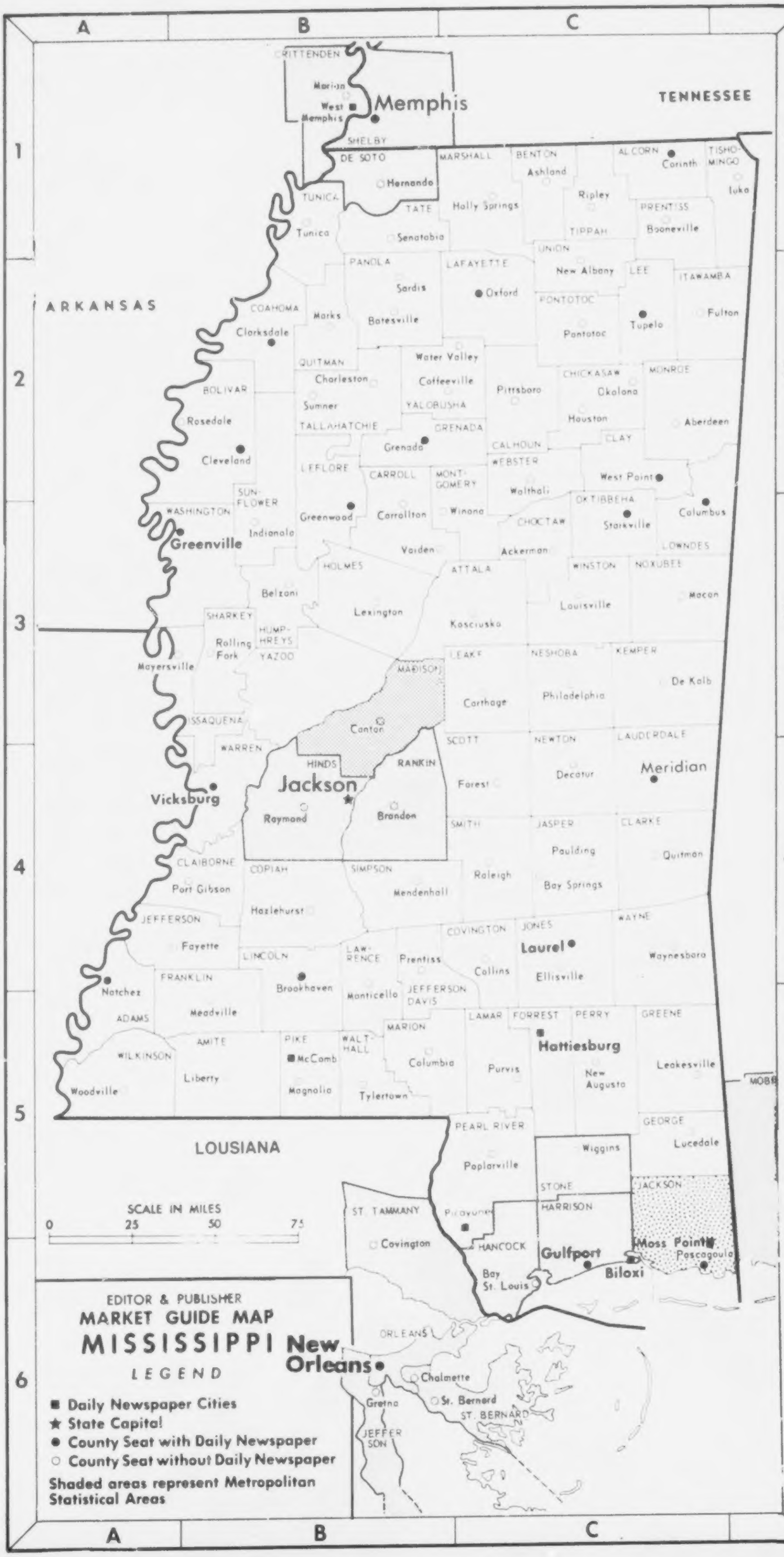
5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	8	N.A.
Commercial	12	$1,074,549,000

6 - PASSENGER AUTOS: County 110,888 (all vehicles)

7 - ELECTRIC METERS: County 48,894

8 - GAS METERS: County 34,506

9 - PRINCIPAL INDUSTRIES: Industry, No. Wage Earners (Av. Wkly. Wage N.A.)- Govt. 18,190; Whol.


A
B
C
1
2
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6
TENNESSEE
ARKANSAS
LOUSIANA
CRITTENDEN
Marion
West Memphis
Memphis
SHELBY
DE SOTO
Hernando
MARSHALL
BENTON
Ashland
ALCORN
Corinth
TISHOMINGO
Iuka
TUNICA
Tunica
TATE
Senatobia
Holly Springs
Ripley
PRENTISS
Booneville
TIPPAH
UNION
New Albany
LEE
ITAWAMBA
PANOLA
Sardis
Batesville
LAFAYETTE
Oxford
PONTOTOC
Pontotoc
Tupelo
Fulton
COAHOMA
Clarksdale
Marks
QUITMAN
Water Valley
Coffeeville
YALOBUSHA
Pittsboro
CHICKASAW
Okolona
MONROE
Aberdeen
Houston
BOLIVAR
Rosedale
Cleveland
Charleston
Sumner
TALLAHATCHIE
GRENADA
Grenada
CALHOUN
CLAY
WEBSTER
West Point
LEFLORE
CARROLL
MONTGOMERY
Walthall
OKTIBBEHA
Starkville
Columbus
WASHINGTON
Greenville
SUNFLOWER
Indianola
Greenwood
Carrollton
Winona
CHOCTAW
Ackerman
LOWNDES
Vaiden
HOLMES
ATTALA
WINSTON
NOXUBEE
Belzoni
Lexington
Kosciusko
Louisville
Macon
SHARKEY
Rolling Fork
HUMPHREYS
YAZOO
Mayersville
MADISON
LEAKE
NESHOBA
KEMPER
Carthage
Philadelphia
De Kalb
ISSAQUENA
Canton
SCOTT
NEWTON
LAUDERDALE
WARREN
HINDS
RANKIN
Jackson
Forest
Decatur
Meridian
Vicksburg
Raymond
Brandon
SMITH
JASPER
CLARKE
Paulding
Quitman
CLAIBORNE
COPIAH
SIMPSON
Raleigh
Bay Springs
Port Gibson
Mendenhall
Hazlehurst
JEFFERSON
COVINGTON
JONES
WAYNE
Fayette
LINCOLN
LAWRENCE
Prentiss
Laurel
Waynesboro
Collins
Ellisville
Natchez
FRANKLIN
Brookhaven
Monticello
JEFFERSON DAVIS
ADAMS
Meadville
MARION
LAMAR
FORREST
PERRY
GREENE
AMITE
PIKE
WALTHALL
Hattiesburg
WILKINSON
McComb
Columbia
Purvis
Leakesville
New Augusta
Liberty
Magnolia
Tylertown
Woodville
MOBILE
PEARL RIVER
GEORGE
Poplarville
Wiggins
Lucedale
STONE
JACKSON
SCALE IN MILES
0
25
50
75
ST. TAMMANY
Picayune
HARRISON
Covington
HANCOCK
Gulfport
Moss Point
Pascagoula
Biloxi
Bay St. Louis
ORLEANS
New Orleans
Chalmette
St. Bernard
ST. BERNARD
Gretna
JEFFERSON
EDITOR & PUBLISHER
MARKET GUIDE MAP
MISSISSIPPI
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas

& Retail Trade 17,680: Serv & Misc 11,750; Mfg 9,540; Trans & Pub Util 3,780; Fin Ins & R E 3,000; Food 1,010; Apparel 840; Constr 3,540

10 - CLIMATE: Min & Max Temp -Mar 55-73, June 71-93; Sept 66-89; Dec 50-69 Total precip (ins.) Mar (7.6); June (6.8); Sept (1.7); Dec (10.36).

11 - TAP WATER Slightly alkaline very soft fluoridated

12 - RETAILING: Principal Shopping Center-(No of Stores) Harbor Sq (Downtown Gulfport) (84); Vieux Marche (Downtown Biloxi) (29); Edgewater Mall (115); Hardy Court (20)

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Singing River Mall(60)	20	Wilson's McRae's JCPenney
Norwood Vlg (46)	6	A&P T-D Drugs
Cedar Popps(18)	5	Winn-Dixie, Eckerd Majik Mart
Spring Plaza(18)	12	Winn-Dixie, Eckerd
Popps Ferry(15)	6	TG&Y Winn-Dixie
Edgewater Sq (10)	6	Delchamps K&B
Del Mar Plaza(7)	6	K mart Delchamps
Orange Grove(6)	6	TG&Y Winn-Dixie
Gulf Mart(5)	1	A&P
Bay Vista(5)	6	Calvert & Carroway
K mart/Ocean Springs	12	K mart Otasco, National

Principal Shopping Days-Thur Fri Sat

Stores Open Evenings-Most Mon Thur Fri Many 6 nights

13 - RETAIL OUTLETS: Department Stores-Sears Gayfer's; Goudchaux's JCPenney Austin's

Discount Stores-Gaylord's 2 K mart 5 TG&Y 4, Fred's Wilson's Hudson's

Variety Stores-McCrory TG&Y 3 Woolworth 2, Dollar General 3; Kents 2; G.C. Murphy Co K mart 5; Magic Mart

Chain Drug Stores Eckerd 3 Super D Discount, Katz & Besthoff 7; T-D Drugs 2; Walgreens Revco Discount Big B 4.

Chain Supermarkets-A&P 6 Jitney Jungle 4; National Supermarkets 2 Winn-Dixie 8; Kroger 4; Sunflower Delchamps 6 Piggly Wiggly

Other Chain Stores-Western Auto: Kinney's, Lerner's; Rhodes Furn; Goodyear Goodrich; Firestone, Pacer Tire & Auto Singer Shoes Gryder's, Thom McAn Shoe City, Baker's, Payless Jewelers Sweeny Hausmann's Nacol's Gordon Jr Food Mart Lil General Majik Market Harry's Grocery, Radio Shack Pak-A-Sak 7-Eleven Otasco True Value Hdwe; Hallmark Shop Tux-N-Tails Control Business Systems City Lumber Pier I Imports; Sherwin-Williams Sound Advice National Shirt Shop; Werlein's, Ace Hdwe Lawrence's

14 - NEWSPAPERS: SUN (m-mon to fri) 12,445 HERALD (e-mon to fri) 38,520; SUN-HERALD (m-sat) 47,174; (S) 50,280; Mar 31, 1985 ABC

Local Contact for Advertising and Merchandising Data Robert Long Adv Dir., SUN-HERALD PO Box 4567 Biloxi MS 39531 Tel. (601) 896-2100

National Representative Branham/Newspaper Sales

BROOKHAVEN

1 - LOCATION: Lincoln County E&P Map B-4 County Seat 60 mi S of Jackson

2 - TRANSPORTATION: **Railroads**-Amtrak, Illinois Central Gulf

Intercity Bus Lines-Greyhound

3 - POPULATION:

Corp City 80 Cen 10,800; E&P 85 Est 11,780
CZ-ABC (80) 10,800
RTZ-ABC (80) 40,989
County 80 Cen 30,174 E&P 85 Est 32,721
City & RTZ-ABC (80) 51,789

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:

City 80 Cen 3,778; E&P 85 Est 4,157
CZ-ABC (80) 3,778
RTZ-ABC (80) 13,563
County 80 Cen 10,125; E&P 85 Est 11,323
City & RTZ-ABC (80) 17,341

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$180,000,000
Savings & Loan	2	$40,000,000

6 - PASSENGER AUTOS: County 22,267 (All Vehicles)

7 - ELECTRIC METERS: 4,458

8 - GAS METERS: 3,644

9 - PRINCIPAL INDUSTRIES: Lumber Milling; Lawn Mowers; Electronic Equip.; Wire Products; Thermometers; Dairy; Oil; Tree Farming; Automobile Wiring Assemblies; Commercial Scaffolding.

10 - CLIMATE: Mean Temperature-66

11 - TAP WATER: Wells

12 - RETAILING: **Principal Shopping Center**-Downtown

Nearby Shopping Centers

Name (No of stores)	Miles from Downtown	Principal Stores
Westbrook(12)	1	Sears Dollar General JCPenney
Lincoln Plz (10)	3	Winn-Dixie, Otasco, Murphy's, Family Dollar, SuperD Payless Shoes
Brookway Plz (5)	3	Gibson's Ashley's
Highland Vlg (6)	3	Kroger TG&Y, K & B Drugs Shoe City
Village Sq (8)	1	Warehouse Foods

13 - RETAIL OUTLETS: **Department Stores**-JCPenney Montgomery Ward Lofton's TG&Y Family Center

Discount Stores-Gibson's Fred's

Variety Stores-Woolworth TG&Y; G.C. Murphy's, Gibson; SOS Wal-Mart

Chain Drug Stores-Super-D K&B Revco

Chain Supermarkets-Winn-Dixie; Super-Valu, Sunflower 4; Kroger; Warehouse Food Ctr

14 - NEWSPAPERS: LEADER (e-mon to fri) 7,920, Mar 31, 1985 ABC

Local Contact for Advertising and Merchandising Data: Kenneth Cothern Adv Dir LEADER N Railroad Ave., PO Box 551 Brookhaven MS 39601 Tel (601) 833-6961.

National Representative Papert Comoanies

CLARKSDALE

1 - LOCATION: Coahoma County E&P Map B-2, County Seat 75 mi from Memphis 154 mi from Jackson 9 mi from Mississippi River On U.S. Hwys 49, 61; State 1, 6

2 - TRANSPORTATION: **Railroads**-Illinois Central Gulf

Motor Freight Carriers-12

Intercity Bus Lines-Greyhound

3 - POPULATION:

Corp City 80 Cen 21,137, E&P 85 Est 20,255
CZ-ABC (80) 21,137
RTZ-ABC (80) 52,961
County 80 Cen 36,918; E&P 85 Est 35,906
City & RTZ-ABC (80) 74,098

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:

City 80 Cen 7,169; E&P 85 Est 6,702
County 80 Cen 11,692; E&P 85 Est 11,709
CZ-ABC (80) 7,169
RTZ-ABC (80) 15,631
City & RTZ-ABC (80) 22,800

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$406,485,000
Savings & Loans	3	$15,500,000

6 - PASSENGER AUTOS: County 18,329 (all vehicles)

7 - ELECTRIC METERS: 8,157

8 - GAS METERS: 8,555

9 - PRINCIPAL INDUSTRIES: Industry No of Wage Earners-Metal & Metal Prod 567; Food & Fiber 596; Textiles 100; Rubber Prod 230; Chemical Prod 380; Furn Lumber Bldg 298; Paper & Printing 100

Principal Pay Days-Thur Fri

10 - CLIMATE: Av Temp 63 degrees Av An Rainfall 49 inches

11 - TAP WATER: Artesian, very soft

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Delta Ave., 4 on Yazoo Ave., 5 on Issaquena Ave., 5 on Second St., 5 on Third St., 7 on Fourth St.

Neighborhood Shopping Centers-1 block on Anderson Blvd., 6 on State St., Delta Sunflower Sq., 2 blocks on Sunflower, Delta Third First, 18 downtown specialty shops

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crossroads	1	Piggly Wiggly
Village	2	Village Grocery
Westgate(17)	2	Sound Center
Clarksdale(15)	3	Kroger Wal-Mart
Plaza	1	Price Slasher
Anderson(5)	2	Sack and Save

Principal Shopping Days-Tues., Thur through Sun

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Alan's; Powers; Landry's; Family Dollar; Cato's; Freds

Variety Stores-Woolworth; Walls; Alan's Outlet

Discount Stores-Wal-Mart Auto Shack Fred's Discount

Chain Drug Stores-Rexall, Henderson Rexall, Economy Westgate Haggards; Revco Super-D

Chain Supermarkets-Kroger 2, Piggly Wiggly Sack-N-Save; Price Slasher; Liberty Cash; Junior Food Mart 4; Village Grocery; Wong's Foodland, D&T; Corner Grocery 2; Stacks Grocery.

Other Chain Stores-Goodyear; Goodrich Otasco Firestone; West Building Materials, Ace Hardware True Value Hardware & Lumber; Radio Shack Sherwin-Williams; Payless Shoes; Helen of Memphis, Style Shoppe

14 - NEWSPAPERS: PRESS-REGISTER (e-mon to fri) 7,516; (weekend) 7,469, Mar 31 1985 ABC

Local Contact for Advertising and Merchandising Data Joseph F Ellis Pub., PRESS REGISTER 123 Second St., PO Box 1119 Clarksdale MS 38614 Tel (601) 627-2201

National Representative Papert Companies

CLEVELAND

1 - LOCATION: Bolivar County E&P Map B-2 County Seat Agricultural and Manufacturing area, Delta State University 35 mi NE of Greenville On State Hwy 8, U.S. 61

2 - TRANSPORTATION: **Railroads**-C & G

Motor Freight Carriers-3

Intercity Bus Lines-Greyhound

3 - POPULATION:

Corp City 80 Cen 14,524; E&P 85 Est 15,043
NDM-ABC (80) 60,229
County 80 Cen 45,965 E&P 85 Est 45,460

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:

City 80 Cen 4,491; E&P 85 Est 4,708
County 80 Cen 13,571 E&P 85 Est 13,862
NDM-ABC (80) 17,322

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$804,604,130
Savings & Loan	1	$17,313,259

6 - PASSENGER AUTOS: County 21,540 (All Vehicles)

7 - ELECTRIC METERS: Residence 4,885

8 - GAS METERS: Residence 5,120

9 - PRINCIPAL INDUSTRIES: Industry No of Wage Earners-I.V. Solution Mfg Plant 1,000; Auto Trim 500; Rice Mill 144; Tile Mfg 250; Nail making 175

10 - CLIMATE: Min & Max Temp -Spring 21-90; Summer 55-95; Fall 40-90; Winter 16-80; First killing frost Oct 30; last killing frost Mar 25

11 - TAP WATER: Alkaline hard

12 - RETAILING: **Principal Shopping Areas**-Downtown 5 blocks on Sharpe Ave. Shopping Centers Western Plaza (9 stores), Cleveland Shopping City (7 stores), Eastgate (6 stores)

13 - RETAIL OUTLETS: **Discount Stores**-West/Gibson; Alco; Raddours Dollar Store K mart

Chain Supermarkets-Kroger Sunflower Liberty, Jitney Jungle

Other Chain Stores-Goodyear Firestone; Otasco; Dollar General Anthony's; White's Auto; Western Auto

14 - NEWSPAPERS: BOLIVAR COMMERCIAL (e-mon to fri) 6,044 Mar 31 1985 ABC

Local Contact for Advertising and Merchandising Data Norman C Van Liew Pub Gen Mgr BOLIVAR-COMMERCIAL 821 N Chrisman PO Box 1050 Cleveland MS 38732 Tel (601) 843-4241

National Representative Papert Companies

COLUMBUS

1 - LOCATION: Lowndes County E&P Map C-3 NE Mississippi 165 mi from Memphis Tenn 125 mi W of Birmingham Ala

2 - TRANSPORTATION: **Railroads**-Norfolk Southern; Frisco Columbus & Greenville Illinois Central Gulf; Golden Triangle

Motor Freight Carriers-10

Intercity Bus Lines-Continental Trailways

Airlines-Republic Express, Atlantic Southeastern

3 - POPULATION:

Corp City 80 Cen 27,383; E&P 85 Est 29,761
County 80 Cen 57,304 E&P 85 Est 60,327

4 - HOUSEHOLDS:

City 80 Cen 9,294 E&P 85 Est 10,400
County 80 Cen 18,664 E&P 85 Est 20,311

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$325,930,770
Commercial	5	$485,939,844

6 - PASSENGER AUTOS: County 38,264 (All Vehicles)

7 - ELECTRIC METERS: Residence 23,772

8 - GAS METERS: Residence 7,653

9 - PRINCIPAL INDUSTRIES: Chemical Lumber Garment Rubber Marble & Metal Vinyl Wall Covering Electric Motors, Plastics Wood Products Bathroom Seats Glossy Paper

10 - CLIMATE: Annual Av Temp-63 Summer-81 Winter-45 First killing frost Nov 2, last killing frost Mar 25

11 - TAP WATER: Neutral very soft fluoridated

12 - RETAILING: **Principal Shopping Centers**-13 blocks on Main and Markets Sts Mid-City Shopping Center

Nearby Shopping Centers

Name (No of stores)	Miles from Downtown	Principal Stores
Gateway(18)	4	Otasco Winn-Dixie, Dollar General
Fairlane	3	Fairlane, Freds
Leigh Mall(44)	1	Sears Eggers, JCPenney K mart
Northgate	2	Kroger Payless Shoes K&B Drug
Northgate Plaza	2	Shoe City
Towne Square(16)	2	TG&Y Jitney Jungle, Revco

"Our readers have almost $3 billion to spend this year.

"Call me if you want some of it."

DEBI GUTIERREZ,
Nat. Ad. Mgr.
(601) 896-2395

Biloxi-Gulfport-Pascagoula MS
or CALL YOUR BRANHAM REP.

THE Sun HERALD

Eastgate Village	2	Sunflower, Harco
Mid City(9)	2	Kroger
University Mall(18)	2	McRae's
Wal-Mart Plz.	NA	

Principal Shopping Days-Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Egger's, JCPenney, Ruth's, Sears, McRae's.
Discount Stores-Gibson's, Fred's, Wal-Mart, K mart, TG&Y, Dollar General, Family Dollar.
Variety Stores-Mc-Lellan.
Chain Drug Stores Rexall 3, SuperRx, Gibson's, Harco, K&B, Revco.
Chain Supermarkets-Sunflower 2, Winn-Dixie 2, Jitney Jungle, Mr Quik 8, Kroger 2, Shirley's Minit Mart 2, Snappy Sacker 4, Warehouse, Big Star 2.
Other Chain Stores-Shoes: Butler's, Endicott-Johnson; Jewelry: Driefus, Busch, Zales, Three Sisters, Casual Corner, Sherwin-Williams, OK Rubber; Otasco; Radio Shack; Auto Shack.

14 - NEWSPAPERS: COMMERCIAL DISPATCH (e-mon to fri) 15,088; (S) 16,365; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: Geo. R. Dodea, Adv. Dir., COMMERCIAL DISPATCH, 516 Main St., Columbus, MS 39701; Tel. (601) 328-2424.
National Representative: Papert Companies.

CORINTH

1 - LOCATION: Alcorn County, E&P Map C-1, County Seat. In NE corner of State, 4 mi. from TN State Line; 30 mi. from AL State Line. On State Hwys. 2, 45, 72.

2 - TRANSPORTATION: **Railroads**-Southern; Illinois Central Gulf; Corinth-Counce.
Motor Freight Carriers-10.

3 - POPULATION:
Corp. City 80 Cen. 13,839; E&P 85 Est. 15,166
NDM-ABC: (80) 45,641
County 80 Cen. 33,036; E&P 85 Est. 33,253
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 5,502; E&P 85 Est. 6,202
County 80 Cen. 11,940; E&P 85 Est. 12,451
NDM-ABC: (80) 16,453

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$140,000,000
Savings & Loan	3	$32,000,000

6 - PASSENGER AUTOS: County 20,649 (all vehicles)

7 - ELECTRIC METERS: County Residence 15,185

8 - GAS METERS: Residence 4,535

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage): Textile 1,500 ($160); Mach. Shop 300 ($170); Brick & Tile 60 ($140); Wood Prods. 604 ($150); Electronics 1,500 ($200); Plastics 450 ($200); Steel 661 ($225); Printing 1,550 ($170).
Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-88; Summer 76-95; Fall 58-90; Winter 34-53. First killing frost, Nov. 1; last killing frost, Mar. 1.

11 - TAP WATER: Neutral; soft; not fluoridated.

12 - RETAILING: **Principal Shopping Area**-32 blocks on 18 Sts.; 3 shopping Centers.
Principal Shopping Days-Tues., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores Belk-Hudson; JCPenney; Reid's; Fred's.
Discount Stores-Gibson's; Alco.
Variety Stores-Wal-Mart; Family Dollar; Dollar General.
Chain Drug Stores-Rexall; Walgreens; Super D; SupeRx.
Chain Supermarkets-M&H 4; Piggly Wiggly 2; Pic-Pac; Rogers; Kroger; Gardner's 2; Sunflower.
Other Chain Stores-Firestone; Goodyear; Conley's; Otasco; Auto Shack.

14 - NEWSPAPERS: CORINTHIAN (e-mon to fri) 9,050; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: John E. Newhouse II, Pub., CORINTHIAN, 1607 South Harper Road; PO Box 109, Corinth, MS 38834; Tel. (601) 286-3366.
National Representative: Papert Companies.

GREENVILLE

1 - LOCATION: Washington County, E&P Map B-3, County Seat. Industrial and agricultural center. Mississippi River port. On Lake Ferguson, still water harbor, opens into Mississippi River. 150 mi. S of Memphis; 8 mi. W of Arkansas; 40 mi. NW of Louisiana, on State Hwy. 1.

2 - TRANSPORTATION: **Railroads**-Columbus & Greenville (freight only).
Motor Freight Carriers-3.
Airlines-Republic Express; Atlantic Southeast Airlines.

3 - POPULATION:
Corp. City 80 Cen. 40,613; E&P 85 Est. 41,149
CZ-ABC: (80) 40,613
RTZ-ABC: (80) 52,591
County 80 Cen. 72,344; E&P 85 Est. 72,351
City & RTZ-ABC: (80) 93,204

4 - HOUSEHOLDS:
City 80 Cen. 13,240; E&P 85 Est. 13,654
CZ-ABC: (80) 13,240
RTZ-ABC: (80) 16,172
County 80 Cen. 22,948; E&P 85 Est. 23,666
City & RTZ-ABC: (80) 29,412

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$266,991,134
Savings & Loan	3	$64,989,097

6 - PASSENGER AUTOS: County Est. 39,746

7 - ELECTRIC METERS: Residence 12,729

8 - GAS METERS: Residence 15,750

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textiles 1,200; Lumber & Wood Prod. 1,065; Paper & Prod. 450; Plastics 175; Screws & Fasteners 385; Stone, Clay, Glass & Concrete Prod. 450; Chem. & Allied Prod. 255; Automobile Parts 390; Grain Processing & Storage 97; Saws 625; Stoppers 75; Steam Boilers 65; Marine Towing 945; Shipbuilding 312; Rice Processing 435.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-74; Summer 70-91; Fall 76-52; Winter 35-55. First killing frost, Nov. 12; last killing frost, Mar. 25.

11 - TAP WATER: Alkaline, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-7 blocks on Washington.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Goyer(4)	NA	Sunflower, McCrory
Greenville(28)	NA	JCPenney, Sears, McRae's
K mart(2)	NA	K mart, Jitney Jungle
Mainstream Mall (20)	NA	Otasco, Wal-Mart
Village(13)	NA	Sunflower Mkt

Principal Shopping Days-Mon., Wed., Thur., Fri.
Stores Open Evenings-Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sam Stein; Goodman; McRae's; Sears.
Discount Stores-Stein Mart; Fred's Dollar; K mart; Kent's; Lowe's; Wal-Mart; Duckwall.
Variety Stores-Dollar General.
Chain Drug Stores-Super D; Eckerd.
Chain Supermarkets-Kroger; Jitney Jungle; Sunflower.
Other Chain Stores-Butler's; Mangels; Busch; Singer Co.; Goodyear; Firestone; Western Auto; Otasco; Pay-Less; Casual Corner; Dreifus; Waldenbooks.

14 - NEWSPAPERS: DELTA DEMOCRAT-TIMES (e-mon to fri) 15,493; (S) 16,289; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Dot Bryant, Adv. Mgr., DELTA DEMOCRAT TIMES, PO Box 1618, Greenville, MS 38701; Tel. (601) 335-1155.
National Representative: Papert Companies.

GREENWOOD

1 - LOCATION: LeFlore County, E&P Map B-2, County Seat. Residential. On U.S. Hwys. 7, 49W, 82; 97 mi. N of Jackson; 130 mi. S of Memphis, TN; 50 mi. E of Greenville.

2 - TRANSPORTATION: **Railroads**-Illinois Central; Columbus & Greenville.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Flight Line.

3 - POPULATION:
Corp. City 80 Cen. 20,115; E&P 85 Est. 18,828
CZ-ABC: (80) 20,115
RTZ-ABC: (80) 61,493
County 80 Cen. 41,525; E&P 85 Est. 41,438
City & RTZ-ABC: (80) 81,608

4 - HOUSEHOLDS:
City 80 Cen. 7,371; E&P 85 Est. 7,136
County 80 Cen. 13,003; E&P 85 Est. 13,360
CZ-ABC: (80) 7,371
RTZ-ABC: (80) 18,865
City & RTZ-ABC: (80) 26,236

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$3,819,626,000
Savings & Loan	2	$117,044,514

6 - PASSENGER AUTOS: County 20,366 (All Vehicles)

7 - ELECTRIC METERS: Residence 8,678

8 - GAS METERS: Residence 6,763

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Farm Equipment 300 (N.A.); Heavy Mach. 300 ($160); Mfg. Jeans 250 (N.A.); Bridge Matl. 80 (N.A.); Elec. & Electronic Eqpt. 300 (N.A.); Picture Frames 160 (N.A.); Metal Lockers 180 (N.A.); Cotton Seed Prod. 150 (N.A.); Piano 900 ($160); Seatbelts 300 (N.A.); Automotive Dist. Ctr. 100 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 54-80; Summer 68-100; Fall 54-80; Winter 10-78. First killing frost, Oct. 25; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-12 blocks on Howard, Main and Carrollton Ave.; Park Ave.; Carrolton Ave. Ext.; Claiborne St.; Johnson St. & West Park Ave.; Eastgate Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Eastgate(3)	3	Big Star, Wal-Mart
Greenwood(3)	2	Eckerd, JCPenney, Jitney Jungle
Highland(24)	2	Otasco, Big Star, West-Co

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-JCPenny, Westco, Howard Bros, Wal-Mart.

13 - RETAIL OUTLETS: Department Stores-Antoon's; JCPenney; Fashion; Abide's; Evelyn's; Bayou Belle; Hay Barn; DeLoach's; MFC Services; Stanley's.
Discount Stores-Wal-Mart; Howard Bros.; Westco; Fred's Dollar Store.
Chain Supermarkets-Jitney Jungle; Woody's Liberty Cash; Piggly Wiggly 3; County Market; Bypass Wholesale; Jitney Jr. 7; Big Star (Malone & Hyde) Groc. 2.
Other Chain Stores-United Dollar Store; Firestone; Goodyear; Western Auto; Main Dollar Store; Chaney's Rexall Drugs 3; Lowe's; Family Dollar; Eckerd; Otasco; Cato; Radio Shack; Auto Shack.

14 - NEWSPAPERS: COMMONWEALTH (e-mon to fri) 9,037; (S) 9,363; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Tim Kalich, Mkt. Dir., Ray Durbin, Adv. Mgr., COMMONWEALTH, P.O. Box 8050, Greenwood, MS 38930; Tel. (601) 453-5312.
National Representative: Papert Companies.

GRENADA

1 - LOCATION: Grenada County, E&P Map B-2, 35 mi. NE of Greenwood. On U.S. Hwy 51; State Hwy. 8; I-55.

2 - TRANSPORTATION: **Railroads**-IC; Y&MV.
Intercity Bus Lines-Trailways.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 12,641; E&P 85 Est. 13,982
County 80 Cen. 21,043; E&P 85 Est. 21,190

4 - HOUSEHOLDS:
City 80 Cen. 4,460; E&P 85 Est. 4,997
County 80 Cen. 7,111; E&P 85 Est. 7,451

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$110,362,477
Savings & Loan	2	$23,530,378

6 - PASSENGER AUTOS: County 14,118

7 - ELECTRIC METERS: Residence 7,380

8 - GAS METERS: Residence 4,500

9 - PRINCIPAL INDUSTRIES: Women's Silk Hosiery; Lumber; Mirrors; Refrigeration Components & Equip.; Automobile Wheel Covers; Cooperage Staves; Hardwood Flooring & Veneering; Paints.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Grady Green(9)	NA	Shainberg's, Sears, Okla. Tire
Whitaker(7)	NA	Sunflower Foods
Whitehaven(6)	NA	Sherwin-Williams
Grenada Plz.(10)	NA	Magic Mart, Piggly Wiggly

Principal Shopping Days-Thur., Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Dattel's; Shainberg's; Cato Stores; Walls.
Variety Stores-Sam's Super Saver; Dollar General.
Discount Stores-Gibson's; Magic Mart; TG&Y; Family Ctr.
Chain Drug Stores-Walgreens; Rexall 5; Gibson's Pharmacy; Chaney.
Chain Supermarkets-Liberty; Piggly Wiggly; Spain's; Pic Pac; Sunflower; Warehouse Food Ctr.
Other Chain Stores-Okla. Tire; Firestone.

14 - NEWSPAPERS: SENTINEL-STAR (e-mon to fri) 4,830; sworn Sept. 28, 1984.
Local Contact for Advertising and Merchandising Data: Joseph B. Lee III, Pub., SENTINEL-STAR, 159 Green St., Grenada, MS 38901; Tel. (601) 226-4321.
National Representative: Papert Companies.

GULFPORT
See BILOXI

HATTIESBURG

1 - LOCATION: Forrest County, E&P Map C-5, County Seat. 85 mi. SW of Meridian; 122 mi. NE of New Orleans; 90 mi. SE of Jackson; 144 mi. W of Natchez; 96 mi. NW of Mobile.

2 - TRANSPORTATION: **Railroads**-Ill. Central Gulf; Southern.
Intercity Bus Lines-Greyhound; Trailways; Gulf Transport.
Motor Freight Carriers-10.
Airlines-ASA.

3 - POPULATION:
Corp. City 80 Cen. 40,829; E&P 85 Est. 44,947
CZ-ABC: (80) 60,471
RTZ-ABC: (80) 93,637
County 80 Cen. 66,018; 85 E&P Est. 70,308
City & RTZ-ABC: (80) 154,108

4 - HOUSEHOLDS:
City 80 Cen. 14,517; E&P 85 Est. 16,693
County 80 Cen. 22,978; E&P 85 Est. 25,270
CZ-ABC: (80) 21,269
RTZ-ABC: (80) 30,692
City & RTZ-ABC: (80) 51,961

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	$264,417,000
Savings & Loan	5	$450,000,000

6 - PASSENGER AUTOS: County 27,352 (all vehicles)

7 - ELECTRIC METERS: Bus. & Res. 30,255

8 - GAS METERS: Residence 16,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Mining 96; Construction 2,860; Food Processing 1,480; Lumber & Wood Pdts. 1,350; Printing & Publishing 140; Stone & Clay Pdts. 340; Fabricated Metals 207; Manufacturing 2,444; Transp. Utilities 1,960; Whol. & Retail Trade 8,970; Finance, Insurance & Real Estate 1,650; Government N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-78; Summer 69-92; Fall 53-80; Winter 40-62.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: **Shopping Centers**-McGregors on Hardy St. bet. 12th & 13th Ave.; Hardy St. Mart (9 units) on Hardy St. bet. S. 19th Ave. & Patton Ave.; Cloverleaf on Hwy. 49 & 11; K mart on U.S. Hwy. 49 & 11; University Mall on Hardy St. at 40th; Westwood Square on Hwy. 98 W.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Broadacres(5)	NA	The Krystal, Delchamps
Broadway Mart(7)	NA	Big Star, Southwest Drug, Family Dollar
University Mall(22)	NA	A&P, Rose Dept., Radio Shack, Service Mdse.

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Mall-Mon. to Sat.

13 - RETAIL OUTLETS: Department Stores-Sears; Fine Bros.-Matison; JCPenney; McRaes; Family Dollar; Waldoff's.
Variety Stores-Bargain World; Fred's Dollar General.
Discount Stores-McCrory; Howard's; Rose's; K mart; TG&Y; Wal-Mart.
Chain Supermarkets-Winn-Dixie; A&P; Sunflower 3; Delchamps 2; Jitney Jungle 3; Midget Marts 2; Minit Mart 5; Big Star 2; County Market; Jr. Food Mart 7.
Chain Drug Stores-Eckerd 2; K&B 3.
Other Chain Stores-Firestone; Goodrich; Western Auto 2; Pay Less; Smart & Thrifty; Thom McAn;

Butler Shoes; Hallmark Cards; Morrisons; Radio Shack 2; Gordon's; Service Merchandise.

14 - NEWSPAPERS: AMERICAN (e) 24,201; (S) 26,577; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Larry Burlingame, Adv. Dir.; Bill Heirtzler, Retail Adv. Mgr., AMERICAN, 825 N. Main St., Hattiesburg, MS 39401; Tel: (601) 582-4321.
National Representative: Gannett Media Sales.

JACKSON

1 - LOCATION: Hinds County, (MSA), E&P Map B-4. State Capital. In geographic center of state. Governmental, retail, wholesale, distribution, manufacturing and medical center.

2 - TRANSPORTATION: **Railroads**-Illinois Central Gulf; Burlington Northern.
Motor Freight Carriers-32.
Intercity Bus Lines-Greyhound; Continental Trailways; J-Tran.
Airlines-Continental; Delta; American; Royale; Sun-Belt; Eastern.

3 - POPULATION:
Corp. City 80 Cen. 202,895; E&P 85 Est. 202,884
CZ-ABC: (80) 251,533
RTZ-ABC: (80) 375,452
County 80 Cen. 250,998; E&P 85 Est. 250,985
MSA 80 Cen. 362,038; E&P 85 Est. 375,415
City & RTZ-ABC: (80) 626,985
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 71,490; E&P 85 Est. 73,126
County 80 Cen. 85,902; E&P 85 Est. 88,534
MSA 80 Cen. 120,354; E&P 85 Est. 128,534
CZ-ABC: (80) 87,529
RTZ-ABC: (80) 119,222
City & RTZ-ABC: (80) 206,751

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$6,173,469,000
Savings & Loan	5	$1,695,779,123

6 - PASSENGER AUTOS: County 171,572 (all vehicles).

7 - ELECTRIC METERS: Residence 134,300.

8 - GAS METERS: Residence 70,948.

9 - PRINCIPAL INDUSTRIES: Furniture & Wood Prod.; Block & Tile; Feeds; Machinery; Cotton Oil & Prods.; Glass Bottles & Containers; Kitchen Ware; Fluorescent Lamps; Meat Packing; Cement; Hydraulic Aircraft Parts-Missiles; Corrugated Boxes; Work Clothes; Women's Sport Clothes; Vinyl Tile; Fertilizer; Ice Cream; Milk Prod.; Store Fixtures; Burlap & Cotton Bags; Power Mowers; Household Cleansers; School Furniture; Mattresses; Bedding; Poultry & Egg Proc.; Auto Batteries; Elect. Transformers & Switch Gear; Automotive Elect. Harnesses; Food Prod., etc. Total: 317 Plants; 18,142 Employees.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-85; Summer 68-93; Fall 43-88; Winter 37-60.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Area**-Downtown.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Delta Mart(9)	NA	Southwest Drug, Family Dollar, Jitney Jungle
Metrocenter(126)	NA	Sears, McRae's, D.H. Holmes, Gayfers
Northwood(18)	NA	Broadmoor Drug, King Weathersby
Meadowbrook Mart(12)	NA	McRae's, Super D Drug, Food Center
Woodlands Hills(14)	6	Jitney Jungle
Colonial Mart(16)	NA	Sunflower Food
Jackson Mall(81)	NA	Gayfers, Sunflower Foods
Jackson Square(23)	NA	Zayre, Eckerd, Family Dollar Store
Maywood(25)	NA	Sunflower Food, Casual Corner, Beeman Drugs, Ace Hardware
Mid City(7)	NA	Jitney Jungle
Mart 51(21)	NA	Hooper Sound, Mart 51 Mkt., Family Dollar Store
Battlefield Center(11)	NA	White Swan Cleaners
Cook's Ctr.(13)	NA	Super D Drugs, Jitney Jungle, K&B Drugs
Ellis Ave. Plz.(16)	NA	Radio Shack
Westland Plz.(42)	NA	Kroger, McRae's, Family Dollar Store
Highland Vlg.(60)	NA	Super D Drugs
Apple Ridge(21)	NA	TG&Y, Ashley's, Big Star
North Park Mall(76)	NA	McRaes, H.D.Holmes, JCPenney
Candlestick Park(9)	NA	Sunflower Mkt.
Greenbriar(8)	NA	Southwest Drug, Sherwin-Williams
Triangle Mart(6)	NA	Nolan Drugs, Glidden Paint
Southport Mall(15)	NA	Sunflower Food
Bel Air(12)	NA	Radio Shack
Brights Ctr.(24)	NA	Star Mkt., United Dollar
Clinton Plz.(11)	NA	Jitney Jungle, TG&Y
English Vlg.(7)	NA	Parkins Pharmacy, Jitney Jungle
McLaurin Mart(21)	NA	Sunflower, Sherwin Williams, Goodyear
Plain Mart(9)	NA	Star Mkt., United Dollar
Poindexter Plz.(6)	NA	Jitney Jungle
Quarter Speciality(9)	NA	Country Squire, Poets
Ellis Isle(19)	NA	Sack 'N Save Foods
DeVille Plz.(15)	NA	Wilson's Distributors, Eckerd, Stein Mart
McDowell Sq.(13)	NA	Winn-Dixie, TG&Y, Eckerd
Jacksonian Plz.(6)	NA	Howard Bros., Kroger's
Rankin Sq.(10)	NA	Winn-Dixie, TG&Y, Eckerd
Canton Mart(20)	NA	Briarwood Yard & Garden
Hico Sq.(7)	NA	Sunflower
Southgate(13)	NA	Kroger, Roses Dept., Treasury Drugs
Queens Mall W.(2)	NA	Roses, Sunflower
Country Club Vlg.(6)	NA	Winn-Dixie, Treasury Drugs, TG&Y

Principal Shopping Days-Department Stores Fri., Sat., Mon. Food-Thur., Fri., Sat.
Stores Open Evenings-Numerous Dept. Stores.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; McRae's 3; Zayre; Gayfers 2; Lerner's 2; H.D.Holmes 2; Roses 3; Service Merchandise 3; K mart 2; Howards 4.
Variety Stores-Ben Franklin; TG&Y 4.
Chain Supermarkets-Jitney Jungle 14; New Deal 2; Star Super 4; A&P 4; Kroger 7; Sunflower 9; Winn-Dixie 3; Sack'N Save 2; County Market; Big Star.
Chain Drug Stores-Southwest 4; Parkin's; Super "D" 9; Eckerd 6; Howard Bros. 3; Treasury 4; K&B 4; Revco; Mr Discount 3.
Other Chain Stores Thom McAn; Busch Jewelry 2; Singer Co.; Goodyear 3; Goodrich; Zale's; Baker Shoes 3; Firestone 6; S&H Green Stamps; Radio Shack 11; Casual Corner 3; Stevens 2; Dreifus Jewelers; Spencer Gifts; Mori Luggage & Gifts 3; Florsheim Shoes; Kinney Shoes 2; Kay Jewelers; Hale & Jones 5; Hardy Shoe Store 2; The Limited 3; World Bazaar; Butler Shoes 2; Hanover Shoes; Rex TV; Stein Mart; Rhodes Furniture; Color Tile; Eight-Four Lumber; Pier I Imports.

14 - NEWSPAPERS: CLARION-LEDGER (m-mon to fri) 68,517; DAILY NEWS (e-mon to fri) 34,418; CLARION-LEDGER/DAILY NEWS (m-sat) 99,727; (S) 114,176; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Suzanne Thomas, Adv. Dir., CLARION-LEDGER/DAILY NEWS, 311 E. Pearl St., PO Box 40, Jackson, MS 39205; Tel: (601) 961-7143.
National Representative: Gannett Media Sales.

LAUREL

1 - LOCATION: Jones County, E&P Map C-4. County Seat. 120 mi. NE of New Orleans; 85 mi. SE of Jackson. On Hwys 11, 15, 28, 84, Interstate 59.

2 - TRANSPORTATION: **Railroads**-Norfolk Southern; Illinois Central; Gulf.
Motor Freight Carriers-6.
Airlines-Air Freight-Purolator; ASA (Atlanta Southeast).

3 - POPULATION:
Corp. City 80 Cen. 21,897; E&P 85 Est. 22,370
CZ-ABC: (80) 21,897
RTZ-ABC: (80) 82,613
County 80 Cen. 61,912; E&P 85 Est. 66,964
City & RTZ-ABC: (80) 104,510

4 - HOUSEHOLDS:
City 80 Cen. 8,178; E&P 85 Est. 8,577
County 80 Cen. 21,549; E&P 85 Est. 24,083
CZ-ABC: (80) 8,178
RTZ-ABC: (80) 27,391
City & RTZ-ABC: (80) 35,569

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$3,134,234,976
Savings & Loan	4	$61,682,760

6 - PASSENGER AUTOS: County Est. 45,858 (all vehicles).

7 - ELECTRIC METERS: Residence 11,113.

8 - GAS METERS: Residence 10,708.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage-N.A.)-Masonite 2,100; Petroleum 1,000; Garment 225; Wood Working 1,500; Foods 975; Howard Industries 996.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-89; Summer 61-105; Fall 31-90; Winter 10-83.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Gardiner(21)	NA	Sears, A&P, Jitney Jungle
N. Laurel(17)	NA	Sunflower
Parkside Plz.(18)	NA	Rose's, Winn-Dixie
Westland Mart(10)	NA	Piggly Wiggly, TG&Y
Northwood Vlg.(4)	NA	Piggly Wiggly, TG&Y, K&B
Sawmill Sq. Mall(54)	NA	McRaes, JCPenney
Pine Tree Shpg. Ctr.(15)		Jitney Jungle, Revco Drugs

Principal Shopping Days-Wed., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Efird's; Wal-Mart; Gibson's; Rose's; McRaes.
Variety Stores-TG&Y; Otasco; Fred's Dollar; Wal Mart.
Discount Stores-Gibson's; Rose's; TG&Y; Wal-Mart.
Chain Drug Stores-Wallace Rexall; Eckerd; K&B; SupeRx; Revco.
Chain Supermarkets-A&P; Jitney Jungle 3; Kroger; Sunflower; Winn-Dixie; Piggly Wiggly 2.

14 - NEWSPAPERS: LEADER-CALL (e) 10,431; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Bruce Gavin, Retail Adv. Mgr., LEADER-CALL, 130 Beacon St., Laurel, MS 39441; Tel: (601) 428-0551.
National Representatives: Papert Companies, Thomson Newspapers.

McCOMB

1 - LOCATION: Pike County, E&P Map B-5. 7 mi. N of Magnolia; 81 mi. S of Jackson; 109 mi. N of New Orleans. On State Hwy. 24, 44, 48, and 570; U.S. 51 and 98; Interstate 55.

2 - TRANSPORTATION: **Railroads**-ICG Railroad.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 12,331; E&P 85 Est. 13,215
CZ-ABC: (80) 17,501
RTZ-ABC: (80) 64,796
County 80 Cen. 36,173; E&P 85 Est. 38,110
City & RTZ-ABC: (80) 82,297
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,691; E&P 85 Est. 5,101
County 80 Cen. 12,348; E&P 85 Est. 13,438
CZ-ABC: (80) 6,356
RTZ-ABC: (80) 21,169
City & RTZ-ABC: (80) 27,525

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$102,835,000
Savings & Loan	2	$32,399,857

6 - PASSENGER AUTOS: County 24,601 (All Vehicles).

7 - ELECTRIC METERS: Residence 8,120.

8 - GAS METERS: Residence 5,813.

9 - PRINCIPAL INDUSTRIES: County-Locomotives and Car Shops; Lumber and Millwork; Dairy Prod.; Women's and Children's Lingerie; Other Textile Prod.; Aluminum Windows & Doors; Crude Oil & Gas Production; Wirebound & Corrugated Boxes; Livestock Feed; Ready-Mixed Concrete; Liquid Animal Feeds; Dyeing & Textile Operation; Woodchips; Pine & Hardwood Lumber; Quilts; Mattress Pads & Dust Ruffles; Polyethylene Bags; United Parcel Service Distribution Center.

10 - CLIMATE: (Monthly Av.) January 49; July 81.

11 - TAP WATER: Very soft, not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Delaware Ctr.(8)	1	Kroger, Alco, Eckerd
Pike Ctr.(20)	1	A&P, Otasco, TG&Y, Sears
Southwest(16)	1	Rose's, K&B, Winn-Dixie
Delaware West (10)	1	Jitney Jungle, Revco, National Shoe Warehouse

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Denman-Alford; Fred's Dollar Store; F&C Dollar Store; Vests; Tailor's Bench; Nunnery's (men's wear); Felicity; Felders Fashions; Felders II (women's wear); Cato.
Discount Stores-Howard's; Freds; (Bldg. Mat.); West Cash & Carry; Ashley's; Roses; Family Dollar; National Shoe Warehouse; Allied.
Variety Stores-McCrory; TG&Y; Kent's; Alco.
Chain Supermarkets-A&P; Jitney Jungle; Sun Flower; Winn-Dixie; Vaccarella's Shop Rite 6; Kroger; Super-Value.
Other Chain Stores-Firestone; Goodyear; West Cash & Carry; Western Auto; Shainbergs; Drugs K & K; Revco; Eckerd.

14 - NEWSPAPERS: ENTERPRISE-JOURNAL (e-mon to fri) 13,148; (S) 13,287; Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: Philip Dell' Isola, Adv. Dir., ENTERPRISE-JOURNAL, 129 N. Broadway, McComb, MS 39648; Tel: (601) 684-2421.
National Representative: Papert Companies.

MERIDIAN

1 - LOCATION: Lauderdale County, E&P Map C-4. County Seat. Industrial, cattle raising, lumber distribution, and agricultural center. 95 mi. from Jackson; 158 mi. from Birmingham; 208 mi. from New Orleans; 136 mi. from Mobile.

2 - TRANSPORTATION: **Railroads**-Southern; Illinois Central Gulf; Meridian & Bigbee.
Motor Freight Carriers-15.
Intercity Bus Lines-Greyhound; Gulf Transport; Capital; Continental Trailways.
Airlines-Atlantic; Southeastern.

3 - POPULATION:
Corp. City 80 Cen. 46,577; E&P 85 Est. 47,948
CZ-ABC: (80) 46,577
RTZ-ABC: (80) 228,946
County 80 Cen. 77,285; E&P 85 Est. 79,561
City & RTZ-ABC: (80) 275,523
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 17,379; E&P 85 Est. 18,163
County 80 Cen. 26,903; E&P 85 Est. 28,540
CZ-ABC: (80) 17,379
RTZ-ABC: (80) 74,532
City & RTZ-ABC: (80) 91,911

5 - BANKS	**NUMBER**	**DEPOSITS**
Banks/Loan Assns.	9	$600,000,000

6 - PASSENGER AUTOS: County 51,583 (All Vehicles).

7 - ELECTRIC METERS: Residence 25,794.

8 - GAS METERS: Residence 16,632.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food Prod. 849; Textiles 837; Apparel 545; Lumber & Wood 2,070; Printing and Pub. 191; Stone, Clay & Glass 304; Other Mfg. (Incl. Furn. & Fixt.; Paper & Allied; Chemicals & Machy.) 1,450; Constr. 1,380; Transp. & Pub. Util. 1,810; Whole & Ret. 5,370; Finance, Insur. and Real Est. 1,010; Services 2,950; Govt. 4,470.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-75; Summer 75-100; Fall 60-75; Winter 32-50. First killing frost, Oct. 21; last killing frost, Mar. 18.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-3 blocks on Front St.; 3 on 5th; 3 on 6th; 3 on 22nd Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Broadmoor Mart(19)	4	TG&Y, Winn-Dixie
Cloverleaf(16)	2	Howard Bros.
College Park(25)	3	TG&Y, Otasco, Winn-Dixie
North Hills(12)	3	Jitney-Jungle
Village Fair(55)	2	JCPenney, McRae's, Winn-Dixie
Westland Plz.(4)	2	A&P

Principal Shopping Days-Dept. Stores-Mon., Thur., Fri., Sat. Food-Thur., Fri., Sat.
Stores Open Evenings-Dept. Thur.; Shopping Centers, Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Marks-Rothenberg; McRae's.
Variety Stores-Woolworth; TG&Y; Fred's.
Discount Stores-Howard Bros 2; Lowes; West

Cash & Carry, Fred's, Dollar General, Gaylords, TG&Y, Wilson's.
Chain Drug Stores-Rexall, Howard's, Tutor 3, Eckerd 2, Revco, K&B, Mr. Discount 3.
Chain Supermarkets-Winn Dixie 4, Kroger, A&P 2, Super Stop 32, Jitney Jungle 2, Sack & Save.
Other Chain Stores-Singer Co., Thom McAn, Watson's, Michael's, Butler's (Women's), Mangel (Women), Lerner Dress, Diana Shop, The Vogue, Goodrich, Goodyear, Western Auto, Firestone, Billups, Auto-Lec, Busch (jewelry), Anders Furn., Lott Furn., Warnoc Furn., Rhodes Furn., Auto Shack, Mary Carter, Sherwin-Williams, S&H Green Stamps, Sears, Wilson's, Eleanor Shop, Otasco.

14 - NEWSPAPERS: STAR (e) 23,395; (S) 26,788 Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Jack Bynum, Adv. Dir., STAR, 810-12 22nd Ave., PO Box 1591, Meridian, MS 39301; Tel. (601) 693-1551.
National Representative: Papert Companies.

NATCHEZ

1 - LOCATION: Adams County, E&P Map A-4. On the Mississippi River, 95 mi. SW of Jackson. On U.S. Hwys. 61, 84, 65; State Hwys. 20, 24.

2 - TRANSPORTATION: **Railroads**-Illinois Central.
Motor Freight Carriers-NA.
Intercity Bus Lines-Greyhound, Continental Trailways.
Airlines-Royale Airlines.
Intracity Bus Line-Natchez.

3 - POPULATION:
Corp. City 80 Cen. 22,015; E&P 85 Est. 24,393
CZ-ABC: (80) 27,951
RTZ-ABC: (80) 64,111
County 80 Cen. 38,035; E&P 85 Est. 39,935
City & RTZ-ABC: (80) 92,062
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,818; E&P 85 Est. 8,879
County 80 Cen. 12,806; E&P 85 Est. 13,846
CZ-ABC: (80) 9,758
RTZ-ABC: (80) 20,608
City & RTZ-ABC: (80) 30,366

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$485,900,900
Savings & Loan	2	~~$26,839,456~~

6 - PASSENGER AUTOS: County Est. 26,701.

7 - ELECTRIC METERS: Residence 8,624.

8 - GAS METERS: Residence 8,488.

9 - PRINCIPAL INDUSTRIES: Oil production & related prod., Tires, Pulp & Paper Prod., Lumber, Pecan Shelling, Asbestos Prod., Steel Prod., Chemicals, Farming, Tourism.

10 - CLIMATE: Min. & Max. Temp.-Spring 58-75; Summer 70-95; Fall 50-65; Winter 38-56. First killing frost Nov. 15; last killing frost Mar. 15.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on Main, 4 on Commerce, 8 on Franklin; several Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Liberty(10)	NA	Pik-Quick Mkt.
Magnolia(21)	NA	A&P, West Dept.
Nosser City(9)	NA	Jitney Jungle
Trace Town(21)	NA	Sears, Winn-Dixie, McCrory, Radio Shack
Riverfront(5)	NA	Supr. Furn.
St Catherine(8)	NA	Piggly Wiggly, United Dollar
Lewis-Vidalia(10)	NA	Otasco, Sterling, United Dollar
Howard Bros.(2)	NA	Howard Bros., Jitney Jungle
Kroger Ctr.	NA	K&B Drugs, Kroger
Natchez Mall(45)	NA	JCPenney, Beall's, McRae's Dept.

Principal Shopping Days-Wed., Sat., Mon.

13 - RETAIL OUTLETS: **Department Stores**-H.F. Byrne, Sears, West Bros., JCPenney, Ullman's, Beall's, McRae's.
Variety Stores-S.H. Kress, Sterling, McCrory, United Dollar, Howard Bros., Kent's, Otasco, TG&Y, Dollar General.
Discount Stores-Howard Bros., Discount City.
Chain Drug Stores-Gilbert Rexall 2, Natchez Super 2, K&B, Treasury, Eckerd.
Chain Supermarkets-A&P 2, Big Star 4, Jitney Jungle 3, Winn-Dixie, Piggly Wiggly, Shadyside 2, Minit Man 6, Natchez Super 2, Dixie Dandy, In-n-Out 2, Pik Quick 2, Kroger, Red & White, IGA, Budget Saver.
Other Chain Stores-Mangels, Firestone, Goodyear, Western Auto, Busch Jewelry, Diamond Shop, Goodyear, Butler's Shoe, International KB, Goodrich, Sherwin-Williams, Singer, U.S. Paint.

14 - NEWSPAPERS: DEMOCRAT (m) 13,845; (S) 14,367 Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Jim Elsberry, Adv. Mgr., DEMOCRAT, 503 N. Canal St., Natchez, MS 39121; Tel. (601) 442-9101.
National Representative: Landon Associates.

OXFORD

1 - LOCATION: Lafayette County, E&P Map C-2. County Seat. Agric., lumber area. 62 mi. SE of Memphis, TN on State Hwys. 6, 7; 22 mi. E of I-55, U.S. 35.

2 - TRANSPORTATION: **Railroads**-Natchez Trace Railway.
Motor Freight Carriers-Rebel, Freeman Truck Lines 18.
Airlines-Flight Line.

3 - POPULATION:
Corp. City 80 Cen. 9,882; E&P 85 Est. 8,429
County 80 Cen. 31,030; E&P 85 Est. 32,370

4 - HOUSEHOLDS:
City 80 Cen. 3,932; E&P 85 Est. 3,302
County 80 Cen. 9,623; E&P 85 Est. 10,452

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$155,000,000
Savings & Loan	3	$315,000,000

6 - PASSENGER AUTOS: County 16,657 (all vehicles).

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Chamber's Corp., Kellwood, Champion Building Prod., Emerson Electric.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-88; Summer 70-96; Fall 22-88; Winter 16-75. First killing frost Nov. 1; last killing frost Mar. 13.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Oxford Mall	NA	JCPenney, Beall Ladymon
East Gate Plz.	NA	Big Star, Otasco, Chaney's Drugs
Kiamie's	NA	
Mid Town(8)	NA	Sears, Liberty I
Oakwood Plz.	NA	Wal-Mart, Liberty II
Rainbow Ctr.	NA	
Tradeswinds	NA	Kroger, TG&Y, Treasury Drugs

13 - RETAIL OUTLETS: **Department Stores**-J.E. Neilson Co., JCPenney.
Variety Stores-TG&Y.
Discount Stores-Johnson's Discount Furn., Nationwide Salvage, Wal-Mart.
Chain Drug Stores-Treasury, Chaney's, K&B.
Other Chain Stores-Goodyear, Otasco, Sears, Freds, JCPenney.

14 - NEWSPAPERS: EAGLE (e-mon to fri) 4,005 sworn Oct. 10, 1984.
Local Contact for Advertising and Merchandising Data: Nina Goolsby, Ed., EAGLE, 916 Jackson Ave., PO Box 866, Oxford, MS 38655; Tel. (601) 234-4331.
National Representative: Papert Companies.

PASCAGOULA

1 - LOCATION: Jackson County (In Pascagoula MSA), E&P Map C-6. County Seat. Shipbuilding, papermaking, oil refinery, commercial fishing, chemicals, import, export, small diversified industries. SE part of State, 100 mi. E of New Orleans, LA; 40 mi. SW of Mobile, AL. On U.S. Hwy. 90, State 63, I-10.

2 - TRANSPORTATION: **Railroads**-Louisville & Nashville, Mississippi Export.
Motor Freight Carriers-7.
Intercity Bus Lines-Teche Greyhound, Gulf Transport.
Airlines-Southern Airways.
Water-10 Barge Lines. Cargo Liners through Port.

3 - POPULATION:
Corp. City 80 Cen. 29,318; E&P 85 Est. 32,056
NDM-ABC: (80) 133,738
County/MSA 80 Cen. 118,015; E&P 85 Est. 123,630

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,033; E&P 85 Est. 11,380
County/MSA 80 Cen. 37,589; E&P 85 Est. 42,635
NDM-ABC: (80) 42,296

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	5	$495,465,120
Commercial	8	$917,216,805

6 - PASSENGER AUTOS: County 78,731 (All Vehicles).

7 - ELECTRIC METERS: County 47,579.

8 - GAS METERS: County 18,562.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Shipbuilding 9,763 ($400); Paper & Allied 2,150 ($360); Food & Kindred 790 ($260); Chem. & Allied 600 ($325); Apparel 1,280 ($175); Stone, Clay & Glass 325 ($220); Seafood 540 ($275); Oil Refinery 1,250 ($425); Pet Food 120 ($225).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-87; Summer 73-98; Fall 41-92; Winter 18-60. First killing frost Dec. 30; last killing frost Feb. 7.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Areas**-3 blocks on Delmas, 1 on Krebs, 40 stores; Moss Point, 4 blocks on Main, 3 on McInnis, 20 stores.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Deep South(11)	NA	West Bros., Rhodes Furn., Firestone
Bel Air(12)	NA	D & G Supermarket
Searstown(18)	NA	Eckerd, Goodyear
K mart Plz.(3)	NA	K mart, K&B Drugs
Bellview Plz.(5)	NA	Winn-Dixie, Kent's
Singing River(74)	NA	JCPenney, McRaes, Beall's, Wilsons, Sears, Brumfield's

Principal Shopping Days-Mon., Thur., Fri.
Stores Open Evenings-Some on Thur. and Fri.; few on Sat.; Super Mkts. Thur., Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-Alco, Brumfield's, Sears, JCPenney, West Bros., Hale's, Dickson's, Whites, K mart, McRaes, Beall's.
Discount Stores-Bargain Annex.
Variety Stores-McClellan, Fred's, TG&Y.
Chain Drug Stores-Southwest, Eckerd, Central, K&B.
Chain Supermarkets-Winn-Dixie, Greer's, Delchamps 2.
Other Chain Stores-Auto Accessories, Firestone, Goodrich, Goodyear 2, Otasco, Jewelry Felts, Johnson Bros., Lorch's, Zale's, Hausmanns Furniture, McGregor's, Rhodes, Gulf, Blackman's, Alberts Shoes, Gryder's, Neils, Baker, Kinney, Paints Sherwin-Williams, Harris, Burk Hall, Napko, Var-Tung, Devoe, Dutch Boy, BLP.

14 - NEWSPAPERS: MISSISSIPPI PRESS REGISTER (e-mon to fri) 22,411; (S) 23,242 Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Floyd A. Davis, Bus. Mgr., or Ralph Williams, Adv. Mgr., MISSISSIPPI PRESS REGISTER, 405 Delmas Ave., PO Box 849, Pascagoula, MS 39567; Tel. (601) 762-1111.
National Representatives: Newhouse Newspapers Metro Suburbia.

PICAYUNE

1 - LOCATION: Pearl River County, E&P Map C-5. Mfg., agric., and nearby govt. installation (NASA, Navy, Army). SE portion of state, 45 mi. N of New Orleans. On U.S. Hwy. 11, State Hwy. 43, I-59.

2 - TRANSPORTATION: **Railroads**-Southern, Amtrak.
Motor Freight Carriers-Roadway, Highway Express, Red Ball, Ryder.
Intercity Bus Lines-Greyhound.
Airlines-See New Orleans Intl. Airport.

3 - POPULATION:
Corp. City 80 Cen. 10,361; E&P 85 Est. 11,477
County 80 Cen. 33,795; E&P 85 Est. 37,650

4 - HOUSEHOLDS:
City 80 Cen. 3,479; E&P 85 Est. 3,823
County 80 Cen. 11,004; E&P 85 Est. 12,703

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$420,221,000
Commercial	3	$726,000,000

6 - PASSENGER AUTOS: County 26,036 (All Vehicles).

7 - ELECTRIC METERS: Residence 4,055.

8 - GAS METERS: Residence 3,340.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Chem. 201; Electrical 588; Containers 298; Wood Proc. 300.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-98; Summer 58-98; Fall 36-92; Winter 14-82. First killing frost Nov. 10; last killing frost Mar. 10.

11 - TAP WATER: Soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mississippi Mall	1	Winn Dixie, Murphy's Mart, Eckerd Drugs
Pine Tree Plz.(9)	1	Delchamps, TG&Y, K&B Drugs
Northgate(6)	1	IGA, Sears Catalog
Picayune(8)	N.A.	Westside, West Bros.

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-9 p.m.; Sun. 1-6.

13 - RETAIL OUTLETS: **Department Stores**-Boston Store, Mitchell's, Salloumns, West Bros.
Discount Stores-Fred's, Dollar General.
Variety Stores-Murphy's Mart, TG&Y.
Chain Drug Stores-K&B, Eckerd.
Chain Supermarkets-Winn Dixie, Delchamps, IGA, Sunflower, Westside.
Other Chain Stores-Shoetown, Goodyear, Sears Catalog, Western Auto, Radio Shack 2, Otasco, Kenwin Shop.

14 - NEWSPAPERS: PICAYUNE ITEM (e-tue to fri, S) 5,504 sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: Tom Andrews, Adv. Dir., PICAYUNE ITEM, 214 Curran Ave., PO Box 580, Picayune, MS 39466; Tel. (601) 798-4766.
National Representative: Papert Companies.

STARKVILLE

1 - LOCATION: Oktibbeha County, E&P Map C-3 in Northeastern part of Mississippi.

2 - TRANSPORTATION: **Railroads**-Illinois Central Gulf.
Motor Freight Carriers-7.
Airlines-Republic.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 15,169; E&P 85 Est. 17,962
County 80 Cen. 36,018; E&P 85 Est. 38,022
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,520; E&P 85 Est. 6,640
County 80 Cen. 10,980; E&P 85 Est. 12,077

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	$145,000,000
Savings & Loan	2	$22,500,000

6 - PASSENGER AUTOS: County 18,903.

7 - ELECTRIC METERS: Residence 6,031.

8 - GAS METERS: Residence 4,960.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-State & Federal Agric. Research 1,050 ($150); Apparel 275 (N.A.); Felt Mfg. 75 (N.A.); Furn. Mfg. 350 (N.A.); Commercial metal blades (N.A.); Metal Building Mfg. 350 (N.A.); Univ. Educ. 1,700 Faculty & other employees; Copper Fabricating ($150).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-88; Summer 78-104; Fall 30-88; Winter 18-75. First killing frost Nov. 4; last killing frost Mar. 12.

11 - TAP WATER: Neutral, medium soft.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Main and Lafayette Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
82 Plz.(9)	NA	Gibsons, Sunflower
Southdale(11)	NA	Sears, Giant Mkt.
State(13)	NA	West Bros., A&P
Village Mall(20)	NA	Wal-Mart, Mkt. Basket
La Galarie(10)	NA	APB Photo, Gerri's Apparel
Starkville(7)	NA	Danver's Restaurant, Harco Drugs

Principal Shopping Days-Wed., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Mullins; West Brothers; Ashley's
Variety Stores-Bargain World; Kent's
Discount Stores-Fred's Dollar Store; Gibson's; Wal-Mart; Semco; Richey's; The Withit; The Habit; Foxx's Closet
Specialty Shops-Cory's; Suzanne Shop; Mothers-n-Others; Lazy S Western; Dixie's Dress Shop; McMurray Shoes; Saxons Shoes; Thomas'; George Sherman Clothiers; Towne & Campus Dress Shoppe
Chain Drug Stores-Walgreens 2; Revco; Value Rite; Harco
Chain Supermarkets-Kroger; Giant; Big Star; A&P; Sunflower Foods; Mkt. Basket; Food Ctr. Warehouse
Other Chain Stores-Western Auto; Bob Caldwell Furn.; Smith & Byars Clothing; Spot Cash Tire; Sears (catalog); Kenwin Dress Shops; Otasco; Cato's Dress Shop; Shoe City; Payless Shoe Source; Radio Shack; Sherwin-Williams; Firestone; Goodyear

14 - NEWSPAPERS: NEWS (m-tues to sat) 6,383; sworn Sept. 30, 1984
Local Contact for Advertising and Merchandising Data: Emily Harris, Adv. Mgr., NEWS, 316 University Dr., PO Drawer 1068, Starkville, MS 39759; Tel. (601) 323-1642
National Representative: Papert Companies

TUPELO

1 - LOCATION: Lee County, E&P C-2. County Seat. Manufacturing, shopping and wholesale center for NE Miss. and NW Alabama. Located in NE part of state, 106 mi. SE of Memphis and 150 mi. NW of Birmingham.

2 - TRANSPORTATION: Railroads-I.C. and G. Frisco (St. L&F).
Motor Freight Carriers-26
Intercity Bus Lines-Greyhound; Continental
Airlines-Skyway; Air Midwest

3 - POPULATION:
Corp. City 80 Cen. 23,905; E&P 85 Est. 26,978
CZ-ABC: (80) 27,322
RTZ-ABC: (80) 258,789
County 80 Cen. 57,061; E&P 85 Est. 59,655
City & RTZ-ABC: (80) 286,111

4 - HOUSEHOLDS:
City 80 Cen. 8,925; E&P 85 Est. 10,221
County 80 Cen. 19,970; E&P 85 Est. 21,520
CZ-ABC: (80) 10,116
RTZ-ABC: (80) 87,894
City & RTZ-ABC: (80) 98,010

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$938,692,000
Savings & Loan	2	$284,836,915

6 - PASSENGER AUTOS: County 43,769 (all vehicles)

7 - ELECTRIC METERS: Residence 12,393

8 - GAS METERS: Residence 9,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. 1,910 ($345); Elect. Prod. (N.A.); Food 1,540 ($274); Apparel 2,800 ($207); Furn. 2,000 ($334); Fabricated Metals 110 ($262).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-88; Summer 70-97; Fall 22-88; Winter 16-75. First killing frost Nov. 1; last killing frost Mar. 12.

11 - TAP WATER: Neutral; soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Main St., 2 on Spring & Bdwy.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
West Main(9)	1	Howards; Fred P. Gattis
Downtown Mall(32)	1	JCPenney; Super D; Alco
Hancock	2	Hancock Fabrics
All American Plz.	2	National Menswear; Rick's TV & Appliance
Tupelo Mall(41)	1	Walgreens; Sears; McRae's; Krogers
Traceway	2	Wal-Mart; Blount's
Food Ctr.	2	Wal-Mart; Super D; Blount's

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Dept. 9 p.m., Food 9 or midnight.

13 - RETAIL OUTLETS: Department Stores-Reed's; Black's; Sears; JCPenney; McRae's
Variety Stores-McCrory
Discount Stores-Howard's; Fred's Dollar 2; Wal-Mart 2; Alco 1
Chain Drug Stores-Roy's; Thomas-Kincannon-Elkin; Medical Center; T&S; SupeRx; Walgreens; Super D 2.
Chain Supermarkets-Kroger; Todd's Big Star; Jitney Jr. 3; Food Ctr. Whse. 2; Mighty Mart 4; Turner's; Palmers Big Star; Bridge's Big Star; Blount's Foodarama 2.
Other Chain Stores-Quality Stamps; Firestone; Goodyear; Western Auto; Lowe's; Wickes; Radio Shack; Red Rooster; Hancock Fabrics; Western Auto; Natl. Men's Wear; Furn. Ctr.; Dreifus Jewelry; Hofheimers; Royce; Gallenkamp Shoes; Audio Systems; Mid-America Sewing; Planters Lumber; TSC; Nesco; Osco; Raymons.

14 - NEWSPAPERS: JOURNAL (m) 34,787; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Johnnie Kelso, Controller, JOURNAL, 1655 S. Green, Box 909, Tupelo, MS 38802; Tel. (601) 842-2611
National Representative: Papert Companies

VICKSBURG

1 - LOCATION: Warren County, E&P Map B-4. County Seat. On western border of state, 45 mi. W of Jackson; 220 mi. S of Memphis, TN.; 235 mi. N of New Orleans, LA.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf.
Motor Freight Carriers-5.
Intercity Bus Lines-Trailways; Greyhound

3 - POPULATION:
Corp. City 80 Cen. 25,434; E&P 85 Est. 25,807
CZ-ABC: (80) 25,434
RTZ-ABC: (80) 90,880
County 80 Cen. 51,627; E&P 85 Est. 52,569
City & RTZ-ABC: (80) 116,314
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 9,292; E&P 85 Est. 9,431
County 80 Cen. 17,355; E&P 85 Est. 18,179
CZ-ABC: (80) 9,292
RTZ-ABC: (80) 28,132
City & RTZ-ABC: (80) 37,424

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$47,632,428
Commercial	4	$327,900,074

6 - PASSENGER AUTOS: County Est. 33,616 (All Vehicles)

7 - ELECTRIC METERS: Residence 18,865

8 - GAS METERS: Residence 8,480

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Trailers 200; Chemical 139; Lighting Fixtures 500; Lumber 1,082; R.R. Shops 300; Feed Mills 98; Children's Apparel 301; Cement 100; Rubber Reclaiming 100; Tank Mfg. 73; Pole Line Hardware 28; Ship building 1,345; Paper Mill 350; Oil Mill 60; Federal Govt. 4,480; State Govt. 917.
Principal Industrial Pay Days-1st and 15th

10 - CLIMATE: Min. & Max. Temp.-Spring 20-97; Summer 52-104; Fall 20-94; Winter -1-84. First killing frost Nov. 3; last killing frost Mar. 6.

11 - TAP WATER: Alkaline; 8.7 hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Washington St., 3 on Clay St., 3 on Crawford St., 3 on South St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Battlefield Village(52)	2	Sears; TG&Y; Walgreens
Dixie Plz.(14)	2	Winn Dixie; TG&Y
Pemberton Mall(52)	2	Wal-Mart; JCPenney; McRaes; Beall's

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Shopping Centers every evening till 9; Sears till 7 on Tue.-Thur.

13 - RETAIL OUTLETS: Department Stores-Valley Dry Goods; Charle's; Sears; JCPenney; McRae's; Shainberg's.
Variety Stores-Murphy's; TG&Y 2; Howard Bros.
Chain Drug Stores-Walgreens; Howard Bros. 2; K&B; Treasury Drug; Revco
Chain Supermarkets-A&P 2; Jitney Jungle 4; Super G; Sunflower 2; Help Yourself; Kroger; Winn-Dixie; Big Star; Country Market
Other Chain Stores-Singer Co.; Firestone; Goodrich; Thom McAn; Western Auto; Murphy's; White Stores; Shainbergs; Zale's Jewelers; Regents; Fred's Dollar Store; Gordon's; Radio Shack; Lerner's Shop; Endicott-Johnson; Hallmark; Dollar General.

14 - NEWSPAPERS: POST (e) 15,712; (S) 16,259; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Louis P. Cashman, III, Pub., POST, 920 South St., Vicksburg, MS 39180; Tel. (601) 636-4545
National Representative: Branham/Newspaper Sales.

WEST POINT

1 - LOCATION: Clay County, E&P Map C-2. County Seat. Agric. Ctr., 90 mi. N of Meridian; 120 mi. W of Birmingham, AL; 150 mi. SE of Memphis, TN. On State Hwys. W45, 50, 23, 46 and 47.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf; Columbus & Greenville
Intercity Bus Lines-Tri-State Trailways
Motor Freight Carriers-12

3 - POPULATION:
Corp. City 80 Cen. 8,811; E&P 85 Est. 9,348
County 80 Cen. 21,082; E&P 85 Est. 22,214

4 - HOUSEHOLDS:
City 80 Cen. 3,141; E&P 85 Est. 3,409
County 80 Cen. 6,776; E&P 85 Est. 7,386

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$535,163,000
Savings & Loan	2	$205,055,790

6 - PASSENGER AUTOS: County 12,602

7 - ELECTRIC METERS: Residence 3,754

8 - GAS METERS: 3,350

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Boiler Making 1,216; Textiles 455; Meat Packing 1,629; Rubber Prod. 253; Metal Prod. 100; Concrete Prod. 52; Agric. Prod. 175.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-81; Summer 71-103; Fall 42-95; Winter 11-70.

11 - TAP WATER: Alkaline; soft; not fluoridated.

12 - RETAILING: **Shopping Centers**-Point Plz. (Sunflower; Plz. Drugs); West Main Shopping Ctr. (Wal-Mart; Kroger; Harco Drug; Pay-Less Shoes; Kent's; Otasco); Westland (Gibson's Discount & Drugs; Big Star).
Principal Shopping Days-Thur., Fri. and Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Hill's; Fred's; Kenwin Dress Shop; Cato's; Showbarn; Rebecca's.
Variety Stores-Gibson; General Store
Discount Stores-Fred's; Wal-Mart; Kent's; Payless Shoes
Chain Drug Store-Plz.; Rose; Gibson's Pharmacy; Harco
Chain Supermarkets-Big Star; Kroger; Sunflower

Other Chain Stores-Western Auto; Goodyear; Sherwin-Williams; Smith & Byars; Otasco

14 - NEWSPAPERS: DAILY TIMES LEADER (e) 3,684; sworn Sept. 28, 1984
Local Contact for Advertising and Merchandising Data: Barbara Thacker, Adv. Mgr., DAILY TIMES LEADER, 227 Court St., PO Drawer 1176, West Point, MS 39773; Tel. (601) 494-1422
National Representative: Papert Companies

MISSOURI SURVEYS

METROPOLITAN STATISTICAL AREAS

Columbia-Boone County.
Joplin-Jasper and Newton Counties.
Kansas City, Mo.-Kan.-Cass, Clay, Jackson, Lafayette, Platte, Ray Counties, Mo.; Johnson, Leavenworth, Miami and Wyandotte Counties, Kan.
St. Joseph-Buchanan County.
Springfield-Christian and Greene Counties.
St. Louis, Mo.-Ill.-Franklin, Jefferson, St. Charles, St. Louis city Counties, Mo.; Clinton, Jersey, Madison, Monroe, St. Clair Counties, Ill.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1986
Under 5 Years	371	354	365
5-14 Years	920	738	760
15-24 Years	785	907	934
25-44 Years	1,061	1,293	1,332
45-64 Years	982	977	1,006
65 and Over	559	648	668
TOTAL	4,678	4,917	5,065

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1986 Est.
Bldg. Mat./Hdwr.	903	1,073	1,573
General Mdse.	2,227	2,777	3,593
Food	3,295	4,754	5,774
Automobiles	3,545	3,992	6,625
Gasoline Stations	1,497	2,228	2,411
Apparel	691	992	1,334
Furniture	658	780	1,236
Eat-Drink Places	1,321	1,986	2,597
Drugs	445	610	839
TOTAL SALES	15,920	21,655	28,243

BLUE SPRINGS

1 - LOCATION: Jackson County (In Kansas City, MO-KS MSA). E&P Map A-3. 20 mi. E of Kansas City, MO.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf.
Motor Freight Carriers-Blue Springs Truck Line; all major carriers in Kansas City area.
Intercity Bus Lines-Metro Bus Lines
Airlines-4 mi. from public airport with 3,808 ft. runway; all major airlines at Kansas City International Airport.

3 - POPULATION:
Corp. City 80 Cen. 25,927; E&P Est. 26,123
County 80 Cen. 629,180; E&P Est. 634,999
MSA 80 Cen. 1,433,372; E&P Est. 1,482,320

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,300; E&P Est. 8,481
County 80 Cen. 242,053; E&P Est. 252,111
MSA 80 Cen. 536,800; E&P Est. 564,300

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$82,357,979
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 507,451

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-St. Mary's Hospital 450; Sab Harmon 450; Rupert Mfg. 220; Wal-Mart 150; Fike Metal 145; Alton Pkg. Co. 100; Fabricraft 95; Mesco Industries 45; Pink Hill Quarries 38.

10 - CLIMATE: Av. Temp.-July 88; Jan. 32

11 - TAP WATER: Municipal system

12 - RETAILING: **Principal Shopping Centers**-Hwy. 7; Hwy. 40; Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Independence	8	Macy's; Sears; Dillard's
Kingsridge	NA	United Super
Blue Ridge Mall(87)	12	JCPenney; Mont. Ward; Jones
Country Club(16)	NA	Furniture Barn; Revco
White Oak Plz.(36)	NA	Sears; Ardan; United Super

13 - RETAIL OUTLETS: Discount Stores-Ardan; Wal-Mart
Chain Drug Stores-Revco; Drug Depot
Chain Supermarkets-Price Chopper; United Super 3; Sav-Mart; Food Barn

14 - NEWSPAPERS: EXAMINER (e-mon to fri; m-sat) 4,724; Sept. 30, 1984 VAC.

Local Contact for Advertising and Merchandising Data Pete Esser Jr., Adv Dir., EXAMINER, Vesper Missouri 7, Blue Springs, MO 64015. Tel (816) -9161.
al Representatives Missouri Press Servic- Suburban Press

BOONVILLE

1 - LOCATION: Cooper County, County Seat. On I-70 & State Hwys. 40, 5, 87, 98. 100 mi. E of Kansas City; 150 mi. W of St. Louis. Incorporated city limits extend beyond I-70, Hwy. 5

2 - TRANSPORTATION: **Railroads**-Missouri Pacific, M-K-T
Motor Freight Carriers-6
Intercity Bus Lines-Southwestern Greyhound
Airport-Jesse P. Viertel Memorial Airport, 1 mile.
River Port-Missouri River

3 - POPULATION:
Corp. City 80 Cen. 6,959; E&P 85 Est. 7,032
County 80 Cen. 14,643; E&P 85 Est. 15,505
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 2,606; E&P 85 Est. 2,715
County 80 Cen. 5,382; E&P 85 Est. 5,853

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$81,646,000
Savings & Loan	2	$153,261,534

6 - PASSENGER AUTOS: County 8,548

7 - ELECTRIC METERS: Residence 2,583

8 - GAS METERS: Residence 2,244

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Small Elect. Appliances 250 ($255); Bakery 165 ($300); Fiberboard 65 ($255); Mobile Homes 75 ($255); Clothing Mfg. 93 ($200); Base Board Heaters 140 ($255).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-80; Summer 46-103; Fall 25-80; Winter 12-70. First killing frost, Oct. 17; last killing frost, Apr. 23.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Main St., 5 side street blocks.
Neighborhood Shopping Centers-Ashley Rd. from Main to Sportsman Rd. and Hwy. 5 Intersection; Boone Village Shopping Center-south of town.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
New Franklin	3	IGA, United Super
North Boonville	1	Wal-Mart, Penneys

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney
Discount Stores-Orschein's; Wee; Places; Dollar General; Wal-Mart
Chain Supermarkets-IGA; Boonville United Super; Price Chopper
Other Chain Stores-Western Auto; Rupp Automotive; Gerling's Parts Stop; Boonville Auto Parts (NAPA).

14 - NEWSPAPERS: NEWS & ADVERTISER (e-mon to fri) 4,197; sworn Mar. 31, 1985.
Local contact for Advertising and Merchandising Data Scott Jackson, Sls. Mgr., NEWS, E. 412 High St., Boonville, MO 65233; Tel. (816) 882-5335.
National Representative: Missouri Press Service.

BROOKFIELD

1 - LOCATION: Linn County, E&P Map B-2. 366 mi. SW of Chicago; 125 mi. NE of Kansas City. On U.S. Hwy. 36; State Hwys. 5, 11.

2 - TRANSPORTATION: **Railroads**-Burlington-Northern.
Motor Freight Carriers-10.

3 - POPULATION:
Corp. City 80 Cen. 5,555; E&P 85 Est. 5,758
County 80 Cen. 15,495; E&P 85 Est. 15,953

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,423; E&P 85 Est. 2,549
County 80 Cen. 6,312; E&P 85 Est. 6,751

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$75,000,000

6 - PASSENGER AUTOS: County 10,093

7 - ELECTRIC METERS: Residence 2,602

8 - GAS METERS: Residence 1,720

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Railroad 100 ($200); Uniforms 150 (N.A.); Auto assemblies 100 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-87; Summer 52-101; Fall 11-88; Winter-6-50. First killing frost, Nov. 8; last killing frost, Apr. 24.

11 - TAP WATER: Neutral, hard, fluoridated.

12 - RETAILING: **Principal Shopping Days**-Mon., Fri., Sat.
Stores Open Evenings-Food, Drug, Discount, Dept. stores.

13 - RETAIL OUTLETS: **Department Stores**-P.N. Hirsch; JCPenney; Montgomery Ward.
Discount Stores-Wal-Mart.
Chain Drug Stores-Mart's; Sam's Presciption Shop.
Chain Supermarkets-Cash Saver; IGA Foodliner; Howard's Market.
Other Chain Stores-Firestone.

14 - NEWSPAPERS: NEWS-BULLETIN (e-mon to fri) 4,915; sworn Sept. 25, 1984.
Local Contact for Advertising and Merchandising Data: Noel A. Clark, Adv. Mgr., NEWS-BULLETIN, 107-109 N. Main, Brookfield, MO 64628. Tel. (816) 258-4237.
National Representative: None.

CAPE GIRARDEAU

1 - LOCATION: Cape Girardeau County, E&P Map D-4. Education, industrial and agricultural center for approximate 20-county area. On U.S. Hwys. 61, I-55; State Hwys. 34, 72, 74, 146.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Missouri Pacific.
Motor Freight Carriers-8
Intercity Bus Lines-Trailways; Greyhound; Great Southern.
Airlines-Britt Air.

3 - POPULATION:
Corp. City 80 Cen. 34,361; E&P 85 Est. 37,413
CZ-ABC: (80) 34,361
RTZ-ABC: (80) 76,889
County 80 Cen. 58,837; E&P 85 Est. 61,147
City & RTZ-ABC: (80) 111,250

4 - HOUSEHOLDS:
City 80 Cen. 12,505; E&P 85 Est. 13,861
County 80 Cen. 20,968; E&P 85 Est. 22,429
CZ-ABC: (80) 12,505
RTZ-ABC: (80) 27,272
City & RTZ-ABC: (80) 39,777

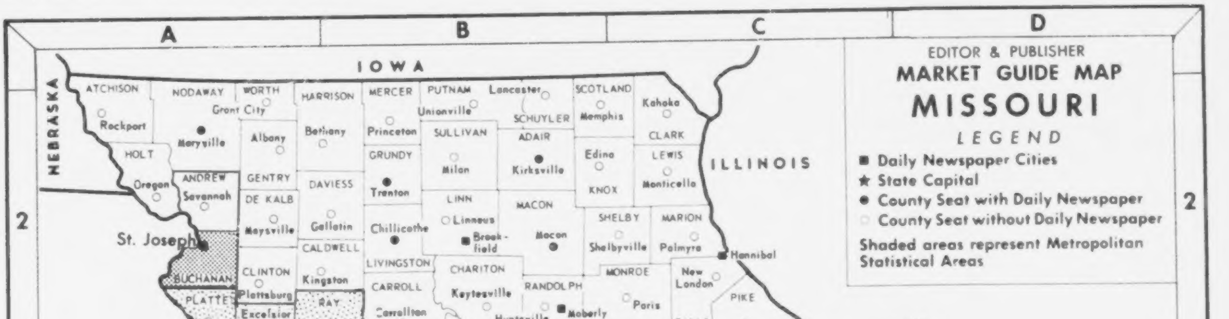
5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$333,492,957
Savings & Loan	3	$3,491,393,030

6 - PASSENGER AUTOS: County 38,819

7 - ELECTRIC METERS: Residence 15,192

8 - GAS METERS: Residence 10,586

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Garment


A
B
C
D
1
2
3
4
5
EDITOR & PUBLISHER
MARKET GUIDE MAP
MISSOURI
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
IOWA
NEBRASKA
ILLINOIS
KANSAS
OKLAHOMA
ARKANSAS
KENTUCKY
TENNESSEE
St. Joseph
Kansas City
Independence
Overland Park
Columbia
Jefferson City
St. Louis
East St. Louis
Springfield
Joplin
Cape Girardeau
Hannibal
Maryville
Kirksville
Trenton
Chillicothe
Brookfield
Moberly
Mexico
Boonville
Sedalia
Rolla
Lebanon
Farmington
Poplar Bluff
West Plains
Sikeston
Kennett
Alton
Belleville
SCALE IN MILES
0
25
50
75
100

671; Transportation 1,291; Shoes 1,091; Cement Mfg. 183; Hospitals 2,100; Soft Drink Bottlers 80; Utilities 225; Plastics 177; Construction 1,665; Food Whse. 291; Paper 1,121; Elect. Signs 110; Printing 150; Steel 172; Furniture 50; Telephone 275; Whsl. Hardware 186; University 9,000 students, 1,060 employees.
Principal Pay Days-Fri., Sat., 1 & 15.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-68; Summer 66-86; Fall 49-69; Winter 29-40. First killing frost, Oct. 25; last killing frost, Mar. 20.

11 - TAP WATER: Neutral, hard, fluoridated.

12 - RETAILING: **Principal Shopping Area**-3 blocks on Main St., 10 on Broadway, 2 on Good Hope and 3 on Sprigg.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Town Plz (30)	NA	Sears
West Pk Mall(80)	NA	Famous-Barr, JCPenney, Venture

Principal Shopping Days-Sat., Mon., Fri.
Stores Open Evenings-Mall stores 9:30 Mon. through Sat., Downtown until 8 on Thur., Town Plz until 9 Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Famous Barr, JCPenney, Sears.
Variety Stores-Woolworth.
Discount Stores-K mart, Wal-Mart, Venture.
Chain Supermarkets-Schnucks, National Del-Farms, IGA, Ward's Food Mart, Storey's Food Giant, Aldi's.
Other Chain Stores-Dollar General, Naturalizer, Footworks, Gallenkamp Shoes, Maurice's, Lerner's, Red Cross Shoe Store, Goodyear, Firestone, Radio Shack, So-Fro Fabrics, Camelot Music, Disc Jockey, Dimensions, Worth's, Orscheln's, Sherwin-Williams, 7-Eleven, Thom McAn, Kinney, Waldenbooks, Dreifus Jewelers.

14 - NEWSPAPERS: SOUTHEAST MISSOURIAN (e-mon to fri) 14,513; (S) 14,859; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Patrick Doyle, Adv. Dir., SOUTHEAST MISSOURIAN, 301 Broadway, Cape Girardeau, MO 63701; Tel. (314) 335-6611.
National Representatives: Papert Companies, Thomson Newspapers.

CARROLLTON

1 - LOCATION: Carroll County. E&P Map B-2. County Seat. Agric. ctr. Situated 66 mi. ENE of Kansas City. On U.S. Hwys. 24, 65; State Hwy. 10.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western; AT&SF.

3 - POPULATION:
Corp. City 80 Cen. 4,700; E&P 85 Est. 4,458
County 80 Cen. 12,131; E&P 85 Est. 11,730

4 - HOUSEHOLDS:
City 80 Cen. 1,986; E&P 85 Est. 1,858
County 80 Cen. 4,769; E&P 85 Est. 4,784

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$74,422,000
Savings & Loan	2	$20,710,000

6 - PASSENGER AUTOS: County 7,500.

7 - ELECTRIC METERS: Residence 2,019.

8 - GAS METERS: Residence 2,135.

9 - PRINCIPAL INDUSTRIES: Frozen Dinners; Oil Refining; Sportswear; Quarry & Ready Mix; Portable Livestock Seeds; Hybrid Seeds; Printing; Pipelines; Feed & Grain Elevators.

10 - CLIMATE: N.A.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Days**-Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Nancy's Fashions; Minnis (Ladies'); Mode O'Day; Carl's Men's Wear; Dickson's Men's Clothing; Lazy H Western Wear; Freeman Furniture; Carroll Co. Furniture.
Variety Stores-U&S Variety.
Discount Stores-Dollar General; Places.
Chain Drug Stores-Fellers; Rexall; Roseberry.
Chain Supermarkets-Faulk's Quality Mkt.; Walt's Warehouse Grocery; Harold's Market; Mulchs United; Super.
Other Chain Stores-A&B Hdwe.; Sears (catalog); Ace Hdwe.; Carrollton Lumber Co.; JCPenny (catalog).

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 3,287; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Daryl DeVries, Pub., DEMOCRAT, Hwy 65 S., Carrollton, MO 64633; Tel. (816) 542-0881.
National Representative: Missouri Press Service.

CARTHAGE

1 - LOCATION: Jasper County. (In Joplin MSA) E&P Map A-4. County Seat. Agric., dairy, and mfg. area. 150 mi. S of Kansas City.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Union Pacific Systems.
Motor Freight Carriers-Amtrak-Brown; Bray Lines; Motor Transport; Ryder Truck Lines; Jones Truck; Becker Corp.; Campbell 66; Roadway; U.P.S.
Intercity Bus Lines-Greyhound; Crown Coach; American.

3 - POPULATION:
Corp. City 80 Cen. 11,104; E&P 85 Est. 11,683
County 80 Cen. 86,958; E&P 85 Est. 91,142
MSA 80 Cen. 127,513; E&P 85 Est. 134,643

4 - HOUSEHOLDS:
City 80 Cen. 4,379; E&P 85 Est. 4,757
County 80 Cen. 33,560; E&P 85 Est. 36,394
MSA 80 Cen. 48,436; E&P 85 Est. 52,841

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$812,898,142
Commercial	3	$1,863,741,166

6 - PASSENGER AUTOS: County 65,882.

7 - ELECTRIC METERS: Residence 4,957.

8 - GAS METERS: Residence 5,203.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food 1,225; Marble & Limestone 150; Bed & Cushion Spring 851; Clothing 452; Adjacent Area Explosives and Fertilizers 879.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-88; Summer 48-96; Fall 18-77; Winter 6-72. First killing frost, Nov. 5; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-19 blocks on 5 sts.
Neighborhood Shopping Centers-Mound at Central; U.S. 71A at Grand; Fairlawn Drive; Central at Lincoln.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Garrison & Centennial	2	Family Foods IGA
Wal-Mart City Vlg.(6)	3	Wal-Mart
	3	Dollar General

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Thur. & Fri.
Stores Open Sundays-10.

13 - RETAIL OUTLETS: **Department Stores**-Belk-Simpson.
Variety Stores-Dollar General.
Discount Stores-Wal-Mart.
Chain Supermarkets-Family Foods IGA; Consumers; Ramey's.
Other Chain Stores-Oklahoma Supply; Coast-to-Coast.

14 - NEWSPAPERS: PRESS (e) 5,110; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: Betty Forrest, Nat'l Adv. Mgr., PRESS, 527 S Main; PO 678, Carthage, MO 64836; Tel. (417) 358-2191.
National Representative: Thomson Newspapers; Missouri Press Service.

CHILLICOTHE

1 - LOCATION: Livingston County. E&P Map B-2. County Seat. Center 6-county grain, livestock and dairy area. Light manufacturing. 240 mi. from St. Louis; 100 mi. from Kansas City; 140 mi. from Des Moines; 250 mi. from Springfield, IL. On U.S. Hwys. 36, 65.

2 - TRANSPORTATION: **Railroads**-North Missouri Railroad Co.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental.

3 - POPULATION:
Corp. City 80 Cen. 9,089; E&P 85 Est. 9,003
County 80 Cen. 15,739; E&P 85 Est. 16,040

4 - HOUSEHOLDS:
City 80 Cen. 3,678; E&P 85 Est. 3,685
County 80 Cen. 6,021; E&P 85 Est. 6,336

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$90,266,000
Savings & Loan	1	$24,300,000

6 - PASSENGER AUTOS: County 9,414.

7 - ELECTRIC METERS: Residence 3,635.

8 - GAS METERS: Residence 2,300.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Gloves 450; Brick & Tile 75; Creamery 145; Air-Cleaners 230; Truck Line 98; Tool & Dye 10.
Principal Industrial Pay Days-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 1-95; Summer 41-116; Fall -5-100; Winter -29-83. First killing frost, Oct. 13; last killing frost, Apr. 20.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Washington; 4 on Locust; 1 on Calhoun; 2 on Webster; 3 on Jackson; 1 on Clay.
Neighborhood Shopping Centers-6 blocks on South Washington, 11 Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Center(11)	NA	Place's
Southtown(9)	NA	Craig's United Super
Walnut Shopping Ctr	NA	Aldi, McDonald's

Principal Shopping Days-Thur., Fri., Sat., Mon.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Montgomery Ward; Wal-Mart.
Variety Stores-Matco.
Discount Stores-Orscheln Farm & Home Supply; Westlake Ace Hardware; Wal-Mart; Dollar General.
Chain Supermarkets-United Super; HyVee; Aldi's.

14 - NEWSPAPERS: CONSTITUTION-TRIBUNE (e-mon to fri) 5,748; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Chris Cox, Nat'l. Adv. Mgr., CONSTITUTION-TRIBUNE, 818 Washington St., Chillicothe, MO 64601; Tel. (816) 646-2411.
National Representatives: Missouri Press Service; Landon Associates.

CLINTON

1 - LOCATION: Henry County. E&P Map B-3. County Seat. Shipping ctr. for 3-county agric., mining, industrial and tourist area 85 mi. from Kansas City; 95 mi. from Springfield.

2 - TRANSPORTATION: **Railroads**-Frisco Missouri-Kansas-Texas.
Motor Freight Carriers-5.
Intercity Bus Lines- Continental.

3 - POPULATION:
Corp. City 80 Cen. 8,366; E&P 85 Est. 8,942
County 80 Cen. 19,672; E&P 85 Est. 19,872
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 3,431; E&P 85 Est. 3,565
County 80 Cen. 7,763; E&P 85 Est. 8,063

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$142,172,179
Savings & Loan	2	$125,300,000

6 - PASSENGER AUTOS: County 11,119.

7 - ELECTRIC METERS: Residence 5,846.

8 - GAS METERS: Residence 3,276.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Garments 121; Fireworks 14; Punch Press Mfg. 32; Coal Mining 181; Cheese 450; Power Plant 179; Caskets 3; Can Openers, Blenders, Washing Machines 305.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 70-102; Fall 39-90; Winter 0-45. First killing frost, Sept. 30; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, medium hard, fluoridated.

12 - RETAILING: **Principal Shopping Center**-Town Square on 20 Sts.
Neighborhood Shopping Centers-2nd S., Hwy. 13; 7th, Ohio St.; Jct. Hwys. 13, 7, Plaza; Truman Lake Mall; Cedar Woods; Eastgate; Clinton Corners; Harmon Gaines.
Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Montgomery Ward; Nagel's; Hodine's; Crews Fashions; Hirsch.
Variety Stores-Ben Franklin.
Discount Stores-Sam's; Wal-Mart.
Chain Drug Stores-Cripps; Kreisler; Rexall; Drugs Plus.
Chain Supermarkets-Thriftway; Plz.; Safeway; Gerbes A.G.; Food-4-Less; Consumer's; Aldi's.
Other Chain Stores-Russell Bros. (clothing); Davison's Sherwin-Williams Paint; Diehl; Clothes Post; Adventureland Video; Western Auto; P.N. Hirsch (dry goods); Coast-to-Coast.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 4,250; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Gerri Banks, Adv. Mgr., DEMOCRAT, 212 S Washington St., PO Box 586, Clinton, MO 64735; Tel. (816) 885-2281.
National Representative: Missouri Press Service.

COLUMBIA

1 - LOCATION: Boone County (MSA). E&P Map B-3. Part of state educational center, on U.S. Hwys. 40, 63, I-70.

2 - TRANSPORTATION: **Intercity Bus Lines**-Greyhound; Missouri Transit; Transcontinental; Kincaid.
Motor Freight Carriers-10.
Airlines-Ozark; Air Midwest; Brit, Resort Air (Columbia Regional Airport).

3 - POPULATION:
Corp. City 80 Cen. 62,061; E&P 85 Est. 68,614
CZ-ABC: (80) 62,061
RTZ-ABC: (80) 38,315
County/MSA 80 Cen. 100,376; E&P 85 Est. 107,869
City & RTZ-ABC: (80) 100,376
Demographic Information available from The Columbia Missourian. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 21,452; E&P 85 Est. 24,593
County/MSA 80 Cen. 35,296; E&P 85 Est. 39,386
CZ-ABC: (80) 21,452
RTZ-ABC: (80) 13,844
City & RTZ-ABC: (80) 35,296

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$515,410,000
Savings & Loan	6	$420,123,647

6 - PASSENGER AUTOS: County 68,682.

7 - ELECTRIC METERS: Res. & Bus. 24,000.

8 - GAS METERS: Res. & Bus. 22,231.

9 - PRINCIPAL INDUSTRIES: Insurance Home Office 1,000 Emp.; Education (2 colleges, state university); Manufacturing: Printing; Toasters & Toaster Ovens; Air Filters; Electrical; Medical (7 hospitals); Car Seats; Chemical Prods.; Visual/Electronic Prods.

10 - CLIMATE: Min. Temp.-Jan. 20.6; Max. Temp.-July 87.4.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Broadway; 3 on 9th St.; 2 on 8th St.; 3 on Walnut.
Shopping Centers (No. of Stores): Biscayne Mall (40); Broadway (18); Columbia Plaza (7); Eastgate Plaza (7); Forum (14); K mart (7); Parkade Plaza (30); North County Shopping Center (10); North Providence (5); Temple Stephens (7); Crossroads West (25); Whitegate (6); Columbia Mall (100); Rock Bridge Center (17); Village South (13); Green Meadows (7).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept.-Thur.; food & shopping centers every night.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Goldes; Sears; Roth's; Montgomery Ward; Dillards.
Discount Stores-K mart; Skagg's; Wal-Mart 3; Target.
Chain Drug Stores-D&H 3; Skagg's; SupeRx.
Chain Supermarkets-Nowells 3; IGA; Gerbes 2; Schnuck's; Price Chopper; 7-Eleven; Colonial 3; Casey's 3; Food Barn; Columbia AF Super; Aldis; Shop 'N Save; Temple Stephens; Sarah's Country Store.
Other Chain Stores-Firestone; Midwest Auto; Goodyear; Zale's Jewelers; Sherwin-Williams; Cook Paint; Sutherland Lumber.

14 - NEWSPAPERS: MISSOURIAN (m-tues to sat; S) 5,277; Dec. 31, 1984 CAC.
Local Contact for Advertising and Merchandising Data: Tom Turner, Adv. Mgr., MISSOURIAN, 301 S Ninth St., Columbia, MO 65201; Tel. (314) 442-3161.
National Representative: Missouri Press Service.
TRIBUNE (e-mon to fri) 16,993; (m-sat) 16,468; (S) 20,424; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Ron Doyle, Adv. Mktg. Dir., TRIBUNE, 4th & Walnut Sts.; PO Box 798, Columbia, MO 65205; Tel. (314) 449-3811.
National Representative: Papert Companies.

CRYSTAL CITY
See FESTUS

DEXTER

1 - LOCATION: Stoddard County. E&P Map D-4. Mfg. & agric. area; 40 mi. S of Cape On U.S. Hwy. 60; State Hwy. 25.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific, St. Louis-Southwestern.
Motor Freight Carriers-3.
Intercity Bus Lines-Trailways.
Airlines-Ozark at Cape Girardeau (40 mi.).

3 - POPULATION:
Corp. City 80 Cen. 7,043; E&P 85 Est. 7,910
County 80 Cen. 29,009; E&P 85 Est. 30,109

4 - HOUSEHOLDS:
City 80 Cen. 2,885; E&P 85 Est. 3,219
County 80 Cen. 10,694; E&P 85 Est. 11,468

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$110,000,000
Commercial	2	$56,000,000

6 - PASSENGER AUTOS: County 13,779.

7 - ELECTRIC METERS: Residence 3,950.

8 - GAS METERS: Residence 3,950.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Shirt and Pants Mfg. 400 ($150); Automotive Exhaust Systems 830 ($190); Straw and Felt Hats 285 ($155); Automotive Oil Filters 320 ($195); Poultry Packing 155 ($140); Shoe 100 (NA).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-72; Summer 60-90; Fall 55-80; Winter 35-59. First killing frost, Oct. 1; last killing frost, Mar. 14.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Center**-5 blocks W of main business district (17 stores). Also Town & Country Shopping Ctr.-7 stores.

13 - RETAIL OUTLETS: **Department Stores**-Sears, Fred's.
Discount Stores-Wal-Mart, Discount City, Dollar General.
Variety Stores-Ben Franklin.
Chain Supermarkets-Rebel Mkt., IGA, Town & Country, Piggly Wiggly.
Other Chain Stores-Orschelen Farm Supply, Western Auto, Stovall's.

14 - NEWSPAPERS: DAILY STATESMAN & STODDARD COUNTY NEWS (e-mon to fri) 5,070; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: Sherm Smith, Mgr., 200 W Stoddard St., Dexter, MO 63841; Tel. (314) 624-4545.
National Representatives: Landon Associates; Missouri Press Service; American Newspaper Representatives.

EXCELSIOR SPRINGS

1 - LOCATION: Clay County (In Kansas City, MO PMSA). E&P Map A-2. Health Resort 12 mi. NE of Kansas City on U.S. Hwy. 69 and State Hwy. 10.

2 - TRANSPORTATION: **Railroads**-Milwaukee, CRI&P.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 10,424; E&P 85 Est. 11,373
PMSA 80 Cen. 1,433,372; E&P 85 Est. 1,482,320
County 80 Cen. 136,488; E&P 85 Est. 141,115

4 - HOUSEHOLDS:
City 80 Cen. 3,798; E&P 85 Est. 4,557
County 80 Cen. 49,743; E&P 85 Est. 53,118
PMSA 80 Cen. 344,092; E&P 85 Est. 564,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$40,000,000

6 - PASSENGER AUTOS: County 115,271.

7 - ELECTRIC METERS: Residence 3,500.

8 - GAS METERS: Residence 3,450.

9 - PRINCIPAL INDUSTRIES: Hospitals & Hotels 200 emp. ($165); Plastic Factories 840 emp. ($160).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 60-105; Fall 35-70; Winter 5-50. First killing frost, Nov. 1; last killing frost, Apr. 1.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Thompson; 8 on Broadway; 3 on South; 3 on Spring; 3 on Marietta; Junction Hwys. 10 & 69; 900 block Isley; 1400 block N Jesse James.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crown Hill(19)	NA	Thriftway
"Y"(21)	NA	
Jesse James N	NA	IGA

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Flanders, JCPenney, Sears.
Variety Stores-Wal-Mart, Dollar General.
Chain Drug Stores-Rexall, Revco.
Chain Supermarkets-IGA, Thriftway, Safeway.
Other Chain Stores-Coast-to-Coast, Sentry Hardware, HWI Hardware.

14 - NEWSPAPERS: STANDARD (e-mon to fri) 3,275; sworn Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: Nancy Elmore, Gen. Mgr., STANDARD, 417 Thompson Ave., Excelsior Springs, MO 64024; Tel. (816) 637-3147.
National Representative: None.

FESTUS-CRYSTAL CITY

1 - LOCATION: Jefferson County. E&P Map C-3 (In St. Louis, MO-IL PMSA). 35 mi. S of St. Louis. On State Hwys. 61 and 67; I-55.

2 - TRANSPORTATION: **Railroads**-Burlington Northern, Union Pacific.
Bus Lines-Greyhound; Trailways.
Motor Freight Carriers-3.
Airport-2,200 ft. paved & lighted.

3 - POPULATION:
Corp. Cities 80 Cen. 11,147; E&P 85 Est. 11,590
Festus 80 Cen. 7,574; E&P 85 Est. 8,006
Crystal City 80 Cen. 3,573; E&P 85 Est. 3,584
PMSA 80 Cen. 1,809,519; E&P 85 Est. 1,824,364
County 80 Cen. 146,814; E&P 85 Est. 154,697
Note: Festus and Crystal City are divided only by a street in business section.

4 - HOUSEHOLDS:
Cities 80 Cen. 4,132; E&P 85 Est. 4,302
Festus 80 Cen. 2,756; E&P 85 Est. 2,900
Crystal City 80 Cen. 1,376; E&P 85 Est. 1,402
County 80 Cen. 47,385; E&P 85 Est. 51,500
PMSA 80 Cen. 647,243; E&P 85 Est. 670,853

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$160,001,000

6 - PASSENGER AUTOS: County 84,494.

7 - ELECTRIC METERS: Residence 4,200.

8 - GAS METERS: Residence 4,000.

9 - PRINCIPAL INDUSTRIES: Glassware; Nuclear Fuel; Chemicals; Lead Smelter; Can Mfg.; Bottle Mfg.

10 - CLIMATE: Min. & Max. Av. Temp.-Summer 82-92; Fall 65-85; Winter 0-25.

11 - TAP WATER: Wells, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Downtown Shopping Area- 2 blocks on Bailey Rd. (Crystal City), and 6 blocks on Main St. (Festus). (Note: Festus & Crystal City are divided only by a street in business section.)

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Industrial Court	2	Kroger, Gasen's
Twin City Mall(25)		Venture, National Foods, Golde's Dept.
Gannon's Ctr.	1	Wal-Mart

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. through Sat. & day on Sun. at nearby shopping centers; downtown open 9:00 a.m. to 5:30 p.m. Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Golde's, Venture, Wal-Mart.
Chain Supermarkets-Kroger, National, Mountford's, Bi-Rite.
Other Stores-Gasen's Drug, Glaser-Medicare Drug; Dollar General; Fashion Gal/Kingscourt; Payless Shoes; Colonel Day's; Wabash-Goodyear Tires; Western Auto; Radio Shack; Auto Shack; Midas Muffler; Sears catalog.

14 - NEWSPAPERS: DEMOCRAT-ROCKET (m-mon to fri) 9,148; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Jack Lovelace, Pub., DEMOCRAT-ROCKET, 3 Industrial Drive, Festus, MO 63028; Tel. (314) 937-9811.
National Representative: American Newspaper Representatives; Hearst Advertising Service.

FLAT RIVER

1 - LOCATION: St. Francois County. E&P Map C-3. 67 mi. S of St. Louis.

2 - TRANSPORTATION: **Railroads**-Missouri Illinois.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 4,443; E&P 85 Est. 4,555
CZ-ABC: (80) 11,162
RTZ-ABC: (80) 25,800
County 80 Cen. 42,600; E&P 85 Est. 44,251
City & RTZ-ABC: (80) 36,962
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,733; E&P 85 Est. 1,803
CZ-ABC: (80) 4,265
RTZ-ABC: (80) 9,058
County 80 Cen. 15,189; E&P 85 Est. 16,282
City & RTZ-ABC: (80) 13,323

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	4	$150,000,000
Commercial	6	$145,000,000

6 - PASSENGER AUTOS: County 28,371.

7 - ELECTRIC METERS: County 18,388.

8 - GAS METERS: County 9,396.

9 - PRINCIPAL INDUSTRIES: County-Shoe Mfg.; Clothing; Precision Machine Parts; Furniture; Pre-Fab Homes; Electronics Manufacturer; Glass Manufacturing; State Hospital; Regional Postal Center; State Employment Office; Regional Social Security Office; Candy Factory; Mushroom Cannery.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING:
Shopping Center-Plaza (10 stores), Mineral Area (8 stores).
Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Golde's.
Discount Stores-Wal-Mart.
Chain Drug Stores-Ragan Rexall, Medicate, Wal-Mart.
Chain Supermarkets-IGA 4, Kroger, Tom-Boy, Aldi's, Karsch's, Town & Country.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 9,179; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Ron Weir, Pub., JOURNAL, 1513 Saint Joe Dr., Flat River, MO 63601; Tel. (314) 431-2010.
National Representative: Scripps League Newspapers.

FULTON

1 - LOCATION: Callaway County. E&P Map C-3. County Seat. Agricultural, educational center. 24 mi. N of Jefferson City; on U.S. Hwys. 54 and I-70 (7 mi. N).

2 - TRANSPORTATION: **Railroads**-Gulf, Mobile & Ohio.
Motor Freight Carriers-4.
Intercity Bus Lines-Northeast Missouri; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,046; E&P 85 Est. 10,874
County 80 Cen. 32,252; E&P 85 Est. 33,689

4 - HOUSEHOLDS:
City 80 Cen. 3,468; E&P 85 Est. 3,403
County 80 Cen. 10,658; E&P 85 Est. 11,475

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	4	$15,000,000
Commercial	2	$50,000,000

6 - PASSENGER AUTOS: County 19,480.

7 - ELECTRIC METERS: Residence 3,473.

8 - GAS METERS: Residence 3,004.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Brick 600; Farm Machinery 120; Printing 100; State Ment. Hosp. 1,250; 2 Colleges; Nuclear Power Plant 3,000.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-62; Summer 62-100; Fall 41-63; Winter -13-42.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Briggs Wal-Mart(3)	NA	IGA, Wal-Mart
Winston Plz.(5)	NA	K mart, Gerbes

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.
Stores Open Sundays-Some grocery & drug.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Sears, Montgomery Ward, Blattner's.
Variety Stores-V&S.
Discount Stores-Wal-Mart, K mart.
Chain Supermarkets-Save-A-Lot, Gerbes, Schulte's IGA.
Other Chain Stores-Western Auto; Westlakes; Orschelin; True Value Hardware.

14 - NEWSPAPERS: SUN (m-tues to sat, S) 4,758; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: Mary Van Orden, Adv. Mgr., SUN, 5th and Ravine, Fulton, MO 65251; Tel. (314) 642-7272.
National Representatives: Missouri Press Service.

HANNIBAL

1 - LOCATION: Marion and Ralls Counties. E&P Map C-2. Industrial and agricultural center. On U.S. Hwys. 36, 61, State Hwys. 19, 168. St. Louis, 120 mi. S; Kansas City, 200 mi. W; Chicago, 290 mi. NE.

2 - TRANSPORTATION: **Railroads**-Burlington-Northern; Norfolk & Western and freight.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental, Greyhound, Mid-American Coaches.

3 - POPULATION:
Corp. City 80 Cen. 18,811; E&P 85 Est. 20,329
CZ-ABC: (80) 18,811
RTZ-ABC: (80) 78,950
Counties 80 Cen. 37,549; E&P 85 Est. 39,784
Marion 80 Cen. 28,638; E&P 85 Est. 30,866
Ralls 80 Cen. 8,911; E&P 85 Est. 8,918
City & RTZ-ABC: (80) 97,761

4 - HOUSEHOLDS:
City 80 Cen. 7,164; E&P 85 Est. 7,985
CZ-ABC: (80) 7,164
RTZ-ABC: (80) 29,401
Counties 80 Cen. 13,879; E&P 85 Est. 15,200
Marion 80 Cen. 10,696; E&P 85 Est. 11,935
Ralls 80 Cen. 8,911; E&P 85 Est. 3,265
City & RTZ-ABC: (80) 36,565

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$74,500,000
Savings & Loan	7	$25,100,000

6 - PASSENGER AUTOS: Counties: Marion 18,796; Ralls 4,174.

7 - ELECTRIC METERS: Residence 7,143.

8 - GAS METERS: Residence 7,152.

9 - PRINCIPAL INDUSTRIES: Industry-Food, Dairy & Bev.; Bldg. Matls.; Ptrs.; Commercial; Machy. & Tools; Shoes; Furnaces & Metal Stamping; Cement; Agricultural Chemicals; Heating Element Mfg.; Canning; Plastics.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-95; Summer 44-108; Fall 14-93; Winter 17-73. First killing frost, Oct. 14; last killing frost, Apr. 13.

11 - TAP WATER: Neutral, hard, fluoridated.

12 - RETAILING: **Principal Shopping Center**-25 blocks Main St., Broadway and Market St.
Neighborhood Shopping Centers-South Side; Mark Twain Ave.; St. Mary's Ave.; McMasters Ave.; Oakwood; Huck Finn Shopping Center (25 stores including Wal-Mart, Westlakes, JCPenney, Kroger's); Steamboat Bend Center (TG&Y Family Center, IGA).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.
Stores Open Sundays-Shopping Centers.

13 - RETAIL OUTLETS: **Department Stores**-Dollar General, JCPenney.
Variety Stores-TG&Y.
Discount Stores-K mart, TG&Y, Wal-Mart.
Chain Drug Stores-SupeRx; Best Buy.
Chain Supermarkets-Kroger's; Nat'l. Food; IGA 2; Hy-Klas 3; Aldi.
Other Chain Stores-Sears (catalog); Montgomery Ward; Chanen Auto; Westlake Hardware; Autowise; Christa Rentals.

14 - NEWSPAPERS: COURIER-POST (e) 12,100; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Don Smith, Sales Mgr.; Lawrence E. Weill, Ed. & Gen. Mgr., COURIER-POST, 200 N. Third St., Hannibal, MO 63401; Tel. (314) 221-2800.
National Representatives: Papert Companies; Missouri Press Service.

INDEPENDENCE

1 - LOCATION: Jackson County. (In Kansas City, MO-KS MSA). E&P Map A-3. County Seat. Joins Kansas City on East.

2 - TRANSPORTATION: Railroads-Missouri-Pacific; GM&O; Kansas City Southern; Illinois Central/Golf; Amtrak.
Intercity Bus Lines-K. C.; Greyhound.
Motor Freight Carriers-154.
Airlines-TWA; Continental; Central; Ozark; Delta; C&S; United; Eastern.

3 - POPULATION:
Corp. City 80 Cen. 111,806; E&P 85 Est. 112,652
MSA 80 Cen. 1,433,372; E&P 85 Est. 1,482,320
County 80 Cen. 629,180; E&P 85 Est. 634,999

4 - HOUSEHOLDS:
City 80 Cen. 42,429; E&P 85 Est. 42,744
County 80 Cen. 242,053; E&P 85 Est. 252,111
MSA 80 Cen. 536,800; E&P 85 Est. 564,300

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$396,805,000
Savings & Loan	7	$1,150,000,000

6 - PASSENGER AUTOS: County 507,451.

7 - ELECTRIC METERS: Residence 41,429.

8 - GAS METERS: Residence 39,000.

9 - PRINCIPAL INDUSTRIES: City Zone-Steel Prod.; Furniture; Bedding; Chemicals; Fuel Oils; Crushed Stone; Memo Books; Munitions; Grain Combines; Farm & Industrial Machy.; Ice Cream; Pop; Asphalt; Jet Fuel; Jet Plant Refueler Trailers; Propane Gas; Space Heaters; Gas Furnaces; Architectural Panels; Dyes; Plastic Mold Jigs; Archery Equip.; Cooling Towers; Hydryers; Wall Tile; Aluminum & Fiber Glass Awnings; Agricultural Lime; Liquid Nitrogen; Rock Phosphate; Potash; Religious Books; Dolls; Oil Circ. Pumps; Concrete & Haydite Blocks; Steel Tanks; Kitchen Cabinets & Mops; TV Picture Tubes; Dairy Equip.; Salad Oil; Electronic Equip.; Christmas Decorations; Cement; Plastics; Printing & Pub.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-60; Summer 60-100; Fall 30-60; Winter-15-45. First killing frost, Oct. 25; last killing frost, Apr. 21.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Shopping Centers-(Distance from Shopping District) Englewood, 1 mi.; Fairmont, 4 mi.; Maywood, 2 mi.; Blue Ridge, 4 mi.; Independence Center, 4 mi.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alton Plaza(4)	NA	Thriftway, TG&Y
Cable Place(7)	NA	Pizza Hut
Chrisman Plz (12)	NA	Milgram, TG&Y
Susquehanna(12)	NA	Coast to Coast, United Super, Ben Franklin
Gaslight Sq (15)	NA	Fashion Gal, Robinsons United Super
Hi Way 24(11)	NA	Thriftway, Dollar General
Hub Regional(10)	NA	
Independence(120)	NA	Dillard's, Macy's, Sears
Noland Plaza(9)	NA	Uniroyal, World Radio
Noland South	NA	Children's Palace, Handy Dan
Plaza 71(11)	NA	Radio Shack, Drug Emporium
Sterling View	NA	Food Barn
39th & Noland(11)	NA	Marshalls, Venture

Principal Shopping Days-Mon., Tue., Fri., Sat.
Stores Open Evenings-Tues., Fri., Shopping Centers, some 2 nights, some 6.
Stores Open Sundays-All.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Sears; Dillard's; Macy's; Jones Store.
Discount Stores-Wild Woody's; K mart; Venture.
Variety Stores-Woolworth; TG&Y 3; Ben Franklin 2.
Chain Drug Stores-K mart; Revco 3; J.W. Watt 2; Osco 2.
Chain Supermarkets-Food Barn 2; Milgram; U.S. Supers 5; Thriftway 2; Price Chopper; Save Mart 2; Food Barn; Mr. B's.
Other Chain Stores-J.C. Sloan; Children's Palace; Western Auto; Hancock Fabrics; Levitz Furniture; Payless Shoes; Davis Paint; Thriftway; Goodrich; Uniroyal.

14 - NEWSPAPERS: EXAMINER (e-mon to fri; m-sat) 16,118; Sept. 30, 1984 VAC.
Local Contact for Advertising and Merchandising Data: Pete Esser, Jr., Adv. Dir., EXAMINER, 410 S. Liberty, Independence, MO 64051; Tel. (816) 254-8600.
National Representatives: Missouri Press Service; U.S. Suburban Press.

JEFFERSON CITY

1 - LOCATION: Cole County, E&P Map B-3. State Capital, County Seat. On S Bank of Missouri River. Fort Leonard Wood (Army), 130 mi. W of St. Louis; 150 mi. SE of Kansas City. On U.S. Hwys. 50, 63, 54. Connected to I-70.

2 - TRANSPORTATION: Railroads-Missouri Pacific; MO-KS-TX; Amtrak.
Water-River Barge Line; Federal Barge; Adrain Dock.
Motor Freight Carriers-5.
Intercity Bus Lines-Missouri Transit; Continental Trailways.
Airlines-Trans-Mo; Ozark; Mississippi Valley.

3 - POPULATION:
Corp. City 80 Cen. 33,619; E&P 85 Est. 37,420
CZ-ABC: (80) 43,723
RTZ-ABC: (80) 63,979
County 80 Cen. 56,663; E&P 85 Est. 61,805
City & RTZ-ABC: (80) 107,702

4 - HOUSEHOLDS:
City 80 Cen. 12,639; E&P 85 Est. 14,531
County 80 Cen. 19,781; E&P 85 Est. 22,353
CZ-ABC: (80) 15,837
RTZ-ABC: (80) 21,924
City & RTZ-ABC: (80) 37,761

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$63,228,032
Commercial	4	$324,599,000

6 - PASSENGER AUTOS: County 44,497.

7 - ELECTRIC METERS: City Res. 15,815.

8 - GAS METERS: City Res. 10,963.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Shoes 600; Printing & Bookbinding 700; State Govt. 6,000; Cosmetics 1,000; Warehousing 100; Electrical Assembly 1,201.
Principal Pay Days-28th to 30th monthly.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-75; Summer 60-100; Fall 38-80; Winter -10-60. First killing frost, Oct. 27; last killing frost, Apr. 16.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on High St., east and west, with one block off High St., north and south.
Neighborhood Shopping Centers-Missouri Blvd.; East High St.; Hwy. 50 West; Hwy. 50 East.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Capitol Mall(63)	5	Golde's, Sears, JCPenney, Dillard's
Southwest Plaza(4)	3	IGA, Mont. Ward
Mart Center(12)	3	Wal-Mart
K mart Center	3	K mart
Apache Flats	6	Home of Bargains

Stores Open Sundays-Food; Drug; Retail.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Herman's; Golde's; Sears.
Discount Stores-House of Bargains; Wal-Mart; K mart.
Chain Drug Stores-Super D; Medicare Glaser.
Chain Supermarkets-IGA 3; Safeway; Gerbes 2; Aldi Benner; HyVee; Food 4 Less; Price Chopper.

14 - NEWSPAPERS: CAPITAL NEWS (m-tues to sat) 4,122; POST-TRIBUNE (e-mon to fri) 17,526; NEWS and TRIBUNE (S) 23,321; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Roger Connell, CAPITAL NEWS and POST-TRIBUNE, 210 Monroe St., Jefferson City, MO 65102; Tel. (314) 636-3131.
National Representative: Papert Companies.

JOPLIN

1 - LOCATION: Jasper and Newton Counties (MSA), E&P Map A-4. Indus., agric., recreational, distr. and chemical ctr.

2 - TRANSPORTATION: Railroads-KCS; Missouri Pacific; Burlington Northern.
Motor Freight Carriers-120.
Bus Lines-Greyhound; Continental; Missouri Kansas & Oklahoma; Tri-State; Jefferson Lines.
Airlines-Ozark; Air Midwest.

3 - POPULATION:
Corp. City 80 Cen. 39,023; E&P 85 Est. 40,772
CZ-ABC: (80) 60,805
RTZ-ABC: (80) 201,472
Counties/MSA 80 Cen. 127,513; E&P 85 Est. 134,643
  Jasper 80 Cen. 86,958; E&P 85 Est. 91,142
  Newton 80 Cen. 40,555; E&P 85 Est. 43,501
City & RTZ-ABC: (80) 262,277
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,045; E&P 85 Est. 17,400
Counties/MSA 80 Cen. 48,436; E&P 85 Est. 52,841
  Jasper 80 Cen. 33,560; E&P 85 Est. 36,394
  Newton 80 Cen. 14,876; E&P 85 Est. 16,447
CZ-ABC: (80) 24,127
RTZ-ABC: (80) 75,078
City & RTZ-ABC: (80) 99,205

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$170,171,960
Commercial	6	$363,083,033

6 - PASSENGER AUTOS: Counties-Jasper 50,898; Newton 22,658.

7 - ELECTRIC METERS: Residence 24,143.

8 - GAS METERS: Residence 17,481.

9 - PRINCIPAL INDUSTRIES: Steel Castings; Leather Goods; Hydraulic Pumps; Electronics; Explosives; Chemicals; Fertilizers; Batteries; Insulation; Clothing; Dog Foods; Graphic Equip.; Feed Mills; Earth Crushers; Store Fixtures; Furniture; Roofing; Creosoted Products; Smelting; Tool Mfg.; Missile Parts; Frozen Meats; Aluminum Furniture; Bearings; Offset Printing Presses.
Principal Industrial Pay Days-Wed. and Fri.

10 - CLIMATE: First killing frost, Oct. 20; last killing frost, Mar. 27.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-10 blocks on Main and Joplin Sts.
Neighborhood Shopping Centers-S. Joplin and 20th to 30th on Main.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bel-Aire	4	Cloth World
East-Gate(4)	3	Wal-Mart
Eastmoreland	1	Sears
Maiden Lane(13)	5	Wal-Mart
North Park(79)	3	JCPenney, Newman, Mont. Ward, Diamond House
Wal-Mart Ctr. W	3	Wal-Mart
Mart Plz	1	Tropic Seas, Redwing Shoes
Village Ctr (6)	2	
Oakland Plz	4	Arthurs Appl., Big Dudes
Midway Shopping Ctr	4	Midway Lumber, Shady Lady

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Newman's; Ramsays; Sears; Ben Franklin; JCPenney; Walgreen; Mont. Ward.
Discount Stores-May's City; Wal-Mart 3.
Chain Drug Stores-May's 3.
Variety Stores-Ben Franklin.
Chain Supermarkets-IGA Thriftway 3; Consumers 3; Dillon's.

14 - NEWSPAPERS: GLOBE (m) 38,290; (S) 43,580; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Doris Bishop, Nat'l Adv. Dir., GLOBE, 117 East 4th St., Joplin, MO 64801; Tel. (417) 623-3480.
National Representative: Branham/Newspaper Sales.

KANSAS CITY

1 - LOCATION: Jackson County, E&P Map A-3 (In Kansas City, MO-KS MSA). On Missouri and Kansas border at junction of Kansas and Missouri Rivers.

2 - TRANSPORTATION: Railroads-11 Trunklines serving Kansas City, including Santa Fe, Burlington Northern, Illinois Central Gulf, Norfolk Southern and Union Pacific.
Motor Freight Carriers-193.
Freight Steamship Lines-3.
Interstate Bus Lines-Greyhound; Jefferson Lines; Trailways.
Airlines-Trans World; Ozark; Continental; United; Delta; Frontier; Midway; Republic; Texas Int'l; American; Northwest Orient; Southwest; USAir; Braniff; World; Pan Am.

3 - POPULATION:
Corp. City 80 Cen. 448,159; E&P 85 Est. 421,276
CZ-ABC: (80) 1,174,929
RTZ-ABC: (80) 587,165
County 80 Cen. 629,180; E&P 85 Est. 634,999
MSA 80 Cen. 1,433,372; E&P 85 Est. 1,482,320
City & RTZ-ABC: (80) 1,762,094
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 175,227; E&P 85 Est. 172,700
County 80 Cen. 242,053; E&P 85 Est. 252,111
MSA 80 Cen. 536,800; E&P 85 Est. 564,300
CZ-ABC: (80) 442,066
RTZ-ABC: (80) 206,151
City & RTZ-ABC: (80) 648,217

5 - BANKS	NUMBER	EST. DEP.
Commercial	115	$7,340,000,000
Savings & Loan	27	$2,810,000,000

6 - PASSENGER AUTOS: County 507,451.

7 - ELECTRIC METERS: 500,000.

8 - GAS METERS: PMSA 400,000.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Manufacturing 114,200 ($369); Durable Goods 65,800 ($411); Lumber & Furniture 2,800 ($232); Stone, Clay & Glass Prods. 3,700 ($408); Primary Metal Ind. 3,400 ($452); Fabricated Metal Prods. 9,300 ($384); Machinery Electrical 18,500 ($395); Electrical Equip. & Supplies 20,800 ($363); Transp. Equip. 13,700 ($557); Motor Vehicles & Equip. 13,500 ($587); Other Durable Goods 3,600 ($256); Non-Durable Goods 48,400 ($316); Food & Kindred Prods. 9,400 ($371); Apparel & Textile Prods. 2,500 ($187); Paper & Allied Prods. 5,000 ($357); Printing & Publishing 18,100 ($267); Chemicals & Allied Prods. 8,300 ($432); Petroleum & Coal Prods. 500 ($378); Other Non-Durable Goods 4,600 ($303).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-74; Summer 65-89; Fall 36-80; Winter 24-40. First killing frost, Oct. 25; last killing frost, Apr. 27.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks east to west, McGee to Baltimore; 5 blocks north to south, 9th to 14th Sts.
Shopping Centers-Neighborhood 131; Regional 11; Community 38.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Department & Food nightly; stores open Sunday.

13 - RETAIL OUTLETS: Department Stores-Halls; JCPenney; Jones; Macy's; Montgomery Ward; Saks Fifth Avenue; Sears; Dillard's.
Discount Stores-Half Price Store; K mart; Riverside Red X; Service Merchandise; Venture; Dolgin's; Richman Gordman; Wal-Mart.
Variety Stores-Woolworth; Ben Franklin; TG&Y.
Chain Drug Stores-Revco 21; Osco 18; Treasury 11; Bruce Smith 4.
Chain Supermarkets-Aldi 6; Buy Rite 3; Food Barn 20; Food-For-Less 3; Hen House 2; Just Rite 3; Milgram 4; Payless 4; Price Chopper 11; Safeway 18; Savemart 21; Thriftway 48; United Super 34.

14 - NEWSPAPERS: TIMES (m) 280,196; STAR (e-mon to fri) 230,722; STAR (S) 402,417; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Michael Tully, STAR & TIMES, 1729 Grand Ave., Kansas City, MO 64108; Tel. (816) 234-4141.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

KENNETT

1 - LOCATION: Dunklin County, E&P Map D-5. County Seat. Heart of rich agricultural area. 100 mi. NW of Memphis; 225 mi. SW of St. Louis; 400 mi. radius includes Chicago, Louisville, Tulsa, Birmingham.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-Film Trans.; Inman; U.P.S.; Jones; American; Elfrink.
Intercity Bus Lines-Great Southern.

3 - POPULATION:
Corp. City 80 Cen. 10,145; E&P 85 Est. 10,311
County 80 Cen. 36,324; E&P 85 Est. 36,817

4 - HOUSEHOLDS:
City 80 Cen. 4,024; E&P 85 Est. 4,050
County 80 Cen. 13,588; E&P 85 Est. 14,192

5 - BANKS	NUMBER	EST. DEP.
Savings	4	$226,500,000
Savings & Loan	2	(incl. above)

6 - PASSENGER AUTOS: County 22,187.

7 - ELECTRIC METERS: Residence 4,024.

8 - GAS METERS: Residence 3,872.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Elect. 1,100 ($160); [illegible] 340 (N.A.); Auto Equip. 150 (N.A.); Printing 100 ($175).

10 - CLIMATE: Mean Temp. Jan. 38; Apr. 60; July 80; Oct. 64.

11 - TAP WATER: Soft, fluoridated.

12 - RETAILING: **Principal Shopping Districts**-4 blocks on Court Square; 3 blocks S; 2 blocks W; 1 blocks E; 2 blocks N.
Shopping Areas-8 blocks Hwy. 25 N; 11 E on Hwy. 412; 10 W on Hwy. 84; 5 blocks on S. By-Pass.

13 - RETAIL OUTLETS: **Department Stores**-James Kahn; JCPenney; Wilcoxson's; Sears (catalog); Smith's; Hallmark; Singer Co.; Cato's; Wall's Discount; Montgomery Ward; Something Special Fabric Shop; Little Caboose; Heritage; Jackson Shoes.
Discount Stores-Riggs Supply; Wal-Mart; Lambertson's; Alco; Fred's; K mart.
Chain Supermarkets-Gowan's Foods; Safeway; Parr's; Kroger.
Other Chain Stores-Firestone; Goodyear; Barton Lumber Co.; Revco Drug; Sonic; True Value; Parts Plus.

14 - NEWSPAPERS: DUNKLIN DEMOCRAT (e) 7,362; sworn Mar. 1, 1985.
Local Contact for Advertising and Merchandising Data: Michael Goodrich, Adv. Dir., DUNKLIN DEMOCRAT, 212-4 N. Main St., Kennett, MO 63857; Tel. (314) 888-4505.
National Representative: Landon Associates.

KIRKSVILLE

1 - LOCATION: Adair County. E&P Map B-2. County Seat. Residential. 200 mi. NW of St. Louis. On U.S. Hwy. 63; State 6, 11.

2 - TRANSPORTATION: **Railroads**-Norfolk-Western; AT&SF.
Motor Freight Carriers-4.
Intercity Bus Lines-Missouri Transit.
Airlines-Green Hills.

3 - POPULATION:
Corp. City 80 Cen. 17,167; E&P 85 Est. 18,598
County 80 Cen. 24,870; E&P 85 Est. 25,719

4 - HOUSEHOLDS:
City 80 Cen. 6,264; E&P 85 Est. 6,819
County 80 Cen. 8,947; E&P 85 Est. 9,517

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$152,700,000
Savings & Loan	2	$113,108,000
Federal Land Bank	1	N.A.

6 - PASSENGER AUTOS: County 13,454.

7 - ELECTRIC METERS: County 9,000.

8 - GAS METERS: County 6,000.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Hourly Wage)-Engine Filters 120 ($7.85); Plastics 550 ($5.05); Electric Appliances 40 ($4.45); Concrete 100 ($5.00); Business Forms 260 ($5.31); Shoes 600 ($4.53); Hospitals 1,250 ($7.10); Colleges 1,700 ($6.85).
Principal Industrial Pay Days-Fri., last day of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-90; Summer 41-98; Fall -5-80; Winter -13-65. First killing frost, Oct. 13; last killing frost, Apr. 24.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: **Shopping Centers**-Lincoln Square Shops (6 stores-Dollar General, Sears); Hwy. 63 South; Northtown.
Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; Sears; Places; Dollar General.
Discount Stores-Pamida; Wal-Mart; K mart; Westlake Hardware.
Chain Drug Stores-Mont. Rexall Associate.
Chain Supermarkets-IGA Foodliner 10; Hy-Vee; Cash Saver; Easter's; Foodbarn.
Other Chain Stores-Western Auto; Farm & City Supply; Midwest Auto.

14 - NEWSPAPERS: EXPRESS & NEWS (e-mon to fri) 9,395; (S) 9,802; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: Ed E. Swain, Jr., Adv. Mgr., EXPRESS & NEWS, 110 E. McPherson St., Kirksville, MO 63501; Tel. (816) 665-2808.
National Representative: Missouri Press Service.

LEBANON

1 - LOCATION: Laclede County. E&P Map B-4. County Seat. Dairy, agric. & resort ctr. 165 mi. SW of St. Louis; 55 mi. NE of Springfield. On I-44, State 5, 32, 64.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Mo. Transit; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 9,507; E&P 85 Est. 10,851
County 80 Cen. 24,323; E&P 85 Est. 26,388

4 - HOUSEHOLDS:
City 80 Cen. 3,965; E&P 85 Est. 4,587
County 80 Cen. 9,023; E&P 85 Est. 10,090

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$180,018,925

6 - PASSENGER AUTOS: County 18,541.

7 - ELECTRIC METERS: Residence 10,500.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Cloth Mfg. 526 ($150); Metal & Tool 187 ($150); Timber Prod. 240 (N.A.); Furn. 65 ($150); Milk Plant 115 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-75; Summer 70-101; Fall 30-75; Winter 0-70.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Interstate(14)	NA	Consumers Mkt.
Jefferson Isle(13)	NA	Otasco
South Hwy (5)	NA	K mart
Wal-Mart	NA	Wal-Mart

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Shopping Centers-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Scott's Clothing; Downtown Lebanon; Haydon's; Jim 'N I.
Variety Stores-Anthony's; Bill's Farm & Home; Otasco; O'Neils.
Discount Stores-Wal-Mart; Consumers Family Center; K mart.
Chain Drug Stores-Medicare; Wal-Mart.
Chain Supermarkets-IGA Foodliner; Consumer's; M.F.A. Exchange; Ramey's.

14 - NEWSPAPERS: RECORD (e-mon to fri) 7,486; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: Beth Rummells, Gen. Mgr., RECORD, 290 S. Madison, PO Box 192, Lebanon, MO 65536; Tel. (417) 532-9131.
National Representative: Missouri Press Service.

MACON

1 - LOCATION: Macon County. E&P Map B-2. County Seat. Agric. and mining ctr. 150 mi. E of Kansas City; 175 mi. NW of St. Louis. On U.S. Hwys. 36, 63.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western; Burlington.
Motor Freight Carriers-3.
Intercity Bus Lines-Missouri Transit; Continental Trailways; Trailways Bus Lines.

3 - POPULATION:
Corp. City 80 Cen. 5,680; E&P 85 Est. 6,350
County 80 Cen. 16,313; E&P 85 Est. 17,578
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,348; E&P 85 Est. 2,594
County 80 Cen. 6,386; E&P 85 Est. 7,098

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$2,480,961,913
Commercial	5	$100,892,000

6 - PASSENGER AUTOS: County 10,406.

7 - ELECTRIC METERS: Residence 3,000.

8 - GAS METERS: Residence 2,200.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Canning 450 ($250); Electr. Appliances 650 ($225); Screw Machine Prod. 21 ($250); Mining 200 ($400).

10 - CLIMATE: Min. & Max. Temp.-Spring 24-93; Summer 55-112; Fall 16-93; Winter 5-67.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Shopping Center**-Macon Plz.
Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Places; Dollar General; Wal-Mart.
Variety Stores-Ben Franklin; Coast-to-Coast.
Chain Drug Stores-Miller's (Rexall).
Chain Supermarkets-Prenger's IGA; Consumers Mkt.; Ron's Super Valu.
Other Chain Stores-Sears (catalog); Orschein's; Westlakes.

14 - NEWSPAPERS: CHRONICLE-HERALD (e-mon to fri) 4,047; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Pat Quinly, Adv. Dir., CHRONICLE-HERALD, 217 W. Bourke St., Macon, MO 63552; Tel. (816) 385-3121.
National Representatives: Landon Associates; Missouri Press Service.

MARSHALL

1 - LOCATION: Saline County. E&P Map C-3. County Seat. 80 mi. E of Kansas City; 190 mi. W of St. Louis on Hwys. 65, 240 and 41.

2 - TRANSPORTATION: **Railroads**-I.C.G.; Missouri Pacific.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 12,781; E&P 85 Est. 13,422
County 80 Cen. 24,919; E&P 85 Est. 25,371
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,729; E&P 85 Est. 4,986
County 80 Cen. 9,363; E&P 85 Est. 9,807

5 - BANKS	**NU''BER**	**DEPOSITS**
Commercial	6	$154,000,000
(Saline County; 3 in Marshall)		
Savings & Loans	2	N.A.

6 - PASSENGER AUTOS: County 15,508.

7 - ELECTRIC METERS: Residence 6,844.

8 - GAS METERS: Residence 5,800.

9 - PRINCIPAL INDUSTRIES: Shoe Factory; Feed Mills; Poultry Proc.; Hybrid Corn Proc. Plants 2; Frozen Foods Prod.; Precast Concrete Building Panels; Welding Works; Hog Processing.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Soft, treated, not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Plaza Mall	NA	Sam's; Consumers; Wal-Mart
Marshall Plaza	NA	Safeway; Payless

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thur., Fri.
Stores Open Sundays-Grocery.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Dollar General.
Discount Stores-Sam's Bargain Town; Wal-Mart.
Chain Supermarkets-IGA 2; Food Barn; Consumers.
Other Chain Stores-Sears; Firestone; Goodyear; Gamble's; Payless Shoes.

14 - NEWSPAPERS: DEMOCRAT-NEWS (e) 5,055; sworn Sept. 29, 1984.
Local Contact for Adverting and Merchandising Data: Doug Yearta, Adv. Mgr., DEMOCRAT-NEWS, 121 N. Lafayette, Marshall, MO 65340; Tel. (816) 886-2233.
National Representative: Missouri Press Service; Papert Companies.

MARYVILLE

1 - LOCATION: Nodaway County. E&P Map A-2. County Seat. NW portion of state. 40 mi. N of St. Joseph; 90 mi. N of Kansas City; 120 mi. S of Omaha. Industry, agriculture, and education center on U.S. Hwy. 71; State Hwy. 136.

2 - TRANSPORTATION: **Railroads**-St. Louis-Omaha division of the Wabash; CB&Q.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 9,558; E&P 85 Est. 9,708
County 80 Cen. 21,996; E&P 85 Est. 22,894

4 - HOUSEHOLDS:
City 80 Cen. 2,639; E&P 85 Est. 3,334
County 80 Cen. 7,687; E&P 85 Est. 8,297

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$155,847,524
Savings & Loan	2	$160,329,645

6 - PASSENGER AUTOS: County 12,457.

7 - ELECTRIC METERS: Residence 2,985.

8 - GAS METERS: Residence 2,671.

9 - PRINCIPAL INDUSTRIES: Tire Chains; Lightning Rods; Steel Tubing; Alkaline Batteries; Steel Products; Education (State University); Meat Packing; Pre-Packaged Diapers; Commercial Printing.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Maryville Mall(5)	NA	JCPenney; K mart
Mary Mart(4)	NA	Watkin's Hdwe.; Sears (catalog)
Village(4)	NA	HyVee Mkt.; Easter's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Village Shopping Center every evening til 9; Mary Mart Center every evening til 7; Downtown Thursday til 9; Maryville Mall every evening til 9.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Dollar General; Sears (catalog); Pamida; Montgomery Ward.
Variety Stores-Place's; K mart.
Chain Supermarkets-Thomas; HyVee; Easter's Super Valu.
Other Chain Stores-Firestone Tires; Brown's Shoes; Sack N' Save; Livingston Clothing; 7-Eleven; Tober's; Goodrich Dairy; Rupp Automotive; L&L Auto Parts; Maurices; Regis; Caseys; Shop & Hop.

14 - NEWSPAPERS: DAILY FORUM (e-mon to fri; m-sat) 4,999; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Kay Wilson, Adv. Mgr., DAILY FORUM, 111 E. Jenkins St., PO Box 188, Maryville, MO 64468; Tel. (816) 582-3165.
National Representative: None.

MEXICO

1 - LOCATION: Audrain County. E&P Map C-3. County Seat. Residential, manufacturing and agricultural center. 110 mi. W of St. Louis, on Hwys. 54, 22 and 15.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western; ICG; Burlington.
Motor Freight Carriers-7.
Intercity Bus Lines-Mo-Tran.

3 - POPULATION:
Corp. City 80 Cen. 12,276; E&P 85 Est. 12,648
CZ-ABC: (80) 12,276
RTZ-ABC: (80) 38,670
County 80 Cen. 26,458; E&P 85 Est. 26,660
City & RTZ-ABC: (80) 50,946
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,773; E&P 85 Est. 5,059
County 80 Cen. 9,779; E&P 85 Est. 10,205
CZ-ABC: (80) 4,773
RTZ-ABC: (80) 14,034
City & RTZ-ABC: (80) 18,807

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	2	$71,333,000
Savings & Loan	2	$210,500,000

6 - PASSENGER AUTOS: County 15,252.

7 - ELECTRIC METERS: Residence 4,799.

8 - GAS METERS: Residence 4,212.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fire Brick 1,050 ($307); Food 170 ($280); Bags 40 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 42-65; Summer 63-100; Fall 44-68; Winter 10-38. First killing frost, Nov. 10; last killing frost, Mar. 1.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Washington and Jefferson; 2 blocks on Monroe, Promenade, Jackson and Liberty.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
South Trail(9)	3	Wal-Mart
West Plaza(15)	1	TG&Y; Dollar General; Kline's; IGA

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Dollar General; Goodyear; Kline's; Ashley's.
Variety Stores-TG&Y.
Discount Stores-Wal-Mart.
Chain Drug Stores-Rexall; Medicare; Glaser.
Chain Supermarkets-IGA; Hoffman's; Aldi's.

Other Chain Stores-Westlake's.

14 - NEWSPAPERS: LEDGER (e) 11,542, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Joe A. May, Adv. Dir., LEDGER, Ledger Plaza, Mexico, MO 65265; Tel. (314) 581-1111.
National Representatives: Papert Companies; Missouri Press Service.

MOBERLY

1 - LOCATION: Randolph County. E&P Map C-2. 148 rail mi. NW of St. Louis; 131 mi. E of Kansas City, near center of state. On U.S. Hwys. 24 and 63. Agricultural, manufacturing, transportation, distribution and retail center. County, state and federal offices.

2 - TRANSPORTATION: **Railroads**-Norfolk & Southern service to Kansas City, St. Louis, Omaha, Des Moines.
Motor Freight Carriers-5.
Intercity Bus Lines-Kincaid Bus Lines.
Airlines-Ozark.

3 - POPULATION:
Corp. City 80 Cen. 13,418; E&P 85 Est. 14,013
CZ-ABC: (80) 13,418
RTZ-ABC: (80) 48,606
County 80 Cen. 25,460; E&P 85 Est. 26,035
City & RTZ-ABC: (80) 62,024
Demographic information available from Newspaper See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,365; E&P 85 Est. 5,686
County 80 Cen. 9,240; E&P 85 Est. 9,812
CZ-ABC: (80) 5,365
RTZ-ABC: (80) 17,743
City & RTZ-ABC: (80) 23,108

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	3	$190,000,000
Savings & Loan	2	$125,000,000

6 - PASSENGER AUTOS: County 15,535.

7 - ELECTRIC METERS: Res. City 6,790; County 9,482.

8 - GAS METERS: Res. City 5,161; County 6,397.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electrical Appliances 450; Brake Lever 340; Railroad 500; Coal Mining 165; Missouri Training Center 230; Pre-Fabricated Homes 58; Automobile Finishes 267; Printing Companies 100; Trucking 165; Athletic Equip. 50; First Aid Equip. 80; Moberly Regional Medical Center 295; Associated Electric 150. Total labor force 10,899.
Principal Pay Days-R.R. 1st & 15th; Others Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-84; Summer 55-111; Fall 40-90; Winter 10-65. First killing frost, Oct. 20; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: **Principal Shopping Center**-Temple Stephens Shopping Center, Northgate Shopping Center; Northgate Plaza Shopping Center.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Dollar General.
Discount Stores-TG&Y; Family Store; Wal-Mart.
Chain Drug Stores-McKenzie Prescription; Burton's Rexall; The Medicine Shop.
Chain Supermarkets-IGA 2; Price Chopper; Food Barn; Food 4 Less.
Other Chain Stores-Firestone; Goodyear; M.F.A. (farm); Davis Paint; Pittsburgh Paint & Glass; Pay-Less Shoes; Westlake's Ace Hardware; Orscheln Farm & Home; Rupp Automobile; Super 8; Aldis; Meller's Photo; Sonic; Coast-to-Coast; Sears (catalog).

14 - NEWSPAPERS: MONITOR-INDEX & DEMOCRAT (e-mon to fri) 9,325; (S) 9,832, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Bob Cunningham, Gen. Mgr., MONITOR-INDEX & DEMOCRAT, 218 N Williams, Moberly, MO 65270; Tel. (816) 263-4123.
National Representatives: Missouri Press Service; Papert Companies.

MONETT

1 - LOCATION: Barry and Lawrence Counties. E&P Map B-4. 50 mi. W of Springfield; 40 mi. SE of Joplin. On Hwys. 60 and 37.

2 - TRANSPORTATION: **Railroads**-Burlington-Northern.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 6,148; E&P 85 Est. 6,772
Counties 80 Cen. 53,381; E&P 85 Est. 56,019
Barry 80 Cen. 24,408; E&P 85 Est. 26,374
Lawrence 80 Cen. 28,973; E&P 85 Est. 29,645

4 - HOUSEHOLDS:
City 80 Cen. 2,460; E&P 85 Est. 2,480
Counties 80 Cen. 20,046; E&P 85 Est. 21,738
Barry 80 Cen. 9,305; E&P 85 Est. 10,394
Lawrence 80 Cen. 10,741; E&P 85 Est. 11,344

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$126,024,000
Savings & Loan	2	$27,518,597

6 - PASSENGER AUTOS: Barry County 16,496; Lawrence County 18,442.

7 - ELECTRIC METERS: Residence 2,834.

8 - GAS METERS: Residence 2,656.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Poultry Processors 510; Aluminum Fabricators 271; Tool & Machine Parts 120; Clothing 220; Shoes 750.
Principal Pay Days-Fri., Sat., Mon., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-74; Summer 75-101; Fall 41-88; Winter 22-70. First killing frost, Oct. 1; last killing frost, Apr. 13.

11 - TAP WATER: Neutral, soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-9 blocks on Bway.; 2 on Fourth; 1 on Fifth; 2 on Cleveland; 4 on U.S. 60 Bypass.
Principal Shopping Days-Department Stores-Tues., Fri., Sat. Food-Thur., Fri., Sat.
Stores Open Evenings-Fri.
Stores Open Sundays-Supermarkets; one drug.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Brownsberger's; Mode O'Day; Fashion Corner; Mansfield; The Niche.
Variety Store-Modern Variety.
Discount Stores-Wal-Mart; Discount Mart.
Chain Drug Stores-Bruner (Assoc. Druggists).
Chain Supermarkets-Ramey (Assoc. Whol. Grocers) 2; Consumers Market.
Other Chain Stores-Otasco.

14 - NEWSPAPERS: TIMES (e) 4,444; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: C. R. Brady, Pub., TIMES, 505 Broadway, Monett, MO 65708; Tel. (417) 235-3135.
National Representative: Missouri Press Service.

NEOSHO

1 - LOCATION: Newton County (In Joplin MSA). E&P Map A-4. County Seat. Trading & shipping center. SW part of State. 170 mi. S of Kansas City on State Hwys. 60 & 71.

2 - TRANSPORTATION: **Railroads**-Kansas City Southern; Burlington Northern.
Motor Freight Carriers-7.
Intercity Bus Lines-Jefferson.

3 - POPULATION:
Corp. City 80 Cen. 9,493; E&P 85 Est. 9,985
County 80 Cen. 40,555; E&P 85 Est. 42,570
MSA 80 Cen. 127,513; E&P 85 Est. 133,500

4 - HOUSEHOLDS:
City 80 Cen. 3,827; E&P 85 Est. 4,065
County 80 Cen. 14,876; E&P 85 Est. 16,110
MSA 80 Cen. 48,436; E&P 85 Est. 52,750

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$132,000,000
Savings & Loan	2	$72,000,000

6 - PASSENGER AUTOS: County 29,303.

7 - ELECTRIC METERS: Residence 4,246.

8 - GAS METERS: Residence 3,619.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 494 ($250); Textile 750 ($230); Electronics 500 ($350); Furniture 500 ($340).
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-70; Summer 65-89; Fall 45-73; Winter 25-47. First killing frost, Nov. 9; last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Center**-2 blocks on four streets.
Principal Shopping Days-Sat., Fri., Mon.
Stores Open Evenings-Fri.; Discount & Food nightly.
Stores Open Sundays-Food; Drug; Wal-Mart Discount.

13 - RETAIL OUTLETS: **Department Stores**-McGinty's; JCPenney.
Discount Stores-Wal-Mart.
Variety Stores-McCrory; Dollar General.
Chain Drug Stores-Wal-Mart Pharmacy.
Chain Supermarkets-Consumer's; McClintock's IGA; Rameys.
Other Chain Stores-Montgomery Ward; Sears; Goodyear.

14 - NEWSPAPERS: NEWS (e-mon to fri, S) 6,246, sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: Ralph Walker, Adv. Mgr., NEWS, 1006 W Harmony St., Neosho, MO 64850; Tel. (417) 451-1520.
National Representative: Missouri Press Service.

NEVADA

1 - LOCATION: Vernon County. E&P Map A-4. County Seat. Agric. & wholesale ctr. Light manufacturing. Women's junior college. West Central part of state. 90 mi. S of Kansas City; 270 mi. SW of St. Louis; 15 mi. E of Kansas border. On U.S. Hwys. 71, 54.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific (freight); M-K-T (freight).
Motor Freight Carriers-5.
Intercity Bus Lines-Jefferson.

3 - POPULATION:
Corp. City 80 Cen. 9,044; E&P 85 Est. 8,781
County 80 Cen. 19,806; E&P 85 Est. 20,082
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,514; E&P 85 Est. 3,457
County 80 Cen. 7,497; E&P 85 Est. 7,862

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$90,912,000
Savings & Loan	1	$2,221,485,672

6 - PASSENGER AUTOS: County 12,016.

7 - ELECTRIC METERS: Residence 5,180.

8 - GAS METERS: Residence 3,255.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-State Hospital 1,137 (N.A.); Garment Mfg. 270 ($175); Decorative Products 450 ($200); Heavy Duty Air Filters 190 (N.A.).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-92; Summer 48-117; Fall 18-95; Winter 27-79. First killing frost, Oct. 3; last killing frost, Apr. 15.

11 - TAP WATER: Treated deep wells; state approved.

12 - RETAILING: **Principal Shopping Center**-7 blocks on Sq.
Neighborhood Shopping Centers-Osage and Austin, East Austin, W city limits & Hwy. 54.
Principal Shopping Days-Thur., Fri.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Montgomery Ward.
Variety Stores-Place.
Discount Stores-Wal-Mart; Save Mart.
Chain Supermarkets-Paul & Jerry's IGA; Thriftway; Aldi Foods Inc.
Other Chain Stores-Country Kitchen; Tapjac Home Center; Sears (catalog); McDonald's; Maurices; Roberts; The Ladies Peddler.

14 - NEWSPAPERS: MAIL (e-mon to fri) 5,489; HERALD (S) 4,949, sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Laura Titus, Adv. Dir., MAIL & HERALD, 131 S. Cedar, Nevada, MO 64772; Tel. (417) 667-3344.
National Representative: Missouri Press Service.

POPLAR BLUFF

1 - LOCATION: Butler County. E&P Map C-4. On the Black River at head of navigation. 160 mi. S of St. Louis; 180 mi. N of Little Rock; 160 mi. N of Memphis. On U.S. Hwys. 60, 160, 67 and State Hwys. 142, 51 and 53.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific; Amtrak.
Intercity Bus Lines-Continental.
Airlines-SEMO.
Motor Freight Carriers-9.

3 - POPULATION:
Corp. City 80 Cen. 17,139; E&P 85 Est. 17,883
CZ-ABC: (80) 17,139
RTZ-ABC: (80) 112,486
County 80 Cen. 37,693; E&P 85 Est. 38,701
City & RTZ-ABC: (80) 129,625

4 - HOUSEHOLDS:
City 80 Cen. 6,936; E&P 85 Est. 7,289
County 80 Cen. 14,181; E&P 85 Est. 15,031
CZ-ABC: (80) 6,936
RTZ-ABC: (80) 41,586
City & RTZ-ABC: (80) 48,522

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$629,223,747 All Branches
Commercial	3	$195,265,000

6 - PASSENGER AUTOS: County 17,752.

7 - ELECTRIC METERS: Residence 6,753.

8 - GAS METERS: Residence 5,868.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Shoes 500 ($312); Paper Box 150 ($200); Upholstered Furniture 500 ($160); Machine Parts 85 ($240); Rubber Co. 247 ($275); Lingerie 82 ($200).
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-75; Summer 60-90; Fall 55-80; Winter 35-60. First killing frost, Oct. 1; last killing frost, Mar. 15.

11 - TAP WATER: Neutral, very soft, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Main St., 4 on Broadway, 3 on Vine St., 2 on Fifth St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mansion Mall (25)	NA	Wal-Mart, Collom's, Pic-Pac
Valley Plz. (31)	NA	JCPenney, Safeway, Mont. Ward
Poplar Bluff Sq. (10)	NA	Sniders, IGA
Westwood Vlg. (12)	NA	Morgan Jewelry

Stores Open Evenings-Downtown Fri., Shopping Ctrs. Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-Roth's; JCPenney; Mont. Ward; Newberry; Sears (catalog).
Variety Stores-Newberry.
Discount Stores-Wal-Mart; K mart.
Chain Supermarkets-Safeway; Gowan's; Sniders IGA 2; Barnes Grocer Co. 2; Pic-Pac 2; Kroger.
Other Chain Stores-Firestone; Goodyear; Singer Co.; Sherwin-Williams; Oklahoma Tire & Supply; Dollar General 2.

14 - NEWSPAPERS: DAILY AMERICAN REPUBLIC (e) 15,248; (S) 15,306, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Robert M. Wolpers, Pub., AMERICAN REPUBLIC, 206 Poplar St., Poplar Bluff, MO 63901; Tel. (314) 785-1414.
National Representatives: Landon Associates; Missouri Press Service.

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RICHMOND

1 - LOCATION: Ray County. E&P Map B-2 (In Kansas City, MO PMSA). County Seat

2 - TRANSPORTATION: **Motor Freight Carriers**-3

3 - POPULATION:
Corp. City 80 Cen. 5,499; E&P 85 Est. 6,031
PMSA 80 Cen. 1,433,372; E&P 85 Est. 1,482,320
County 80 Cen. 21,378; E&P 85 Est. 22,169
Demographic Information available from Mid America Regional Council, Kansas City, MO

4 - HOUSEHOLDS:
City 80 Cen. 2,246; E&P 85 Est. 2,537
County 80 Cen. 7,512; E&P 85 Est. 8,088
PMSA 80 Cen. 344,092; E&P 85 Est. 564,300

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$83,038,000
Savings & Loan	2	$53,688,428

6 - PASSENGER AUTOS: County 10,449

7 - ELECTRIC METERS: Residence 3,233

8 - GAS METERS: Residence 2,468

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Plastics 130; Candy 90; Storm Doors N.A.; Sheltered Workshop N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 60-105; Fall 35-70; Winter 5-50. First killing frost Oct. 20; last killing frost Apr. 15

11 - TAP WATER: Neutral, soft

12 - RETAILING: **Principal Shopping Center**-8 blocks on Main, Thornton & College St. (34 stores). Richmond Hills Shopping Ctr. 1 mile away (9 stores)

13 - RETAIL OUTLETS: **Department Stores**-JCPenney
Discount Stores-Wal-Mart
Other Chain Stores-Hallmark; United Super

14 - NEWSPAPERS: NEWS (e-mon to fri) 3,904; sworn March 31, 1985
Local Contact for Advertising and Merchandising Data: Sandi Franklin, Adv. Mgr., NEWS, 116 N. Main St., Richmond, MO 64085; Tel. (816) 776-5454
National Representative: Missouri Press Service

ROLLA

1 - LOCATION: Phelps County. E&P Map C-3. County Seat. Education, industrial center and vacation resort. 63 mi. S of Jefferson City; 108 mi. SW of St. Louis. On State Hwy. 72, I-44 and U.S. Hwy. 63

2 - TRANSPORTATION: **Railroads**-Burlington-Northern (Main St. Louis to Southwest)
Motor Freight Carriers-6
Intercity Bus Lines-Trailways; Greyhound; Missouri Transit

3 - POPULATION:
Corp. City 80 Cen. 13,303; E&P 85 Est. 14,656
County 80 Cen. 33,633; E&P 85 Est. 36,983

4 - HOUSEHOLDS:
City 80 Cen. 4,483; E&P 85 Est. 4,972
County 80 Cen. 11,509; E&P 85 Est. 13,201

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	3	$67,800,000
Commercial	3	$108,900,000

6 - PASSENGER AUTOS: County 22,158

7 - ELECTRIC METERS: Residence 4,377

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Food 250; Building Materials 85; Govt. (ex. P.O.) 4,182; Vehicle Fans 172; Dog & Cat Food 84; Bakery Prod. 142; Pyroplace Wood Furnaces 9; Plastic Pipes 55

10 - CLIMATE: Av. Temp.-Jan. 33; July 78. Av. rainfall 41"; snowfall 15.9"

11 - TAP WATER: Alkaline, very hard

12 - RETAILING: **Principal Shopping Center**-7 blocks on Pine St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Hillcrest(4)	NA	Darr's, Dollar General
Forum(19)	NA	JCPenney, TG&Y, National

Principal Shopping Day-Sat.
Stores Open Evenings-Downtown-Fri.; Forum-Mon. through Sat.
Stores Open Sundays-Grocery

13 - RETAIL OUTLETS: **Department Stores**-Sears (catalog); Montgomery Ward; JCPenney
Discount Stores-Wal-Mart; K mart; TG&Y
Chain Drug Stores-Revco
Chain Supermarkets-Kroger; Big Star; IGA; National

14 - NEWSPAPERS: NEWS (e-mon to fri) 7,044; (S) 7,044; sworn Sept. 30, 1984
Local Contact for Advertising and Merchandising Data: Bev Hewkin, Nat'l Adv. Mgr., NEWS, 101 W. 7th St., Rolla, MO 65401; Tel. (314) 364-2468
National Representative: Missouri Press Service; American Newspaper Representatives

ST. JOSEPH

1 - LOCATION: Buchanan County (MSA). E&P Map A-2. County Seat. Agricultural, industrial, livestock and wholesale center

2 - TRANSPORTATION: **Railroads**-Atchison, Topeka & Santa Fe; Burlington Northern; Chicago & North Western; Missouri Pacific; Union Pacific
Motor Freight Carriers-28
Intercity Bus Lines-Trailways Bus System; Greyhound; Trenton St. Joseph Coaches

3 - POPULATION:
Corp. City 80 Cen. 76,691; E&P 85 Est. 79,095
CZ-ABC: (80) 79,935
RTZ-ABC: (80) 154,338
County/MSA 80 Cen. 87,888; E&P 85 Est. 88,607
City & RTZ-ABC: (80) 234,273
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 29,088; E&P 85 Est. 30,810
County/MSA 80 Cen. 32,917; E&P 85 Est. 34,190
CZ-ABC: (80) 30,229
RTZ-ABC: (80) 57,143
City & RTZ-ABC: (80) 87,372

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$617,700,000
Savings & Loan	6	$279,000,000

6 - PASSENGER AUTOS: County 60,529

7 - ELECTRIC METERS: Residence 35,400

8 - GAS METERS: Residence 30,300

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Manufacturing, Durable Goods: Walnut, Concrete, Structural Steel, Wire Rope, Auto Cables, Hydraulic Jacks, Medical Kits, Fire Fighting Equipment, Boats, Electric Signs 3,700; Nondurable Goods: Meat Pkg. 600; Dairy, Bakery, Grains, Candy 1,750; Apparel 1,000; Chemicals & Allied Products 800; Publishing, Stationers, Paper Products 1,850; Nonmanufacturing: Construction 1,700; Transportation & Utilities including Railroads 2,100; Wholesale Trade 2,400; Retail Trade 6,500 (Av. Wkly. Wage Mfg. $315)
Principal Industrial Pay Days-Fri., 1 & 15

10 - CLIMATE: Min. & Max. Temp.-Spring 10-92; Summer 45-102; Fall 18-91; Winter 8-60. First killing frost Oct. 14; last killing frost Mar. 30

11 - TAP WATER: Alkaline, very hard; not fluoridated

12 - RETAILING: **Principal Shopping Centers**-Downtown 4th to 8th St., Edmond to Francis St.
Neighborhood Shopping Centers (No. of Stores)-Ashland 12; 26th and Frederick Ave. 8; Beck Road Plaza 5; Jakes Center 5; Valley 6; 6,100 King Hill Ave. 25; Lake and Illinois 14; Maplewood Manor 12; Midland Shopping 7; Frederick Plaza 5; St. Joseph Ave. Mall 4; Woodlawn 6

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Belt Center(9)	4	TG&Y
Belt & Mitchell(13)	4	Green Hills
East Hills(40)	3	JCPenney, Mont. Ward, Skagg's
East Ridge Vlg.(11)	3	
Hillcrest Plz.(7)	6	Drive-In SM, Half Price Store
King Hill Plz.(10)	6	Kovac's, TG&Y
K mart Plz.(2)	4	K mart, Save-Mart
Mart Plz.(13)	4	Paris Plus
Northgate(9)	3	Wal-Mart

Principal Shopping Days-Sat., Mon., Thur.
Stores Open Evenings-Downtown Fri. to 8:30. Food Mon. through Sat. to 9, Sun. to 6

13 - RETAIL OUTLETS: **Department Stores**-Townsend & Wall; United; Hirsch; Sears; Montgomery Ward; JCPenney
Discount Stores-K mart; Wal-Mart; Half Price Store
Variety Stores-Kresge's; Woolworth; Ben Franklin; TG&Y
Chain Drug Stores-Osco 2; Hermans 3; Melmed 3; Rexall
Chain Supermarkets-Thrift-Tee 5; Affiliated Supers 6; Green Hills 5; Drive-In 6; Thomas Mkts. 2; Save-Mart; 7-Eleven 4; Convenient Food Mart 4; Food Barn; Food 4 Less 2
Other Chain Stores-Dolgins; Firestone; Goodyear; Goodrich; Douglas Optical; Duling Optical; King Optical; Zale's Jewelry; Cook Paint; PPG Industries; Sherwin-Williams; Father & Son Shoes; Butler Shoes; Kinney Shoes; Naturalizer Shoes; Pay-Less Shoes; Steve's Shoes; Thom McAn; A.J. August; Singer; So-Fro Fabrics; Zercher Photo; Spiegel (Catalog); Sutherland Lumber; Western Auto

14 - NEWSPAPERS: GAZETTE (m-mon to fri) 44,830; NEWS-PRESS (e-mon fri) 14,592; NEWS-PRESS/GAZETTE (m-sat) 47,323; (S) 49,182; Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Richard A. Heath, Adv. Dir., NEWS-PRESS and GAZETTE, 9th & Edmond Sts., St. Joseph, MO 64502; Tel. (816) 279-5671
National Representative: Branham/Newspaper Sales

ST. LOUIS

1 - LOCATION: Independent City (In St. Louis, MO-IL PMSA). E&P Map D-3. Distribution center. In East-Central part of state near junction of Mississippi and Missouri Rivers. 285 mi. from Chicago; 242 mi. from Indianapolis; 229 mi. from Kansas City

2 - TRANSPORTATION: **Railroads**-B&O; C&EI; CB&Q; ICG; IT; C&NW; LN; MK&T; Missouri Pacific; Rock Island; Conrail; N&W; St. L&SF; St. LSW; Southern; three shortline & railroads for switching only. 10 trunk lines, 132, 136 track mileage. St. Louis has most complete package car system for handling LCL freight.
Motor Freight Carriers-350.
Freight Barge Lines-14.
Intercity Bus Lines-14.
Airlines-American; British Airways; Delta; Eastern; Frontier; Northwest; Ozark; Republic; Jet America; United; TransAmerica; TWA; USAir; Pan American; Britt; Western; Skyways; Air Midwest; Resort Air; Mississippi Valley; Southwest.

3 - POPULATION:
Corp. City 80 Cen. 453,085; E&P 85 Est. 424,575
NDM-ABC: (80) 2,000,539
County 80 Cen. 974,815; E&P 85 Est. 986,388
PMSA 80 Cen. 1,809,519; E&P 85 Est. 1,842,364
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 178,048; E&P 85 Est. 171,753
County 80 Cen. 344,870; E&P 85 Est. 359,830
PMSA 80 Cen. 647,243; E&P 85 Est. 670,853
NDM-ABC: (80) 714,965

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	45	$10,700,000,000
Commercial	256	$21,240,795,000

6 - PASSENGER AUTOS: County 669,121; City 214,294

7 - ELECTRIC METERS: Residence City & County 505,000

8 - GAS METERS: Residence City & County 500,000

9 - PRINCIPAL INDUSTRIES: No. of Wage Earners-Total Mfg. 227,000; Durable Goods 143,900-Lumber & Furniture 5,200; Stone, Clay & Glass 3,600; Primary Metal Industries 14,600; Fabricated Metal Products 17,500; Machinery, Except Electrical 18,900; Electrical & Electronic Equipment 15,000; Transportation Equipment 55,900; Instruments & Misc. Mfg. 13,200. Non-Durable Goods 83,100 - Food & Kindred Products 21,300; Textiles & Apparel 6,700; Paper & Paper Products 5,700; Printing & Publishing 16,700; Chemical & Allied Products 20,700; Petroleum & Coal Products 2,400; Leather & Leather Products 4,500; Other Non-Durable Goods 5,100. Total Non-Mfg. 836,200: Mining 3,600; Construction 50,400; Transportation & Public Utilities 74,500; Wholesale & Retail Trade 251,000; Finance, Insurance & Real Estate 63,500; Service, Except Domestic 252,700; Total Government 140,500.
Principal Pay Days-Bldg. Fri.; Railroads 10 & 25.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 68-86; Fall 49-67; Winter 26-42

11 - TAP WATER: St. Louis-Alkaline, moderately hard; fluoridated. East St. Louis, Belleville, Madison, Venice and Granite City, Illinois-Alkaline, very hard; fluoridated.

12 - RETAILING: **Principal Shopping Areas**-Alton Square, Chesterfield Mall, Concord Plaza, Crestwood Plaza, Cross Keys, Des Peres Square, Eastgate Plaza, Florissant Meadows, Grandview Plaza, Hampton Village, Jamestown Mall, Lakeview Plaza, Mark Twain, Nameoki Village, Normandy S.C., Northland, Northwest Plaza, Plaza Frontenac, River Roads, St. Clair Square, St. Louis Centre, St. Louis Union Station, South County Center, Sunset Hills Plaza, Town & Country Mall, Village Square, Warson Village, West County Center, West Port Plaza, Westroads.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Downtown-Mon., Thur.; Suburban-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Famous Barr 14: Alton Square, Chesterfield, Clayton, Crestwood, Downtown, Mid Rivers Mall, Northland, Northwest Plaza, Plaza Frontenac, St. Clair Square, South County, Southtown, Warehouse, West County. Dillard's/Stix, Baer & Fuller 9: Chesterfield Mall, Crestwood Plaza, Downtown, Jamestown Mall, River Roads, St. Clair Square, South County, Westroads. Sears 6: South Grand, St. Clair Square. JCPenney 9: Grandview Plaza, Hampton Village, Mark Twain, South County, Town & Country Mall, West County Center.
Variety Stores-Woolworth 16; Kresge 2; Ben Franklin 15.
Discount Stores-Grandpa's 6; K mart 25; Target 10; Venture 12; Dolgins 5; Service Merchandise 3.
Chain Drug Stores-Gasen 17; Glaser/Medicare 59; Kare 15; C.F. Knight 4; Walgreen 36; Schnucks Pharmacy 14.
Chain Supermarkets-AG 169; Aldi Discount Foods 12; Dierberg's 7; Flotken's; General Grocer 96; Kroger 54; IGA 61; Overland Dairy 7; National 40; Schnucks 57; Shop 'N Save 15; Tom Boy/Tru Buy 46.
Other Chain Stores-Aronsons 2; Boyds 7 (2 subway shops); Central Hdwe. 10; Firestone 19; Florsheim 6; BF Goodrich; Golde's 4; Goodyear 17; Hill-Behan 15; Lane Bryant 7; Richman Brothers 4; Western Auto 12; Brooks Brothers; Jeans West 7; The Limited 8; Montaldo's; Neiman-Marcus; J. Riggins 5; Saks Fifth Avenue; Union Jack 3; Helen Wolff 4; Casual Corner 8; Marshall's 4; Fashion Gal 21; DeBasio 2; Carafiols 2; Craig, Crossroads 2; Fair Mercantile; Lammert's; Levitz; Pat Riley 11; Rothman 6; Tipton Electric 14; Wood Works 4; Gucci; Radio Shack 47; Coats 'n Things 7; Albert's 5; Pier One 3.

14 - NEWSPAPERS: GLOBE-DEMOCRAT (m-mon to fri) 201,418; (wknd.) 182,608; Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: Darwin Wiess, Adv. Dir., GLOBE-DEMOCRAT, 710 N. Tucker Blvd., St. Louis, MO 63101; Tel. (314) 342-1212.
National Representative: Branham/Newspaper Sales.
POST-DISPATCH (m-mon to fri) 273,784; (m-sat) 240,862; (S) 495,111; March 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Edward Newsome, Adv. Dir., POST-DISPATCH, 900 N. Tucker Blvd., St. Louis, MO 63101; Tel. (314) 622-7416.
National Representative: Leonard Co., Newhouse Newspapers Metro Suburbia.

SEDALIA

1 - LOCATION: Pettis County. E&P Map B-3. County Seat. Industrial & agric. ctr. On U.S. Hwys. 50, 65. 65 mi. W of Jefferson City; 93 mi. ESE of Kansas City

2 - TRANSPORTATION: **Railroads**-Missouri Pacific; Missouri-Kansas-Texas.
Motor Freight Carriers-11.
Intercity Bus Lines-Continental Trailways

3 - POPULATION:
Corp. City 80 Cen. 20,927; E&P 85 Est. 19,989
CZ-ABC: (80) 20,927
RTZ-ABC: (80) 75,567
County 80 Cen. 36,378; E&P 85 Est. 36,592
City & RTZ-ABC: (80) 96,494

4 - HOUSEHOLDS:
City 80 Cen. 3,589; E&P 85 Est. 8,479
County 80 Cen. 13,839; E&P 85 Est. 14,387
CZ-ABC: (80) 8,589
RTZ-ABC: (80) 27,201
City & RTZ-ABC: (80) 35,790

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$350,000,000
Commercial	5	$284,019,000

6 - PASSENGER AUTOS: County 22,908

7 - ELECTRIC METERS: Residence 10,852

8 - GAS METERS: Residence 9,559

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-R.R. 159 ($380);

Glass 132 ($329); Textile 429 ($365); Shoes 538 ($255); Utilities 221 ($356); Road Constr. 366 ($369); Metal Processing 467 ($251); Elec. Motor Housewares 337 ($199); Dairy Prod. 41 ($294); Photo Proc. 198 ($242); Truck Bodies 480 ($268); Disinfectants 119 ($251); Steel Rope Cable 142 ($341); Alum. Cable 391 ($309); Chemicals 46 ($304); Auto Wheels 458 ($241); Air Compres. 137 ($325); Metal Tool Boxes 467 ($290); Prtg.-Publ. 145 ($318); Civ. Emp. WAFB 377 ($284); City, County, State & Fed. Emp. 242 ($283).

10 - CLIMATE: Average Temp.-Spring 64; Summer 74; Fall 44; Winter 34. First killing frost, Oct. 10; last killing frost, Apr. 25.

11 - TAP WATER: Alkaline, hard, flouridated.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Ohio St.; 4 on Main St.; 5 on Osage St.; 4 on Second St.; 3 on Third St.

Neighborhood Shopping Centers-Fifth and Engineers Sts.; 3 blocks on W. 16th (Vermont to Grand); 12 blocks on South Limit Ave. (Broadway to 20th St.); West Broadway-13 blocks (Warren to Thompson Blvd.)

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Thompson Hills(22)	2	JCPenney, Roth's, Consumers, Wal-Mart, Gambles, Skaggs, Osco
State Fair(28)	2	Bings, K mart, Sherwin-Williams
Consumer's	4	Consumer's

Principal Shopping Days-Fri., Sat., Mon.

Stores Open-Mon., Fri. Evg.; Food Sun.

13 - RETAIL OUTLETS: **Department Stores**-C.W. Flower; JCPenney; Montgomery Ward; Roth's.

Discount Stores-Town & Country (Shoes); Wal-Mart; Kings Court Clothing; K mart.

Chain Drug Stores-Skagg's; Osco; Bing's Rexall 2.

Chain Supermarkets-Consumer's 2; Bing's 3; AF Super; Safeway; Aldi's.

Other Chain Stores-Sears; Singer Co.; Connors; Firestone; Merle Norman; Payless Shoes; Westlake Hdwe.; Western Auto; Sherwin-Williams Paint; Volume Shoe; Sutherland Lumber; Herrman Lumber; Fashion Crossroads; MFA Tire; Show Me Electronics; Radio Shack; B.F. Goodrich; Computerland.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 14,238; (S) 15,516; Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: Don Alexander, Adv. Mgr., DEMOCRAT, 7th & Massachusetts Aves., Sedalia, MO 65301; Tel. (816) 826-1000.

National Representative: Papert Companies.

SIKESTON

1 - LOCATION: Scott County, E&P Map D-4. Trade ctr., grain & cotton mkt. Midway bet. St. Louis and Memphis. U.S. Hwys. 60, 61, 62; Interstate 55, 57.

2 - TRANSPORTATION: **Railroads**-Frisco; Missouri Pacific.

Motor Freight Carriers-7.

Intercity Bus Lines-Greyhound; St. Louis-Cape; Connors.

3 - POPULATION:

Corp. City 80 Cen. 17,431; E&P 85 Est. 19,433
CZ-ABC: (80) 17,431
RTZ-ABC: (80) 75,194
County 80 Cen. 39,647; E&P 85 Est. 40,745
City & RTZ-ABC: (80) 92,625

4 - HOUSEHOLDS:

Corp. City 80 Cen. 6,344; E&P 85 Est. 7,212
CZ-ABC: (80) 6,344
RTZ-ABC: (80) 26,552
County 80 Cen. 13,967; E&P 85 Est. 14,831
City & RTZ-ABC: (80) 32,896

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$288,830,304
Commercial	3	$151,583,266

6 - PASSENGER AUTOS: County 25,334.

7 - ELECTRIC METERS: Residence 6,700.

8 - GAS METERS: Residence 5,279.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food 200; Lock 292; Milk Cartons 125; Wooden Pallets 116; Concrete Block 520; Bakery Prod. 130; National Lock 290; Leather Jackets; Plastic Wire & Cable 118.

Principal Industrial Pay Days-Fri., 1, 15.

10 - CLIMATE: Spring 58; Summer 78; Fall 61; Winter 38.

11 - TAP WATER: Alkaline, hard (8 gpg).

12 - RETAILING: **Principal Shopping Centers**-2 blocks on Front St.; 2 on Center; 2 on New Madrid St.; 2 on Kings.

Neighborhood Shopping Centers-U.S. Hwy. 61 South (S. Kings Highway); U.S. Hwy. 62-East (Malone Ave.)

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kingsway Plz.(45)	NA	TG&Y, Piggly Wiggly, JCPenney
Mid-Towner Vlg.(18)	NA	Wal-Mart, Sears, P.N. Hirsch
Kingway Shops(15)	NA	Kroger
North Main Port(12)	NA	

Principal Shopping Days-Fri., Sat., Mon., Thur.

13 - RETAIL OUTLETS: **Department Stores**-Buckner Ragsdale; JCPenney; Accent Shop; Eubank Finney; Falkoffs; Marys Botique; Golde's.

Discount Stores-Homestead; Wal-Mart; Dollar General; Mills Dist.; Riverside Lumber Inc.; Moore's Firestone.

Chain Drug Stores-Super D 2.

Chain Supermarkets-IGA; Piggly Wiggly; Stan's.

Other Chain Stores-Goodyear; Malone & Hyde; Sears; Mode O'Day; Baskin-Robbins; Radio Shack; TG&Y; Singer; Otasco.

14 - NEWSPAPERS: STANDARD (e-mon to fri) 9,054; (S) 9,267; Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: Howard Harper, Adv. Dir., STANDARD, 205 S. New Madrid, Sikeston, MO 63801; Tel. (314) 471-1137.

National Representative: Papert Companies.

SPRINGFIELD

1 - LOCATION: Greene County (MSA), E&P Map B-4. County Seat. Shipping, whol., distribution, manufacturers, agric. and dairying ctr. On U.S. I-44, Hwy. 44, U.S. Hwys. 60, 65, 66, 160, 266 and State Hwy. 13, in SW part of the state, 185 mi. SE of Kansas City, 221 mi. SW of St. Louis, 302 mi. NW of Memphis, Tenn.

2 - TRANSPORTATION: **Railroads**-Burlington-Northern; Missouri Pacific.

Motor Freight Carriers-20.

Intercity Bus Lines-Continental Trailways; Jefferson Transit; Greyhound; Sunnyland Stages; M.K.O.; Missouri Transit; Ark-Mo Coach Lines; Springfield City Utilities.

Airlines-Ozark; Frontier.

3 - POPULATION:

Corp. City 80 Cen. 133,116; E&P 85 Est. 145,657
CZ-ABC: (80) 133,116
RTZ-ABC: (80) 357,248
MSA 80 Cen. 207,704; E&P 85 Est. 217,393
County 80 Cen. 185,302; E&P 85 Est. 193,513
City & RTZ-ABC: (80) 490,364

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

City 80 Cen. 51,702; E&P 85 Est. 58,214
County 80 Cen. 69,199; E&P 85 Est. 74,604
MSA 80 Cen. 77,178; E&P 85 Est. 83,336
CZ-ABC: (80) 51,702
RTZ-ABC: (80) 131,417
City & RTZ-ABC: (80) 183,119

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	7	$824,012,400
Commercial	10	$969,966,000

6 - PASSENGER AUTOS: County 105,418.

7 - ELECTRIC METERS: Residence 54,314.

8 - GAS METERS: Residence 48,627.

9 - PRINCIPAL INDUSTRIES: Clothing; Furniture; Paper Cups & Containers; Tablets & Pub.; Dairy; Auto Trailers & Truck Beds; R.R. Equip.; Agric. Prods.; Food Proc.; U.S. Govt. Offices; Chemical Prods.; Meat Packing; Fabricated Metals; Rubber V Belts; Paint; Shoes; Boats; Candy; Electronics; Fractional Hp. Motors; Color Television; Apparel; Textiles; Paper Prods.; Publishing; Lumber; Plastics; Optical Prods.; Prestressed Concrete.

10 - CLIMATE: Min. & Max. Temp.-Spring 4-48; Summer 45-113; Fall 9-92; Winter 20-92. First killing frost, Sept. 27; last killing frost, April 9.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Battlefield Mall; Downtown Park Central Mall; North Town Mall; Plz. Shopping Ctr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Battlefield Mall(140)	NA	Dillard's, JCPenney, Mont. Ward, Sears
Battlefield Sq.	NA	Venture
Brentwood(32)	NA	Cloth World, Western Auto, Radio Shack
Country Club(40)	NA	Consumers
Crighton Ctr.(8)	NA	Crighton Supply
Downtown Park Central(90)	NA	Heer's
Fremont Ctr.(24)	NA	Athletic Attic, Rag Merchants
Glen Isle(19)	NA	Ed V. Williams, Missouri Mill
Hill Crest(7)	NA	Consumers, Ben Franklin
K mart(10)	NA	K mart
North Town Mall(50)	NA	Wal-Mart, Consumers, Medicare Glaser
Old Town(19)	NA	Ethan Allen
Parkcrest(28)	NA	Consumers, Ben Franklin
Plaza(50)	NA	Freeman's
Plaza Tower's Ctr.(33)	NA	Miss Mizzou
Southern Hills(23) (23)	NA	Consumers, Ben Franklin
Tiffany Sq.(43)	NA	Dale's Farm Market
Town & Country(9)	NA	Dillons
Village(13)	NA	Sears
Wedgewood(9)	NA	Maschino's Hdwe., Consumers
Commercial St.(100)	NA	

Principal Shopping Days-Mon., Thur., through Sun.

Stores Open Evenings-Mon. and Fri.; Battlefield Mall open 6 nights.

Stores Open Sundays-Food, Drug, Discount Houses, and Dept. Stores.

13 - RETAIL OUTLETS: **Department Stores**-Busy Bee 2; Dillard's; Heers, Inc. 2 (Allied Unit); JCPenney; Newman's; Montgomery Ward; Sears; Golde's; Famous Barr.

Catalog-Sears; Serv. Merchandise; JCPenney.

Variety Stores-Woolworth; Ben Franklin.

Discount Stores-Skaggs 2; Barnes General Store; Venture; Farmers Market; K mart 3; Wal-Mart 4; Service Merchandise.

Chain Drug Stores-Skaggs 3; Osco 2; Medicare Glaser 6; Gordon Rexall; Cotter's Rexall; Grove Pharmacy 3; Venture Drugs; Pay-Rite.

Chain Supermarkets-Rameys 5; So-Lo 8; Dillons 3; Smitty's 2; Consumers 10.

Other Chain Stores-Auto Supplies: Western Auto; Goodyear 2; Goodrich; Firestone; Stinger's 6; O'Reilly Auto 8; Otasco 4; Midas Muffler 2. Shoes: Allen Barker's; Dryer-Williams 4; Pay-Less 2; Kinney's 2; Quali-Craft; Thom McAn; Jarmen; Hush Puppies 2; Buster Brown; Edison. Women's Apparel: Farris 3; Paris; Stuarts; Tempo Fashions. Jewelry & Optical: Hess & Culbertson; Zale's 3; Douglas Optical 2; Pearl Optical 2; King Optical; The Spec Shop. Furniture: Edward Keith; Mulhollan's; Sedgewick's; Gilbert; Wheeler's; Ethan Allen Carriage House; King Comfort; La-Z-Boy; Factory Furniture World. Others: Cook Paint & Varnish; Russell Stover; Fuggit; Git & Go 20; 7-Eleven 4.

14 - NEWSPAPERS: NEWS (m-mon to fri) 33,397; LEADER & PRESS (e-mon to fri) 27,979; NEWS & LEADER (m-sat) 58,969; (S) 88,621; Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: Michael Blasi, Nat'l Adv. Mgr., NEWS and LEADER & PRESS, 651 Boonville, Springfield, MO 65801; Tel. (417) 836-1100.

National Representative: Gannett Media Sales.

TRENTON

1 - LOCATION: Grundy County, E&P Map B-2. County Seat. Agricultural and residential center 104 mi. NE of Kansas City; 81 mi. NE of St. Joseph in N central part of State. On U.S. Hwy 65 and State 6.

2 - TRANSPORTATION: **Railroads**-Chicago and Northwestern.

Motor Freight Carriers-3.

3 - POPULATION:

Corp. City 80 Cen. 6,811; E&P 85 Est. 7,281
County 80 Cen. 11,959; E&P 85 Est. 12,062

4 - HOUSEHOLDS:

City 80 Cen. 2,957; E&P 85 Est. 3,161
County 80 Cen. 4,866; E&P 85 Est. 5,000

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$103,846,000

6 - PASSENGER AUTOS: County 7,230.

7 - ELECTRIC METERS: County 7,326.

8 - GAS METERS: County 3,691.

9 - PRINCIPAL INDUSTRIES: Dairies; R.R.; Bakery; Cement & Sand Prod.; Tractor Parts & Service; Vaults & Bldg. Matls.; Farm Prp Prod.; Foods; Chemicals; Meat Processing; Radiator Mfg.

Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-90; Summer 70-103; Fall 50-93; Winter -10-55. First killing frost, Oct. 1; last killing frost, Mar. 15.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Shopping Center**-Eastgate (15 stores-Dollar General, Hy-Vee Foods, IGA Foodliner, Place's Family Ctr., Ben Franklin, JCPenney).

Principal Shopping Days-Wed., Thur., Fri., Sat.

Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Dollar General.

Variety Stores-Ben Franklin.

Discount Stores-Place's.

Chain Supermarkets-Hy-Vee; IGA Foodliner.

Other Chain Stores-Sears (catalog); Montgomery Ward.

14 - NEWSPAPERS: REPUBLICAN-TIMES (e) 4,335; sworn Sept. 28, 1984.

Local Contact for Advertising and Merchandising Data: Wendell Lenhart, Pres., REPUBLICAN-TIMES, PO Box 548, 122 E. Eighth St., Trenton, MO 64683; Tel. (816) 359-2212.

National Representative: Missouri Press Service.

WARRENSBURG

1 - LOCATION: Johnson County, E&P Map B-3. County Seat. Agricultural Center. Central Missouri State University and Whiteman AFB. On U.S. 50 Hwy., State Hwy. 13, 50 mi. E of Kansas City, 90 mi. W of Jefferson City.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific.

Motor Freight Carriers-2.

Intercity Bus Lines-Continental Trailways.

Airlines-Non-scheduled flights only.

3 - POPULATION:

Corp. City 80 Cen. 13,807; E&P 85 Est. 14,262
CZ-ABC: (80) 13,807
RTZ-ABC: (80) 25,252
County 80 Cen. 39,059; E&P 85 Est. 39,221
City & RTZ-ABC: (80) 39,059

4 - HOUSEHOLDS:

City 80 Cen. 4,100; E&P 85 Est. 4,351
CZ-ABC: (80) 4,100
RTZ-ABC: (80) 8,439
County 80 Cen. 12,539; E&P 85 Est. 12,958
City & RTZ-ABC: (80) 12,539

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$46,900,000
Commercial	3	$119,561,000

6 - PASSENGER AUTOS: County 22,669.

7 - ELECTRIC METERS: Residence 5,704.

8 - GAS METERS: Residence 6,303 (incl. business).

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Uniforms 482; Energy Prod.

Principal Industrial Pay Days-Sat., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 60-102; Fall 40-80; Winter -2-50. First killing frost, Oct. 20; last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, very hard, fluoridation 0.55.

12 - RETAILING: **Principal Shopping Center**-13 blocks on Holden St., Pine St., Culton St., Washington, Railroad St.

Neighborhood Shopping Centers-Business Rt. 50, 6 blocks; South Maguire, 4 near College Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
South Mall	3	Bi-Lo
Northpark(16)	2	Mont. Ward, TG&Y, JC Penney
Wal-Mart	3	Wal-Mart

Principal Shopping Days-Mon., Wed., Thur., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Foster's; Connor-Wagoner; Russell Bros.; Vernaz.

Variety Stores-TG&Y; Wal-Mart.

Chain Drug Stores-Cripps; Revco.

Chain Supermarkets-Bi-Lo 2; Safeway.

Other Chain Stores-Sears; Montgomery Ward; Payless Shoes; JC Penney.

14 - NEWSPAPERS: STAR-JOURNAL (e-mon to fri) 5,449; Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: Don Kirkpatrick, Adv. Dir., STAR-JOURNAL, 135 East Market St., Warrensburg, MO 64093; Tel. (817) 747-8123.

National Representative: Missouri Press Service.

WAYNESVILLE

1 - LOCATION: Pulaski County, E&P Map B-4. County agricultural center; near Fort Leonard

Wood Military Base; in center of state. 75 mi. NE of Springfield; on U.S. I-44, State 17 & 133.

2 - TRANSPORTATION: Railroads-St. Louis-San Francisco.

3 - POPULATION:
Corp. City 80 Cen. 2,879; E&P 85 Est. 2,920
County 80 Cen. 42,011; E&P 85 Est. 46,548

4 - HOUSEHOLDS:
City 80 Cen. 1,087; E&P 85 Est. 1,235
County 80 Cen. 10,525; E&P 85 Est. 12,489

5 - BANKS	**NUMBER**	**DEPOSITS**
Commerical	2	$18,000,000

6 - PASSENGER AUTOS: County 23,300

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Military Base; Farming Corn & Wheat.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-75; Summer 70-100; Fall 30-75; Winter 0-70. First killing frost Oct. 15; last killing frost, Apr. 3.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Centers-Bobby's Shopping Center (17 stores); Gateway (9 stores); Main Gate (8 stores); Mini-Mall (21 stores).

13 - RETAIL OUTLETS: Chain Stores-Sav-A-Lot; Wal-Mart; IGA.

14 - NEWSPAPERS: DAILY FORT GATEWAY GUIDE (e-mon to fri) 4,776; GUIDE DEMOCRAT (S) 4,776, sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Herb Pyles, Gen. Mgr., FORT GATEWAY GUIDE & GUIDE DEMOCRAT, Box 578, Waynesville, MO 65583; Tel. (314) 336-3711.
National Representatives: Missouri Press Service; American Newspaper Representatives.

WEST PLAINS

1 - LOCATION: Howell County. E&P Map C-4. County Seat. Shipping & wholesale ctr., agriculture, dairy, & oak lumber area. South central part of state, 270 mi. from Kansas City; 215 mi. from St. Louis; 115 mi. from Springfield; 170 mi. from Memphis; 190 mi. from Little Rock. On U.S. Hwys. 63, 160; State Hwys. 14, 17.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-3.
Bus Lines-Continental Trailways.
Airlines-2 charter planes.

3 - POPULATION:
Corp. City 80 Cen. 7,741; E&P 85 Est. 8,768
County 80 Cen. 28,807; E&P 85 Est. 30,720
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,232; E&P 85 Est. 3,700
County 80 Cen. 10,759; E&P 85 Est. 11,815

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$183,902,888
Savings & Loan	2	$341,531,064

6 - PASSENGER AUTOS: County 19,420

7 - ELECTRIC METERS: Residence 3,650

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage): Shoes 565 ($150); Sawmill 436 ($136); Woodworking 153 ($138); Truck Bodies 345 ($195); Electrical 595 ($162); Sales and Service 1,250 ($147); Beef cattle and feeder pigs, annual sales $26,739,900 (1980).
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-75; Summer 62-106; Fall 30-75; Winter 0-70. First killing frost, Nov. 3; last killing frost, Apr. 5.

11 - TAP WATER: Neutral, hard, chlorinated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Court Sq.; 1 on S. Main; 4 on West Main; 3 East Main; 3 Wash. Ave.; 2 W. Broadway; 4 Hwy. 63 N.
Shopping Centers-Park-Way (20 stores); West Main Plaza (15 stores); Southern Hills, West 160 (15 stores).
Principal Shopping Days-Sat., Mon.
Stores Open Evenings-Parkway Shopping Center, Southern Hills Shopping Center; McCrory on the Square.

13 - RETAIL OUTLETS: Department Stores-Aid's; Dollar General; Richards Bros. Dry Goods; Padgett Hardware; J. W. Mushrush Co.; West's.
Discount Stores-McCrory; Wal-Mart.
Chain Drug Stores-Wilke Walgreens, Red Apple Rexall; Revco.
Chain Supermarkets-Nu-Way; Richards Bros. 6; Wallace Owens; Ramey's Foodland; Consumers; Stanley's Thriftway Foodliner.
Other Chain Stores-Herrman Lumber; Goodyear; Otasco; Sears; Meeks Building Center; Montgomery Ward; Parts Pro.

14 - NEWSPAPERS: QUILL (e-mon to fri) 9,229, sworn Sept. 26, 1984.
Local Contact for Advertising and Merchandising Data: Judith Hurler, Adv. Mgr., QUILL, 125 N. Jefferson, West Plains, MO 65775; Tel. (417) 256-9191.
National Representative: Missouri Press Service.

MONTANA SURVEYS

METROPOLITAN STATISTICAL AREAS

Billings-Yellowstone County.
Great Falls-Cascade County.

POPULATION ESTIMATES

(Thousands)

Age Group	**1970**	**1980**	**1986**
Under 5 Years	57	64	69
5-14 Years	151	123	132
15-24 Years	122	149	160
25-44 Years	155	221	237
45-64 Years	141	145	155
65 and Over	68	85	90
TOTAL	694	787	843

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	**1977 Census**	**1982 Census**	**1986 Est.**
Bldg. Mat./Hdwr.	260	266	354
General Mdse.	245	300	352
Food	599	927	1,021
Automobiles	604	730	1,099
Gasoline Stations	272	388	380
Apparel	137	197	240
Furniture	122	164	236
Eat-Drink Places	275	413	490
Drugs	99	135	168
TOTAL SALES	2,848	3,955	4,702

ANACONDA
See BUTTE

BILLINGS

1 - LOCATION: Yellowstone County (MSA). E&P Map D-3. County Seat. Shipping, small mfg. Oil exploration, supply and refining. Trans., agric., livestock shipping & wholesaling ctr. On U.S. Hwys. 10, 12, 87, 310, I-90 and 94. 900 mi. W of Minneapolis, 600 mi. NNW of Denver, 600 mi. NNE of Salt Lake City; and 560 mi. SE of Spokane, WA.

2 - TRANSPORTATION: Railroads-Burlington Northern.
Motor Freight Carriers-81.
Intercity Bus Lines-Trailways; Greyhound; Rimrock Stages; Missouri Valley Trails; Intermountain Lines.
Airlines-Northwest; Western; Frontier; Continental; Big Sky.

3 - POPULATION:
Corp. City 80 Cen. 66,842; E&P 85 Est. 73,666
CZ-ABC: (80) 86,493
RTZ-ABC: (80) 174,086
County/MSA 80 Cen. 108,035; E&P 85 Est. 119,064
City & RTZ-ABC: (80) 260,579
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 26,265; E&P 85 Est. 29,724
County/MSA 80 Cen. 39,891; E&P 85 Est. 45,387
CZ-ABC: (80) 32,732
RTZ-ABC: (80) 61,439
City & RTZ-ABC: (80) 94,171

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	10	$764,370,000
Savings & Loan	2	$269,451,473

6 - PASSENGER AUTOS: County 69,436

7 - ELECTRIC METERS: Residence 32,786

8 - GAS METERS: Residence 30,682

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Const. 2,100 ($527); Mfg. 3,900 ($401); Trans., Comm., Pub. Utilities 3,900 ($376); Trade 15,700 ($196); Fin., Real Estate, Ins. 2,300 ($210); Servs. 11,300 ($194); Gov. 8,000 (N.A.).
Principal Pay Days-1st & 15th; Railroad 5th & 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-67; Summer 55-82; Fall 28-48; Winter 17-36. First killing frost, Sept. 25; last killing frost, May 15.

11 - TAP WATER: Alkaline; very soft in spring and summer; very hard in winter. Not fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks on N 27 St.; 1 on S 27 St.; 5 on N Bway.; 4 on N 29 St.; 2 on S 29 St.; 3 on N 30 St.
Neighborhood Shopping Centers-Thirteenth St. & Grand Ave.; Billings Heights; 1st St. W at Cook Ave.; 10th St. W on Broadwater Ave.; 24th St. W & Cental; 13th & 16th St. W & Grand Ave.; Wicks Lane & Highway 10E.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Evergreen(5)	2	Odegaard's
Vet's Park	1	IGA
Broadwater(35)	1	Kuchera Furniture
Westgate(10)	2	Kon's Sooper
Four Seasons	3	Heights IGA, Western Drug
Big "B"	2	Buttrey's, Jewel Cos.
West Park(3)	2	Albertson's, Sears
Buttrey(16)	1	Buttrey's, Woolworth
K mart	4	K mart
LaBelle's	4	LaBelle's
Rimrock Mall(66)	4	Hennessy's, Wards, JCPenney
Target Store	4	Target

Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-Hart Albin; Cole's; JCPenney; Anthony's; Sears; Hennessy's; Montgomery Ward; Herberger's.
Chain Drug Stores-Skagg's 3; Odegaard.
Variety Stores-Woolworth; Kresge.
Discount Stores-Gibson's 2; K mart; LaBelle's; Target.
Chain Supermarkets-Albertson's 2; Buttrey's 5; Safeway 3; K mart; Kon's Soopers 4; Western Warehouse; 12 independent supermarkets.
Other Chain Stores-Gamble's; Singer Co.; Goodyear; Firestone; Sherwin-Williams; Marshall-Wells; Columbia Paint; Kinney's; Scheel's Hdwr.; Big Bear; Diana Shops; Three Sisters; Schiff's; Mode O'Day; K-G Men's; S&H Green Stamps; House of Fabrics; Zale's Jewelry; Baker Shoes; Sweetbriar; Dahle's; Stevenson's.

14 - NEWSPAPERS: GAZETTE (m) 61,572; (S) 62,976, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: John Watson, Adv. Dir., GAZETTE, 401 N. Broadway, Billings, MT 59101; Tel. (406) 657-1351.
National Representative: Branham/Newspaper Sales.

BOZEMAN

1 - LOCATION: Gallatin County. E&P Map C-3. County Seat. South central part of state. Shopping; Wholesale; small mfg.; small grain and hay farming; livestock; tourist and ski center. 85 miles E of Butte; 146 miles W of Billings on I-90, Hwys. 10 and 191.

2 - TRANSPORTATION: Railroads-Burlington Northern; CMStP&P.
Airlines-Northwest Orient; Frontier; Western.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Intermountain Stage.

3 - POPULATION:
Corp. City 80 Cen. 21,645; E&P 85 Est. 25,050
CZ-ABC: (80) 27,305
RTZ-ABC: (80) 28,117
County 80 Cen. 42,865; E&P 85 Est. 46,183
City & RTZ-ABC: (80) 55,422

4 - HOUSEHOLDS:
City 80 Cen. 7,512; E&P 85 Est. 8,359
County 80 Cen. 14,923; E&P 85 Est. 16,663
CZ-ABC: (80) 9,415
RTZ-ABC: (80) 10,399
City & RTZ-ABC: (80) 19,814

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$172,481,000
Savings & Loan	3	$87,000,000

6 - PASSENGER AUTOS: County 26,217

7 - ELECTRIC METERS: Residence 8,166

8 - GAS METERS: Residence 6,344

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Forest Prod. 450 ($185); Electronics ($185); Heavy Construction 400 ($255); Cement 110 ($235); University 700 ($165).
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-80; Summer 39-90; Fall 34-76; Winter 14-50.

11 - TAP WATER: Alkaline; 2 sources hard, 1 source soft.

12 - RETAILING: Principal Shopping Centers-8 blocks on Main St. and 2 N. and S. of Main; 11 on N. 7th; W. Main from 10th to 20th Sts.; Main Mall and University Shopping Center W edge of town.
Neighborhood Shopping Center-College St. at 8th & 9th.
Principal Shopping Days-Tues., Fri., Sat.
Stores Open Evenings-Groceries; Drugs; Discounts; Main Mall.

13 - RETAIL OUTLETS: Department Stores-Chambers-Fisher; JCPenney; Conrad's; The Bon; Anthony's.
Discount Stores-Gibson's; K mart; Ernst.
Chain Drug Stores-Western Drug; Osco; Pay'n Save.
Chain Supermarkets-Safeway; Buttrey's; IGA; Albertsons.

14 - NEWSPAPERS: CHRONICLE (e-mon to fri) 11,869; (S) 13,221, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Allen W. Jones, Adv. Mgr., CHRONICLE, 32 S. Rouse, PO Box 1188, Bozeman, MT 59715; Tel. (406) 587-4491.
National Representative: None.

BUTTE-ANACONDA

1 - LOCATION: Butte in Silver Bow County, Anaconda in Deer Lodge County. E&P Map B-3. County Seat. Mining and agric. ret., whol., trans. and miscellaneous mfg. ctr. Southwest part of the state (Butte), 66 mi. SW of Helena; 449 mi. N of Salt Lake City, UT; 1,141 mi. W of Minneapolis, MN; 329 mi. E of Spokane, WA. U.S. Hwys. 10S, 91, I-15, I-90.

2 - TRANSPORTATION: Railroads-CMSt.-P&Pac.; Burlington-Northern; UP and BA&P (frt.).
Motor Freight-18 lines available.
Bus Lines-Intermountain Trans.; Greyhound.
Airlines-Northwest; Western.

3 - POPULATION:
Corp. Cities 80 Cen. 49,723; E&P 85 Est. 47,751
  Butte 80 Cen. 37,205; E&P 85 Est. 36,047
  Anaconda 80 Cen. 12,518; E&P 85 Est. 11,704
CZ-ABC: (80) 42,518
RTZ-ABC: (80) 84,062
Counties 80 Cen. 50,610; E&P 85 Est. 48,611
  Silver Bow 80 Cen. 38,092; E&P 85 Est. 36,907
  Deer Lodge 80 Cen. 12,518; E&P 85 Est. 11,704
City & RTZ-ABC: (80) 126,580
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 18,677; E&P 85 Est. 18,476
  Butte 80 Cen. 14,256; E&P 85 Est. 14,210
  Anaconda 80 Cen. 4,421; E&P 85 Est. 4,266
CZ-ABC: (80) 16,484
RTZ-ABC: (80) 29,186
Counties 80 Cen. 19,026; E&P 85 Est. 18,822
  Silver Bow 80 Cen. 14,605; E&P 85 Est. 14,556
  Deer Lodge 80 Cen. 4,421; E&P 85 Est. 4,266
City & RTZ-ABC: (80) 45,670

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	5	$307,137,000
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: Counties: Silver Bow 19,573; Deer Lodge 5,814

7 - ELECTRIC METERS: Residence 18,506; Butte 14,241; Anaconda 4,265

8 - GAS METERS: Residence 15,523 Butte 12,133; Anaconda 3,390

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-N.A.
Principal Pay Days-Fri., Sat., 10th and 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-51; Summer 43-75; Fall 26-55; Winter 4-30. First killing frost, Sept. 16; last killing frost, May 29.

11 - TAP WATER: Butte and Anaconda-Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Butte: 6 blocks on Park St., 4 on Main St., 3 on Broadway; 6 on Harrison Ave. (neighborhood shopping ctr.). Anaconda: 5 blocks on Park St. and 5 on Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Harrison Ave.	1	Safeway
Butte Plaza(40)	4	Buttrey's, Skaggs, Woolworth
East Gate IGA	2	IGA
JCPenney	5	JCPenney

Stores Open Evenings-Shopping ctr. & food Daily to 9, Sun. 12-5. Food to Midnight; Auto Dealers: Mon.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney (Butte and Anaconda); Lutey's; Woolworth.
Variety Stores-Woolworth; Ben Franklin; Bonanza 88; Coast-to-Coast (Butte and Anaconda); Marchion Hardware (Anaconda).
Chain Drug Stores-Skaggs; Thrifty Rexall; Osco (Anaconda).
Chain Supermarkets-Safeway 2; Buttrey's 2; Lens; Terminal; IGA; Albertson's; Eggers Foods; Orvilles (Anaconda).
Other Chain Stores-Gallenkamp Shoes; Sherwin-Williams; Singer Co.; United Building Center; Gamer Shoe; AG Grocers; Pittsburgh Paints; Geo Steel Co.; Cenex; House of Fabrics.

14 - NEWSPAPERS: MONTANA STANDARD (m) 17,756; (S) 18,243; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Dan J. Killoy, Adv. Dir., MONTANA STANDARD, 25 W. Granite, Butte, MT 59701; Tel. (406) 782-8301.
National Representative: Branham/Newspaper Sales.

GREAT FALLS

1 - LOCATION: Cascade County (MSA), E&P Map C-2. County seat. Agric. and livestock economy. Regional trade ctr.; Malmstrom AFB. In the ctr. of the state. On U.S. Hwy. 87, 89, 91, I-15.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-7.
Intercity Bus Lines-Intermountain.
Airlines-Northwest Orient; Western; Frontier; United.
Charter Air Service-Rocky Mountain Air; Northern Aviation; Valley Aviation; Falcon Aviation; Dan Gliko Helicopters.

3 - POPULATION:
Corp. City 80 Cen. 56,725; E&P 85 Est. 55,018
CZ-ABC: (80) 71,239
RTZ-ABC: (80) 95,514
County/MSA 80 Cen. 80,696; E&P 85 Est. 80,979
City & RTZ-ABC: (80) 166,753
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 21,879; E&P 85 Est. 22,010
County/MSA 80 Cen. 29,385; E&P 85 Est. 30,405
CZ-ABC: (80) 26,170
RTZ-ABC: (80) 33,270
City & RTZ-ABC: (80) 59,440

5 - BANKS	NUMBER	DEPOSITS
Savings	7	$527,361,000
Savings & Loan	2	$114,900,064

6 - PASSENGER AUTOS: County 45,729.

7 - ELECTRIC METERS: Res. 24,072; Comm. 3,189.

8 - GAS METERS: Res. 20,290; Comm. 1,930.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-In Cascade Co.-Agriculture, Forestry 220 ($240); Oil & Mining 18 ($584); Constr. 1,385 ($427); Mfg. 1,200 ($364); Transp., Comm., & Pub. Util. 1,460 ($360); Wholesale Trade 2,302 ($361); Retail Trade 6,069 ($220); Fin., Ins., & R.E. 2,009 ($336); Services 6,729 ($273); Govt. 5,029 ($356); Air Force 4,400 ($353).
Principal Industrial Pay Days-Mon., 15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-66; Summer 47-85; Fall 24-71; Winter 16-34. First killing frost, Sept. 28; last killing frost, May 9.

11 - TAP WATER: Alkaline, moderately hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-11 blocks on Central Ave., 8 on 1st Ave. N, 5 on 1st Ave. S; 54 blocks on 10th Ave. S.
Neighborhood Shopping Centers-6th Ave. N bet. 25th and 26th Sts.; 1st Ave. NW bet. 6th & 7th Sts.; 10 Ave. So. bet. 35th & 36th Sts.; 10th & 11th Ave. S bet. 9th & 13th Sts.; Riverview and Smelter Ave.; 10th Ave. S bet. 26th & 27th Sts.; 10th Ave. S bet. 48th & 49th Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
25th St. North(12)	2	Reds, IGA
Riverview	2	Ryan, IGA
10th Ave. South(4)	4	Denny's, IGA
West Side	1	Noble's Foodland
25 St South (5)	3	Buttreys
Holiday Vlg (103)	2	Albertson's, Mont. Ward
Westgate(18)	2	Buttreys
K mart	2	K mart

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Bon Marche (Allied Stores); Sears; Montgomery Ward; JCPenney; C.R. Anthony; Herbergers; Poulsen's.
Variety Stores-Woolworth; Ben Franklin; Bonanza 88¢ Center.

Discount Stores-K mart 2; Malmstrom Air Force Base Exchange; Fleet Wholesale Supply; Big R Supply; Big Bear.
Chain Drug Stores-Western 3; Osco 3; Pay'N Save.
Chain Supermarkets-Ryan Merc.; IGA 3; Buttrey Foods 4; Albertson's; Circle K 8; Mini-Mart 5.

Other Chain Stores-Coast to Coast; Conrad's; Singer Co.; Firestone; Sherwin-Williams; Columbia Paint; K-G Mens Store; Red Wing Shoes; Claire's Boutique; Our Own Hardware; Swiss Colony; Zale's Jewelry; House of Fabrics; Whipples Card Shop; OK Hardware; Ernst Home Center.

14 - NEWSPAPERS: TRIBUNE (m) 37,230; (S) 42,716; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Daniel L. Henderson, Nat'l Adv. Mgr., TRIBUNE, 205 River Dr. S., Box 5468, Great Falls, MT 59403; Tel. (406) 761-6666.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

HAMILTON

1 - LOCATION: Ravalli County, E&P Map B-3. County Seat. 48 mi. S of Missoula on U.S. Hwy 93.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Intercity Bus Lines-Bitter Root Stage.

3 - POPULATION:
Corp. City 80 Cen. 2,661; E&P 85 Est. 3,150
County 80 Cen. 22,493; E&P 85 Est. 25,725

4 - HOUSEHOLDS:
City 80 Cen. 1,254; E&P 85 Est. 1,464
County 80 Cen. 8,008; E&P 85 Est. 9,427

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$69,273,902

6 - PASSENGER AUTOS: County 13,101.

7 - ELECTRIC METERS: Residence 2,591.

8 - GAS METERS: Residence 2,201.

9 - PRINCIPAL INDUSTRIES: Lumbering Mills; Dairy Prod. Processing; Fruit & Vegetable Cannery; Branch Laboratory U.S.P.H.S.; Headquarters Bitter Root Natl. Forest; Trapper Creek Conservation Camp; Tourism & Recreation; Winter Ski Area; Medical Equip. Mfg.; Log Home Mfg.

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline, hard, deep well water.

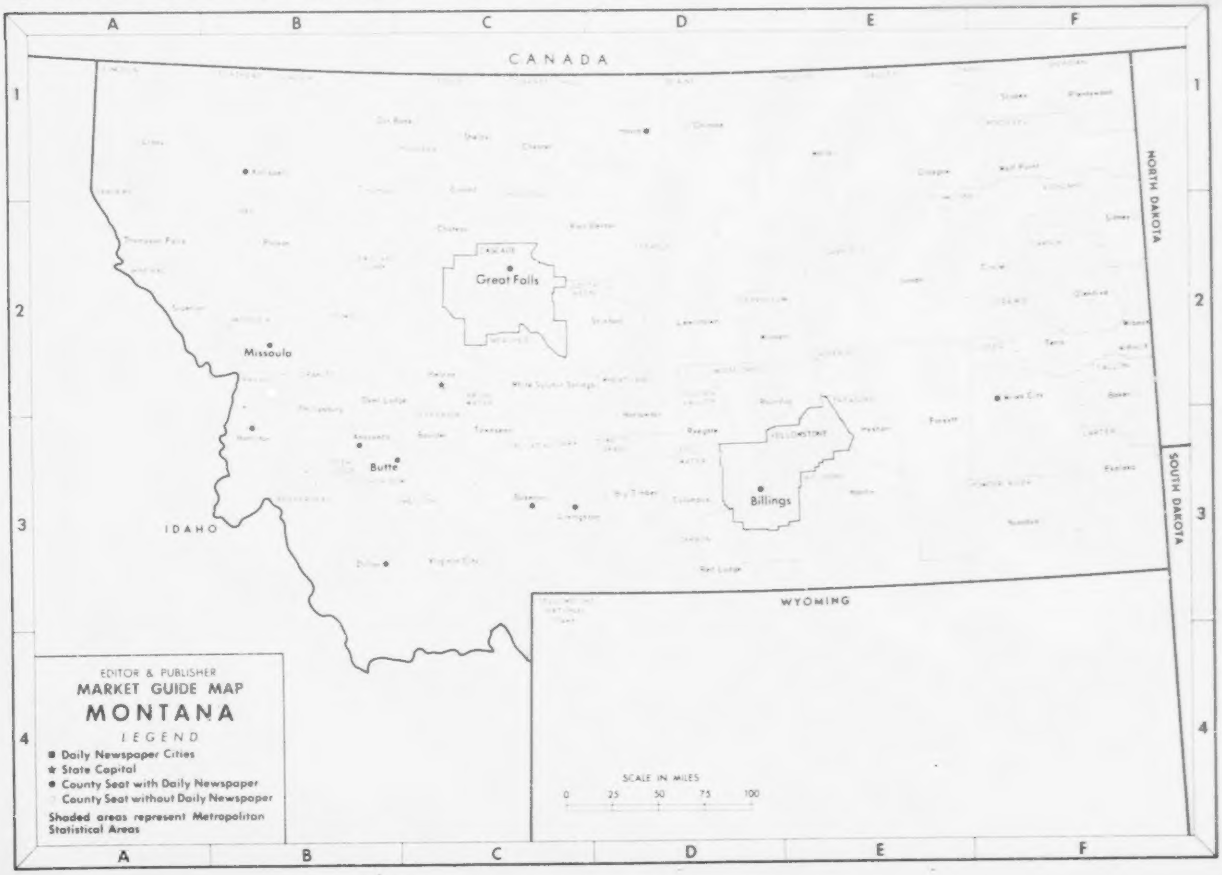
12 - RETAILING: **Principal Shopping Days**-Mon., Wed. & Sat.

Stores Open Evenings-Grocery, sporting goods, variety, wine.

13 - RETAIL OUTLETS: **Variety Stores**-Sprouse-Reitz; Ben Franklin; Bonanza 88.
Chain Drug Stores-Downing's Rexall; Walgreens.
Chain Supermarkets-Safeway; Economy; IGA; Ex-cell Low Cost Ctr.

Other Chain Stores-JCPenney; Anthony's; Coast-to-Coast; Farmers Union Co-op; Sears (catalog); Montgomery Ward; Western Auto; UBC.

14 - NEWSPAPERS: REPUBLIC (m-mon to fri) 4,172, sworn Oct. 1, 1984.



Local Contact for Advertising and Merchandising Data: Jo Gmazel-Bartlley, Adv. Mgr., REPUBLIC, 232 Main St., Hamilton, MT 59840. Tel. (406) 363-3300.
National Representative: National Advertising Service; Scripps League Newspapers.

HAVRE

1 - LOCATION: Hill County. E&P Map D-1. County Seat. Shipping, education, agricultural and livestock center.

2 - TRANSPORTATION: **Railroads**-BN.
Motor Freight Carriers-3.
Intercity Bus Lines-Intermountain; Burlington Northern.
Airlines-Big Sky Airlines.

3 - POPULATION:
Corp. City 80 Cen. 10,891; E&P 85 Est. 11,392.
County 80 Cen. 17,985; E&P 85 Est. 18,488.

4 - HOUSEHOLDS:
City 80 Cen. 4,069; E&P 85 Est. 4,165.
County 80 Cen. 6,305; E&P 85 Est. 6,647.

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$137,157,000
Savings & Loan	2	$69,319,956

6 - PASSENGER AUTOS: County 9,233.

7 - ELECTRIC METERS: Residence 4,958.

8 - GAS METERS: Residence 4,303.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners: Railroad 900.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-82; Summer 52-102; Fall 33-57; Winter -20-52. First killing frost, Sept. 21; last killing frost, Apr. 11.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on 4 sts.; The Atrium, downtown shopping mall (30 units); Holiday Village (42 units).
Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Gamble's; JCPenney; Woolworth's; Coast-to-Coast; Herbergers; K mart.
Variety Stores-Fleet Wholesale; Bonanza 88; Sandvig's.
Chain Drug Stores-Western 3; Osco.
Chain Supermarkets-Safeway; Buttrey; Super Save; Western Warehouse.
Other Chain Stores-Montgomery Ward; Sears (catalog); Kinney Shoes; House of Fabrics; Anita Shops; Maurice's; Hallmark; Desmonds; Zale's.

14 - NEWSPAPERS: DAILY NEWS (e-mon to fri) 4,475; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: Dwight C. Pfeifer, DAILY NEWS, 119 2nd St., PO Box 431, Havre, MT 59501. Tel. (406) 265-6795.
National Representative: None.

HELENA

1 - LOCATION: Lewis and Clark County. E&P Map C-2. State Capital. County Seat. On U.S. Hwys. 12 and 91, I-15, 65 mi. NE of Butte, 94 mi. SW of Great Falls. A telephone communications ctr.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Garrett Freightlines; Salt Creek Freightways.
Bus Lines-Intermountain Bus Lines.
Airlines-Frontier; Northwest; Western Airline; Morrison Flying Service; Capital Aero-air taxi.

3 - POPULATION:
Corp. City 80 Cen. 23,938; E&P 85 Est. 26,718.
NDM-ABC: (80) 38,853.
RTZ-ABC: (80) 11,191.
County 80 Cen. 43,039; E&P 85 Est. 46,749.
NDM & RTZ-ABC: (80) 50,044.

4 - HOUSEHOLDS:
City 80 Cen. 9,475; E&P 85 Est. 10,215.
County 80 Cen. 16,066; E&P 85 Est. 18,021.
NDM-ABC: (80) 14,565.
RTZ-ABC: (80) 3,859.
NDM & RTZ-ABC: (80) 18,424.

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$126,973,000
Commercial	5	$224,935,000

6 - PASSENGER AUTOS: County 26,727.

7 - ELECTRIC METERS: Residence 21,196.

8 - GAS METERS: Residence 11,595.

9 - PRINCIPAL INDUSTRIES: Mining; Ranching; Sand Gravel; Smelting & Refining; Cement; Govt.
Principal Pay Days-1st, 15th, 20th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-55; Summer 52-83; Fall 32-57; Winter 7-27. First killing frost, Oct. 2; last killing frost, May 2.

11 - TAP WATER: Neutral (2 systems); 1 very soft, 1 very hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-Downtown, 8 blocks on N & S Main St.; Capital Hill Ctr., 11th & Roberts; Lundy Ctr., Euclid & N Benton; Northgate Plz., N Montana & Cluster.
Neighborhood Shopping Centers-Montana and Boulder Aves.; Lyndale at National Ave.; 11th & Montana; Benton at Euclid; 11th & Prospect; Montana & Cedar.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Capital Hill(44)	NA	JCPenney, Hennessy's, Super Save Drugs
Lundy's(8)	NA	Bergum, Super Save, Ben Franklin
Northgate(6)	NA	Gibson's, Super Save, Power-Townsend Co.
Downtown(45)	NA	

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Some Mon.; Food every night; Shopping Ctrs. every night; some Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Hennessy's.
Variety Stores-Ben Franklin.
Discount Stores-Gibson's; K mart.
Chain Drug Stores-Osco; Super Save; Bergum.
Chain Supermarkets-Buttrey's; Safeway; Super Save; Albertson's; Heritage IGA.
Other Chain Stores-Goodyear; Sears (catalog); Coast to Coast; K-G Men's Stores; Conrad's; Gallenkamp Shoes; Montgomery Ward; Radio Shack; Woolcott's; Leslie's Hallmark; Maurice's.

14 - NEWSPAPERS: INDEPENDENT RECORD (e) 13,930; (S) 14,273; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: George Dilloo, Adv. Dir., INDEPENDENT RECORD, 317 Allen St., PO Box 4249, Helena, MT 59601. Tel. (406) 442-7190.
National Representative: Branham/Newspaper Sales.

KALISPELL

1 - LOCATION: Flathead County. E&P Map B-1. County Seat. Trading center, on Flathead River in NW part of state: 30 mi. from Glacier Natl. Park, 250 mi. W of Great Falls, 250 mi. E of Spokane, 125 mi. N of Missoula, 260 mi. NW of Helena.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-5.
Intercity Bus Lines-Intermountain Transp.; Brown Bus; Lincoln Stage Line.
Airlines-Frontier; Western; Cascade.

3 - POPULATION:
Corp. City 80 Cen. 10,648; E&P 85 Est. 11,481.
County 80 Cen. 51,966; E&P 85 Est. 55,645.
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,396; E&P 85 Est. 4,437.
County 80 Cen. 18,790; E&P 85 Est. 20,762.

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$130,300,000
Commercial	4	$251,304,206

6 - PASSENGER AUTOS: County 31,546.

7 - ELECTRIC METERS: Residence 15,500.

8 - GAS METERS: Residence 10,900.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber Mills 1,000 ($370); Wood Prod. 300 ($380); Aluminum 700 ($450); Fruit Packing 250 ($225); Semi Tool High-Tek 60 ($8.00 per hr.); Farming, Grain, Mint, Cattle, Dairy, Seed Potatoes 1,500 ($200).
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-83; Summer 24-105; Fall 14-76; Winter 26-56. First killing frost, Sept. 12-13; last killing frost, May 5-30.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main St.; 2 on 1st Ave. E; 2 on 1st Ave. W; 2 on 1st St.; 4 on 2nd St.; 2 on 3rd St.; 2 on E Idaho St.; on U.S. 93 outskirts of City; Gateway West Mall, Hwy. 2 W; K mart, Hwy. 2 E.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Whitefish	15	Markus, Safeway
Mountain Mall(30)	NA	
Somers	8	Peoples
Columbia Falls	15	Davall, B&B
Bigfork	12	Lake Hills
B&B(6)	NA	Fred Meyer
Gateway West Mall	3	Drug Fair, Safeway

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri. to 9.
Stores Open Sundays-Gateway West Mall; K mart; Buttreys-Zauner Boys; Cardinal True Value; B&B; Evergreen Discount; JCPenney.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; B&B.
Discount Stores-Sportsman Surplus; Bonanza; K mart; Drug Fair.
Variety Stores-Woolworth; Bonanza 88.
Chain Drug Stores-Rexall; Walgreens 2; Osco; Drug Fair.
Chain Supermarkets-Safeway; Buttrey's; Rosauers.

14 - NEWSPAPERS: INTER LAKE (e-mon to fri) 12,004; (S) 13,277; Sept. 30, 1984 VAC.
Local Contact for Advertising and Merchandising Data: C. Patrick King, Pub., INTER LAKE, 727 E Idaho, Kalispell, MT 59901. Tel. (406) 755-7000.
National Representative: Newspaper Advertising Service.

LIVINGSTON

1 - LOCATION: Park County. E&P Map C-3. County Seat. Business entrance Yellowstone Nat'l. Park. 115 mi. W of Billings, 125 mi. E of Butte. On U.S. Hwy. 89 and I-90.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Intercity Bus Lines-Northland Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,994; E&P 85 Est. 7,712.
County 80 Cen. 12,660; E&P 85 Est. 13,810.
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,843; E&P 85 Est. 2,942.
County 80 Cen. 4,924; E&P 85 Est. 5,561.

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$125,000,000
Savings & Loan	1	$57,000,000

6 - PASSENGER AUTOS: County 8,280.

7 - ELECTRIC METERS: Residence 4,364.

8 - GAS METERS: Residence 3,355.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Railroad 600 ($500); Mfg. 210 ($400); Services, Misc. 425 ($400); Lumbering 500 ($450).
Principal Pay Days-15th and 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-53; Summer 49-78; Fall 33-60; Winter 25-40. First killing frost, Sept. 17; last killing frost, June 1.

11 - TAP WATER: Neutral, medium hard, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-3 blocks on Main; 1 on 2nd & connecting sts.
Nearby Shopping Centers-Livingston (Safeway); John's IGA; Livingston Plaza; High Country Shopping Mall.
Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Grocery; Supermarkets; Western Drug.

13 - RETAIL OUTLETS: **Department Stores**-Anthony's; Robbins Inc.; Corral West.
Variety Stores-Ben Franklin.
Chain Supermarkets-Safeway; Wes Sooper; John's IGA.
Chain Drug Stores-Western Drug.
Other Chain Stores-True Value; Jerry's Hardware Hank; Bernina; Sears (catalog); Montgomery Ward; Coast-to-Coast; Goodyear; Mini-Mart; Superamerica; Mode O'Day; Champion Auto Store.

14 - NEWSPAPERS: ENTERPRISE (e-mon to fri) 3,640; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Warren McQuay, Adv. Dir., ENTERPRISE, 401 S. Main St., PO Box 665, Livingston, MT 59047. Tel. (406) 222-2000.
National Representative: Landon Associates.

MILES CITY

1 - LOCATION: Custer County. E&P Map F-2. County Seat. Shipping and whol. ctr. In SE corner of state at confluence of Tongue and Yellowstone rivers, on U.S. Hwys. 10, 12, 312; State Hwy. 22; I-94.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-5.
Bus Lines-Greyhound.
Airlines-Big Sky.

3 - POPULATION:
Corp. City 80 Cen. 9,602; E&P 85 Est. 10,469.
County 80 Cen. 13,109; E&P 85 Est. 13,868.
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,779; E&P 85 Est. 4,182.
County 80 Cen. 4,901; E&P 85 Est. 5,338.

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$110,000,000

6 - PASSENGER AUTOS: County 7,008.

7 - ELECTRIC METERS: Residence 4,636.

8 - GAS METERS: Residence 3,670.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Stockyards 75 (N.A.); R.R. 300 ($175); Medical 150 ($235); Printing 54 ($205).
Principal Industrial Pay Days-2nd & 18th.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 50-105; Fall 25-75; Winter -40-40. First killing frost, Oct. 1; last killing frost, Apr. 30.

11 - TAP WATER: Neutral, medium soft.

12 - RETAILING: **Principal Shopping Centers**-36 blocks on eight streets; Miles City Downtown Plz. Shopping Ctr.-10 stores.
Principal Shopping Days-Tues., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Shores; Anthony's; K mart; Kahler's.
Variety Stores-Milo's; Squire Shop.
Chain Drug Stores-Walgreens; Rexall; Osco.
Chain Supermarkets-Buttrey's; Reynolds; IGA.
Other Chain Stores-Miles & Ulmer; Coast-to-Coast; Sears; Montgomery Ward.

14 - NEWSPAPERS: STAR (e-mon to fri) 4,407; (wknd) 4,467; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Orrie Williams, Pub., STAR, 13 N. 6th St., Box 1216, Miles City, MT 59301. Tel. (406) 232-0450.
National Representative: Landon Associates.

MISSOULA

1 - LOCATION: Missoula County. E&P Map B-2. County Seat. Manufacturing, distributing and education center 210 mi. E of Spokane, WA, 120 mi. NW of Butte on U.S. Hwys. 93, I-90.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-13.
Intercity Bus Lines-Intermountain; Greyhound; Missouri Valley Trails.
Airlines-Northwest; Frontier; Western Airlines.

3 - POPULATION:
Corp. City 80 Cen. 33,388; E&P 85 Est. 36,629.
CZ-ABC: (80) 56,705.
RTZ-AEC: (80) 73,210.
County 80 Cen. 76,016; E&P 85 Est. 78,359.
City & RTZ-ABC: (80) 129,915.
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 13,604; E&P 85 Est. 15,030.
County 80 Cen. 28,019; E&P 85 Est. 29,773.
CZ-ABC: (80) 21,643.
RTZ-ABC: (80) 25,520.
City & RTZ-ABC: (80) 49,163.

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	6	$278,649,000
Savings & Loan	2	$135,808,000

6 - PASSENGER AUTOS: County 42,360.

7 - ELECTRIC METERS: Residence 22,396.

8 - GAS METERS: Residence 17,469.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber 2,693 ($340); U.S. Forest Service 860 ($300); Railroad 300 ($250); University 3,111 ($140); Hospitals 1,260 ($180).
Principal Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 55-90; Fall 25-65; Winter 0-55. First killing frost, Sept. 20; last killing frost, May 1.

11 - TAP WATER: Neutral, soft, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-5 blocks on N Higgins; 5 on S Higgins; 3 on Front St.; West Main and Broadway.
Neighborhood Shopping Areas-Broadway W; 3 blocks on Front St. E & Main St. E; 6 blocks on Broadway E; Highway 93 South (2).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southgate(94)	5	Sears. Hennessey's. Hart-Albin. JCPenney
Tremper's(11)	3	Buttrey
Holiday Vlg (20)	3	Albertson's. Osco. Sprouse-Reitz
East Gate(2)	2	East Gate Drug
Fairway	3	Buttrey's
South Center	3	
Town & Ctry (4)	4	Super Save

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-All stores, Fri.

13 - RETAIL OUTLETS: **Department Stores**-The Bon; JCPenney; Sears; Hennessey's; Hart-Albin.
Variety Stores-Bonanza.
Discount Stores-Sprouse-Reitz; K mart.
Chain Drug Stores-Rexall; Walgreens; Buttrey; Osco.
Chain Supermarkets-Safeway 2; Buttrey's 2; Albertson's; Super Save 3; Rosauers.
Other Chain Stores-Firestone; Coast-to-Coast; K-G Men's; Safeway Dry Goods; Singer Co.; Montgomery Ward (Automotive); House of Fabrics; Spectrum; Radio Shack; Pay 'N Save; Ernst.

14 - NEWSPAPERS: MISSOULIAN (m) 29,164; (S) 31,320; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Charles Baumann, Gen. Mgr., MISSOULIAN, 502 N. Higgins Ave., PO Box 8029, Missoula, MT 59807; Tel. (406) 721-5200.
National Representative: Branham/Newspaper Sales.

NEBRASKA SURVEYS

METROPOLITAN STATISTICAL AREAS

Lincoln-Lancaster County.
Omaha, Neb.-Iowa-Douglas, Sarpy and Washington Counties, Neb.; Pottawattamie County, Iowa.
Sioux City, Iowa-Neb.-Woodbury County, Iowa; Dakota County, Neb.

POPULATION ESTIMATES

(Thousands)

Age Group	1970	1980	1986
Under 5 Years	120	123	126
5-14 Years	301	239	246
15-24 Years	258	296	304
25-44 Years	327	413	425
45-64 Years	296	293	301
65 and Over	183	206	212
TOTAL	1,485	1,570	1,614

Based on U.S. Census

RETAIL SALES ESTIMATES

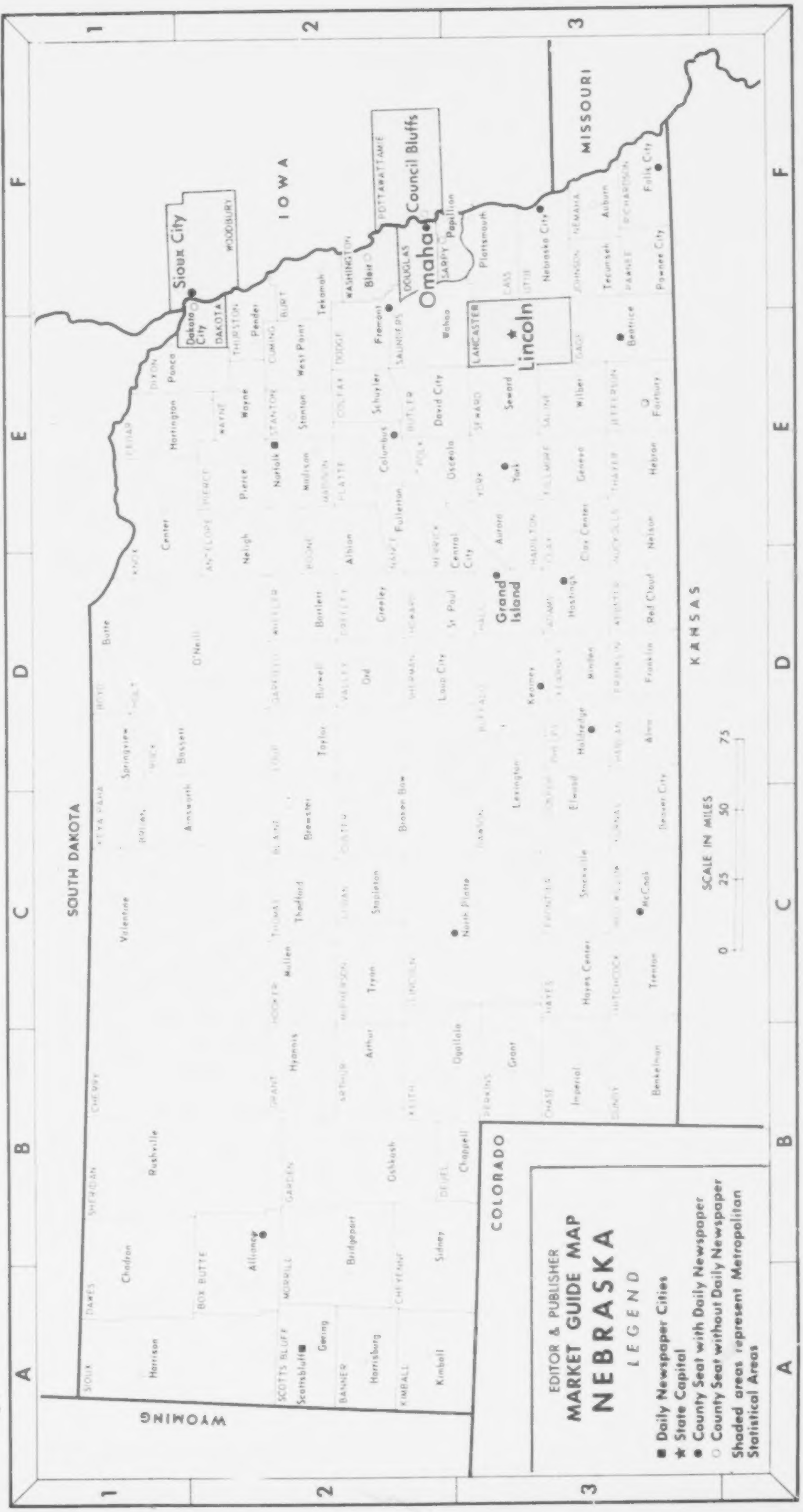
(Millions)

Kind of Business	1977 Census	1982 Census	1986 Est.
Bldg. Mat./Hdwr.	357	439	601
General Mdse.	686	784	947
Food	972	1,420	1,610
Automobiles	1,094	1,296	2,007
Gasoline Stations	530	743	751
Apparel	235	345	432
Furniture	261	328	485
Eat-Drink Places	474	669	816
Drugs	139	201	257
TOTAL SALES	5,145	6,996	8,577

ALLIANCE

1 - LOCATION: Box Butte County, E&P Map A-2. County Seat. Wholesale center. On Hwys. 2, 385; 400 mi. from Omaha; 240 mi. from Denver.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Intercity Bus Lines-Star Bus.
Motor Freight Carriers-3.
Airlines-Continental Commuter.


EDITOR & PUBLISHER
MARKET GUIDE MAP
NEBRASKA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0 25 50 75
SOUTH DAKOTA
IOWA
MISSOURI
KANSAS
COLORADO
WYOMING
Sioux City
Council Bluffs
Omaha
Lincoln
Grand Island
Dakota City
Norfolk
Columbus
Fremont
Kearney
Hastings
North Platte
Scottsbluff
Alliance
McCook
Beatrice
York
Nebraska City
Falls City
A
B
C
D
E
F
1
2
3

3 - POPULATION:
Corp. City 80 Cen. 9,920; E&P 85 Est. 11,690
CZ-ABC: (80) 9,869
RTZ-ABC: (80) 30,200
County 80 Cen. 13,696; E&P 85 Est. 14,592
City & RTZ-ABC: (80) 40,069

4 - HOUSEHOLDS:
City 80 Cen. 3,718; E&P 85 Est. 4,427
County 80 Cen. 5,038; E&P 85 Est. 5,547
CZ-ABC: (80) 3,718
RTZ-ABC: (80) 11,039
City & RTZ-ABC: (80) 14,757

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$128,349,000
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 7,114

7 - ELECTRIC METERS: Residence 4,340

8 - GAS METERS: Residence 3,787

9 - PRINCIPAL INDUSTRIES: Industry-No. of Wage Earners (Av. Wkly. Wage)-Manufacturing 200 ($192); Railroad 2,210 ($375).
Principal Pay Days-Wed., RR 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-56; Summer 54-96; Fall 33-56; Winter 14-39. First killing frost, Sept. 20; last killing frost, Apr. 20.

11 - TAP WATER: Aklaline, hard, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-8 blocks on Box Butte Ave. and Third St.
Neighborhood Shopping Centers-4 blocks on E. Third; 5 blocks on W. Third; 1400 W. Third.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
West Third	1	Shop & Save, K mart
East Third	1	Wegner Motor, Safeway
West Third	1	Alco

Principal Shopping Days-Sat., Thur.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; L. B. Murphy; Rhoads; Sears.
Discount Stores-Wheeler's; Pamida; Alco; K mart.
Chain Drug Stores-Walgreens.
Chain Supermarkets-Safeway; Jack & Jill; Shop & Save.
Other Chain Stores-Hardware Hank; Wheelers; Radio Shack; Redman's Shoes.

14 - NEWSPAPERS: TIMES-HERALD (e) 4,255, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Barbara Swanson, Adv. Dir., TIMES-HERALD, 114 E. 4th, PO Box G, Alliance, NE 69301; Tel. (308) 762-3060.
National Representative: Branham/Newspaper Sales.

BEATRICE

1 - LOCATION: Gage County, E&P Map E-3, County Seat. Agric. ctr. Big Blue River, 42 mi. from Lincoln (State capital). On U.S. Hwys 77, 136, State Hwy. 4.

2 - TRANSPORTATION: **Railroads**-Burlington, U.P.
Intercity Bus Lines-Continental Tradways.
Motor Freight Carriers-9.

3 - POPULATION:
Corp. City 80 Cen. 12,891; E&P 85 Est. 13,773
CZ-ABC: (80) 12,891
RTZ-ABC: (80) 38,695
County 80 Cen. 24,456; E&P 85 Est. 25,545
City & RTZ-ABC: (80) 51,586

4 - HOUSEHOLDS:
City 80 Cen. 5,255; E&P 85 Est. 5,744
CZ-ABC: (80) 5,255
RTZ-ABC: (80) 14,746
County 80 Cen. 9,245; E&P 85 Est. 9,938
City & RTZ-ABC: (80) 20,001

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$122,523,820
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 12,825

7 - ELECTRIC METERS: 6,577

8 - GAS METERS: 5,493

9 - PRINCIPAL INDUSTRIES: Industry (Av. Wkly. Wage)-Assembler, Prod. ($211); Chem. Oper. ($340); Electrician ($328); Laborer, Mat'l Hdlg. ($190); Lathe Oper. ($256); Maint. Mechanic Plt. ($236); Milling Machine Oper. ($190); Punch Press Oper. ($249); Secretary ($182); Sewing Machine Oper. ($160); Tool & Die Maker ($290); Welder ($220).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-61; Summer 64-85; Fall 43-65; Winter 17-35.

11 - TAP WATER: Neutral, not fluoridated.

12 - RETAILING: **Nearby Shopping Centers**-Indian Creek (K mart, Alco, Jack & Jill).
Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Kampler's; Alco (Duckwall).
Discount Stores-Pamida, K mart.
Chain Drug Stores-Rexall; Medicine Chest.
Chain Supermarkets-Boogaart's; IGA; Jack & Jill Super Market; Price Chopper; Econo-Food.
Other Chain Stores-Sears; Brown Shoe; Cooks Paint; Sherwin-Williams; Earl May Seed; S&H Green Stamps; Ward's; PayLess Shoes; Ok Tire Co.; Coast-to-Coast; Ben Franklin.

14 - NEWSPAPERS: SUN (e) 10,881, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Burt Foreman, Adv. Mgr., SUN, 200 N. 7th, PO Box 847, Beatrice, NE 68310; Tel. (402) 223-5233.
National Representative: Stauffer Communications Group.

COLUMBUS

1 - LOCATION: Platte County, E&P Map E-2, County Seat. Agricultural area; small manufacturing and retail center; 89 mi. W of Omaha; 75 mi. NW of Lincoln (capital) on Transcontinental Hwy. 30 (E & W); U.S. Pan-American 81 (N & S); 575 mi. from Chicago.

2 - TRANSPORTATION: **Railroads**-Union Pacific.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.
Airlines-AAA.

3 - POPULATION:
Corp. City 80 Cen. 17,328; E&P 85 Est. 19,049
CZ-ABC: (80) 17,328
RTZ-ABC: (80) 46,814
County 80 Cen. 28,852; E&P 85 Est. 30,008
City & RTZ-ABC: (80) 64,142

4 - HOUSEHOLDS:
City 80 Cen. 6,389; E&P 85 Est. 7,101
County 80 Cen. 10,084; E&P 85 Est. 10,854
CZ-ABC: (80) 6,389
RTZ-ABC: (80) 16,703
City & RTZ-ABC: (80) 23,092

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$280,900,000
Savings & Loan	6	$480,300,000

6 - PASSENGER AUTOS: County 16,385

7 - ELECTRIC METERS: Residence 7,179

8 - GAS METERS: Residence 5,749

9 - PRINCIPAL INDUSTRIES: Industry-No. of Wage Earners (Av. Wkly. Wage)-Machine Shop 1,425 ($250); Electronics 1,560 ($200); Med. & Surg. Inst. 1,050 ($230); Auto Parts Mfg. 270 ($280); Agricultural Building 1,160 ($280); Agricultural Equipment 2,300 ($280).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-62; Summer 64-84; Fall 38-65; Winter 16-35. First killing frost, Oct. 15; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on 3 Sts.
Nearby Shopping Center-On U.S. Hwy. 30 (15 blocks): Pamida Dept. Store.
Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Thur.; Shopping centers nightly.

13 - RETAIL OUTLETS: **Department Stores**-Geo. Schweser's Sons; JCPenney.
Variety Stores-Woolworth.
Discount Stores-Pamida; Alco; K mart; Wal-Mart.
Chain Drug Stores-Walgreens; Rexall; Tooley.
Other Chain Stores-Sears; Coast-to-Coast; Ace Hardware; Firestone; True Value Hardware.

14 - NEWSPAPERS: TELEGRAM (e-mon to fri) 11,111; (S) 11,220; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Dick Toof, Adv. Mgr., TELEGRAM, 1254 27th Ave., Columbus, NE 68601; Tel. (402) 564-2741.
National Representative: Branham/Newspaper Sales.

FALLS CITY

1 - LOCATION: Richardson County, E&P Map F-3. Shpg. & medical ctr. 92 mi. SE of Lincoln; 108 mi. S of Omaha; 108 mi. N of Kansas City. On U.S. Hwy. 73; State Hwy. 4.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific (Main Line div. pt.); Burlington.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound (U.P.).

3 - POPULATION:
Corp. City 80 Cen. 5,374; E&P 85 Est. 5,453
County 80 Cen. 11,315; E&P 85 Est. 11,577

4 - HOUSEHOLDS:
City 80 Cen. 2,237; E&P 85 Est. 2,258
County 80 Cen. 4,479; E&P 85 Est. 4,703

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$90,000,000
Savings & Loan	All branches	$60,000,000

6 - PASSENGER AUTOS: County 5,736

7 - ELECTRIC METERS: Residence 2,175

8 - GAS METERS: Residence 1,988

9 - PRINCIPAL INDUSTRIES: Industry-No. of Wage Earners-R.R. 114; Meat Pkg. 75; Agric. related 65; Misc. 150.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-90; Summer 50-114; Fall 39-95; Winter -28-80. First killing frost, Oct. 13; last killing frost, Apr. 25.

11 - TAP WATER: Neutral, soft, not flouridated.

12 - RETAILING: **Principal Shopping Center**-18 blocks on Stone, Chase & Harlan.
Principal Shopping Days-Sat., Thur., Fri.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-Chaney's; JCPenney.
Chain Supermarkets-Price Chopper, Nash Finch 2.
Other Chain Stores-Firestone; Coast-to-Coast; Pamida; Brown's Shoe; Mode O'Day; Sears.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 5,004, sworn Sept. 27, 1984.
Local Contact for Advertising and Merchandising Data: Marjorie A. Loucks, Bus. Mgr., JOURNAL, 1810 Harlan St., Falls City, NE 68355; Tel. (402) 245-2431.
National Representative: Branham/Newspaper Sales.

FREMONT

1 - LOCATION: Dodge County, E&P Map E-2, County Seat. On Platte River, 35 mi. NW of Omaha. On U.S. Hwys. 30, 77, 275; State Hwy. 8.

2 - TRANSPORTATION: **Railroads**-U.P.; Chicago Northwestern; Burlington Northern.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Arrow-Black Hills; Capitol.

3 - POPULATION:
Corp. City 80 Cen. 23,979; E&P 85 Est. 24,833
CZ-ABC: (80) 26,151
RTZ-ABC: (80) 47,019
County 80 Cen. 35,847; E&P 85 Est. 36,309
City & RTZ-ABC: (80) 73,170

4 - HOUSEHOLDS:
City 80 Cen. 9,129; E&P 85 Est. 9,511
County 80 Cen. 13,292; E&P 85 Est. 13,886
CZ-ABC: (80) 9,882
RTZ-ABC: (80) 16,791
City & RTZ-ABC: (80) 26,673

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$153,325,000
Savings & Loan	4	$164,010,908

6 - PASSENGER AUTOS: County 19,332

7 - ELECTRIC METERS: Residence 10,325

8 - GAS METERS: Residence 8,379

9 - PRINCIPAL INDUSTRIES: Meat Packing; Poultry Canning; Seed Proc.; Alfalfa Dehydrating and Meal Pelleting; Soybean Proc.; Flour; Foundry; Store Fixture; Mobile Homes; Mobile Home Chassis; Pre-Cut Homes; School Supplies; Concrete Tile; Block & Well Casing; Metal Well Casing; Metal Grain Storage Bldg.; Corrugated Boxes; Railroad Wheel Bearings; Anhydrous Ammonia; Fertilizer; Metal Stamping; Metal Fabricating; Egg Pkg. and Proc.; Food Proc.; Ornamental Iron; Pallet Mfg.; Golf Cart Mfg.; Midland College; Go Kart Mfg.; Mini-Bike Mfg.; Tent & Awning; Refrigerated Whse.; Garment Mfg.; Pump & Quarry Equip.; Machine Shop; Wagon Boxes; Livestock Feed Additives; Seat Mfg. Total employ 15,650.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-60; Summer 76-87; Fall 46-54; Winter 29-26.

11 - TAP WATER: Neutral, very hard.

12 - RETAILING: **Principal Shopping Center**-12 Blocks Downtown.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fremont Mall(24)	NA	JCPenney, Walgreens

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown Thur.; Mall every evening exc. Sun.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; George Schweser's Sons; Philips.
Variety Stores-Woolworth; TG&Y.
Discount Stores-Alco; K mart; 1/2 Price Store.
Chain Drug Stores-Rexall; Walgreens.
Chain Supermarkets-Hinky Dinky; Food 4 Less; Save Mart; Super Valu; Randall's.
Other Chain Stores-Firestone; Gail's; Goodyear; Harding Glass; Goodrich Dairy; Zale's; Ace Hdwe.; Shoes; Gallenkamp; Redman's; Buck's; Kunian Beauty; Pearle Optical; Tober's; House of Fabrics; Sears; Montgomery Ward; Sherwin Williams; Singer; Alco; Radio Shack; Plum Creek Clothing; 7-Eleven.

14 - NEWSPAPERS: TRIBUNE (e) 11,576, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Steve Hively, Adv. Mgr., TRIBUNE, 135 N. Main, Fremont, NE 68025; Tel. (402) 721-5000.
National Representative: Gannett Media Sales.

GRAND ISLAND

1 - LOCATION: Hall County, E&P Map D-3, County Seat. Meat packing, farm equip. mkt. and shipping ctr.; railroad terminus; on I-80, U.S. Hwys. 30, 34, 281, State Hwy. 2, in S central part of state; 135 mi. W of Omaha; 94 mi. W of Lincoln.

2 - TRANSPORTATION: **Railroads**-Union Pac.; CB&QRR.
Motor Freight Carriers-22.
Airlines-Frontier.
Intercity Bus Lines-Greyhound; Continental Trailways; United Motorways.

3 - POPULATION:
Corp. City 80 Cen. 33,180; E&P 85 Est. 36,349
CZ-ABC: (80) 33,180
RTZ-ABC: (80) 75,750
County 80 Cen. 47,690; E&P 85 Est. 50,702
City & RTZ-ABC: (80) 108,930

4 - HOUSEHOLDS:
City 80 Cen. 12,819; E&P 85 Est. 14,413
County 80 Cen. 17,463; E&P 85 Est. 19,205
CZ-ABC: (80) 12,819
RTZ-ABC: (80) 27,062
City & RTZ-ABC: (80) 39,881

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$269,255,525
Savings & Loan	4	$167,097,248

6 - PASSENGER AUTOS: County 26,700

7 - ELECTRIC METERS: Residence 14,804

8 - GAS METERS: Residence 15,611

9 - PRINCIPAL INDUSTRIES: Industry-No. of Wage Earners (Av. Wkly. Wage N.A.)-Mfg. 3,662, incldg. farm equip., constr., mobile homes, farm and steel buildings, food proc.; Govt. 2,577; Ret. 3,942; Whol. 930; Trans. and Util. 783; Fin. & R.E. 572; Serv. 2,127; all others 1,615.
Principal Pay Days-1st, 15th, Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-73; Summer 58-90; Fall 38-80; Winter 16-40. First killing frost, Oct. 1; last killing frost, Apr. 29.

11 - TAP WATER: Acid, very hard, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-9 blocks on 3rd St., 6 on 4th St., 14 on cross streets; Five Points Shpg. Ctr., 4 blocks, 18 units; one 120,000 ft. Super Dept.-Variety Store; 2 Shopping Malls on N. Hwy. 281, 750,000 ft.; 8 blocks on S. Locust.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Conestoga(60)	NA	Brandeis, Miller & Paine, JCPenney, Sear
Grand Island(20)	NA	Richma Gordman, Shopko

Principal Shopping Days-Wed., Sat., Sun.
Stores Open Evenings-Sears, JCPenney's-Wed., Fri.; Food, Malls-nightly & Sun.
Stores Open Sundays-5 Supers, Malls, Discount Stores.

13 - RETAIL OUTLETS: **Department Stores**-Skagway; Brandeis; JCPenney's; Sears; Miller & Paine; Schwesers.
Discount Stores-Skagway; Richman Gordman; K mart; Shopko.
Chain Drug Stores-Bens'; Walgreens.
Chain Supermarkets-Jack & Jill 3; Hinky-Dinky; Wilman's (G.W.); Warehouse Market; Bag & Save.

Other Chain Stores-Firestone; Goodyear; Swan's (furn.); Mode O'Day; Schwesers; Brodkey Jewelers; Singer Co.; Shoes: Kinney, Redman, Brown, National; Gen. Nutrition; So-Fro Fabrics; Jo Ann Fabrics; Zale's; Maurices; Waldenbooks; Sidle's; Sherwin-Williams; Wheeler's; Holiday Station; Earl May; Goodyear; Tober's; Morris Paint; Radio Shack; Team Electronics.

14 - NEWSPAPERS: INDEPENDENT (e) 25,985; (S) 26,714; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Rob James, Adv. Mgr., INDEPENDENT, First & Cedar Sts., Grand Island, NE 68802; Tel. (308) 382-1000.
National Representative: Branham/Newspaper Sales.

HASTINGS

1 - LOCATION: Adams County. E&P Map D-3. County Seat. Shipping, wholesale, miscellaneous light manufacturing. College center. South central part of state; 100 mi. W of Lincoln; 150 mi. to Omaha; 640 mi. to Chicago. On U.S. Hwys. 6, 34, 281; 20 miles south of I-80.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Amtrak; Union Pacific; Missouri Pacific (freight).
Intercity Bus Lines-Continental Trailways; Republic Valley; Hi-Line.
Airlines-Continental Commuter.

3 - POPULATION:
Corp. City 80 Cen. 23,045; E&P 85 Est. 23,460
CZ-ABC: (80) 23,045
RTZ-ABC: (80) 56,656
County 80 Cen. 30,656; E&P 85 Est. 31,601
City & RTZ-ABC: (80) 79,701
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 9,295; E&P 85 Est. 9,696
County 80 Cen. 11,740; E&P 85 Est. 12,480
CZ-ABC: (80) 9,295
RTZ-ABC: (80) 21,286
City & RTZ-ABC: (80) 30,581

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	5	$27,600,000
Commercial	3	$220,719,796

6 - PASSENGER AUTOS: County 16,194

7 - ELECTRIC METERS: Residence 11,294

8 - GAS METERS: Residence 9,670

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Farm Products 250 ($262); Beet Processing 165 ($265); Instrument Mfg. 300 ($280); Ethanol Prod. 50 ($283); Irrigation Equipment 250 ($297); Various Products 220 ($261); Fertilizer 67 ($212); Cartons and IBM Cards 140 ($203); Newspaper Printing, Photography 122 ($253); Cooling and Heating Equipment 118 ($230); Irrigation pipes, engines and equipment 308 ($295); Swine production 90 ($298); Electricity 90 ($212); Natural Gas 149 ($305); Baked Goods 270 ($312); Farm Equipment 498 ($256); Plastic Pipe 46 ($280); Mobile Homes 114 ($285); Hospital 501 ($267).
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-97; Summer 51-103; Fall 13-96; Winter 8-59. First killing frost, Oct. 14; last killing frost, May 1.

11 - TAP WATER: Neutral, hard, not fluoridated.

12 - RETAILING: **Principal Downtown Shopping Center**-6 blocks on 1st, 2nd and 3rd Streets.
Neighborhood Shopping Areas-5th and E. Side Blvd.; Burlington and J Sts.; South and Elm Sts.; Intersection of Hwys. 6, 34 & 281; K mart on W. Marion Rd.; Allen's Shopping Center, Downtown; Gibson's on S. Burlington; 1/2 Price Store & Econofoods; Western Mall on S. Burlington and Imperial Mall on Marion Rd. & 12 St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Imperial Mall(42)	2	Mont. Ward, Walgreens, Woolworth, Herbergers

Principal Shopping Days-Thur., Fri., Sat., Sun. for Mall.
Stores Open Evenings-All Stores-Thur.

13 - RETAIL OUTLETS: **Department Stores**-Schweser's; Montgomery Ward; JCPenney; Allen's.
Variety Stores-Woolworth; Ben Franklin.
Discount Stores-Big G; Allen Drug; Gibson's; K mart; 1/2 Price Store.
Chain Drug Stores-Walgreens; Bert's Rexall 2.
Chain Supermarkets-Jack & Jill 3; IGA; Allen's; Econofoods; Gibson's.
Other Chain Stores-Firestone; Sears (catalog); Gallenkamp Shoes; Mode O'Day; Maurice's; Brodkeys; Herbergers; Gibson's; Radio Shack; So-Fro Fabrics; Wheeler's; Video Kingdom; Stevenson's.

14 - NEWSPAPERS: TRIBUNE (e) 16,929; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Don Heath, Gen. Mgr., TRIBUNE, 908 W. 2nd St., Hastings, NE 68901; Tel. (402) 462-2131.
National Representative: Branham/Newspaper Sales.

HOLDREGE

1 - LOCATION: Phelps County. E&P Map C-3. South central part of state. 158 mi. W of Lincoln; 55 mi. SW of Hastings; 70 mi. E of McCook. On U.S. Hwys. 6, 34, 183, 383; State 23; 17 mi. S of I-80.

2 - TRANSPORTATION: **Railroads**-Burlington; Amtrak.
Intercity Bus Lines-Trailways.
Motor Freight Carriers-Ideal.

3 - POPULATION:
Corp. City 80 Cen. 5,624; E&P 85 Est. 5,994
CZ-ABC: (80) 5,624
RTZ-ABC: (80) 23,226
County 80 Cen. 9,769; E&P 85 Est. 10,404
City & RTZ-ABC: (80) 28,850

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,267; E&P 85 Est. 2,480
CZ-ABC: (80) 2,267
RTZ-ABC: (80) 8,852
County 80 Cen. 3,699; E&P 85 Est. 4,107
City & RTZ-ABC: (80) 11,119

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$136,482,000
Saving & Loan	2	$15,000,000

6 - PASSENGER AUTOS: County 5,694

7 - ELECTRIC METERS: Residence 3,000

8 - GAS METERS: Residence 2,296

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 10 ($232); Monument Mfg. 18 (NA); Weaving 120 ($200); Medical Supplies 650 ($240).
Principal Industrial Pay Day-Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 27-96; Summer 46-105; Fall 1-96; Winter 10-78. First killing frost, Sept. 25; last killing frost, Apr. 8.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING: **Principal Shopping Days**-Thur., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Wheelers.
Discount Stores-Pamida; Medicine Chest.
Chain Supermarkets-Jack & Jill; Hinky Dinky.

14 - NEWSPAPERS: CITIZEN (e-mon to fri.) 3,862; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Barbara Penrod, Adv. Mgr., CITIZEN, 418 Garfield, PO Box 344, Holdrege, NE 68949; Tel. (308) 995-4441.
National Representative: Branham/Newspaper Sales.

KEARNEY

1 - LOCATION: Buffalo County. E&P Map D-3. County Seat. 200 mi. W of Omaha. On U.S. Hwy. 30; Interstate 80; State Hwy. 10, 40, 44.

2 - TRANSPORTATION: **Railroads**-Union Pacific; Burlington.
Motor Freight Carriers-11.
Intercity Bus Lines-Interstate; Greyhound; Continental.
Airlines-Pioneer Airlines.

3 - POPULATION:
Corp. City 80 Cen. 21,158; E&P 85 Est. 23,856
CZ-ABC: (80) 21,158
RTZ-ABC: (80) 48,906
County 80 Cen. 34,797; E&P 85 Est. 37,387
City & RTZ-ABC: (80) 70,064
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 7,485; E&P 85 Est. 8,633
County 80 Cen. 12,284; E&P 85 Est. 13,677
CZ-ABC: (80) 7,485
RTZ-ABC: (80) 17,896
City & RTZ-ABC: (80) 25,381

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$838,782,130
Savings & Loan	6	$81,342,110

6 - PASSENGER AUTOS: County 18,394

7 - ELECTRIC METERS: Residence 9,776

8 - GAS METERS: Residence 7,435

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Metal & Irrig. Pumps 149 ($245); Oil Filters 725 ($215); Plug Valves 175 ($240); Rubber Closures 170 ($210); Truck Generators 51 ($230); Auto Valves 750 ($265).
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 5-85; Summer 47-101; Fall 7-90; Winter 10-72. First killing frost, Oct. 6; last killing frost, May 6.

11 - TAP WATER: Alkaline, very hard, fluoridated.

12 - RETAILING: **Downtown Shopping Center**-6 blocks S on Central Ave.; 14 N on Hwy. 10; 5 E on Hwy. 30; 8 W on Hwy. 30.
Neighborhood Shopping Centers-6 blocks E. 25 St.
Shopping Centers-North-Hilltop Mall (35 stores); Econofoods; Hinky Dinky; Alco Scan & Save; Woodridge (6 stores); West-K mart; East-Easton; Bob's Super Store; Ponderosa Mall 7; South - TSC and Wheelers.
Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Food, Discount, Mall.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Hellmans.
Variety Stores-Kaufmann-Wernert.
Discount Stores-Wheelers; TSC; Bob's Super Store; Alco; K mart.
Drug Stores-ABC; Valley Prescriptions 2; Medical Arts; Econodrug; B.J.'s; Walgreens.
Chain Supermarkets-Boogaart; Econofoods; IGA; Bob's Super Store; Hinky-Dinky.
Other Chain Stores-Firestone; Goodyear; TSC; Wards; S&H Green Stamps; Goodrich; Earl May Nursery; Western Auto; Coast-to-Coast; Radio Shack; 7-Eleven; Video Kingdom; Ace Hardware; Brass Buckle; Little Professor; Scweiser's.

14 - NEWSPAPERS: HUB (e) 11,456; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Steve Trybus, Adv. Mgr., HUB, 13 E. 22nd, Kearney, NE 68847; Tel. 1-800-652-0058.
National Representative: Branham/Newspaper Sales.

LINCOLN

1 - LOCATION: Lancaster County (MSA). E&P Map E-3. State Capital. County Seat. Wholesale, trade, industrial, agricultural, insurance and education center. Veterans Administration and U.S. Dept. of Agriculture regional offices. In SE central part of state; 58 mi. SW of Omaha; 50 mi. W of the Missouri River. On U.S. Hwys. 6, 34, 77, I-80; State Hwys. 2, 79.

2 - TRANSPORTATION: **Railroads**-Amtrak; Burlington-Northern; Union Pacific; Missouri-Pacific.
Motor Freight Carriers-Interstate 26; Regional 22.
Intercity Bus Lines-Lincoln City; Trailways; Greyhound.
Airlines-United; Frontier; Air Midwest; Air Express Service; Federal Express; Emery; Airborne Freight; BN Air Freight; CF Air Freight; Capitol Cartage Company; Ozark; Air Wisconsin; Rocky Mountain.

3 - POPULATION:
Corp. City 80 Cen. 171,932; E&P 85 Est. 181,435
CZ-ABC: (80) 173,465
RTZ-ABC: (80) 167,872
County/MSA 80 Cen. 192,884; E&P 85 Est. 203,545
City & RTZ-ABC: (80) 341,337
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 64,934; E&P 85 Est. 70,870
County/MSA 80 Cen. 71,769; E&P 85 Est. 78,292
CZ-ABC: (80) 65,415
RTZ-ABC: (80) 61,712
City & RTZ-ABC: (80) 127,127

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	15	$1,206,712,000
Savings	6	$622,229,000

6 - PASSENGER AUTOS: County 98,950

7 - ELECTRIC METERS: Total 82,621; Residence 72,281

8 - GAS METERS: Residence 67,000

9 - PRINCIPAL INDUSTRIES: Total Employment 113,840; Agricultural 2,385; Mfg. 12,749; Durable Goods 6,272; Nondurable Goods 6,471; Construction 3,531; Railroad Transportation 2,157; Communication, Utility 2,752; Wholesale 4,267; Retail 17,102; Finance, Insurance & Real Estate 7,491; Services 19,092; Fed. Govt. 2,108; State Govt. 16,683; Local Govt. 10,390.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-73; Summer 61-87; Fall 29-78; Winter 13-38. First killing frost, Oct. 12; last killing frost, Apr. 18.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: **Principal Shopping Center**-Lincoln Center (CBD), including 4 blocks on O St., 4 on N St., 3 on P St.; Gateway at 61st and O Sts.
Neighborhood Shopping Centers-2 blocks at 14th & South; 2 at 27th & Randolph; 3 at 48th & St. Paul; 3 at 61st & Havelock; 3 at 48th & Prescott; 2 at Winthrop Road & Ryons; 2 at 70th & Vine; 4 at 48th & Vine.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Gateway(66)	4	Mont. Ward, Sears, Miller & Paine, Brandeis
Piedmont(17)	3	IGA
Rathbone(12)	3	Leon's Food Mart
Indian Vlg (14)	3	IGA
Bishop Heights	4	Shopko
Northridge Ctr (6)	3	Osco, Hy-Vee
Briarhurst(8)	5	Hoppe Lumber
Meadowlane(25)	5	Jack & Jill
48th & Vine	3	K mart, Rich.-Gord.
Westgate (8)	1	Food Bonanza
Belmont(7)	2	Jack & Jill
Clock Tower	NA	Classic Foods
East View(22)	3	Super Saver, Osco, Target
Van Dorn(14)	3	1/2 Price Store
East Park Plz (57)	4	Osco, IGA, Ardons
Edgewood	6	Osco, IGA

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Mon., Thur., Food-Some Thur., some each weeknight.

13 - RETAIL OUTLETS: **Department Stores**-Brandeis; Miller & Paine; Sears; Montgomery Ward; JCPenney; Shopko; Richmond-Gordman; Target.
Discount & Variety Stores-K mart; Osco; Ardans; 1/2 Price Store.
Chain Drug Stores-Walgreens 3; Wagey 4; Rexall 5; Four Star 3; Gilmour-Danielson 3; Winter 2; K-Ray 2; Osco 5.
Chain Supermarkets-Hy-Vee 4; IGA 10; Hinky Dinky 3; Jack & Jill 3; Food-4-Less 3; Shusters 3.
Other Chain Stores-Barker Shoes; Baker Shoes; B. Dalton Books; Kinney Shoe; Famous Footwear; Lawlor's Sporting; DeCosta Sporting; Natelson's; Tober's Fashions; Zale's Jewelry; Coast-to-Coast 3; Bostonian Shoes; Tandy; Colortile; The Limited; Radio Shack; Pier I; True Value; Our Own Hdwe.; Sutherland's; Wheeler's; Gibson; TSC Farm Stores; Land & Sky; Waterbed World; Earl May Garden; World Radio; Curtis Mathes; Seiferts; Braums; Olympic Village; Athletes Foot; Casual Corner; Applause Video; The Video Station; Payless Shoes; Goldstein-Chapman; Lardon's.

14 - NEWSPAPERS: STAR (m) 36,350; JOURNAL (e) 45,046; JOURNAL & STAR (S) 78,673; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Don Shriner, Gen. Sales Mgr., JOURNAL and STAR, 926 P St., PO Box 81609, Lincoln, NE 68501; Tel. (402) 475-4200.
National Representative: Branham/Newspaper Sales.

McCOOK

1 - LOCATION: Red Willow County. E&P Map C-3. County Seat. Agricultural ctr. U.S. Hwys. 6, 34, 83; 382 mi. NW of Kansas City; 285 mi. E of Denver; 285 mi. SW of Omaha.

2 - TRANSPORTATION: **Railroads**-Amtrak.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways.
Airlines-Pioneer.

3 - POPULATION:
Corp. City 80 Cen. 8,404; E&P 85 Est. 8,732
CZ-ABC: (80) 8,404
RTZ-ABC: (80) 38,988
County 80 Cen. 12,615; E&P 85 Est. 13,012
City & RTZ-ABC: (80) 47,392

4 - HOUSEHOLDS:
City 80 Cen. 3,309; E&P 85 Est. 3,489
County 80 Cen. 4,795; E&P 85 Est. 5,117
CZ-ABC: (80) 3,309
RTZ-ABC: (80) 14,855
City & RTZ-ABC: (80) 18,164

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$73,081,327
Savings & Loan	3	Est. $7,500,000

6 - PASSENGER AUTOS: County 6,953

7 - ELECTRIC METERS: Residence 3,481

8 - GAS METERS: Residence 3,437

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Ret. & Whol. 1,450; Service 1,050; Constr. 300; Mfg., Transp. 400; 350 Oil Producers; Rubber Hose Co. 450; Grain Products Co. 50; Burns Lab. 75.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: First killing frost, Sept. 15; last killing frost, Apr. 13. Mean annual temp. 60.

11 - TAP WATER: Alkaline, very hard, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Norris Ave., 14 on B St.; 4 on C St.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; DeGroff's; Carmichaels; Vogue; Clapp's; Sweetbriar; Mode O'Day; Alco; Yellow Front.
Variety Stores-Ben Franklin, Wal-Mart.
Discount Stores-Alco.
Chain Supermarkets-Hinky-Dinky, Safeway, Country Corner; U-Save; Warehouse Foods.
Other Chain Stores-Sidles, Sears, Firestone, Goodyear.

14 - NEWSPAPERS: GAZETTE (e) 10,288; Mar 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Harry Allen Strunk, Pub., GAZETTE, West First & E Sts., McCook, NE 69001; Tel. (308) 345-4500.
National Representative: Branham/Newspaper Sales.

NEBRASKA CITY

1 - LOCATION: Otoe County, E&P Map F-3. County Seat. Agricultural area; Misc. small manufacturing. Wholesale center. 44 hwy. mi. from Omaha on U.S. Hwy. 73-75; State Hwy. 2, I-29.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific; Burlington Northern.
Bus Lines-Greyhound.
River Barge Line-Sioux City-New Orleans; Hoffman Towing.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 7,127; E&P 85 Est. 7,168
County 80 Cen. 15,183; E&P 85 Est. 15,649

4 - HOUSEHOLDS:
City 80 Cen. 2,784; E&P 85 Est. 2,860
County 80 Cen. 5,801; E&P 85 Est. 6,138

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$45,000,000
Savings & Loan	2	$181,000,000

6 - PASSENGER AUTOS: County 7,826

7 - ELECTRIC METERS: Residence 2,796

8 - GAS METERS: Residence 2,570

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Foods 300 ($180); Gas Meters 315 ($200); Garment Mfg. 300 ($160).
10 - CLIMATE: First killing frost, Oct. 9; last killing frost, Apr. 24.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-11 blocks on Central Ave., 10 off Central Ave.
Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Dammast's.
Variety Stores-Woolworth.
Discount Stores-Pamida, Duck Wall Alco.
Chain Supermarkets-Super-Value; IGA; Jack & Jill.
Other Chain Stores-Tober's Fashion; Earl May; Sears (catalog); Montgomery Ward.

14 - NEWSPAPERS: NEWS-PRESS (e-mon to fri) 3,703; (S) 3,703; sworn Sept. 26, 1984 VAC.
Local Contact for Advertising and Merchandising Data: Nick Partsch, Gen. Mgr., NEWS-PRESS, 123 S. 8th St., Nebraska City, NE 68410; Tel. (402) 873-3334.
National Representative: Branham/Newspaper Sales.

NORFOLK

1 - LOCATION: Madison County, E&P Map E-2. Residential center; 60 mi. W of Missouri River; 115 mi. NW of Omaha; 75 mi. SW of Sioux City; 124 mi. N of Lincoln. On U.S. Hwys. 81, 275; State Hwys. 24, 35.

2 - TRANSPORTATION: **Railroads**-C&NW, UP.
Motor Freight Carriers-14.
Intercity Bus Lines-Greyhound, P.Y.N. Arrow, Black Hills Stage Line.
Airlines-Triple "A."

3 - POPULATION:
Corp. City 80 Cen. 19,449; E&P 85 Est. 22,038
CZ-ABC: (80) 19,449
RTZ-ABC: (80) 88,867
County 80 Cen. 31,382; E&P 85 Est. 33,125
City & RTZ-ABC: (80) 108,316
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 7,471; E&P 85 Est. 8,717
County 80 Cen. 11,586; E&P 85 Est. 12,620
CZ-ABC: (80) 7,471
RTZ-AbC: (80) 31,711
City & RTZ-ABC: (80) 39,182

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$265,000,000
Savings & Loan	2	$168,244,690

6 - PASSENGER AUTOS: County 16,568

7 - ELECTRIC METERS: Residence 9,702

8 - GAS METERS: Residence & Comm'l 7,343

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electronics 700; Dairy & Poultry Proc. 148; Steel 280; Steel Fab. 475; Medical 500; Beef Proc. 150; Bottling 72.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-71; Summer 59-87; Fall 25-75; Winter 8-35. Av. an. precipitation, 23.98 in. Av. length of growing season, 155 days.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: **Principal Shopping Centers**-Downtown Norfolk-1st to 8th Sts. on Norfolk Ave., 1 block each on 3rd, 4th & 5th Sts. N and S of Norfolk Ave. Principal stores: Alco; Stinsons; Ashleys; Style Shop; Tom's Music; Bomgaars; Lynn & Sons; Chicago Lumber; Ballantyne Furn.; Wetzel & Truex Jewelery; The Centrum.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Sunset Plaza	1	JCPenney/Herbergers, Schroegers
Westside Plaza	2	Gibson's, Ballantynes, Lynn & Sons
Westgate Plaza	NA	Rexall, Radio Shack
South Hwy. 81	NA	Payless Shoes, Bestt Decorators, Thriftiway, Wards
Country Club Plz.	NA	Pic 'N Save

Principal Shopping Days-Thur., Fri., Sat. Most stores open Thur. until 9 and Sun. 1-6 P.M.

13 - RETAIL OUTLETS: **Department Stores**-Stinson's; JCPenney; Herbergers; Wards; Sears (catalog); Schweser's.
Variety Stores-McCrory.
Discount Stores-Gibson's; Ashleys; K mart; Alco; Warehouse Market; ShopKo; Wal-Mart.
Chain Supermarkets-Hy-Vee; County Market (Super Value); Wal-Mart.
Other Chain Stores-Firestone; Gallenkamp Shoes; Singer's; Mode O'Day; Goodyear; Brodkey Jewelery; Team Electronics; Chicago Lbr.; Earl Mays; Pearle Optical; Duling Optical; Maurice's; Dairy Queen; Merle Norman; Tober's; Payless Family Shoes; Holiday Station Store; Warehouse Market; True Value Hardware.

14 - NEWSPAPERS: NEWS (e) 22,910; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Larry G. Bartscher, Adv. Mgr., NEWS, 525 Norfolk Ave., Norfolk, NE 68701; Tel. (402) 371-1020.
National Representative: Branham/Newspaper Sales.

NORTH PLATTE

1 - LOCATION: Lincoln County, E&P Map C-3. County Seat. Railroad center. Central part of state; 232 mi. from state capital; 289 mi. from Omaha. At intersection of Interstate 80; US Hwy. 83.

2 - TRANSPORTATION: **Railroads**-Union Pacific.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Rocky Mountain.

3 - POPULATION:
Corp. City 80 Cen. 24,509; E&P 85 Est. 25,795
CZ-ABC: (80) 26,847
Bal. in NDM-ABC: (80) 64,505
County 80 Cen. 36,445; E&P 85 Est. 35,176
Total NDM-ABC: (80) 91,352

4 - HOUSEHOLDS:
City 80 Cen. 9,178; E&P 85 Est. 9,622
County 80 Cen. 13,245; E&P 85 Est. 13,228
CZ-ABC: (80) 9,967
Bal. in NDM-ABC: (80) 23,856
Total NDM-ABC: (80) 33,823

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$145,474,116
Savings & Loan	6	$90,562,000

6 - PASSENGER AUTOS: County 18,098

7 - ELECTRIC METERS: 12,982

8 - GAS METERS: Residence 10,132

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 105 ($138); R.R. 1700 ($350); Meat Packing 125 ($190); Farm Equip. 120 ($130).
Principal Pay Days- R.R. 1st, 15th; Food and Textile, Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-99; Summer 33-109; Fall 25-105; Winter 16-76. First killing frost, Sept. 23; last killing frost, May 24.

11 - TAP WATER: Alkaline, hard. Source-wells, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Dewey St., 12 on Jeffers, 5 on 4th, 5th and 6th; 2 on 3rd.
Neighborhood Shopping Centers-S. Jeffers and W. A, E. 4th St; A & Carr Streets.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Gibson's	1	Gibson, True-Value, Home Furniture
Westfield(27)	2	Sixth St. Mkt., Coast-to-Coast, Ben Franklin
The Mall(40)	NA	JCPenney, Skagg's, Safeway, Shopko
Parkade Plaza	NA	Alco, Sixth St. Mkt.

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Daily except Sun.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Schweser's; Sears; Herberger's.
Variety Stores-Woolworth; Ben Franklin.
Discount Stores-Gibson's; Skagg's; Alco; K mart; Wheelers; Shopko.
Chain Drug Stores-Skagg's, Shopko.
Chain Supermarkets-Safeway; 6th St. Mkt. 5.
Other Chain Stores-Sherwin-Williams; Sweetbriar Shops; Mode O'Day; Firestone; Coast-to-Coast; Maurice's; Claire's Boutique; Swiss Colony; So-Fro Fabrics; Radio Shack; Team Electronics; KWAL Paint; 84 Lumber; Pay'n Pak; Easy Rest; Goodyear; K-G Men's Store; Montgomery Ward; Ace Hardware.

14 - NEWSPAPERS: TELEGRAPH (m-tues to sat) 16,166; (S) 17,105; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Manny Padilla, Adv. Mgr., TELEGRAPH, 621 N. Chestnut, North Platte, NE 69101; Tel. (308) 532-6000.
National Representative: Branham/Newspaper Sales.

OMAHA

1 - LOCATION: Douglas County (In Omaha, NE-IA MSA), E&P Map F-2. County Seat. Food processing, retail/wholesale trade, military, insurance, educational, medical center, livestock market. Eastern portion of state on Missouri River, 476 mi. W of Chicago; 358 mi. S of Minneapolis/St. Paul; 205 mi. N of Kansas City; 540 mi. E of Denver. On I-80, I-29, U.S. 6, 30, 73, 75, 275; State 36, 38, 50, 64, 85, 96, 131, 133, 370.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Chicago & Northwestern; Illinois Central; Norfolk & Western; Union Pacific System (HQ); Union Pacific/Missouri Pacific.
Motor Freight Carriers-80.
Rail Passenger Service-Amtrak.
River Barge Lines-3.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-United, Northwest Orient; Eastern; TWA; Republic; Ozark; Frontier; American; America West; Western; Continental.

3 - POPULATION:
Corp. City 80 Cen. 313,911; E&P 85 Est. 302,632
County 80 Cen. 397,884; E&P 85 Est. 407,628
MSA 80 Cen. 585,907; E&P 85 Est. 605,506
NDM-ABC: (80) 483,053
RTZ-ABC: (80) 326,850
NDM & RTZ-ABC: (80) 809,903
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 117,261; E&P 85 Est. 116,462
County 80 Cen. 146,405; E&P 85 Est. 154,780
MSA 80 Cen. 208,746; E&P 85 Est. 222,460
NDM-ABC: (80) 172,432
RTZ-ABC: (80) 118,479
NDM & RTZ-ABC: (80) 290,911

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	31	$3,431,292,000
Savings & Loan	10	$6,227,622,537

6 - PASSENGER AUTOS: County 207,640

7 - ELECTRIC METERS: Residence 151,000

8 - GAS METERS: Residence 110,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. & Equipment 11,380 ($418); Meat Processing 4,061 ($307); Other Food 6,061 ($449); Metals 2,590 ($555); Printing & Publ. 3,598 ($307); Chemicals 1,141 ($393); Other Mfg. 6,857 ($321).
Principal Pay Days-Industrial, Fri.; others 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-62; Summer 64-86; Fall 42-66; Winter 16-36. First killing frost, Oct. 20; last killing frost, April 14.

11 - TAP WATER: Moderately alkaline, moderately soft, fluoridated.

12 - RETAILING: **Principal Shopping Areas**-Westroads, 102nd & Dodge, 161 stores; Crossroads, 72nd & Dodge, 36 stores; Southroads, 1001 Fort Crook Road N., Bellevue, 38 stores; Midlands Mall, downtown Council Bluffs, 52 stores; downtown Omaha, 16th & Douglas.
Neighborhood Shopping Area-S. Omaha, 10 blocks at S. 24th & N Sts.; Benson, 5 blocks at 61st & Maple St.; Florence, 5 blocks at N. 30th & State; Council Bluffs, 14 blocks at 4th & Broadway; Bellevue, 5 blocks at Franklin & Mission; Ralston, 3 blocks at 76th & Main; Millard, 5 blocks at 132nd & L.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Baker Sq.(23)	11	Brandeis, Baker's, Walgreens
Bel-Air Plz.(40)	10	Food City
Bellevue Plz.(13)	7	K mart, No Frills, Walgreens
Bluff Plz.(4)	5	JCPenney, Bluff Super Foods
Bluffs Northway(5)	4	Richman Gordman, Hy-Vee, Drug Town
Brentwood Sq.(41)	12	Richman Gordman, Baker's, Walgreens
The Center(15)	3	Younkers
Center Plz.(13)	7	Ardan, Walgreens
Crossroads(36)	5	Brandeis, Sears, Walgreens
Frederick Sq.(17)	7	Baker's, ShopKo
K mart North(3)	6	K mart
K mart South(6)	5	K mart
Maple Plz.(7)	8	Target, Walgreens
Midlands Mall(52)	3	Sears, Brandeis, Philips, Walgreens
Montclair(27)	11	Half-Price, Service Merchandise
Old Orchard W.(14)	11	Richman Gordman
Orchard Plz.(40)	11	Target
Plaza North(15)	9	Baker's, Richman Gordman
Regency Ct.(27)	8	
Saddle Creek(3)	3	Target, Hinky Dinky, Walgreens
Sherwood Pl.(11)	8	K mart, Warehouse Mkt.
Shopko North(1)	9	Shopko
Shopko South(1)	7	Shopko
Southroads Plz.(2)	6	Albertson's, Richman Gordman
Southroads(38)	6	Brandeis, Sears, JCPenney
Village Shopping Ctr.(13)	8	Skaggs, Hy-Vee
36th & Q(2)	5	Half-Price, Food-4-Less
Westgate Plz.(14)	7	Brandeis
Westroads(161)	8	Mont. Ward, JCPenney, Brandeis, Yonkers, Walgreens
Westwood Plz.(31)	10	K mart, Skaggs, Hy-Vee

Principal Shopping Days-Sat., Thur., Sun., Fri., Wed.
Stores Open Evenings-Food & Shopping Centers-every evening except Sun.

13 - RETAIL OUTLETS: **Department Stores**-Brandeis 7; Montgomery Ward; JCPenney 3; Philips 4; Richman Gordman 5; Sears 3; Younkers 2.
Discount Stores-K mart 8; Walgreens 15; Skaggs 7; Target 3; Ardan; Half-Price 4; Service Merchandise; Pamida; ShopKo 3.
Variety Stores-Ben Franklin 2; Mangelsen's/

Makin's; IG&Y; Woolworth 3.
Chain Drug Stores-Walgreens 15; Skaggs 7; Keystone 3; Kohll's 5; Central Park 4; Beaton 4; Bogard's 2; Clark 2; Drug Town 2; Seig 2; A&A 8.
Chain Supermarkets-Albertson's 5; Baker's 9; Hinky Dinky 2; Food City 2; Hy-Vee 9; Super Valu 3; Spartan 9; Bag 'N' Save 2; No Frills 5; Warehouse Mkt. 4; Jack & Jill 3; Kwik Shop 29; Convenient 14; 7-Eleven 21; Town & Country 6; Casey's 4; IGA 2; Eight eleven 3; Taylor's Quik-Pik 5; Food-4-Less 5; Phil's Foodway 3.
Other Chain Stores-Abigail Uniform; Adolph's Auto Parts; Applause Video; Baker Shoes; Ben Simon's; Big Sur Waterbeds; J Bragg's; Buck's Shoes; Carriage House; Catherine's Stout Shoppe; Chess King; Color Tile; Crandell's; Daisy; B. Dalton Books; Diamond-Vogel Paint; Earl May; Famous Footwear; Fashion Find; Fashions-at-Large; Firestone; Flagg Bros.; Florsheim; Flower City; Foreman & Clark; Fox Photo; Fredericks of Hollywood; General Nutrition; Genuine Parts; Gibb's Girls; Glidden Paint; Goldstein-Chapmans; B. F. Goodrich; Goodyear; Haney Shoes; Henry Field; Hickory Farms; House of Large Sizes; Iowa Paint; Jaccard's; Jeans West; Jerry Leonard; Johnson Cashway; Junction; Jr. Shoe World; Kay-Bee Toys; Kinney; Lerner's Shops; Landons; Lawlor's Sport Gds.; Maternity Modes; Michelle's Millard Lumber; Mr. Automotive; Mode O'Day; Motherhood Maternity; Natelson's; Payless Shoe Source; Natl. Shirt; Natl. Uniform; Normans Shoes; Northwest Fabric; Payless Cashway; Peck & Peck; Pioneer Paint; Pioneer Uniforms; Pittsburgh Paint; Radio Shack; Sallye's; Seiferts; Sherwin-Williams; Singer; So-Fro Fabrics; Sophir-Morris Paint; Spencer Gifts; Stereo West; Susie's Casuals; Sutherland Lumber; Tober's; Toys Plus; Tully's; Uniroyal; Westlake Ace Hardware; Waldenbooks; Wickes Lumber; Wolf Bros. Western; World Radio; Youngtown; Zale's; Zondervan Books.

14 - NEWSPAPERS: WORLD-HERALD (m-mon to fri) 119,047; (e-mon to fri) 102,872; (m-sat) 211,053; (S) 283,708; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: George Kaplan, Nat'l. Adv. Mgr., WORLD-HERALD, World Herald Sq., Omaha, NE 68102; Tel. (402) 444-1000.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

SCOTTSBLUFF

1 - LOCATION: Scotts Bluff County. E&P Map A-2. 450 mi. W of Omaha; 200 mi. NW of Denver. Trading, shipping and medical center for irrigated North Platte Valley and surrounding ranch areas. Wholesale center.

2 - TRANSPORTATION: **Railroads**-Burlington-Northern at Scottsbluff and Union Pacific at Gering.
Motor Freight Carriers-10.
Intercity Bus Lines-Star.
Airlines-Frontier; Rocky Mountain.

3 - POPULATION:
Corp. City 80 Cen. 14,156; E&P 85 Est. 14,173
CZ-ABC: (80) 24,765
Bal. in NDM-ABC: (80) 82,677
County 80 Cen. 38,344; E&P 85 Est. 38,962
Total NDM-ABC: (80) 107,442

4 - HOUSEHOLDS:
City 80 Cen. 5,516; E&P 85 Est. 5,523
County 80 Cen. 13,813; E&P 85 Est. 14,504
CZ-ABC: (80) 9,115
Bal. in NDM-ABC: (80) 30,462
Total NDM-ABC: (80) 39,577

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$829,143,000
Commercial	5	$190,365,000

6 - PASSENGER AUTOS: County 20,045.

7 - ELECTRIC METERS: Residence 15,048.

8 - GAS METERS: Residence 13,842.

9 - PRINCIPAL INDUSTRIES: Sugar; Trailer; Furniture; Farm Chemical; Feed; Farm Mach. Mfg.; Concrete Pipe & Tile; Steel Fabricating; Iron Foundry; Electronic Components. Av. Wkly. Wage-$225.
Principal Industrial Pay Days-5th and 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-66; Summer 49-76; Fall 36-73; Winter 22-53. First killing frost, Oct. 14; last killing frost, May 17.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Broadway; 4 on First Ave.; 3 on Avenue A; 5 on Gering; E. 20th Place.
Neighborhood Shopping Centers-W. 27th at Ave B; E. Overland Drive, between 5th and 17th Aves.; S. Bway. at 11th St.; 5 blocks on E. 20th Place.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-Murphy; JCPenney.
Discount Stores-Discount Furniture; Yellow Front; Wheeler's; Gibson's; K mart; Alco; Pay 'N Pak.
Variety Stores-Woolworth.
Chain Drug Stores-Super Drug.; Rexall; Mart's Merit; McCosh.
Chain Supermarkets-Safeway; Jack & Jill 2; Co-op; Town & Country; Alexanders; Henry's Mkt.
Other Chain Stores-Firestone; Sears (catalog); Brown Shoes; S&H Green Stamps; Goodyear; Payless Shoes; Montgomery Ward; Coast-to-Coast.

14 - NEWSPAPERS: STAR-HERALD (m-tues to sat) 17,073; (S) 18,020; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Charlotte Christensen, Adv. Dir., STAR-HERALD, 1405 Broadway, Scottsbluff, NE 69361; Tel. (308) 632-0670.
National Representative: Branham/Newspaper Sales.

YORK

1 - LOCATION: York County. E&P Map E-3. County Seat. Some light mfg.; 100 mi. from Omaha; 50 mi. from Lincoln; 260 mi. from Kansas City; at junction of U.S. Hwys. 34, 81, I-80.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 7,723; E&P 85 Est. 8,737
County 80 Cen. 14,798; E&P 85 Est. 15,707

4 - HOUSEHOLDS:
City 80 Cen. 2,939; E&P 85 Est. 3,406
County 80 Cen. 5,428; E&P 85 Est. 5,955

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$168,700,000
Savings & Loan	3	$60,300,000

6 - PASSENGER AUTOS: County 7,891.

7 - ELECTRIC METERS: Residence & Cml. 5,764.

8 - GAS METERS: Residence 3,032.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Hog Slaughtering 62 ($342); Irrigation Pipe 75 ($287); Mobile Homes 135 ($301); Electronics Assembly 140 ($221); Aviation Products 250 ($279).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-100; Summer 46-97; Fall 13-86; Winter -14-73. First killing frost, Oct. 23; last killing frost, Apr. 16.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-19 blocks on Lincoln and Grant Aves. (U.S. 81 North & South).
Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Chain Drug Stores-Rexall; Pamida.
Discount Stores-Wheeler's; Pamida; Alco; Wal-Mart.
Chain Supermarkets-Grand Central Super Valu; EconoFoods; Price Chopper.
Other Chain Stores-Sears; Coast-to-Coast; Montgomery Ward; Tober's; S&H Green Stamps; Goodyear; L & W Serv. Ctr. (Firestone); True Value Hardware; Mode O'Day; 7-Eleven; Pump & Pantry.

14 - NEWSPAPERS: NEWS-TIMES (e) 6,210; sworn Oct. 3, 1984.
Local Contact for Advertising and Merchandising Data: Don Gillen, Pub., NEWS-TIMES, 327 Platte Ave.; PO Box 279, York, NE 68467; Tel. (402) 362-4478.
National Representative: Branham/Newspaper Sales.

NEVADA SURVEYS

METROPOLITAN STATISTICAL AREAS

Las Vegas-Clark County.
Reno-Washoe County.

POPULATION ESTIMATES

(Thousands)

Age Group	**1970**	**1980**	**1986**
Under 5 Years	44	56	70
5-14 Years	100	117	147
15-24 Years	79	147	185
25-44 Years	134	250	314
45-64 Years	101	163	205
65 and Over	31	66	82
TOTAL	489	799	1,003

Based on U.S. Census

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	**1977 Census**	**1982 Census**	**1986 Est.**
Bldg. Mat. Hdwr.	199	261	407
General Mdse.	362	596	820
Food	593	1,187	1,535
Automobiles	637	947	1,673
Gasoline Stations	296	564	650
Apparel	139	261	373
Furniture	127	203	343
Eat. Drink. Places	290	545	759
Drugs	149	179	262
TOTAL SALES	3,069	5,343	7,410

CARSON CITY

1 - LOCATION: Carson City, an independent City (formerly Ormsby County). E&P Map A-3. County Seat. State Capital; commercial, recreation and agricultural center; 30 mi. S of Reno; 14 mi. E of Lake Tahoe; 4,697 ft. elevation; 146.9 sq. mi. area.

2 - TRANSPORTATION: **Railroads**-Southern Pacific (freight); Amtrak (from Reno); Western Pacific.
Bus Lines-LTR Stage Lines; Gray Lines.
Airlines-(Reno) Air California; Eastern; Republic; PSA; United; Western; Frontier; Sky West; Sun World; American.
Trucking-Consolidated.

3 - POPULATION:
Corp. City 80 Cen. 32,022; E&P 85 Est. 37,103
NDM-ABC: (80) 32,022

4 - HOUSEHOLDS:
Corp. City 80 Cen. 12,074; E&P 85 Est. 14,526
NDM-ABC: (80) 12,074

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 23,304.

7 - ELECTRIC METERS: Residence 14,875.

8 - GAS METERS: City & County 10,622.

9 - PRINCIPAL INDUSTRIES: Gov't.; Tourism; Light Mfg.; Wholesale-Retail Sales.

10 - CLIMATE: Min. & Max. Temp.-Jan. Av. Low 19.1; July Av. High 89. Sunshine 266 days a year.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on Carson St.; 6 blocks S (27 stores); 8 blocks N (3 major stores).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Carson St.(30)	NA	Sears; Safeway; Mont. Ward
Silver City(27)	2	K mart; Radio Shack; Albertson's
Carson Mall(33)	2	JCPenney
Frontier Plz.(45)	3	Pay 'N Pak
Mayfair Ctr.(5)	4	Mayfair Super Mkt.; Thrifty Drug
Warehouse Ctr. (30)	4	Warehouse Mkt.; Coast-to-Coast; Ben Franklin
Carson Sq.(20)	4	Long's Drug; Lucky's; Radio Shack
Six Flags(3)	6	
Winnie West(6)	3	Winchells Donuts; 7-Eleven

13 - RETAIL OUTLETS: **Department Stores**-JCPenney 2; Mervyn's; K mart.
Chain Drug Stores-Raley's; Thrifty; Osco.
Chain Supermarkets-Safeway; Mayfair; Warehouse Markets; Albertson's; Lucky's; Safeway; Raley's.
Other Chain Stores-Carson Furniture; Grand Auto; Triple S Tires; 7-Eleven 4; Millers Outpost; True Value Hardware; Ace Hardware; Pay 'N Pak; Radio Shack; Kragen Auto Supply; House of Fabrics; Firestone; Red Wing Shoes; Fotomat; Kenney's Shoes; Curtis Mathis; Sherwin-Williams; Karl's Jr.; Bob's Big Boy; Handy Helper; Outdoorsman; Goodyear Tire.

14 - NEWSPAPERS: NEVADA APPEAL (e-mon to fri) 9,256; (S) 10,423; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Frank Sharp, Adv. Dir., NEVADA APPEAL, 200 Bath St.; PO Box 2288, Carson City, NV 89701; Tel. (702) 882-2111.
National Representative: Papert Companies.

ELKO

1 - LOCATION: Elko County. E&P Map C-2. County Seat. Interstate Hwy. 80 bet. Salt Lake City and Reno.

2 - TRANSPORTATION: **Railroads**-Western Pacific; Southern Pacific; Amtrak.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Sky West.

3 - POPULATION:
Corp. City 80 Cen. 8,758; E&P 85 Est. 11,800
CZ-ABC: (80) 8,758
RTZ-ABC: (80) 12,551
County 80 Cen. 17,269; E&P 85 Est. 21,729
City & RTZ-ABC: (80) 21,309

4 - HOUSEHOLDS:
City 80 Cen. 3,353; E&P 85 Est. 4,232
County 80 Cen. 6,350; E&P 85 Est. 8,268
CZ-ABC: (80) 3,353
RTZ-ABC: (80) 4,393
City & RTZ-ABC: (80) 7,746

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 9,925.

7 - ELECTRIC METERS: Residence 4,183.

8 - GAS METERS: Residence 2,605.

9 - PRINCIPAL INDUSTRIES: City Zone-Tourism; Railroad; Trucking; Constr.; Ranching; Electronics Mfg.; Mining.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-70; Summer 48-91; Fall 19-79; Winter 9-40. First killing frost, Sept. 30; last killing frost, June 1.

11 - TAP WATER: Neutral, very hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Elko Shopping Plz.(21)	NA	JCPenney; Mode O'Day
Sun Rise Ctr.(10)	NA	Albertson's; Payless; Sprouse Reitz

Principal Shopping Days-Wed., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Golden Rule; JCPenney; Anacabe's; Western Auto; Bob's Togs.
Variety Stores-Sprouse-Reitz; Payless; Skaggs.
Chain Drug Stores-Walgreens; Payless; Skaggs.
Chain Supermarkets-Safeway; Mayfair; Albertson's.

14 - NEWSPAPERS: FREE PRESS (e) 4,030; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Mae and Mel Steninger, Pub., FREE PRESS, 491 Fourth St.; PO Box 1330, Elko, NV 89801; Tel. (702) 738-3119.
National Representative: Landon Associates.

ELY

1 - LOCATION: White Pine County. E&P Map C-3. Ely, County Seat. Mining, tourist and stock center. 246 mi. SW of Salt Lake City. On U.S. Hwys. 6, 50, 93.

2 - TRANSPORTATION: **Motor Freight Carriers**-3.
Intercity Bus Lines-Maxway; U.P.S.; Motor Cargo.
Airlines-Sky West.

3 - POPULATION:
Corp. City 80 Cen. 4,882; E&P 85 Est. 5,711
County 80 Cen. 8,167; E&P 85 Est. 8,898

4 - HOUSEHOLDS:
City 80 Cen. 1,841; E&P 85 Est. 2,138
County 80 Cen. 3,003; E&P 85 Est. 3,398

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$40,000,000
Savings & Loan	1	$10,000,000

6 - PASSENGER AUTOS: County 4,162

7 - ELECTRIC METERS: Residence 4,227

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mining, Constr. & Mfg.; Transp. & Util.; Total Employed 3,808.
Principal Industrial Pay Day-Tues.

10 - CLIMATE: Min. & Max. Temp.-Jan. 8-37; Apr. 28-59; July 48-88; Oct. 20-64. First killing frost, Oct.; last killing frost, May 28.

11 - TAP WATER: Alkaline, very hard; 197 ppm.

12 - RETAILING: **Principal Shopping Center**-8 blocks in center of town.
Principal Shopping Days-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Nanette's, Goodman Tidball, Louis Cononelos, Wilson Bates.
Variety Stores-Sprouse-Reitz.
Chain Drug Stores-Economy, Steptoe, East Ely, Cowley's.
Chain Supermarkets-Safeway, IGA, Bradley's.

14 - NEWSPAPERS: TIMES (e-mon to fri) 2,402; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Ken Kliewer, Adv. Dir., TIMES, 655 Aultman, Ely, NV 89301; Tel. (702) 289-4491.
National Representative: Papert Companies.

FALLON

1 - LOCATION: Churchill County, E&P Map B-2, 62 mi. from Reno, NV.

2 - TRANSPORTATION: **Motor Freight Carriers**-1.
Airlines-Served by airport at Reno, Nevada.

3 - POPULATION:
Corp. City 80 Cen. 4,262; E&P 85 Est. 4,557
County 80 Cen. 13,917; E&P 85 Est. 14,098

4 - HOUSEHOLDS:
City 80 Cen. 1,752; E&P 85 Est. 1,853
County 80 Cen. 5,074; E&P 85 Est. 5,309

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	NA
Savings & Loan	5	NA

6 - PASSENGER AUTOS: County 30,000

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Agric., Navy Base, Mfg. plants, dairy, cattle.
Principal Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Summer 103, Winter 18. First killing frost Oct.; last killing frost Apr.

11 - TAP WATER: Soft, floridated.

12 - RETAILING: **Principal Shopping Center**-Frontier Village, Raley's.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-most open until 9 p.m.

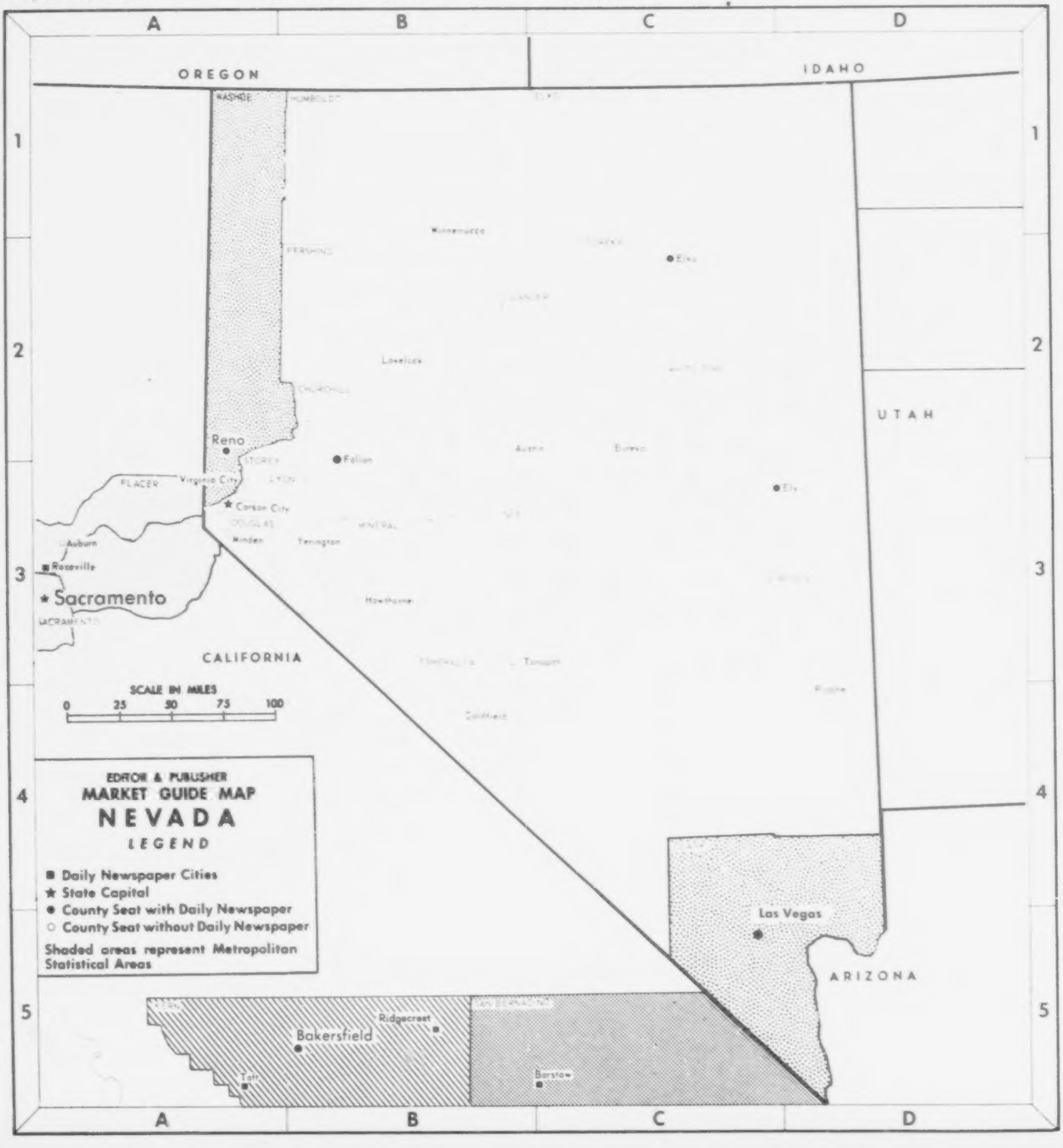
13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Mode O' Day, Sears (catalog), Montgomery Ward.
Discount Stores-Office Supply.
Variety Stores-Sprouse-Reitz.
Chain Drug Stores-Hillyard's, Frontier, Raley's, DuPont.
Chain Food Supermarkets-Raley's, Safeway.

14 - NEWSPAPERS: LAHONTAN VALLEY NEWS & EAGLE STANDARD (m-tues to sat) 2,683; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Joyce Thompson, Adv. Mgr., LAHONTAN VALLEY NEWS & EAGLE STANDARD, P.O. Box 1297, Fallon, NV 89406; Tel. (702) 423-6041.
National Representative: None.

LAS VEGAS

1 - LOCATION: Clark County, Las Vegas (MSA), E&P Map C-5. County Seat, industrial, mining center and vacation resort. Home of Nellis Air Force Base. On U.S. Hwys. 91, 93, 95, 466 and I-15, 290 mi. NE of Los Angeles, 452 mi. SW of Salt Lake City.

2 - TRANSPORTATION: **Railroads**-Union Pacific, Amtrak.
Motor Freight Carriers-57.
Intercity Bus Lines-Greyhound, Trailways, Las Vegas-Tonopah-Reno Stage Line, LTR, Ray & Ross, Sun Valley, West Side.
Major Airlines-America West, American, Braniff, Continental, Delta, Eastern, Frontier, Muse Air, Northwest Orient, Ozark, PSA, Republic, Southwest, Sunworld, TWA, United, Western.


A
B
C
D
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OREGON
IDAHO
UTAH
ARIZONA
CALIFORNIA
WASHOE
HUMBOLDT
ELKO
PERSHING
Winnemucca
Elko
LANDER
EUREKA
WHITE PINE
Lovelock
CHURCHILL
Reno
STOREY
LYON
Fallon
Austin
Eureka
Ely
PLACER
Virginia City
Carson City
DOUGLAS
MINERAL
NYE
Minden
Yerington
Auburn
Roseville
Sacramento
SACRAMENTO
Hawthorne
LINCOLN
ESMERALDA
Tonopah
Goldfield
Pioche
SCALE IN MILES
0
25
50
75
100
EDITOR & PUBLISHER
MARKET GUIDE MAP
NEVADA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
CLARK
Las Vegas
KERN
SAN BERNARDINO
Bakersfield
Ridgecrest
Taft
Barstow

3 - POPULATION:
Corp. City 80 Cen. 164,674; E&P 85 Est. 215,145
NDM-ABC (80) Cen. 463,087
County/MSA 80 Cen. 461,816; E&P 85 Est. 541,794
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 62,114; E&P 85 Est. 82,859
County/MSA 80 Cen. 173,563; E&P 85 Est. 209,955
NDM-ABC (80) 173,391

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	16	$4,078,762,000
Savings & Loan	10	$2,388,626,000

6 - PASSENGER AUTOS: County 299,338

7 - ELECTRIC METERS: Residence 223,656

8 - GAS METERS: Residence, Commercial & Industrial 100,041

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Hotels, Gaming & Recreation 73,700; Mining 400; Constr. 14,300; Transport, Utils. 14,300; Wholesale/Retail Trade 50,800; Fin., Ins., Real Estate 11,600; Serv. 116,800; Gov't (excluding military) 29,300; Nellis AFB & Indian Spring AFB 11,000; Nellis AFB (civilian) 2,600; Nev. Test Site 7,000.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: June 1983 Av. monthly high 96, low 69.5; Dec. 1983 Av. monthly high 57.7, low 38.1. High temperature 1983, 109. Rainfall 1983, 4.86 in.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-Las Vegas is divided east/west by the strip with Boulevard Mall in the east & Meadows Mall in the west. Third major mall is The Fashion Show on the Las Vegas Strip with 140 merchants.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Tropicana E. Ctr.(4)	NA	Albertson's, Nevada S&L
Green Valley(7)	NA	Smith's Food King, Valley Bank
Commercial Ctr.(13)	NA	Aaron Bros., 1st Western Savings
Mission Ctr.(15)	NA	Lucky, Osco, Zody's
Park Place(16)	NA	Von's, Mervyn's, Service Merchandise
Renaissance Ctr.(17)	NA	Alpha Beta, Ricardo's Restaurant
Shopping Ctr. "B"(23)	NA	Lucky, Pic 'N Save
Spanish Oaks(24)	NA	Albertson's, Skaggs
Decatur Meadows(27)	NA	Vons, Ardan, Aaron Bros.
Civic Ctr. Plz.(32)	NA	Smith's Food King, Zody's
College Pk.(33)	NA	Safeway, Skaggs, Lucky

13 - RETAIL OUTLETS: **Department Stores**-Broadway Southwest; Bullock's; Diamonds; Goldwaters; JCPenney; Montgomery Ward; Mervyn's; Neiman Marcus; Saks Fifth Avenue; Sears.
Discount Stores-Ardar; Gemco; K mart; Wonder World; Zody's.
Variety Stores-Woolworth; Sprouse-Reitz; Calavan's 88 Store; Pic 'N Save.
Chain Drug Stores-Thrifty Drug; White Cross; Skagg's; Osco.
Chain Supermarkets-Albertsons 9; Alpha Beta; Gemco 2; Lucky 102; MayFair; Safeway 13; Smiths Food King 17; Vons 6.
Other Chain Stores-B. Dalton; Bernina; Breuner's Home Furnishers; Carpet Barn; Chandlers Shoes; C.H. Baker; Checker Auto Parts; Chess King; Color Tile; Fashion Conspiracy; Fischer's Ethan Allen Gallery; Florsheim; Foxmoor Casuals; Fredericks; Gallenkamp's; Hallmark; Harris & Frank; Hickory Farms; Home Lumber; Household Finance; House of Fabrics; J. Herbert Hall; Judy's; Kinneys; Leeds-Qualicraft; Lerner; Merle Norman; McMahan's Furniture; Millers Outpost; Naturalizer; Ole's; Peck & Peck; Pittsburgh Paints; Radio Shack; RB Furniture; Red Cross Shoes; Sees Candy; Show off; Silverwoods; Singer; Size 5-7-9; Standard Brands; Stride Rite; Tandy Leather; Wallpaper To Go; Western Auto; Zale's.

14 - NEWSPAPERS: REVIEW-JOURNAL (all day-mon to fri) 101,658; (m-sat) 93,262; (S) 116,271; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Jim Fredericks, Adv. Dir., REVIEW-JOURNAL, PO Box 70, Las Vegas, Nevada 89125; Tel. (702) 383-0365.
National Representative: Papert Companies.
SUN (m-mon to fri) 58,410; (m-sat) 56,600; (S) 62,893; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Fred Brooks, Adv. Dir., SUN, 121 S Highland, PO Box 4275; Las Vegas, NV 89127; Tel. (702) 385-3111.
National Representative: Landon Associates.

RENO

1 - LOCATION: Washoe County, E&P Map A-2 (In Reno MSA). Situated at the eastern base of the Sierra Nevada Mountains, 32 mi. NW by N of Carson City. Reno is 227 hwy. mi. E of San Francisco, CA via I-80. On U.S. Hwys. 395, I-80.

2 - TRANSPORTATION: **Railroads**-Southern Pacific, Western Pacific, Union Pacific, Amtrak.
Motor Freight Carriers-19.
Intercity Bus Lines-Continental Trailways; Grayline Scenic Tours; Greyhound; Las Vegas-Tonapall-Reno (LTR) Stage Lines; Nevada Central Motor Lines.
Airlines-United; Air California; American; Delta; Hughes Airwest; PSA; TWA; Western.

3 - POPULATION:
Corp. City 80 Cen. 100,756; E&P 85 Est. 116,098
NDM-ABC (80) 245,066
County/MSA 80 Cen. 193,623; E&P 85 Est. 222,610
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 43,705; E&P 85 Est. 50,758
County/MSA 80 Cen. 77,204; E&P 85 Est. 91,732
NDM-ABC (80) 96,664

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	6	$1,081,254,768
Commercial	5	$2,481,824,823

6 - PASSENGER AUTOS: County 129,558

7 - ELECTRIC METERS: Residence & Bus. 83,010

8 - GAS METERS: Residence & Bus. 47,810

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Const. 8,900 ($457); Mfg. 8,600 ($257); Transp., Comm. & Util. 7,700 ($324); Total Trade 22,700 ($214); Fin., Ins. & Real Est. 5,800 ($203); Hotel, Amusement & Personal Service 44,400 ($178); Gov't 15,000 ($307); Educ. 5,600 ($232).
Principal Industrial Pay Days-10-20, 15-30.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-65; Summer 46-89; Fall 31-70; Winter 16-45. First killing frost, Aug. 29; last killing frost, June 29.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Downtown: 10 blocks on Virginia St. and Sierra St. and connecting sts.; Park Lane; Plumb Lane; Meadowood Mall (S. Virginia).
Neighborhood Shopping Centers-Value Ctr., S. Virginia St.; Keystone Sq., Keystone Ave.; Lakeside Plz., Plumb Ln.; Plz. 4th St.; Pyramid Park, Kietzke Ln.; Ideal Moana Ln.; Old Town Mall-S Virginia; Meadowood Mall-S Virginia Vlg., California Ave.; Clarkson's Plz., Gentry Way; Town & Country, Vassar Way; Del Monte, S. Virginia St.; Moana East, Moana Ln.; Greenbrae, Greenbrae St.; K mart, Oddie Blvd.; Grand Central, Oddie Blvd.; Sterling Vlg., Denslow Dr.; Bonanza Sq., N Virginia St.; Oddie Mall, Oddie Blvd.; Silver State Plz., Prater Way; Ross Plz., Rock Blvd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Lakeside Plz.(21)	NA	Albertson's, Thrifty
Park Lane(64)	NA	Sears, Weinstock's
Moana West(30)	NA	
Shoppers Sq.(51)	NA	Mayfair, Skaggs
Old Town Reno(50)	NA	Breuner's, Eagle
McCarran Plz.(19)	NA	Mervyn's, Safeway, Skaggs, Warehouse, Lawrence's
Meadowood (110)	NA	Macy's, JCPenney, Joseph Magnin

Principal Shopping Days-Department Stores-Thur., Fri. & Sat.; Food-Every night.
Stores Open Evenings-Food-Every night.
Stores Open Sundays-Food and 35% retail.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Montgomery Ward; JCPenney; Gray Reids; Weinstock; Mervyn's; Macy's; Lawrence's; Roos-Atkins; Liberty House; Grodins.
Variety Stores-Woolworth 2; Sprouse Reitz 3.
Discount Stores-K mart 2; Skaggs; Grand Central.
Chain Drug Stores-Skaggs 2; Thrifty; Pay Less; Raley's 5; Rexall 4.
Chain Supermarkets-Safeway 4; Raley's 6; Albertson's 4; Mayfair 2; Warehouse Mkt. 10; Gemco; 7-Eleven 17.
Other Chain Stores-Western Auto; The Fashion; Karl's; Leeds; Rogers; Edises; Gensler-Lee; Lerner's; J. Magnin; Gallenkamp; Mode O'Day; Lanz; Zale's; Thom McAn; Pay 'N Pak; Singer; The Tall Shop; McMahen's; Smither's Clothiers; Kinney Shoes; Huston's Shoes; Red Wing Shoes; Harris & Frank; Breuner's; See's Candy; Anita Shops; Radio Shack; House of Fabrics; House of Nine; Swiss Colony; Weisfield's; Shaw's Candy; Goodyear; Walden; Pic-A-Dilly; Baskin-Robbins; Alber's; Ardan; B.F. Goodrich; Sav-Time; Little Professor; Nobby; Hallmark; Ethan Allen; RB Furn.

14 - NEWSPAPERS: NEVADA STATE JOURNAL (m-mon to fri) 57,598; RENO GAZETTE JOURNAL (S) 67,044; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Ryna McKibben, Adv. Dir., JOURNAL and GAZETTE, 955 Kuenzli Lane, Box 22000, Reno, NV 89520; Tel. (702) 788-6200.
National Representative: Gannett Media Sales.

NEW HAMPSHIRE SURVEYS

METROPOLITAN STATISTICAL AREAS

Manchester-Manchester city, Bedford and Goffstown towns in Hillsborough County; Allenstown and Hooksett towns in Merrimack County; Auburn and Candia towns in Rockingham County.
Portsmouth-Dover-Rochester, N.H.-Maine-Portsmouth city; Exeter, Greenland, Hampton, New Castle, Newfields, Newington, Newmarket, North Hampton, Rye and Stratham towns in Rockingham County, N.H.; Dover, Rochester and Somersworth cities; Barrington, Durham, Farmington, Lee, Madbury, Milton and Rollinsford towns in Strafford County, N.H.; Berwick, Eliot, Kittery, North Berwick, Ogunquit, South Berwick, Wells and York towns in York County, Maine.

PRIMARY METROPOLITAN STATISTICAL AREAS

Lawrence-Haverhill, Mass.-N.H.-Lawrence, Newburyport and Haverhill cities; Amesbury, Andover, Boxford, Georgetown, Groveland, Merrimac, Methuen, Newbury, North Andover, Salisbury and West Newbury towns in Essex County, Mass.; Atkinson, Brentwood, Danville, Derry, East Kingston, Hamstead, Kingston, Newton, Plaistow, Salem, Sandown, Seabrook and Windham towns in Rockingham County, N.H.
Lowell, Mass.-N.H.-Lowell city; Billerica, Chelmsford, Dracut, Dunstable, Pepperell, Tewksbury, Tyngsborough and Westford towns in Middlsex County, Mass.; Pelham town in Hillsborough County, N.H.
Nashua-Nashua City; Amherst, Brookline, Hollis, Hudson, Litchfield, Merrimack, Milford, Mont Vernon and Wilton towns in Hillsborough County; Londonderry town in Rockingham County.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Boston-Lawrence-Salem, Mass.-N.H.-Includes Boston, Mass. PMSA; Brockton, Mass. PMSA; Lawrence-Haverhill, Mass.-N.H. PMSA; Lowell, Mass.-N.H. PMSA; Nashua, N.H. PMSA; and Salem-Gloucester, Mass. PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1986**
Under 5 Years	65	63	69
5-14 Years	149	145	160
15-24 Years	126	171	188
25-44 Years	171	264	291
45-64 Years	149	175	193
65 and Over	78	103	113
TOTAL	738	921	1,014

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1977 Census**	**1982 Census**	**1986 Est.**
Bldg. Mat./Hdwr.	240	332	532
General Mdse.	353	525	741
Food	826	1,252	1,661
Automobiles	649	949	1,719
Gasoline Stations	237	398	470
Apparel	135	244	359
Furniture	122	192	333
Eat/Drink Places	253	418	597
Drugs	78	133	199
TOTAL SALES	3,387	5,354	7,522

CLAREMONT

1 - LOCATION: Sullivan County, E&P Map B-5. Shpg. Ctr. for 35 mi. radius in NH and VT. Ctr. for machine tool industry. 100 mi. from Boston. On State Hwys. 11, 12, 103. Near I-91 & I-89.

2 - TRANSPORTATION: **Railroads**-Boston & Maine, Claremont & Concord.
Motor Freight Carriers-13.
Intercity Bus Lines-Vt. Transit; Greyhound; Sullivan County Transit.
Airlines-Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 14,557; E&P 85 Est. 15,933
CZ-ABC (80) 14,557
RTZ-ABC (80) 54,917
County 80 Cen. 36,063; E&P 85 Est. 38,937
City & RTZ-ABC (80) 69,474
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 5,967; E&P 85 Est. 5,441
County 80 Cen. 16,486; E&P 85 Est. 14,814
CZ-ABC (80) 5,653
RTZ-ABC (80) 19,991
City & RTZ-ABC (80) 25,644

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	1	$74,280,402
Commercial	4	$63,807,641

6 - PASSENGER AUTOS: County 22,248

7 - ELECTRIC METERS: Residence 4,700

8 - GAS METERS: Residence 1,400

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Durables & Precision Machine in Vt. 3,000 ($225); N.H. 3,300 ($215). Non-Durable-Textiles, Plastics, Paper in Vt. 1,000 ($175); N.H. 2,300 ($180).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-66; Summer 54-93; Fall 24-58; Winter 8-40. First killing frost, late Sept.; last killing frost, May 20.

11 - TAP WATER: Acid, soft.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Pleasant; 3 on Tremont; 2 on Broad; 2 on Main.
Neighborhood Shopping Centers-6 blocks on Washington St.; 1 on Maple Ave.

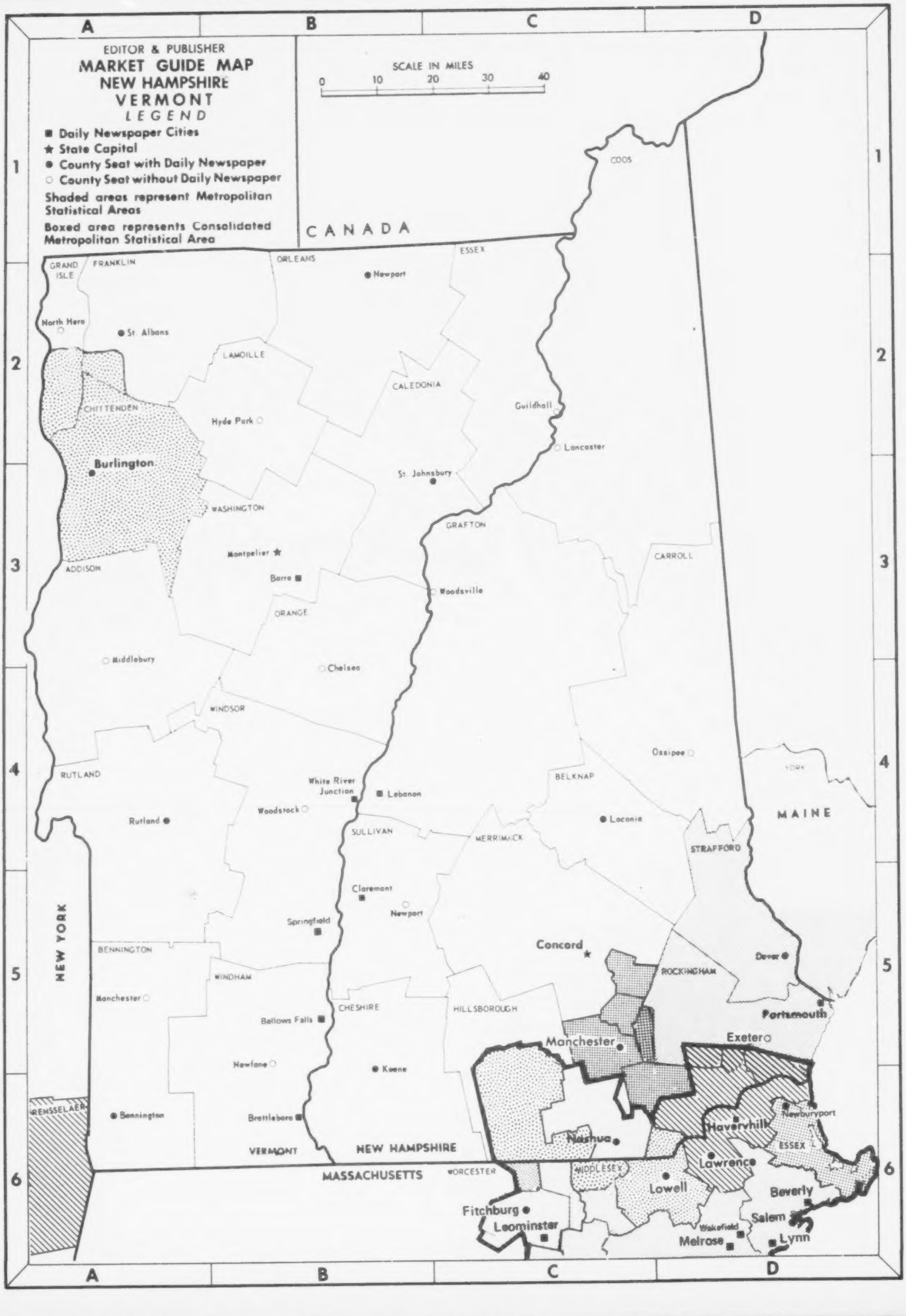
Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Upper Valley Plz.	25	Rich's, Purity Supreme, K mart
Lebanon Mall	25	Curriers, IGA
Newport	10	Ames, Aubuchon, IGA
Springfield Plz.(22)	16	Young's, Sears, P&C, Ames
Sugar River Plz.(12)	10	Violette's AG, Rite Aid
Washington St. Plz.	NA	K mart, Fayva, Grand Union

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri. Super Markets every evening until 11:00 P.M.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Ames; Furman's; Marson's; JCPenney; Britts.
Variety Stores-Woolworth, K mart.
Chain Drug Stores-Rexall; Adams; CVS; Brooks; Duffys, General Sales; Cus. MD; Rite Aid; Carls.
Chain Supermarkets-Jiffy Marts; IGA; P&C; Grand Union 2.
Other Chain Stores-W. E. Aubuchon Hdwe.; Sherwin-Williams; Goodyear; Montgomery Ward; Radio Shack; Dunkin Donuts; Sears.

14 - NEWSPAPERS: EAGLE-TIMES (e-mon to fri) 9,923; (S) 10,520; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Michael O. Quinn, Adv. Dir., EAGLE-TIMES, 19 Sullivan St., Claremont, NH 03743; Tel. (603) 542-5121.
National Representative: Landon Associates.


A
B
C
D
1
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EDITOR & PUBLISHER
MARKET GUIDE MAP
NEW HAMPSHIRE
VERMONT
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed area represents Consolidated Metropolitan Statistical Area
SCALE IN MILES
0
10
20
30
40
CANADA
COOS
ESSEX
ORLEANS
FRANKLIN
GRAND ISLE
Newport
North Hero
St. Albans
LAMOILLE
CALEDONIA
CHITTENDEN
Hyde Park
Guildhall
Lancaster
Burlington
St. Johnsbury
WASHINGTON
GRAFTON
CARROLL
Montpelier
Barre
ADDISON
Woodsville
ORANGE
Middlebury
Chelsea
WINDSOR
Ossipee
RUTLAND
White River Junction
Lebanon
BELKNAP
YORK
MAINE
Rutland
Woodstock
Laconia
SULLIVAN
MERRIMACK
STRAFFORD
Claremont
Newport
NEW YORK
Springfield
BENNINGTON
Concord
Dover
ROCKINGHAM
WINDHAM
Manchester
CHESHIRE
HILLSBOROUGH
Portsmouth
Bellows Falls
Manchester
Exeter
Newfane
Keene
Newburyport
RENSSELAER
Bennington
Brattleboro
Haverhill
Nashua
ESSEX
VERMONT
NEW HAMPSHIRE
Lawrence
MASSACHUSETTS
WORCESTER
MIDDLESEX
Lowell
Beverly
Fitchburg
Leominster
Salem
Wakefield
Melrose
Lynn

CONCORD

1 - LOCATION: Merrimack County, E&P Map C-5. State Capital, County Seat. Railroad, mining, manufacturing, and financial center. South Central part of state. 75 miles from Boston. At hub of U.S. Hwys. I-89, I-93, 3-4, 202; State Hwys. 3A, 9, 13, 36, 103, 106.

2 - TRANSPORTATION: **Railroads**-Boston & Maine.
Motor Freight Carriers-10
Intercity Bus Lines-Capital; Vermont Transit; Greyhound; Concord Trailways; Whitney's; Interstate.

3 - POPULATION:
Corp City 80 Cen. 30,400; E&P 85 Est. 33,005
CZ-ABC: (80) 30,400
RTZ-ABC: (80) 84,159
County 80 Cen. 98,302; E&P 85 Est. 105,972
City & RTZ-ABC: (80) 114,559

4 - HOUSEHOLDS:
City 80 Cen. 11,471; E&P 85 Est. 11,919
County 80 Cen. 34,674; E&P 85 Est. 38,681
CZ-ABC: (80) 11,471
RTZ-ABC: (80) 29,084
City & RTZ-ABC: (80) 40,555

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	4	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: County 67,645

7 - ELECTRIC METERS: Residence 14,050

8 - GAS METERS: Residence 5,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Govt. 7,344 ($310); Manufacturing 4,542 ($299); Trans., Util., Comm. 584 ($359); Mfg. 4,542 ($299); Trades 5,178 ($236); Fin., Ins., Real Estate 2,668 ($339); Services 5,326 ($287); Contracting/Bldg. 616 ($278). Total employed in Concord, 26,258 ($285).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-55; Summer 56-79; Fall 38-59; Winter 12-33. First killing frost, Sept. 28; last killing frost, May 5.

11 - TAP WATER: Neutral, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-10 blocks on Main; 3 on State; 2 each on Pleasant, Warren, School.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Capitol(12)	NA	Zayre, Howland, DeMoulas, Rite Aid
Eddy Plaza(9)	NA	Osco, Shaws, Rich's
Eagle Square Market Place(58)	NA	
Bradlees	NA	DeMoulas, Bradlees, Prism Photo, JCPenney

Other Neighborhood Shopping Centers-Penacook, West Concord, East Concord, Concord Heights, South Street at Clinton and Broadway.
Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Fri. Some, every night.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Montgomery Ward; Howlands.
Discount Stores-Bradlees; Rich's; Zayre.
Chain Supermarkets-A&P 2; Mr. Grocer 3; IGA; Shaw's; DeMoulas 2.
Other Chain Stores-Scott Jewelry; Sherwin-Williams; Endicott-Johnson; Goodyear; Carroll; So-Fro Fabrics; Toy City; Solomons; Allied Radio Shack; Grossman's Lumber; Merrimack Furniture; Ralph Pill Electric; Martin's Hosiery; CVS; Rich's; Osco; Steenbeke's Home Supply; Medi Mart; Prism Photo; Artisan Outlet; Perfecta Camera; Tom Ray Office Supply; Major Appliance; Goulet Supply; Rite Aid; Fayva Shoe; Rooks; Dexter Dunham; Bass Shoe.

14 - NEWSPAPERS: MONITOR (e) 20,760, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Loren G. Osborn, Adv. Dir.; John Ebbets, Ret. Mgr., MONITOR, 3 N. State St., Concord NH 03301; Tel. (603) 224-5301.
National Representative: Landon Associates.

DOVER

1 - LOCATION: Strafford County (In Portsmouth-Dover-Rochester, NH-ME MSA), E&P Map D-5. County Seat. On Cocheco River; 11 mi. NW of Portsmouth; in SE part of state; midway bet. Boston and Portland. Gateway to White Mtns. at entrance of Spaulding Tpke.

2 - TRANSPORTATION: **Railroads**-Boston & Maine.
Motor Freight Carriers-32.
Intercity Bus Lines-Trailways; Greyhound; York Lines; Dineen; Michaud; Airport Limousine Service.

3 - POPULATION:
Corp City, 80 Cen. 22,377; E&P 85 Est. 25,03
County 80 Cen. 85,408; E&P 85 Est. 92,308
NDM-ABC: (80) 90,023
MSA 80 Cen. 188,060; E&P 85 Est. 205,152
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 8,378; E&P 85 Est. 9,078
County 80 Cen. 29,104; E&P 85 Est. 32,518
MSA 80 Cen. 67,630; E&P 85 Est. 74,514
NDM-ABC: (80) 30,651

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$48,491,000
Savings & Loan	1	$37,568,000
Savings	2	$132,972,000

6 - PASSENGER AUTOS: County 50,373

7 - ELECTRIC METERS: Residence 11,658

8 - GAS METERS: Residence 892

9 - PRINCIPAL INDUSTRIES: Submarines; Tools & Dies; Die Making; Electronic Parts & Accessories; Meters & Transformers; Electroplating; Electrical components; Fiber goods; Motors & Blowers; Presses; Urethane moulded products for automotive industry; Sales Registers & Printed Forms; Textile Products; Mica Products; Steel Fabricators; Leather Products; Shoes (counters, findings & heels).

10 - CLIMATE: Min. & Max. Temp. NA

11 - TAP WATER: Acid, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Rochester Mall(10)	NA	
Lilac City Mall(22)	NA	
Dover/Central Avenue(30)	NA	Star Market
Somersworth(10)	NA	
Tri-City Plz.(14)	NA	
Dover	NA	A&P, IGA, Shaw's
Newington Mall(70)	NA	Mont. Ward, Portecus, Bradlees, Shaw's
Fox Run Mall(96)	NA	Sears, Filene's, Jordan Marsh

Principal Shopping Days-Sat., Sun.
Stores Open Evenings-Discount, Variety & Food.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; Brooks; Rich's; Jordan Marsh; K mart; JCPenney; Value House; Sears; Filene's.
Discount Stores-Sawyer Mills Factory Outlet; Bradlees; Siegel City; Porteous; Value House; Pease Air Base PX.
Chain Supermarkets-A&P; Star Mkt. 2; Shaw's 4; Purity Supreme; S&S Foods; Hanaford Bros.; Shop 'N Save 4; DeMoulas 2.
Other Chain Stores-Western Auto Store; Globe; Radio Shack.

14 - NEWSPAPERS: FOSTER'S DEMOCRAT (e) 25,063, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Wayne Chick, Sales/Mktg. Dir., FOSTER'S DEMOCRAT, 333 Central Ave., Dover, NH 03820; Tel. (603) 742-4455.
National Representative: Landon Associates.

HANOVER
See LEBANON

KEENE

1 - LOCATION: Cheshire County, E&P Map B-6. County Seat. Industrial & retail ctr. in SW part of State on State Hwys. 9, 10, 12, 101. 92 mi. NW of Boston; 55 mi. from Manchester.

2 - TRANSPORTATION:
Motor Freight Carriers-25.
Intercity Bus Lines-People's; Vermont Transit.
Airlines-Precision.

3 - POPULATION:
Corp. City 80 Cen. 21,449; E&P 85 Est. 23,260
NDM-ABC (80) 62,116
County 80 Cen. 62,116; E&P 85 Est. 65,656

4 - HOUSEHOLDS:
City 80 Cen. 7,601; E&P 85 Est. 7,687
County 80 Cen. 21,832; E&P 85 Est. 23,913
NDM-ABC (80) 21,832

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	$264,094,322
Savings & Loan	1	$54,519,627
Commercial	3	$133,982,000

6 - PASSENGER AUTOS: County 38,933

7 - ELECTRIC METERS: Residence 13,000

8 - GAS METERS: Residence 1,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 9,131 ($334); Durable goods 6,082 ($356); Nondurable goods 3,049 ($290). Non-mfg. 15,370 ($240). Total all industry 24,501 ($275).
Principal Individual Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 8-77; Summer 41-94; Fall 18-79; Winter-12-51. First killing frost, Oct. 5; last killing frost, May 8.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: **Principal Shopping Center**-Central Sq., 4 blocks on Main St., 2 on West St., 1 on Roxbury St., 1 on Washington St., 1 on Marlboro St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Colony Mill(40)	NA	Joe Jones Ski & Sport, Cherry Webb & Touraine
Fairbanks(15)	NA	O.K. Fairbanks, Medi-Mart
Keene Plz.(2)	NA	Edward's, Heartland Drug
Riverside Plz.(18)	NA	IGA, Bradlees
West St.(13)	NA	Rich's, CVS

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri., Main St.; Shopping Centers every night.
Stores Open Sun.-12 noon to 6.

13 - RETAIL OUTLETS: **Department Stores**-Goodnow's; Bradlees; Rich's.
Variety Stores-Woolworth.
Discount Stores-Jupiter.
Chain Drug Stores-Rexall; Medi-Mart; CVS; Brooks 2; Heartland.
Chain Supermarkets-Edward's; O.K. Fairbanks 2; Wilbers 2; IGA.
Other Chain Stores-Agway Farm & Garden Center; Bass; Blue Seal Feeds & Needs; Bi-Value; Cherry Webb & Touraine; DeOrsey's Home Entertainment Center; Dexter; Dunham; Fayva; Endicott-Johnson; Goodyear; Grossman's; Hilson's Home Centers; Joe Jones Ski & Sports Shop; McAuliffe Office Supplies; Micro Services of New England; Perfecta Camera; Radio Shack; R & R Jewelry; Sears; S & H Green Stamps; Sherwin-Williams; So-Fro Fabrics; Jo-Ann Fabrics; Prism Photo; Poore Simons.

14 - NEWSPAPERS: SENTINEL (e) 14,362, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Paul Huegel, Adv. Mgr., SENTINEL, 60 West St., Keene, NH 03431; Tel. (603) 352-1234.
National Representative: Landon Associates.

LACONIA

1 - LOCATION: Belknap County, E&P Map C-4. County Seat. In central New Hampshire on Daniel Webster Hwy., U.S. Route 3.

2 - TRANSPORTATION: **Railroads**-Boston & Maine.
Motor Freight Carriers-8.
Intercity Bus Lines-Interstate; Trailways; Concord Coach.
Airlines-Precision.

3 - POPULATION:
Corp City 80 Cen. 15,575; E&P 85 Est. 16,982
CZ-ABC: (80) 15,575
RTZ-ABC: (80) 74,146
County 80 Cen. 42,884; E&P 85 Est. 45,602
City & RTZ-ABC: (80) 89,721

4 - HOUSEHOLDS:
City 80 Cen. 5,632; E&P 85 Est. 4,998
County 80 Cen. 15,573; E&P 85 Est. 17,151
CZ-ABC: (80) 5,632
RTZ-ABC: (80) 26,996
City & RTZ-ABC: (80) 32,628

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$85,016,000
Savings	2	$122,634,794
Savings & Loan	1	$51,700,000

6 - PASSENGER AUTOS: County 27,380

7 - ELECTRIC METERS: Residence 15,000

8 - GAS METERS: Residence 1,950

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Engineering 125; Woodstove Mfg. 65; Woodworking 250; Knitting 235; Gen. Mfg. 746; Electronics 400.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: First killing frost, Oct. 1; last killing frost, May 15.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on Main St., 1 on Court St., 1 on Union Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Plaza	5	
Keller's Plaza(4)	4	Timberline Shoes
Lake Region(14)	4	Osco, K mart, Radio Shack, Sears, Star Mkt.
Belknap Mall(15)	1	Shaw's, Zayre, CVS, Tempo Fashions
Franklin	10	Rite Aid, Steenbek, Newberry
Capital(12)	26	Britt's
Concord	26	Shaws, Howlands, Richs

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-O'Shea's; Zayre.
Variety Stores-Newberry.
Discount Stores-Globe; K mart.
Chain Drug Stores-Rexall 2; Osco; CVS; Value Plus.
Chain Supermarkets-IGA; Dan's Star Mkt.; Shaw's; Mr. Grocer.
Other Chain Stores-Sanel; Lynch Paints; Fletchers Paint; Lynch's; Signal Auto; Sherwin-Williams; Singer Co.; Sears (catalog); Endicott-Johnson; Grossman's; Diamond National; R&R Jewelry.

14 - NEWSPAPERS: CITIZEN (e) 9,624, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: C. Richard Buckman, Adv. Mgr., CITIZEN, 171 Fair St., PO Box 40, Laconia, NH 03246; Tel. (603) 524-3800.
National Representative: Landon Associates.

LEBANON-HANOVER, NH-WHITE RIVER JUNCTION, VT

1 - LOCATION: Grafton County, NH, Windsor County, VT. E&P Map B-4. Mfg. & industrial ctr. At junction of Mascoma, Connecticut & White Rivers. 123 mi. from Springfield, Mass.; 142 mi. from Boston, Mass.; 203 mi. from Montreal, Que. On U.S. Hwys. 4, 5, I-89, I-91; NH Hwys. 120, 10, 12A; VT Hwys. 14, 10A.

2 - TRANSPORTATION: **Railroads**-Boston & Maine; Vermont Central; Canadian Pacific; Candadian National; Amtrak.
Motor Freight Carriers-11.
Intercity Bus Lines-White River; Vermont Transit; Boston & Main; Greyhound.
Airlines-Precision Airlines; Command.

3 - POPULATION:
Corp Cities 80 Cen. 22,835; E&P 85 Est. 25,918
  Lebanon, NH 80 Cen. 11,134; E&P 85 Est. 12,862
  Hanover, NH 80 Cen. 9,119; E&P 85 Est. 10,206
  White River Junction, VT 80 Cen. 2,582; E&P 85 Est. 2,850
Counties 80 Cen. 116,836; E&P 85 Est. 124,852
  Grafton, NH 80 Cen. 65,806; E&P 85 Est. 70,919
  Windsor, VT 80 Cen. 51,030; E&P 85 Est. 53,933
NDM-ABC: (80) 30,614
RTZ-ABC: (80) 36,118
NDM & RTZ-ABC: (80) 66,732

4 - HOUSEHOLDS:
Cities 80 Cen. 6,729; E&P 85 Est. 7,135
  Lebanon, NH 80 Cen. 4,504; E&P 85 Est. 4,126
  Hanover, NH 80 Cen. 2,225; E&P 85 Est. 1,994
  White River Junction, VT 80 Cen. N.A.; E&P 85 Est. 1,015
Counties 80 Cen. 42,275; E&P 85 Est. 46,761
  Grafton, NH 80 Cen. 23,221; E&P 85 Est. 25,926
  Windsor, VT 80 Cen. 19,054; E&P 85 Est. 20,835
NDM-ABC: (80) 10,594
RTZ-ABC: (80) 13,197
NDM &RTZ-ABC: (80) 23,791

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	$260,000,000
Commercial	10	$305,000,000

6 - PASSENGER AUTOS: Grafton, NH 39,953; Windsor, VT N.A.

7 - ELECTRIC METERS: Residence 7,864

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Machine Tools 2,500; Educational 3,500; Medical 3,000.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-53; Summer 54-77; Fall 37-57; Winter 9-29.

11 - TAP WATER: Alkaline, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-Several blocks in each town in City Zone. Upper Valley Shpg. Plz.; West Lebanon Shpg. Plz.
Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Fri., Mon., through Sun. in Plzs.

13 - RETAIL OUTLETS: **Department Stores**-Surprise; Ward's; JCPenney.
Discount Stores-J.W. Barber; Rich's; K mart.
Variety Stores-Newberry; Woolworth.
Chain Drug Stores-Rexall 3; CVS.
Chain Supermarkets-P&C 5; IGA; Purity Supreme; Hanover Consumer Co-op; Grand Union; Wing's Mkt.; George's A&G.
Other Chain Stores-Aubuchon; Army & Navy; Agway; Western Auto; Sears; Midas Muffler; Trustworthy; Tru-Value; Radio Shack; Campion's; Sherwin-Williams; Bridgman's; Dartmouth Co-op; Greydon Freeman; Briggs; Hildreth's; Shoetorium; Dulac's; Nugents; Fayva Shoe; Dexter Shoe; Beaconway; Hirschs; Hills; Carroll Reed; Johnson's Home Ctr.; Singer; J&D Auto; Bedpost; Dunham Shoe; Focus On Fashion; Billicks; Bass Shoe; Hoffmans Furniture; Hallmark Card Yard; Carvelle's Ice Cream.

14 - NEWSPAPERS: VALLEY NEWS (e-mon to fri, m-sat) 16,888, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Mrs. Terri Dudley, Adv. Dir., VALLEY NEWS, PO Box 877, White River Junction, VT 05001. Tel. (603) 298-8711.
National Representative: Landon Associates.

MANCHESTER

1 - LOCATION: Hillsborough County. E&P Map C-6 (MSA). Industrial, whol. & ret. ctr., 55 mi. NW of Boston, 65 mi. NNE of Worcester, in S central part of state. On U.S. Hwy. 3, 3A; State Hwys. 28, 101, 114; I-93, 293.

2 - TRANSPORTATION: **Railroads**-B&M.
Motor Freight Carriers-39.
Intercity Bus Lines-Vermont Transit; Concord Trailways.
Airlines-Bar Harbor; Precision; Pilgrim; United.

3 - POPULATION:
Corp. City 80 Cen. 90,936; E&P 85 Est. 99,425
CZ-ABC: (80) 135,961
RTZ-ABC: (80) 247,609
County 80 Cen. 276,608; E&P 85 Est. 297,846
MSA 80 Cen. 129,305; E&P 85 Est. 137,966
City & RTZ-ABC: (80) 383,570
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 34,334; E&P 85 Est. 38,293
County 80 Cen. 95,820; E&P 85 Est. 106,660
MSA 80 Cen. 46,233; E&P 85 Est. 51,759
CZ-ABC: (80) 48,240
RTZ-ABC: (80) 85,746
City & RTZ-ABC: (80) 133,986

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$877,000,000
Savings & Loan	1	$305,000,000
Commercial	6	$702,000,000

6 - PASSENGER AUTOS: County 183,867.

7 - ELECTRIC METERS: Residence 59,726.

8 - GAS METERS: Residence 18,438.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber, Wood Prod., Furn. 650 ($209); Elect., Electronic, Mach. 5,950 ($223); Metal Prod. 750 ($242); Printing, Paper 900 ($315); Textiles & Apparel 1,950 ($192); Food 1,100 ($239).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-56; Summer 54-80; Fall 36-61; Winter 12-33. First killing frost, Sept. 24; last killing frost, May 17.

11 - TAP WATER: Slightly acid, very soft.

12 - RETAILING: **Principal Shopping Centers**-30 blocks on Elm St., N to S, Webster to Queen City Ave.; Easterly and Westerly 2 blocks; excepting Bridge, 3 blocks; Hanover, 4 blocks.
Neighborhood Shopping Centers-Granite St. S Main 6 blocks; Pinard St. & Mast Rd., 7 blocks; Cartier St. & Kelley, 10 blocks; Silver St. & Wilson, 4 blocks, S Maple St. & So. Willow, 14 blocks; W Bridge St. & McGregor, 3 blocks. Valley St. & Mammoth Rd., 3 blocks. Lake Av. & Massabesic St., 3 blocks; Webster St. & D.W. Hwy. N, 16 blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Mall of N.H.(88)	5	Sears, Filene's, Lechmere
Manchester	1	Woolworth, Star Mkt.
Victor Plaza(5)	2	Alexander's, Richs
Bedford Mall(26)	5	Alexander's, Jordan Marsh, Mont Ward
Hampshire Plz.(20)	NA	Radio Shack, Naturalizer Shoes
Family Center	4	Star Mkt., Osco
South Willow	3	Bradlees, Alexander's
K mart(Hooksett)	5	K mart, Shaw's
K mart(So. Willow) (11)	5	K mart, Filene's Basement Store
McGregor St.	2	Osco, Star Mkt.
Goffstown Plz.(12)	6	Stuart's, Shaw's, Radio Shack

Principal Shopping Days-Thur., Sat., Sun., Mon.
Stores Open Evenings-Shpg. ctrs., discount stores, supermarkets, neighborhood.
Stores Open Sundays-Shpg. ctrs., supermarkets, neighborhood.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Jordan Marsh; Moreau's; Filene's; Lechmere; Almy's; Bon Ton; Montgomery Ward.
Variety Stores-Woolworth.
Discount Stores: Mammoth Mills; Zayre; Bradlees; CVS; Osco Drug; Caldor; 606; K mart; Stuart's; Richs.
Chain Drug Stores-Gosselin 5; Osco 2; Hospital Phmcy. 3; Brooks 3.
Chain Supermarkets-IGA 4; Star Mkt. 3; Alexander's 4; Bi-Wise 2; Shaw's 4; Superfine 4.
Other Chain Stores-Aubuchon Hdwe.; Radio Shack; Stowells; Sherwin-Williams; Gingiss; Red Cross Shoe; Fanny Farmer; Hudson's; Anderson Little; Hallmark; Herman's Sport; Field's Hosiery; Richard's Shoe; Wallach's; Curtis Mathes; Agway; Grossman's; Florsheim Shoe; Kay Jewelers; Karten's; Hickory Farms; A.S. Beck; Touraine Dress; Fotomat; Tech Hi Fi; Paperback Booksmith; Diamond International; Book Gallery; Tweeter; Scandinavian Design; Cumberland Farms; Docktor Pet; Photo Corral; Mothercare; Zale's Jewelers; Riteaid; Spencer Gifts; Pearle Vision; B. Dalton Bookseller; Mall Drug; ADAP Auto Parts; Robbins Auto; T.J. Maxx; Marshall's; So-Fro Fabrics; Sullivan Tire; Toys R Us; Dexter Shoe; Sanel Auto Parts; Footwear House; Perfecta Camera; Prism Photo.

14 - NEWSPAPERS: UNION LEADER (m) 68,826; NEW HAMPSHIRE SUNDAY NEWS (S) 80,643; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Francis J. Brennan, Adv. Dir., UNION LEADER and NEW HAMPSHIRE SUNDAY NEWS, 35 Amherst St., Manchester, NH 03105; Tel. (603) 668-4321.
National Representative: Sawyer-Ferguson-Walker.

NASHUA

1 - LOCATION: Hillsborough County (PMSA). E&P Map C-6. County Seat. At junction of Nashua and Merrimack Rivers. 40 mi. N of Boston. On Daniel Webster Hwy. Route 3.

2 - TRANSPORTATION: **Railroads**-Boston & Maine.
Motor Freight Carriers-5.
Intercity Bus Lines-Trailways of NE; Hudson; Vermont; Community.
Intracity Bus Lines-City Bus.

3 - POPULATION:
Corp. City 80 Cen. 67,865; E&P 85 Est. 80,085
CZ-ABC: (80) 95,004
RTZ-ABC: (80) 67,894
County 80 Cen. 276,608; E&P 85 Est. 297,846
PMSA 80 Cen. 142,527; E&P 85 Est. 155,082
City & RTZ-ABC: (80) 162,898
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 24,489; E&P 85 Est. 29,318
County 80 Cen. 95,820; E&P 85 Est. 106,660
PMSA 80 Cen. 47,725; E&P 85 Est. 53,938
CZ-ABC: (80) 32,382
RTZ-ABC: (80) 21,464
City & RTZ-ABC: (80) 53,846

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$498,001,103
Savings & Loan	2	$234,701,102

6 - PASSENGER AUTOS: County 183,867.

7 - ELECTRIC METERS: Residence 38,771.

8 - GAS METERS: Residence 18,901.

9 - PRINCIPAL INDUSTRIES: Computers; Coated and Wax Paper; Shoes; Pulp, Paper and Plastic Moulding Machines; Paper Boxes; Phonograph and Vaccine Needles; Lumber and Wood Products; Steel Cabinets; Steel Toys; Greeting Cards; Screws; Bread & Candy Wrappers; Gummed Sealing Tape; Paper Napkins; Plates; Tape Dispensing Machines; Toys; Plastic Garments; Knitted Garments; Electronic Research & Components; Luggage; Plastic Packaging Units; Custom Hardware; Language Trainers; Packaging Materials; Chemicals; Laboratory Equipment; Federal Aviation Control Center; Graphic Arts.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-58; Summer 52-83; Fall 41-65; Winter 22-42. First killing frost, Oct. 4; last killing frost, May 26.

11 - TAP WATER: Neutral, very soft, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on 4 Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Nashua Mall(51)	1	Mont. Ward, Almy's Dept., Bradlees
Southgate(7)	4	Stuart's, DeMoulas Mkt.
Royal Ridge Mall(14)	3	Marshall's, Purity Supreme, Pharmacity
Hudson Mall(6)	3	Alexander's Mkt.
Simoneau Plz.(15)	NA	Bradlees, JCPenney, McQuade's
Turnpike Pl.(7)	2	First Nat'l, Rich's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Shopping Centers every evening until 9:30.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; Sears; McQuade's; Rich's; Miller's; Almy's; Marshall's; JCPenney.
Discount Stores-Kimrick Mills; Bradlees; Rich's; Stuart's; CVS; Marshall's; Zayre.
Chain Drug Stores-MD Stores; CVS; Pharmacity; Osco.
Chain Supermarkets- Shaw's; Kealey Farms; Soucy's Mkts. 3; Alexander's 3; DeMoulas 3; Purity Supreme.

14 - NEWSPAPERS: TELEGRAPH (e) 30,411; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Bruce Hartmann, Adv. Mgr., TELEGRAPH, PO Box 1008, Nashua, NH 03061. Tel. (603) 882-2741.
National Representative: Landon Associates.

PORTSMOUTH

1 - LOCATION: Rockingham County. (In Portsmouth-Dover-Rochester, NH-ME MSA). E&P Map D-5. County Seat. 57 mi. NE of Boston; 50 mi. SW of Portland. On U.S. Hwys. 1, 1A, 18, 4; State Hwys. 16, 95, 101, 108, 151. Starting point of N.H. toll road. Resort area.

2 - TRANSPORTATION:
Motor Freight Carriers-3.
Intercity Bus Lines-Timberlane; Greyhound; Oyster River Transportation; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 26,254; E&P 85 Est. 28,799
CZ-ABC: (80) 41,452
RTZ-ABC: (80) 109,549
County 80 Cen. 190,345; E&P 85 Est. 206,484
MSA 80 Cen. 188,060; E&P 85 Est. 205,152
City & RTZ-ABC: (80) 151,001
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,424; E&P 85 Est. 9,704
County 80 Cen. 65,951; E&P 85 Est. 73,821
MSA 80 Cen. 67,630; E&P 85 Est. 74,514
CZ-ABC: (80) 14,705
RTZ-ABC (80) 39,452
City & RTZ-ABC: (80) 54,157

5 - BANKS	NUMBER	DEPOSITS
Savings	4	$397,506,000
Commercial	3	$284,200,000

6 - PASSENGER AUTOS: County 156,859.

7 - ELECTRIC METERS: Residence 9,500.

8 - GAS METERS: Residence 3,550.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electronic 1,200; Civil Serv. 8,000; Shoe & Leather 500; Ins. 550; Wire & Cable 550; Fish Proc. 300; Misc. Mfg. 500; Military 5,000.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-56; Summer 54-80; Fall 36-61; Winter 12-33. First killing frost, Sept. 24; last killing frost, May 17.

11 - TAP WATER: Moderately hard, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Congress, 1 on Vaughan Mall, 1 on Fleet, 2 on Market, 3 on Daniel, 3 on Pleasant, downtown area (110 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lafayette Plz.	3	Woolworth
Newington(72)	3	Anderson Little, CVS, Shaw's, Bradlees, Porteous Mitchell, Mont. Ward
Southgate Plz.(7)	3	Shaw's, Rich's, Brooks
K mart Plz.(10)	2	K mart, Marshall's, DeMoulas Mkt., Osco
Fox Run Mall(100)	3	Jordan Marsh, CVS, Filene's, Sears
Portsmouth	NA	AAA, Parade, A&P
Maine Outlet Mall(20)	NA	Dinnerware Plus, Rippoffs
Tidewater Mall(4)	NA	Lenox China

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; Kimball's; Porteous Mitchell; Filene's; Jordan Marsh; Sears.
Variety Stores-Newberry; Woolworth.
Discount Stores-K mart; Rich's; Bradlees; Marshall's.
Chain Drug Stores-General Sales; Osco; Laverdier; CVS; Welby; Brooks.
Chain Supermarkets-A&P; Pic-N-Pay; Shaw's; DeMoulas; Shop & Save.
Other Chain Stores-Thom McAn; Barbara Moss; Tweeter; Ross Jewelers; Stowell's Jewelers; Karten's Jewelers; Singer Co.; Atherton's; Radio Shack; Touraine's; Artisan; Anderson Little; Hickory Farms; Scott's; Zale's; Carlyle & Co.; Cumberland's; Fanny Farmer.

14 - NEWSPAPERS: HERALD (e) 14,357; (S) 13,487; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Azio J. Ferrini, Gen. Mgr., HERALD, 111 Maplewood Ave., Portsmouth, NH 03801. Tel. (603) 436-1800.
National Representative: Thomson Newspapers.

NEW JERSEY SURVEYS

METROPOLITAN STATISTICAL AREAS

Allentown-Bethlehem, Pa.-N.J.-Carbon, Lehigh and Northampton Counties, Pa; Warren County, N.J.
Atlantic City-Atlantic and Cape May Counties.

PRIMARY METROPOLITAN STATISTICAL AREAS

Bergen-Passaic-Bergen and Passaic Counties.
Jersey City-Hudson County.
Middlesex-Somerset-Hunterdon-Hunterdon, Middlesex and Somerset Counties.
Monmouth-Ocean-Monmouth and Ocean Counties.
Newark-Essex, Morris, Sussex and Union Counties.
Philadelphia, Pa-N.J.-Bucks, Chester, Delaware, Montgomery and Philadelphia Counties, Pa.; Burlington, Camden and Gloucester Counties, N.J.
Trenton-Mercer County.
Vineland-Millville-Bridgeton-Cumberland County.
Wilmington, Del.-N.J.-Md.-New Castle County, Del.; Cecil County, Md.; Salem County, N.J.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

New York-Northern New Jersey-Long Island, N.Y.-N.J.-Conn.-Includes Bergen-Passaic, N.J. PMSA; Bridgeport-Milford, Conn. PMSA; Danbury, Conn. PMSA; Jersey City, N.J. PMSA; Middlesex-Somerset-Hunterdon, N.J. PMSA; Monmouth-Ocean, N.J. PMSA; Nassau-Suffolk, N.Y. PMSA; New York, N.Y. PMSA; Newark, N.J. PMSA; Norwalk, Conn. PMSA; Orange County, N.Y. PMSA; and Stamford, Conn. PMSA.
Philadelphia-Wilmington-Trenton, Pa.-Del.-Md.-N.J.-Includes Philadelphia, Pa.-N.J. PMSA; Trenton, N.J. PMSA; Vineland-Millville-Bridgeton, N.J. PMSA; Wilmington, Del.-N.J.-Md. PMSA.

POPULATION ESTIMATES

(Thousands)

Age Group	1970	1980	1986
Under 5 Years	590	463	479
5-14 Years	1,404	1,114	1,153
15-24 Years	1,122	1,285	1,330
25-44 Years	1,748	2,018	2,089
45-64 Years	1,613	1,624	1,681
65 and Over	694	860	890
TOTAL	7,171	7,364	7,622

Based on U.S. Census

POPULATION ESTIMATES

(Thousands)

Places of 50,000 or more and central cities of MSA's with 10% or more of Spanish Origin Population

Cities	Total Pop.	Spanish Origin	Percent
Camden- Cherry Hill	154	30	19.2
Elizabeth	106	28	26.7
Jersey City	224	42	18.6
Newark	329	61	18.6
Passaic- Clifton	127	43	34.2
Paterson	138	40	28.7
Perth Amboy- Woodbridge	129	53	40.7
Union City	56	36	63.9
Vineland	54	10	18.2

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1986 Est.
Bldg. Mat./Hdwr	918	1,324	2,035
General Mdse	3,009	3,621	4,911
Food	5,838	8,433	10,739
Automobiles	4,225	6,114	10,638
Gasoline Stations	1,804	3,158	3,582
Apparel	1,440	2,258	3,183
Furniture	1,122	1,688	2,804
Eat-Drink Places	2,148	3,160	4,332
Drugs	609	1,001	1,441
TOTAL SALES	24,287	36,307	49,006

ASBURY PARK

1 - LOCATION: Monmouth County. (In Monmouth-Ocean PMSA). E&P Map C-3. Trading ctr. for two counties (Monmouth and Ocean). 50 mi. from New York City; 65 mi. from Philadelphia. At Garden State Pkwy.

2 - TRANSPORTATION: **Railroads**-Conrail; New York and Long Branch (passenger and freight).
Motor Freight Carriers-43.
Intercity Bus Lines-Asbury Park-New York; Boro Buses (Asbury Park-Red Bank); Mercer Metro.
Airlines-Scheduled flights from Monmouth County Airport to JFK Intl., Washington Nat.

3 - POPULATION:
Corp. City 80 Cen. 17,015; E&P 85 Est. 18,188
NDM-ABC (80) 849,211
County 503,173; E&P 85 Est. 529,528
PMSA 80 Cen. 849,211; E&P 85 Est. 897,298
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,207; E&P 85 Est. 8,273
County 80 Cen. 170,130; E&P 85 Est. 184,933
NDM-ABC: (80) 298,434
PMSA 80 Cen. 298,434; E&P 85 Est. 325,635

5 - BANKS	NUMBER	DEPOSITS
Commercial	35	N.A.
Savings & Loan	30	N.A.

6 - PASSENGER AUTOS: 494,396

7 - ELECTRIC METERS: Monmouth Co. 199,515; Ocean Co. 151,282

8 - GAS METERS: Monmouth Co. 103,950; Ocean Co. 80,850

9 - PRINCIPAL INDUSTRIES: Electronics; Utilities; Glass; Apparel & Needlepoint; Foods; Horse Breeding; Recreation; Financial Institutions; Publishing; Education; Retailing; Light Mfg.; Perfume; Chemicals; Military installations; Farming; Machinery; Plastics; Metal Prod.; Real Estate; Constr.; Tourism; Boat Building; Commercial Fishing.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-57; Summer 64-78; Fall 49-63; Winter 26-39. First killing frost, Oct. 29; last killing frost, Apr. 8.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ocean Co. Mall (102)	30	JCPenney, Sears, Bamberger's
Lacey Mall(21)	40	Shop Rite.
Kennedy Mall	20	Shop Rite
Brick Plz.(33)	20	A&P, Steinbach, Jamesway, Caldor
Dover Mall(31)	25	Shop Rite-Bradlees
Sea Girt Mall	12	Foodtown
Toms River(19)	30	Acme, Radio Shack, Caldor, Foodtown
Seaview Sq.(140)	4	Stern's, Sears, Steinbach
Lakewood Plz.	20	Foodtown, Shelby
Bradlee Hazlet Plz	20	Bradlees
Laurel Sq.(30)	14	K mart, Pathmark
Shrewsbury(15)	7	Acme
Monmouth(155)	6	Bamberger's, Hahne's, Abraham & Straus, Caldor, JCPenney
Middlebrook(20)	5	Channel Home Ctr.
Manalapan Mall(20)	NA	CVS, Steinbach's
Peddler's Vlg.(8)	NA	
Circle Plz.(6)	NA	Child World

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-All stores are open Wed., Fri. evenings (city); 6 nights at shpg. ctrs.

13 - RETAIL OUTLETS: **Department Stores**-Monmouth and Ocean Counties: Steinbach Co. 4; Sears 3; Caldor 3; Bamberger's 2; JCPenney 2; Bradlees 4; K mart 5; Rickel's 4; Jamesway 4; Channel Lumber 12; Hahne's; Best Products 2; Consumer Dist. 4.
Variety Stores-Newberry; Green.
Chain Drug Stores-Parke; Rite Aid; Medi Mart; Genovese.
Chain Supermarkets-Acme 8; Cumberland Farms 63; Grand Union 6; Shop Rite 14; Foodtown 28; 7-Eleven 34; Pathmark 7; Kwik Check; Krauzer 32; Wawa 22.
Other Chain Stores-Kinney 8; Thom McAn 3; Shoetown 9; Goodyear 11; Radio Shack 20; Cloth World 2; Baker's 2; Lerner's 4; Marshall's 2; Braddock's; Firestone 12; Huffman Koos; Brick Church 3; Castro Convertible 2; Singer 8; Sherwin-Williams 7; Reed Jewelers 2; Fanny Farmer; Littman Jewelers 3; Gordon Jewelers 2; Hickory Farms 3; Medi-Mart; Flower Time 2; Watchung Pool.

14 - NEWSPAPERS: PRESS (e) 127,984; (S) 189,140; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: S. Russell Famulary, Natl. Adv. Mgr., Asbury Park Press, Press Plaza, Asbury Park, NJ 07712; Tel. (201) 774-7000.
National Representative: Sawyer-Ferguson-Walker Co.

ATLANTIC CITY

1 - LOCATION: Atlantic County (MSA). E&P Map B-5. Casino resort, vacation, and convention center. On Atlantic Ocean; end of the Atlantic City Expressway; 8 mi. E of Garden State Parkway; 5 mi. E of U.S. Hwy. 9. On U.S. Hwy. 30, 40, 322. Atlantic City is 60 mi. E of Phila., 120 mi. S of New York; 179 mi. N of Washington.

2 - TRANSPORTATION: **Railroads**-Amtrak.
Motor Freight Carriers-26.
Bus Lines-N.J. Transit; Adventure Trails; American International; Capitol; Greyhound; Harran; Leisure Line; Martz; Trailways; Starr; Shortline; American Way; Gray Line.
Airlines-Allegheny Commuter (Bader Field).
Waterways-Cape May-Lewes Ferry.

3 - POPULATION:
Corp. City 80 Cen. 40,199; E&P 85 Est. 37,314
NDM-ABC: (80) 397,887
County 80 Cen. 194,119; E&P 85 Est. 199,300
MSA 80 Cen. 276,385; E&P 85 Est. 289,858
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 16,736; E&P 85 Est. 16,691
County 80 Cen. 71,806; E&P 85 Est. 76,187
NDM-ABC: (80) 146,421
MSA 80 Cen. 104,153; E&P 85 Est. 113,001

5 - BANKS	NUMBER	DEPOSITS
Commercial	13	$10,436,294,000
Savings & Loan	7	$5,364,679,000

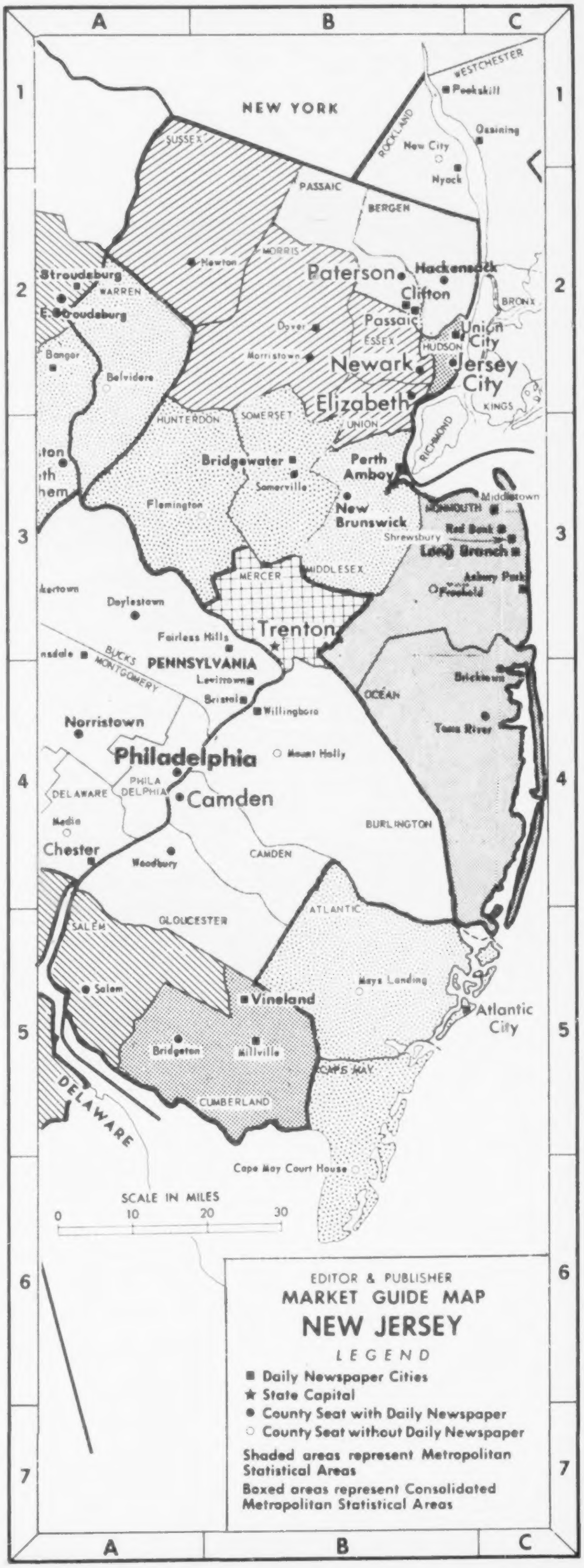
6 - PASSENGER AUTOS: County Est. 104,700

7 - ELECTRIC METERS: Residence 14,891 (City)

8 - GAS METERS: Residence 9,600 (City)

9 - PRINCIPAL INDUSTRIES: Casinos; Retail Trade; Hotel/Motel; Eating & Drinking Places; Contact & Special Trade Constr.; Mfg.; Stone, Clay & Glass Prod.; Transp.; Whol. Trade; Fin., Ins. & Real Estate; Business Serv.; Health Serv.

10 - CLIMATE: Min. & Max. Temp.-Spring 51-63; Summer 65-74; Fall 40-53; Winter 28-43. First killing frost, Nov. 5; last killing frost, Apr. 10.


A
B
C
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7
NEW YORK
WESTCHESTER
Peekskill
Ossining
ROCKLAND
New City
Nyack
SUSSEX
PASSAIC
BERGEN
Newton
MORRIS
Paterson
Hackensack
Clifton
Passaic
BRONX
Stroudsburg
WARREN
E. Stroudsburg
Dover
ESSEX
HUDSON
Union City
Jersey City
Bangor
Belvidere
Morristown
Newark
Elizabeth
KINGS
UNION
RICHMOND
HUNTERDON
SOMERSET
Bridgewater
Somerville
Perth Amboy
Flemington
New Brunswick
MONMOUTH
Middletown
Red Bank
Shrewsbury
Long Branch
MERCER
MIDDLESEX
Asbury Park
Freehold
Doylestown
Fairless Hills
Trenton
BUCKS
MONTGOMERY
PENNSYLVANIA
Levittown
Bristol
Willingboro
Bricktown
OCEAN
Toms River
Norristown
Philadelphia
Mount Holly
PHILADELPHIA
DELAWARE
Camden
BURLINGTON
Media
Chester
Woodbury
CAMDEN
SALEM
GLOUCESTER
ATLANTIC
Salem
Vineland
Mays Landing
Atlantic City
Bridgeton
Millville
CAPE MAY
CUMBERLAND
DELAWARE
Cape May Court House
SCALE IN MILES
0
10
20
30
EDITOR & PUBLISHER
MARKET GUIDE MAP
NEW JERSEY
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas

11 - TAP WATER: Acid, soft, 45% fluoridated, 55% not fluoridated

12 - RETAILING: **Downtown Shopping**-10 blocks on Atlantic Ave., 8 on Pacific Ave., 10 on Boardwalk; Ocean One Ctr.
Neighborhood Shopping-Absecon, Brigantine; Cape May; Linwood; Margate; Northfield; Ocean City; Pleasantville; Ventnor; Vineland; Wildwood.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cardiff Center	10	Pathmark, Rickels, Bradlees
Court House Vlg.	33	Murphy Mart, Super Fresh
Cumberland Mall	40	Bradlees, JCPenney
Jamesway Plz	33	Jamesway, Acme
Ocean Co. Mall (106)	60	Bamberger's, CVS, Sears, JCPenney
Pleasantville Ctr	8	K mart, Thrift Drug, Acme
Rio Mall	39	K mart, Super Fresh, Thrift Drug
Shore Mall	10	JCPenney, Sears, Steinbach's
Silo Plaza	8	Silo
Somers Point Plz	20	Jamesway, Acme
Tilton Ctr	8	Thriftway, Jamesway
Ventnor Plz	1	Shop-Rite, Bradlees
Vineland Ctr	40	Sears, Eckerd

Principal Shopping Days-Sun., Mon., Thur., Fri.
Stores Open Evenings-Ret., Wed., Food Mon.-Fri. About 80% Ret. and Food open Sunday.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Steinbach's; Bradlees; Jamesway; K mart; House and Garden.
Chain Drug Stores-CVS, Eckerd, Rite-Aid, Thrift.
Chain Supermarkets-Acme; Foodtown; Pathmark; Shop-Rite; Super Fresh; Thriftway.
Other Chain Stores-American Appliance; Baker's; Brooks; Bob Kislin; Buten; Carvel; Casual Corner; Color Tile; Command Performance; Cumberland Farms; Dee's Appliance; Dunkin Donuts; Ethan Allen Galleries; Goodyear; Hickory Farms; Hit or Miss; Jack Lang; Kinney; Lerners; Littman Jewelers; MAB; Morton's Jewelcor; Murphy Mart; Pep Boys; Penn Jersey; Radio Shack; Rafters; Reese Palley Jewelers; Rickels; Sherwin-Williams; Silo; Singer; Spencer Gifts; Tiny Tots; Thom McAn; WA WA; Wilmington Dry Goods; 7-Eleven; 84 Lumber.

14 - NEWSPAPERS: PRESS (m) 76,771; (S) 83,216, Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Cliff Madsen, Nat. Adv. Mgr., PRESS, 1900 Atlantic Ave., Atlantic City, NJ 08404, Tel. (609) 345-1234.
National Representative: Sawyer-Ferguson-Walker Co.

BERGEN COUNTY
See HACKENSACK

BRICKTOWN
See TOMS RIVER

BRIDGETON

1 - LOCATION: Cumberland County. (In Vineland-MillvilleBridgeton PMSA). E&P Map A-5. County Seat. Farming and glass mfg. ctr. State Hwys. 77, 49; 40 mi. S of Philadelphia, PA 40 mi. W of Atlantic City.

2 - TRANSPORTATION: **Railroads**-N.J. Central (frt.).
Motor Freight Carriers-10.
Intercity Bus Lines-Transport of N.J.; Garden State Coachway.

3 - POPULATION:
Corp. City 80 Cen. 18,795; E&P 85 Est. 18,340
NDM-ABC: (80) 49,721
County/PMSA 80 Cen. 132,866
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,681; E&P 85 Est. 6,750
County/PMSA 80 Cen. 44,287; E&P 85 Est. 47,159
NDM-ABC: (80) 16,685

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$109,981,768
Savings & Loan	2	$75,464,176

6 - PASSENGER AUTOS: County 88,377 (1982)

7 - ELECTRIC METERS: Residence 8,570

8 - GAS METERS: Residence 2,870

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 1,450 ($204); Glass Mfg. 1,350 ($265); Textiles 1,840 ($174); Mach. 150 ($180).
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-63; Summer 62-83; Fall 45-66; Winter 22-44. First killing frost, Nov. 4; last killing frost, Apr. 21.

11 - TAP WATER: Neutral, soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Commerce St.; 4 on Laurel St.; 3 on Pearl St.
Neighborhood Shopping Centers-Broad and W. Pk. Dr.; 1 block on N. Pearl St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bridgeton(10)	NA	Acme, Thrift Drug
Jamesway Plz.(8)	NA	Thriftway, Eckerd, Jamesway
Hopewell(8)	NA	Cusano's Variety

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept. Stores-Mon., Fri. Food-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Wax Bros.; JCPenney; Rovner's.
Variety Stores-Woolworth; Jamesway; Ames.
Chain Drug Stores-Rite Aid; Eckerd; Thrift.
Chain Supermarkets-Thriftway; Acme; IGA Mkt.; Chiari's 2; Eatmor; Fishers Mkt.; Shop 'N Bag.
Other Chain Stores-Sears (catalog); J.S. Raub Shoes; Radio Shack.

14 - NEWSPAPERS: NEWS (e) 12,204, Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: James G. Homan, Adv. Dir., NEWS, 100 E. Commerce St., PO Box 596, Bridgeton, NJ 08302, Tel. (609) 451-1000.
National Representative: Landon Associates.

BRIDGEWATER

1 - LOCATION: Somerset County (in Middlesex-Somerset-Hunterdon PMSA). E&P Map B-3. 34 mi. W of New York City on U.S. Hwy. 22 and I-287. 19 mi. N of Garden State Pkwy. and N.J. Tpk.

2 - TRANSPORTATION: **Railroads**-Erie-Lackawanna, Conrail; Amtrak.
Motor Freight Carriers-22.
Intercity Bus Lines-Transport of N.J., Somerset; Greyhound; Continental Trailways; Suburban Transit; Martz.
Airlines-All at Newark Airport.

3 - POPULATION:
Township 80 Cen. 29,175; E&P 85 Est. 29,765
NDM-ABC: (80) 390,875
PMSA 80 Cen. 886,383; E&P 85 Est. 922,714
County 80 Cen. 203,129; E&P 85 Est. 212,032
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Township 80 Cen. 8,804; E&P 85 Est. 9,136
County 80 Cen. 67,368; E&P 85 Est. 72,445
PMSA 80 Cen. 647,317; E&P 85 Est. 314,476
NDM-ABC: (80) 129,510

5 - BANKS	NUMBER	DEPOSITS
Savings	4	N.A.
Savings & Loan	14	N.A.

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: County Est. 47,000

8 - GAS METERS: County Est. 38,000

9 - PRINCIPAL INDUSTRIES: (**NDM**)-Chemical; Apparel; Textiles; Fabricated Metals; Printing; Publishing; Pharmaceuticals; Elect. Products; Constr.; Rubber; Plastics; Cosmetics; Farming; Food Proc.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-80; Summer 44-95; Fall 25-90; Winter 6-55. First killing frost, Oct. 23; last killing frost, Mar. 21.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Downtown Shopping Areas (NDM)**-Plainfield; Westfield; Scotch Plains; Berkeley Heights; Somerville; North Plainfield; Bound Brook; Bernardsville; Manville; Flemington; Dunellen; Middlesex; South Plainfield; Piscataway.
Shopping Centers (NDM)-Middlesex Mall; Blue Star Ctr.; Somerset Shpg. Ctr.; Bardy Farms Ctr.; Turntable Junction Ctr.; Liberty Vlg.; Lyons Mall; Golden Acres Shpg. Ctr.; Granetz Plz.; Hillsborough Shpg. Plz.; Rustic Mall; Stirling Plz.; Whitehouse Shpg. Ctr.; Far Hills Ctr.; Finderne Shpg. Ctr.; Berkeley Heights Shpg. Ctr.; Stagehouse Village Ctr.; Middlesex Shpg.; Bernardsville Ctr.; Pheasant Run; A 16 mi. shopping strip along Route 22 from Springfield to Somerville, over 50 diversified ret. outlets.
Shopping Centers in Entire Market Area Include-Menlo Park Mall; Woodbridge Mall; Short Hills Mall; Rutgers Plz.; Montgomery Plz.

13 - RETAIL OUTLETS: **Department Stores (NDM)**-Sears; Bamberger's; Hahne's; Stern's; Dunhams; Epsteins.
Variety Stores-S.S. Kresge; Woolworth; McCrory.
Discount Stores-K mart; K-Way; Channel Lumber; Laneco; Bradlees.
Chain Drug Stores-Sav-on; CVS; Rexall; Walgreens; Pathmark; Drug Fair.
Chain Supermarkets-A&P 13; Acme 5; Foodtown 7; Grand Union 3; Laneco 2; Pathmark 4; Plus Discount 3; Shop-Rite 9; Stop N Shop 2.
Other Leading Stores & Chain Stores-Huffman-Koos; Mirons; Granetz; Newberry's; Fabric Land; Larkey; Rogers Clothes; Firestone; Roth & Schllengers; Goodyear; Penn Jersey; B.F. Goodrich; Pep Bros.; Midas Muffler; Loft Candy; Helen Elliott; Singer Sewing; Imperial Magnavox; Brick Church; Miles Shoes; Thom McAn; Florsheim; Shoe Town; Kinney; Hermans Sporting Goods.

14 - NEWSPAPERS: COURIER-NEWS (e) 54,286, Sept. 13, 1984 ABC
Local Contact for Advertising and Merchandising Data: Kathleen Vance, Adv. Dir., COURIER-NEWS, 1201 Route 22, Bridgewater, NJ 08807, Tel. (201) 722-8800.
National Representative: Gannett Media Sales.

CAMDEN-CHERRY HILL

1 - LOCATION: Camden County (In Philadephia, PA-NJ, PMSA). E&P Map A-4. Camden is County Seat; on Delaware River opposite Philadelphia. A port with 14.3 mi. of navigable water front. Industrial ctr.; On U.S. Hwys. 30, 130; State Hwys. 38, 41, 42, 70, 168, 295. Walt Whitman Bridge between S Phila. & Gloucester links with Penna. Tpk. via Schuylkill Expway. Benjamin Franklin Bridge between Center City, Phila. and Camden. The City of Camden is 58 mi. from Atlantic City; 34 mi. from Trenton; 83 mi. from Newark; 2 mi. from Philadelphia; 98 mi. from Baltimore; 135 mi. from Washington; 93 mi. to New York; 35 mi. to Wilmington.

2 - TRANSPORTATION: **Railroads**-Conrail, Patco High Speed line.
Motor Freight Carriers-244.
Intercity Bus Lines-Transport of New Jersey, Trailways.
Airlines-At Airport in Philadelphia.

3 - POPULATION:
Corp. Cities 80 Cen. 153,695; E&P 85 Est. 154,002
  Camden 80 Cen. 84,910; E&P 85 Est. 79,711
  Cherry Hill 80 Cen. 68,785; E&P 85 Est. 74,291
NDM-ABC: (80) 733,896
PMSA 80 Cen. 4,716,818; E&P 85 Est. 4,865,110
County 80 Cen. 471,650; E&P 85 Est. 492,818
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 50,059; E&P 85 Est. 53,321
  Camden 80 Cen. 28,204; E&P 85 Est. 29,567
  Cherry Hill 80 Cen. 21,855; E&P 85 Est. 23,754
County 80 Cen. 162,508; E&P 85 Est. 175,339
PMSA 80 Cen. 1,639,330; E&P 85 Est. 1,743,136
NDM-ABC: (80) 249,114

5 - BANKS	NUMBER	DEPOSITS
Commercial	N.A.	N.A.

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg., Durable Goods 38,800 (Av. Wage $9.18); Mfg. Non Durable Goods 28,400 (Av. Hrly. Wage $10.60); Non-Mfg. 277,300.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-62; Summer 66-83; Fall 50-66; Winter 29-42.

11 - TAP WATER: Acid, soft, not fluoridated.

12 - RETAILING: **Principal Shopping Districts**-Downtown shopping areas in Camden, Pennsauken, Haddonfield, Mt. Holly, Burlington, Woodbury, Glassboro.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Haddonfield	8	
Black Horse Pike(40)	5	Woolworth, JCPenney
Brooklawn(26)	8	K mart
Burlington	16	Sears, Strawbridge & Clothier
Cherry Hill Mall (113)	5	Bambergers, Strawbridge & Clothier, JCPenney
Deptford Mall(130)		Sears, Bambergers, Wanamaker's
Echelon	10	Strawbridge & Clothier, JCPenney, Gimbels
Moorestown Mall(85)	10	Wanamaker, Gimbels, Sears
Stratford(14)	10	Clover
Westmont(34)	3	Clover, A&P
Woodcrest(15)	9	Shop'n Bag, Channel
Airport Circle(4)	2	K mart

Principal Shopping Days-Department Stores-Thur., Fri., Sat., Food-Wed., Thur., Sat.
Stores Open Evenings-Dept.-Mon. to Sat., Food-Tues. through Fri., Shopping Ctrs.-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Strawbridge & Clothier 3; Bamberger's; Gimbels; Wanamaker's; Pomeroys; Jefferson Ward.
Discount Stores-Dee's; Pennsauken Mart; Clover Stores; K mart; Dry Goods.
Specialty Stores-Charles David; Diane Furs; Zinman Furs; Lillian Albus; Town & Country; Fashion Bug; Lane Bryant; Country Set; Marianne; Loehmann's; Samar Fashions; Talbots.
Variety Stores-Ben Franklin; Woolworth; McCory's.

Furniture Stores-Bellmawr Furniture; DiMona's; Doughertys' Furniture; Howard Hill; Menchel-McDonald Furniture Co.; Murphy's Furniture; Nastasi's; Newman's Home Furnishings; Philmore Furniture; Ressa Bros.; Sullivan Furniture Co.; Robert I. Weir; Levitz; Levine's.

Electrical Appliance Stores-Electrical Center; Hubbs Corner; Dee's; Pearlman's; Nastasi's; Moffa's; A.B.C. Discount Appliances; American Appliances; Sam's Appliances; Silo; Shuman's.
Chain Drug Stores-Lincoln; Quality 6; SupeRx; Thrift 8; Worner; Rite Aid; Eckerd; CVS; Drug Emporium.

Chain Supermarkets-Acme; Shop-Rite; Shop N Bag; Pathmark; SuperFresh; Talk of the Town.
Corporate Chains-Frankford-Quaker; Thriftway; Perlof Bros.; Foodtown; 7-Eleven; Wa-Wa Markets; Plus Foods; Jewel T; Stop N Shop; AM-PM Mini Mart.

Other Chain Stores-Automotive: B.F. Goodrich; Firestone; Goodyear; Penn Jersey; Pep Boys; Rayco Auto Seat Cover Co.; Midas Muffler Co.; Rem Auto Supply; Aamco. Car Rentals: Hertz; Avis Rent-A-Car; Biddle Car & Truck Rental; Budget Rent-a-Car; Automotive Rentals, Inc.; Candy: Dairy Maid; Bayard's Chocolate Houses; Bowers Candies. Flooring: Best Tile Co.; Allied Floor Covering; Tile City. General Merchandise: Singer Sewing Machines; Hanscom's Bakery; Kiddie Mart; Rickles. Jewelry: Zale's; Littmann's; Kellmer; Baily, Banks & Biddle; Merrill's; Tappins. Men's Apparel: Jack Lang; Jackman's; Dodd's; Jack King Clothing Whse.; Turl's; Men's Loft. Women's Apparel: Holly Stores; Joy Hosiery; Charming Shoppes; Fashion Bug; Marshall's. Metal Fences: Anchor Fence; Cyclone Fence. Paints: Buten Paints; Sherwin-Williams; M.A. Bruder & Son; DuPont; Dutch Boy; Benjamin Moore; Finnaren and Haley; Pittsburgh; Spred-Glidden; Martin Paint. Shoes: Martin; Baker's; A.S. Beck; Buster Brown; Father & Son; Florsheim; Hanover; Thom McAn; Burts; Chandler's; Regal; Flagg; Hardy; Shoe-Town.

14 - NEWSPAPERS: COURIER-POST (e-mon to fri) 109,388; (m-sat) 104,400; (S) 98,488, Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Herman F. Trasmondi, Adv. Dir., COURIER-POST, 301 Cuthbert Blvd., PO Box 5300, Cherry Hill, NJ 08034, Tel. (609) 663-6000.
National Representative: Gannett Media Sales.

CLIFTON
See PASSAIC

DOVER

1 - LOCATION: Morris County. E&P Map B-2. (In Newark PMSA). Mfg. & military ctr., NW part of State; 45 mi. E of NYC.

2 - TRANSPORTATION: **Railroads**-NJ Transit
Intercity Bus Lines-Greyhound, Public Transport of N.J., Lakeland, West Morris Transit
Motor Freight Carriers-6

3 - POPULATION:
Corp. City 80 Cen. 14 681; E&P 85 Est. 15 173
NDM-ABC: (80) 157 582
PMSA 80 Cen. 1 878 294; E&P 85 Est. 1 919 752
County 80 Cen. 407 630; E&P 85 Est. 427 573
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 4 901; E&P 85 Est. 5 215
County 80 Cen. 131 820; E&P 85 Est. 142 925
PMSA 80 Cen. 647 317; E&P 85 Est. 682 034
NDM-ABC: (80) 51 279

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$232 105 000
Savings & Loan	7	$401 131 062

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 126 161

8 - GAS METERS: Residence 26 800

9 - PRINCIPAL INDUSTRIES: No. of EmployeesArsenal 8 500; Appliances 400; Glass 300; Paperboard 1 100; Drugs 2 800; Electronics 4 000; Plastics 400; Timers 400; Packaging Machy 350; Pipe & Ceramics 500; Clothing 800; Aircraft Radio 650
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-80; Summer 53-85; Fall 29-58; Winter 16-56.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dover(30)	NA	JCPenney, Sears
Ledgewood Circle(2)	NA	A&P, Endicott Johnson
Ledgwood Mall(55)	NA	Jamesway
Town Sq.	NA	JCPenney, Hahne's, Bamberger's

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sears, JCPenney, Newberry, Bamberger's, Hahne's.
Discount Stores-K mart
Chain Supermarkets-A&P, Acme, Jamesway, Foodtown, Shop-Rite, Pathmark, Grand Union.
Other Chain Stores-Goodrich; Firestone; Littman Jewelry; Kinney Shoes; Thom McAn; Sherwin-Williams; Loft Candy; Dean's; Kaufman Carpet; Wick's Lumber; Zale's; Channel; Rickel; Brick Church; Thrift Drug.

14 - NEWSPAPERS: ADVANCE (e-mon to fri) 9,735; (S) 9,880; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Robert Rath, Adv. Mgr., ADVANCE, PO Box 30, Dover, NJ 07801; Tel. (201) 347-5400.
National Representative: Drukker Newspapers.

ELIZABETH

1 - LOCATION: Union County (In Newark PMSA). E&P Map B-2. County Seat. 5 mi. S of Newark on N.J. Tpke., connecting with Holland and Lincoln Tunnels and George Washington Bridge. On Arthur Kill and Newark Bay. U.S. Hwys. 1, 9.

2 - TRANSPORTATION: **Railroads**-NJ Transit; Rahway Valley; Amtrak; Conrail
Motor Freight Carriers-14
Intercity Bus Lines-Green Flyer; Greyhound; Aro Transport of N.J.; Safeway Trailways; Edwards Lake to Sea; Lincoln; Quaker City; American; Somerset.
Airlines-American; Eastern; Trans World; USAir; United; Aero; Flying Tiger; Slick; TWA; Pan Am; Delta; Piedmont; N.Y. Airways; World Airways; Continental; People Express.

3 - POPULATION:
Corp. City 80 Cen. 106 201; E&P 85 Est. 106 166
NDM-ABC: (80) 504 094
County 80 Cen. 504 094; E&P 85 Est. 522 193
PMSA 80 Cen. 1 878 294; E&P 85 Est. 1 919 752

4 - HOUSEHOLDS:
Corp. City 80 Cen. 38 878; E&P 85 Est. 40 868
County 80 Cen. 177 973; E&P 85 Est. 190 317
PMSA 80 Cen. 647 317; E&P 85 Est. 682 034
NDM-ABC: (80) 177 973

5 - BANKS	NUMBER	DEPOSITS
Savings	3	N.A.
Savings & Loan	6	N.A.
National	1	N.A.
State	4	N.A.

6 - PASSENGER AUTOS: 269 230

7 - ELECTRIC METERS: Residence 41 345

8 - GAS METERS: Residence 39 965

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Gas and Chemicals 3 310; Pharm. Products 9 768; Auto 5 206; Cookies 900; Elec. Equip. 3 700.

10 - CLIMATE: Average Temp.-Spring 56; Summer 73; Fall 46; Winter 31. First killing frost, Oct. 30; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, very hard, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Half mile south from Penna. Railroad arch on Broad St. to Washington Ave. and same distance on Elizabeth Ave. from Broad St. to Scott Pl. and Route 27, E to Union Sq. Many fine stores on first blocks of most cross sts. off Broad St. E and W to Elizabeth Ave. and N of Elizabeth Ave. to W. Jersey St.
Neighborhood Shopping Centers-6 ctrs. throughout city. Neighborhood stores located near all residential sections.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cranford	4	
Linden	4	
Roselle(22)	3	Foodtown
Garwood	5	Medi-Mart
Menlo Park(86)	8	Bamberger's, Alexander's
Short Hills(140)	9	Bloomingdale's, Lord & Taylor, B Altmans, W&J Sloane, Bonwit Teller
Woodbridge(121)	7	A&S, Orbach, Hahne, Stern's, JCPenney

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Furniture-nightly (ex. Sat.). Other ret.-Mon., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Steinbach's.
Variety Stores-Newman's 3; Green; C. H. Martin; McCrory; K mart; Bradlees 3.
Discount Stores-Daffy Dan's.
Chain Drug Stores-Rite Aid 4; Shor's 2; Medi-Mart.
Chain Supermarkets-A&P 11; Grand Union 2; Pathmark 15; Foodtown 30; Shop-Rite 14; Acme 11.
Other Chain Stores-Kitty Kelly; Hanover; Nat'l. Flagg Bros.; Miles; Thom McAn; Regal; Roth & Schlenger; Goodyear; Firestone; Fanny Farmer; Loft's; Adams Hats; Singer Co.; Canadian; Poppy's.

14 - NEWSPAPERS: JOURNAL (e) 36,114; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Tom Donahue, Adv. Dir., JOURNAL, 295 N. Broad St., Elizabeth, NJ 07207; Tel. (201) 354-5000.
National Representative: Landon Associates.

HACKENSACK-BERGEN COUNTY

1 - LOCATION: Bergen County. E&P Map B-2. (In Bergen-Passaic PMSA). County Seat. On Hwys. 1, 3, 4, 9, 17, 46, 80. 8 mi. from New York, 9 mi. E of Paterson, 14 mi. N of Newark. Garden State Pkwy., N.J. Tpk.

2 - TRANSPORTATION: **Railroads**-Erie-Lackawanna; Conrail (West Shore); Northern RR of N.J.; New York, Susquehanna and Western.
Intercity Bus Lines-Greyhound; Transport of N.J.; Rockland (Red & Tan); Shortline; Manhattan Transit; Maplewood Equipment; Adirondack Trailways; Arrow Bus Co.; Fairlawn Transportation; Leisure Line; Reliable Coach Co.; Taranto Bus Co.
Motor Freight Carriers-16
Airlines-Emery; Federal Express (fght.); Purolator; Air National; Alfa Aero Freight; Fast Air Sea Transport; Teterboro Arpt., N.Y. and all airports.

3 - POPULATION:
Corp. City 80 Cen. 36 039; E&P 85 Est. 37 107
County 80 Cen. 845 385; E&P 85 Est. 872 764
MSA 80 Cen. 1 292 970; E&P 85 Est. 1 333 354
NDM-ABC: (80) 845 385
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 15 827; E&P 85 Est. 16 989
County 80 Cen. 300 410; E&P 85 Est. 320 172
MSA 80 Cen. 453 873; E&P 85 Est. 483 316
NDM-ABC: (80) 300 410

5 - BANKS	NUMBER	DEPOSITS
Commercial	125	$44 702 134 000
Savings & Loan	163	$34 048 376 000
Savings	19	$13 060 000 000

6 - PASSENGER AUTOS: County 273 362

7 - ELECTRIC METERS: Residence County 248 300

8 - GAS METERS: Residence County 249 200

9 - PRINCIPAL INDUSTRIES: Industry No. of Plants-Misc. Plastic Prod. 44; Lithographic Commercial Printing 36; Letterpress Commercial Printing 31; Electronic Components 25; Industrial Organic Chem. 17; Non-electrical Mach. 21.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-75; Summer 60-90; Fall 45-65; Winter 25-55. First killing frost, Oct. 1; last killing frost, Apr. 20.

11 - TAP WATER: Moderately alkaline, moderately soft, not fluoridated.

12 - RETAILING: **Principal Shopping District**-Garden State Plz., 105 Stores; Bergen Mall, 80 Stores; The Fashion Ctr., 28 Stores; Paramus Pk., Paramus, 120 Stores; Riverside Sq., Hackensack, 91 stores.
Additional Shopping Areas-Hackensack, Ridgewood, Tenafly, Bergenfield, Rutherford, Teaneck, Englewood, Fort Lee, Westwood, Cliffside Park.
Neighborhood Shopping Areas-Municipality

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Garden State Plz (105)	NA	Bamberger's, JCPenney, Gimbels
Bergen Mall(80)	NA	Stern's, Ohrbach's, J.J. Newberry
Chestnut Ridge(27)	NA	Grand Union
Paramus Pk (120)	NA	Abraham & Straus, Sears
Riverside Sq (91)	NA	Bloomingdale's, Saks, Conrans
The Fashion Ctr (28)	NA	B Altman, Lord & Taylor
Caldor Ctr (11)	NA	Caldor
Linwood Plz (22)	NA	Foodtown
Mahwah Plz (20)	NA	A&P
River Rd. Ctr (16)	NA	Shop-Rite
Fair Ridge(15) -	NA	A&P
Urban Farms(18)	NA	Gristede's
Park Ridge(8)	NA	A&P
Interstate(17)	NA	Sears, Grossman's
Rochelle Pk (18)	NA	Shop-Rite
Allendale(15)	NA	A&P
Foster Vlg (12)	NA	Grand Union
Closter Plz (43)	NA	Woolworth's, K mart, Grand Union
Cresskill Plz (8)	NA	King's Super Mkt.
Pascack Valley(23)	NA	Channel, Grand Union
Elmwood(9)	NA	Walgreens, Channel
Ramsey Sq	NA	Bradlees, Channel
Saddle Brook Mall(21)	NA	Bradlees
Passaic County	NA	
Willowbrook 175	NA	Bamberger's, Sears, Ohrbach's, Sterns
West Belt Mall(46)	NA	JCPenney, Fortunoff
Preakness	NA	Sterns, Rickel
Wayne Hills(32)	NA	Meyer Bros, K mart

Stores Open Evenings-Food & Department Stores. Bergen County Shpg. Ctrs. Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-County: Sears; Lord & Taylor; B. Altman; Packard's; Bambergers; Stern Bros.; Gimbels; Alexander's; Bloomingdale's; Ohrbach's; Saks Fifth Ave.; Abraham & Straus; Fortunoff.
Variety Stores-Woolworth; Kresge; Newberry; J.C. Penney.
Discount Stores-Valley Fair; Bradlees; K mart; Toys-R-Us; Caldors; Marshall's.
Chain Lumber/Hardware-Channel Industries; Rickel Home Ctr.; Kay's.
Chain Drug Stores-Whelan; Rexall 3; Genovese 4; Walgreens; Rite Aid 14; CVS 14; Medi-Mart 4.
Chain Supermarkets-Acme 3; A&P 19; Grand Union 23; Gristede; Kings 3; Shop-Rite 18; Foodtown 15; Pathmark 7; IGA 4; Fine Fair; C-Town; Basics; Packards.
Other Chain Stores-Shoes: Miles, A. S. Beck, Baker's, Thayer McNeil, Stenchever's, Globe, Florsheim, Shoe-Town, Red Cross, National Coward's, Chandler's, Thom McAn, Kinney; Candy: Loft's, Fanny Farmer, Russell Stover, Barracini; Clothing: He Man Shops, Lowits, Lane Bryant, MacHughe's, Roaman's, Schlessinger's, Florence Shop, Sealfon's, Plymouth Shops, Ann Taylor Sportswear, Syms, Susan Ives, Roger Kent, Lorry's, Bond's, Wallach's, National Shirt, Lerner, Melburn; Jewelry: Wiss Jewelers, Marcus Jewelers, Fortunoff; Others: Adler's, Radio Shack, Trader Horn, Friendly Frost, Sam Goody, Roots, Field Bros., Conrans; Furniture: Carlyle, Einstein Moomjy, Huffman-Koos, Kaufman, Levitz; Sporting Goods: Morsan's, Herman's.

14 - NEWSPAPERS: RECORD (e-mon to fri) 156,954; SUNDAY RECORD (S) 225,520; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: John Kimball, Adv. Dir., RECORD, 150 River St., Hackensack, NJ 07602; Tel. (201) 646-4000; In NYC (212) 279-8484.
National Representative: Sawyer-Ferguson-Walker Co.

JERSEY CITY

1 - LOCATION: Hudson County (PMSA). E&P Map B-2. County Seat. Industrial, wholesale, residential & educational ctr. Occupies 19.2 square mi. on peninsula formed by Hudson River & Upper N.Y. Bay on E & S & Hackensack River & Newark Bay on W.

2 - TRANSPORTATION: **Railroads**-Journal Sq. Trans. Ctr.; Lehigh Valley; Hoboken Shore & Path.
Motor Freight Carriers-117
Intercity Bus Lines-Inter City; Interstate; Transport of New Jersey; Hudson; Boulevard; North Blvd.; DeCamp; Lincoln; Greyhound; American; Safeway; Frank Martz; Royal Blue; Edwards Lakes to Sea; Domenico; Central Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 223 532; E&P 85 Est. 205 180
CZ-ABC: (80) 507 072
RTZ-ABC: (80) 420 104
County/PMSA 80 Cen. 556 972; E&P 85 Est. 560 468
City & RTZ-ABC: (80) 927 176
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 80 720; E&P 85 Est. 78 003
CZ-ABC: (80) 189 779
RTZ-ABC: (80) 160 112
County/PMSA 80 Cen. 207 857; E&P 85 Est. 215 834
City & RTZ-ABC: (80) 349 891

5 - BANKS	NUMBER	EST. DEP.
Savings	9	$2 451 650 000
Savings & Loan	15	$3 464 108 000
Commercial	21	$5 104 200 000

6 - PASSENGER AUTOS: County 173 805

7 - ELECTRIC METERS: City Residence 196 512

8 - GAS METERS: City Residence 196 480

9 - PRINCIPAL INDUSTRIES: Metro Area-Container Port; Pharmaceutical Prod.; Lamps; Food Packing; Radio & TV Sets; Iron Prod.; Candy; Soap; Carbon; Chem.; Wearing Apparel; Paper Prod.; Auto & Aircraft Parts; Oil Ref. Equip.; Truck Terminal; Warehousing; Oil Refining; Fin./Ins.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-75; Summer 60-100; Fall 40-80; Winter 10-50.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hudson Plz (40)	3	Toys 'R Us, Bradlees
Stadium Plz (2)	4	Rickels, K mart, Pathmark
Harmon Meadows (34)	6	Annie Sez
Twin City Plz (12)		Acme, McCrory
Channel Shoprite(3)	NA	Channel Lumber

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri., Mon.

13 - RETAIL OUTLETS: **Department Stores**-Sears.
Variety Stores-Woolworth, Grand; McCrory; Home Fair; Jupiter 2; Odd Lots 4.
Discount Stores-Bradlees; K mart 2; Wonder Store 4; C.H. Martin 4; TSS Seedman 2.
Chain Drug Stores-Rexall 5; Rite Aid 7; Drug Guild; Rite Way 12; Rock Bottom.
Chain Supermarkets-A&P 14; Shop Rite 15; Food Town 7; Pathmark 3; Acme 3; Shelley's 2; IGA; Basics; Met 5.
Other Chain Stores-Parts Unlimited; Miles; Thom McAn; Rainbow; Singer Co.; Martin Paints; National Shoes; Midas; A.S. Beck; Kinney Shoes; Kay Jewelers; Lynn; Allied Radio Shack; Channel Co.; Shoe Town; Knapp; Fayva; Zale's Jewelers; Mandee; Rickels; Beauty Barn; Hit or Miss; GNC; Consumers; Trader Horn; Joyce Leslie; Brick Church Appliance; Modells; Annie Sez; Casual Woman; Lerner Shops.

14 - NEWSPAPERS JERSEY JOURNAL (e) 62,464 Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Alvin G. Schub, Adv. Dir., JERSEY JOURNAL, 30 Journal Sq., Jersey City, NJ 07306. Tel. (201) 653-1000
National Representatives Newhouse Newspapers

MIDDLETOWN
See RED BANK

MILLVILLE

1 - LOCATION Cumberland County (in Vineland-Millville-Bridgeton PMSA). E&P Map B-5. Industrial ctr. On State Hwys. 47 and 49 at the head of navigation on the Maurice River 41 mi. from Philadelphia, 35 mi. from Atlantic City, 130 mi. from New York City.

2 - TRANSPORTATION Railroads Conrail, Reading Sea Shore
Motor Freight Carriers 11
Intercity Bus Lines Public Service, Bridgeton

3 - POPULATION
Corp. City 80 Cen. 24,815; E&P 85 Est. 27,414
CZ-ABC: (80) 24,815
RTZ-ABC: (80) 13,170
County PMSA 80 Cen. 132,866; E&P 85 Est. 136,883
City & RTZ-ABC: (80) 37,985

4 - HOUSEHOLDS
City 80 Cen. 9,007; E&P 85 Est. 10,088
County PMSA 80 Cen. 44,767; E&P 85 Est. 47,159
CZ-ABC: (80) 9,007
RTZ-ABC: (80) 4,071
City & RTZ-ABC: (80) 13,078

5 - BANKS	NUMBER	EST. DEP.
Savings	2	$53,000,000
Savings & Loan	2	$31,300,000

6 - PASSENGER AUTOS County 66,577 (1982)

7 - ELECTRIC METERS Residence 10,905

8 - GAS METERS Residence 4,997

9 - PRINCIPAL INDUSTRIES Industry, No. of Wage Earners-Glass Mfg. 4,700; Textile Mfg. 600; Sand Mining 560; Airworks & Aircraft Repairs.
Principal Industrial Pay Days Thur., Fri.

10 - CLIMATE Min. & Max. Temp.-Spring 41-63; Summer 62-83; Fall 45-66; Winter 22-24.

11 - TAP WATER Neutral, very soft, not fluoridated.

12 - RETAILING Principal Shopping Center 10 blocks on High, Main and Broad Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cumberland Delsea(2)	5	Sears
Cumberland Mall(60)	NA	Bradlees, Wilmington Dry Goods, Pathmark

Principal Shopping Days Thur., Fri., Sat.
Stores Close Wed. afternoon
Stores Open Evenings Dept.-Fri.; Food-Thur., Fri.

13 - RETAIL OUTLETS Department Stores Fath's
Variety Stores Woolworth, K Mart
Chain Drug Stores Joseph's, Rexall, Sun Ray, Rite Aid
Chain Supermarkets Acme, Pathmark, Thriftway, IGA
Other Chain Stores Endicott Johnson (shoes), Diana Shop, Goodyear, Firestone

14 - NEWSPAPERS DAILY (e) 6,514 Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Brad Borton, Adv. Dir., DAILY, 22 E. Vine St., Millville, NJ 08332. Tel. (609) 825-3456
National Representatives Landon Associates, Robert Hitchings & Co.

MORRISTOWN

1 - LOCATION Morris County (in Newark PMSA). E&P Map B-2. County Seat. Mfg. & educ. ctr.

2 - TRANSPORTATION Railroads Morristown & Erie, NY Susquehanna & Western, Erie Lackawanna, Central Railroad of NJ
Motor Freight Carriers 1
Intercity Bus Lines Morristown, Public Service, De-Camp

3 - POPULATION
Corp. City 80 Cen. 16,614; E&P 85 Est. 16,815
NDM-ABC: (80) 359,857
PMSA 80 Cen. 1,878,294; E&P 85 Est. 1,919,752
County 80 Cen. 407,630; E&P 85 Est. 427,573
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS
City 80 Cen. 6,534; E&P 85 Est. 6,784
County 80 Cen. 131,820; E&P 85 Est. 142,905
PMSA 80 Cen. 647,317; E&P 85 Est. 682,034
NDM-ABC: (80) 117,051

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$351,031,802
Savings & Loan	4	N.A.
Commercial	2	$697,811,109

6 - PASSENGER AUTOS N.A.

7 - ELECTRIC METERS Residence 138,096

8 - GAS METERS Residence 24,000

9 - PRINCIPAL INDUSTRIES Industry, No. of Wage Earners-Public Utilities 1,218; Chem. Products 2,663; Printing 687; Constr. 570; Rubber 305; Food 372; Paper 1,547; Engin. 2,891; Pharmaceuticals 1,095.
Principal Industrial Pay Days Fri.

10 - CLIMATE Min. & Max. Temp.-Spring 34-75; Summer 60-97; Fall 32-80; Winter 28-50. First killing frost Oct.; last killing frost Apr. 24.

11 - TAP WATER Alkaline, soft.

12 - RETAILING

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Midtown(9)	NA	A&P
Baldwin Manor(11)	NA	Baldwin Phcy., Foodtown
Troy(15)	NA	Pathmark, K mart
Morris Hills Plz(15)	NA	Kinney Shoes, Rexall

Principal Shopping Days Fri., Wed., Sat.
Stores Open Evenings Wed., Fri.

13 - RETAIL OUTLETS Department Stores Bamberger's, M. Epstein, Sears, JCPenney
Discount Stores Jamesway, Rockaway Sales 2, K mart, Bradlees
Variety Stores Woolworth
Chain Drug Stores Sav-On, Foods Plus, Thrift, CVS, Drug Fair
Chain Supermarkets A&P 3, Acme 2, Grand Union, Foodtown 3, Shop-Rite 8, Pantry Pride, Progressive 4, W&D, Finast, Kings, Stop & Shop

14 - NEWSPAPERS RECORD (m-mon. to fri.) 62,541; (m-sat.) 58,904; (S) 72,088 Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Marvin Coren, Adv. Dir., RECORD, 55 Park Pl., Morristown, NJ 07960. Tel. (201) 538-2000
National Representative Landon Associates

NEW BRUNSWICK

1 - LOCATION Middlesex County (in Middlesex-Somerset-Hunterdon PMSA). E&P Map B-3. County Seat. Industrial and educational center 32 mi. from New York City, 25 mi. from Trenton. Skirted by U.S. Hwy. 1, State Hwy. 26, Lincoln Hwy., New Jersey Tpke., Rt. 287.

2 - TRANSPORTATION Railroads Conrail
Motor Freight Carriers 71
Water Raritan River
Intercity Bus Lines Transport of N.J., Continental Trailways, Suburban, Greyhound, Middlesex Star

3 - POPULATION
Corp. City 80 Cen. 41,442; E&P 85 Est. 42,589
CZ-ABC: (80) 189,428
RTZ-ABC: (80) 206,086
County 80 Cen. 595,893; E&P 85 Est. 617,275
City & RTZ-ABC: (80) 395,514
PMSA 80 Cen. 886,383; E&P 85 Est. 922,714
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS
City 80 Cen. 13,244; E&P 85 Est. 14,512
County 80 Cen. 196,708; E&P 85 Est. 210,483
CZ-ABC: (80) 63,544
RTZ-ABC: (80) 66,229
City & RTZ-ABC: (80) 129,773
PMSA 80 Cen. 292,591; E&P 85 Est. 314,476

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$991,406,000
Savings & Loan	11	$471,290,000
Commercial	13	$1,603,440,000

6 - PASSENGER AUTOS County Est. 303,120

7 - ELECTRIC METERS Residence 17,090

8 - GAS METERS Residence 14,670

9 - PRINCIPAL INDUSTRIES Industry, No. of Wage Earners-Pharmaceuticals 4,830; Medical Goods 3,210; Elect. 2,160; Apparel 4,830; Transp. 3,840.
Principal Industrial Pay Days Thur., Fri.

10 - CLIMATE Min. & Max. Temp.-Spring 31-93; Summer 44-95; Fall 25-84; Winter 6-61. First killing frost Oct. 20; last killing frost Apr. 18.

11 - TAP WATER Acid, very soft, not fluoridated.

12 - RETAILING Principal Shopping Centers 8 blocks on George St., 5 on Albany St., 3 on Neilson, 3 on Church, 2 on Bayard, 2 on Paterson, 1 on Livingston; Miracle Mall, U.S. Route 1; Tano Mall.
Neighborhood Shopping Center 5 blocks on French St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brunswick(27)	2	A&P, Woolworth
Brunswick Sq.	8	Bamberger's, JCPenney
Kilmer Plz(11)	4	Acme, Sav-On Drugs
Menlo Park Mall(80)	10	Alexander's, Bamberger's
Middlesex Mall(17)	7	A&P, Grants
MidState Mall(23)	7	Acme
Vlg. Green	7	Hi-Way Shop
Woodbridge	11	Abraham & Strauss, Thom McAn
Rutgers	4	
Nixon	5	
Market Place	10	
Old Bridge	12	
Shoppers	6	

Principal Shopping Days Mon., Thur., Sat.
Stores Open Evenings Most Mon. through Fri. Some on Mon. & Thur. only

13 - RETAIL OUTLETS Department Stores Sears, JCPenney, Lerner's, Kennedy's, Bamberger's, Alexander's, Loehmann's, Ohrbach's, Abraham & Straus, Sterns, Bradlees
Variety Stores Newberry, McCrory, Woolworth
Discount Stores Bradlees, Channel, Rickel, K mart, Pergament 2, Caldor
Chain Drug Stores Drug Fair 3, Sav-On, Walgreens, Rexall, Siegel's, Sunray 2, Thrift, Pathmark, Mandell's, Tobin's, Rite Aid
Chain Supermarkets A&P 7, Shop-Rite, Foodtown 6, Acme, Pathmark, Mayfair 3, Grand Union
Other Chain Stores Shoes: Thom McAn, National, A.S. Beck, Miles, Kinney, Florsheim, Melco. Clothing: Bond, Rogers, Franklin Simon, Wallachs. Auto Supplies: Firestone, Lee Miles, Midas, Rawco, Atlas, Aamco, 1001 Auto, Auto-Rite, R&S Auto, Goodyear. Misc.: Loft, Singer Co.

14 - NEWSPAPERS HOME NEWS (e) 56,127; (S) 76,134 Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Lon L. Burgess, Nat'l Adv. Mgr., HOME NEWS, 123 How Lane, P.O. Box 551, New Brunswick, NJ 08903. Tel. (201) 246-5604
National Representative Story & Kelly-Smith

NEWARK

1 - LOCATION Essex County (in Newark PMSA). E&P Map B-2. County Seat. Industrial, whsl. and ret. ctr. On U.S. Hwys. 1, 9, 22; State Hwys. 21, 24, 25, 27, 78, 82, 280; N.J. Tpke. & linked with Garden State Pkway.

2 - TRANSPORTATION Railroads NJ Transit, Central of New Jersey, Erie-Lackawanna, Hudson & Manhattan (passenger)
Motor Freight Carriers 30
Intercity Bus Lines Public Service, Trailways, Greyhound, American, De Camp, Borough, N.Y. & Long Branch, Somerset, Martz, Consolidated Shore
Airlines USAir, American, Delta, Eastern, TWA, United, NY Air, Continental, Pan Am, Piedmont, World Airways, People Express, Northwest Orient

3 - POPULATION
Corp. City 80 Cen. 329,248; E&P 85 Est. 300,304
CZ-ABC: (80) 1,003,182
RTZ-ABC: (80) 4,224,906
County 80 Cen. 850,451; E&P 85 Est. 847,819
PMSA 80 Cen. 1,878,294; E&P 85 Est. 1,919,752
City & RTZ-ABC: (80) 5,228,088

4 - HOUSEHOLDS
City 80 Cen. 110,912; E&P 85 Est. 108,496
County 80 Cen. 299,934; E&P 85 Est. 308,380
PMSA 80 Cen. 647,317; E&P 85 Est. 682,034
CZ-ABC: (80) 355,706
RTZ-ABC: (80) 1,454,690
City & RTZ-ABC: (80) 1,810,396

5 - BANKS	NUMBER	DEPOSITS
Savings	11	$1,350,000,000
Savings & Loan	88	$1,840,000,000
Commercial	16	$50,229,000,000

6 - PASSENGER AUTOS County N.A.

7 - ELECTRIC METERS 324,991

8 - GAS METERS County 343,974

9 - PRINCIPAL INDUSTRIES Estimated No. of Employees, Essex, Union & Morris Counties-Prim. Metal Ind. 10,700; Fab. Metal Pdts. 21,300; Mach. (ex. Elec.) 25,500; Elect. Mach. 38,500; Transp. Equip. 10,800; Instruments & Rel. Prod. 4,500; Other Durable Goods 19,900; Food & Kindred Prod. 22,000; Textile-Mill Prod. 3,400; Apparel & Textile Prod. 14,600; Paper & Prod. 6,600; Printing & Publishing 11,700; Chem. & Prod. 34,100; Rubber & Plastic Prod. 9,200; Leather & Prod. 4,000; Other Nondurable Goods 3,400; Mining 900; Constr. 28,400; Transp. & Pub. Util. 110,900; Whol. & Ret. Trade 136,200; Fin., Ins. & Real Est. 48,400; Service & Misc. 110,900; Govt. 85,200.

10 - CLIMATE Min. & Max. Temp.-Spring 40-60; Summer 60-90; Fall 45-65; Winter 20-40. First killing frost late Oct.; last killing frost early Apr.

11 - TAP WATER Alkaline, soft to medium.

12 - RETAILING Downtown Shopping Areas Newark, Livingston, Montclair, Orange, Plainfield, Morristown, Summit, Irvington, East Orange, Elizabeth, Dover, Madison, Maplewood, Westfield, Union, Bloomfield, Somerville.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
In Essex Co.		
The Commons(24)	NA	Lane Bryant
Livingston(127)	NA	Bamberger's, Sears, Hahne's, Epsteins
Oakwood Mall(6)	NA	Kings
The Mall, Sho. Hills (140)	NA	Bloomingdale's, Abraham & Straus, Bonwit Teller, B. Altman
Pilgrim Plz.(15)	NA	Newberry, Sav-on Drug
Essex Mall(17)	NA	Marshall's, Stop & Shop
West Caldwell(27)	NA	A&P
Essex Green(42)	NA	Woolworth, Shop-Rite
In Morris Co.		
Dover(30)	NA	Woolworth, JCPenney
Morris Co. Mall(77)	NA	Bradlees, JCPenney, Stop & Shop
Morris Hill Plz.(5)	NA	Rexall Drug, Sherwin-Williams
Rockaway Town Sq.(150)	NA	Bamberger's, Hahne's, Sears, JCPenney
In Union Co.		
Murry Hill Sq.(45)	NA	
Parkway Plz.	NA	Grand Union, Kresges

Outside Metro Area Bergen Mall, Paramus, Menlo Park, Blue Star, Watchung, East Brunswick, Woodbridge, Eatontown, Valley Fair constitute a shpg. ctr. in themselves; in Somerset County A 15 mi. shpg. strip along Rt. 22; 40 stores.
Principal Shopping Days Wed., Fri., Sat.
Stores Open Evenings Dept.-Mon., Wed., Fri.; Food-Mon. through Sat.

13 - RETAIL OUTLETS Department Stores (Metro Area)-Bamberger's, Steinbach's, Hahne's, Ohrbach's, Sears, Bloomingdale's, B. Altman, Abraham & Straus, JCPenney, Sterns
Discount Stores Carr's, J.M. Fields, Newberry, Rickel Bros., Valley Fair, Channel, K mart, Bradlees, Caldor
Chain Drug Stores Rubin Bros. 6, Weisbard Bros. 2, Thrift Drug, Sav-On, CVS, Medi-Mart, Schwartz, RiteAid 2, Winsor, Angelo 2
Chain Supermarkets A&P, Acme, Food Fair, Finast, Grand Union, Shop-Rite, Foodtown, King's, Valley Fair, Pathmark
Other Leading Stores Canadian Fur, Loft's Candy, McCrory, Lerner's, Woolworth, Bond's, Wallach's, A.S. Beck, Howard Clothes
Suburban B. Altman, Lord & Taylor, Saks Fifth Ave., Franklin Simon, Huffman-Koos, Harrison Bros., Marshall's, M. Epstein, Teppers, Wiss Jewelers, Levitz, Gimbels

14 - NEWSPAPERS STAR LEDGER (m-mon. to fri.) 434,804; (m-sat.) 393,679; (S) 661,037 Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Walter J. Schwartz, Gen. Adv. Mgr., STAR LEDGER, Star Ledger Plaza, Newark, NJ 07101. Tel. (201) 877-4141
National Representatives Newhouse Newspapers Metro Suburbia, Leonard Company, American Publishers' Representatives

NEWTON

1 - LOCATION Sussex County (in Newark PMSA). E&P Map A-2. County Seat. Recreation, agricultural, mfg. NW portion of state 58 mi. NW of NYC, 48 miles NW of Newark.

2 - TRANSPORTATION: Railroads-2 (Freight)
Motor Freight Carriers-15
Intercity Bus Lines-Garden State, Lakeland
Airports-4, plus 1 Heliport

3 - POPULATION:
Corp. Town 80 Cen. 7,748; E&P 85 Est. 8,423
NDM-ABC: (80) 125,421
County 80 Cen. 116,119; E&P 85 Est. 122,167
PMSA 80 Cen. 1,878,294; E&P 85 Est. 1,919,752
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 2,995; E&P 85 Est. 2,851
County 80 Cen. 37,271; E&P 85 Est. 40,412
NDM-ABC: (80) 40,313
PMSA 80 Cen. 647,317; E&P 85 Est. 682,034

5 - BANKS	NUMBER	EST. DEP.
Commercial	8	$950,000,000
Savings & Loan	6	$420,000,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: County 50,021

8 - GAS METERS: County 1,655

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Govt. & Education 1,000 ($300); Retailers & Service 600 ($280); Professional & Staff 500 ($350); Mfg. & Fabrics 300 ($265).
Principal Industrial Pay Day-Wed.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-80; Summer 45-90; Fall 26-60; Winter 0-45.

11 - TAP WATER: Neutral to alkaline.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Clinton St.(10)	NA	Rockaway Sales
Spring St.(49)	NA	Shelby's
Ames/Big N(12)	NA	Ames/Big N, Shepards Fashions
Sussex County Mall(8)	NA	Sears, A&P
Sparta Centre(12)	NA	Acme
Hardyston(6)	NA	A&P
Franklin(7)	NA	Shop-Rite
Sussex(9)	NA	A&P
Tri-States(10)	NA	Jamesway
Vernon(8)	NA	A&P
Gristmill(6)	NA	A&P
Wantage(3)	NA	Foodtown

Principal Shopping Days-Mon., Thur., Fri., Sun.
Stores Open Evenings-Ames/Big N, Jamesway, A&P, Acme, Grand Union, Foodtown, Rockaway Sales, Shelby's, Shop-Rite.
Stores Open Sundays-Ames/Big N, A&P, Acme, Grand Union, Shop-Rite, Shepards, Jamesway, Foodtown, Rockaway Sales, Shelby's, Sanders.

13 - RETAIL OUTLETS: Department Stores-Shelby's.
Discount Stores-Jamesway, Rockaway Sales, Ames/Big N.
Variety Stores-R. J. Mars.
Chain Drug Stores-Thrift, Rite-Aid, Genovese.
Chain Food Stores-A&P 5, Acme 2, Grand Union 3, Shop-Rite 3, Foodtown.

14 - NEWSPAPERS: HERALD (e-mon to fri) 17,646; (S) 24,748; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Ronald R. Waer, Adv. Dir., HERALD, 2 Spring St., PO Box 10, Newton, NJ 07860; Tel. (201) 383-1500.
National Representative: Landon Associates; U.S. Suburban Press.

PARSIPPANY
See MORRISTOWN

PASSAIC-CLIFTON

1 - LOCATION: Passaic County (In Bergen-Passaic PMSA); E&P Map B-2. Industrial ctr. 12 mi. W of New York, 9 mi. N of Newark. On U.S. Hwy. 46; State Hwys. 3, 21.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-74. Transfer point, train to truck deliveries. Carriers unloaded for truck delivery to N.Y. City, Long Island & Westchester.
Intercity Bus Lines-Manhattan, Inter City, DeCamp, Greyhound, Public Transport of N.J.
Airlines-At Teterboro Airport-915 acres, 5,000 ft. x 100 ft. runways, 13 hangars. Heliport service to midtown NYC and N.Y. airports. Passenger service at Newark Airport, all airlines (8 mi.).

3 - POPULATION:
Corp. Cities 80 Cen. 126,851; E&P 85 Est. 124,530
Passaic 80 Cen. 52,463; E&P 85 Est. 52,400
Clifton 80 Cen. 74,388; E&P 85 Est. 72,130
NDM-ABC: (80) 840,949
County 80 Cen. 447,585; E&P 85 Est. 460,590
PMSA 80 Cen. 1,292,970; E&P 85 Est. 1,333,354
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Cities 80 Cen. 48,048; E&P 85 Est. 48,192
Passaic 80 Cen. 19,161; E&P 85 Est. 19,756
Clifton 80 Cen. 28,887; E&P 85 Est. 28,436
County 80 Cen. 153,463; E&P 85 Est. 163,144
NDM-ABC: (80) 292,249
PMSA 80 Cen. 453,873; E&P 85 Est. 483,316

5 - BANKS	NUMBER	DEPOSITS
Commercial(PMSA)	45	$9,535,450,000
Savings & Loan(PMSA)	47	$6,826,264,000
Mutual Savings(PMSA)	8	$1,498,377,000

6 - PASSENGER AUTOS: County 760,029 (1981)

7 - ELECTRIC METERS: PMSA 477,170

8 - GAS METERS: PMSA 512,179

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees (Av. Wkly. Wage N.A.)-Fabricated Metals 5,300; Nonelectrical Machinery 5,400; Elect. Machinery 11,400; Other Durable Goods 6,700; Food 3,200; Printing & Pub. 3,400; Chem. 10,600; Rubber 4,000; Other Nondurable Goods 16,200; Constr. 5,500; Trans. & Util. 6,500; Trade 42,000; Fin., Ins., R.E. 9,300; Servs. 29,000; Govt. 2,800.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-59; Summer 66-85; Fall 46-66; Winter 24-39.

11 - TAP WATER: Neutral, soft, not fluoridated.

12 - RETAILING: Heavy traffic to all parts of Paterson-Clifton-Passaic Metro area as well as Newark and New York.
Shopping Centers-Passaic-Clifton: Main Ave. & Intersecting Sts.; Clifton-Allwood Shpg. Ctr.; Clifton Plz. Shpg. Ctr.; Elmwood Shpg. Ctr.; Garden State Plz.; Stuertowne & Bergen Mall; Preakness; Willowbrook Fashion Ctr.; Paramus Pk.; West Belt Mall; Riverside Sq.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Preakness(42)	NA	Sterns
Elmwood(15)	5	Walgreens, Grand Union, K mart
Fashion Center	10	Lord & Taylor, Altmans, W.J. Sloane
Garden State Plaza(120)	5	Bamberger, Gimbels, JCPenney
Stuertown(32)	2	Grand Union, Rowe Manse
Bergen Mall(74)	6	Ohrbach's, Sterns
Willowbrook(175)	9	Bamberger's, Sears, Sterns, Ohrbach's
Paramus Park(117)	7	Sears, A&S, Fortunoff
Clifton Plaza	3	Acme, Channel
West Belt Mall(37)	9	JCPenney, Fortunoff
Riverside Sq.(90)	7	Saks, Bloomingdale's
Wayne Hills(32)	6	Meyer Brothers

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. through Fri. Closed Sun. in Bergen County, open Sun. in Passaic County.

13 - RETAIL OUTLETS: Department Stores-Alexander's; B. Altman; Bamberger's 2; Bloomingdale's 3; Canadian Furs; Fortunoff; Gimbel's; Meyer Bros.; Ohrbach's 2; JCPenney 2; Sears 4; Sterns 4; Lord & Taylor; J.M. Towne; The Fair; A&S; Saks; Marshall's; Caldor 30.
Discount Stores-K mart; National Family Stores; Bradlees.
Variety Stores-McCrory; Woolworth.
Chain Drug Stores-Walgreens; Rite Aid; Medi-Mart; CVS; Drug Fair; Genovese.
Chain Supermarkets-A&P 7; Shop-rite 4; Grand Union 7; Acme Super Saver 2; Pathmark 5; Foodtown 10.
Other Chain Stores-Shoes: Burts; Red Cross; Regal; Miles; Thom McAn; Chandler's; Florsheim; Selby; Bostonian; Stenchever; Baker. Clothing: Bond; Rogers; Wallach's; Lane Bryant; Canadian. Auto Supplies: Firestone; Uniroyal; Goodrich; R&S; Pep Boys; Goodyear; Scott; General Auto; Midas; Stern's Auto; Western Auto; Garden State Tire. Others: Trader Horn; Radio Shack; Singer Co.; Prince Range; Channel Lumber; Rickel Bros.; Siperstein; Best Bros. Paints. Jewelry: Littman's; Wiss; Corbo's; Marcus; Zale's. Furniture: Castro; Huffman-Koos 3; W&J Sloane; Dover; Bograd Bros.; National; Levitz; Faber Bros.; Seaman's; Barney's; Levitz.

14 - NEWSPAPERS: HERALD-NEWS (e-mon to fri; m-sat) 58,723; (S) 54,612; Mar. 30, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Phil Baker, Adv. Dir.; Lawrence Golczewski, Gen. Adv. Mgr., HERALD-NEWS, 988 Main Ave., PO Box 1019, Passaic, NJ 07055; Tel. (201) 365-3000; In NYC (212) 594-6310.
National Representative: Drukker Newspaper.

PATERSON

1 - LOCATION: Passaic County (In Bergen-Passaic PMSA); E&P Map B-2. County Seat. Diversified mfg. 15 mi. W of New York, 10 mi. N of Newark. On U.S. Hwys. 46, 80; State Hwys. 3, 4, 20, 23, 208; Garden State Pkway.

2 - TRANSPORTATION: Railroads-Transport of New Jersey; Conrail.
Motor Freight Carriers-76
Intercity Bus Lines-Transport of N.J.; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 137,970; E&P 85 Est. 137,881
CZ-ABC: (80) 249,443
RTZ-ABC: (80) 499,085
County 80 Cen. 447,585; E&P 85 Est. 460,590
City & RTZ-ABC: (80) 748,528
PMSA 80 Cen. 1,292,970; E&P 85 Est. 1,333,354
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 46,113; E&P 85 Est. 47,942
County 80 Cen. 153,463; E&P 85 Est. 163,144
CZ-ABC: (80) 85,615
RTZ-ABC: (80) 164,153
City & RTZ-ABC: (80) 249,768
PMSA 80 Cen. 453,873; E&P 85 Est. 483,316

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$2,737,241,550
Savings & Loan	11	$4,644,570,555

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 41,212; City 100,519

8 - GAS METERS: Residence 37,402; City 100,060

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 4,800; Transport. & Utilities 5,900; Trade 39,700; Fin., Ins. & Real Estate 39,700; Service & Misc. 28,200; Gov't. 23,900; Fabricated Metals 5,200 ($318); Non-Elect. Mach. 4,500 ($201); Elect. Mach. 9,700 ($157); Chemicals 9,500 ($241); Food 2,800; Print. & Pub. 4,100; Rubber & Plastics 3,600; Other Nondurables 18,500; Other Durables 6,200.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 60-100; Fall 30-70; Winter 10-60. First killing frost, Sept. 15-Oct. 15; last killing frost, Apr. 1.

11 - TAP WATER: Neutral, soft, not fluoridated.

12 - RETAILING: Principal Shopping Centers-10 blocks on Main St., 7 on Market St., 5 on Broadway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Elmwood(15)	3	Walgreens, Grand Union
Garden State Plz.(110)	6	Bamberger's, Gimbels, JCPenney
Bergen Mall(74)	7	Sterns, Ohrbach's
Willow Brook(120)	5	Bambergers, Sears, Ohrbach's, Sterns
Preakness(42)	4	Stern's, A&P
Midland Park	6	Grand Union
Fashion Ctr.	5	Lord & Taylor, B. Altman
Wayne Hills Mall(14)	4	Meyer Bros., K mart
West Belt Mall(37)	5	Fortunoff's, JCPenney
Paramus Park(122)	5	A&S, Sears

Principal Shopping Days-Thur., Fri.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Meyer Bros., Jacob's.
Discount Stores-**Bradlees; K mart; Caldor.**
Variety Stores-Woolworth; Martin's; Kresge.
Chain Drug Stores-Walgreens; Rite-Aid 2; CVS 4.
Chain Supermarkets-A&P 41; Acme 3; Foodtown 16; Grand Union 17; Pathmark 4; Quick Check 4; Shop Rite 10; Garden State Farms 27; 7-Eleven 4.
Other Chain Stores-Thom McAn; Singer Co.; Hanover Shoes; Regal Shoe; Goodyear; National Shoe; Miles Shoes; Pep Boys; Shoetown; Baker's; Chandler; Roger's; Firestone; R&S Auto.

14 - NEWSPAPERS: NEWS (m-mon to fri) 45,392; (weekend) 44,942; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Phil Baker, VP Adv.; Fred C. Splaine, Retail Adv. Dir., NEWS, News Plaza & Straight St., Paterson, NJ 07509; Tel. (201) 684-3000.
National Representative: Landon Associates.

PERTH AMBOY-WOODBRIDGE

1 - LOCATION: Middlesex County (In Middlesex-Somerset-Hunterdon PMSA); E&P Map B-3. Suburban-Industrial Area. At the mouth of Raritan River, SW of New York City, 18 mi. S of Newark, 11 mi. E of New Brunswick. On U.S. Hwys. 1, 9, I-287 & I-95; State Hwy. 35; New Jersey Tpke.; Garden State Pkwy.

2 - TRANSPORTATION: Railroads-Amtrak; NJ Transit.
Intercity Bus Lines-Transport of N.J.; Marathon; Hudson; Suburban.
Motor Freight Carriers-43
Airlines-Almost all at Newark Airport.

3 - POPULATION:
Corp. Cities 80 Cen. 129,025; E&P 85 Est. 128,699
Perth Amboy 80 Cen. 38,951; E&P 85 Est. 40,365
Woodbridge 80 Cen. 90,074; E&P 85 Est. 88,334
County 80 Cen. 595,893; E&P 85 Est. 617,275
NDM-ABC: (80) 356,869
PMSA 80 Cen. 886,383; E&P 85 Est. 922,714
Demographic Information available from Newspapers. See paragraph 14

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 42,914; E&P 85 Est. 43,967
Perth Amboy 80 Cen. 13,617; E&P 85 Est. 14,612
Woodbridge 80 Cen. 29,297; E&P 85 Est. 29,355
County 80 Cen. 196,708; E&P 85 Est. 210,483
NDM-ABC: (80) 118,421
PMSA 80 Cen. 292,591; E&P 85 Est. 314,476

5 - BANKS	NUMBER	EST. DEP.
Savings	1	$425,000,000
Savings & Loan	5	$250,000,000
Commercial	3	$300,000,000

6 - PASSENGER AUTOS: County 297,560

7 - ELECTRIC METERS: Residence 44,717

8 - GAS METERS: Residence 47,111

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Precious Metals 1,000 ($500); Oil Ref. 250 ($450); Ceramicware 512 ($350); Packing 495 ($300); Wearing Apparel 3,000 ($225); Major Appliances; Steel Making 500 ($400); Service Related; Financial; Legal; etc.
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-80; Summer 57-92; Fall 35-84; Winter 17-60.

11 - TAP WATER: Soft, not fluoridated.

12 - RETAILING: Principal Shopping Centers-12 blocks on Smith St., 4 on Madison Ave., 3 on State St., 3 on New Brunswick Ave.; Menlo Park; Sayreville; Carteret; Woodbridge Ctr.
Neighborhood Shopping Centers-3 blocks on Outer Smith St., 3 on Amboy Ave., 4 on Hall Ave.; Woodbridge 3 on Main St.; Metuchen 3 on Main St.; Edison; South Amboy; Keyport; Matawan.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Woodbridge(256)	2	A&S, Stern's, Ohrbach's, JCPenney
Menlo Park(86)	6	Bamberger's, Alexander's
Sayre Woods(38)	8	JCPenney
South Amboy	8	
Middlesex Mall(17)	12	Pathmark, K mart, Stern's
Oakwood Plz.	NA	Marshall's, Drug Fair

Principal Shopping Days-Thur., Fri., Sat.
Most Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: Department Stores-Bamberger's; Alexander's; JCPenney; Abraham & Straus; Ohrbach's; Sterns; Marshall's; Hahnes.
Variety Stores-Woolworth; McCrory; Mickey Finn.
Discount Stores-Bradlees; K mart; Caldor; Service Mdse.; Consumers Distributing.
Chain Drug Stores-Walgreens; Sav-On; Medi-Mart; Drug Fair; Mack; Pathmark; Thrift; Rite Aid.
Chain Supermarkets-A&P 16; Foodtown 16; Acme 11; Grand Union 2; Shop-Rite 7; Pathmark 3; Discount Food 2.
Other Chain Stores-Shoes: Knapp; A.S. Beck; National; Kinney; Father & Son; Thom McAn; Shoetown 2. Fayva. Auto Supply: R&S; Auto-Rite; Western Auto. Clothing: Lerner's; Rogers; Wallachs; Bond; Canadian Fur; Field Bros. Candy: Loft; Barracini.

14 - NEWSPAPERS: NEWS TRIBUNE (e) 54,041; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: William E. Sherman, Assoc. Pub., NEWS TRIBUNE, One Hoover Way, Woodbridge, NJ 07095; Tel. (201) 442-0400.
National Representative: Sawyer-Ferguson-Walker Co.

RED BANK-MIDDLETOWN-SHREWSBURY

1 - LOCATION: Monmouth County (In Monmouth-Ocean PMSA). E&P Map C-3. Trading ctr. (427 square mi. area). On Shrewsbury-Navesink River and Garden State Pkwy. and State Hwys. 34, 35, 36. 40 mi. S from New York City. 45 mi. from Trenton.

2 - TRANSPORTATION: Railroads-Conrail (freight & passenger)
Motor Freight Carriers-All Met
Intercity Bus Lines-North & South Jersey Bus Co. N.Y. Keansburg-Long Branch; Asbury Park-N.Y. Transit; Boro Buses; Rollo Transit; Daily Tpk. Express Service to N.Y. & Newark.
Airlines-Commercial & Flight Schools; Air Taxi Service to Newark, Kennedy and LaGuardia Airports; Colt's Neck Airport; Monmouth Airport, Wall Township; Preston Airport, Marlboro; Deep Run Aviation, Marlboro; Gibson Air Academy, Neptune, Lakewood.

3 - POPULATION:
Corp. Cities 80 Cen. 77,567; E&P 85 Est. 85,741
Red Bank 80 Cen. 12,031; E&P 85 Est. 12,192
Middletown 80 Cen. 62,574; E&P 85 Est. 70,624
Shrewsbury 80 Cen. 2,962; E&P 85 Est. 2,925
NDM-ABC: (80) 243,052
County 80 Cen. 503,173; E&P 85 Est. 529,528
PMSA 80 Cen. 849,211; E&P 85 Est. 897,298
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 24,744; E&P 85 Est. 26,949
Red Bank 80 Cen. 4,908; E&P 85 Est. 5,018
Middletown 80 Cen. ~~18,841; E&P 85 Est.~~ 20,988
Shrewsbury 80 Cen. 995; E&P 85 Est. 943
County 80 Cen. 170,130; E&P 85 Est. 184,933
NDM-ABC: (80) 77,607
PMSA 80 Cen. 298,434; E&P 85 Est. 325,635

5 - BANKS: 149 Savings, Commercial and Savings & Loan incl. branches. Deposits N.A.

6 - PASSENGER AUTOS: County Est. 453,224

7 - ELECTRIC METERS: Res. / County 155,480

8 - GAS METERS: Residence 102,048

9 - PRINCIPAL INDUSTRIES: Electronics; Education; Army Signal School; Naval Ammunition Depot; Cosmetics; Race Horse Breeding; Apparel; Paper Prods.; Constr.; Electric Mach. Equip.; Lumber Equip.; Fabr. Metal Prod.; Instruments; Lumber & Wood Prod.; Misc. Mfg.; Printing & Pub.; Boats; Soft Drinks; Medical Equip.; Hospitals; Real Estate; Whole & Ret.; Nurseries; Fruits; Poultry; Dairying; Truck & Farming; Perfumes.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-58; Summer 63-81; Fall 47-64; Winter 26-42. First killing frost, Oct. 25; last killing frost, Apr. 13.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Neighborhood Shopping Areas-Shrewsbury, Red Bank, Atlantic Highland, Fair Haven, Little Silver, Middletown, Hazlet, Matawan, Colts Neck, West Long Branch, Lincroft, Ocean.
Shopping Centers (County)-Eatontown, Monmouth Mall; Seaview, Square Shopping Mall, Ocean Twsp.; Shrewsbury Market Place; Shrewsbury Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Red Bank(175)	3	Steinbach, Foodtown
Monmouth(145)	6	Bamberger's, A&S, JCPenney, Hahnes
Middletown(100)	6	A&P, Sears, Channel, Bradlees
Lincroft(5)	3	Acme
Little Silver(11)	2	A&P
Fair Haven	3	Acme
Hazlet(16)	12	K mart, Pergament, Service Mdse., Rickel's
Middlebrook(20)	5	Food Town, Channel
Marlboro	5	A&P
Matawan	14	Nichols Discount City, Drug Fair
Seaview Sq.(140)	7	Sterns, Sears, Steinbach
Eatontown	1	Rickels, A&S, Bamberger's, Hahne's
Colts Neck Towne Shoppes	5	
Shrewsbury Plz (15)		Marshalls, CVS, Acme
W. Long Branch(6)	5	Shop-Rite, A&P, K mart

Principal Shopping Days-Wed., Sat.
Stores Open Evenings-Food, drug, service, retail.

13 - RETAIL OUTLETS: Department Stores-Bamberger's, A&S, Steinbach, Sterns, JCPenney, Consumers Dist. Co., Hahne's, Sears.
Variety Stores-Prown's, Windsor 5 1's, Franklen Stores, Jo-Ro Inc., L & S West End, Deal, Woolworth.
Discount Stores-Bradlees, K mart, Thrifty Cut Rate, Marshalls, Annie Sez, Best Products, Market Place, Kinkel's.
Chain Drug Stores-Genovese, Grand Union, CVS, Pathmark, Rite Aid, Shop-Rite, Sun-Ray, Thrift, Family Pharmacy.
Chain Supermarkets-A&P 12, Acme 8, Foodtown 14, Grand Union 6, Pathmark 3, Shop-Rite 10, Foodland 3, 7-Eleven 11, Cumberland Farms, Krauszers, Welsh's.
Other Chain Stores-Auto: Rite Auto Stores, Firestone, Star Auto, Western Auto; Clothing: Roots, Bond, Braddock's, Natelson's, Lerner's, Ormond, Red Bank Youth Center, Lady of Fashion Maternity Boutique, Lane Bryant; Shoes: Postur-Line, A. S. Beck, Baker's, Duane's, Florsheim, Hanover, Buster Brown, Kinney, Thom McAn, Naturalizer, Nunn-Busch, Shoe-Town, Melco, Stride-Rite; Miscellaneous: Huffman-Koos, Castro Convertible, Fanny Farmer, Loft's, Alpines, Bargainland, Rickels, Channel, Marshalls, Kresge, Arthur Murray Dance Studios, Baskin-Robbins, Friendly Ice Cream, Buxton's, Investors Loan, Beneficial Finance, Four Seasons Gift Shop, Household Finance, Littman's Jewelers, Sherwin-Williams Paints, Singer Co., Paint-N-Place, Reed's Jewelers, Halle & Stieglitz Canadian Furs, Hillman, Kohan, Pergament.

14 - NEWSPAPERS: REGISTER (e-mon. to fri.) 29,046; (S) 30,374; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Frank Bottone, Adv. Dir., REGISTER, One Register Plaza, Shrewsbury, NJ 07701; Tel. (201) 542-4000.
National Representative-Landon Associates, U.S. Suburban Press.

SALEM

1 - LOCATION: Salem County (In Wilmington DE-NJ-MD-PMSA). E&P Map A-5. County Seat. Mfg. & agric. ctr., SW portion of state. Historical City. 34 mi. SW of Philadelphia on State Hwys. 49, 45. 5 mi. S of I-295, U.S. 40, N.J. Turnpike.

2 - TRANSPORTATION: Railroads-Conrail
Intercity Bus Lines-Transport of New Jersey
Motor Freight Carriers-19

3 - POPULATION:
Corp. City 80 Cen. 6,959; E&P 85 Est. 6,989
PMSA 80 Cen. 524,108; E&P 85 Est. 543,174
County 80 Cen. 64,676; E&P 85 Est. 68,525

4 - HOUSEHOLDS:
City 80 Cen. 2,567; E&P 85 Est. 2,714
County 80 Cen. 22,330; E&P 85 Est. 24,431
PMSA 80 Cen. 180,986; E&P 85 Est. 193,577

5 - BANKS	NUMBER	EST. DEP.
Commercial	9	$250,000,000
Savings & Loans	3	$90,000,000

6 - PASSENGER AUTOS: County 27,890

7 - ELECTRIC METERS: Residence / County 28,197

8 - GAS METERS: Residence / County 5,485

9 - PRINCIPAL INDUSTRIES: Floor Coverings; Chemicals; Glass; Canned Foods; Farming (Tomatoes & Vegetables).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-88; Summer 47-98; Fall 29-81; Winter 10-68. First killing frost, Nov. 1; last killing frost, Apr. 5.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pennsville(50)	NA	Ames, K mart, Acme
Christiana(100)	NA	Bamberger's, Strawbridges, JCPenney
Salem(20)	NA	Acme, G.C. Murphy, JCPenney, IGA
Woodstown(15)	NA	Acme
Penns Grove(25)	NA	IGA

13 - RETAIL OUTLETS: Department Stores-Bamberger's
Discount Stores-K mart
Chain Supermarkets-IGA

14 - NEWSPAPERS: TODAY'S SUNBEAM (m-mon. to fri.) 10,348; sworn Dec. 31, 1984 CAC.
Local Contact for Advertising and Merchandising Data: Rollin Iles, Adv. Mgr., TODAY'S SUNBEAM, 93 Fifth St., Salem, NJ 08079; Tel. (609) 935-1500.
National Representative-Landon Associates, U.S. Suburban Press.

SOMERVILLE

See BRIDGEWATER

TOMS RIVER

1 - LOCATION: Ocean County (In Monmouth-Ocean PMSA). E&P Map C-4. Apparel, Food Proc., Shipbuilding and Resort Ctr. Central eastern portion of state. 60 mi. from New York, 58 mi. from Philadelphia, PA. Garden State Pky., N.J. Tpk., State Hwy. 9.

2 - TRANSPORTATION:
Motor Fraight Carriers-20
Intercity Bus Lines-Transport of New Jersey

3 - POPULATION:
Corp. City 80 Cen. 7,303; E&P 85 Est. 9,564
NDM-ABC: (80) 293,160
County 80 Cen. 346,038; E&P 85 Est. 367,770
PMSA 80 Cen. 849,211; E&P 85 Est. 897,298
Demographic Information available from Newspaper. See Paragraph 14.

4 - HOUSEHOLDS:
Toms River 80 Cen. 2,860; E&P 85 Est. 3,358
NDM-ABC: (80) 108,446
County 80 Cen. 128,304; E&P 85 Est. 140,702
PMSA 80 Cen. 298,434; E&P 85 Est. 325,635

5 - BANKS	NUMBER	DEPOSITS
Commercial	15	$1,314,000,000
Savings & Loan	7	$1,060,000,000

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 139,000

8 - GAS METERS: Residence 90,000

9 - PRINCIPAL INDUSTRIES: Military Installation; Farming; Boating; Real Estate; Fin. Inst.; Publishing; Utilities; Light Mfg.; Constr.; Educ.; Chem.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-57; Summer 64-88; Fall 49-63; Winter 26-39. First killing frost, Oct. 29; last killing frost, Apr. 8.

11 - TAP WATER: Well water, hard.

12 - RETAILING: Principal Shopping Centers-Ocean County Mall 95 units-Sears, JCPenney, Bamberger's; Brick Plz. 22 units; Kennedy Mall 11 units; Brick Mall 9 units; Laurel Sq. 20 units; Riviera Plz. 9 units; Birchwood 10 units; Dover Mall 25 units; Toms River Shpg. 17 units; Bellcrest Mall 5 units; Shop Rite East 6 units; Oak Ridge 18 units; Dorado 12 units; Silverton 6 units; Beachwood Plz. 19 units; Berkeley Plz. 7 units; Lacey Mall 16 units; Bay Harbor 9 units; A&P Shopping Plz. 18 units; Lakewood Plz. 20 units; H&O 7 units; Brook Plz. 15 units; Toms River Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eatontown	20	
Toms River(17)	7	A&P, Shop-Rite
Manasquan Cir. Plz.(25)	8	Grand Union
Point Pleasant(11)	6	Grand Union

Principal Shopping Days-Food: Wed., Thur., Sat.; Dept. Stores: Mon., Wed., Fri., Sat., Sun.
Stores Open Evenings-Most until 9 p.m.

13 - RETAIL OUTLETS: Department Stores-Steinbachs, JCPenney, Sears, Bamberger's.
Discount Stores-Bradlees, K mart, Rickels, Channel, Best Products, Caldor.
Variety Stores-H.L. Green, Woolworth, McCrory.
Chain Drug Stores-Lanes, Rexall, Thrift, CVS.
Chain Supermarkets-A&P, Shop-Rite, Grand Union, Foodtown, Pathmark.
Other Chain Stores-Firestone, Goodyear, Penn-Jersey, Western Auto, Atlantic Appliance, Prince Range, R&S, Kinney Shoes, Shoetown, Singer Co., Sherwin-Williams, M.A.B. Paints, Diamond Pools, Consumers Distributing, Ethan Allen, Toys R Us.

14 - NEWSPAPERS: OBSERVER (m-mon. to fri.) 25,106; (S) 24,876; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Constance C. Harmon, Adv. Dir., OBSERVER, 8 Robbins St., Toms River, NJ 08753; Tel. (201) 349-3000.
National Representative-Landon Associates.

TRENTON

1 - LOCATION: Mercer County (PMSA). E&P Map B-3. County Seat. State Capital. Fort Dix Training Center. 60 mi. to New York, 30 mi. to Phila. On U.S. Hwy. 1 & Lincoln Hwy. & State Hwys. in all directions.

2 - TRANSPORTATION: Railroads-Conrail, Reading, Amtrak
Airlines-United, Ransome, Allegheny Commuter.
Motor Freight Carriers-100
Intercity Bus Lines-Capital, Greyhound, Continental Trailways, Safeway Trails, Blue Starr, Trenton-Philadelphia Coach, Suburban Transit.

3 - POPULATION:
Corp. City 80 Cen. 92,124; E&P 85 Est. 88,236
CZ-ABC: (80) 255,519
RTZ-ABC: (80) 415,408
County/PMSA 80 Cen. 307,863; E&P 85 Est. 317,511
City & RTZ-ABC: (80) 670,927
Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 32,463; E&P 85 Est. 33,697
County/PMSA 80 Cen. 105,819; E&P 85 Est. 112,853
CZ-ABC: (80) 88,538
RTZ-ABC: (80) 134,635
City & RTZ-ABC: (80) 223,173

5 - BANKS	NUMBER	DEPOSITS
Savings	1	N.A.
Savings & Loan	12	$1,892,455,544
State	4	N.A.
Commercial	7	N.A.

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: 122,950

8 - GAS METERS: 87,316

9 - PRINCIPAL INDUSTRIES: Metal Products; Ceramics; Rubber; Non-Electric Machy.; Clay, Stone & Glass; Chemicals & Allied Prods.; Electrical Mach., Equip. & Supplies; Fabricated Metal Prod.; Leather Prod.; Lumber & Wood Prod.; Paper & Allied Prods.; Textile; Brewery; Automotive; Govt.

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-95; Summer 43-98; Fall 21-89; Winter 11-67. First killing frost, Nov. 9; last killing frost, Apr. 11.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on State St., 5 on Broad St.
Neighborhood Shopping Centers-4 at E. State & Clinton; 3 on Hermitage Ave.; 6 on S. Broad St.; 2 on Brunswick Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ewing(17)	2	Woolworth, Shop Rite, Shop'N Bag
Princeton(56)	12	Epstein's
Levittown(60)	8	Pomeroy's
Home & Fashion	4	
Lawrence(36)	2	S.P. Dunham, Acme, Channel
Hamilton Sq.(9)	5	Jamesway, Shop-Rite
Fairless Hills	7	
Country Club(25)	NA	Sav-On, Tile Discount
Clover Mall	NA	Clover, Thriftway
Independence Mall(29)	NA	G.C. Murphy, Thrift Drug, S.P. Dunham
Oxford Valley Mall(140)	6	JCPenney, Gimbels, Bamberger's, Wanamaker
Morrisville(25)	NA	Acme, Clover, Shop'N Bag, S.P. Dunham
Neshaminy Mall	NA	Strawbridge & Clothier
Hamilton Twp.(9)	3	K mart, Acme
Quakerbridge Mall(140)	NA	Sears, Bamberger's, JCPenney, Hahne's

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Dept.-Mon., Sat.; Food-Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores-S.P. Dunham 3, Sears, Bamberger's 2, Hahne's, JCPenney 2, Clover 2, Pomeroy's, Wanamaker, Epstein's, Montgomery Ward, Gimbel, Strawbridge.
Variety Stores-Woolworth, Kresge, Murphy, McCrory.
Discount Stores-K mart 2, Jamesway 2, Jefferson Ward 2.
Chain Drug Stores-Thrift 3, Sav-On 3, Rite-Aid, Medicine Shoppe, Liggett Rexall.
Chain Supermarkets-A&P 2, Acme 8, Shop Rite 5, Thriftway 7, Shop 'N Bag 5, Pathmark, Super Fresh 3.

Other Chain Stores-National Shoes; Thom McAn; Flagg Bros.; Firestone; Goodyear; Goodrich; Famous Maid; Singer; Father & Son Shoes; M.A.B. Paint; Kinney Shoes; LeRoy; Anderson Little; Red Cross Shoes; Howard Johnson; Rustler; Lazy-Z-Boy; Ethan Allen; Gordon Jewelers; Spiegel Catalog; Roger's Clothes; Norton Paint; Shoetown; Herman Brooks; Sporting Goods; Einstin & Moomjy; Block Shoes; Kiddie City; Levitz Furn.; Sandler & Worth; Allen Carpet; In Jeans; Bailey, Banks & Biddle; Zale's.

14 - NEWSPAPERS: TIMES (m) 62,098; (S) 78,797; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Peter Barnhard, V.P.-Mktg., TIMES, 500 Perry St., PO Box 847, Trenton, NJ 08605; Tel. (609) 396-3232.
National Representative: Sawyer-Ferguson-Walker.
THE TRENTONIAN (m) 67,087; (sat) 65,019; (S) 63,246; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: James E. Keller, Mktg. Dir., THE TRENTONIAN, Southard at Perry St., Trenton, NJ 08602; Tel. (609) 989-7800.
National Representative: Landon Associates.

UNION CITY

1 - LOCATION: Hudson County (In Jersey City PMSA). E&P Map B-2. 21 minutes from Times Sq., N.Y.; border lines of Hoboken, West New York, North Bergen, Secaucus, Guttenberg, Weehawken, Jersey City and Union City adjoin.

2 - TRANSPORTATION: **Railroads**-NJ Transit.
Motor Freight Carriers-98.
Intercity Bus Lines-Trailways; Greyhound; Public Service; Hudson Bus; Esor Bus; Orange & Black.
Airlines-All major lines at Newark Airport.

3 - POPULATION:
Corp. City 80 Cen. 55,593; E&P 85 Est. 53,961
CZ-ABC: (80) 269,119
RTZ-ABC: (80) 428,570
County/PMSA 80 Cen. 556,972; E&P 85 Est. 560,468
City & RTZ-ABC: (80) 697,689
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 20,781; E&P 85 Est. 20,153
County/PMSA 80 Cen. 207,857; E&P 85 Est. 215,834
CZ-ABC: (80) 107,911
RTZ-ABC: (80) 152,172
City & RTZ-ABC: (80) 260,083

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	13	$3,524,852,066
Savings & Loan	14	$1,345,485,168
Savings	3	$1,632,878,887

6 - PASSENGER AUTOS: County 182,000.
7 - ELECTRIC METERS: Residence 26,381.
8 - GAS METERS: Residence 24,448.
9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees (Av. Wkly. Wage)-Mfg. 6,852 ($215); Embroidery 3,535 ($205); Furniture 111 ($195); Truck 1,198 ($213); Elec. 1,128 ($200); Chem. 331 ($200); Clothing Textile 3,840 ($179); Printing 1,414 ($250); Food 1,067 ($180); Toiletries 136 ($185); Automotive 2,700 ($183); Lumber 108 ($178); Jewelry 625 ($193).
Principal Industry Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 63-83; Fall 46-65; Winter 24-39.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-44 blocks on Bergenline Ave.; 27 blocks on Summit Ave.; Anderson Ave.; Cliffside Park; Fair Ridge; Fairview.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Mon., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Modell's Sporting Goods; Sears; K mart.
Variety Stores-Woolworth 2; Kress.
Discount Stores-BD; Home Fair; Wonder 4; Bargainland 4; Marburn Warehouse; Radio Shack; K mart.
Chain Drug Stores-Rite Aid 8; Rexall 2; Rite-Way.
Chain Supermarkets-A&P 9; Acme 3; Shop-Rite 8; Foodtown 7; Pathmark.
Other Chain Stores-Channel Lumber; Thom McAn 3; Loft Candy 3; Singer Co. 2; National Shoes 2; Miles Shoes; Adams Hats; Sylvette Specialty 2; Father & Son Shoes; Panelrama Corp.

14 - NEWSPAPERS: DISPATCH (m) 32,805; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Carol Hale, Nat'l. Adv. Mgr., DISPATCH, 409 39th St., Union City, NJ 07087; Tel. (201) 863-2000.
National Representative: Landon Associates.

VINELAND

1 - LOCATION: Cumberland County (In Vineland-Millville-Bridgeton PMSA). E&P Map B-5. Agricultural ctr. in Southern Part of State 35 mi. SE of Philadelphia; 35 mi. NW of Atlantic City; 120 mi. S of New York. Point of meeting for four counties: Cumberland, Atlantic, Gloucester & Salem. Glass & clothing mfg., food proc.

2 - TRANSPORTATION: **Railroads**-New Jersey Central (freight); Conrail; Amtrak.
Intercity Bus Lines-Trailways; Transport of N.J.; Garden State Coachways.

3 - POPULATION:
Corp. City 80 Cen. 53,753; E&P 85 Est. 58,727
CZ-ABC: (80) 58,958
RTZ-ABC: (80) 67,460
County/PMSA 80 Cen. 132,866; E&P 85 Est. 136,883
City & RTZ-ABC: (80) 126,418

4 - HOUSEHOLDS:
City 80 Cen. 17,393; E&P 85 Est. 19,157
County/PMSA 80 Cen. 44,287; E&P 85 Est. 47,159
CZ-ABC: (80) 19,180
RTZ-ABC: (80) 21,674
City & RTZ-ABC: (80) 40,854

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$577,649,957*
Savings & Loans	3	$244,500,000

*2 are branch banks; individual figures not available.

6 - PASSENGER AUTOS: County Est. 88,377 (1982).

7 - ELECTRIC METERS: Residence 19,437.

8 - GAS METERS: Residence 10,051.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass 3,700 ($280); Clothing 3,300 ($290); Food 1,100 ($290).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-87; Summer 42-98; Fall 22-92; Winter 0-73. First killing frost, Oct. 7; last killing frost, Apr. 13.

11 - TAP WATER: Acid, very soft, not fluoridated.

12 - RETAILING: **Principal Shopping District**-500-600 blocks on Landis Ave.
Neighborhood Shopping Centers: W. Landis Ave. from West Ave. to Orchard Road and along Delsea Drive, Route 47. Also North Main Rd. near Oak Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cumberland Mall(60)	8	Bradlees, JCPenney, Wilmington Dry Goods, Pathmark
Vineland Plaza(13)	NA	Eckerd, Sears

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Newberry; Wilmington Dry Goods; Bradlees.
Discount Stores-K mart; Jamesway; Ames.
Chain Drug Stores-Eckerd 2; Thrift; Rite-Aid; CVS.
Chain Supermarkets-Shop-Rite 2; IGA; Shop N Bag.
Other Chain Stores-Shoes: Hanover, Kinney, Endicott-Johnson. Tires: Bridgestone, Toyo, Dayton, Dunlop, General, Wilhelm, Uniroyal, Firestone, Goodyear. Auto Supply: Pep Boys, Penn-Jersey. Jewelry: Crosby's, Horowitz Jewelers. Paint: M.A. Bruder, Sherwin-Williams.
Wholesale Distributors-M. Zuckerman (groceries); Vineland (groceries).

14 - NEWSPAPERS: TIMES-JOURNAL (e) 17,573; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Brad Borton, Adv. Mgr., TIMES-JOURNAL, 891 E. Oak Road, Vineland, NJ 08360; Tel. (609) 691-5000.
National Representatives: Landon Associates; Robert Hitchings & Co.

WILLINGBORO-BURLINGTON

1 - LOCATION: Burlington County (In Philadelphia, PA-NJ PMSA). E&P Map B-4. On Delaware River. On Route 130.

2 - TRANSPORTATION: **Railroads**-N.J. Transit.
Motor Freight Carriers-24.
Intercity Bus Lines-Holly; Camden-Burlington; Mt. Holly-Burlington; Transport of N.J.; Phila.-Burlington; Mt. Holly-New York; Garden State Coachways; Trailways.

3 - POPULATION:
Corp. Cities 80 Cen. 50,158; E&P 85 Est. 50,019
Burlington 80 Cen. 10,246; E&P 85 Est. 9,897
Willingboro 80 Cen. 39,912; E&P 85 Est. 40,122
CZ-ABC: (80) 126,584
RTZ-ABC: (80) 200,223
City & RTZ-ABC: (80) 326,807
County 80 Cen. 362,542; E&P 85 Est. 382,528
PMSA 80 Cen. 4,716,818; E&P 85 Est. 4,865,110
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 18,556; E&P 85 Est. 14,870
Willingboro 80 Cen. 10,915; E&P 85 Est. 10,992
Burlington 80 Cen. 3,783; E&P 85 Est. 3,878
County 80 Cen. 114,890; E&P 85 Est. 125,287
PMSA 80 Cen. 1,639,330; E&P 85 Est. 1,743,136
CZ-ABC: (80) 40,241
RTZ-ABC: (80) 61,785
City & RTZ-ABC: (80) 102,026

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	19	$193,640,943
Savings	4	N.A.
Commercial	18	N.A.

6 - PASSENGER AUTOS: N.A.

7 - ELECTRIC METERS: Residence 12,400.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Steel Prod.; Food; Textiles; Electronic Equip.; Ceramics; Chemicals; Explosives; Sand & Gravel; Plastics; Rubber; Construction; Pipe; Computers; Engineering; Metal-Working; Heating Equip.; Boats.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-70; Summer 70-100; Fall 30-88; Winter 0-45. First killing frost, Oct. 31; last killing frost, Apr. 7.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-Burlington; Mt. Holly; Riverside; Bordentown; Willingboro; Moorestown.
Neighborhood Shopping Centers-Burlington, 2 mi.; Mt. Holly, 7 mi.; Riverside, 8 mi.; Bordentown, 9 mi.; Moorestown, 10 mi.; Trenton, 12 mi.; Cherry Hill, 14 mi.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Country Club(28)	NA	IGA
Willingboro Plz.(42)	NA	Woolworth, Jewel T, Pomeroy's, Lerner's
Moorestown(85)	NA	Wanamaker's, Gimbels, Sears
Cinnaminson(20)	NA	
Willingboro Vlg. Mall(2)	NA	Humdingers, Acme
Outlet Sq. (30)	NA	Clover
Burlington Ctr. Mall(125)	NA	Strawbridge & Clothier, Sears

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-daily.

13 - RETAIL OUTLETS: **Department Stores**-Sears 2; Pomeroy's; Gimbels; Wanamaker's; Strawbridge-Clothier 2; Humdingers.
Discount Stores-Gregory 2; K mart 4; Clover Stores 2; Jefferson-Ward 3; Dees.
Chain Drug Stores-Thrift; Rite-Aid; Pathmark; CVS.
Chain Supermarkets-Acme 9; Pathmark; Shop-Rite 4; Shop 'n Bag 4; Cumberland Farms 26; Red Robin 5; 7-Eleven 10; Super Fresh 3; Wawa 6.

14 - NEWSPAPERS: BURLINGTON COUNTY TIMES (e-mon to fri) 41,965; (S) 45,319; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Jack DeHaven, Adv. Dir., BURLINGTON COUNTY TIMES, Route 130, Willingboro, NJ 08046; Tel. (609) 871-8085.
National Representatives: Sawyer-Ferguson-Walker Co.

WOODBRIDGE

See PERTH AMBOY

WOODBURY-GLOUCESTER COUNTY

1 - LOCATION: Gloucester County (In Philadelphia, PA-NJ PMSA). E&P Map A-4. County Seat.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-5.
Intercity Bus Lines-Public Service; Transport of NJ.

3 - POPULATION:
Corp. City 80 Cen. 10,353; E&P 85 Est. 9,821
NDM-ABC: (80) 199,917
County 80 Cen. 199,917; E&P 85 Est. 209,831
PMSA 80 Cen. 4,716,818; E&P 85 Est. 4,865,110
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,827; E&P 85 Est. 3,852
County 80 Cen. 65,129; E&P 85 Est. 70,547
PMSA 80 Cen. 1,639,330; E&P 85 Est. 1,743,136
NDM-ABC: (80) 65,129

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$455,065,000

6 - PASSENGER AUTOS: County 109,000.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Petroleum Refining; Elect. Equip.; Chem.; Fabricated Metal Prod.; Agric.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Deptford Mall(107)	NA	Bamberger's, Wanamaker, Sears
Woodbury Hts. Plz.(3)	NA	Pathmark, Thrift Drug
Sickel's(6)	NA	Shop-Rite, Gaudios
Woodbury(6)	NA	Thriftway
Collegetown-Glassboro(25)	NA	Grossman's, Gaudios, K mart
Woodbury Hts.(2)	NA	Jefferson Ward
Turnersville	NA	Jefferson Ward, Mr. How

Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Tue., Wed., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Bamberger's; Wanamaker; Jefferson Ward.
Variety Stores-Woolworth.
Discount Stores-K mart.
Chain Drug Stores-Quality; Thrift; Eckerd; Rite Aid; CVS.
Chain Supermarkets-Acme; Shop-Rite; 7-Eleven; Pathmark; Thriftway; Shop 'N Bag; Cumberland Farms; Jewel Discount.
Other Chain Stores-Firestone; Pep Boys; Charming Shoppes; Sherwin-Williams; S&H Green Stamps; Singer Co.; Diana Shops; Penn-Jersey Auto; Jamesway; Edison Bros.; Channel Home Ctrs.; Shoe Town; Mr. How.

14 - NEWSPAPERS: GLOUCESTER COUNTY TIMES (e-mon to fri) 29,606; (S) 28,842; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Richard M. Duncovich, Adv. Mgr., TIMES, 309 S. Broad St., Woodbury, NJ 08096; Tel. (609) 845-3300.
National Representatives: Landon Associates; U.S. Suburban Press.

A vital and vibrant news medium for the whole news community

E&P

NEW MEXICO SURVEYS

METROPOLITAN STATISTICAL AREAS

Albuquerque-Bernalillo County

Las Cruces-Dona Ana County

Santa Fe-Los Almos and Santa Fe Counties

POPULATION ESTIMATES

(Thousands)

Age Group	1970	1980	1986
Under 5 Years	97	114	128
5-14 Years	242	223	250
15-24 Years	188	257	288
25-44 Years	241	361	404
45-64 Years	178	229	256
65 and Over	70	116	130
TOTAL	1,016	1,300	1,456

Based on U.S. Census

POPULATION ESTIMATES

(Thousands)

Places of 50,000 or more and central cities of MSA's with 10% or more of Spanish Origin Population

Cities	Total Pop.	Spanish Origin	Percent
Albuquerque	332	112	33.8

RETAIL SALES ESTIMATES

(Millions)

Kind of Business	1977 Census	1982 Census	1986 Est.
Bldg. Mat. Hdw.	250	391	581
General Mdse	451	575	754
Food	839	1,488	1,832
Automobiles	934	1,256	2,111
Gasoline Stations	366	614	673
Apparel	187	323	439
Furniture	182	241	386
Eat-Drink Places	345	616	817
Drugs	110	160	223
TOTAL SALES	4,022	6,319	8,426

ALAMOGORDO

1 - LOCATION: Otero County. E&P Map C-4. County Seat. Home of Holloman Air Force Base.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.

Motor Freight Carriers-10

Intercity Bus Lines-Texas-OK-NM Transportation

Airlines-Mesa, Jet Air

3 - POPULATION:

Corp. City 80 Cen. 24,024; E&P 85 Est. 26,109

County 80 Cen. 44,665; E&P 85 Est. 47,427

4 - HOUSEHOLDS:

City 80 Cen. 8,921; E&P 85 Est. 8,670

County 80 Cen. 14,608; E&P 85 Est. 16,017

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$187,278,000
Savings & Loan	3	$64,337,000

6 - PASSENGER AUTOS: County 25,663

7 - ELECTRIC METERS: Residence 13,056

8 - GAS METERS: Residence 10,064

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Air Force Base 6,651 (Annual Payroll $119,320,000); Civil Service 1,196 (Ann. Payroll $26,886,000); Lumber Products 129; Elect. Appliance Mfg. 196; Bus Air Conditioners 130; Gov't Contractors 595.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-78; Summer 52-96; Fall 46-93; Winter 28-66. First killing frost, Oct. 1; last killing frost, Apr. 15. Annual Precipitation 10.6

11 - TAP WATER: Alkaline, hard. Not fluoridated.

12 - RETAILING: **Principal Shopping Center**-White Sands Mall (28 stores-K mart, JCPenney, Beall's)

Neighborhood Shopping Centers-Security Center (15 stores-Hastings, Goodyear, TG&Y, Anthony's; Granada Center (23 stores); Downtown 3 Blocks-Radio Shack, Sears (catalog), Montgomery Ward

Principal Shopping Days-Wed., Fri., Sat., Sun.

Stores Open Evenings-Shopping centers

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, C.R. Anthony, Beall's, Bonanza City

Variety Stores-Mott's

Discount Stores-TG&Y; Surplus City; Value Plus; K mart

Chain Drug Stores-Revco; Furr's

Chain Supermarkets-Safeway; Furr's; Big 8

Other Chain Stores-Goodyear; Firestone; Western Auto; Sweetbriar; Sherwin-Williams; Hallmark; Hastings; T-Bird Home Centers; Good Housekeeping Store; 84 Lumber; White Auto; Singer; Sears (catalog); Montgomery Ward; Checker Auto; Payless Shoes; Radio Shack; Zale's; Baskin-Robbins; 7-Eleven; Circle K; General Tire; Gilberts; Gordon Jewelers; Emphasis; Royal Optical; General Nutrition; Stevenson's; Books Galore; Carquest; NAPA; Do It Center; Foxworth Galbraith; Regis Salon; ComputerWorld; Peanut Shack; Gold Mine.

14 - NEWSPAPERS: NEWS (e-mon to fri) 9,469; (S) 10,455; sworn Mar. 31, 1985.

Local Contact for Advertising and Merchandising Data: David Clipson, Adv. Mgr., NEWS, 24th & Eudora St., PO Box 870, Alamogordo, NM 88310. Tel. (505) 437-7120

National Representative: Papert Companies

ALBUQUERQUE

1 - LOCATION: Bernalillo County. (In Albuquerque MSA) E&P Map B-2. In N central New Mexico. In the middle Rio Grande Valley, about equidistant from E and W state boundaries. At crossroads of I-40 and 25. Home of Kirtland Air Force Base.

2 - TRANSPORTATION: **Railroads**-AT&SF

Motor Freight Carriers-37

Intercity Bus Lines-Continental, New Mexico, Greyhound

Airlines-Trans-World, Continental, Frontier, Ross, American, Eastern, Southwest, Western, United, Delta, Air Midwest, Pacific Southwest, America West, Mesa Air, Trans Colorado, Airways of N.M., Sun West, Pioneer, West Air

3 - POPULATION:

Corp. City 80 Cen. 331,767; E&P 85 Est. 351,365

NDM-ABC: (80) 860,451

County/MSA 80 Cen. 419,700; E&P 85 Est. 444,492

4 - HOUSEHOLDS:

City 80 Cen. 124,032; E&P 85 Est. 135,194

NDM-ABC: (80) 302,426

County/MSA 80 Cen. 151,037; E&P 85 Est. 165,063

5 - BANKS	NUMBER	EST. DEP.
Commercial	12	$2,797,872,000
Savings & Loan	6	$2,208,686,000

6 - PASSENGER AUTOS: County 265,051

7 - ELECTRIC METERS: Residence 160,718

8 - GAS METERS: Residence 141,928

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Whol. & Ret. 51,300; Service & Misc. 53,000; Fin., Ins. & R.E. 12,500; Govt. 43,500; Trans., Util., Comm. 11,600; Constr. 15,300; Mfg. 19,100; Educ.-Schools, Univ., Research & Dev.

Principal Pay Days-1st, 5th, 15th, 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-81; Summer 64-90; Fall 40-68; Winter 26-51. First killing frost, Oct. 23; last killing frost, Apr. 20.

11 - TAP WATER: Aklaline, hard, fluoridated.

12 - RETAILING: **Principal Shopping Center**-7 blocks on 3 Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Altura(3)	NA	Safeway
B&H(8)	NA	Russell's Bakery
North Towne(30)	NA	Safeway
Juan Tabo Plz.(15)	NA	Safeway, Thrifty Drug
Coronado(150)	NA	Sears, Broadway, Goldwater's, Sanger Harris
Corrales Ctr.(20)		Safeway, Walgreen
Eastdale(28)	NA	Safeway, Skaggs
Encantada Sq.(10)	NA	
Fair Plz.(20)	NA	Skaggs, Foodway
Fidelity Sq.(34)	NA	Sleepworld
Five Points(13)	NA	Zales, Shop-Rite Mkt.
Franklin Plz.(14)	NA	Safeway, Thrifty Drug
First Plz.(55)		Country Casuals, Design Discovery
Corrales(10)	NA	Walgreen, Safeway
Foothills(16)		Alco, Thrifty
Hoffmantown(36)		Fabric Works, Campbell Drug
Goff Plz.(6)	NA	Big Value Drugs
Arrowhead(26)	NA	Grand Central, Albertson's
La Mesa(14)	NA	Foodway
Los Altos(15)	NA	Buy-Low Auto Supply
Manzano(20)	NA	Safeway, TG&Y
Monterey Plz.(11)	NA	Piggly-Wiggly, Sprouse-Reitz
Montgomery Plz.(51)	NA	Safeway, Anthony
Nob Hill(18)	NA	Nob Hill Super Mkt.
Northdale(28)	NA	TG&Y, Foodway
Old Town(10)	NA	Safeway, TG&Y
Parkland Hills(15)	NA	Foodway
Sandia Plz(10)		TG&Y, Stoller
Tennin Ctr.(12)		Furr's Family Ctr., Pizza Inn
Town & Country(8)		31 Flavors
Westway Plz.(6)		Radio Shack
Wyoming Mall(30)		Woolco
Princess Jeanne (23)	NA	TG&Y, Foodway
Snow Heights(7)	NA	Furr Foods
South San Pedro	NA	Central Super Mkt.
Winrock(124)	NA	Mont. Ward, JCPenney, Dillards, Ben Franklin, Walgreen

Principal Shopping Days-Mon., Fri., Sat.

Stores Open Evenings-Mon., Tue., Wed., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Kistler Collister, C. R. Anthony, Dillard's, JCPenney, Sears, Montgomery Ward, Sanger Harris, Broadway, Goldwater's, Mervyn's

Discount Stores-Gibson, K mart 5, Grand Central

Variety Stores Sprouse-Reitz, Ben Franklin, TG&Y, Wray's

Chain Drug Stores-Walgreens, Payle, 13, Skagg's 3, Thrifty 3, Alpha Beta 4

Chain Supermarkets-Safeway 22, Smith's Food King 5, Furr Food 8, Bag N Save 4, Save 'N Gain 4, Circle K Corp. 57, Albertson's 4

Other Chain Stores-7-Eleven 22, Alsups 23, Firestone, Goodrich, Goodyear, Lerner's Shops (Women's), Sweetbriar (Women's), Maternity Modes, Thom McAn, Kinney, Stover Candy, Singer, White's Auto

14 - NEWSPAPERS: JOURNAL (m) 96,391; TRIBUNE (e) 44,776; Comb. (m&e) 141,167; JOURNAL (S) 137,897; Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: Thompson Smithson, Gen. Adv. Mgr., Albuquerque Pub. Co., 717 Silver Ave. SW, Albuquerque, NM 87102. Tel. (505) 842-2300

National Representatives: JOURNAL-Branham/Newspaper Sales; TRIBUNE-Story & Kelly-Smith

ARTESIA

1 - LOCATION: Eddy County. E&P Map C-4. Situated 40 mi. S of Roswell, 40 mi. N of Carlsbad, 85 mi. W of Hobbs.

2 - TRANSPORTATION: **Railroads**-AT&SF

Intercity Bus Lines-New Mexico

Motor Freight Carriers-5

3 - POPULATION:

Corp. City 80 Cen. 10,385; E&P 85 Est. 11,804

County 80 Cen. 47,855; E&P 85 Est. 54,158

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:

City 80 Cen. 3,761; E&P 85 Est. 4,335

County 80 Cen. 16,669; E&P 85 Est. 19,448

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$250,000,000
Savings & Loan	2	$200,000,000

6 - PASSENGER AUTOS: County 25,863

7 - ELECTRIC METERS: Residence 3,960

8 - GAS METERS: Residence 3,650

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil & Gas 2,000 ($350); Agri. 812 ($200); Const. 75 ($400); Trade Serv. 1,700 ($160); Potash Mines 75 ($400).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-86; Summer 61-92; Fall 31-61; Winter 28-63. First killing frost, Nov. 1; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Districts**-7 blocks on Main; 3 blocks on Quay.

Neighborhood Shopping Centers-Abo Center, S 13th St. (Furr Foods); TG&Y, K mart, W. Main

Principal Shopping Days-Thur., Sat.

13 - RETAIL OUTLETS: **Department Stores**-C.R. Anthony, Main Place

Variety Stores-TG&Y

Discount Stores-K mart

Chain Drug Stores-Walgreens

Chain Supermarkets-Safeway, Furr's, Allsups, Sack N Save

Other Chain Stores-Tru Value; State Furn; Montgomery Ward; Sears (catalog); T-Bird; Home Lumber

14 - NEWSPAPERS: PRESS (e-mon to fri) 4,010; (S) 4,010; sworn Sept. 28, 1984.

Local Contact for Advertising and Merchandising Data: Gary Scott, Bus. Mgr., PRESS, 503 W. Main, Artesia, NM 88210; Tel. (505) 746-3524

National Representative: Landon Associates

CARLSBAD

1 - LOCATION: Eddy County. E&P Map D-4. County Seat. On Pecos River near center of county. Southeastern section of state.

2 - TRANSPORTATION: **Railroads**-AT&SF (Clovis, NM)

Motor Freight Carriers-3

Intercity Bus Lines-Texas, New Mexico & Okla. Coaches, New Mexico Transp., APEX, ICX, J&L, Sun Freightways, UPS, Yellow Freightways, Purolator Courier

Airlines-Air Midwest, Mesa

3 - POPULATION:

Corp. City 80 Cen. 25,496; E&P 85 Est. 28,854

CZ-ABC: (80) 26,767

RTZ-ABC: (80) 6,568

City & RTZ-ABC: (80) 33,335

County 80 Cen. 47,855; E&P 85 Est. 54,158

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:

City 80 Cen. 9,811; E&P 85 Est. 10,509

County 80 Cen. 16,669; E&P 85 Est. 19,448

CZ-ABC: (80) 9,656

RTZ-ABC: (80) 1,935

City & RTZ-ABC: (80) 11,591

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$242,018,526
Savings & Loan	4	$107,258,478

6 - PASSENGER AUTOS: County 25,863

7 - ELECTRIC METERS: Residence 14,444

8 - GAS METERS: Res. & Bus. 10,640

9 - PRINCIPAL INDUSTRIES: Potash mining and refining 1,700, Emp. Av. Wage ($400), Annual Payroll $66,963,340. Santa Fe Ry. ships 29,339 cars potash annually. Farming and ranching. Cotton and alfalfa main crops on 25,000 acre irrigation project. Tourism.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-80; Summer 63-105; Fall 46-79; Winter 29-67. First killing frost, Oct. 20; last killing frost, Mar. 29.

11 - TAP WATER: 18.9 grains per gal.

12 - RETAILING: **Principal Shopping Centers**-Downtown Carlsbad between Greene and Mermod and between S. Halagueno and Main St. Shopping Center, 158,000 sq. ft., West Pierce St.

Neighborhood Shopping Centers-Northgate on Roswell Hwy. (12 Stores-Furr's, Winns, Trisha's Fashions, Anthony's, Burton Drug); N. Canal St. Stores-Cindy's); Carlsbad Mall (20 Stores)

Principal Shopping Days-Fri., Sat., & Sun.

Stores Open Sundays-Drug, Variety, Supermarkets, Carlsbad Mall

13 - RETAIL OUTLETS: **Department Stores**-C.R. Anthony, JCPenney, Bealls

Variety Stores-Sprouse-Reitz, Woolworth

Chain Drug Stores-Revco

Discount Stores-Farmers Market, Carlsbad Surplus City, K mart, Winn's

Chain Supermarkets-Safeway, Albertson's, Furr's, Circle K, Shop Rite, IGA Foodliner

Other Chain Stores-Checker Auto, Payless Shoes, Goodyear, Montgomery Ward, Sears (catalog), Bealls, Zale's, Mode O'Day, True Value Hdwe., Emphasis, Morrey A., Kinney Shoes, Regis Hairstylist, Western Auto, Peanut Shack, Gordons Jewelers, Aladdin, Stevensons, Castle

14 - NEWSPAPERS: CURRENT-ARGUS (e-mon to fri) 8,859; (S) 9,762; Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: Margaret Wade, Adv. Dir., CURRENT-ARGUS, 620 S. Main St., PO Box 1629, Carlsbad, NM 88220. Tel. (505) 887-5501

National Representative: None

CLOVIS

1 - LOCATION: Curry County. E&P Map D-3. County Seat. Cattle buying & selling center. East central part of state. 110 mi. SW of Amarillo; 113 mi. NE of Roswell; 110 mi. NW of Lubbock; 220 mi. E of Albuquerque.

2 - TRANSPORTATION: **Railroads**-AT&SF

Motor Freight Carriers-4

Intercity Bus Lines-Greyhound, Tex. N.M. & Okla. Coaches

Airlines-Air Midwest

3 - POPULATION:

Corp. City 80 Cen. 31,194; E&P 85 Est. 33,577

CZ-ABC: (80) 31,194

RTZ-ABC: (80) 49,405

County 80 Cen. 42,019; E&P 85 Est. 43,411

City & RTZ-ABC: (80) 80,599

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:

City 80 Cen. 11,268; E&P 85 Est. 12,382
County 80 Cen. 14,419; E&P 85 Est. 15,352
CZ-ABC: (80) 11,268
RTZ-ABC: (80) 16,406
City & RTZ-ABC: (80) 27,674

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	5	$67,724,694
Commercial	4	$108,465,785

6 - PASSENGER AUTOS: County 22,319

7 - ELECTRIC METERS: Residence 14,025

8 - GAS METERS: Residence 13,150

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric. 188; Constr. 709; Mfg. 530; Transp. 573; Transp. R.R. 850; Meat Packing; Milk Plant; Cannon AFB 3,500-home of 4,200 personnel.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-71; Summer 62-93; Fall 42-76; Winter 21-50. First killing frost, Oct. 26; last killing frost, Apr. 26.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Center**-Grand, 6 on Mitchell, three Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Highland(9)	NA	Stansel's Mkt.
Hilltop Plaza(15)	NA	TG&Y, Alco

Principal Shopping Days-Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Vohs, Sears, Turners, C.R. Anthony.
Discount Stores-TG&Y, K mart, Gebo's.
Chain Drug Stores-Rexall, Walgreen, Highland.
Chain Supermarkets-Safeway, Furr's, Affiliated 5, Albertson's.
Other Chain Stores-White's Auto, Goodyear, Shaw (jewelry), Sherwin-Williams, Firestone, Zale's, Allsup's, Circle K 7.

14 - NEWSPAPERS: NEWS-JOURNAL (e-mon to fri) 10,224; (S) 11,062; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Bob Martin, Natl. Adv. Mgr., NEWS-JOURNAL, 6th & Pile Sts., PO Box 1689, Clovis, NM 88101; Tel. (505) 763-3431.

National Representative: Papert Companies.

DEMING

1 - LOCATION: Luna County, E&P Map A-5. General farming, livestock. South-central portion of state. On U.S. Hwys. 70, 80, I-10.

2 - TRANSPORTATION: **Railroads**-AT & SF, Southern Pacific.
Motor Freight Carriers-Merchants, Motor Lines.
Intercity Bus Lines-Trailways, Greyhound.

3 - POPULATION:
City 80 Cen. 9,964; E&P 85 Est. 12,283
County 80 Cen. 15,585; E&P 85 Est. 17,798

4 - HOUSEHOLDS:
City 80 Cen. 3,527; E&P 85 Est. 4,433
County 80 Cen. 5,557; E&P 85 Est. 6,524

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	$78,419,000
Savings & Loan	1	$71,321,125

6 - PASSENGER AUTOS: County 8,636

7 - ELECTRIC METERS: Residence 6,020

8 - GAS METERS: Residence 4,083

9 - PRINCIPAL INDUSTRIES: Agriculture.

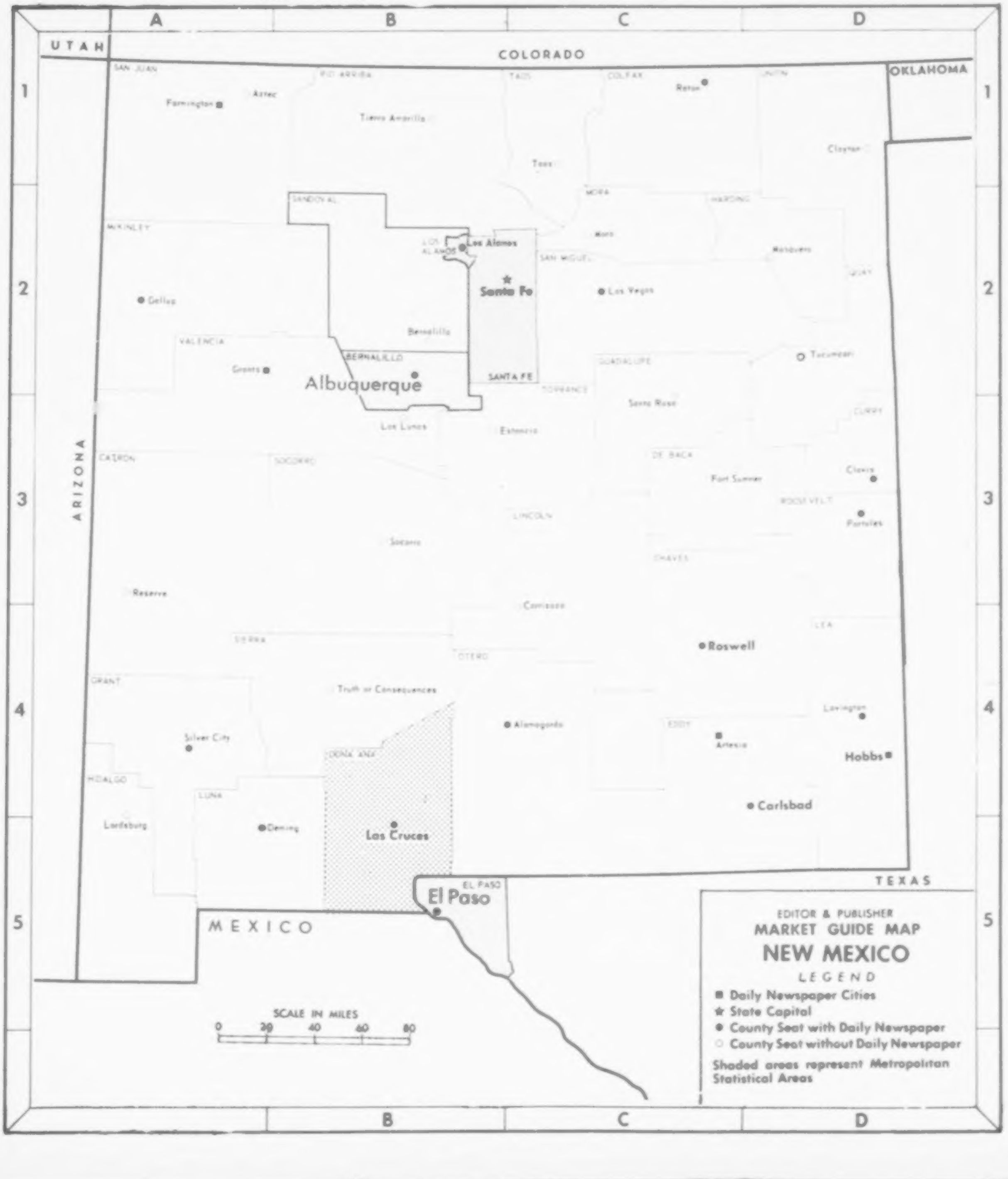
10 - CLIMATE: Min. & Max. Temp.-Summer 50-100; Winter 30-70.

11 - TAP WATER: 99% pure.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: **Department Stores**-K.
Discount Stores-Surplus City, Ben Franklin, V&S Variety, Revco.
Chain Supermarkets-Safeway, Shur-Sav.

14 - NEWSPAPERS: HEADLIGHT (e-mon to fri) 3,505; sworn Oct. 1, 1984.


A
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UTAH
COLORADO
OKLAHOMA
ARIZONA
TEXAS
MEXICO
SAN JUAN
RIO ARRIBA
TAOS
COLFAX
UNION
Farmington
Aztec
Tierra Amarilla
Raton
Clayton
Taos
MORA
HARDING
SANDOVAL
McKINLEY
LOS ALAMOS
Los Alamos
Mora
SAN MIGUEL
Mosquero
QUAY
Santa Fe
Gallup
Las Vegas
VALENCIA
Bernalillo
BERNALILLO
Grants
Albuquerque
SANTA FE
GUADALUPE
Tucumcari
TORRANCE
Santa Rosa
CURRY
Los Lunas
Estancia
CATRON
SOCORRO
DE BACA
Fort Sumner
Clovis
ROOSEVELT
Portales
LINCOLN
Socorro
CHAVES
Reserve
Carrizozo
LEA
SIERRA
Roswell
OTERO
GRANT
Truth or Consequences
Lovington
Alamogordo
EDDY
Silver City
Artesia
Hobbs
DONA ANA
HIDALGO
LUNA
Carlsbad
Lordsburg
Deming
Las Cruces
EL PASO
El Paso
SCALE IN MILES
0
20
40
60
80
EDITOR & PUBLISHER
MARKET GUIDE MAP
NEW MEXICO
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas

Local Contact for Advertising and Merchandising Data: Walter L. Green, Pub., HEADLIGHT, 219 E. Maple, PO Box 881, Deming, NM 88030. Tel. (505) 546-2611.
National Representative: Landon Associates.

FARMINGTON

1 - LOCATION: San Juan County. E&P Map A-1. Oil, gas, electric power, uranium, coal & irrigated farming center for the San Juan Basin & Four-Corners region of NM, CO, AZ, & UT. 185 hwy. mi. NW of Albuquerque; 123 mi. N of Gallup; 400 mi. SW of Denver, CO; 400 mi. NE of Phoenix, AZ and 34 mi. from Navajo Lake recreation area on San Juan River.
Intercity Bus Lines-Continental Trailways.
Motor Freight Carriers-5.
Airlines-Frontier, Sun West, Mesa Aviation, Air Midwest, Pioneer, Aspen.

3 - POPULATION:
Corp. City 80 Cen. 30,729; E&P 85 Est. 41,471
CZ-ABC: (80) 31,722
RTZ-ABC: (80) 50,211
County 80 Cen. 80,833; E&P 85 Est. 96,123
City & RTZ-ABC: (80) 81,433

4 - HOUSEHOLDS:
City 80 Cen. 10,665; E&P 85 Est. 13,754
CZ-ABC: (80) 10,804
RTZ-ABC: (80) 14,216
County 80 Cen. 24,859; E&P 85 Est. 30,487
City & RTZ-ABC: (80) 25,020

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$300,697,000
Savings & Loan	3	$118,363,000

6 - PASSENGER AUTOS: County 38,314.

7 - ELECTRIC METERS: Res. & Comm. 13,684.

8 - GAS METERS: Res. & Comm. 13,077.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil & Gas 5,500 ($400); Agri. & Fruit Grow. 1,800 ($160); Construction 2,400 ($320); Trade Serv., Fin. 2,300 ($270); Trans. & Util. $1,400 ($350).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 55-98; Fall 25-75; Winter 0-55. First killing frost, Oct. 8; last killing frost, May 15.

11 - TAP WATER: Alkaline, hard, Fluoridated.

12 - RETAILING: **Principal Shopping Centers**-24 blocks on Main St.; 14 blocks on Broadway; Valle Grande Ctr., in Valle Grande subdiv.; Village Square, Ute St. at N. Orchard; Palmer Plaza, Broadway & Main; San Juan Plaza, Main & Clayton Blvd.; Orchard Valley, Farmington Ave. & Main; Animas Valley Mall, 4601 E. Main St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Animas Valley Mall(110)	NA	Sears, JCPenney, Beall's, LaBelle's, Dillard
Palmer Plaza(25)	NA	Britt's
West Main St.(15)	NA	Mont. Ward, Safeway
Brookside(5)	NA	Sprouse-Reitz
Mesa(15)	NA	Thrifty Discount Mkts.
San Juan Plaza(60)	NA	K mart, Safeway, Albertson's, Grand Central
Orchard Valley(8)	NA	Furrs

Principal Shopping Days-Wed., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, C.R. Anthony, Britt's, Beall's, La Belle's, Dillard.
Variety Stores-F. S. Rasco, Sprouse-Reitz, Ben Franklin.
Chain Drug Stores-Farmington, Thrifty, Walgreens.
Discount Stores-Gibson, K mart, Wal-Mart.
Chain Supermarkets-Leon's Discount Food Mkts., 7-Eleven 18, Safeway 2, Furr Food, Sack 'N Save, Thrifty Discount Mkt. 2, Smith's Food King.
Other Chain Stores-Sears, Montgomery Ward, Cooper's, Western Auto, Firestone, White's Auto, Sweetbriar, Construction Supply, Mode O'Day, Kinney Shoe, Komac Paint, Singer Co., Zale's, S&H Green Stamps, Mor-Valu Stamps, Gamble's, Furr's Cafeteria, Grand Central.

14 - NEWSPAPERS: TIMES (e) 15,880; (S) 18,142; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Bill Vincent, Adv. Dir., TIMES, 201 N. Allen, PO Box 450, Farmington, NM 87499. Tel. (505) 325-4545.
National Representative: Landon Associates.

GALLUP

1 - LOCATION: McKinley County. E&P Map A-2. County Seat. Trading center 135 mi. W of Albuquerque; 21 mi. E of Arizona State line; 700 mi. from Los Angeles. On U.S. Hwys. I-40 (66), 666; State Hwy. 32.

2 - TRANSPORTATION: **Railroads**-Santa Fe.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound, Continental Trailways.
Airlines-Sun West (4 flights daily).

3 - POPULATION:
Corp. City 80 Cen. 18,167; E&P 85 Est. 21,708
CZ-ABC: (80) 18,161
RTZ-ABC: (80) 90,685
County 80 Cen. 54,950; E&P 85 Est. 59,384
City & RTZ-ABC: (80) 108,846

4 - HOUSEHOLDS:
City 80 Cen. 6,014; E&P 85 Est. 6,441
County 80 Cen. 14,671; E&P 85 Est. 16,361
CZ-ABC: (80) 6,014
RTZ-ABC: (80) 20,859
City & RTZ-ABC: (80) 26,873

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$182,000,000
Savings & Loan	2	$52,000,000

6 - PASSENGER AUTOS: County 34,753.

7 - ELECTRIC METERS: Residence 9,200.

8 - GAS METERS: Residence 6,800.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Federal 2,210; Mining 1,300; Trade 2,356; Services 1,292; Other 1,438.
Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-82; Summer 53-86; Fall 33-66; Winter 12-46. First killing frost, Oct. 5; last killing frost, May 5.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Coal, 4 on 66th; Malls N. 666.
Neighborhood Shopping Centers-Uptown Plaza, Foodway Square, Downtown Plaza, Little Bear, Zecca Plaza, Rio West Mall, Cedar Hills Plaza.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Food, Daily, Sun.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Aaronson, Beall's.
Variety Stores-Sprouse-Reitz 3, Winn's.
Chain Drug Stores-Thrifty 2, Rexall 2.
Chain Supermarkets-California 3, Dan Dee, Smiths Foodway, Albertson, Safeway.
Other Chain Stores-Firestone, Goodrich, Ward, Sears (catalog), Big O Tire, Goodyear, Yellow Front 2, Gamble's, White Auto, Regis, Payless, Gallenkamp, Kinney, S & H Green Stamps, Houston Lumber, TG&Y, Zale's, Gordons, Alexanders, K mart, G.N.C., Midas, Fox Photo, Kwik Kopy, Crown TV (Brutes), Radio Shack 2, Allsups 5, Record Bar, Coach House, Pure Jean Yes, Waldenbooks.

14 - NEWSPAPERS: INDEPENDENT (e) 12,240; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Charles Pullin, Adv. Mgr., INDEPENDENT, P.O. Box 1210, Gallup, NM 87301. Tel. (505) 863-6811, or Continental U.S. (800) 545-3817.
National Representative: Branham/Newspaper Sales.

GRANTS-MILAN

1 - LOCATION: Cibola County. E&P Map B-1 (B-2). Both cities were formerly in Valencia County which was divided into two separate counties, Valencia and Cibola, in July 1981. County Seat of Cibola County is Grants.

2 - TRANSPORTATION: **Railroads**-AT&SF Ry.
Intercity Bus Lines-Continental Trailways, Greyhound.

3 - POPULATION:
Corp. Cities 80 Cen. 15,198; E&P 85 Est. 15,427
Grants 80 Cen. 11,451; E&P 85 Est. 11,155
Milan 80 Cen. 3,747; E&P 85 Est. 4,272
Valencia County 80 Cen. 60,853; E&P 85 Est. 59,055
No available figures for Cibola County. Valencia County figures reflect population and households prior to July 1981.
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 4,710; E&P 85 Est. 4,688
Grants 80 Cen. 3,559; E&P 85 Est. 3,407
Milan 80 Cen. 1,151; E&P 85 Est. 1,281
Valencia County 80 Cen. 19,040; E&P 85 Est. 19,035

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$55,745,000
Savings & Loan	1	$17,500,000

6 - PASSENGER AUTOS: Cibola County 10,549; Valencia County 25,501.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees (Av. Wkly. Wage)-Uranium Mining 38,410 ($314); Uranium Milling 44,129 ($345); Tourism 1,800 ($216).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Baties (20)	NA	Gambles, Shop Rite, McClellan's, Alco
Hillcrest(6)	NA	Winn's, Mode O'Day, Anthony's, Furn. Mart
Lobo Canyon(20)	NA	TG&Y, Smith's

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Fri. (Some), Sat.
Stores Open Sundays-Food.

13 - RETAIL OUTLETS: **Department Stores**-McClellan's, Anthony's.
Chain Supermarkets-Handy Andy Quick Stops 2, Shop Rite, Sturges 2, Smith Foodway.
Other Chain Stores-Aaronson Bros., Gamble's, White's, Winn's, Alco, TG&Y.

14 - NEWSPAPERS: BEACON (e-mon to fri) 4,358, sworn Sept. 28, 1984.
Local Contact for Advertising and Merchandising Data: Mario C. Pino, Adv. Mgr., BEACON, 300 N. 2nd, Grants, NM 87020. Tel. (505) 287-4411.
National Representative: None.

HOBBS

1 - LOCATION: Lea County. E&P Map D-4. Carlsbad 75 mi. SW; Roswell 120 mi. NW; Clovis 126 mi. N; Midland, Tex., 111 mi. SE; Lubbock, Tex., 110 mi. NE.

2 - TRANSPORTATION: **Railroads**-Texas & New Mexico.
Motor Freight Carriers-5.
Airlines-Mesa, Crown.
Bus Lines-TNMO, Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 28,794; E&P 85 Est. 36,521
CZ-ABC: (80) 29,153
RTZ-ABC: (80) 42,013
County 80 Cen. 55,634; E&P 85 Est. 67,311
City & RTZ-ABC: (80) 71,166
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 9,948; E&P 85 Est. 12,875
CZ-ABC: (80) 10,109
RTZ-ABC: (80) 13,678
County 80 Cen. 18,786; E&P 85 Est. 23,559
City & RTZ-ABC: (80) 23,787

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	4	$447,125,661
Savings & Loan	3	$42,452,000
Commercial	NA	$447,125,661

6 - PASSENGER AUTOS: County 33,335.

7 - ELECTRIC METERS: Residence 19,216.

8 - GAS METERS: Residence 11,175.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil Eqpt. and Supply 28,000; Welding, Acidization, Rig Bldg., Housing & Trucking, Farm Produce Processing, Space Probing Antennas, Truck Beds, Men's Clothing Mfg., Refining, Chemical Processing Plant, Livestock Feed Lots.

10 - CLIMATE: Av. Winter, 27-57; Av. Summer, 65-93. Rel. Humidity, Summer, 30%.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Center**-10 blocks from downtown; Broadmoor, Corner of Grimes & Bender; Hobbs Plaza.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bel Aire(7)	NA	Sears, Winns, Anthonys
Broadmoor(40)	NA	Mont. Ward, Dunlaps, Anthonys, JCPenney
Hobbs Plaza(16)	NA	Alpha Beta
Covered Mall(42)	NA	
Mini Mall(14)	NA	

Principal Shopping Days-Mon., Wed., Sat.; Best grocery day Wed.
Stores Open Evenings-Discount stores.

13 - RETAIL OUTLETS: **Department Stores**-C.R. Anthony 2, JCPenney, Dunlap, Sweet Briar.
Variety Stores-S&H Green Stamps, Winn's.
Chain Drug Stores-Broadmoor, Walgreens, Cash-mart Pharmacy, Reese 2, Norte Vista, Revco.
Discount Stores-Wal-Mart, K mart, Allwoods.
Chain Supermarkets-Furr's Food, Safeway, Allsup's 6, Smith's, Foodway, Tooties Hom-Ond, Albertson's, Skaggs Alpha Beta, The Box.
Other Chain Stores-General Tire, Radio Shack, Sears, Montgomery Ward, Payless Shoes, Sherwin-Williams, T-Bird Lumber, Callaway Lbr. & Furniture, Smith Furniture, Woods Furniture, Miller-Waldrop Furn., Whites Auto, Western Auto, Circle K 5, Roadrunner 8.

14 - NEWSPAPERS: NEWS-SUN (e-mon to fri) 11,168; (S) 13,021; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: John Hendrix, Adv. Mgr., NEWS-SUN, P.O. Box 860, Hobbs, NM 88240. Tel. (505) 393-2123.
National Representative: Landon Associates.

LAS CRUCES

1 - LOCATION: Dona Ana County (MSA). E&P Map B-5. County Seat. Space, missile, educational & agricultural center. 22 mi. E to White Sands Missile Range; 45 mi. N of El Paso, Tex. On U.S. hwys. 70, 80, 82, 85, 180; State Hwy. 28; Interstates 10 & 25.

2 - TRANSPORTATION: **Railroads**-AT&SF.
Intercity Bus Lines-Greyhound, Whitfield, N.M. Transportation, Continental Trailways.
Motor Freight Carriers-9.
Airlines-Jet Air; 5 major airlines at El Paso.

3 - POPULATION:
Corp. City 80 Cen. 45,086; E&P 85 Est. 52,342
CZ-ABC: (80) 45,086
RTZ-ABC: (80) 51,254
County/MSA 80 Cen. 96,340; E&P 85 Est. 111,844
City & RTZ-ABC: (80) 96,340

4 - HOUSEHOLDS:
Corp. City 80 Cen. 16,165; E&P 85 Est. 19,118
CZ-ABC: (80) 16,165
RTZ-ABC: (80) 14,237
County/MSA 80 Cen. 30,402; E&P 85 Est. 36,632
City & RTZ-ABC: (80) 30,402

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$291,169,000
Savings & Loan	7	$156,048,000

6 - PASSENGER AUTOS: County 59,044.

7 - ELECTRIC METERS: Residence 17,774.

8 - GAS METERS: Residence 15,630.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-University Education 630 faculty, 701 non-teaching-total 1,331 ($300); Missile Range 4,205 government civilian, 1,406 military, 2,218 contractor-total 7,829 ($300); Agric. and food processing $84 million annually; Hosiery Mfg. 966 ($200); Nurseries 300 ($200); Microswitches 100; Construction 1,000 ($300).

10 - CLIMATE: Min. & Max. Temp. Winter 20-60; Summer 60-90.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mesilla Valley Mall(114)	NA	Sears, Dillard, JCPenney, Wilson's, Walgreens, Beall's
Loretto(32)	NA	
Brazito Mall(22)	NA	Albertson's, Thrifty Drug
Solano Square(16)	NA	Motts
Midway(7)	NA	Goodyear, S&H
Cruces Norte(13)	NA	Albertson's, Revco
University Hts. (4)	NA	Motts, Furr's
Madrid(10)	NA	Safeway, TG&Y, Rexall
Pan Am Plz.(22)	NA	Furr's, Revco

Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Popular Dry Goods, United Fashion, Anthony, Montgomery Ward, Sears, Dillard, Wilsons, Beall's.
Variety Stores-TG&Y 2, Mott's 2.
Discount Stores-Value Plus, K mart, Furr's, Bonanza City.
Chain Drug Stores-Skagg's, Fed-Mart, Baker 2, Thrifty, Skiller, Rexall, Walgreens, Revco 2.
Chain Supermarkets-Safeway, Furr's 3, Pic Quik 18, Quick Chek 2, Albertson's 2, Circle K 4, Smith Food King.
Other Chain Stores-White's; Firestone; Zale's; Feder's; American Furniture; Sprouse-Reitz; Goodyear; True Value; Western Auto; Cashway; Samon's; Singer; Ace Hdwe.

14 - NEWSPAPERS: SUN-NEWS (e-mon to fri) 18,240; (S) 19,603; Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Wayne Barnes, Adv. Dir., SUN-NEWS, 256 W. Las Cruces Ave.; PO Box 1749, Las Cruces, NM 88004; Tel. (505) 523-4581.
National Representative: Landon Associates.

LAS VEGAS

1 - LOCATION: San Miguel County. E&P Map C-2. County Seat. Wholesaling & distributing center. 127 mi. from Albuquerque; 105 mi. from Tucumcari. On U.S. Hwys. 84, 85; State Hwys. 3, 65.

2 - TRANSPORTATION: **Railroads**: Santa Fe
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 14,322; E&P 85 Est. 18,090
County 80 Cen. 22,751; E&P 85 Est. 24,751

4 - HOUSEHOLDS:
City 80 Cen. 4,706; E&P 85 Est. 5,486
County 80 Cen. 7,370; E&P 85 Est. 8,237

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$69,000,000
Savings & Loan	1 -	$25,000,000

6 - PASSENGER AUTOS: County 10,358

7 - ELECTRIC METERS: Residence 5,671

8 - GAS METERS: Residence 2,401

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-University Education 350 ($250); State Hosp. 425 ($200); Convalescent Care ($200); State Hwy. Dept. 150 ($200); Fiber Board Plant 200 ($200).
Principal Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-78; Summer 50-89; Fall 30-68; Winter 15-56. First killing frost, Dec.; last killing frost, Mar.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Days**-Mon.-Sat.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; Gamble's; California; TG&Y; K mart; Taichert's; Mode O' Day; Bonanza.
Variety Stores-Wacker's.
Chain Drug Stores-Rexall, Revco.
Chain Supermarkets-Safeway; Furr's Gro.; Food Saver Warehouse; Columbia.
Other Chain Stores-Prices Furniture & Hardware; Popular Dry Goods; Nancy's Apparel.

14 - NEWSPAPERS: OPTIC (e-mon to fri) 3,875; sworn Oct. 1, 1984
Local Contact for Advertising and Merchandising Data: Hazel Hancock, Adv. Mgr., OPTIC, 612 Lincoln, Las Vegas, NM 87701; Tel. (505) 405-6796.
National Representative: Papert Companies.

LOS ALAMOS

1 - LOCATION: Los Alamos County. (In Santa Fe MSA). E&P Map B-2. County Seat. Nuclear Research Center in North Central part. 35 miles NW Santa Fe, on State Hwy. 4. Los Alamos is an incorporated county and contains no incorporated cities.

2 - TRANSPORTATION: **Motor Freight Carriers**-4.
Airline-Ross Aviation.

3 - POPULATION:
Los Alamos Divn. 80 Cen. 11,039; E&P 85 Est. 12,118
County 80 Cen. 17,599; E&P 85 Est. 19,593
MSA 80 Cen. 92,905; E&P 85 Est. 101,076
Demographic Information available from Newspaper See paragraph 14

4 - HOUSEHOLDS:
Los Alamos Divn. 80 Cen. 4,538; E&P 85 Est. 4,923
County 80 Cen. 6,283; E&P 85 Est. 7,228
MSA 80 Cen. 32,555; E&P 85 Est. 36,559

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$31,000,000
Building & Loan	1	$30,000,000
Credit Unions	4	$61,000,000

6 - PASSENGER AUTOS: County 14,940

7 - ELECTRIC METERS: Residence 4,363

8 - GAS METERS: Residence 3,424

9 - PRINCIPAL INDUSTRIES: Nuclear/scientific research 7,000 employees.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-58; Summer 55-90; Fall 35-62; Winter -5-45. First killing frost, Oct. 1; last killing frost, May 1.

11 - TAP WATER: Soft, salty.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Central(6)	NA	Metzgers Hdwe., Anthony's
Community(30)	NA	Sears, Goodyear
The Village(22)	NA	Gibson's, Ed's Food Market
White Rock(15)	NA	Smith's
Mari-Mac(30)	NA	TG&Y, Revco, Safeway

13 - RETAIL OUTLETS: **Variety Stores**-TG&Y.
Discount Stores-Gibson's, Anthony's.
Chain Drug Stores-Los Alamos, Revco.
Chain Supermarkets-Speedway, Safeway, Smith's; Ed's Food Market.

14 - NEWSPAPERS: MONITOR (e-tues to fri) 4,466; (S) 4,946; sworn Sept. 30, 1984
Local Contact for Advertising and Merchandising Data: Holly Vigil, Adv. Mgr., MONITOR, 256 D.P. Rel.; PO Box 1268, Los Alamos, NM 87544; Tel. (505) 662-4185.
National Representative: Landon Associates.

LOVINGTON

1 - LOCATION: Lea County. E&P Map D-4. County Seat in SE part of state. On U.S. Hwys. 82, 62; State 18.

2 - TRANSPORTATION: **Railroads**-Texas & New Mexico.
Intercity Bus Lines-Greyhound.
Airlines-At Lovington Airport.
Motor Freight Carriers-Apex; ICX; Yellow Transit.

3 - POPULATION:
Corp. City 80 Cen. 9,727; E&P 85 Est. 12,252
County 80 Cen. 55,634; E&P 85 Est. 67,311

4 - HOUSEHOLDS:
City 80 Cen. 3,165; E&P 85 Est. 4,007
County 80 Cen. 18,786; E&P 85 Est. 23,559

5 - BANKS	NUMBER	EST. DEP.
Comm./Savings	N.A.	$268,795,000

6 - PASSENGER AUTOS: County 33,335

7 - ELECTRIC METERS: City Residence 4,312

8 - GAS METERS: City Residence 3,298

9 - PRINCIPAL INDUSTRIES: Oil and Gas Production, Refineries, Irrigated Farming, Ranching.

10 - CLIMATE: Mild, sunny. Summer mean 84; Winter mean 53.

11 - TAP WATER: Alkaline, medium hard. 3,541 meters in use in city.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Main St. (13 stores).
Principal Stores- Mont. Ward, Sears.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lovington Sq.(6)	1	TG&Y, Safeway, Mr. Gatti's, C.R. Anthonys
Mini Mall(6)	1	General Telephone
Town & Country(4)	2	Thriftway
Apaula Ctr.(3)	2	One Shop Convenience
Plains Plz.(4)	1	Lovington Vacuum
June Ctr.(9)	2	Thrifty Drug, Bob's Supermarket

13 - RETAIL OUTLETS: **Department Stores**-C.R. Anthony, Sears, Montgomery Ward, Whites.
Chain Drug Stores-Thrifty.
Chain Supermarkets-Thriftway; Safeway; Furrs; One Stop; Alsups 4; Circle K 2; Roadrunner.
Other Chain Stores- TG&Y, Western Auto.

14 - NEWSPAPERS: DAILY LEADER (e-mon to fri) 2,868; (S) 3,182 sworn September 30, 1984
Local Contact for Advertising & Merchandising Data: John Graham, Pub.; Kathy Jennings, Circ. Mgr.; Joyce Clemens, Adv. Mgr., LEADER, 14 W. Ave. B; PO Box 1717, Lovington, NM 88260; Tel. (505)396-2844.

MILAN

See GRANTS

PORTALES

1 - LOCATION: Roosevelt County. E&P Map D-3. County Seat. Agric., dairying, oil, educ. and livestock. Shipping ctr. 120 mi. SW of Amarillo, TX; 98 mi. N of Roswell, NM on U.S. Hwy. 70 State 18, 88.

2 - TRANSPORTATION: **Railroads**-AT&SF.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound, New Mexico Transp.; Yellow Transit; Calif.-Ill. Express; Apex.

3 - POPULATION:
Corp. City 80 Cen. 9,940; E&P 85 Est. 10,376
County 80 Cen. 15,695; E&P 85 Est. 16,969

4 - HOUSEHOLDS:
City 80 Cen. 3,580; E&P 85 Est. 3,881
County 80 Cen. 5,645; E&P 85 Est. 6,380

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$76,694,000
Savings & Loan	2	$51,112,575

6 - PASSENGER AUTOS: County 8,331

7 - ELECTRIC METERS: Residence 3,871

8 - GAS METERS: Residence 4,112

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)- Farming 500 ($125); Dairying 125 ($200); Farm Proc. 160 ($100); Ranching 75 ($150); Casing Factory 60 ($150); Peanut Mills 143 ($115); Meat Packing Plants 15 ($125); Feed Mills 15 ($125); Univ. Educ. 680 ($225).

10 - CLIMATE: Min. & Max. Temp.-Spring 58-89; Summer 54-99; Fall 22-74; Winter -5-52.

11 - TAP WATER: Alkaline, very hard, naturally fluoridated.

12 - RETAILING: **Shopping Centers**-Sands (Foodtown); Safeway.
Principal Shopping Days-Mon. through Sun.

13 - RETAIL OUTLETS: **Department Stores**-Anthony's; Turner's.
Variety Stores-Sprouse-Reitz.
Discount Stores-Alco.
Chain Drug Stores-Walgreens; B&J; Thrifty.
Chain Supermarkets-Safeway; Food Town; Home Town 3.
Other Chain Stores-White's.
14 - NEWSPAPERS: NEWS-TRIBUNE (e-mon to fri) 4,643; (S) 4,189; sworn Oct. 3, 1984
Local Contact for Advertising and Merchandising Data: Wanda Pettus, Adv. Dir., NEWS-TRIBUNE, 101 E. First St.; PO Box 848, Portales, NM 88130; Tel. (505) 356-4481.
National Representative: Papert Companies.

RATON

1 - LOCATION: Colfax County. E&P Map C-1. County Seat. Shipping & wholesale center. 225 mi. S of Denver; 228 mi. NE of Albuquerque; 214 mi. NW of Amarillo. On U.S. Hwys. 64, 85, 87; State Hwy. 72; I-25.

2 - TRANSPORTATION: **Railroads**-Santa Fe.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 8,225; E&P 85 Est. 9,360
County 80 Cen. 13,706; E&P 85 Est. 14,476
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 2,942; E&P 85 Est. 2,791
County 80 Cen. 4,927; E&P 85 Est. 5,336

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$100,000,000
Savings & Loan	2	$45,004,000

6 - PASSENGER AUTOS: County 7,962

7 - ELECTRIC METERS: Residence 2,470

8 - GAS METERS: Residence 1,161

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Electronics 100 (N.A.); Railroad 180 ($400); Lumber Mills 325 (N.A.); Coal Mines 400 ($500); Metal Prods. 275 (N.A.); Furniture 18 (N.A.); National Rifle Assn. 12 ($400); Building Mfg. 40 ($300).
Principal Industrial Pay Days-Mines, Lumber Mills10th & 25th, Railroads-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-63; Summer 51-83; Fall 32-67; Winter 14-46. First killing frost, Sept. 25; last killing frost, May 17.

11 - TAP WATER: Neutral, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Second St.; 2 on 1st St.; 3 on Third St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dona Anna Plaza(14)	NA	Safeway, Revco, Sprouse Reitz
Mira Monte	NA	Sears (catalog), Fashion Fabrics

Principal Shopping Days-Sat.

13 - RETAIL OUTLETS: **Department Stores**-Di Lisio's; C.R. Anthony; Rubins; Marchiondo's; JCPenney; Montgomery Ward.
Chain Drug Stores-Revco.
Chain Supermarkets-Safeway.
Other Chain Stores-Gamble's (hardware, furniture); Mode O'Day (women's); Goodyear; Fabrific Fabrics; Coast-to-Coast; K mart.

14 - NEWSPAPERS: RANGE (e-tue to fri; S) 2,503; sworn Oct. 4, 1984
Local Contact for Advertising and Merchandising Data: Wilson Koeppel, Pub., RANGE, 208 S. Third, Raton, NM 87740; Tel. (505) 445-2721.
National Representative: Landon Associates.

ROSWELL

1 - LOCATION: Chaves County. E&P Map C-4. County Seat. Agricultural. 210 mi. SE of Albuquerque; 210 mi. NE of El Paso; 215 mi. SW of Amarillo. On U.S. Hwys. 70, 285 & 380.

2 - TRANSPORTATION: **Railroads**-Santa Fe.
Motor Freight Carriers-8.
Intercity Bus Lines-New Mexico, Greyhound.
Airlines-Air Midwest, Mesa.

3 - POPULATION:
Corp. City 80 Cen. 39,676; E&P 85 Est. 48,029
CZ-ABC: (80) 40,376
RTZ-ABC: (80) 60,169
County 80 Cen. 51,103; E&P 85 Est. 58,333
City & RTZ-ABC: (80) 100,545

4 - HOUSEHOLDS:
City 80 Cen. 14,519; E&P 85 Est. 17,753
CZ-ABC: (80) 14,847
RTZ-ABC: (80) 20,499
County 80 Cen. 18,194; E&P 85 Est. 21,439
City & RTZ-ABC: (80) 35,346

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$408,180,285
Savings & Loan	4	$530,255,545

6 - PASSENGER AUTOS: County 29,184

7 - ELECTRIC METERS: Residence 22,461

8 - GAS METERS: Residence 16,803

9 - PRINCIPAL INDUSTRIES: Cotton Seed and Oil, Concrete Block, Apparel, University Education, Bus Mfg.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-67; Summer 60-91; Fall 59-83; Winter 28-54. First killing frost, Oct. 24; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, very hard, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on Main St.; 4 on 2nd St.; 3 on 3rd St.; 1 on 4th St.

Neighborhood Shopping Centers-Main & McGaffey Sts.; Second & Missouri; Second & Atkinson; Main & Reed; Washington Ave. & Hobbs Sts.; Second & Sunset; Main & Mescalcro Rd.; Main & Pine Lodge St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadmoor(8)	1	Sears, Furr's Mkt., Anthony Dept.
Del Norte(1)	2	Allwoods
Highland(4)	1	
Monterey(6)	1	
Plains Park(11)	1	Alco, Farmers Ctr. Mkt.
Sunset(3)	2	Sunset Appliance, Shama's
Union Plaza(5)	1	Primm Drug, Roadrunner Appliance
Wilshire(4)	1	Furr's Mkt.
Roswell Mall(30)	10	JCPenney, Anthony's, Bealls, Wal-Mart

Principal Shopping Days-Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Anthony; JCPenney; White's.
Variety Stores-Wackers.
Discount Stores-Alco; K mart; Wal-Mart.
Chain Drug Stores-Rexall; Primm; Mitchell's; Medicine Shop.
Chain Supermarkets-Safeway 2; Furr Food 2; Albertson's; Save N' Gain.
Other Chain Stores-Firestone; Zale's; Goodyear; Checker Auto; Radio Shack; Bealls; Oshmans; Gordon's; Allwoods; Sonic; Big O Tires.

14 - NEWSPAPERS: RECORD (m-mon to fri) 14,358; (S) 15,134; Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: John Pettit, Adv. Mgr., RECORD, 2301 W Main, PO Box 1897, Roswell, NM 88201; Tel. (505) 622-7710.
National Representative: Papert Companies

SANTA FE

1 - LOCATION: Santa Fe County, E&P Map C-2. State Capital. County Seat. 68 mi. N of Albuquerque. On U.S. Hwys. 64, 84, 85, 285, I-25, I-40.

2 - TRANSPORTATION: **Railroads**-AT&SF, Amtrak, New Mexico.
Motor Freight Carriers-6; Northwest Transport; ABF Freight; Consolidated Freight.
Intercity Bus Lines-Greyhound; Continental Trailways; Sierra Stage Lines; Chama Valley; New Mexico Transp.
Airlines-Albuquerque Intl. Airport: American; Continental; Eastern; Frontier; Texas Intl.; TWA; Southwest; American West; Delta; PSA; United Western; Local: Air Midwest; Crown; ZIA.

3 - POPULATION:
Corp. City 80 Cen. 48,899; E&P 85 Est. 56,957
CZ-ABC: (80) 52,840
Bal. in NDM: (80) 61,205
County 80 Cen. 75,306; E&P 85 Est. 81,483
MSA 80 Cen. 92,905; E&P 85 Est. 101,076
Total NDM-ABC: (80) 114,045
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 17,836; E&P 85 Est. 21,101
CZ-ABC: (80) 19,214
Bal. in NDM-ABC: (80) 20,043
County 80 Cen. 26,272; E&P 85 Est. 29,331
MSA 80 Cen. 32,555; E&P 85 Est. 36,559
Total NDM-ABC: (80) 39,257

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$691,921,000
Savings & Loan	2	$104,681,000

6 - PASSENGER AUTOS: County 46,831

7 - ELECTRIC METERS: Residence 26,500

8 - GAS METERS: Residence 21,455

9 - PRINCIPAL INDUSTRIES: United Pump Co.; Clothing; Instruments; Mills; Scientific Labs.; State Capitol Offices; Tourism 4,647; Total Mfg. 1,372 ($300); Govt. 8,446; Schools 1,200.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-59; Summer 55-90; Fall 35-61; Winter 10-50. First killing frost: Oct. 1; last killing frost: May 1.

11 - TAP WATER: Neutral; soft in summer; hard in winter; mt. streams and reservoirs.

12 - RETAILING: **Principal Shopping Centers**-12 blocks on 2 Sts. and Cordova and 5 blocks Northwest at Paseo Peralta and Jefferson.
Neighborhood Shopping Centers-College St., Cordova Rd., Pen Rd., Cerrillos Rd., Casa Solana, St. Michaels Drive.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
DeVargas(55)	1	JCPenney, TG&Y, Albertsons, Mont. Ward
St. Michaels Vlg.	2	K mart, Safeway
Cordova Road	2	Skaggs, Kinney Shoes
Pen Road	1	Bonanza, Surplus City
Kaunes Ctr.	1	Kaunes Food Town
Cerrillos Rd.	4	TG&Y
Coronado Ctr.	2	Furr's, TG&Y, Anthonys, Walgreens
College Plaza	5	Albertson's, Grand Central
Villa Hinda Mall	5	Dillard's, Mervyn's
Plaza Princesa	6	Smith's Foodway, TG&Y
Casa Solana	1	Warehouse Market, TG&Y
Downtown		Dunlaps, Sears, Guarantee

Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores**-Dunlaps; Bell's; JCPenney; Sears; Montgomery Ward; Guarantee; Anthonys.
Variety Stores-Woolworth; TG&Y.
Discount Stores-K mart; Bonanza; Surplus City.
Chain Drug Stores-Walgreens-Payless 2; Rexall; Skaggs; Capital; G & C Super Drug 2.
Chain Supermarkets-Kaunes 3; Smith's Foodway; Safeway 3; Furr's; 7-Eleven; Speedway 4; Albertson's.
Other Chain Stores-Ace Auto; Leed's Shoes; Sweetbrier; Firestone; Goodrich; Western Auto; Singer Co.; Radio Shack; Zale's; Big O Tires; Coopers Western Wear; House of Fabrics; Revco; Corbins Draperies; Margos; Hickory Farms; Kinney Shoes.

14 - NEWSPAPERS: NEW MEXICAN (m-mon to sat) 17,502; (S) 18,582; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: George J. Wetzel, Adv. Dir., NEW MEXICAN, 202 E. Marcy, Box 2048, Santa Fe, NM 87501; Tel. (505) 983-3303.
National Representative: Gannett Media Sales

SILVER CITY

1 - LOCATION: Grant County, E&P Map A-4. County Seat. 160 mi. NW of El Paso, TX. On U.S. Hwy. 180, State Hwy. 90.

2 - TRANSPORTATION: **Motor Freight Carriers**-5; O.N.C.; Whifield; Chaparral; U.P.S.; Puralator.
Airlines-Mesa.

3 - POPULATION:
Corp. City 80 Cen. 9,887; E&P 85 Est. 12,211
County 80 Cen. 26,204; E&P 85 Est. 29,129

4 - HOUSEHOLDS:
City 80 Cen. 3,388; E&P 85 Est. 4,153
County 80 Cen. 8,586; E&P 85 Est. 9,809

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	3	$126,490,000
Savings & Loan	2	$48,960,000

6 - PASSENGER AUTOS: County 14,243

7 - ELECTRIC METERS: County 11,294

8 - GAS METERS: County 7,284

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Copper, Lead, Zinc, Gold, Silver, Manganese, Molybdenum, Vanadium, Iron; Cattle Raising; Lumber; Farming; Mining and Smelting-2,900 ($450).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 55-95; Fall 42-85; Winter 28-65.

11 - TAP WATER: Neutral; hard.

12 - RETAILING: **Shopping Centers**-(No. of Miles from Downtown)-Hudson Street 10 stores; Silver Heights 4 stores (9 mi.); Hurley (18 mi.); Tyrone (5 mi).
Principal Shopping Days-Wed., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Maxwell House; JCPenney; C.R. Anthony; Factory 2-U.
Variety Stores-TG&Y; Sprouse-Reitz.
Discount Stores-K mart.
Chain Drug Stores-Rexall; Rx Fee System; Savon.
Chain Supermarkets-Safeway; Furr's; Snappy Mart 12; Albertson's.

14 - NEWSPAPERS: PRESS & INDEPENDENT (e) 6,400; sworn Oct. 3, 1984.
Local Contact for Advertising and Merchandising Data: William F. Ely, Natl. Adv. Mgr., PRESS, Box 740, Silver City, NM 88062; Tel. (505) 388-1576.
National Representative: None

NEW YORK SURVEYS

METROPOLITAN STATISTICAL AREAS

Albany-Schenectady-Troy-Albany, Greene, Montgomery, Rensselaer, Saratoga and Schenectady Counties.
Binghamton, N.Y.-Broome and Tioga Counties.
Elmira-Chemung County.
Glens Falls-Warren and Washington Counties.
Poughkeepsie-Dutchess County.
Rochester-Livingston, Monroe, Ontario, Orleans and Wayne Counties.
Syracuse-Madison, Onondaga and Oswego Counties.
Utica-Rome-Herkimer and Oneida Counties.

PRIMARY METROPOLITAN STATISTICAL AREAS

Buffalo-Erie County.
Nassau-Suffolk-Nassau and Suffolk Counties.
New York-Bronx, Kings, New York, Putnam, Queens, Richmond, Rockland and Westchester Counties.
Niagara Falls-Niagara County.
Orange County-Orange County.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Buffalo-Niagara Falls-Includes Buffalo PMSA and Niagara Falls PMSA.
New York-Northern New Jersey-Long Island, N.Y.-N.J.-Conn.-Includes Bergen-Passaic, N.J. PMSA; Bridgeport-Milford, Conn. PMSA; Danbury, Conn. PMSA; Jersey City, N.J. PMSA; Middlesex-Somerset-Hunterdon, N.J. PMSA; Monmouth-Ocean, N.J. PMSA; Nassau-Suffolk, N.Y. PMSA; New York, N.Y. PMSA; Newark, N.J. PMSA; Norwalk, Conn. PMSA; Orange County, N.Y. PMSA; and Stamford, Conn. PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1986
Under 5 Years	1,488	1,136	1,150
5-14 Years	3,393	2,591	2,624
15-24 Years	2,949	3,117	3,157
25-44 Years	4,421	4,823	4,885
45-64 Years	4,039	3,728	3,776
65 and Over	1,951	2,162	2,190
TOTAL	18,241	17,557	17,782

Based on U.S. Census

POPULATION ESTIMATES
(Thousands)
Places of 50,000 or more and central cities of MSA's with 10% or more of Spanish Origin Population

Cities	Total Pop.	Spanish Origin	Percent
New York	7,071	1,407	19.9

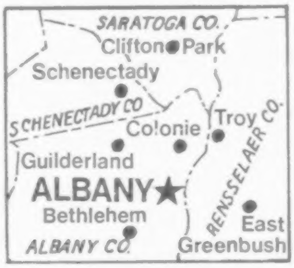
RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1986 Est.
Bldg. Mat. Hdwr.	1,752	2,510	3,814
General Mdse.	6,645	7,574	10,163
Food	12,611	17,046	21,471
Automotive	7,512	9,743	16,767
Gasoline Stations	2,984	4,415	4,953
Apparel	3,342	5,229	7,290
Furniture	2,266	3,485	5,725
Eat-Drink Places	4,953	7,268	9,854
Drugs	1,629	2,524	3,596
TOTAL SALES	50,698	72,267	95,505

ALBANY

1 - LOCATION: Albany County (In Albany-Schenectady-Troy MSA), E&P Map F-4. State Capital. On West bank of Hudson River, 143 mi. N of N.Y. City. State Capital. On U.S. Hwys. 20, 5, 9, 9W & Rt. 87 (northway) N.Y. State Thruway.

2 - TRANSPORTATION: **Railroads**-Amtrak; Conrail Freight.
Motor Freight Carriers-120.
Intercity Bus Lines-Adirondack-Trailways; Arrow Line; Greyhound; Capital District Transit Authority; Vermont Transit; Yankee Trails; Mountain View Lines; Bonanza; Village Transportation.
Airlines-American; USAir; Eastern; Air North; Mall Airways; Command Airways; Aztec Air East; Bar Harbor; Peidmont; Republic; United; People Express.



Albany Times Union/
Knickerbocker News
Comb. (m&e) 120,561
(S) 169,011 ABC 3/31/85

3 - POPULATION:
Corp. City 80 Cen. 101,727; E&P 85 Est. 96,847
CZ-ABC: (80) 198,266
RTZ-ABC: (80) 548,380
County 80 Cen. 285,909; E&P 85 Est. 293,685
MSA 80 Cen. 835,880; E&P 85 Est. 855,373
City & RTZ-ABC: (80) 746,646
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 40,767; E&P 85 Est. 42,103
CZ-ABC: (80) 75,625
RTZ-ABC: (80) 194,524
County 80 Cen. 106,589; E&P 85 Est. 113,103
MSA 80 Cen. 302,191; E&P 85 Est. 319,330
City & RTZ-ABC: (80) 270,149

5 - BANKS	NUMBER	DEPOSITS
Savings	9	$3,423,448,000
Savings & Loan	3	$246,769,000
Commercial	20	$2,362,944,000

6 - PASSENGER AUTOS: County 142,266

7 - ELECTRIC METERS: Residence 75,081

8 - GAS METERS: Residence 48,440

9 - PRINCIPAL INDUSTRIES: State Gov't (Capital); Banking; Insurance; Education; Electronics; Housecare; Precision Tools; Printing; Steel Foundries.
Principal Industrial Pay Days-Fri., Thur.; N.Y. State Employees: every 2nd Wed. (Depts.); Fri. (Institutions).

10 - CLIMATE: Min. & Max. Temp.-Spring 37-57; Summer 57-79; Fall 38-58; Winter 18-35. First freeze, late Sept.; last freeze, early May.

11 - TAP WATER: Alkaline, very soft; 43 paper mill; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on N. Pearl St., State St., Broadway; 10 on Central Ave.; Robinson Square-Hamilton St.
Neighborhood Shopping Centers-3 blocks on Madison Ave., 2 on New Scotland Ave., 6 on Delaware Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Century II Mall (15)	NA	
Loudon Ctr. (16)	NA	Convenient Mkt.
Westgate(26)	NA	Albany Public Mkt.
Elsmere(20)	NA	Grand Union, Woolworth
Latham Circle Mall(55)	NA	JCPenney, Boston Store, Grand Union
Stuyvesant(35)	NA	Caldor, Flah's, Grand Union
Mid City(4)	NA	Price Chopper
Colonie Ctr. (72)	NA	Macy's, Sears
Crossgates Mall(100)	NA	JCPenney, Caldor, Filenes, Jordan Marsh
Northway Mall(36)	NA	Mont. Ward, Tehans
Mohawk Mall(88)	NA	Boston Store, Bradlees, Mont. Ward
K mart(2)	NA	K mart, Price Chopper
Loehman's Plaza (16)	NA	Loehman's
Wolf Rd. Pk.(12)	NA	Service Mdse.

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Thur., Downtown; Mon. through Sat., Shopping Centers.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; Boston Store; Macy's; Sears; Flah's; Marshall's; Cohoes; Barbizon's; Filenes; Jordan Marsh.
Discount Stores-Boardman; K mart; Joy Discount; Present Co.; Service Mdse.; Bradlees; Caldor; Ames.
Chain Drug Stores-CVS; Hall Drug (Lee) 3; Branche 2; Medical Center 2; Rite Aid 2; Fay's 10.
Chain Supermarkets-Trading Port 7; Albany Public 10; Grand Union 28; Shop-Rite 5; Star 9; Price Chopper 41; P&C 2.
Other Chain Stores-Thom McAn; Firestone; Lerner; Shoe Town; Carl Co.

14 - NEWSPAPERS: TIMES-UNION (m) 86,412; KNICKERBOCKER NEWS (e-mon to fri) 34,149; (e-sat) 25,907; (S) 169,011; Mar. 25, 1985 ABC.
Local Contact for Advertising and Merchandising Data: C. J. Cunningham, Nat. Adv. Mgr., TIMES-UNION, KNICKERBOCKER NEWS, Box 15000, Albany, NY 12212; Tel. (518) 454-5680.
National Representative: Hearst Advertising Service

AMSTERDAM

1 - LOCATION: Montgomery County (In Albany-Schenectady-Troy MSA), E&P Map E-3. 1/4 mi. to New York Thruway; on State Hwys. 5, 5-S, 67, 30; 16 mi. W of Schenectady; 34 mi. W of Albany; 114

mi. E of Syracuse; 185 railroad mi. from New York City.

2 - TRANSPORTATION: **Railroads**-Conrail, Amtrak.
Waterway-Terminal of N.Y. State Barge Canal
Motor Freight Carriers-6
Intercity Bus Lines-Trailways, Greyhound

3 - POPULATION:
Corp. City 80 Cen. 21,872; E&P 85 Est. 20,395
CZ-ABC: (80) 21,872
RTZ-ABC: (80) 38,954
County 80 Cen. 53,439; E&P 85 Est. 54,624
MSA 80 Cen. 835,880; E&P 85 Est. 855,373
City & RTZ-ABC: (80) 60,826
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,903; E&P 85 Est. 8,682
CZ-ABC: (80) 8,957
RTZ-ABC: (80) 13,413
County 80 Cen. 19,845; E&P 85 Est. 20,954
MSA 80 Cen. 302,191; E&P 85 Est. 319,330
City & RTZ-ABC: (80) 22,370

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$270,000,000
Savings & Loan	1	$27,000,000
Commercial	5	$168,000,000

6 - PASSENGER AUTOS: County 26,285

7 - ELECTRIC METERS: Residence 14,000

8 - GAS METERS: Residence 9,300

9 - PRINCIPAL INDUSTRIES: Industry-No. of Wage Earners-Mohasco Industries Executive Offices 100; General Electric 2,300; Printing 325; Gloves 485; Dresses 300; Plastics Fiberglass 125; Christmas Trees, Lawn Furniture and Chairs 175; Warp Knitting 425; Toys 425; Recreational Products (pools, video games, home computers) 1,500; Laminated Fabrics 175; Men's Apparel 175; Radio and Auto Antennas 175; Furniture Refinishing Products 175; Waterbed Furniture 100; Automotive Lifts 50.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-55; Summer 55-81; Fall 40-60; Winter 16-34. First killing frost Sept. 28; last killing frost April 25.

11 - TAP WATER: Acid, very soft, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on E. Main St. New 60 Store Downtown Enclosed Mall.
Neighborhood Shopping Centers-Reid Hill Section, Fifth Ward Section, Route 30 Section, K mart Plaza; Nichols Plaza 2: Price Chopper, Fay's Plaza, Amsterdam Mall: McCrory, Endicott, Fayva, Radio Shack, Present Co., Fashion Bug, JCPenney (Catalog), Carl Co.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Reid Hill(3)	1	Carls Drug, P&C
Rt. 30 Plz	1	Price Chopper, Fay's, Radio Shack, Red-Barn, National Auto
Downtown Amsterdam	NA	Grand Union, CVS, McCrory, Endicott, Fayva, Radio Shack
K mart Plaza	2	K mart, Rite Aid, JoAnn Fabrics, Bag 'N Save
Nichols Disc. City	2	Nichols
Pyramid Mall, Johnstown(9)	13	Price Chopper, Fay's, Jamesway

Principal Shopping Days-Wed. through Sun.
Stores Open Evenings-Downtown Mall Mon. through Sat.; most major stores open every night and Sun.

13 - RETAIL OUTLETS: **Department Stores**-Carl Co.
Discount Stores-Nichols, Fay's, K mart, Present Co.
Chain Drug Stores-Daw/Rite Aid, Carl's, Fay's, CVS.
Chain Supermarkets-P&C, Bag 'N Save, Price Chopper, Grand Union 2; Lou's Mkt.
Other Chain Stores-Radio Shack; Jo-Ann Fabrics; Big A Auto Parts; Agway; National Auto; So-Fro Fabrics; JCPenney (Catalog); Fashion Bug; Endicott; Fayva.

14 - NEWSPAPERS: RECORDER (e) 14,093 Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Paul H. Hans, Adv. Dir., RECORDER, 1 Venner Rd., Amsterdam, NY 12010; Tel. (518) 843-1100.
National Representative: Landon Associates

AUBURN

1 - LOCATION: Cayuga County, E&P Map D-3. County Seat. Diversified mfg. center. Rich dairy. 26 mi. SW of Syracuse on U.S. 20, N.Y. State 5 (junction).

2 - TRANSPORTATION: **Railroads**-Conrail
Motor Freight Carriers-6
Intercity Bus-Onondaga Coach Lines; Centro Bus Lines.

3 - POPULATION:
Corp. City 80 Cen. 32,548; E&P 85 Est. 32,411
CZ-ABC: (80) 32,548
RTZ-ABC: (80) 62,931
County 80 Cen. 79,894; E&P 85 Est. 82,432
City & RTZ-ABC: (80) 95,479
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,672; E&P 85 Est. 10,964
CZ-ABC: (80) 11,672
RTZ-ABC: (80) 20,541
County 80 Cen. 26,896; E&P 85 Est. 28,651
City & RTZ-ABC: (80) 32,213

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$180,000,000
Savings & Loan	1	$25,000,000
Commercial	3	$210,000,000

6 - PASSENGER AUTOS: County 36,220

7 - ELECTRIC METERS: Residence 11,414

8 - GAS METERS: Residence 10,594

9 - PRINCIPAL INDUSTRIES: Industry-No. of Wage Earners-Metal & Metal Prod. 2,795; Shoes 575; Plastics 290; Foods 380; Electronics 400; Bottling 300.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-60; Summer 40-90; Fall 30-70; Winter 0-50. First killing frost Oct. 10; last killing frost May 10.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Genesee St., 2 on State St., 2 on North St.
Neighborhood Shopping Centers-At the Five Points; 2 blocks on Lower State St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Auburn Plaza(30)	NA	Ames, Central Tractor
Finger Lakes Mall(90)	3	Choppell's, Sears, JCPenney, K mart, Anderson Little
Grant Ave. Plz(10)	NA	K mart
Seminary Plaza(4)	NA	Fay's
Westside Plaza(5)	NA	Westside Phcy

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri. (most Thur.), Food 7 days.

13 - RETAIL OUTLETS: **Department Stores**-Auburn Dry Goods
Discount Stores-K mart, Ames, Nichols
Chain Drug Stores-Rite-Aid 3, Fay's, Westside, Carl's Drugs, CVS
Chain Supermarkets-P&C 2, Super Duper 2, Tops 2, Wegmans

14 - NEWSPAPERS: THE CITIZEN (e-mon to fri) 15,552; (S) 16,089 Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Anthony Panetta, Jr., Adv. Dir., CITIZEN, 25 Dill St., Auburn, NY 13021; Tel. (315) 253-5311.
National Representative: Landon Associates

BATAVIA

1 - LOCATION: Genesee County, E&P Map B-3. Midway bet. Buffalo & Rochester. Agric. & shipping ctr. in Western New York. 30 mi. W of Rochester, 33 mi. E of Buffalo. On Hwys. 5, 33, 63, 98 & N.Y.S. Thruway.

2 - TRANSPORTATION: **Railroads**-Conrail, Lehigh Valley, Erie-Lackawanna
Motor Freight Carriers-5
Intercity Bus Lines-Trailways, Greyhound

3 - POPULATION:
Corp. City 80 Cen. 16,703; E&P 85 Est. 16,932
NDM-ABC: (80) 22,268
RTZ-ABC: (80) 63,504
County 80 Cen. 59,400; E&P 85 Est. 61,523
City & RTZ-ABC: (80) 85,772
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,152; E&P 85 Est. 6,328
NDM-ABC: (80) 8,122
RTZ-ABC: (80) 20,110
County 80 Cen. 20,111; E&P 85 Est. 21,497
City & RTZ-ABC: (80) 28,232

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$125,000,000
Savings & Loan	2	$39,000,000

6 - PASSENGER AUTOS: County 29,331

7 - ELECTRIC METERS: County 22,500

8 - GAS METERS: County 11,000

9 - PRINCIPAL INDUSTRIES: Industry-No. of Wage Earners-Shoes 350; Condensers 370; Steel Metal Prod. 175; Road Machy. 500; Sprayers 300.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-70; Summer 41-93; Fall 22-95; Winter 0-60.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-Genesee Country Mall
Neighborhood Shopping Centers-Ellicott & Liberty Sts.; W. Main St.; E. Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Court St. Plz.(5)	0	Miners
Eastown Plz.(10)	1	K mart, Bell's, Lane Drug
Ames Plaza(24)	1	Bell's, Fay Drugs, Ames, Nat'l Auto

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.; Mall Plazas every night.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney 3, C.L. Carr, Ames
Discount Stores-Century, K mart
Variety Stores-Newberry
Chain Drug Stores-Fay's, C.V.S.
Chain Supermarkets-Bell's, Super Duper, Tops
Other Chain Stores-National Auto, Endicott Johnson, Sherwin-Williams

14 - NEWSPAPERS: NEWS (e) 15,497 Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Kenneth A. Holloway, Gen. Mgr., NEWS, PO Box 870, Batavia, NY 14020; Tel. (716) 343-8000.
National Representative: Landon Associates

BEACON

See NEWBURGH

BINGHAMTON

1 - LOCATION: Broome County (MSA), E&P Map D-4. County Seat. 64 mi. NE of Scranton; 76 mi. S of Syracuse; 188 mi. NW of New York City; 200 mi. SE of Buffalo; 140 mi. SW of Albany. On U.S. Hwys. 11, 81, 88; State Hwys. 7, 17, 12. Junction point of Chenango and Susquehanna Rivers. Rail, college, wholesale and industrial center.

2 - TRANSPORTATION: **Railroads**-Conrail, D&H
Motor Freight Carriers-60
Intercounty Bus Lines-Interstate, Capitol-Trailways, Greyhound, Short Line.
Airlines-USAir, Colgan, Empire, Air Vectors, Brockway Air.

3 - POPULATION:
Corp. City 80 Cen. 55,860; E&P 85 Est. 52,665
CZ-ABC: (80) 175,518
RTZ-ABC: (80) 197,839
County 80 Cen. 213,648; E&P 85 Est. 218,383
MSA 80 Cen. 263,460; E&P 85 Est. 270,286
City & RTZ-ABC: (80) 373,357
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 24,314; E&P 85 Est. 22,255
CZ-ABC: (80) 64,482
RTZ-ABC: (80) 66,837
County 80 Cen. 76,809; E&P 85 Est. 81,045
MSA 80 Cen. 93,329; E&P 85 Est. 98,371
City & RTZ-ABC: (80) 131,319

5 - BANKS	NUMBER	DEPOSITS
Savings	2	N.A.
Commercial	9	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 113,503

7 - ELECTRIC METERS: Binghamton Metro Area 101,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry-No. of Wage Earners (Av. Wkly. Wage)-Mfg. 40,600: Metals & Machy. 29,400; Durable Goods 33,900 ($371); Construction 4,100; Transp. & Pub. 4,200; Whole & Ret. Trades 21,400 (N.A.); Services & Misc. 21,700 (N.A.); Govt. 21,100.
Principal Pay Days-Mon., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-52; Summer 57-76; Fall 41-57; Winter 16-30. First killing frost Oct. 8; last killing frost May 4.

11 - TAP WATER: Neutral, hard, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Downtown Binghamton, Downtown Endicott & Johnson City.
Neighborhood Shopping Centers-19 blocks at Clinton St.; 5 at Main & Beethoven Sts.; 3 at So. Washington St. & Vestal Ave.; 6 at Robinson St. & Broad Ave.; 2 at Chenango & West State St.

Nearby Shopping Centers

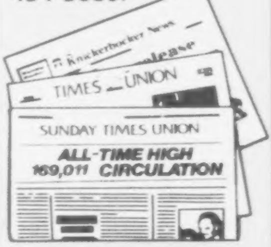
Name (No. of stores)	Miles from Downtown	Principal Stores
Chenango Plaza(17)	2	Great American, Brook's Drug
Vestal Plaza(45)	1	Grand Union, K mart, Brook's Drug
Campus Plaza(4)	2	Great American, Sugerman's
Binghamton Plz(40)	1	K mart, CVS, Grand Union
Century Plaza	3	Fay's Drug
Endicott Plaza(12)	9	CVS, Grand Union, K mart, Philadelphia Sales
Northgate Plaza(17)	2	Ames, Carl's Drug, Grand Union
Oakdale Mall(125)	4	Sears, Mont. Ward, Bradlees, Bon-Ton, Fowler's, JC Penney
Park Manor Plaza(8)	6	Carl's, Grand Union
Downtown Endicott(80)	6	Burt's Dept., CVS Drug
Giant Oakdale Plaza(8)	4	Giant Market, Rite Aid Drugs
Downtown Bingamton(50)		Boscov's Dept., CVS Drugs, Metrocenter
Downtown Johnson City(20)		CVS Drugs, Fay's Drugs, Olum's

Principal Shopping Days-Mon., Thur., Sun.
Stores Open Evenings-Mon., Thur.; Food Mon. through Fri.; Oakdale Mall (Mon. through Sat.)

13 - RETAIL OUTLETS: **Department Stores**-Bon Ton, Fowler's, Boscov's, Montgomery Ward, Sears, JCPenney, Burts, Howland's
Discount Stores-Philadelphia Sales 3, Sugerman's, Bradlees, Ames, K mart 3
Variety Stores-Woolworth, McCrory
Chain Drug Stores-CVS 9, Brooks 6, Fay's 4

REACH A TOP TEST MARKET

The Albany-Schenectady-Troy MSA's #1 media buy delivers over 100 GRPs in virtually every key demographic category. For details call Chris Cunningham Jr. at (518) 454-5680.



NOBODY COVERS NEW YORK'S CAPITAL LIKE

New York's CAPITAL NEWSPAPERS

TIMES UNION
Mornings and Sunday
Knickerbocker News
Evenings

Crone's SupeRx 3, Rite-Aid; Carl's 4.
Chain Supermarkets-Grand Union 6; Great American 13; Giant Food 11; P & C Foods; Schuster 3.
Other Chain Stores-Goodyear; Barbara Moss; Henry's; Endicott-Johnson; Sherwin-Williams; Loft; Firestone; Rayco; Cole's Mufflers; Discount Records; Scranton Fabric; Allied Radio Shack; Grossman's; Wicke's; Agway; 84 Lumber; Anderson Little; General Nutrition; Hickory Farms; Clifford's Jewelers; Fanny Farmer; KayBee Toys; Kay's Jewelers; Listening Booth; Kinney Shoes; Ormond Shops; Recordland; Rosenbaums; Shedhouse; So-Fro Fabrics; Thom McAn; Walden Books; Zale's Jewelry; Herman's; Catalog Present Co.; Boardman; Service Merchandise.

14 - NEWSPAPERS: PRESS (e) 57,166; (S) 85,714; SUN-BULLETIN (m) 27,536; (m-sat) 67,109 Mar 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Thomas F. Higgins, Nat. Adv. Mgr., PRESS and SUN-BULLETIN, Vestal Pkwy East, Binghamton, NY 13902; Tel. (607) 798-1234.
National Representative: Gannett Media Sales.

BUFFALO

1 - LOCATION: Erie County (In Buffalo PMSA) E&P Map B-4. County Seat. Industrial, wholesale and retail distribution, financial, educational, research and transportation center. Western part of the state on Lake Erie and Niagara River on U.S.-Canada border; 72 mi. W of Rochester; 187 mi. NE of Cleveland; 254 mi. E of Detroit; 382 mi. NW of N.Y. City; 526 mi. E of Chicago. On N.Y. State Thruway. First St. Lawrence Seaway port on Lake Erie. Point of entry for trade with Canada.

2 - TRANSPORTATION: **Railroads**-Amtrak; Conrail; Delaware & Hudson; Chessie System; Norfolk & Southern; South Buffalo Railway; Canadian National; Tonawanda Island; Buffalo Southern; New York & Lake Erie; Toronto, Hamilton & Buffalo; Arcade & Attica.
Motor Freight Carriers-327.
Freight Steamship Lines-5.
Intercity Bus Lines-Greyhound; Bluebird; D&F; Cottrell; NFTA Metro; Trailways; Grand Island Transit.
Airlines-American; United; USAir; Eastern; Federal Express; People Express; Best Airlines; Continental; Empire; Mall; Republic; Allegheny Commuter.

3 - POPULATION:
Corp. City 80 Cen. 357,870; E&P 85 Est. 306,796
CZ-ABC: (80) 671,318
RTZ-ABC: (80) 752,799
County/PMSA 80 Cen. 1,015,472; E&P 85 Est. 1,015,819
City & RTZ-ABC: (80) 1,424,117
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 104,954; E&P 85 Est. 131,630
CZ-ABC: (80) 253,562
RTZ-ABC: (80) 253,236
County/PMSA 80 Cen. 365,217; E&P 85 Est. 377,122
City & RTZ-ABC: (80) 506,798

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	9	$7,366,381,000
Savings & Loan	3	$254,694,000
Commercial	14	$3,589,076,000

6 - PASSENGER AUTOS: County 493,388.

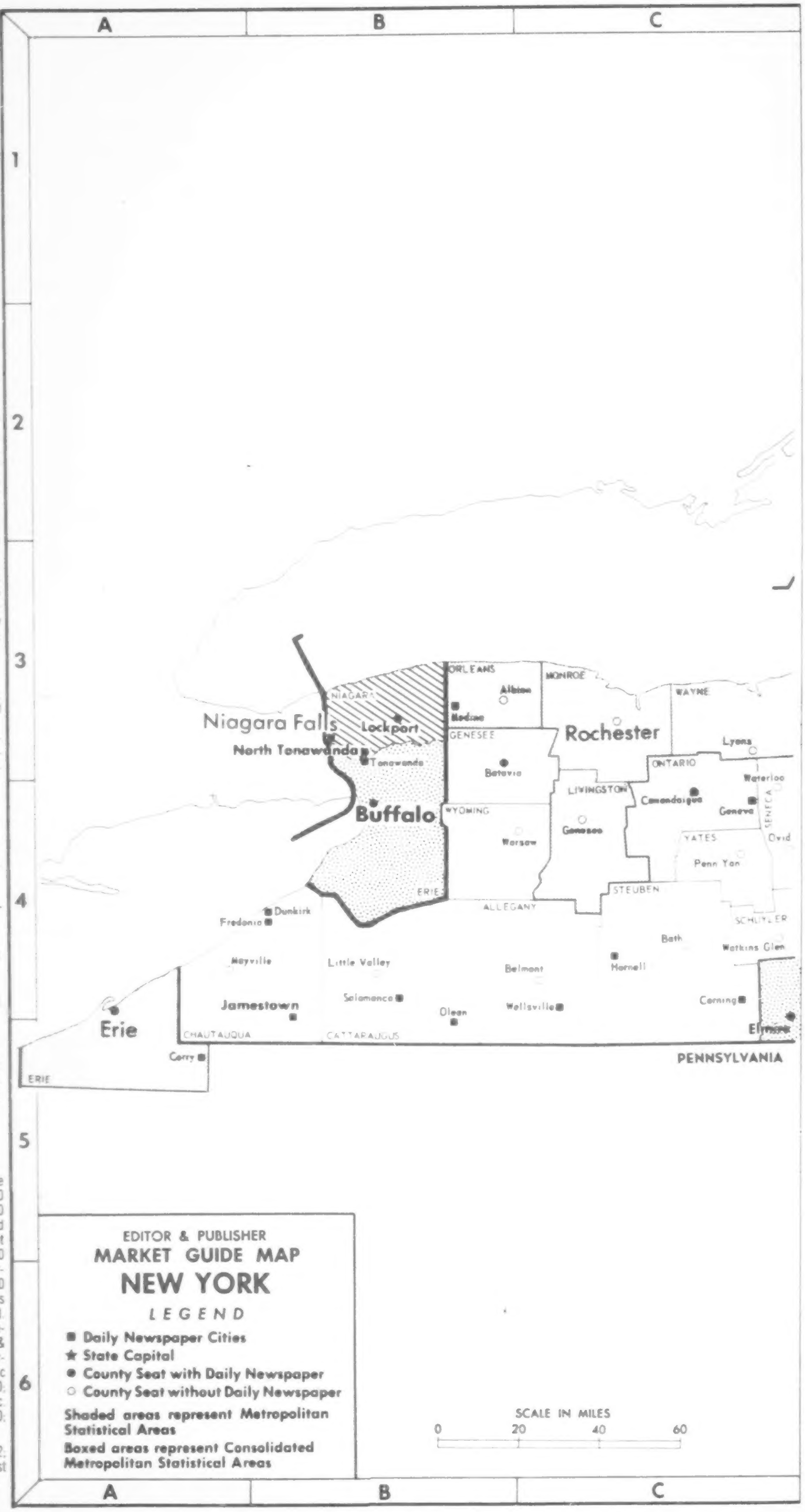
7 - ELECTRIC METERS: Residence 438,000.

8 - GAS METERS: Residence 367,000.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Durable Goods 70,700 ($556); Stone, Clay, Glass & Concrete 4,000 ($446); Primary Metals 4,900 ($521); Fabricated Metal Prod. 10,600 ($578); Machinery (except elect.) 10,300 ($427); Electrical Equip. 9,500 ($406); Transp. Equip. 21,700 ($721); Other Durable Goods 5,300 (NA); Nondurable Goods 36,100 ($407); Food & Allied Prod. 8,000 ($410); Textiles & Apparel 3,200 ($241); Paper & Allied Prod. 2,900 ($347); Printing & Pub. 8,900 ($401); Chemicals & Allied Prod. 7,400 ($509); Rubber & Misc. Plastic Goods 4,900 ($489); Other Nondurables 700 (NA); Constr. 12,800; Trans. & Public Util. 24,000; Wholesale 24,800; Retail 88,900; Fin., Ins. & Real Estate 24,300; Services & Misc. 113,900; Govt. 55,100; Local Education 27,300; Misc. Mfg. 2,500; Mining 700.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-52; Summer 59-77; Fall 43-59; Winter 19-32. First killing frost, Oct. 16; last killing frost, May 7.

11 - TAP WATER: Alkaline, hard; fluoridated.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GENESEE
Batavia
ONTARIO
Waterloo
Canandaigua
Geneva
SENECA
LIVINGSTON
Geneseo
WYOMING
Warsaw
Buffalo
YATES
Ovid
Penn Yan
ERIE
STEUBEN
ALLEGANY
SCHUYLER
Dunkirk
Fredonia
Bath
Watkins Glen
Mayville
Little Valley
Belmont
Hornell
Jamestown
Salamanca
Olean
Wellsville
Corning
Erie
Elmira
CHAUTAUQUA
CATTARAUGUS
Corry
ERIE
PENNSYLVANIA
EDITOR & PUBLISHER
MARKET GUIDE MAP
NEW YORK
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas
SCALE IN MILES
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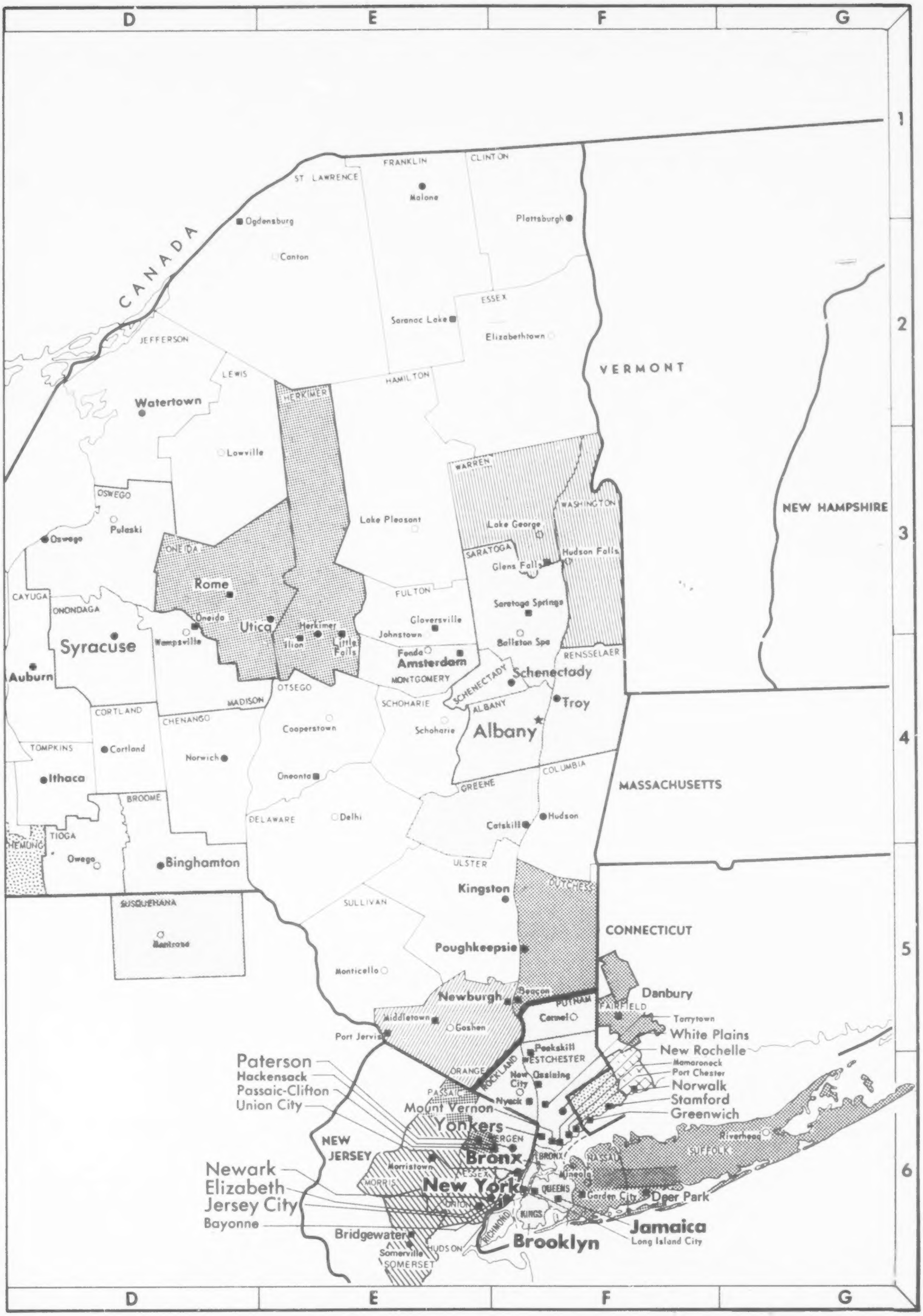
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CANADA
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CLINTON
Ogdensburg
Canton
Malone
Plattsburgh
ESSEX
Saranac Lake
Elizabethtown
JEFFERSON
LEWIS
HAMILTON
VERMONT
Watertown
Lowville
HERKIMER
WARREN
WASHINGTON
NEW HAMPSHIRE
OSWEGO
Pulaski
Oswego
Lake Pleasant
Lake George
ONEIDA
SARATOGA
Hudson Falls
Glens Falls
CAYUGA
ONONDAGA
Rome
FULTON
Gloversville
Saratoga Springs
Oneida
Utica
Herkimer
Ilion
Little Falls
Johnstown
Ballston Spa
Syracuse
Wampsville
Fonda
Amsterdam
RENSSELAER
Auburn
MONTGOMERY
Schenectady
SCHENECTADY
OTSEGO
MADISON
SCHOHARIE
ALBANY
Troy
CORTLAND
CHENANGO
Cooperstown
Schoharie
Albany
TOMPKINS
Cortland
Norwich
Ithaca
Oneonta
GREENE
COLUMBIA
MASSACHUSETTS
BROOME
DELAWARE
Delhi
Catskill
Hudson
CHEMUNG
TIOGA
Owego
Binghamton
ULSTER
DUTCHESS
Kingston
SUSQUEHANA
Montrose
SULLIVAN
CONNECTICUT
Poughkeepsie
Monticello
Newburgh
Beacon
Danbury
PUTNAM
FAIRFIELD
Middletown
Goshen
Carmel
Tarrytown
Port Jervis
White Plains
Peekskill
New Rochelle
WESTCHESTER
Mamaroneck
Port Chester
Paterson
Hackensack
Passaic-Clifton
Union City
ORANGE
ROCKLAND
New City
Ossining
PASSAIC
Norwalk
Stamford
Greenwich
Mount Vernon
Nyack
Yonkers
BERGEN
NEW JERSEY
Riverhead
SUFFOLK
Bronx
BRONX
NASSAU
Morristown
MORRIS
ESSEX
Newark
Elizabeth
Jersey City
Bayonne
New York
Mineola
QUEENS
Garden City
Deer Park
UNION
KINGS
RICHMOND
Jamaica
Long Island City
Bridgewater
Brooklyn
Somerville
HUDSON
SOMERSET

12 - RETAILING: **Principal Shopping Center**-9 blocks on Main St. from S Division St to Tupper St. 6 on Broadway from Detroit St to Sears St.
Neighborhood Shopping Centers-Bailey Kensington Ave 4 blocks. Hertel Ave near Parkside 4 blocks; Elmwood Ave near W Utica 5 blocks. Jefferson Ave near E Utica 4 blocks; Tonawanda St near Ontario 3 blocks. Delaware Ave in Kenmore 8 blocks; Seneca St near Cazenovia 6 blocks. Grant St near W Ferry 4 blocks. Ridge Road in Lackawanna 7 blocks; Genesee St near Moselle 3 blocks
Large Plaza Centers (No. of Stores)-Summit Park Mall, Williams Rd; Niagara Falls 90; Mil-Pine Plaza, Pine Ave & Rt 265, Niagara Falls 10; Mid-City Plaza, Payne Ave & Meadow Dr, N Tonawanda 26; Sheridan Plaza, Sheridan Dr & Delaware Ave, Tonawanda 24; Boulevard Mall, Niagara Falls Blvd, Amherst 95; Northtown Plaza & Century Mall, Sheridan Dr, Bailey Ave & Eggert Rd., Amherst 58; Georgetown Square Plaza Sheridan Dr & Evans, Williamsville 18; Eastern Hills Mall, Transit Rd, Williamsville 97; Clarence Mall, Main St & Transit Rd, Clarence 17; Transitown Plaza, Main St & Transit Rd, Clarence 40; University Plaza, Main St & Kenmore Ave 14; Central Park Shopping Plaza, Amherst & Main Sts 43; Airport Plaza, Genesee St & Union Rd, Cheektowaga 42; Thruway Mall, Harlem Rd & Walden Ave., Cheektowaga 86; Como Mall, Union Rd between Como Park Blvd & Bennett Rd, Cheektowaga 47; D & L Plaza, Broadway, Depew 27; Main Place Mall, Main St., between Church & Court Sts 60; Abbott Road Plaza, Abbott Rd & Ridge Rd, Lackawanna 32; Seneca Mall, Ridge Rd at Slade Ave, West Seneca 53; Southgate Plaza, Union Rd at Seneca St, West Seneca 52; Aurora Village Shopping Center, Grey St., East Aurora 23; South Shore Plaza, Southwestern Blvd & Rogers Rd, Hamburg 21; Town Hall Plaza, South Park Ave no of Clark St., Hamburg 7; Hamburg Shopping Center, between Pine & Buffalo Sts, Hamburg 28; Lockport Mall, S Transit Rd, Lockport 30; Sheridan-Harlem, Sheridan Dr & Harlem Rd 17; Cleve Hill Plaza, Kensington & Eggert Rd 14; Dick Urban Plaza, George Urban Blvd & Dick Rd, Checktowaga 13; Grand Island Plaza, Grand Island Blvd & Baseline Rd, Grand Island 16; Del-Arrow Plaza, Delaware & Great Arrow, Buffalo 18; Del-Ton Plaza, Delaware Ave, Tonawanda 16; Evans-Sheridan Plaza, Sheridan Dr & Evans St, Amherst 15; Garden Village Plaza, French & Union Rds, Cheektowaga 20; Highland-Colvin Plaza, Colvin Blvd & Highland Ave., Tonawonda 23; Marvin Gardens Plaza, Niagara Falls Blvd & Treadwell, Tonawonda 13; Pierce Arrow Plaza, Sheridan Dr & Evan St, Amherst 16; Stuyvesant Plaza, Elmwood Ave between North & Summer Sts., Buffalo 14; Townedge Square, Transit Rd near French Rd, Lancaster 15; Wimbledon Plaza Center Rd near Seneca St, West Seneca 26; McKinley Mall, McKinley Parkway & Milestrip Rd, Hamburg
Free Standing Stores (Complete Dept. Stores)-Sibley's, Main St & Eggert Rd; K mart, Walden Ave., Cheektowaga; Niag Falls Blvd, Amherst; Southwestern Blvd., Orchard Pk.; Transit & Maple, Amherst; Military Rd., Niag Falls; Transit Rd Plaza, Lockpt.; Gold Circle, Walden Ave, Depew; Elmwood Ave., Buffalo; Seneca St., West Seneca; Maple Rd., Amherst; Lake Ave., Blosdell; Camp Rd., Hamburg; Military Rd., Niagara Falls; Hills Lake Ave., Blosdell; Meadows Dr., North Tonawonda

Cortland Standard.

The Only Daily Newspaper in Cortland County

Combined with the Weekly CONSUMER-NEWS

Gives the best hh. coverage at comb. "savings" rate.

Serving growing Cortland industrial, educational & agricultural area. Located on Interstate 81.

Represented by Landon Associates

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown Dept. Stores Thur. Most Plaza stores open nightly
Stores Open Sunday-Most supermarkets, some plazas, most discount stores

13 - RETAIL OUTLETS: **Department Stores**-Adam, Meldrum & Anderson 11; Sibley's 5; Sears 4; JCPenney 8; Hills Dept. 7; Gold Circle 7; Jenss 2; Sample 9
Variety Stores-Woolworth 5; Ames 6; G.C. Murphy 3; D&K
Discount Stores-Century 9; Brand Names 7; K mart 18; Ames 3
Chain Drug Stores-Brooks 8; Fay 12; Leader Wholesale 40; Miller 2; Peterson 6; Revco 5; Rite Aid 31; CVS 20
Chain Supermarkets-Super Duper 41; Tops 38; B-Kwik 14; Bell's 43; Wegman's 3
Other Chain Stores-Endicott Johnson; Thom McAn; Firestone; Goodyear; Fanny Farmer; Kinney; Ulbrichs; Chess King; Martin Jacobi; Radio Shack; Cavages; L.L. Berger; Lane Bryant; Florsheim Shoes; The Gap; Kleinhans; The Sample; Jenss; Airport; Casual Corner; Friendly Ice Cream; Gutman's; Hickory Farms; Kay Bee Toys; Child World; Walden Books; Baker Shoes; Ormonds; Stuarts; Jeans West; Spencer Gifts; Richman Bros

14 - NEWSPAPERS: NEWS (all day-mon to fri) 317,750 (m-sat) 282,050; (S) 373,071 Mar 31, 1985 ABC
Local Contact for Advertising and Merchandising Data Hugh G. Monaghan, Gen Adv Mgr., NEWS, 1 News Plaza, Buffalo, NY 14240; Tel (716) 849-3434
National Representative Sawyer-Ferguson-Walker Co., Publishers Representatives of Florida; American Publishers' Representatives of Canada; Landon Associates

CANANDAIGUA

1 - LOCATION: Ontario County (In Rochester MSA) E&P Map C-4. County Seat. Shipping center. In W central part of state on Canadaigua Lake, on Routes 5 and 20. 30 mi. SE of Rochester, 75 mi. W of Syracuse; 88 mi. E of Buffalo

2 - TRANSPORTATION: Amtrak-Freight only
Intercity Bus Lines-Greyhound Bus
Motor Freight Carriers-9

3 - POPULATION:
Corp. City 80 Cen. 10,419; E&P 85 Est. 10,854
County 80 Cen. 88,909; E&P 85 Est. 93,070
MSA 80 Cen. 971,879; E&P 85 Est. 1,002,940
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 5,615; E&P 85 Est. 3,914
County 80 Cen. 30,307; E&P 85 Est. 32,802
MSA 80 Cen. 342,101; E&P 85 Est. 364,661

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 44,771

7 - ELECTRIC METERS: Residence 3,775

8 - GAS METERS: Residence 3,277

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees -Winery 237; Comm. Indus. & Office Tapes 300; Plastics 1700; Electric Insulators 310; Paper, Paper Prods. 200

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 67-98; Fall 40-70; Winter -5-36; First killing frost, Sept. 15; last killing frost, Apr. 20

11 - TAP WATER: Filtrated, soft, flouridated

12 - RETAILING: **Principal Shopping Center**-5 blocks on Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Parkway Plz (20)	NA	Woolworth
Townline Plz (14)	NA	Big Wheel
Nichols Plz (6)	NA	Nichol's
Finger Lake Plz (10)	NA	Apple's, Mont. Ward

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-S.E. Nichols; JCPenney; Big Wheel
Variety Stores-Woolworth
Discount Stores-Nichol's; Big Wheel
Chain Drug Stores-Wayne 2; Fays
Chain Supermarkets-Shurfine; Apple's Market; Wegman's; P&C Mkt.
Other Chain Stores-Endicott-Johnson; Finn Auto; Johnson; Montgomery Ward; Agway Stores; Wickes Lumber; Grossman's Lumber; Central Tractor; Radio Shack; Chase Pitkin

14 - NEWSPAPERS: MESSENGER (e-mon to fri) 11,401; sworn Mar. 31, 1985
Local Contact for Advertising and Merchandising Data Thomas Miller, Gen. Mgr. & Mktg. Dir., MESSENGER, 73 Buffalo St., Canandaigua, NY 14424; Tel. (716) 394-0770
National Representative Landon Associates

CATSKILL

1 - LOCATION: Greene County. (In Albany-Schenectady-Troy MSA). E&P Map F-4. County Seat. Shopping center for County, small mfg. On W bank of Hudson River, 30 mi. S of Albany, 115 mi. N of N.Y. City

2 - TRANSPORTATION: **Railroads**-Conrail to Hudson; West Shore
Motor Freight-Cross Country Service
Intercity Bus Lines-Greyhound; Mountain View Adirondack Transit & Jersey

3 - POPULATION:
Corp. Village 80 Cen. 4,718; E&P 85 Est. 4,527
County 80 Cen. 40,861; E&P 85 Est. 41,947
MSA 80 Cen. 835,880; E&P 85 Est. 855,373

4 - HOUSEHOLDS:
Corp. Village 80 Cen. 1,836; E&P 85 Est. 1,425
County 80 Cen. 14,919; E&P 85 Est. 15,848
MSA 80 Cen. 302,191; E&P 85 Est. 319,330

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$178,325,000
Commercial	2	$141,520,000

6 - PASSENGER AUTOS: County 25,047

7 - ELECTRIC METERS: Residence Village 2,244; Trade Area 16,252

8 - GAS METERS: Residence 2,894

9 - PRINCIPAL INDUSTRIES: Cement Mfg. 589 Emp. ($355 Wkly.); Tourism

10 - CLIMATE: Min. & Max. Temp.-Spring 32-69; Summer 68-90; Fall 50-75; Winter 25-30

11 - TAP WATER: Neutral

12 - RETAILING: **Shopping Centers**-Main Street Shopping Center; Jamesway Plaza, 9 W Hwy. S.
Principal Shopping Days-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Newberry; Jamesway; King's; Morton's
Variety Stores-Newberry
Discount Stores-Jamesway
Chain Drug Stores-Mikhitarian; Mall Drugs; Rite Aid
Chain Supermarkets-Grand Union 2; Joe's Mkt.; Shop-Rite; Arbees; Cumberland Farms 3; Great American 2

14 - NEWSPAPERS: MAIL (e) 4,829; sworn March 31, 1985
Local Contact for Advertising and Merchandising Data Gunther Hafner, Pub., MAIL, 30 Church St., Catskill, NY 12414; Tel. (518) 943-2100
National Representative None

CORNING

1 - LOCATION: Steuben County. E&P Map C-4. SE part of County, 20 mi. W of Elmira. On U.S. Hwy 15; State Hwys. 17,414

2 - TRANSPORTATION: **Railroads**-Erie-Lackawanna; Conrail (freight only)
Motor Freight Carriers-12
Intercity Bus Lines-Greyhound; Blue Bird; Short Line; Capitol Trailways; Continental Trailways; Empire State Trailways
Airlines-USAir; Empire

3 - POPULATION:
Corp. City 80 Cen. 12,953; E&P 85 Est. 11,745
CZ-ABC: (80) 26,244
RTZ-ABC: (80) 59,406
County 80 Cen. 99,135; E&P 85 Est. 100,743
City & RTZ-ABC: (80) 85,650
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,394; E&P 85 Est. 4,613
CZ-ABC: (80) 10,243
RTZ-ABC: (80) 19,714
County 80 Cen. 32,121; E&P 85 Est. 36,767
City & RTZ-ABC: (80) 29,957

5 - BANKS	NUMBER	DEPOSITS
Credit Unions	5	$49,722,000
Savings & Loan	2	$72,000,000
Commercial	5	$208,000,000

6 - PASSENGER AUTOS: County 46,450

7 - ELECTRIC METERS: Residence 12,409

8 - GAS METERS: Residence 11,000

9 - PRINCIPAL INDUSTRIES: Glass Prod., Fibre Boxes; Air Comp.
Principal Industrail Pay Days-Tues., Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-65; Summer 70-100; Fall 30-65; Winter 0-15.

11 - TAP WATER: Neutral, hard, not fluoridated

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Market St., 2 on Pine St., 2 on Denison Pkwy., 3 on Bridge St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Mall, Big Flats(130)	NA	JCPenney, McCrory, Rea & Derick, Hess, Sears
Grand Central(20)	NA	K mart
Murphy's Mart Plz	NA	Murphy's Mart, Radio Shack, Great American
Painted Post(18)	NA	Tallman's
V.G. Sq.	NA	Great American
S. Corning Pk	NA	Corning Bldg. Co.
Rts. 415 & 17	NA	Nichols

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.; Food Stores open 7 day's evenings

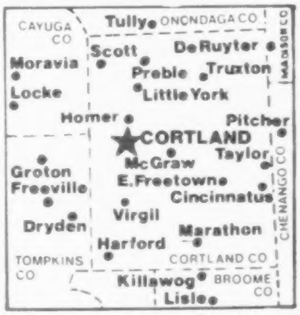
13 - RETAIL OUTLETS: **Department Stores**-Gates-Rockwell; JCPenney
Variety Stores-Woolworth
Chain Drug Stores-Rea & Derick; Rite Aid; Fay's; Carl's
Discount Store-Nichols; Murphy's Mart
Chain Supermarkets-Foodmart; A&P; Great American 4; P&C; Wegmans
Other Chain Stores-Firestone; Joann Fabrics; Goodyear; Bern Furniture; Wickes; Grossman's; Radio Shack; Central Tractor; Van Heusen; The Corning Store; Beacon Linens

14 - NEWSPAPERS: LEADER (e) 16,885; Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data Jeanne Petti, Adv. Dir., LEADER, 34 W Pulteney St., Corning, NY 14830; Tel. (607) 936-4651
National Representative Landon Associates

CORTLAND

1 - LOCATION: Cortland County. E&P Map D-4. County Seat. Agriculture & dairy shipping center; misc. mfg.; college center. Central part of state 35 mi. from Syracuse, 45 mi. from Binghamton, 220 mi. from N.Y. city. On U.S. Hwys. 11, I-81; State Hwys. 13, 41, 90, 281

2 - TRANSPORTATION: **Railroad**-NYS&W (freight)
Motor Freight Carriers-20
Intercity Bus Line-Greyhound
Airline-USAir



Cortland Standard (e)
12,356 ABC 3/31/85

3 - POPULATION:
Corp. City 80 Cen. 20,138; E&P 85 Est. 20,856
CZ-ABC: (80) 20,138
RTZ-ABC: (80) 31,537
County 80 Cen. 48,820; E&P 85 Est. 49,843
City & RTZ-ABC: (80) 51,675
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,868; E&P 85 Est. 7,100
CZ-ABC: (80) 6,868
RTZ-ABC: (80) 10,500
County 80 Cen. 16,324; E&P 85 Est. 17,168
City & RTZ-ABC: (80) 17,368

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$214,744,358
Commercial	3	$149,600,000

6 - PASSENGER AUTOS: County 20,882

7 - ELECTRIC METERS: Residence 7,661

8 - GAS METERS: Residence 4,827

9 - PRINCIPAL INDUSTRIES: Industry, No. Wage Earners-Metal Prod. 1,271; Typewriters 1,200; Electronics 498; Printing 112; Corsets & Clothing 675; Sporting Goods 190; Wood Products 284; Plastics 450; General Mfg. 145; State University College 992; Food 49.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-75; Summer 60-90; Fall 35-75; Winter-15-34. First killing frost, late October; last killing frost, early April.

11 - TAP WATER: Alkaline, medium hard, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Main St., 1 on Central Ave., 1 on Clinton Ave., 1 on Court St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cortlandville(5)	2	K mart, Chappell's
Groton Ave.(20)	1	JoAnn Fabrics Fay's, Radio Shack Tops Mkt.
Grand Union Pl.(3)	1	Grand Union Philadelphia Sales Carl's Drugs
Riverside Mall	1	P&C Mkts., Zayre
Cortland Plaza(3)	2	Great American Ames, Kinney Drug
Port Watson Pl.(2)	1	Great American Carl's Drugs

Principal Shopping Days-Thur., Fri.
Stores Open Evenings-Food-Mon. through Sun. Others-Thur.; Plazas-Nightly except Sun.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Chappell's.
Variety Stores-Newberry.
Chain Drug Stores-Rite-Aid, Fay's, Carl's 2, Kinney.
Discount Stores-K mart, Philadelphia Sales, Ames, Zayre, Sheridan's.
Chain Supermarkets-Great American 2, IGA 2, Grand Union, P&C, Tops, Super Duper.
Other Chain Stores-Singer Co., Endicott Johnson, Sears (catalog), Radio Shack, Action Audio, Central Tractor Sales, My Fair Lady, JoAnn Fabrics, Goodyear, Montgomery Ward, Grossman's, TSC, Tallmadge Tire, Firestone.

14 - NEWSPAPERS: STANDARD (e) 12,356, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Edward J. Rounds, Adv. Dir., STANDARD, 110 Main St., PO Box 5548, Cortland, NY 13045; Tel. (607) 756-5665.
National Representative: Landon Associates.

DUNKIRK-FREDONIA

1 - LOCATION: Chautauqua County, E&P Map B-4. On S. Shore of Lake Erie, 40 mi. SW of Buffalo. Steel, food products, manufacturing center.

2 - TRANSPORTATION: **Railroads**-Conrail, Erie-Lackawanna, Norfolk & Western.
Motor Freight Carriers-20.
Intercity Bus Lines-Greyhound; D&F Transit.

Silver Creek
Sheridan
DUNKIRK
Forestville
Van Buren
Gowanda
FREDONIA
Brocton
Laona
Arkwright
Portland
Lily Dale
Hamlet
Cassadaga
Westfield
Stockton
NEW YORK
CHAUTAUQUA CO.
DUNKIRK & FREDONIA

Dunkirk Observer (e)
15,252 ABC 3/31/85

3 - POPULATION:
Corp. Cities 80 Cen. 26,436; E&P 85 Est. 26,664
Dunkirk 80 Cen. 15,310; E&P 85 Est. 14,823
Fredonia 80 Cen. 11,126; E&P 85 Est. 11,841
CZ-ABC: (80) 28,020
RTZ-ABC: (80) 28,305
County 80 Cen. 146,925; E&P 85 Est. 150,501
City & RTZ-ABC: (80) 56,325
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 9,544; E&P 85 Est. 8,51
Dunkirk 80 Cen. 6,216; E&P 85 Est. 5,210
Fredonia 80 Cen. 3,328; E&P 85 Est. 3,302
CZ-ABC: (80) 9,544
RTZ-ABC: (80) 9,895
County 80 Cen. 52,817; E&P 85 Est. 55,921
City & RTZ-ABC: (80) 19,439

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$23,427,000
Savings	1	$50,000,000
Commercial	6	$161,000,000

6 - PASSENGER AUTOS: County 67,446

7 - ELECTRIC METERS: Residence 11,488

8 - GAS METERS: Residence 12,275

9 - PRINCIPAL INDUSTRIES: Industry, No. of wage earners (Av. wkly. wage), Stainless Steel 1200 ($400); Metal Fab. 600 ($325); Foundry 350 ($310); Wood Fabricating 100 ($250); Food Processors 700 ($250); Clothing Mfg. 360 ($235); Steel Mfg. 220 ($400); Ice Cream Mfg. 250 ($250); Electronic Mfg. 30 ($375); Printing ($350).

10 - CLIMATE: First killing frost, Sept. 30; last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, moderately hard, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Dunkirk: 3 blocks on Central Ave., 3 on Main St., 1 on 4th St.; Fredonia: 3 on Main St., 10 on Route 60 strip.
Neighborhood Shopping Centers-D&F Plaza, 30 units; West Sheridan Plaza, 6 units; Ames Plaza, 5 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Westfield	18	Bells Supermarket Quality Market
Silver Creek	11	Super Duper Quality Market
Brocton	9	Country Fair
Cassadaga	11	Super Duper Red & White

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Most plaza stores.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Sidey's, Brand Names Sales.
Discount Stores-Ames, Hills.
Variety Stores-G.C. Murphy, Jupiter, McCrory, Ben Franklin.
Chain Drug Stores-Leader, Brooks 2, CVS, Fay's Rx.
Chain Supermarkets-Bells, Tops 2, Freshmart, Quality Markets 2, Super Duper.

14 - NEWSPAPERS: OBSERVER (e) 15,252, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Karl T. Davis, Adv. Dir., OBSERVER, 8-10 E. Second St., Dunkirk, NY 14048; Tel. (716) 366-3000.
National Representative: Landon Associates.

ELMIRA

1 - LOCATION: Chemung County (MSA), E&P Map C-4. South central part of state, 235 mi. from N.Y. City, 146 mi. from Buffalo. On U.S. Hwys. 13, 14, 17.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-38.
Intercity Bus Lines-Capitol Trailways, Empire Trailways, T.N.T. Bus Co., Short Lines, Greyhound.
Airlines-USAir, Elarco (charter), Mall Airways, Brockway Air, Empire.

3 - POPULATION:
Corp. City 80 Cen. 35,327; E&P 85 Est. 32,443
CZ-ABC: (80) 71,529
RTZ-ABC: (80) 205,073
County/MSA 80 Cen. 97,656; E&P 85 Est. 96,375
City & RTZ-ABC: (80) 276,602
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 15,603; E&P 85 Est. 12,240
CZ-ABC: (80) 26,033
RTZ-ABC: (80) 70,812
County/MSA 80 Cen. 34,521; E&P 85 Est. 35,159
City & RTZ-ABC: (80) 96,845

5 - BANKS	NUMBER	EST. DEP.
Savings	2	$195,600,000
Savings & Loan	3	$184,800,000
Commercial	4	$425,000,000

6 - PASSENGER AUTOS: County 44,456

7 - ELECTRIC METERS: Residence 20,679

8 - GAS METERS: Residence 15,332

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-All Mfg. 8,300 ($360); Durable Goods 6,600 ($375); Non-durable Goods 1,600 ($310).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-58; Summer 54-83; Fall 36-62; Winter 22-38. First killing frost, Oct. 10-20; last killing frost, Apr. 20-30.

11 - TAP WATER: Alkaline, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks E. and W. Water Sts., 6 on N. Main St., 1 on Gray St., 1 on W. Church St.
Neighborhood Shopping Centers-S. Main St. Bulkhead (S edge of CZ); Church & Hoffman Sts.; Church & Water Sts.; E. Church & Madison Ave.; Grand Central Plaza, Rt. 17, Horseheads (12 stores); Elmira Hghts.; South Town Shpg. Ctr. (S edge of CZ); Lakehills Plaza; Diven Plaza (8 stores); Langdon Plaza (2 stores); Midtown Plaza (15 stores); Miller Plaza (4 stores); The Arnot Mall, Rt. 17 (NW edge of CZ) (100 stores).
Principal Shopping Days-Fri., Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, S.F. Iszard, Hess's, Sears, Women's Specialty, Rosenbaum, Fashion Factory.
Discount Stores-Nichols, Hills, Seagulls, K mart, Bradlees.
Variety Stores-Woolworth, Newberry.
Chain Drug Stores-Brooks 2, Nichols, Rea & Derick, Fay's 2, Rite-Aid 5.
Chain Supermarkets-Acme, Great American 2, P&C 2, Super Duper 2, Tops 2, Weis.
Other Chain Stores-Goodyear, Endicott-Johnson, Richman Bros., Pittsburgh Plate Glass, Sherwin-Williams.

14 - NEWSPAPERS: STAR-GAZETTE (m) 37,893; TELEGRAM (S) 47,739, Mar. 23, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Randy Chapman, Adv. Dir., STAR-GAZETTE and TELEGRAM, 201 Baldwin St., PO Box 285, Elmira, NY 14902; Tel. (607) 734-5151.
National Representative: Gannett Media Sales.

FREDONIA
See DUNKIRK

FULTON
See OSWEGO

GARDEN CITY
See LONG ISLAND

GENEVA

1 - LOCATION: Ontario County (in Rochester MSA), E&P Map C-4. Industrial, agricultural & education center. On U.S. Hwys. 5 & 20, State Hwy. 14.

2 - TRANSPORTATION: **Railroad**-Conrail.
Motor Freight Carriers-7.
Intercity Bus Lines-Onondaga Coach, Elmira, Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 15,133; E&P 85 Est. 14,924
CZ-ABC: (80) 15,133
RTZ-ABC: (80) 112,488
County 80 Cen. 88,909; E&P 85 Est. 93,070
MSA 80 Cen. 971,879; E&P 85 Est. 1,002,940
City & RTZ-ABC: (80) 127,621
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,400; E&P 85 Est. 4,945
CZ-ABC: (80) 5,241
RTZ-ABC: (80) 38,880
County 80 Cen. 30,307; E&P 85 Est. 32,802
MSA 80 Cen. 342,101; E&P 85 Est. 364,661
City & RTZ-ABC: (80) 44,121

5 - BANKS	NUMBER	DEPOSITS
Savings	2	$105,424,572
Commercial	2	$99,348,000

6 - PASSENGER AUTOS: County 44,771

7 - ELECTRIC METERS: Residence 4,555

8 - GAS METERS: Residence 3,998

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food Prod. 250 ($180); Print & Publ. 100 ($200); Primary Metal 130 ($200); Fab. Metal 100 ($250); Machy. 850 ($250); Electronics 100 ($150).

10 - CLIMATE: Min. & Max. Temp.-Spring 27-94; Summer 36-99; Fall-2-84; Winter-11-59. First killing frost, Oct. 22; last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-1 block on Main St., 4 on Seneca, 4 on Exchange, 2 on Linden.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pyramid Mall(14)	2	K mart, Mont. Ward
Town & Country Plaza(19)	1	Sears, Bells Tops, McCurdys
Big N Plaza(2)	4	

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Store**-McCurdy.
Variety Store-Woolworth.
Discount Stores-[illegible] Present, Inc., K mart, Ames.
Chain Drug Stores-Fays, Carl's Drug, CVS.
Chain Supermarkets-Red & White 6, IGA 3, Bells, Grand Union, P&C 7, Foodland, Super Duper 2, Tops 2, Wegman's 2.
Other Chain Stores-JCPenney, Kinney, Fanny Farmer, Sears (catalog), Montgomery Ward.

14 - NEWSPAPERS: FINGER LAKES TIMES (e) 19,714, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: K.F. Bauer, Display Adv. Mgr., 218 Genessee St., Geneva, NY 14456; Tel. (315) 789-3333.

GLENS FALLS

1 - LOCATION: Warren County (MSA), E&P Map F-3. 50 mi. N of Albany on Route 9, halfway betw. New York City and Montreal. Manufacturing, agric. and resort area.

2 - TRANSPORTATION: **Railroads**-D&H.
Motor Freight Carriers-18.
Intercity Bus Lines-Adirondack Trailways, Greyhound, Vermont Transit.

3 - POPULATION:
Corp. City 80 Cen. 15,897; E&P 85 Est. 15,414
CZ-ABC: (80) 30,951
RTZ-ABC: (80) 124,288
County 80 Cen. 54,854; E&P 85 Est. 55,681
MSA 80 Cen. 109,649; E&P 85 Est. 111,725
City & RTZ-ABC: (80) 154,879

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,069; E&P 85 Est. 4,676
CZ-ABC: (80) 11,336
RTZ-ABC: (80) 41,146
County 80 Cen. 19,420; E&P 85 Est. 20,318
MSA 80 Cen. 37,307; E&P 85 Est. 39,227
City & RTZ-ABC: (80) 52,482

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$351,600,710
Savings	3	N.A.

6 - PASSENGER AUTOS: County 28,535

7 - ELECTRIC METERS: Residence 52,864

8 - GAS METERS: Residence 14,680

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Prod. 2,200 ($400); Shirts, Dresses 650 ($185); Elec. Products 1,725 ($325); Machy. 500 ($200); Ins. 1,200 ($165); Color Pigments 1,080 ($250); Cement 140 ($200); Gloves 75 ($150); Textiles 540 ($125); Surg. Inst. 600 ($210); Print & Publishing N.A. ($325).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 60-90; Fall 25-66; Winter -50-50. First killing frost, Oct. 1; last killing frost, May 5.

11 - TAP WATER: Alkaline, very soft, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-3 blocks on Glen St., 1 on Ridge St., 1 on Warren St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Aviation Mall(80)	NA	JCPenney, [illegible] Caldor
Northway(34)	2	Howland
Midtown(10)	1	Joy, Barbers
Zayre(5)	3	Zayre
Northgate(10)	1	Radio Shack
Glen Square(5)	1	Grand Union
Pyramid Mall(70)	NA	Mont. Ward
Queensbury Plaza(18)	1	Shop Rite Rite Aid

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown-Thur.; Shopping Ctrs. and Discount-Mon. through Sat., Sun. noon-5 p.m.

13 - RETAIL OUTLETS: Department Stores-Howland's, Sears, Joy, Pearl's, JCPenney, Magram's, Caldor
Discount Stores-Joy, Zayre
Variety Stores-Woolworth
Chain Drug Stores-Rite-Aid, CVS, Fay's
Chain Supermarkets-Grand Union 6, Price Chopper 3, Shop Rite
Other Chain Stores-Rudolph's Jewelry, Endicott Johnson, Thom McAn, Kinney, Triangle, Fanny Farmer, Women's Clothing, Erlanger's, Hongsbaum's, Magram's, Barbara Moss, Argersinger's

14 - NEWSPAPERS: POST STAR (m) 34,487, Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: M. Vern Hellijas, Adv. Mgr., POST STAR, Lawrence & Cooper Sts., Glens Falls, NY 12801; Tel. (518) 792-3131
National Representative: Landon Associates

GLOVERSVILLE-JOHNSTOWN

1 - LOCATION: Fulton County, E&P Map E-3, County Seat. Central New York. 43 mi. W of Albany, 42 mi. E of Utica. Four miles N of Barge Canal. On State Hwys. 29, 30A. 5 miles N of exit 28, N.Y.S. Thruway.

2 - TRANSPORTATION: **Railroads**-Conrail
Motor Freight Carriers-12
Intercity Bus Lines-Greyhound, Trailways

3 - POPULATION:
Corp. Cities 80 Cen. 27,196; E&P 85 Est. 26,703
Gloversville 80 Cen. 17,836; E&P 85 Est. 17,420
Johnstown 80 Cen. 9,360; E&P 85 Est. 9,283
CZ-ABC: (80) 34,739
RTZ-ABC: (80) 47,918
County 80 Cen. 55,153; E&P 85 Est. 57,032
City & RTZ-ABC: (80) 82,657

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 12,982; E&P 85 Est. 9,377
Gloversville 80 Cen. 7,176; E&P 85 Est. 6,212
Johnstown 80 Cen. 5,806; E&P 85 Est. 3,165
CZ-ABC: (80) 13,420
RTZ-ABC: (80) 16,465
County 80 Cen. 20,259; E&P 85 Est. 21,593
City & RTZ-ABC: (80) 29,885

5 - BANKS	NUMBER	EST. DEP.
Savings	2	N.A.
Commercial	10	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 26,238

7 - ELECTRIC METERS: Residence 26,519

8 - GAS METERS: Residence 10,150

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Tanneries 1,874; Gloves 6,590; Shoes 206; Phono. Records 236; Machine Shops 499; Awnings/Boats/Supplies 270; Knit/Fabric 500; Toys/Electronics 500.

10 - CLIMATE: Min. & Max. Temp.-Spring 57-78; Summer 65-96; Fall 45-65; Winter 10-55. First killing frost, Oct. 20; last killing frost, Apr. 5.

11 - TAP WATER: Alkaline, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Districts**-Gloversville: 6 blocks on Main St., 2 on Bleecker St., 2 on W Fulton St.; Johnstown: 5 blocks on Main St., 2 on Market St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arterial Plaza(10)	3	Mont. Ward, Zayre, CVS, P&C
Nichol's Plaza(3)	3	Nichol's
Pyramid Mall(16)	2	Jamesway, Fay's Drug, Radio Shack

Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Fri. Shopping centers 6 nights.

13 - RETAIL OUTLETS: Department Stores-Argersinger, Gould's, Jamesway
Chain Drug Stores-Rite-Aid 2, CVS 2, Fay 2, Carl's
Discount Stores-Nichol's, Jamesway, Zayre
Variety Stores-Woolworth
Chain Supermarkets-Grand Union 2, P&C 2, Price Chopper 2, Chicago Market
Other Chain Stores-Pic-way Shoes, Radio Shack, Grossman's, Agway, Stylish Women, Singer, Endicott Johnson Shoes, Firestone, Montgomery Ward, Woodbury's, Monro Muffler, Midas

14 - NEWSPAPERS: LEADER-HERALD (e) 13,975, Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Lawrence V. Hadley, Adv. Dir., LEADER-HERALD, 8-10 E. Fulton, Gloversville, NY 12078; Tel. (518) 725-8616
National Representative: Landon Associates

HERKIMER-ILION

1 - LOCATION: Herkimer County (In Utica-Rome MSA), E&P Map E-3, County Seat. Midway bet. N.Y., Buffalo on State Hwys. 5, 5S, 28, NYS Thruway (Interchange 30) and NY State Barge Canal.

2 - TRANSPORTATION: **Motor Freight Carriers**-16
Intercity Bus Lines-Central New York, Greyhound, Trailways to Mohawk
Airlines-USAir, Empire

3 - POPULATION:
Corp. Cities 80 Cen. 17,573; E&P 85 Est. 17,465
Herkimer 80 Cen. 8,383; E&P 85 Est. 8,328
Ilion 80 Cen. 9,190; E&P 85 Est. 9,137
CZ-ABC: (80) 20,789
RTZ-ABC: (80) 45,925
County 80 Cen. 66,714; E&P 85 Est. 69,044
MSA 80 Cen. 320,180; E&P 85 Est. 327,778
City & RTZ-ABC: (80) 66,714

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 6,553; E&P 85 Est. 5,840
Herkimer 80 Cen. 3,232; E&P 85 Est. 2,860
Ilion 80 Cen. 3,321; E&P 85 Est. 2,980
CZ-ABC: (80) 7,761
RTZ-ABC: (80) 15,921
County 80 Cen. 23,682; E&P 85 Est. 25,283
MSA 80 Cen. 111,682; E&P 85 Est. 118,064
City & RTZ-ABC: (80) 23,632

5 - BANKS	NUMBER	EST. DEP.
Commercial	13	$195,000,000
Savings & Loan	3	$21,500,000

6 - PASSENGER AUTOS: County 30,901

7 - ELECTRIC METERS: Residence CZ 8,739

8 - GAS METERS: Residence CZ 6,265

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Apparel 581; Mach. 5,084; Textile 284; Metal Fab. 1,597; Furn. & Fixture 1,112; Computer Components 2,300.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-66; Summer 55-92; Winter -15-40. First killing frost, Oct. 10; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: **Principal Shopping Districts**-Herkimer: 4 blocks on Main St., 3 on Mohawk St., 3 on Albany St., 1 on Park Ave., 1 on Prospect St., 3 on Smith St.; Ilion: 5 on Main St., 2 on Otsego St., 2 on Central Ave., 1 on Morgan St., 2 on First St., 1 on State St.; Mohawk: 2 on Main St., 1 on S Otsego St.; Frankfort: 4 on Main St., 2 on Litchfield St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Herkimer(9)	NA	
Central Plz (34)	NA	
Little Falls Sq.	NA	[illegible]
Little Falls(6)	NA	

13 - RETAIL OUTLETS: Discount Stores-Nichol's, Fay's, K mart, Montgomery Ward
Variety Stores-Woolworth
Chain Drug Stores-Gallinger, Lennox Bros., Daw Rite Aide, Nichols, Burns, Fay's, Wardle's Plz., Carl's
Chain Supermarkets-Chicago Mkts., P&C, Victory 2, Herkimer Chief, Aiello's, Big M 2
Other Chain Stores-National Auto, Losurdo's Mutual Distributors

14 - NEWSPAPERS: TELEGRAM (e) 7,193, Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Frank R. Lockwood, Gen. Mgr., TELEGRAM, 111-113 Green St., Herkimer, NY 13350; Tel. (315) 866-2220
National Representative: Thomson Newspapers

HORNELL

1 - LOCATION: Steuben County, E&P Map C-4. Industrial Ctr. 90 mi. SE of Buffalo; 65 mi. S of Rochester; 65 mi. NW of Elmira. On State Rts. 70, 21, 36.

2 - TRANSPORTATION: **Railroads**-Conrail
Motor Freight Carriers-17
Intercity Bus Lines-Greyhound, Genesee Valley, Short Line

3 - POPULATION:
Corp. City 80 Cen. 10,234; E&P 85 Est. 9,413
CZ-ABC: (80) 11,047
RTZ-ABC: (80) 64,804
County 80 Cen. 99,135; E&P 85 Est. 100,743
City & RTZ-ABC: (80) 75,851
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,861; E&P 85 Est. 3,448
CZ-ABC: (80) 4,165
RTZ-ABC: (80) 21,028
County 80 Cen. 35,121; E&P 85 Est. 36,767
City & RTZ-ABC: (80) 25,193

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$600,000,000
Savings & Loan	2	$31,300,000

6 - PASSENGER AUTOS: County 46,450

7 - ELECTRIC METERS: Residence 4,206

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Railroad 400 ($275); Textiles 400; Mach. 275 ($175); Ret. 1,500 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 55-85; Fall 45-75; Winter -10-50. First killing frost, Nov. 1; last killing frost, Apr. 1.

11 - TAP WATER: Neutral, soft, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-8 blocks downtown-Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plz (6)	NA	K mart
Nichols Plz (7)	NA	S.E. Nichols
Rt. 21 Plz (3)	NA	Food Barn

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Tuttle & Rockwell, JCPenney, Sears
Variety Stores-Woolworth, Servi-Star
Discount Stores-K mart, S.E. Nichols
Chain Drug Stores-Brooks, Fay's, Rexall, Rite Aid

Chain Supermarkets-Super Duper, Acme, Wegman's, Food Barn, Big M
Other Chain Stores-Endicott-Johnson, Triangle, Singer, Sherwin-Williams, Montgomery Ward, Goodyear, Mary Carter Paint, Harold's Army & Navy, Monro Muffler/Brake

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 8,088; (S) 8,807, Sworn Sept. 30, 1984 ABC
Local Contact for Advertising and Merchandising Data: John Frungillo, Adv. Div., TRIBUNE, 85 Canisteo St., Hornell, NY 14843; Tel. (607) 324-1425
National Representative: Landon Associates

HUDSON

1 - LOCATION: Columbia County, E&P Map I-4, County Seat. Industrial and residential center. On E bank of Hudson River, 28 mi. S of Albany, 115 mi. N of New York. On Routes 9, 23, 66, 9G.

2 - TRANSPORTATION: **Railroads**-Conrail, B&A, Amtrak
Intercity Bus Lines-Greyhound
Airlines-Columbia County Airport

3 - POPULATION:
Corp. City 80 Cen. 7,986; E&P 85 Est. 7,861
CZ-ABC: (80) 12,015
RTZ-ABC: (80) 43,547
County 80 Cen. 59,487; E&P 85 Est. 62,438
City & RTZ-ABC: (80) 55,562

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,163; E&P 85 Est. 2,910
CZ-ABC: (80) 4,703
RTZ-ABC: (80) 15,246
County 80 Cen. 21,325; E&P 85 Est. 23,174
City & RTZ-ABC: (80) 19,949

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	6	$269,959,000

6 - PASSENGER AUTOS: County 33,706

7 - ELECTRIC METERS: Residence 9,651

8 - GAS METERS: Residence 3,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Manufacturing (Durable and nondurable goods) 1,131 ($363); Agriculture 1,872 ($303); Government Employees 455 ($353).

10 - CLIMATE: Temperate, large variations.

11 - TAP WATER: City Zone: Neutral, soft; surrounding area: very hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairview Plaza	1	Ames
Port 9 Plaza	1	Bermans
Jamesway Plz	2	Jamesway
Hudson Valley Mall	25	Hess's, K mart, JCPenney

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS:
Variety Stores-J. J. Newberry, Jupiter
Discount Stores-Jamesway, Ames
Chain Supermarkets-Shop Rite, Price Chopper, A&P
Other Chain Stores-Endicott-Johnson, CVS, Radio Shack, Fays, Grossman's

14 - NEWSPAPERS: REGISTER-STAR (e-mon to fri) 15,292, Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Lawrence Thornton, Adv. Dir., REGISTER-STAR, 364 Warren St., Hudson, NY 12534; Tel. (518) 828-4355
National Representative: Landon Associates

ITHACA

1 - LOCATION: Tompkins County, E&P Map D-4, County Seat. S central part of western state. On State Hwys. 13, 34, 79, 89, 96. Eastern & Southern gateway to the Finger Lakes Region. 240 mi. NW of N.Y.C., 150 mi. E of Buffalo, 55 mi. SW of Syracuse, 35 mi. NE of Elmira, 30 mi. N of Pennsylvania border. Educ., dairy, some fruit and mfg. Home of various agric. enterprises.

2 - TRANSPORTATION: **Railroads**-Lehigh Valley (freight)
Intercity Bus Lines-Interstate, Greyhound
Airlines-USAir, Commuter Airlines

3 - POPULATION:
Corp. City 80 Cen. 28,732; E&P 85 Est. 31,434
CZ-ABC: (80) 44,754
RTZ-ABC: (80) 42,331
County 80 Cen. 87,085; E&P 85 Est. 90,779
City & RTZ-ABC: (80) 87,085
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,105; E&P 85 Est. 10,323
CZ-ABC: (80) 14,105
RTZ-ABC: (80) 15,443
County 80 Cen. 29,548; E&P 85 Est. 31,964
City & RTZ-ABC: (80) 29,548

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$138,000,000
Savings	1	$102,000,000
Savings & Loan	1	$31,000,000

6 - PASSENGER AUTOS: County 38,582

7 - ELECTRIC METERS: Residence 32,336

8 - GAS METERS: Residence 11,063

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mach. Shop Mfg. 2,850; Textiles 150; Tooling 175; Cornell Univ. 6,600; Ithaca College 500.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-94; Summer 32-98; Fall 4-82; Winter 2-66. First killing frost, Oct. 9; last killing frost, May 5.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on State St., 1 on Green St., 1/2 on Seneca St. (these 3 parallel); 3 on Aurora St., 3 on Tioga St., 3 on Cayuga St. (these 3 crossing).
Neighborhood Shopping Centers-Triphammer, NE; The Plz. to SE; College Town (2 blocks on College Ave., 1 on Dryden Rd., 1 on Eddy; Cayuga Mall, NE on College Ave., 1 on Dryden Rd., 1 on Eddy St., near Cornell Univ.); Community Corners, about 3 mi. NE, beyond vlg. of Cayuga Heights; Pyramid Mall NE.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Corners Community(20)	NA	IGA
Fairgrounds(2)	NA	Great American, Carl's Drug, Tops
East Hill(12)	NA	Rite Aid Drug, P&C
Ithaca Plz (13)	NA	Grand Union
Triphammer(15)	NA	A&P, Sears, Jamesway
Cayuga Mall(8)	NA	Grand Union, Fays
Pyramid Mall(80)	NA	JCPenney, Howlands, J.W. Rhodes, Hill's, Mont. Ward

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown-Thur.; Malls-every night except Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney, Woolworth, Hills, J.W. Rhodes, Howlands, Montgomery Ward.
Discount Stores-Jamesway, Clinton, Rite Aid, Down Town, Fay's, K mart.
Chain Drug Stores-Co-op Village Green, The Hills, Rite Aid, Clinton.
Chain Supermarkets-A&P, Grand Union 2, P&C 2, Victory, Great American 2, IGA, Tops.
Other Chain Stores-Fanny Farmer, Outdoor Triangle, Singer Co., Firestone, Goodyear, Thom McAn, Sears (catalog), Sherwin-Williams, Mary Carter Paints.

14 - NEWSPAPERS: JOURNAL (e) 20,058 Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Pat Thompson Frantz, Adv. Dir., JOURNAL, 123 W. State St., Ithaca, NY 14850; Tel. (607) 272-2321.
National Representative: Gannett Media Sales.

JAMESTOWN

1 - LOCATION: Chautauqua County, E&P Map B-4. Whol. shipping & mfg. ctr. 70 mi. from Buffalo, 60 mi. from Erie, 150 mi. from Pittsburgh, 140 mi. from Rochester.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-24.
Airlines-USAir, Commuter.
Intercity Bus Lines-Greyhound, Blue Bird, D&F Transit.

3 - POPULATION:
Corp. City 80 Cen. 35,775; E&P 85 Est. 34,440
CZ-ABC: (80) 46,579
RTZ-ABC: (80) 96,345
County 80 Cen. 146,925; E&P 85 Est. 150,501
City & RTZ-ABC: (80) 142,924

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,194; E&P 85 Est. 13,370
CZ-ABC: (80) 18,391
RTZ-ABC: (80) 33,316
County 80 Cen. 52,817; E&P 85 Est. 56,921
City & RTZ-ABC: (80) 51,707

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 67,446.

7 - ELECTRIC METERS: City Residence 19,907.

8 - GAS METERS: Jamestown Area Residence 27,570.

9 - PRINCIPAL INDUSTRIES: Industry, No. Wage Earners-Mach. Shop Mfg. 2,850; Woodworking 3,500; Tooling 175.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-44, Summer 54-91, Fall 51-74, Winter 5-36. First killing frost, Sept. 27; last killing frost, May 20.

11 - TAP WATER: Neutral, hard, fluoridated.

12 - RETAILING: Principal Shopping Center-7 blocks on Third St., 2 on Main St., 3 on Second St., 4 on Fourth St., 2 in Brooklyn Sq.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
South Side Plz	2	Eckerd, Quality Mkt., Brand Names
Fairmont Plz	3	Shopper's Choice
Big N Plz (8)	2	Ames, Big N
Super Duper Plz	5	Super Duper, Jamesway
Zayre Plz (7)	4	Zayre, Revco Drug, Valu Home Ctr.
Chautauqua Mall(59)	4	Sears, JCPenney, Woolworth, Firestone
Fluvanna Plz	2	Super Duper Mkt., Revco Drugs

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Drugs, Supermkts. & mall stores; Discount Stores; Downtown-Fri. eve.

13 - RETAIL OUTLETS: Department Stores-JCPenney, Bigelow's, Sears.
Discount Stores-Jamesway, Shopper's Choice, Zayre, Ames, Hills, Brand Name Sales.
Variety Stores-Woolworth, Murphy.
Chain Drug Stores-Eckerd 2, Rite-Aid, Gray 2, Revco 2.
Chain Supermarkets-Bells 2, Super Duper 2, Quality Markets 5.
Other Chain Stores-Thom McAn, Triangle, Richman Bros., Fashion Factory, Ames-Big N, Fanny Farmer, Betty Dixon, Radio Shack, Fashion Bug.

14 - NEWSPAPERS: POST-JOURNAL (e) 28,548, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Ron Schultz, POST-JOURNAL, PO Box 190, Jamestown, NY 14702; Tel. (716) 487-1111.
National Representative: Landon Associates.

KINGSTON

1 - LOCATION: Ulster County, E&P Map F-5. County Seat. Mfg., agriculture, dairy and resort area. On W bank of Hudson River, 83 mi. N of N.Y. City, 54 mi. S of Albany. At Gate 19 on NY Thruway. U.S. Hwy. 9W. State Hwys. 32, 213, 209 & 28.

2 - TRANSPORTATION: Motor Freight Carriers-6.
Intercity Bus Lines-Mountain View, Adirondack Pine Hill, Eagle, Adirondack Trailway, Acker, Arrow.

3 - POPULATION:
Corp. City 80 Cen. 24,481; E&P 85 Est. 24,715
CZ-ABC: (80) 41,489
RTZ-ABC: (80) 68,882
County 80 Cen. 158,158; E&P 85 Est. 163,588
City & RTZ-ABC: (80) 110,371
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,791; E&P 85 Est. 8,910
County 80 Cen. 55,862; E&P 85 Est. 59,667
CZ-ABC: (80) 15,897
RTZ-ABC: (80) 24,142
City & RTZ-ABC: (80) 40,039

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$615,576,548
Savings & Loan	2	$212,068,267
Commercial	3	$472,355,185

6 - PASSENGER AUTOS: County 91,242.

7 - ELECTRIC METERS: Residence 68,524.

8 - GAS METERS: Residence 10,718.

9 - PRINCIPAL INDUSTRIES: Computer Equip., Farm Prod., Wineries, Apple Orchards, Knit Goods, Apparel, Shirts, Electronics, Cooling Equip.
Principal Pay Days-Mon., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-93, Summer 46-98, Fall 32-82, Winter 5-58. First killing frost, Oct. 18; last killing frost, Apr. 27.

11 - TAP WATER: Alkaline, very soft, not fluoridated.

12 - RETAILING: Principal Shopping Centers-2 blocks on Wall St., 2 on Fair St., 2 on John St. & 4 on N Front St.; Kingston Shopping Center adjacent to uptown business section.
Neighborhood Shopping Centers-Central Shopping Center 10 blocks on B'way.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Hudson Valley Mall(35)	2	Hess's, K mart, JCPenney
Ulster Plaza(12)	1	Woolworth
Simmons Plaza(8)	9	
New Paltz Plz(26)	0	Great American, Rite Aid
Caldor	1	Waldbaums
Kings Mall	1	Marshalls
Kingston Plaza(29)	NA	Sears, Britt's
Kingston	NA	

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-All Fri., many Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward, JCPenney, Sears, Britt's, Hess's.
Variety Store-Woolworth.
Discount Stores-Shop-Rite, Caldor, Kings Mart, K mart.
Chain Drug Stores-Walgreens, CVS.
Chain Supermarkets-Grand Union, Waldbaums, Weis Markets, Shop-Rite.
Other Chain Stores-National, Nugent's, Standard Furn., Firestone, Singer Co., Consumer Distributors, Grossmans, Flah's, Crane's, Pittsburgh Plate Glass.

14 - NEWSPAPERS: FREEMAN (e-mon. to fri.) 21,128; (S) 27,676, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: John M. Greklek, Mkt. Dir., FREEMAN, 79-97 Hurley Ave., Kingston, NY 12401; Tel. (914) 331-5000.
National Representative: Landon Associates.

LITTLE FALLS

1 - LOCATION: Herkimer County (In Utica-Rome MSA), E&P Map E-3. 22 mi. E of Utica. On Hwys. 5, 5S, 167, 169, 170. 2 mi. to New York Thruway.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-71.
Intercity Bus Lines-N.Y. Central Coach, Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,156; E&P 85 Est. 5,646
MSA 80 Cen. 320,180; E&P 85 Est. 327,778
County 80 Cen. 66,714; E&P 85 Est. 69,044

4 - HOUSEHOLDS:
City 80 Cen. 3,048; E&P 85 Est. 2,131
County 80 Cen. 23,682; E&P 85 Est. 25,283
MSA 80 Cen. 111,682; E&P 85 Est. 118,064

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$87,000,000

6 - PASSENGER AUTOS: County 30,901.

7 - ELECTRIC METERS: Residence 5,750.

8 - GAS METERS: Residence 10,686.

9 - PRINCIPAL INDUSTRIES: Dairy Equip., Salada Foods, Bicycles, Shoes, Paper, Knit Goods, Plastic Backing, Leather Finishing, Ladies Dresses, Bookcases, Computer Hardware.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: First killing frost, Oct. 6; last killing frost, May 9.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-5 blocks on Main St., 2 on Ann St., 2 on 2nd St., 2 on Albany St., 2 on John St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Albany St. Plaza(6)	NA	JCPenney, Great American
Shoppers Sq (20)	NA	P&C, McCrory

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney, Wonder, Boston Store, McCrory.
Variety Stores-Lovenheim's, Park Row, Daffy.
Chain Supermarkets-P&C, Great American.
Other Chain Stores-Sears, Montgomery Ward, National Auto.

14 - NEWSPAPERS: TIMES (e) 6,384, sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Donald A. Paparella, Pub. or Carson Hotaling, Adv. Mgr., TIMES, 347 S. Second St., Little Falls, NY 13365; Tel. (315) 823-3680.
National Representative: Landon Associates.

LOCKPORT

1 - LOCATION: Niagara County (In Niagara Falls PMSA), E&P Map B-3. County Seat. 26 mi. N of Buffalo, 20 mi. E of Niagara Falls. Shipping center for fruit & vegetable growing area. On N.Y. State Barge Canal. State Hwys. 31, 78, 93, 263.

2 - TRANSPORTATION: Railroad-Erie-Lackawanna, Conrail.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound, Metro Bus.

3 - POPULATION:
Corp. City 80 Cen. 24,844; E&P 85 Est. 23,834
CZ-ABC: (80) 24,844
RTZ-ABC: (80) 51,718
PMSA/County 80 Cen. 227,101; E&P 85 Est. 221,972
City & RTZ-ABC: (80) 76,562
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 13,769; E&P 85 Est. 9,441
CZ-ABC: (80) 9,635
RTZ-ABC: (80) 16,568
PMSA/County 80 Cen. 80,156; E&P 85 Est. 80,661
City & RTZ-ABC: (80) 26,203

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$92,126,108
Savings & Loan	1	$12,500,000
Commercial	4	N.A.

6 - PASSENGER AUTOS: County 112,281.

7 - ELECTRIC METERS: Residence 10,241.

8 - GAS METERS: Residence City & Town 8,480.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Automotive 8,900 ($320); Steel 1,000 ($300); Plastics 400 ($175); Wallboard 390 ($175); Chemicals 100 ($160); Food Processing 200.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-55, Summer 57-79, Fall 40-59, Winter 20-39. First killing frost, Oct. 15; last killing frost, May 10.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Center-14 blocks on East Ave. and Main St., centered on Cottage, Pine, Locust, Market Sts.
Neighborhood Shopping Centers-S side of city, 17 stores served by free parking area.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Lockport Plz (17)	1	Valu
Lockport Mall(33)	1	Hills, Mont. Ward, AM&A
Transit Rd. Plz (4)	1	K mart, Bell's
Transit Plaza(4)	1	Ames, Tops

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-All.

13 - RETAIL OUTLETS: Department Stores-AM&A's, Montgomery Ward, Sample, Hills.
Discount Stores-Bell's Family Center, Ames, Quartet Sales, Valu Discount, KML, K mart.
Chain Drug Stores-Brooks, Singer's, Peterson, Rite-Aid, CVS, Fay's.
Chain Supermarkets-Super Duper, IGA 2, Tops 2.
Other Chain Stores-Endicott Johnson, S. B. Thing, Singer Co., Mary Carter, Morse Shoe, Kinney Shoes, Waldenbooks, Foxmore, JoAnne Fabrics, Stuart's Books, Ulbricks, Kaybee Toys, Radio Shack.

14 - NEWSPAPERS: UNION-SUN & JOURNAL (e) 18,170, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: M. Caswell, Adv. Dir., UNION-SUN & JOURNAL, 459-491 S. Transit, Lockport, NY 14094; Tel. (716) 439-9222.
National Representative: Landon Associates.

LONG ISLAND

1 - LOCATION: Nassau & Suffolk Counties, E&P Map F-6, G-5, G-6. Long Island consists of four counties: Kings & Queens which are a part of NYC; Nassau and Suffolk which lie E of the New York City boundary line are a Metropolitan ctr., a Primary Metropolitan Statistical Area, adjacent to but not part of NYC. At this time, approximately 78 percent of its labor force works & lives within the two counties.

2 - TRANSPORTATION: Railroads-LIRR.
Motor Freight Carriers-100.
Intercity Bus Lines-Metropolitan Suburban Bus Authority.
Water Freight Carriers-26.
Airlines-All major Natl. & Intl. Airlines from J.F. Kennedy and La Guardia Airports. In Suffolk County, MacArthur Airport in Islip, Republic Airport in Farmingdale, and the Suffolk County Airport near Riverhead are experiencing increased usage by major airlines.

3 - POPULATION:
Counties/PMSA 80 Cen. 2,605,813; E&P 85 Est. 2,677,617
Nassau 80 Cen. 1,321,582; E&P 85 Est. 1,372,703
Suffolk 80 Cen. 1,284,231; E&P 85 Est. 1,304,914
CZ-ABC: (80) 2,506,949
RTZ-ABC: (80) 98,864
City & RTZ-ABC: (80) 2,605,813
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Counties/PMSA 80 Cen. 809,120; E&P 85 Est. 858,566
Nassau 80 Cen. 423,401; E&P 85 Est. 454,272
Suffolk 80 Cen. 385,719; E&P 85 Est. 404,294
CZ-ABC: (80) 770,721
RTZ-ABC: (80) 38,399
City & RTZ-ABC: (80) 809,120

5 - BANKS	**NUMBER**	**DEPOSITS**
Banking Offices (Main Offices and Branches)		
Commercial	Nassau 277	Suffolk 280
Savings	Nassau 100	Suffolk 62
Savings & Loan	Nassau 92	Suffolk 78
Totals	Nassau 469	Suffolk 420

Deposits in Mutual Savings Bank, Savings & Loan Associations & Commercial Banks in Nassau and Suffolk Counties, Total $322 Billion.
Source: L.I. Research Bureau.

6 - PASSENGER AUTOS: (Counties)-Nassau 891,863; Suffolk 831,226.

7 - ELECTRIC METERS: 915,124 Nassau & Suffolk Counties. Residential 825,740; Commercial & Industrial 85,016; All other 4,368.

8 - GAS METERS: Nassau & Suffolk Counties 397,621; Residential 365,902; Commercial & Industrial 31,719.

9 - PRINCIPAL INDUSTRIES: **Nassau/Suffolk**-Total Non-Agric. employed 1,015,000. In Mfg., 171,000. Larger plants manufacture Cosmetics, Drugs, Bakery Goods, Aircraft, Aerospace Equip., Airplanes & Elect. Motors. Non-Mfg., 843,000. NOTE: There are 37 Industrial Parks totaling about

2,391 acres in Nassau County, 86 Industrial Parks totaling about 4,966 acres in Suffolk County.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-81; Summer 59-98; Fall 33-64; Winter 26-45. First killing frost Oct. 28; last killing frost Apr. 21.

11 - TAP WATER: Varied water source both neutral & alkaline; hard & soft.

12 - RETAILING: **Retail Establishments** NASSAU COUNTY-Total 18,091: Building & Hdwr. 449; General Mdse. 205; Food Stores 1,707; Automotive Dealers 547; Gasoline Serv. Stations 1,025; Apparel and Accessory Stores 1,209; Furn., Home Furnishings & Equip. Stores 816; Drug & Proprietary Stores 347; Misc. Other Stores 3,126; Hotels, Motels, Camps 84; Personal Serv. (Laundry, Cleaning & Pressing, Linen Supplies, Rug Cleaning, Barber Shops, Beauty Parlors, Funeral Directors, etc.) 2,771; Auto Repairing 1,085; Motion Picture Theatres 121; Other Amusements 1,342; Misc. Repair Serv. 974.

SUFFOLK COUNTY-Total 14,170: Building Materials & Hdwe. 465; Gen. Merchandising 205; Food Stores 1,400; Automotive Dealers 595; Gasoline Serv. Stations 826; Apparel & Accessory Stores 709; Furn., Home Furnishings & Equip. Stores 609; Drug Stores 250; Misc. Other Stores 2,520; Hotels, Motels, Camps 706; Personal Serv. (Laundry, Cleaning & Pressing, Linen Supplies, Rug Cleaning, Barber Shops, Beauty Parlors, Shoe Shine Parlors, Funeral Directors, etc.) 1,797; Auto Repairing 933; Motion Picture Theatres 64; Other Amusements 815; Miscellaneous Repair Serv. 873.

Principal Shopping Days-Mon., Thur., Sun.
Stores Open Evenings-Department Stores-One to six night a week. Food-six nights. Many Shopping Ctrs. every evening ex. Sunday.

Nearby Shopping Centers
Principal Stores 75,000 Sq. Ft. or more

NASSAU COUNTY
Manhasset-Abraham & Straus, B. Altman, Bloomingdale's, Lord & Taylor, Filene's.
Garden City-Abraham & Straus, Bloomingdale's, Lord & Taylor, Saks 5th Ave.
Green Acres-Alexander's, Gimbels, JCPenney, Sterns.
Roosevelt Field-Alexander's, Fortunoff's, Gimbels, Macy's, Ohrbach's, Marshall's, JCPenney.
Mid Island Plz.-Sterns, Sears.
Nassau Mall-Rickels, Filene's, Pergament, TSS.
Sunrise Mall-Sterns, Macy's, JCPenney, Abraham & Straus, Sears.

SUFFOLK COUNTY
Gardiner Manor Mall-Sterns, Sears.
Walt Whitman-Abraham & Straus, Macy's, Filene's.
Big H/Huntington-Lord & Taylor, Marshall's.
Great South Bay-JCPenney, TSS.
South Shore Mall-Macy's, JCPenney.
Commack/East Northport-Modell's, Gimbels, Sears, Sterns.
Smith Haven Mall-Abraham & Straus, Macy's, Sears, Marshall's, Rickels.

13 - RETAIL OUTLETS: **Department Stores**-Abraham & Straus 6; Alexander's 2; Bloomingdale's 2; Sterns 7; Gimbels 4; Macy's 5; JCPenney 6; Sears 9; Filene's 3; B. Altman; Saks 5th Ave.; Bonwit Teller; Ohrbach's.
Discount Stores-Pergament 23; Rickels 6; TSS 8; Modell's 6; Marshall's 7; Channel Home Ctr. 8; Caldor 4.
Chain Drug Stores-Courtesy 3; Genovese 28; Nescott-Whelan 13; Rite Aid 8; Rexall 5; SupeRx 5; CVS 6.
Chain Supermarkets-A&P 24; Associated Food 10; C-Town 9; Dan's Supreme 3; Finast 5; Food Town 20; Gouz 2; Grand Union 19; IGA 16; Gristede's 8; Key Food 19; King Kullen 46; Met Foods; Pathmark 26; ShopRite 5; Shopwell; Value Plus; Waldbaums 46; Total 250.
Other Chain Stores-Newmark & Lewis; Lerner's; Kinney; Miles; National; Father & Son; A.S. Beck; Thom McAn; Strauss; Lynn's; Ripley; Loft's; Wurlitzer; Firestone; Friendly Frost; Plesser's; Singer Co.; Lafayette; P.C. Richards; Sherwin-Williams; Flagg Bros.; Castro; Bond; Martin; Wallach's; Playworld; Fayva; Radio Shack; Toys-R-Us; Herman's; Child World; Jeffreys; Channel Home Centers; Levitz; Suburban Colonial Shoppes.

14 - NEWSPAPERS: NEWSDAY (e-mon. to fri.) 542,073; (e-sat) 511,650; (S) 611,403; Mar. 31, 1985 ABC; published in Melville, Suffolk County.
Local Contact for Advertising and Merchandising Data: Howard Mert, Nat. Adv. Dir., NEWSDAY, Long Island, NY 11747; Tel. (516) 454-2020.
National Representative: Direct.

MALONE

1 - LOCATION: Franklin County. E&P Map E-1. Shopping, light manufacturing and agriculture center. 55 mi. NW of Plattsburgh.

2 - TRANSPORTATION: **Motor Freight Carriers**-3.
Intercity Bus Lines-Greyhound; Adirondack Trailways.

3 - POPULATION
City 80 Cen. 7,668; E&P 85 Est. 7,569
County 80 Cen. 44,929; E&P 85 Est. 45,656

4 - HOUSEHOLDS
City 80 Cen. 6,870; E&P 85 Est. 2,296
County 80 Cen. 15,127; E&P 85 Est. 15,932

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$120,000,000

6 - PASSENGER AUTOS: County 18,627

7 - ELECTRIC METERS: Residence 4,077

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Shoes 390 ($200); Dresses 300 ($200); industrial-recreational vehicle distributor 100 ($250).
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-90; Summer 38-95; Fall 20-70; Winter -20-40. First killing frost Sept. 30; last killing frost May 26.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-16 blocks on 3 Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Seaway Plz.(4)	1	Mont. Ward, Super Duper Mkt., Fay Drug
Ames Center(5)	1	Ames
Malone Plaza(7)	NA	Great American, K mart

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-K mart; Empsall's; Radio Shack.
Variety Stores-Newberry.
Discount Stores-Ames.
Chain Supermarkets-IGA; Super Duper; Great American; P&C.
Other Chain Stores-Endicott-Johnson; Radio Shack; Kinney; Grossman's; Fay.

14 - NEWSPAPERS: TELEGRAM (e) 6,325 sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Joyce T. Tavernier, Pub., TELEGRAM, 136 E. Main St., Malone, NY 12953; Tel. (518) 483-4700.
National Representative: Landon Associates.

MAMARONECK

1 - LOCATION: Westchester County (in New York PMSA). E&P Map F-6. Residential center 4 mi. N of New Rochelle. On U.S. Hwy. 1 and State Hwy. 127, New England Thruway.

2 - TRANSPORTATION: **Railroads**-Amtrak; Metro North.
Airlines-Air North; Business Express; Command Airways; Empire; Mall Airways; New York Air; Piedmont/Henson; Republic; United.

3 - POPULATION
Corp. City 80 Cen. 17,616; E&P 85 Est. 17,307
NDM-ABC: (80) 37,397
County 80 Cen. 866,599; E&P 85 Est. 887,528
PMSA 80 Cen. 8,274,352; E&P 85 Est. 8,410,331
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS
Corp. City 80 Cen. 6,386; E&P 85 Est. 6,400
NDM-ABC: (80) 13,312
County 80 Cen. 307,450; E&P 85 Est. 325,067
PMSA 80 Cen. 3,197,944; E&P 85 Est. 3,353,270

5 - BANKS	NUMBER	EST. DEP.
Commercial	10	$6,648,547,000
Savings	17	$5,858,683,000
Savings & Loan	7	$686,026,000

6 - PASSENGER AUTOS: County 534,898

7 - ELECTRIC METERS: Residence 5,989

8 - GAS METERS: Residence 5,266

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metals 2,900 ($378); Non-Electrical Machinery 15,700 ($808); Electrical Machinery 7,300 ($436); Transportation Equipment 2,700 ($584); Instruments 4,200 ($456); Food 10,800 ($667); Apparel 3,100 ($213); Printing & Publishing 8,400 ($416); Chemicals 4,800 ($587).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost Oct. 31; last killing frost Apr. 10.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Mamaroneck Ave.; 3 on Boston Post Road, Mamaroneck; 1 on Post Rd.; 1 on Chatsworth Ave.; 1 on Larchmont Ave.; 3 on Palmer Ave., Larchmont.
Principal Shopping Days-Thur. through Sun.

13 - RETAIL OUTLETS: **Discount Stores**-Home Fair.
Chain Supermarkets-A&P; Grand Union; Finast; Daitch Shopwell; Waldbaum's.
Other Chain Stores-Castro Convertible; Kinney Shoes.

14 - NEWSPAPERS: TIMES (e) 7,443; (S) 5,913; Mar. 30, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Gannett Media Sales, 535 Madison Ave., New York, NY 10022; Tel. (212) 715-5300.
National Representative: Gannett Media Sales.

MEDINA

1 - LOCATION: Orleans County (in Rochester MSA). E&P Map D-3. On the N.Y. State Barge Canal. On State Hwys. 31, 63, U.S. Hwy. 104. 41 mi. W of Rochester.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION
Corp. City 80 Cen. 6,392; E&P 85 Est. 6,759
MSA 80 Cen. 971,879; E&P 85 Est. 1,002,940
NDM-ABC: (80) 17,081
County 80 Cen. 38,496; E&P 85 Est. 40,790

4 - HOUSEHOLDS
City 80 Cen. 2,404; E&P 85 Est. 2,410
County 80 Cen. 12,976; E&P 85 Est. 14,167
MSA 80 Cen. 342,101; E&P 85 Est. 364,661
NDM-ABC: (80) 5,838

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.
Savings & Loan	1	$7,630,558
Savings	1	N.A.

6 - PASSENGER AUTOS: County 18,433

7 - ELECTRIC METERS: Residence 22,225

8 - GAS METERS: Residence 1,508

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Foundry 300 ($210); Tool and Die 120 ($200); Insecticides 400 ($156); Automotive 500 ($225); Toys 1,500 ($175); Specialties 200 ($140).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-80; Summer 55-95; Fall 40-75; Winter 0-65. First killing frost Sept. 30; last killing frost Apr. 1.

11 - TAP WATER: Soft.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main and Center Sts.; Maple Ridge Plaza.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Crowley's; JCPenney; Ames.
Variety Store-G. C. Murphy.
Chain Drug Stores-Jay's; Rite-Aid.
Chain Supermarkets-Super Duper; Bell's.
Other Chain Stores-Radio Shack; Valu Home Centers.

14 - NEWSPAPERS: JOURNAL-REGISTER (e-mon. to fri.) 5,030; March 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Owen Toale, Adv. Dir., JOURNAL-REGISTER, 409-13 Main St., Medina, NY 14103; Tel. (716) 798-1400.
National Representative: Landon Associates.

MIDDLETOWN

1 - LOCATION: Orange County (in Orange County PMSA). E&P Map E-5. Industrial center 22 mi. from Newburgh; 60 mi. from N.Y.C. On State Hwys. 17 and 84.

2 - TRANSPORTATION: **Railroads**-Erie-Lackawanna; Middletown & New Jersey (freight).
Motor Freight Carriers-3.
Intercity Bus Lines-Short Line.

3 - POPULATION
Corp. City 80 Cen. 21,454; E&P 85 Est. 21,775
CZ-ABC: (80) 46,233
RTZ-ABC: (80) 299,667
County/PMSA 80 Cen. 259,603; E&P 85 Est. 271,659
City & RTZ-ABC: (80) 345,900
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS
Corp. City 80 Cen. 7,834; E&P 85 Est. 7,880
CZ-ABC: (80) 15,631
RTZ-ABC: (80) 98,360
County/PMSA 80 Cen. 84,251; E&P 85 Est. 91,121
City & RTZ-ABC: (80) 113,991

5 - BANKS	NUMBER	DEPOSITS
Savings	5	$180,766,000
Savings & Loan	3	$128,432,000
Commercial	10	$166,953,000

6 - PASSENGER AUTOS: County 152,104

7 - ELECTRIC METERS: Residence 7,815

8 - GAS METERS: Residence 7,005

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Machy. 450; Metal Fab. 300; Ptg. 620; Apparel 1,200; Brushes 225; Dairy Prod. 150; Chemical 200.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 45-95; Fall 35-70; Winter 20-50. First killing frost Nov. 2; last killing frost Mar. 11.

11 - TAP WATER: Neutral, soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on North St.; 4 on E and W Main Sts.; 1 on King St.; Rt. 211 & Rt. 17m.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lloyd's(9)	3	Lloyd's
Orange Plaza(87)	1	Sears, JCPenney, Woolworth, CVS, Sullivan's
Shop Rite(2)	3	Rickels, Shop Rite
Monticello Mall (10)	NA	Jamesway, Great American
Zayre Plaza(16)	18	Shop Rite, Zayre
Campbell Plaza(16)	1	Shop Rite
Mid-Valley(14)	19	JCPenney
Caldor(6)	3	Caldor
Newburgh Mall(60)	NA	Sears, Caldor

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri. Stores on 211 & 17m open every evening and Sunday.

13 - RETAIL OUTLETS: **Department Stores**-Green's; Sears; Kassel Bros.; Lloyds; Sullivan's; JCPenney; Howlands; Flatts.
Variety Stores-Woolworth; Caldor 2.
Discount Stores-Playtogs; Lloyd's; North End Sales; Rickel's; Caldor 2.
Chain Drug Stores-CVS; Rite Aid; Fay.
Chain Supermarkets-A&P; Great American 2; Weis Markets; Grand Union; IGA 4; Shop Rite 8.
Other Chain Stores-Fanny Farmer; Barbara Moss; Hickory Farms; General Nutrition; Fabric Tree; Joyce Leslie; Florsheim; Thom McAn; Father & Son; Book & Record; B. Dalton; Zale's; Record World; Firestone; Color Tile; Helen Gallagher; B. Dalton.

14 - NEWSPAPERS: TIMES HERALD-RECORD (m) 74,361; SUNDAY RECORD (S) 84,303; Mar. 31, 1985 APC.
Local Contact for Advertising and Merchandising Data: Daniel E. Witt, Adv. Dir., TIMES HERALD-RECORD, 40 Mulberry St., Middletown, NY 10940; Tel. (914) 343-2181.
National Representative: Branham/Newspaper Sales.

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MOUNT VERNON

1 - LOCATION: Westchester County (In New York PMSA). E&P Map F-6. E of Yonkers on U.S. Hwy. 1, State 22.

2 - TRANSPORTATION: **Railroads**-Metro North, Amtrak.
Airlines-Air North, Business Express, Command Airways, Empire, Mall Airways, New York Air, Piedmont/Henson, Republic, United.

3 - POPULATION:
Corp. City 80 Cen. 66,713; E&P 85 Est. 64,956
NDM-ABC: (80) 106,615
County 80 Cen. 866,599; E&P 85 Est. 887,528
PMSA 80 Cen. 8,274,352; E&P 85 Est. 8,410,331
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 25,377; E&P 85 Est. 25,624
NDM-ABC: (80) 39,509
County 80 Cen. 307,450; E&P 85 Est. 325,067
PMSA 80 Cen. 3,197,944; E&P 85 Est. 3,353,270

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	10	$6,648,547,000
Savings	17	$5,858,683,000
Savings & Loan	7	$686,026,000

6 - PASSENGER AUTOS: County 534,898.

7 - ELECTRIC METERS: Residence 22,651.

8 - GAS METERS: Residence 19,023.

9 - PRINCIPAL INDUSTRIES: Industry, No. of wage earners (Av. Wkly. Wage)-Fabricated Metals 2,900 ($378); Non-Electrical Machinery 15,700 ($808); Electrical Machinery 7,300 ($436); Transportation Equipment 2,700 ($584); Instruments 4,200 ($456); Food 10,800 ($667); Apparel 3,100 ($213); Printing & Publishing 8,400 ($416); Chemicals 4,800 ($587).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31; last killing frost, Apr. 10.

11 - TAP WATER: Acid, soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on Gramatan Ave., 3 blocks 4th Ave.
Shopping Centers-Eastchester Shopping Center at Vernon Hills, Pelham Manor.
Principal Shopping Days-Thur. through Sun.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-Bonwit Teller, Lord & Taylor, Caldor.
Variety Stores-Woolworth, Green.
Chain Drug Stores-Rite-Aid.
Chain Supermarkets-Finast, Waldbaums, Pioneer, Shopwell.

14 - NEWSPAPERS: ARGUS (e) 9,031, (S) 9,879; Mar. 30, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Gannett Media Sales, 535 Madison Ave., New York, NY 10022; Tel. (212) 715-5300.
National Representative: Gannett Media Sales.

NEW ROCHELLE

1 - LOCATION: Westchester County (In New York PMSA). E&P Map F-6. Residential center 4 mi. E of Mt. Vernon. On U.S. Hwy. 1 and State Hwy. 1-B, New England Thruway.

2 - TRANSPORTATION: **Railroads**-Metro North, Amtrak.
Airlines-Air North, Business Express, Command Airways, Empire, Mall Airways, New York Air, Piedmont/Henson, Republic, United.

3 - POPULATION:
Corp. City 80 Cen. 70,794; E&P 85 Est. 69,864
NDM-ABC: (80) 96,357
County 80 Cen. 866,599; E&P 85 Est. 887,528
PMSA 80 Cen. 8,274,352; E&P 85 Est. 8,410,331
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 25,789; E&P 85 Est. 26,008
NDM-ABC: (80) 34,611
County 80 Cen. 307,450; E&P 85 Est. 325,067
PMSA 80 Cen. 3,197,944; E&P 85 Est. 3,353,270

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	10	$6,648,547,000
Savings	17	$5,858,683,000
Savings & Loan	7	$686,026,000

6 - PASSENGER AUTOS: County 534,898.

7 - ELECTRIC METERS: Residence 23,609.

8 - GAS METERS: Residence 19,375.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metals 2,900 ($378); Non-Electrical Machinery 15,700 ($808); Electrical Machinery 7,300 ($436); Transportation Equipment 2,700 ($584); Instruments 4,200 ($456); Food 10,800 ($667); Apparel 3,100 ($213); Printing & Publishing 8,400 ($416); Chemicals 4,800 ($587).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-15 blocks on Main St., 12 on North Ave., New Rochelle, Pelham Manor, Pelham, Larchmont, Eastchester.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
New Rochelle Mall(50)	NA	Macy's, Shopwell, McCrory
Wykagyl(11)	NA	
Quaker Ridge(19)	NA	A&P
Scarsdale(19)	NA	

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Department Stores-Mon., Thur.; Food-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Macy's.
Variety Stores-Woolworth, McCrory.
Chain Drug Stores-Liggett, Rite-Aid.
Chain Supermarkets-A&P, Shopwell, Caruso's, Pioneer.
Other Chain Stores-Sears, National Shoes, A.S. Beck.

14 - NEWSPAPERS: STANDARD-STAR (e) 13,080, (S) 11,867; Mar. 30, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Gannett Media Sales, 535 Madison Ave., New York, NY 10022; Tel. (212) 715-5300.
National Representative: Gannett Media Sales.

NEW YORK

1 - LOCATION: (Bronx, Kings, New York, Queens and Richmond counties). On E&P Map F-6. Eastern seaboard; largest city in USA in mfg., imports, exports and ret. sales; important fin., publishing and garment ctr. More than 60% of the US garment industry is within the New York Metropolitan area. United Nations Headquarters; approx. 10 million visitors annually.

The Port of New York and New Jersey, the nation's primary gateway for international commerce, handled more than 58.6 billion in trade goods in 1984, nearly half again the value of the second place port. It covers 1,500 sq. mi. in the two states, generally within a 25-mi. radius of the Statue of Liberty.

2 - TRANSPORTATION: **Railroads**-Conrail, with connecting service throughout the US, and six terminal railroads furnish service to industrial and marine facilities.

Motor Freight Carriers-10,000 registered common carrier trucks serve the Port District each business day. Over 420 carriers provide local and long haul service.

Port Steamship Service-Ships of 110 steamship lines and agencies carry cargos and passengers from and to the leading ports of the world. The New York City Passenger Ship Terminal on the Hudson River between 48th and 52nd Streets served 460,197 passengers in 1984, mostly on cruises.

CARRIERS SERVING THE PORT AUTHORITY BUS TERMINAL:

Intercity Bus Lines
Short Haul Carriers
Arrow Bus Co., Inc.
Boulevard Transit Lines, Inc.
Carefree Bus Service
Community Transit Lines, Inc.
DeCamp Bus Lines
Domenico Bus Service, Inc.
The Hudson Bus Transportation Co., Inc.
Lakeland Bus Lines, Inc.
[illegible] Bus Service, Inc.
North Boulevard Transportation Co.
Rockland Coaches, Inc.

Long Haul Carriers
Adirondack Transit Lines (Adirondack Trailways)
American Buslines (Continental Trailways)
Asbury Park-New York Transit Corp.
Bieber Tourways
Blue & Grey Transit, Inc.
Bonanza Bus Lines, Inc.
Caravan Coach Lines, Inc.
Central Transit Lines, Inc.
Empire Bus Line, Inc. (Leprechaun Line)
Evergreen Equipment Corp.
Frank Martz Coach Company
Garden State Coachways
Greyhound Lines, Inc.
Hudson Transit Lines, Inc.
International Bus Services, Inc.
Lakeland Bus Lines, Inc.
Leisure Time Tours, Inc.
NJ Transit Bus Operations, Inc.
New York-Keansburg-Long Branch Bus Co., Inc.
Real Transit
Suburban Transit Corp.
Trailways Edwards, Inc.
Trailways of New England, Inc.
Trans-Bridge Lines, Inc.
West Hunterdon Transit Company, Inc.

AIRLINES SERVING THE NEW YORK-NEW JERSEY METROPOLITAN REGION

Scheduled Airlines and Certified Cargo Carriers.
Airports-The regional airport system serving the New York-New Jersey metropolitan area, operated by the Port Authority, comprises John F. Kennedy International and LaGuardia Airports in Queens, and Newark International and Teterboro Airports in northern New Jersey. Kennedy handles most international flights and long distance domestic flights. The Air Cargo Center, the largest in the world, handles approx. one million tons a year between major cities in the US and worldwide markets. LaGuardia handles short and medium range flights. Newark International, recently rebuilt by the Port Authority, handles both domestic and international flights, and has a cargo center second in size only to Kennedy Airport. Teterboro, operated by Pan American World Airways under agreement with the Authority, handles general aviation traffic only.

AIRLINES SERVING METROPOLITAN AIRPORTS	**Kennedy**	**LaGuardia**	**Newark**
US FLAG AIRLINES:			
Air Canada		•	
Air New England	•	•	
Air North		•	
American Airlines	•	•	•
Bahamasair			•
Capitol International Airways	•		
Continental			•
Delta Airlines	•	•	•
Eastern Airlines	•	•	•
Empire Airlines			•
Midway Airlines		•	
New York Air		•	•
New York Helicopter	•	•	•
Northwest Airlines	•	•	•
Ozark Airlines		•	
Pan American World Airways	•	•	•
People Express			•
Piedmont Airlines		•	•
Ransome Airlines			•
Republic Airways		•	
Trans World Airlines	•	•	•
United Air Lines	•	•	•
USAir	•	•	•
World Airways			•
AIR CARGO ONLY:			
Airborne Express	•		•
Arrow	•		
China Airlines	•		
Federal Express			•
Flying Tiger Line	•		
Summit	•		•
Trans Mediterranean Airways	•		
Viking International			•
Zantop International			•
COMMUTER AIRLINES:			
Air North(Main Terminal)		•	
Allegheny(Main Terminal)		•	
Bar Harbor(Shuttle Terminal)		•	
Catskill Airways Inc.(Marine)		•	
Command Airways(Eastern)		•	
Commuter Airlines(Marine)		•	•
East Hampton Aire(Marine)		•	
Forde Aire(Marine)		•	
Island Helicopter(Marine)		•	
Mall Airways(Marine)		•	•
Montauk Caribbean(Marine)		•	
Pennsylvania Commuter			•
Pilgrim Airways		•	
Precision(Eastern)		•	
Provincetown/Boston(Eastern)		•	
Starflite(Marine)		•	

FOREIGN FLAG AIRLINES (serving Kennedy only)
Aer Lingus
Aerolineas Argentinas
Aeromexico
Air Afrique
Air Canada
Air France
Air India
Air Jamaica
Alia Royal Jordanian
Alitalia
Arrow Air
Avianca (Colombia)
British Airways
British West Indian Airways
Czechoslovakian Airlines
Dominicana (Dominican Republic)
Ecuatoriana
El Al Israel Airlines
Finnair
Global
Guyana
Hispaniola
Iberian Airlines of Spain
Icelandair
Japan Air Lines
KLM Royal Dutch Airlines
Korean Airlines
Kuwait Airlines
Lan-Chile
LOT Polish Airlines
Lufthansa German Airlines
Metro International
Nigerian Airways
Olympic Airways
Pakistan International Airlines
Royal Air Maroc
SABENA-Belgian World Airlines
SAS-Scandinavian Airlines System
Saudia
South African Airways
Swissair
TAP (Air Portugal)
TAROM Romanian Airlines
VARIG Airlines (Brazil)
VIASA Airlines (Venezuela)
Yugoslav Airlines

Mount Kisco

...is part of New York's rich Westchester-Rockland suburbs (total population 1.2 million, household income $43,313) covered by the morning, evening and Sunday editions of the...

Gannett Westchester Rockland Newspapers

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SUPPLEMENTAL AIRLINES (U.S. & Foreign):
Balair
Condor Air Service
LTU (Lufttransport Unternehmen)
Overseas National Airlines
Spantax S.A.
Transamerica

Air Terminals 1984

Totals at the Three Major Airports:	
Plane Movements	780,600
Passenger Traffic	56,700,000
Cargo-Tons	1,267,000
Revenue Mail-Tons	219,900
Kennedy International Airport:	
Plane Movements	290,400
Passenger Traffic (total)	26,452,000
Domestic	12,813,000
Overseas	13,639,000
Cargo-Tons	1,112,600
LaGuardia Airport:	
Plane Movements	291,800
Passenger Traffic	18,517,000
Cargo-Tons	35,400
Newark International Airport:	
Plane Movements	198,400
Passenger Traffic	731,000
Cargo-Tons	119,000

Cumulative PA Investment in Air Terminals (in thousands) $1,516,000

3 - POPULATIONS:	**80 Census**	**85 Est.**
Total Corporate City	7,071,030	7,176,316
Bronx	1,169,115	1,198,167
Kings(B'klyn.)	2,230,936	2,203,992
New York(Manh.)	1,427,533	1,445,858
Queens	1,891,325	1,961,082
Richmond	352,121	367,217

City Zone: Consists of corporate limits New York City, plus cities of Bayonne, Hoboken, Jersey City and Union City, towns of Guttenberg and West New York, and township of Weehawken, all in Hudson County, NJ.

Retail Trading Area Populations: Extends north to Cornwall-on-Hudson, NY, east to Patchogue, NY, south to Silverton, NJ, west to Washington, NJ, all of these places being 50 mi. from the heart of Manhattan.

Within this area there are numerous daily newspaper centers that have their own retail trading areas. Users of the Market Guide should consult the surveys of these cities for more detailed information.

Retail Trading Zone: The largest towns in retail trading zone, Yonkers, NY, Mt. Vernon, NY, Newark, NJ, Passaic, NJ, Patterson, NJ, Elizabeth, NJ, The Oranges, NJ.

Corp. City (5 Boros)
80 Cen. 7,071,030; E&P 85 Est. 7,176,316
TIMES: NDM-ABC:
(80) 18,291,134
NEWS and POST ABC:
CZ-ABC: (80) 7,517,973
RTZ-ABC: (80) 9,202,288
City & RTZ-ABC: (80) 16,720,261
PMSA 80 Cen. 8,274,352; E&P 85 Est. 8,410,331

4 - HOUSEHOLDS:	**80 Census**	**85 Est.**
Total Corporate City	2,788,221	2,919,570
Bronx	429,191	454,322
Kings(B'klyn.)	828,257	843,968
Manhattan	704,259	735,965
Queens	711,940	761,956
Richmond	114,574	123,359

TIMES: NDM-ABC:
(80) 6,574,166
NEWS and POST ABC:
CZ-ABC: (80) 2,954,577
RTZ-ABC: (80) 3,069,725
City & RTZ-ABC: (80) 6,024,302
PMSA 80 Cen. 3,197,944; E&P 85 Est. 3,353,270

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings Banks:		
Bronx	3	$5,601,413,000
Brooklyn	11	$25,034,590,000
Manhattan	7	$19,145,316,000
Queens	4	$2,574,206,000
Richmond	3	$1,223,170,000
Total Entire City	28	$53,578,695,000

NOTE: Banking Laws in NY State permit branch banking throughout the city and into adjacent counties, hence accurate figures for a specific portion of this area are not possible.
Source: Savings Banks Assn. of NY State Dec. 31, 1984.

6 - PASSENGER AUTOS: Bronx 210,568; Kings (Brooklyn) 383,538; New York (Manhattan) 166,904; Queens 617,161; Richmond (Staten Island) 176,378; Total Pd. Registrations New York City 1984: 1,554,549. Commericial Trucks; Trailer, Motorcycle & Moped, Bus, Taxi, Ambulance, Rental Cars & Farm Vehicles).
Source: State of N.Y. Dept. of Motor Vehicles. 1984.

7 - ELECTRIC METERS: (Residential) Bronx 301,190; Brooklyn 675,283; Manhattan 489,355; Queens 589,091; Richmond 113,040; Total 2,167,959.
(Commercial & Industrial): Bronx 34,445; Brooklyn 101,140; Manhattan 101,402; Queens 65,277; Richmond 9,130; Total 311,394.
Source: Consolidated Edison Co. of New York, Inc., to the NY State Public Service Commission for the year ended Dec. 31, 1984.

8 - GAS METERS: Brooklyn Union Gas Co., Sept. 30, 1984, Brooklyn 645,055; Queens 334,680; Richmond 100,058; Total 1,079,793.
Consolidated Edison Co., Dec. 31, 1984 (Residential) Bronx 260,427; Manhattan 318,423; Queens 169,813; Total 748,663; (Commercial & Industrial): Bronx 15,965; Manhattan 38,014; Queens 12,959; Total 66,938. Brooklyn Union Gas Co., Sept. 30, 1984, (Commercial & Industrial): Total for Brooklyn, Staten Island, and part of Queens 31,652. Long Island Ltg. Co. provides gas in part of Queens County.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners, (in thousands), New York City, 1984-Mfg. 431.9; Durable Goods 120.1; Lumber, Wood Prod. 3.3; Furniture, Fixtures 8.7; Stone, Clay, Glass Prods. 3.8; Primary Metal Industries 3.4; Fabricated Metal Prods. 18.7; Nonelectrical Machinery 12.9; Electrical & Electronic Machinery 24.8; Trans. Equipment 4.6; Instruments, Related Prods. 7.4; Nondurable Goods 311.8; Food & Kindred Prods. 23.2; Tobacco Mfgs. 2.7; Textile Mill Prods. 19.3; Apparel & Other Finished Prods. 118.9; Paper & Allied Prods. 13.9; Printing & Publishing 94.2; Newspapers 16.3; Periodicals 25.3; Books 16.1; Drugs 4.5; Chemicals & Allied Prods. 20.9; Petroleum & Coal Products 1.6; Rubber & Misc. Plastics Prods. 6.6; Leather & Leather Prods. 10.5; Misc. Mfg. 32.2; Mining 1.3; Construction 93.8; Transportaion & Public Utilities 237.1; Railroad Transportation 3.4; Air Transportation 45.7; Other Transportation 81.4; Communication 83.0; Electric, Gas, & Sanitary Services 24.0; Wholesale & Retail Trade 627.2; Building Materials & Garden Supplies 7.1; Department Stores 50.6; General Merchandise Stores 62.2; Food Stores 61.6; Auto Dealers & Service Stations 16.1; Apparel & Accessory Stores 42.7; Furniture & Home Furnishings Stores 17.6; Eating & Drinking Places 118.6; Miscellaneous Retail Stores 56.5; Finance, Insurance & Real Estate 500.9; Hospitals 126.3; State Education 3.9; Local Education 141.6; Services & Misc. 1,005.6; Government 534.6; Total 5,300.4.
Source: NY State Dept. of Labor. Prepared in the NY State Dept. of Commerce, Division of Economic Research & Statistics, December 31, 1984.

10 - CLIMATE: Normal Mean Temp.-Spring 52.2; Summer 77.7; Fall 59.5; Winter 37.9; An. Av. 56.0; Annual precipitation av. 80.56 in. (Source: Natl. Weather Service).

11 - TAP WATER: Three major sources of water supply through the Catskill & Delaware (Neutral, soft; neutral, av. pH 7.0); Croton (Moderately hard, alkaline, av. pH 7.1). Av. consumption per day in City during 1984: 1,413.2 M.G.D.; outside communities 113.9 M.G.D.; Combined 1,527.1 M.G.D. New main city feeder under construction. Water is fluoridated.
(Source: Dept. of Environmental Protection Sept. 1985.)

12 - RETAILING: Principal Shopping Districts
Bronx Borough (Bronx County)
Retail distribution in the City requires study of shopping districts that have developed from original neighborhood sections to expanded centralized retail areas. Every type of retail outlet from small specialty shops and corner drug stores, to most modern large department stores and national chain outlets, may be found in some of these centers. A partial list follows.
183rd Street-King Korn Stamps; Barton Candy; Florsheim Shoes; Red Cross; Coward.
Fordham Road, Grand Concourse E. to 3rd Ave.: Alexander's; Lerners; Plymouth Shops; Woolworth; Sears-Roebuck; Bond; Ripley; Shoes by Regal; National; Kitty Kelly; Miles; Thom McAn; Florsheim; Fayva; Adler; Sachs Furn.; Castro Convertible; Barton's Candy; Busch Jewelers.
Fordham Road, Jerome Ave. to Grand Concourse: Woolworth; Modell's; Singer; Thom McAn.
149th St. and 3rd Ave.: Howard; Ripley; McCrory; Green's; Sach's Furniture; Castro Convertible; Shoes: National, Florsheim, Flagg Bros, Alexander's.
Department Stores: Alexander's; Wertheimer Stores Corp.
Variety Stores: B&L; Frank Bee; Kay & Eff; Woolworth; M.H. Lamston; McCrory.
Discount Stores: Alexander's; Franklin; Honig's Parkway.
Principal Supermarkets: A&P; Altagracia; Baychester Consumer Cooperative; Concourse Food Corp.; D'Urso Supermarkets; Domino Supermarkets; E & B; E&W Foods; Fedco Foods; Food City; Foodman; Gristede Bros.; Merit Farms; Met Food Stores; Modern Food Centers; Olinsky's Supers; Pioneer Mkts.; Ragonese's IGA; Shopwell, Inc.; Sloan's Associated.

Brooklyn Borough (King's County)

Principal Shopping Area is between Borough Hall and Flatbush Ave. on Fulton St. This section is close by Brooklyn Civic Center Stores.
Department Stores: Abraham & Strauss; Martin's; May's; Alexander's; Sears; Macy's.
Ladies Shops: Lerner's; Plymouth; Goodwin's; Lynns.
Men's Clothing: Bond; Howard; Benhil; Wallach's; B&B Lorry's.
Ladies Shoes: Baker's; Chandler; Carlyle Bootery; Coward; Miles; National; Simco; Fabco; Fayva; Selby.
Men's Shoes: Adler; Florsheim; Flagg; Hardy; Father & Son; Thom McAn; Regal; Wallabee.
Drug: Crown Pathmark; Rexall; Whelan; Silver Rod.
Candy: Barricini; Barton; Loft's; Russell Stover.
Discount Stores: Buy Rite; Century Value Center; Discount City; B.D's.; Sid's Bargain Mart; Time Square Stores.
Variety Stores-Lamston; Grand General Stores; Payless; Value City; Thrifty's; King Solomon Stores; Kresge's; Newberry; Jahn's Bargain Stores.

Other Chain Stores: Castro; Sachs; Singer Co.; Busch Jewelry.

Retail Centers along Flatbush Ave. at main thoroughfares such as Times Plaza and Park Pl., Rogers, Church and Newkirk Aves. and Cortelyou Rd. and Kings Highway in Flatbush section. Fifth, Sixth and Seventh Avenues in Park Slope Section. In South Brooklyn, a number of blocks on Fifth Ave., Broadway from Myrtle Ave. to the intersection of S. 8th and Havemeyer St., near East River, in Williamsburg and Bushwick sections, mostly local retailers, merging with light industry close to the river. Also Broadway at Flushing Ave. and at Lexington Ave. Others on Knickerbocker, Wilson, Ralph, Reid, Throop, Tompkins, Sumner and Nostrand Aves.

In Bedford section Nostrand, Franklin and Flatbush Aves., Manhattan Ave. in Greenpoint section. Third, Fourth, Fifth and Seventh Aves. in Bay Ridge. Mermaid Ave. in Coney Island and in shopping center that is part of Gravesend housing project.

In densely populated East New York and Brownsville sections, Pitkin and Sutter Aves. including stores such as Ripley, Thom McAn, Miles.

Other retail sections through Brooklyn are Canarsie, Red Hook, Fort Greene, Bedford-Stuyvesant, Crown Heights, Cypress Hills, Ulmer Park, New Utrecht and East Flatbush.
Principal Supermarkets: A&P; Ahmad; C-Town; Charles Scaturro & Sons; D'Agostino; Danza; Dominick Coluccio; El Faro; Miehle's Key Mkts.; Royal Farms; Speedway Food; Sunnydale Franchise System; Town Fair.

Manhattan Borough (New York County)

Many shopping areas all over the borough. Most famous is along Fifth Ave., where from 34th to 59th Sts., many well known chain stores are located. Among them: Bergdorf Goodman, Harry Winston, Tiffany, Mark Cross, Ciro Pearls, Steuben Glassware, Elizabeth Arden, Chandler Shoes, Gucci, Fortunoff, Plymouth Shops, Cartier Jewelry, Saks-Fifth Ave., Rogers Peet, Scribner's, Doubleday, Wallachs, Hoffritz, Florsheim, Russell Stover, Woolworth, Lerner's, Wise Shoe, Blackton, Lane Bryant, Feminette, Miller, Barton's, Lord & Taylor, Selby Shoes, W&J Sloane, Miles Shoes, Red Cross Shoes, Bond Clothes, Hallmark, B. Altman.

From Herald Square (34th St. & the Avenue of the Americas) along 34th a most complete shopping area. Stores along the 34th St. area include Gimbels, Macy's, Florsheim 2, Baker's Shoes, Red Cross Shoes, Fanny Farmer, Hoffritz, John Ward, Barton, Barricini, Woolworth, Simco, Miles Shoe, National Shoe, Wise Shoe, Busch Jewelers, Whelan Drug, Sach's Furniture, Castro, Singer, John's Bargain Store.

Other areas on Madison Ave. from 42nd to 59th; 59th St. and Lexington Ave. (Bloomingdale's Dept. Store; Alexanders).

Broadway, longest avenue in city, extends from the Battery at lower end of Manhattan, through entire borough. Character of Broadway changes from financial district around Wall St. to wholesale areas from Chambers St. to about 8th St., then primarily small retail outlets and office buildings to Columbus Circle with the exception of Union and Herald Squares and the entertainment and theatrical vicinity of Times Square (42nd St.). Above 59th St., Broadway is comprised of smaller retail outlets more typical of residential neighborhoods and centered around the major subway stations. Around Union Square: May's, The Fair, and others.

Other important shopping districts in Manhattan: 8th Ave. at 125th St., 7th Ave. at 14th St., 23rd St., 3rd Ave. at 23rd St., 34th St., 42nd St., 59th St., 68th St., 79th St., 86th St., 96th St., 110th St., 116th St., 125th St., Lenox Ave. at 116th St., 125th St., 145th St., E. B'way and Division St., 207th St. from 10th Ave. to B-way., 231 St. & B-way.
Department Stores: Mays; Macy's; Gimbel's; Altman's; Alexander's; Lord & Taylor; Bonwit Teller; Bergdorf Goodman; Bloomingdale's; Blumstein's; Lane Bryant; W&J Sloane; Ohrbach's; Saks-Fifth Ave.; JCPenney; Sears-Roebuck.
Variety Stores: Jay's; Everyone's Stores; M. H. Lamston; McCrory's; G. C. Murphy; Woolworth; 88c Stores.
Discount Stores: Amsterdam Discount; Bargain World; Century 21; Mays.
Principal Supermarkets: A&P; Bleecker Super Mkts.; D'Agostino; Federation of Cooperatives, Inc.; Great Way; Gristede Bros.; Kane's; Lisa Super Mkts.; Peer Super Mkts.; Pioneer Super Mkts.; Pueblo International; Red Apple; Shopwell; Sloan's Supers; Smiler's Food Stores; Supermarkets General.

Queens Borough (Queens County)

Jamaica and Flushing have the two main shopping districts serving the borough's extensive single dwelling residential population. Jamaica's business area is along Jamaica Ave. from Sutphin Blvd. to 169th St. and to a lesser degree on Hillside Ave. bet. 150th and 172nd Sts. Stores include Goodwins, Gertz, Wilbur-Rogers, Michaels Bros., Henshaw, Spear's, Roaman's.

In Flushing from Sanford Ave. to Northern Blvd. Main St. are Howard, Kays, Wallachs, Thom McAn, Abramson's, Miles, Gertz, Alexander's, Michaels Bros., Lerner Shops. Roosevelt Ave. is shopping thoroughfare leading off of Main St.

Smaller shopping districts include Fresh Meadows, Richmond Hill, Woodhaven, Ozone Park, St. Albans, Forest Hills, Kew Gardens (Queens-Borough Hall), Jackson Heights, Astoria, Queens Village, Ridgeway and Far Rockaway.
Department Stores: G. Gertz; Alexander's; Bloomingdale's; Macy's; Master; May's; Sears; Lerner's; Abraham & Strauss.
Variety Stores: ABC; B&J; Ben Franklin; Silver Dollar; H.L. Green; Kresge's; Lamston; Woolworth.
Discount Stores: Alexander's; L.H. Martin Valu Center; Sunset Stores; Times Square Stores.
Principal Supermarkets: A&P; Carrozza; Conte Super Mkts.; Crystal's Supers; D'Urso; E&B; Federation of Cooperatives; First National; Foodarama; Food Pageant; The Food Warehouse; The Grand Union; Gristedes; King Kullen; Man-Dell; Meats & Treats; Melmarkets; Mid-Eastern Co-ops.; Olinsky; Pick-Quick Supers; Red Apple; Royal Farms; Charles Scaturo; Shell-Mar Foods; Shopwell; Supermarkets General; Trade Fair; Trunz; Waldbaum's.

Richmond (Staten Island) Borough

Eight Shopping Centers, largest of which is Port Richmond, where retail trade is along Richmond Ave. from Church St. to Hatfield Place, with a number of shops on Castleton Ave. Stores include Lerner, Woolworth, Richmond Dry Goods, Audrey Philips, Stone's, Norwood Shoes, Frankel's, Ripley, Archie Jacobson, Thom McAn, Lobel's, A.S. Beck and others.

Other shopping areas are Tompkinsville on Bay St. and Victory Blvd.; New Brighton and West Brighton on Castleton Ave.; Stapleton along Bay, Broad, Water and Canal Sts. around Tappen Park; Princess Bay on Amboy Rd.; New Dorp or New Dorp Lane; Great Kills on Amboy Rd., 7 mi. N of Princess Bay and Tottenville along Hyland Blvd. and Amboy Rd.

Stores in Tompkinsville include Nunn-Bush, Richmond Dry Goods, Suskind's, Sylvia's and others. In the two Brightons: Marie's, Goodman's, Krasner's and others.
Department Stores: Richmond Dry Goods Plaza; Lerner's.
Variety Stores: C.H. Martin; Kresge's; Woolworth; McCrory's.
Discount Stores: K mart; Major's; Masters.

Principal Supermarkets: A&P; Acme; Associated Super Mkts; Dougie "D" Foods; Finast; Waldbaum; Pathmark; Pantry Pride; South Beach Supermarket; Trunz.

NEW YORK CITY SHOPPING CENTERS

Name & Location	No. of Stores
Bronx:	
Bazaar Mall (Preston Way & Route 117)	60
Boston Post Rd. Ctr. (Boston Post Rd.)	12
Bruckner Plaza (Bruckner Blvd.)	30
Castle Hill (Castle Hill Ave.)	21
Kingsbridge Plaza (B'way. 233rd St.)	10
Brooklyn:	
Albee Square Mall (De Kalb Ave.)	80
Dykers Plaza (535-86 St.)	44
Flatlands (Ralph & Flatlands Aves.)	16
Flatlands (E. 102 & 103rd Sts.)	7
Fort Greene (Myrtle Ave.)	21
Glenwood (Flatland & Ralph Aves.)	9
King's Bay (Nostrand Ave.)	17
King's Plaza & Marina (Flatbush & Ave. U)	146
Ceaser's Bay Bazaar (Bay & Shore Pkwys.)	NA
Seaview Vlg. (Rockaway Pkwy. & Ave. M	12
Manhattan:	
Delano Village (Lenox A[illegible] & 139th St.)	NA
Grand Square (B'way & 125th St.)	NA
Manhattan Plaza (42nd/43rd Sts., 9th/10th Aves.)	NA
Park West (Columbus Ave.)	NA
Shoreview Towers (First Ave. & 85 St.)	NA
Queens:	
Barclay Square (Kissena Blvd., 41st Ave.)	NA
Bay Terrace (Bayside)	64
Beach 32nd St. (Far Rockaway)	NA
Beechcroft (Kissena Blvd., Elder Ave.)	14
Belle Harbor (Beach Channel Dr.)	12
Breezy Point (Forest Hills)	NA
Carlyle (Kissena Blvd.)	9
Crossroads at Whitestone (Whitestone)	9
Dayton Plaza (Rockaway Beach)	25
Expressway (99th St. Long Island Exprwy.)	NA
Far Rockaway (Motte Central Aves.)	32
Flatlands Mart (S/E/C Flatlands Ave., 108th St.)	12
Glen Oaks (255-55 Union Tpke.)	NA
Grand Union (Merrick Rd., Laurelton Pkwy.)	NA
Jackson Heights (31st Ave.)	20
Lefrak City (Junction Blvd. & 57th Ave.)	50
Northridge (Northern Blvd., Jackson Hts.)	NA
Queens Center (Queens & Woodhaven Blvd., L.I. Exprwy.)	74
Queens Plaza North (Long Island City)	NA
Rego City (57th Ave., 96 & 97 Sts.)	10
Rego Park (Queens Blvd., 63rd Rd.)	20
Rentar Plaza Mall (Queens)	NA
Whitestone (Cross Island Parkway)	NA
Yellowstone (Forest Hills)	NA
Staten Island:	
Fox Hills (Targee St.)	17
Greenridge Plaza (Richmond Ave.)	22
Green Tree Mall (Victory Blvd. Exprwy.)	20
Heartland Village (Richmond Ave.)	14
Hylan Plaza (New Dorp)	46
New Springville (Richmond Ave.)	21
Oakwood (Amboy Rd.)	12
Page & Amboy (Tottenville)	NA
Richmond Valley (Page Ave.)	7
Rosebank (Tompkins Ave.)	2
Southgate Center (Forest Ave.)	20
Staten Island Mall (Richmond Ave.)	150
Staten Island Plaza (Forest Ave.)	37

13 - RETAIL OUTLETS: Largest Department Stores

Bronx: Alexander's; Hearn's; Macy's; Lerner's; Plymouth Shops; Sears; Wertheimer.

Brooklyn: Alexander's; Abraham & Straus; Macy's; Mays; Lerner's; Plymouth Shops; Sears; Times Square Stores.

Manhattan: Alexander's; B. Altman; Bloomingdale; Gimbels; Lord & Taylor; Macy's; Saks-5th Ave.; Lerner's; Ohrbach's; Plymouth Shops; Bonwit Teller; Montgomery Ward; JCPenney; Melnikoffs.

Queens: Sterns; Montgomery Ward; Macy's; Abraham & Strauss; Sears; Abramson's; Bloomingdales; Alexander's; Lerner's; Ohrbachs; Times Square Stores.

Staten Island: Harry's; JCPenney; Garber's; Sears; Richmond Dry Goods; Lerner's; Macy's.

Leading Chain Drug Stores

Bronx: Baychester Co-op; Circle; Courtesy; Family; Leroy; Metropolitan; K & K; Parchester; Pathmark; Rite Aid; Stanken; Whelan.

Brooklyn: Courtesy; Pathmark; Harrico; Ketchum Distributors; Neergard; Rexall; Silver Rod; Thriftway; Whelan.

Manhattan: Block; Clearfield; Drug Mart; Duane Reade; Falk Drug Corp.; Liggett-Rexall; Pathmark; Prescriptions Ltd.; Rite Aid; Walgreen; Eastern Co.; Whelan.

Queens: Courtesy; Duane Reed; Genovese; Pathmark; Rexall; Whelan.

Staten Island: Neergaard; Pathmark; Rexall; Sav-On Drugs; Whelan.

Leading Grocery Supermarkets

Bronx: Altagracia 4; Domino 7; Baychester Consumers Co-op 3; Gristedes; Finast; Merit Farms; Food City 11; Pioneer 4; D'Agostino's 3; Grand Union 7; Associated 23; Shopwell 8; Sloans 3; Pathmark 2; Concourse Food Corp. 4; D'Urso 17.

Brooklyn: Danza 4; Bernstein Bros. 6; D'Agostino; Pioneer 3; Speedway 7; Miele-Key Mkts. 3; Associated; Key Food; Met; Waldbaums.

Manhattan: A&P 25; D'Agostino 15; Gristedes 81; Finast 30; Grand Union 6; Shopwell 22; Pathmark; Food Family 2; Food-O-Rama 3; Food Pageant 8; Smilers 10; Sloans; Shop Quick 6; Great Way 2.

Queens: A&P 21; Finast 10; Gristedes; Grand Union 7; Shopwell 5; Pathmark 4; Sloan's.

Staten Island: A&P 5; Grant City Food Market; Midland Superette; Pathmark 4.

Largest Variety Stores

Bronx: Woolworth; Kresge's; Green; Lamston; Newberry; McCrory 3.

Brooklyn: Woolworth; Kresge's; Green; Lamston; Newberry; McCrory 3.

Manhattan: Woolworth 30; Green 3; Lamston 20; Nichols 3; McCrory 3.

Queens: Woolworth 23; Kresge's 2; Green; Lamston 4; Nichols; McClellan 2; McCrory 3.

Staten Island: Woolworth 2; Kresge's 2; McCrory.

14 - NEWSPAPERS: Contact for Advertising and Merchandising DataRepresentatives.

Bronx Borough

No daily newspaper published in the Bronx.

Brooklyn Borough

CHALLENGE (m-mon to fri; sat) 72,000; pub. est. Sept. 1984. Thomas Watkins, Pub., 1368 Fulton St., Brooklyn, NY 11216; Tel. (718) 636-9500.

National Representative: None.

Manhattan Borough

DAILY WORLD (m-tues to sat) 43,644; sworn Oct. 1, 1984. Thomas Dennis, Gen. Mgr.; Micheal Zagarell, Editor; 239 W. 23rd Street, New York, N.Y. 10011; Tel. (212) 924-2523.

JOURNAL OF COMMERCE and COMMERCIAL (m-mon to fri) 20,758; Mar. 31, 1985 ABC. P. Robert Potesky, Adv. Dir., 110 Wall St., New York, NY 10005; Tel. (212) 425-1616.

National Representative: Knight-Ridder Newspaper Sales.

NEWS (m-mon to fri) 1,390,955; (sat) 1,085,252; (S) 1,773,676; Mar. 31, 1985 ABC. A.J. Calianese, Adv. Dir., 220 E. 42 St., New York, NY 10017; Tel. (212) 210-2096.

National Representatives: Chicago Tribune Newspapers.

POST (all day-mon to fri) 901,313; (sat) 616,800; Mar. 31, 1985 ABC. Patrick Smith, V.P./Adv., 210 South St., New York, NY, 10002; Tel. (212) 349-5000.

National Representatives: Braham/Newspaper Sales; Metropolitan Publishers.

TIMES (m-mon to fri) 1,013,211; (m-sat) 767,800; (S) 1,623,562; Mar. 31, 1985 ABC. Lance R. Primis, Senior V.P./Adv. Dir., 229 W. 43 St., New York, NY 10036; Tel. (212) 556-1234.

National Representative: Direct-through branch offices.

WALL ST. JOURNAL (Eastern Edition m-mon to fri) 777,900; (Total all editions m-mon-fri) 1,990,025; Mar. 31, 1985 ABC. Lee Heffner, V.P./Adv. Dir., Main Office-22 Cortlandt St., New York, NY, 10007; Tel. (212) 285-5000. Ad Offices (NYC)-420 Lexington Ave., 10170; Tel. (212) 808-6600.

National Representative: Direct-through branch offices.

Queens Borough

No daily newspaper published in Queens.

Richmond Borough

STATEN ISLAND ADVANCE (e-mon to fri) 73,042; (e-sat) 70,850; (S) 83,877; Mar. 31, 1985 ABC. Jack Fumari, Mkt. Mgr., 950 Fingerboard Rd., Staten Island, NY 10305; Tel. (718) 981-1234.

National Re[illegible]tative: Newhouse Newspapers Metro Suburbia.

NEWBURGH-BEACON

1 - LOCATION: E&P Map F-5 (Newburgh in Orange County PMSA; Beacon in Poughkeepsie MSA). Newburgh in Orange County on W bank of Hudson River; Beacon in Dutchess County on E bank of Hudson River; 60 mi. N of N.Y. City; 16 mi. S of Poughkeepsie; 90 mi. S of Albany; 1 mi. from N.Y. State Thruway; I-84.

2 - TRANSPORTATION: **Railroads**-Conrail; Erie-Lackawanna.

Motor Freight Carriers-10.

Intercity Bus Lines-Greyhound; Short; Flying Eagle; Fishkill; Mohawk.

3 - POPULATION:

Corp. Cities 80 Cen. 36,375; E&P 85 Est. 36,182

Newburgh 80 Cen. 23,438; E&P 85 Est. 23,013

Beacon 80 Cen. 12,937; E&P 85 Est. 13,169

CZ-ABC: (80) 59,122

RTZ-ABC: (80) 219,658

Counties/PMSA & MSA 80 Cen. 504,658; E&P 85 Est. 524,662

Dutchess County/MSA 80 Cen. 245,055; E&P 85 Est. 253,003

Orange County/PMSA 80 Cen. 259,603; E&P 85 Est. 271,659

City & RTZ-ABC: (80) 278,780

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

Corp. Cities 80 Cen. 12,956; E&P 85 Est. 13,616

Newburg 80 Cen. 8,565; E&P 85 Est. 9,084

Beacon 80 Cen. 4,391; E&P 85 Est. 4,532

CZ-ABC: (80) 20,306

RTZ-ABC: (80) 69,908

Counties/PMSA & MSA 80 Cen. 164,893; E&P 85 Est. 177,074

Dutchess County/MSA 80 Cen. 80,642; E&P 85 Est. 85,953

Orange County/PMSA 80 Cen. 84,251; E&P 85 Est. 91,121

City & RTZ-ABC: (80) 90,214

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	4	$273,669,000
Savings & Loan	2	$98,640,000
Commercial	12	$2,080,160,000

6 - PASSENGER AUTOS: Counties: Orange 152,104; Dutchess 149,709.

7 - ELECTRIC METERS: Residence: Newburgh 12,243; Beacon 7,220.

8 - GAS METERS: Residence: Newburgh 12,223; Beacon 9,532.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Newburgh: Textiles 2,440; Electronics 450; Tile 325; Pocketbooks 1,000; Trucking 3,352; Aviation & Cargo Transport 700; Plastics 500; Metropolitan Transit Authority; Military Academy 8,300. Beacon: Research 1,160; Printing 565; Electronics 19,750; Apparel 200; Furniture 154.

Principal Industrial Pay Days-Newburgh: Wed., Thur., Fri.; Beacon: Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-48; Summer 58-95; Fall 55-79; Winter 3-46. First killing frost, Oct. 8; last killing frost, May 1.

11 - TAP WATER: Newburgh: Alkaline, soft; Beacon: Neutral, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Newburgh-Newburgh Mall; Vails Gate Plaza; Mid-Valley Mall; Beacon-Main Street; Fishkill-Dutchess Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mid Valley Mall(47)	NA	JCPenney, Woolworth
Newburgh Mall(70)	NA	Sears, Caldor, Howlands
Zayre Plaza(22)	NA	Zayre
Big V Plaza	NA	Shoprite
Dutchess Mall(75)	NA	Service Merchandise
South Hill Mall(72)	NA	K mart, Sears

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Lloyd's; Caldor; Howlands.

Variety Stores-Woolworth; Sears; Caldor's; Value City; Howland's; Big V; Albany Market.

Discount Stores-Zayre; Value City.

Chain Drug Stores-Rexall; Rite Aid; Dixi 2; Fay's; CVS.

Chain Supermarkets-Grand Union 4; Shop-Rite 3; A&P 2; Weiss Markets; Waldbaum's.

Other Chain Stores-Miles; Thom McAn; Radio Shack 2; Firestone 2; General Tire; Regal Shoe; Fayva; Cranes; Royce Shoe; Goodyear; Cumberland Farms; Singer; Wickes Lumber; Lloyd Lumber; Aubuchon 2.

14 - NEWSPAPERS: NEWS (e) 15,381; (S) 15,439; Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: John D. Weinman, Adv. Mgr., NEWS, 85 Dickson St., Newburgh, NY 12550; Tel. (914) 561-3000.

National Representative: Thomson Newspapers.

NIAGARA FALLS

1 - LOCATION: Niagara County (PMSA). E&P Map B-3. Niagara Power project site. Electrochemical, abrasive & metallurgical mfg. center. 23 mi. NW of Buffalo on Niagara River.

2 - TRANSPORTATION: **Railroads**-Conrail; Lehigh Valley; Erie-Lackawanna; Pere Marquette; West Shore; Mich. Central; Wabash; Canadian Nat. & Niagara Junction (all are freight only).

Motor Freight Carriers-55.

Intercity Bus Lines-Niagara Frontier Transportation (Metro Bus); Greyhound; Canada Coach.

3 - POPULATION:

Corp. City 80 Cen. 71,384; E&P 85 Est. 62,725

CZ-ABC: (80) 95,087

RTZ-ABC: (80) 40,345

County/PMSA 80 Cen. 227,101; E&P 85 Est. 221,972

City & RTZ-ABC: (80) 135,432

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:

Corp. City 80 Cen. 27,272; E&P 85 Est. 25,277

CZ-ABC: (80) 34,910

RTZ-ABC: (80) 12,971

County/PMSA 80 Cen. 80,258; E&P 85 Est. 80,661

City & RTZ-ABC: (80) 47,881

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$373,685,000
Savings & Loan	1	$143,132,289
Commercial	5	$245,618,000

6 - PASSENGER AUTOS: County 112,281.

7 - ELECTRIC METERS: Residence 47,000.

8 - GAS METERS: Residence 30,181.

9 - PRINCIPAL INDUSTRIES: Chemical Abrasives, Metallurgical, Paper Pdts. (16,684 employees). Av. Wkly. Wage $293.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-54; Summer 60-76; Fall 44-54; Winter 26-44.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 on Main St.; 23 blocks on Pine Ave.; Military Rd. from Pine Ave. to Saunders Settlement Rd.; 93-store mall.

Neighborhood Shopping Centers-12 blocks on Buffalo Ave. (La Salle sec); 4 on 18th St.; shopping plazas on N. Main St., Pine Ave., Portage Rd., Military Rd., and at Lewiston; mall on Williams Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Rainbow Center		Beirs
Niagara Factory Outlet		
Haeberle(6)	NA	Portage Pharmacy
Military Square Plaza(11)	NA	Century Housewares
Mil-Pine Plaza(9)	NA	Tops Mkt.
Pine Plaza(22)	NA	Super Duper
Summit Park Mall(66)	NA	AMA's Jenss, Sears
Factory Outlet Mall (50)	NA	

Principal Shopping Days-Mon., Wed., Thur., Sat.

Stores Open Evenings-City-Mon., Thur., Fri.; Plazas-every eve.

13 - RETAIL OUTLETS: **Department Stores**-Beirs; Jenss 2; Sears; AM&A.

Discount Stores- Jupiter; K mart; Brand Names.

Chain Drug Stores-Rexall; Stines; Coulson 2; Rite-Aid 4; Brooks; Fays 2.

Chain Supermarkets-Super Duper 2; Bell's; Wilson Farms; Tops 5; B Kwik.

Other Chain Stores-Shoes: Shoetown; Kinney; Gallenkamp; Regal; Thom McAn 2; Clothing: Richmond Bros.; Motherhood Maternity; Merry-Go-Round; Chess King; Casual Corner; Lerner's; Norban; Auto Supplies: Firestone; Goodrich; Goodyear; General Tire; Paints: Sherwin-Williams; Color Your World; Crandall; Color Tile; Gordon Jewelers; Child World; The Gap; Cavage's; Fredericks of Hollywood; General Nutrition; Jewelry: Jaccord; Zales.

14 - NEWSPAPERS: GAZETTE (m) 29,089; (S) 30,793; Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: Lawrence Corvi, Adv. Dir., GAZETTE, 310

Niagara St., Niagara Falls, NY 14303; Tel. (716) 282-2311.

National Representatives: Gannett Media Sales; U.S. Suburban Press.

NORTH TONAWANDA-TONAWANDA

1 - LOCATION: Niagara & Erie Counties (Tonawanda in Buffalo PMSA, North Tonawanda in Erie Co. & Niagara Co. & Niagara Falls PMSA). E&P Map B-3. 9 mi. from Niagara Falls and 10 mi. from Buffalo on Hwys. 62, 265, 324, 384, 425, 429; on Erie Barge Canal at junction with Niagara River.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-4.
Intercity Bus Lines-Metro Bus.
Airlines-American; United; USAir; Eastern.

3 - POPULATION:
Corp. Cities 80 Cen. 54,453; E&P 85 Est. 51,479
North Tonawanda 80 Cen. 35,760; E&P 85 Est. 34,603
Tonawanda 80 Cen. 18,693; E&P 85 Est. 16,876
CZ-ABC: (80) 54,453
RTZ-ABC: (80) 114,531
Counties/PMSAs 80 Cen. 1,242,573; E&P 85 Est. 1,237,791
Niagara County/PMSA 80 Cen. 227,101; E&P 85 Est. 221,972
Erie County/PMSA 80 Cen. 1,015,472; E&P 85 Est. 1,015,819
City & RTZ-ABC: (80) 168,984

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 19,549; E&P 85 Est. 18,596
North Tonawanda 80 Cen. 12,868; E&P 85 Est. 12,489
Tonawanda 80 Cen. 6,681; E&P 85 Est. 6,107
CZ-ABC: (80) 19,549
RTZ-ABC: (80) 40,731
Counties/SMSA 80 Cen. 445,373; E&P 85 Est. 457,783
Niagara County/PMSA 80 Cen. 80,258; E&P 85 Est. 80,661
Erie County/PMSA 80 Cen. 365,217; E&P 85 Est. 377,122
City & RTZ-ABC: (80) 60,280

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	NA
Savings & Loan	2	NA

6 - PASSENGER AUTOS: (Counties) Erie 493,388; Niagara 112,281.

7 - ELECTRIC METERS: Residence 20,706.

8 - GAS METERS: Residence 16,018.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Chem., Plastics, Paints 797 ($320); Paper & Allied Products 53 ($330); Machine Shop Metal Trades 172 ($340).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-50; Summer 60-94; Fall 45-58; Winter 20-33. First killing frost, Oct. 21; last killing frost, Apr. 27.

11 - TAP WATER: Medium hard.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Main St.; 1 each on Broad, Young, Niagara Sts., Tonawanda; 2 on Webster St., N. Tonawanda.
Neighborhood Shopping Centers-3 blocks at Oliver and Wheatfield Sts., N. Tonawanda; Wurlitzer Park; Green Acres Plaza; Colvin Eggert Plaza; Parkview Plaza.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Midcity Plaza(25)	3	Bell's, Sav-Rite
Blvd. Mall(77)	4	Kleinhans, Jenss, JCPenney
Sheridan Plaza(37)	4	AM&A, Bergers
Northtown Pl.	5	AM&A, Bergers
Del-Ton Plaza(15)	2	Rite Aid
Powerline Plaza	2	Rite Aid
Rainbow Centre(65)	11	Bell's
Summit Park Mall(66)	5	Sears, McCrory, Jenss, AM&A

Principal Shopping Days-Thur., Fri., Mon., Sat.
Stores Open Evenings-Mon.-Sat. until 9 p.m.

13 - RETAIL OUTLETS:
Discount Stores-Ames; Valu; Hill's.
Variety Stores-G. C. Murphy.
Chain Drug Stores-Leader; Rite Aid 6; P.K. 2; Brooks; CVS, 3; Fay's 2.
Chain Supermarkets-Bell Mkts 2; Super Duper 2; Tops 2.
Other Chain Stores-Endicott-Johnson; Kinney; Dunlop Tire; Firestone; Goodyear.

14 - NEWSPAPERS: NEWS (e-mon to fri) 14,759; (m-sat) 14,800; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Gerald Fitzgerald, Adv. Dir., NEWS, 435 River Rd., North Tonawanda, NY 14120; Tel. (716) 693-1000.
National Representatives: Landon Associates; U.S. Suburban Press.

NORWICH

1 - LOCATION: Chenango County. E&P Map D-4. County Seat. On Chenango River, 42 mi. N of Binghamton, 50 mi. S of Utica, 65 mi. SE of Syracuse. On State Hwys. 12, 23, 319.

2 - TRANSPORTATION: **Railroads**-Erie & Lackawanna (freight).
Intercity Bus Lines-Shortline.
Airlines-Midstate; Airport Chartered Service.

3 - POPULATION:
Corp. City 80 Cen. 8,082; E&P 85 Est. 7,955
County 80 Cen. 49,344; E&P 85 Est. 51,163
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,521; E&P 85 Est. 3,062
County 80 Cen. 16,858; E&P 85 Est. 18,077

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$270,000,000
Savings & Loan	1	$26,000,000
Mutual Savings	1	$32,000,000

6 - PASSENGER AUTOS: County 23,440.

7 - ELECTRIC METERS: County 11,833.

8 - GAS METERS: County 3,345.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Pharmaceutical 1,200; Textile 400; Aircraft Parts 450; Metal Working 335; Footwear 500; Food Proc., Storage, Shipping 800.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-75; Summer 60-90; Fall 35-75; Winter 15-34.

11 - TAP WATER: Very soft, fluoridated.

Buying or Selling . . .
Ad messages in *Editor & Publisher* in these 1986 "event" issues will help you:

January 4—Business Review and Forecast Issue
January 25—INAME Winter Meeting
February 1—Computers/Newspapers
March 15—Newspaper in Education Week Conference
April 5—ASNE Convention
April 19—ANPA Convention
April 26—ANPA Post-Convention Issue
May 17—INFE Convention; INPA Conference
May 24—ANPA Operations Management Conference Planning Issue
May 31—E&P Annual Linage Issue
June 21—ANPA Operations Management Conference; ANCAM Convention
June 28—ANPA Operations Management Post-Conference Issue; ICMA Conference
July 26—INAME Summer Meeting; E&P Annual Syndicate Directory
August 9—Auto and Fleet Issue
September 20—NNA Convention
September 27—E&P Color Issue; Western Newspaper Production Conference
October 4—SNPA Conference; National Newspaper Week
October 18—AP Managing Editors Conference
December 6—E&P Special Trademark Section
December 27—E&P 1987 Journalism Awards and Fellowships Directory

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Great American Plaza(9)	NA	Great American, Ames, Family Bargain
Norwich(15)	NA	Jamesway, Grand Union

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-McLaughlin's
Discount Stores-Ames, Jamesway
Chain Drug Stores-Carl, Rite Aid, Fayes
Chain Supermarkets-Grand Union, A&P, Great American
Other Chain Stores-Sears (catalog), Bern's, Endicott-Johnson, Nat'l. Auto, Mila Fabrics, Montgomery Ward, Emily Lawrance, Napa Auto, Champion

14 - NEWSPAPERS: SUN (e-mon to fri) 6,871 sworn Sept. 30, 1984
Local Contact for Advertising & Merchandising Data: Robert E. Deuel, Gen. Mgr., SUN, 45-47 Hale St., Norwich, NY 13815; Tel. (607) 334-3276.
National Representative: Landon Associates

NYACK

1 - LOCATION: Rockland County (In New York PMSA). E&P Map F-6. On New York State Thruway, Garden State Pkwy., Route 59 & 17.

2 - TRANSPORTATION: Railroads-Metro North, New Jersey Transit
Motor Freight Carriers 1
Intercity Bus Lines-Mohawk, Rockland, Short Line, Red & Tan

3 - POPULATION:
Corp. City 80 Cen. 6,428; E&P 85 Est. 6,473
NDM-ABC: (80) 259,530
County 80 Cen. 259,530; E&P 85 Est. 266,678
PMSA 80 Cen. 8,274,352; E&P 85 Est. 8,410,331
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,657; E&P 85 Est. 2,773
NDM-ABC: (80) 77,905
County 80 Cen. 77,905; E&P 85 Est. 82,637
PMSA 80 Cen. 3,197,944; E&P 85 Est. 3,353,270

5 - BANKS	NUMBER	EST. DEP.
Commercial	8	$1,310,927,000
Savings	11	$873,835,000
Savings & Loan	5	$492,032,000

6 - PASSENGER AUTOS: County 169,479

7 - ELECTRIC METERS: Res. County 80,802

8 - GAS METERS: Res. County 63,531

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 16,000 ($455); Contract Construction 3,400 ($379); Transportation & Public Utilities 4,100 ($462); Wholesale & Retail Trade 20,800 ($234); Finance, Insurance and Real Estate 3,500 ($336); Services 22,000 ($270).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Centers-Rockland Plaza, Nanuet Mall, Nanuet; Pacesetter Park, Ponoma; Samsondale Plaza, West Haverstraw; Main St. & Broadway, Nyack; Central Ave., Pearl River; Lafayette Ave., Suffern; Main St., Spring Valley; Main St. & Broadway, Haverstraw; Main St., New City.
Principal Shopping Days-Thur. through Sun.

13 - RETAIL OUTLETS: Department Stores-Sears, Bambergers, Caldor, Marshall's.
Variety Stores-Woolworth, Newberry
Chain Supermarkets-Shop Rite, A&P, Grand Union, Waldbaums, Pathmark, Food Emporium, Foodtown, Stop 'N Shop
Other Chain Stores-National, Firestone, Strauss, Lightning, Pergament Paint, Rickels, Huffman-Koos, Sandler & Worth, Childworld, Channel Lumber, Trader Horn.

14 - NEWSPAPERS: JOURNAL-NEWS (e) 45,502; (S) 50,608; March 30, 1985 ABC.
Local Contact for Advertisng and Merchandising Data: Gannett Media Sales, 535 Madison Ave., New York, NY 10022; Tel. (212) 715-5300.
National Representative: Gannett Media Sales.

OGDENSBURG

1 - LOCATION: St. Lawrence County, E&P Map D-1. Only U.S. Harbor on the St. Lawrence River. Whol. & ret. ctr. of a three-county area in northern N.Y. Major distributing ctr. for gasoline, oil & coal. Site of St. Lawrence Seaway & Power Projects. Bridge to Canada. 130 mi. N of Syracuse; 60 mi. N of Watertown; 60 mi. S of Ottawa; 115 mi. W of Montreal; 220 mi. E of Toronto.

2 - TRANSPORTATION:
Intl. Bridge provides fast truck & car connections with Canada. Also, Ogdensburg Bridge & Port Authority-Port of Ogdensburg.
Motor Freight Carriers-5
Freight Steamship Lines-2
Intercity Bus Lines-Thousand Island
Airport-Broadway Air

3 - POPULATION:
Corp. City 80 Cen. 12,375; E&P 85 Est. 11,378
County 80 Cen. 114,254; E&P 85 Est. 115,166
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 4,204; E&P 85 Est. 3,427
County 80 Cen. 35,801; E&P 85 Est. 37,252

5 - BANKS	NUMBER	DEPOSITS
Savings	1	$63,632,393
Savings & Loan	1	$14,342,140
Commercial	3	$198,000,000

6 - PASSENGER AUTOS: County 44,316

7 - ELECTRIC METERS: Residence 4,382

8 - GAS METERS: Residence 3,557

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage): State Hosp. 1050 ($269); Shade Rollers 150 ($200); Off. Equip. 153 ($225); Drapery Hdwe. 100 ($240); Office Sup. 250 (N.A.); Telephone Components 325.
Principal Pay Days-Wed., Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-70; Summer 40-94; Fall 40-70; Winter -28-35. First killing frost, Oct. 15; last killing frost, Apr. 1.

11 - TAP WATER: Normal; Fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Ford St., 2 on State St.
Neighborhood Shopping Centers-2 blocks on E. Ford St., 2 blocks on Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Seaway Ctr.(13)	2	P&C, Sears
Park Plz.(30)	1	
Charlestown Mall(20)	NA	

Principal Shopping Days-Tues. through Sun.
Stores Open Evenings-Shpg. ctrs. every evening, Sun. 1-6 p.m.

13 - RETAIL OUTLETS: Department Stores-Ames
Discount Stores-Ames, K mart
Chain Drug Stores-B.O. Kinney, Fays Drugs
Chain Supermarkets-Great American, Eddy's Mkt., P&C, Super Duper
Other Chain Stores-Singer Co., Sperlings Furn., Goodyear, Agway, Sears, Montgomery Ward, Grossman's, Endicott-Johnson, Natl. Army Stores, Garns Supply, Dixie Lee

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 5,112; ADVANCE NEWS (S) 8,033; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Patricia Ginnane, Adv. Mgr., JOURNAL and ADVANCE-NEWS, 308-312 Isabella St., Box 409, Ogdensburg, NY 13669; Tel. (315) 393-1000.
National Representative: Landon Associates

OLEAN

1 - LOCATION: Cattaraugus County, E&P Map B-4. On State Hwys. 16, 17, on New York-Pennsylvania boundary. 70 mi. S of Buffalo.

2 - TRANSPORTATION: Railroads-Conrail (2)
Motor Freight Carriers-18
Airports-Olean Municipal, Giermek Executive

3 - POPULATION:
Corp. City 80 Cen. 18,207; E&P 85 Est. 18,081
CZ-ABC: (80) [illegible]42
RTZ-ABC: (80) 137,247
County 80 Cen. 85,697; E&P 85 Est. 87,732
City & RTZ-ABC: (80) 170,689
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,793; E&P 85 Est. 6,491
CZ-ABC: (80) 11,521
RTZ-ABC: (80) 46,825
County 80 Cen. 29,280; E&P 85 Est. 30,972
City & RTZ-ABC: (80) 58,346

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	NA
Savings	1	$208,000,000

6 - PASSENGER AUTOS: County 35,314

7 - ELECTRIC METERS: Residence 7,225

8 - GAS METERS: Residence 6,304

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners: Turbines, Compressors 2,700; Electric Components 1050; Capacitors, Resistors 700; Ceramic Tile 400; Elec. Protect. Equip. 185; Household Cutlery 150; Precision Machine Work, Tool & Die; Industrial Supplies; Industrial Machinery; Electroplating.
Principal Pay Days-Wed., Thur., Fri., Sat.

10 - CLIMATE: Average Temp.-Spring 46; Summer 68; Fall 49; Winter 23. First killing frost, Sept. 30; last killing frost, May 5.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Allegany(3)	NA	Reids Food Barn, Rite Aid, K mart
Bradners(3)	NA	Bradners, JCPenney
Olean Mall(53)	NA	A.M. & A.'s, Hills
Westons(1)	NA	Westons

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown, Wed.; Shopping centers, every night.

13 - RETAIL OUTLETS: Department Stores-A.M.&A.'s, Bradner's, Hill's, Sears, JCPenney
Discount Stores-K mart, Weston's
Chain Drug Stores-Rite Aid, CVS, Rexall
Chain Supermarkets-Reids Food Barn 2, F.I. Manar 5, Tops, Quality
Other Chain Stores-Co-op Grocery, Grossmans, Fay's, Valu Homes, Brand Names

14 - NEWSPAPERS: TIMES-HERALD (e) 25,723 Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Chris Henzel, Adv. Dir., TIMES-HERALD, 639 Norton Dr., Olean, NY 14760; Tel. (716) 372-3121.
National Representative: Landon Associates

ONEIDA

1 - LOCATION: Madison County (In Syracuse MSA). E&P Map D-3. Geographic ctr. of State. On State Hwys. 5, 46, 365. 263 mi. from NYC; 26 mi. E. of Syracuse; 22 mi. W of Utica. On NYS Thruway.

2 - TRANSPORTATION: Railroads-Conrail
Motor Freight Carriers-3
Intercity Bus Lines-Central N.Y.

3 - POPULATION:
Corp. City 80 Cen. 10,810; E&P 85 Est. 10,845
County 80 Cen. 65,150; E&P 85 Est. 68,219
MSA 80 Cen. 642,375; E&P 85 Est. 657,699
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,041; E&P 85 Est. 3,886
County 80 Cen. 20,805; E&P 85 Est. 22,550
MSA 80 Cen. 223,642; E&P 85 Est. 236,111

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$2,457,027,000
Savings	2	$1,247,920,136

6 - PASSENGER AUTOS: County 29,854

7 - ELECTRIC METERS: Residence 14,251

8 - GAS METERS: Residence 7,064

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Silverware 2,200; Paper Plates 300; Food Prod. 190; Milking Mach. 110.
Principal Industrial Pay Days-Thur.

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St., 2 on Madison St., 1 on Lenox Ave., Farrier Ave. & Phelps St., 3 on Broad St., 4 New Shpg. Ctrs.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Big N Plz.(10)	NA	Ames, Fay Drug, Mont. Ward
North Side(13)	NA	Carl's, Sears
Oneida(16)	NA	P&C Mkt., Lunn's, Oneida Men's Shop, Sears
Taps Plz.	NA	Taps Mkts., Mc Laughlins

Principal Shopping Days-Thur., Fri., Tues.
Stores Open Evenings-Thur.; Grocery, Mon. & Thur.

13 - RETAIL OUTLETS: Department Stores-Ames
Discount Stores-Alfred's Bargain City, Agway
Chain Drug Stores-Medical Ctr. Phcy., Carl's, Fay's, Rite-Aid., Colonial
Variety Stores-H.L. Green, Phillipson's Army-Navy, D&D Sports, Oneida Hdwe.
Chain Supermarkets-P&C, Chicago Mkts., Foodland, Tops Market
Other Chain Stores-Montgomery Ward, Singer Co., Sears (catalog)

14 - NEWSPAPERS: DISPATCH (e-mon to fri; m-sat) 10,150 sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: Joseph M. Zlomek, Gen. Mgr., DISPATCH, 130 Broad St., PO Box 120, Oneida, NY 13421; Tel. (315) 363-5100.
National Representative: Landon Associates

ONEONTA

1 - LOCATION: Otsego County, E&P Map E-4. Agricultural and dairy center 80 mi. SW of Albany, 62 mi. from Binghamton. On U.S. Hwy. 7 and State Hwys. 28 and 23. 60 mi. S of Utica.

2 - TRANSPORTATION: Railroads-Delaware & Hudson
Motor Freight Carriers-5
Intercity Bus Lines-Greyhound, Adirondack, Pine Hill
Airlines-Catskill Airways

3 - POPULATION:
Corp. City 80 Cen. 14,933; E&P 85 Est. 15,056
CZ-ABC: (80) 16,648
RTZ-ABC: (80) 79,302
County 80 Cen. 59,075; E&P 85 Est. 62,032
City & RTZ-ABC: (80) 95,950
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,431; E&P 85 Est. 4,098
CZ-ABC: (80) 5,162
RTZ-ABC: (80) 27,830
County 80 Cen. 20,228; E&P 85 Est. 22,046
City & RTZ-ABC: (80) 32,992

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$157,000,000
Savings & Loan	1	$140,000,000
Savings	1	$46,000,000

6 - PASSENGER AUTOS: County 27,053

7 - ELECTRIC METERS: Residence 4,123

8 - GAS METERS: Residence 2,919

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage): Colleges 1,223 ($280); R.R. 172 ($365); Plastics 276 ($180); Electronics 365 ($230); Paper Processing 142 ($230); Dress Mfg. 190 ($160); Feed Mill 76 ($200); Metal Products 85 ($230).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-73; Summer 52-98; Fall 31-72; Winter 12-55. First killing frost, Oct. 12; last killing frost, May 17.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: Principal Shopping Center-10 blocks on Main St., Chestnut, Broad and Market Sts.
Neighborhood Shopping Centers-E. Main St., Chestnut St., River St., Oneonta Shpg. Plaza, West End Shpg. Center; Route 7, Oneonta Trade Mart, West End; Sidney Plaza

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pyramid(8)	2	P&C Mkt., Fays Drug, Nichols
Southside Mall	1	K mart, JCPenney, Great American
Westgate(12)	2	Ames, Rite Aid, Grand Union

Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Mon. through Sat. at shopping centers; Thur. downtown. Some stores open Sun.

13 - RETAIL OUTLETS: Department Stores-Bresee's, Argersingers, JCPenney, K mart, Nichols
Discount Stores-Carl's Drug, Jamesway, Ames
Variety Stores-Woolworth, Fay's, Ames
Chain Supermarkets-Victory, Grand Union, P&C, Price Chopper, Great American
Other Chain Stores-Endicott Johnson, Montgomery Ward, Sears (catalog).

14 - NEWSPAPERS: STAR (m) 18,420 Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: James Vitale, Adv. Dir., STAR, 102 Chestnut St., Oneonta, NY 13820; Tel. (607) 432-1000.
National Representative: Branham/Newspaper Sales

OSSINING

1 - LOCATION: Westchester County (In New York PMSA). E&P Map F-5. Residential center 30 mi. N of NYC. On U.S. Hwy. 9, State 133 & 134.

2 - TRANSPORTATION: **Railroads**-Metro North; Amtrak.
Airlines-Air North; Business Express; Command Airways; Empire; Mall Airways; New York Air; Piedmont/Henson; Republic; United.

3 - POPULATION:
Corp. City 80 Cen. 20,196; E&P 85 Est. 19,852
NDM-ABC: (80) 60,670
County 80 Cen. 866,599; E&P 85 Est. 887,528
PMSA 80 Cen. 8,274,352; E&P 85 Est. 8,410,331
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,777; E&P 85 Est. 7,334
NDM-ABC: (80) 19,536
County 80 Cen. 307,450; E&P 85 Est. 325,067
PMSA 80 Cen. 3,197,944; E&P 85 Est. 3,353,270

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$6,648,547,000
Savings	17	$5,858,683,000
Savings & Loan	7	$686,026,000

6 - PASSENGER AUTOS: County 534,898

7 - ELECTRIC METERS: Residence 6,628

8 - GAS METERS: Residence 4,246

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metals 2,900 ($378); Non-Electrical Machinery 15,700 ($808); Electrical Machinery 7,300 ($436); Transportation Equipment 2,700 ($584); Instruments 4,200 ($456); Food 10,800 ($667); Apparel 3,100 ($213); Printing & Publishing 8,400 ($416); Chemicals 4,800 ($587).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 3; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, very soft, not fluoridated.

12 - RETAILING: **Principal Shopping Area**-4 blocks on Main St.; 3 on Spring St.; Croton Ave.
Nearby Shopping Centers-Chilmark (Pleasantville Rd.); Arcadia (So. Highland Ave.)
Principal Shopping Days-Thur. through Sun.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Variety Stores**-Woolworth; J.J. Newberry.
Chain Drug Stores-Kipp's; Medicine Shoppe 4.
Chain Supermarkets-A&P; Grand Union 4; Finast; Shopwell 4; Shop-Rite.

14 - NEWSPAPERS: CITIZEN REGISTER (e) 7,448; (S) 7,899; Mar. 30, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Gannett Media Sales, 535 Madison Ave., New York, NY 10022; Tel. (212) 751-5300.
National Representative: Gannett Media Sales.

OSWEGO-FULTON

1 - LOCATION: Oswego County (In Syracuse MSA). E&P Map D-3. County Seat. Shipping ctr. for 2-county agric. & dairy area. Misc. mfg., wholesale & education ctr. (State Univ. of N.Y. at Oswego, 9,500 students). 350 mi. from NYC; 145 mi. from Buffalo; 70 mi. from Rochester. Eastern most U.S. port on Great Lakes. First U.S. port on St. Lawrence Seaway. Lake Ontario terminus on N.Y. State Barge Canal. On State Hwys. 48, 57, 104.

2 - TRANSPORTATION: **Railroads**-Conrail (freight).
Motor Freight Carriers-4.
Intercity Bus Lines-Watertown-Oswego-Rochester; Syracuse-Fulton-Oswego.

3 - POPULATION:
Corp. Cities 80 Cen. 33,285; E&P 85 Est. 31,869
  Fulton 80 Cen. 13,312; E&P 85 Est. 13,386
  Oswego 80 Cen. 19,793; E&P 85 Est. 18,483
CZ-ABC: (80) 21,698
RTZ-ABC: (80) 79,000
County 80 Cen. 113,901; E&P 85 Est. 118,309
MSA 80 Cen. 642,375; E&P 85 Est. 657,699
City & RTZ-ABC: (80) 100,698

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 12,417; E&P 85 Est. 11,315
  Fulton 80 Cen. 5,088; E&P 85 Est. 4,878
  Oswego 80 Cen. 7,329; E&P 85 Est. 6,437
CZ-ABC: (80) 7,855
RTZ-ABC: (80) 25,325
County 80 Cen. 37,238; E&P 85 Est. 39,938
MSA 80 Cen. 223,642; E&P 85 Est. 236,111
City & RTZ-ABC: (80) 33,180

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$95,091,251
Savings & Loan	1	$7,299,948
Commercial	3	$65,000,000

6 - PASSENGER AUTOS: County 51,583

7 - ELECTRIC METERS:
Residence: Oswego 12,102; Fulton 7,508

8 - GAS METERS:
Residence: Oswego 9,302; Fulton 5,717

9 - PRINCIPAL INDUSTRIES: Miller Brewing Co.; Nestle Co.; Armstrong Co.; Sealright; Alcan Aluminum Corp.; Hammermill Paper Co., Plexo Wire Div.; Copperweld Steel Corp.; General Foods; Owen-Illinois; Niagara Mohawk atomic plant.
Principal Industrial Pay Days-Oswego-Thur., Fri. Fulton-Fri., Tues., Wed., Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-83; Summer 45-96; Fall 20-80; Winter 15-32.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Oswego: 3 blocks on W Bridge St., 9 on E Bridge St., 3 on W 1st St., 3 on W 2nd St., 2 on E 1st St., 2 on E 2nd St., 2 on E 3rd St., 2 on S 1st St., 1 on Oneida St., 2 on Cayuga St., 3 on W Broadway, 1 on E Broadway, 1 on W First St. S. Canalview Mall, Pyramid Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mid-Town(10)	NA	Half Price Outlet, Fays
Pyramid Mall(10)	NA	Jamesway
Price Chopper	NA	Price Chopper
Oswego Plz (12)	NA	P&C, Fay Drugs, Sears, JCPenney

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Plz. Stores-Mon. through Sat.
Stores Open Sunday-Many in Plz.

13 - RETAIL OUTLETS: **Department Stores**-Kline Bros.; Shapiro Bros.; Montgomery Ward.
Variety Stores-McCrory; McLellan; Green's.
Discount Stores-KBC; Jamesway.
Chain Drug Stores-Wayne 2; Key; Fay 2.
Chain Supermarkets-P&C Foods 3; Price Chopper 2; Morabito 3; IGA 2; Top's; Super Duper 2.
Other Chain Stores-Endicott-Johnson 2; M. Goldberg & Sons 2; Western Auto 2; Harris Army & Navy 2; Agway Farm 2; Pickway Shoes; JoAnn Fabrics; JCPenney; Midas Muffler; Goodyear; Woolworth.

14 - NEWSPAPERS: PALLADIUM-TIMES (e) 8,601, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Gloria Baker, Adv. Dir., PALLADIUM-TIMES, 140 W. First St., Oswego, NY 13126; Tel. (315) 343-3800.
National Representative: Thomson Newspapers.

PEEKSKILL

1 - LOCATION: Westchester County (In New York PMSA). E&P Map F-5. Residential ctr. On E bank of Hudson River. 41 mi. N of NYC. On U.S. Hwys 6, 9, 202.

2 - TRANSPORTATION: **Railroads**-Metro North.
Intercity Bus Lines-Liberty Lines; American.

3 - POPULATION:
Corp. City 80 Cen. 18,236; E&P 85 Est. 18,068
NDM-ABC: (80) 132,026
County 80 Cen. 866,599; E&P 85 Est. 887,528
PMSA 80 Cen. 8,274,352; E&P 85 Est. 8,410,331

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,850; E&P 85 Est. 7,197
NDM-ABC: (80) 42,185
County 80 Cen. 307,450; E&P 85 Est. 325,067
PMSA 80 Cen. 3,197,944; E&P 85 Est. 3,353,270

5 - BANKS	NUMBER	DEPOSITS
Savings	23	$3,739,900,000
Savings & Loan	17	$1,056,382,000
Commercial	16	$2,931,813,000

Note: In addition, banks based outside of Westchester have branches in the County (13 Savings, 9 Savings and Loan and 128 Commercial branches) deposit figures for which are not available and not included in the above.

6 - PASSENGER AUTOS: County 534,898

7 - ELECTRIC METERS: Residence 7,007

8 - GAS METERS: Residence 3,605

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metals 2,600 ($263); Non-Elect. Mach. 12,500 ($497); Elect. Mach. 6,000 ($215); Trans. Equip. 4,600 ($373); Instruments 4,800 ($275); Food 9,400 ($393); Apparel 3,800 ($149); Printing & Pub. 7,500 ($256); Chems. 6,000 ($344).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-44; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31; last killing frost Apr. 10.

11 - TAP WATER: Neutral, soft, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-11 blocks on Division, South, Main, Bank & Park Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beach(37)	NA	Woolworth, Grand Union
Westchester Mall(40)	NA	Pergament, Fayva, Radio Shack, Alexanders, Waldbaum's
Hampton Oaks	NA	IGA
Welcher Ave	NA	A&P
Baldwin Pl (38)	NA	Sears (catalog), Radio Shack
Yorktown Green(30)	NA	Caldor, A&P, Shopwell
Putnam Square(10)	NA	Shopwell
Jefferson Valley Mall(70)	NA	Reads, Sears

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Howland; Reads; Alexander's; Pergament.
Variety Stores-McCrory; Woolworth.
Discount Store-Caldor.
Chain Drug Stores-Brooks 3; Rite Aid.
Chain Supermarkets-A&P; Grand Union; Shopwell 2; Shop-Rite; Waldbaums 2.
Other Chain Stores-Sears; Shoe-Town; Thom McAn; Singer; Trader Horn; Kinney; Sherwin-Williams.

14 - NEWSPAPERS: STAR (e) 10,626; (S) 12,197; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Mrs. Terry Miller, Adv. Dir., STAR, 824 Main St., Peekskill, NY 10566; Tel. (914) 737-1200.
National Representative: Gannett Media Sales.

PLATTSBURGH

1 - LOCATION: Clinton County. E&P Map F-1. County Seat. Center of retail, wholesale, industrial and tourist area of NE New York. College center, Air Force Base. On U.S. Rt. 9, I-87. 310 mi. from N.Y.C.; 60 mi. S. of Montreal, on western shore of Lake Champlain and bordering Adirondack Forest Preserve.

2 - TRANSPORTATION: **Railroads**-Delaware & Hudson.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-8.
Airlines-Brockway.

3 - POPULATION:
Corp. City 80 Cen. 21,057; E&P 85 Est. 23,020
CZ-ABC: (80) 37,441
RTZ-ABC: (80) 48,979
County 80 Cen. 80,750; E&P 85 Est. 82,995
City & RTZ-ABC: (80) 86,420

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,925; E&P 85 Est. 7,172
CZ-ABC: (80) 11,253
RTZ-ABC: (80) 15,614
County 80 Cen. 24,896; E&P 85 Est. 26,384
City & RTZ-ABC: (80) 26,867

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$269,432,000
Savings & Loan	1	$100,000,000

6 - PASSENGER AUTOS: County 34,721

7 - ELECTRIC METERS: Residence 8,910

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Paper Products; Wallpaper; Federal, State Employees; Plastics; Lumber & Wood Products; Machine Prod.; Air Force Base (SAC) Population over 10,000.
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-74; Summer 50-80; Fall 16-60; Winter -10-39.

11 - TAP WATER: Acid, hard, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Margaret; 2 on Clinton; 2 on Bridge; 1 on Brinkerhof.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pyramid Mall (50)	NA	K mart, JCPenney, Mont. Ward
North Country(40)	NA	A&P, H.L. Green
Plattsburgh Plaza(16)	NA	Sears, Zayre, Grand Union
Skyway Corners(15)	NA	Ames, Grand Union, Woolworth
Ames Plaza(8)	NA	Ames, P&C Food, Kinney

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; Merkels; Sears; JCPenney; Magram's.
Variety Stores-Woolworth; Green.
Discount Stores-Meyer's; Kinney; Fay's; Ames; K mart.
Chain Supermarkets-Grand Union 3; A&P; P&C Mkts.; Price Chopper.
Other Chain Stores-Merit; Bass Shoe; Dexter Shoe; Kinney; Anderson-Little; Zale's Jewelers; Shoe Corp. of America; Endicott-Johnson; Fashion; National Army & Navy; Goodyear; Goodrich; Western Auto; Thom McAn.

14 - NEWSPAPERS: PRESS-REPUBLICAN (m) 22,805, Sept. 30, 1984 ABC.
Local Contact for Advertising and Merchandising Data: William C. Lundquest, Adv. Dir., PRESS-REPUBLICAN, 170 Margaret St., Plattsburgh, NY 12901; Tel. (518) 561-2300.
National Representative: Branham/Newspaper Sales.

PORT CHESTER

1 - LOCATION: Westchester County (In New York PMSA). E&P Map F-6. Residential center. On U.S. Hwy. 1 and State Hwys. 119, 120, 120A. 9 mi. E of White Plains. New England Thruway; Connecticut Tpk., Cross-Westchester Expressway.

2 - TRANSPORTATION: **Railroads**-Metro North; Amtrak.
Airlines-Air North; Business Express; Command Airways; Empire; Mall Airways; New York Air; Piedmont/Henson; Republic; United.

3 - POPULATION:
Corp. City 80 Cen. 23,565; E&P 85 Est. 22,898
NDM-ABC: (80) 71,835
County 80 Cen. 866,599; E&P 85 Est. 887,528
PMSA 80 Cen. 8,274,352; E&P 85 Est. 8,410,331
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,001; E&P 85 Est. 9,011
NDM-ABC: (80) 24,651
County 80 Cen. 307,450; E&P 85 Est. 325,067
PMSA 80 Cen. 3,197,944; E&P 85 Est. 3,353,270

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$6,648,547,000
Savings	17	$5,858,683,000
Savings & Loan	7	$686,026,000

6 - PASSENGER AUTOS: County 534,898

7 - ELECTRIC METERS: Residence 8,038

8 - GAS METERS: Residence 6,638

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metals 2,900 ($378); Non-Electrical Machinery 15,700 ($808); Electrical Machinery 7,300 ($436); Transportation Equipment 2,700 ($584); Instruments 4,200 ($456); Food 10,800 ($667); Apparel 3,100 ($213); Printing & Publishing 8,400 ($416); Chemicals 4,800 ($587).

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First killing frost, Oct. 31; last killing frost Apr. 10.

11 - TAP WATER: Alkaline, very soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-10 blocks on Main St.; 6 blocks on Westchester Ave.
Principal Shopping Days-Thur. through Sun.
Shopping Centers-Rye Ridge; Finast, Woolworth; Montgomery Ward; Boston Post Rd., 1 mi. south of shopping district; Washington Park Plaza Center.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Chain Drug Stores**-Rock Bottom; CVS.
Chain Supermarkets-Finast 4; Shopwell 4; Waldbaum's; Pathmark; Food Emporium.
Other Chain Stores-Caldor; Kaplan's; Neisner Bros.; Pergament Paints.

14 - NEWSPAPERS: ITEM (e) 11,400; (S) 11,399; Mar. 30, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Gannett Media Sales, 535 Madison Ave., New York, NY 10022; Tel. (212) 715-5300.
National Representative: Gannett Media Sales.

PORT JERVIS

1 - LOCATION: Orange County (In Orange County PMSA). E&P Map E-5. On Delaware River; 88 mi. NW of N.Y. City.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Shortline.

3 - POPULATION:
Corp. City 80 Cen. 8,699; E&P 85 Est. 9,006
County/PMSA 80 Cen. 259,603; E&P 85 Est. 271,659

4 - HOUSEHOLDS:
City 80 Cen. 3,385; E&P 85 Est. 3,523
County/PMSA 80 Cen. 84,251; E&P 85 Est. 91,121

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	2	N.A.
Savings & Loan	3	N.A.
Commercial	7	N.A.

6 - PASSENGER AUTOS: County 152,104

7 - ELECTRIC METERS: Residence 3,784

8 - GAS METERS: Residence 3,642

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass 170 ($275); Cosmetics 800 ($325).

10 - CLIMATE: Min. & Max. Temp.-Spring 39-54; Summer 58-92; Fall 34-68; Winter -10-43.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Center-Pike, Front, Sussex, and Ball Sts.
Neighborhood Shopping Centers-W. Main St., Kingston Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Tri State Mall (10)	1	Jamesway, Shop-Rite
Port-Jervis Plaza (7)		K mart; Great American

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; K mart.
Variety Stores-Jamesway.
Chain Supermarkets-Grand Union 2; A&P; Shop-Rite; Great American.

14 - NEWSPAPERS: TRI-STATE-GAZETTE (e) 4,679; sworn Sept. 28, 1984.
Local Contact for Advertising and Merchandising Data: Michael J. Kowal, Adv. Dir., TRI STATE-GAZETTE, 84-88 Fowler St., Port Jervis, NY 12771; Tel. (914) 856-5383.
National Representative: Branham/Newspaper Sales.

POUGHKEEPSIE

1 - LOCATION: Dutchess County (MSA). E&P Map F-5. County Seat. Industrial center on the E bank of Hudson River. On U.S. Hwy. 9, I-84, 9G; State Hwys. 44 & 55; 75 mi. N of NYC; 75 mi. S of Albany.

2 - TRANSPORTATION: Railroads-Conrail; Amtrak.
Motor Freight Carriers-20.
Intercity Bus Lines-Arrow; Greyhound; Mohawk; Mountain View; Trailways; Short Line; Leprechaun Lines.
Airlines-Command Airlines Air Taxi to Kennedy, La Guardia & Newark Airports; Colgan to Washington, D.C., and to Raleigh-Durham, N.C.

3 - POPULATION:
Corp. City 80 Cen. 29,757; E&P 85 Est. 29,460
CZ-ABC: (80) 69,306
RTZ-ABC: (80) 219,428
County/MSA 80 Cen. 245,055; E&P 85 Est. 253,003
City & RTZ-ABC: (80) 288,734
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 12,262; E&P 85 Est. 12,516
CZ-ABC: (80) 24,663
RTZ-ABC: (80) 70,454
County/MSA 80 Cen. 80,642; E&P 85 Est. 85,953
City & RTZ-ABC: (80) 95,117

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	6	$909,655,000
Commercial	12	$433,105,000
Savings & Loan	2	$121,346,000

6 - PASSENGER AUTOS: County 149,709

7 - ELECTRIC METERS: County 83,000

8 - GAS METERS: County 18,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Bus. Machines 22,000; Pumps & Separators 800; Printing, Litho. 1,150; Electric Inst. 1,477; Utilities 12,264; Elec. Prod. 487.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-56; Summer 64-79; Fall 48-63; Winter 25-38. First killing frost, Oct. 1; last killing frost, May 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-Pedestrian Mall over 6 blocks; Downtown Poughkeepsie.
Neighborhood Shopping Centers-Hooker Ave.; Raymond Ave.; Poughkeepsie Plz., South Rd.; Bradlee Plz., South Rd.; Hudson Plz., South Rd.; 44 Plz., Route 44; Red Oaks Mill, Manchester Rd.; Hyde Pk. Mall; South Hills Mall; Imperial Plz.; Nine Mall (Wappingers Falls); Fishkill; Dutchess Mall; Hopewell Junction.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Hyde Pk. Mall	4	Shop-Rite, Jamesway
South Hills Mall(72)	5	K mart, Howlands, Sears, Up-To-Date
Dutchess Mall (75)	15	Service Mdse., Shop Rite, May's
Hopewell Plz.	8	Grand Union
Poughkeepsie(70)	2	Grand Union, Marshall's
Hudson Plz (20)	2	Mont. Ward, Hermans, Flah's
Bradlees Plz (25)	2	Bradlees
Dutchess Ctr.	2	K mart, Shop-Rite, Miron Catalogue Ctr.
44Plz (25)	1	Edwards, Caldor
9 Mall(23)	6	Caldor, Shop-Rite
Imperial Plz.	7	Grand Union
Fishkill	13	Grand Union
Blodgett Farm Plz	13	Ames
Dutchess Pk.	15	A&P
Hyde Pk.	4	Grand Union
Rhinebeck	16	Grand Union, A&P, Jamesway
Apple Valley Plz.	4	Grand Union
Red Oaks Mill(9)	4	Rite Aid, A&P, Grand Union
Arthursburg	14	A&P
Wappingers	3	Channel Home Ctr., Waldbaums

Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-All Stores, Thur.; Food & Shpg. Ctrs., Mon. through Fri. and Sunday.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Sears; Howlands; Danish Design.
Discount Stores-Bradlees; Caldor 2; K mart 2; Jamesway; Ames.
Variety Stores-Woolworth.
Chain Drug Stores-CVS 2; Neustat 6; Liggett Rexall; Rite-Aid 2.
Chain Supermarkets-A&P 4; Grand Union 15; Edwards; Stop & Shop; Shop-Rite 4; IGA 2; Waldbaums.
Other Chain Stores-Goodyear 3; Goodrich; Miles; A.S. Beck Shoes; Thom McAn; Singer Co.; Fanny Farmer; David's; Howlands; French Boot 2; Flah's; Pittsburgh Paint; Grossman's Lumber; Friendly Ice Cream 3; Flannigans; Lloyd Lumber 3; Western Auto; Shoe Town; Up-To-Date; Schwartz & Co.; Stewart's Ice Cream 2; Channel Lumber.

14 - NEWSPAPERS: POUGHKEEPSIE JOURNAL (m) 41,404; (S) 58,629; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Thomas F. Merryweather, Adv. Dir., POUGHKEEPSIE JOURNAL, 85 Civic Center Plaza, Poughkeepsie, NY 12602; Tel. (914) 454-2000.
National Representative: Gannett Media Sales.

ROCHESTER

1 - LOCATION: Monroe County (MSA). E&P Map C-3. County Seat. Third largest city in state. On Lake Ontario, the Genesee River and N.Y. State Barge Canal; also a port of entry for trade with Canada and Seaway. 88 mi. W of Syracuse; 71 mi. E of Buffalo. Distribution center of nine-county agricultural area. Manufacturing scientific equipment, electronics, photographic supplies, optical supplies, men's clothing, food processing. On U.S. Hwys. I-390, I-490, I-590, 15, 104; State Hwys. 31, 33, 47; New York State Thruway.

2 - TRANSPORTATION: Railroads-Amtrak; Conrail.
Motor Freight Carriers-91.
Intercity Bus Lines-Greyhound; Blue Bird; Regional Transit; Trailways.
Airlines-American; Best; Eastern; Empire; Mall; Piedmont; People Express; Republic; United; USAir.

3 - POPULATION:
Corp. City 80 Cen. 241,741; E&P 85 Est. 220,105
CZ-ABC: (80) 623,173
RTZ-ABC: (80) 468,811
County 80 Cen. 702,238; E&P 85 Est. 720,906
MSA 80 Cen. 971,879; E&P 85 Est. 1,002,940
City & RTZ-ABC: (80) 1,091,984
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 102,642; E&P 85 Est. 92,716
CZ-ABC: (80) 229,655
RTZ-ABC: (80) 153,135
County 80 Cen. 264,352; E&P 85 Est. 267,187
MSA 80 Cen. 346,000; E&P 85 Est. 364,661
City & RTZ-ABC: (80) 382,790

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	4	N.A.
Savings & Loan	5	N.A.
Commercial	9	N.A.

6 - PASSENGER AUTOS: County 382,207

7 - ELECTRIC METERS: Residence 273,050

8 - GAS METERS: Residence 219,630

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Manufacturing/Durable Goods 116,300 ($520); Manufacturing/Nondurable Goods 31,400 ($368); Construction 12,900; Transportation & Public Util. 12,600; Wholesale & Retail Trade 87,400; Finance, Insurance and Real Estate 17,100; Services and Misc. 91,900; Government 61,500.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-85; Summer 24-91; Fall 9-85; Winter 5-81.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Neighborhood Shopping Centers and Areas-Brighton**: BelAire Plz.; Brighton Commons; Monroe Clover Shopping Ctr.; Red Barn Shopping Ctr.; Southview Commons; Twelve Corners Plz.; West Brighton Plz. **Brockport**: Big N Plz.; Brockport Plz. **Chili**: Chili Ctr. Mart; Chili Paul Plz.; Chili Pixley Plz.; Churchville Commons. **Gates**: Buffalo Road Shopping Ctr.; C & C Plz.; Chili Hinchey Shopping Ctr.; Gates Shopping Ctr.; Gateway Plz.; Gates Colonial Plz.; Spencerport Road Plz.; Tops-Gold Circle Plz.; Westgate Plz.; Westmar Plz. **Greece**: Dewey Stone Shopping Ctr.; English Corners Convenience Ctr.; Greece Towne Mall; Home Furnishing Plz.; Latta Road Plz.; Long Ridge Mall; Mt. Read Maiden Lane Plz.; Northgate Plz.; Ridgecrest Shopping Ctr.; Ridgemont Plz.; Shoremont Convenience Ctr.; Ctr. Stone & Dewey Shopping Ctr.; Stoneridge Plz.; Street of Shops; West Ridge Shopping Ctr.; Ridgecrest Shopping Ctr. **Henrietta**: Henrietta Town Line Plz.; Quality Plz.; Jefferson Plz.; Wayside Plz.; Wegmans Henrietta Plz.; Westover Plz.; Henrietta K mart Plz.; Henrietta Plz.; Marketplace Mall; Southtown Plz.; Todd Mart Plz.; Winjet Plz.; Suburban Plz. **Irondequoit**: Atrium and Pizza Hut Plz.; Irondequoit K mart Plz.; East Ridge Plz.; Empire Plz.; Georgetown Plz.; Irondequoit Shopping Ctr.; Irondequoit Wegman Plz.; Muxworthy Plz.; Ridge Hudson Plz.; Stutson Bridge Plz.; Sunrise Plz.; Titus Shopping Plz. **Penfield**: Boulevard Plz.; Panorama Outlet Mall; Penn Fair Plz.; Panorama Plz.; Penfield Plz.; Browncroft Corners. **Perinton**: Fairport Village Landing; Country Club Plz.; Hitching Post Plz.; Perinton Hills Mall; Perinton Sq.; Perinton Plz. **Pittsford**: Pittsford Plz. W. Ardan; Marshalls Plz.; Pittsford Colony; Pittsford Pl.; Pittsford Plz.; Clover Commons. **Rochester**: Goodman Shopping Ctr.; Highland Hills; Mt. Hope; Mt. Hope Crittenden; Lyell-Mt. Read Shopping Ctr.; Ridgecrest Shopping Ctr.; Bulls Head Plz.; Culver Ridge Plz.; Lyell Shopping Plz.; Merchants-Main Shopping Ctr.; Midtown Plz.; North Park Plz.; Park-Vassar Plz.; Ridge Clinton Plz.; Ridge Seneca Plz.; Waring Road Shopping Ctr.; West Ave. Plz. **Victor**: Eastview Mall. **Webster**: Eastway Plz.; Webster Plz.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Browncroft Corners(15)	5	Super Duper
Chili Ctr. Mart(3)	7	K mart, Bells
Country Club(21)	9	Chase-Pitkin, Wegman's, CVS
Culver Ridge(30)	6	B. Forman, JCPenney, Bells, Woolworth
Dewey-Stone(4)	7	Super Duper
Eastview(100)	15	Sears, Sibley's, Woolworth, Fay's, McCurdy's
Eastway(21)	9	Sibley's, Wegman's, Chase Pitkin
Empire(3)	4	Bells
Georgetown(7)	6	Fays
Greece Towne(64)	8	Sibley's, CVS, Gold Circle
Irondequoit(34)	5	Sibley's, Bells, McCurdy's, Fay's
Latta Road(9) Plz.(9)	8	Rite-Aid
Long Ridge(74)	8	B. Forman, JCPenney, Sears, McCurdy's
Merchants-Main(6)	5	Bells, CVS
Marketplace(134)	6	B. Forman, Sibley, Sears, McCurdy's, JCPenney
Midtown(83)	0	B. Forman, McCurdy's, Wegman
Mt. Hope & Crittenden(4)	NA	Wegman's, CVS
Mt. Read & Maiden Lane(10)	8	Chase-Pitkin, Wegman's
Northgate(32)	9	JCPenney, Bells, McCurdy's, Wegman, Fay's
Panorama(42)	8	Bells, Woolworth
Perinton Sq.(33)	NA	Fay's, K mart, Apples
Pittsford Pl.(9)	NA	Lauer's
Pittsford Plz.(44)	5	Woolworth, Edwards, JCPenney, B. Forman, Apple's, Lerner's
Ridge-Hudson(14)	5	Bells
Ridge-Seneca(12)	4	Fay's
Ridgecrest(18)	6	Tops
Ridgemont(31)	8	Edwards, Wegman's, K mart, Fay's
Southtown(49)	6	Bells, Sibley's, Woolworth
Stoneridge(23)	6	Bells, Present Co.
Stutson(16)	NA	Bells, Fay's
Suburban(19)	7	Apple's, Fay's
Tops-Gold Circle Plz.(8)	9	Gold Circle, Tops, CVS
Twelve Corners(15)	NA	
Waring Road(14)	4	Fay's
Webster Plz.(14)	15	Ames, Apples, Fays
Westgate(40)	6	Fay's
Westmar(24)	6	Fay's

Principal Shopping Days-7 days a week.
Stores Open Evenings-Most major stores open evenings except Sun.

13 - RETAIL OUTLETS: Department Stores-B. Forman 6; JCPenney 5; McCurdy's 7; Sears 3; Edwards 2; Sibley's 8.
Variety Stores-H.L. Green; McCrory; Woolworth 10.
Discount Stores-Ames 7; Barker's 2; Gold Circle 4; K mart 5; Marshalls 3; S.E. Nichols; Present Co. 7.
Chain Drug Stores-CVS 19; Dox 5; Fay's 22; Rite-Aid 27.
Chain Supermarkets-Apple's 12; Bells 18; Big M 14; Convenient 17; IGA 7; 7-Eleven 13; Stop-N-Go 13; Super Duper 13; Tops 10; Wegman's 25; Wilson Farms 7.
Other Chain Stores-Altiers 13; Anderson-Little 3; Baker's 5; Biba Shoes 3; Casual Corner 4; Chase-Pitkin 11; Endicott-Johnson 6; Fanny Farmer 12; Johnny Antonelli (Firestone) 11; Flagg Brothers; Florsheim 3; Goodrich; Goodyear 5; Grossman's 7; Kinney 5; Lane Bryant 3; Lerner's 4; Mariax 3; Nobil's; Old West 9; Ormond's 3; Radio Shack 21; Rosa & Sullivan 7; Sherwin-Williams 5; Shoe Racks 4; Silo 4; Thom McAn 5; Western Auto 2; Waldert Opticians 12; Whelpley & Paul 7.

14 - NEWSPAPERS: DEMOCRAT AND CHRONICLE (m-mon to fri) 129,317; TIMES-UNION (e-mon to fri) 101,583; DEMOCRAT & CHRONICLE (m-sat) 191,798; (S) 252,443; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Francis X. Skally, Adv. Dir., GANNETT ROCHESTER NEWSPAPERS, 55 Exchange Blvd., Rochester, NY 14614-2001; Tel. (716) 232-7100.
National Representatives: Gannett Media Sales, American Publishers Representatives.

ROME

1 - LOCATION: Oneida County (In Utica-Rome MSA). E&P Map D-3. County Seat. Industrial and military research-development, supply, and operations center. 15 mi. W of Utica; 40 mi. E of Syracuse, at gateway to Adirondack Mountains. On State Hwys. 26, 69, 46 and 233. Griffiss Air Force Base 4,087 military personnel, 3,023 civilian personnel.

2 - TRANSPORTATION: Railroads-Conrail; New York State Barge Canal terminal.
Motor Freight Carriers-10.
Canal Freight and Passenger Lines-2.
Airlines-Empire.
Bus Lines-Utica-Rome-Syracuse; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 43,826; E&P 85 Est. 41,162
CZ-ABC: (80) 44,998
RTZ-ABC: (80) 64,593
County 80 Cen. 253,466; E&P 85 Est. 258,734
MSA 80 Cen. 320,180; E&P 85 Est. 327,778
City & RTZ-ABC: (80) 109,591

4 - HOUSEHOLDS:
Corp. City 80 Cen. 15,172; E&P 85 Est. 14,153
CZ-ABC: (80) 15,624
RTZ-ABC: (80) 20,426
County 80 Cen. 88,000; E&P 85 Est. 92,781
MSA 80 Cen. 111,682; E&P 85 Est. 118,064
City & RTZ-ABC: (80) 36,050

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	$150,000,000
Savings & Loan	1	$85,000,000
Commercial	3	$70,000,000

6 - PASSENGER AUTOS: County 123,303

7 - ELECTRIC METERS: Residence 20,506

8 - GAS METERS: Residence 11,437

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Copper & Brass 1,400 ($182); Wire 6,000 ($184); Govt. 4,560 ($198).
Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-95; Summer 41-96; Fall 10-80; Winter 10-48. First frost, Oct. 1; last frost, May 20.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Liberty Mall; Rome City Ctr. Mall; All Downtown; Freedom Mall; Downtown Mall.
Neighborhood Shopping Centers-At Black River Blvd. & E Garden St., 18 units; Black River Blvd. & Chestnut St., 24 units; Westgate Manor, 12 units; Thomas and Jay Sts. (1 1/4 mi.) 5 units; Price Chopper Plz., 4 units; Grandway Plz., 4 units.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
City Ctr. Mart(48)	NA	Zayre, JCPenney
Black River Blvd.	1	Great American, Sears, Kanoffs, Fays Drug
Mohawk Acres(26)	2	Wards, McCrory
Westgate Manor (12)	3	Chicago Market, Radio Shack
Price Chopper	3	Price Chopper
Freedom Plz (15)	NA	P&C, Zayre, JCPenney
Suburban Plz	NA	Carls Drug
Riverside Mall Utica(87)	10	Howlands, Mont. Ward, Bradlees
Sangertown Sq. (125)	15	Hess, Sears, Bradlees, JCPenney, Wallachs
New Hartford (42)	12	Howlands, Doyle-Knower, Zayre, Woolworth, Radio Shack

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon.-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; Sears; Goldberg's; JCPenney; Zayre; Simpkins.
Variety Stores-McCrory.
Discount Stores-Boardman's.
Chain Drug Stores-Carl's 3; Rite-Aid 2; Fay's.
Chain Supermarkets-Great American; P&C 2; Chicago Mkts. 2; Price Chopper.
Other Chain Stores-Endicott-Johnson; National Auto; Goodyear; Radio Shack; Grossman's; So-Fro Fabrics; Sherwin-Williams; Fashion Factory.

14 - NEWSPAPERS: SENTINEL (e) 19,499 Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Joseph W. Blauvelt, Adv. Dir., SENTINEL, 333 W. Dominick St., Rome, NY 13440; Tel. (315) 337-4000.
National Representative: None.

SALAMANCA

1 - LOCATION: Cattaraugus County. E&P Map B-4. On Allegany River, 62 mi. S of Buffalo; south central part of county. On State Hwys. 17, 353, U.S. 219, and 2 hwys. to Buffalo.

2 - TRANSPORTATION: **Railroads (Freight Only)**-Erie-Lackawanna (Conrail); C&O (Chessie System); Southern Tier Expressway, NY & Lake Erie (short line).
Motor Freight Carriers-2.
Intercity Bus Lines-Bluebird; Trailways; Intra City-Mini-bus.

3 - POPULATION:
Corp. City 80 Cen. 6,890; E&P 85 Est. 6,538
CZ-ABC: (80) 20,849
County 80 Cen. 85,697; E&P 85 Est. 87,732
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,773; E&P 85 Est. 2,282
County 80 Cen. 29,280; E&P 85 Est. 30,972
CZ-ABC: (80) 7,362

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	1	$5,433,631
Commercial	2	$163,220,000

6 - PASSENGER AUTOS: County 35,314

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: Residence 3,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Woodworking 430 ($140); Railroad 135 ($160); Lumber Mill 121 (N.A.).
Principal Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-55; Summer 61-90; Fall 45-58; Winter 20-33. First frost, Sept. 23; last frost, May 28.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main St. plus downtown shpg. mall; 1 on Church; 1 on River St.; 2 on Broad St.
Neighborhood Shopping Areas-Washington & Ctr.; Broad & Ctr. 12 units; Broad & Eagle.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Allegany	16	K mart, Rite Aid, Reid's Food Barn
Bradner(24)	0	Loblaw, McCrory
Olean Ctr (53)	18	A.M.&A., Hills

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Discount Stores**-Hampshire Mills Outlet Store; Fisher's Big Wheel.
Variety Stores-McCrory; Rite Aid.
Chain Supermarkets-Bell; Parkview.
Other Chain Stores-Brown Boot; Sears (catalog); True Value Hdwr.; Agway; Radio Shack.

14 - NEWSPAPERS: SALAMANCA PRESS (m) 3,484 Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Sue Fries, Adv. Mgr. class., SALAMANCA PRESS, 36-42 River St., Salamanca, NY 14779; Tel. (716) 945-1644.
National Representative: Landon Associates.

SARANAC LAKE

1 - LOCATION: Franklin & Essex Counties. E&P Map E-2. 100 mi. N of Glens Falls; 50 mi. S of Malone; 50 mi. SW of Plattsburgh. On State Hwys. 3, 86, 365.

2 - TRANSPORTATION: **Intercity Bus Lines**-Greyhound; Trailways.
Airlines-Brockway.

3 - POPULATION:
Corp. City 80 Cen. 5,578; E&P 85 Est. 5,388
Counties 80 Cen. 81,105; E&P 85 Est. 83,185
Franklin 80 Cen. 44,929; E&P 85 Est. 45,656
Essex 80 Cen. 36,176; E&P 85 Est. 37,529

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,379; E&P 85 Est. 2,018
Counties 80 Cen. 28,006; E&P 85 Est. 29,754
Franklin 80 Cen. 15,127; E&P 85 Est. 15,932
Essex 80 Cen. 12,879; E&P 85 Est. 13,822

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	N.A.

6 - PASSENGER AUTOS: Counties: Franklin 18,627; Essex 17,041

7 - ELECTRIC METERS: Residence 5,220

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Medical Research; Hospitals; Wood Prod.; Tourism; Colleges (2); Governmental Offices.

10 - CLIMATE: Min. & Max. Temp.-Spring 20 to 50; Winter 30 to 40; First killing frost, Sept. 15; last killing frost, May 30.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: **Principal Shopping Center**-6 blocks on 2 sts.; Shopping Centers 2.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ames(5)	1	Radio Shack, Grand Union
Tupper Lake(7)	1	A&P, Ames, Aubuchon

Principal Shopping Days-Mon., Thur., Fri.
Stores Open Evenings-Dept. Stores, Fri.; Food, Daily.

13 - RETAIL OUTLETS: **Department Stores**-Altman's; Ginsberg's; Sears; National Army; Grossman's; Woodburys.
Discount Store-Ames.
Variety Store-Newberry.
Chain Drug Stores-Meyer's 3; Brooks; Rite Aid.
Chain Supermarkets-Grand Union 4; A&P 2; IGA 3; Super Duper.
Other Chain Stores-Eastern Mountain Sports; Radio Shack.

14 - NEWSPAPERS: ADIRONDACK ENTERPRISE (e) 4,977, sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Catherine Moore, Adv. Dir., ADIRONDACK ENTERPRISE, 61 Broadway, Saranac Lake, NY 12983; Tel. (518) 891-2600.
National Representative: None.

SARATOGA SPRINGS

1 - LOCATION: Saratoga County (In Albany-Schenectady-Troy MSA). E&P Map F-3. 30 mi. N of Albany. On U.S. Hwy. 9, I-87.

2 - TRANSPORTATION: **Railroads**-Delaware & Hudson; Amtrak.
Intercity Bus Lines-Greyhound; Trailways.
Airlines Serving City-American; USAir.

3 - POPULATION:
Corp. City 80 Cen. 23,906; E&P 85 Est. 27,393
CZ-ABC: (80) 23,906
RTZ-ABC: (80) 111,471
County 80 Cen. 153,759; E&P 85 Est. 158,428
MSA 80 Cen. 835,880; E&P 85 Est. 855,373
City & RTZ-ABC: (80) 135,377
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,526; E&P 85 Est. 9,675
CZ-ABC: (80) 8,526
RTZ-ABC: (80) 37,037
County 80 Cen. 51,935; E&P 85 Est. 55,244
MSA 80 Cen. 302,191; E&P 85 Est. 319,330
City & RTZ-ABC: (80) 45,563

5 - BANKS	**NUMBER**	**DEPOSITS**
S&L, Comm.	3	$64,553,490

6 - PASSENGER AUTOS: County 83,129

7 - ELECTRIC METERS: Residence 21,249

8 - GAS METERS: Residence 7,862

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textile 300; Electronics 350; Packaging 300; Seasonal Industries: Racetrack, Apr.-Dec. 250; Racetrack, Aug. 500; Performing Arts Center, July, Aug. 100; Education 700.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 11-86; Summer 45-96; Fall 9-77; Winter-22-47. Last killing frost, May 8-9.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Broadway; 1 block on Caroline St.; on Division St.; West Hill Plz.; West Ave. & Rt. 29; Pyramid Mall, Rt. 50; Grand Union Plz.-Grand Union, CVS, State Photo, Flavor Land.
Neighborhood Shopping Centers-Washington & Church Sts.; Five Points (Park Pl., Clark St.).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Colonie	25	Macy's, Sears
Latham Circle Mall(75)	20	Boston Store, Mont. Ward, JCPenney
Northway Plz	18	Mont. Ward
Aviation Mall(53)	18	Caldor, Sears, JCPenney
Northway Mall	25	
Pyramid Mall (67)	NA	Carl's, Albany Public Market
Clifton Country Mall(80)	18	JCPenney, Denby's, Carl Co.
West Hill Plz (7)	NA	Jamesway Dept., P & C Mkt.
K mart Plz	NA	K mart, Fay's Drug
Crossgates Mall	NA	Caldor, JCPenney, Brooks Bros.

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Fri., Mon. through Sat., July and August.

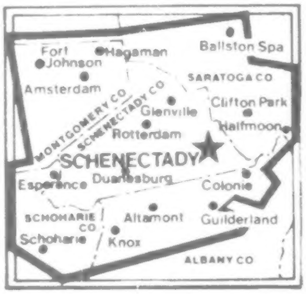
13 - RETAIL OUTLETS: **Department Stores**-Boston Store; Carl Co.; JCPenney; Sears; Montgomery Ward; Caldor; Macy's.
Variety Store-Woolworth 2.
Discount Stores-Jamesway; K mart; Joy Store.
Chain Drug Stores-Rite-Aid 2; Mac Finn 2; Fays; Carls; CVS.
Chain Supermarkets-Price Chopper 7; Grand Union 10; Albany Public 4; P&C Markets 2.
Other Chain Stores-Standard Furniture; Service Mdse. (catalog store).

14 - NEWSPAPERS: SARATOGIAN (e-mon to fri) 10,961; (S) 17,787, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Sharon L. Damico, Adv. Dir., SARATOGIAN, 20 Lake Ave., Saratoga Springs, NY 12866; Tel. (518) 584-4242.
National Representatives: Gannett Media Sales.

SCHENECTADY

1 - LOCATION: Schenectady County (In Albany-Schenectady-Troy MSA). E&P Map F-4. County Seat. Barge Canal Terminal; east central part of State. 160 mi. from N.Y. City; 715 mi. from Chicago. On U.S. Hwys. 9 and 20, State Hwys. 5, 58, 7, 50 and New York State Thruway, Northway and I-88.

2 - TRANSPORTATION: **Railroads**-Amtrak (passenger); D&H and B&M (frt.).
Motor Freight Carriers-14.
Intercity Bus Lines-Greyhound; Schenectady Trans.; Mohawk Valley Transit; Adirondack Trailways; Wade's.
Airlines-Through Albany, N.Y. Airport, 10 mi. Distant-American; Page Airways; United; Command; USAir; Wright; Clinton Aero; Eastern.



Schenectady Gazette (m)
71,238 ABC 3/31/85

3 - POPULATION:
Corp. City 80 Cen. 67,972; E&P 85 Est. 63,338
CZ-ABC: (80) 137,049
RTZ-ABC: (80) 128,666
County 80 Cen. 149,946; E&P 85 Est. 151,598
MSA 80 Cen. 835,880; E&P 85 Est. 855,373
City & RTZ-ABC: (80) 265,715

4 - HOUSEHOLDS:
Corp. City 80 Cen. 27,747; E&P 85 Est. 27,654
CZ-ABC: (80) 51,867
RTZ-ABC: (80) 43,071
County 80 Cen. 56,168; E&P 85 Est. 58,594
MSA 80 Cen. 302,191; E&P 85 Est. 319,330
City & RTZ-ABC: (80) 94,938

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	2	$362,000,000
Savings & Loan	1	$95,000,000
Commercial	6	$418,000,000

6 - PASSENGER AUTOS: County 87,306

7 - ELECTRIC METERS: Residence 69,880

8 - GAS METERS: Residence 46,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Elect., Atomic, Jet Mach. and Matls. 30,000; Bakery 330; Plates & Ptg. 800; Synthetic Resins & Varnishes 300; Knit Gloves 200; Meat Prod. 200; Concrete Prod. 100; Dairy Prod. 250; Gov't. 3,780; Plastic 250. Av. Wkly. Industrial Wage: $185.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-46; Summer 56-96; Fall 47-67; Winter 0-37. First frost, Oct. 10-15; last frost, Apr. 15-30.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Area**-4 blocks on State St.; 1 on Jay St.; 1 on Broadway and 1 on N Broadway. There are 8 neighborhood shpg. areas: Upper State St.; Upper Union St.; Van Vranken Ave.; Albany St.; Upper Broadway; Crane St.; Upper Nott St. and Scotia, N.Y.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Amsterdam Mall(13)	16	Grand Union, Carl Co.
Canal Sq.(22)	NA	Carl Co.
Sheridan Plz.(12)	NA	P&C
Mayfair(11)	NA	Price Chopper, Grand Union, K mart, Albany Public Mkt.
Village Sq.	NA	
Shoporama(9)	NA	Woolworth, Grand Union
Colonie(74)	NA	Macy's, Sears, Richman Bros., CVS
Latham(62)	NA	Boston Store, JCPenney, Grand Union, Woolworth
Northway Mall (10)	NA	Mont. Ward, Anderson Little, Syracuse China
Mohawk Mall (81)	NA	Mont. Ward, Boston Store, Woolworth
Rotterdam Plz.(12)	NA	Mont. Ward, Kings, Radio Shack, Shop Rite
Crosstown Plz.	NA	Fays Drugs, Price Chopper, Fayva, Caldor, Shoe Town
Clifton Country	NA	JCPenney, CVS, Carl Co.

Principal Shopping Days-Sat., Thur.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-Carl Co.; Boston Store; Sears; Montgomery Ward; JCPenney.
Discount Stores-Stewarts, Duane Sales; Discount House; K mart; Bradlees; Caldor; Loehman's.
Chain Drug Stores-Hall's 3; C.V.S.; Fays; Rite-Aid; Draper 2; Price Chopper 2; Town 2.
Chain Supermarkets-Price Chopper 37; Grand Union 8; P&C; Albany Public; Shop Rite; Discount Food 2.
Other Chain Stores-Shoes: Fayva, Shoe Town, Endicott-Johnson, Royce, Thom McAn; Furn.: Standard, Olenders, Alpert's Furn., Taft, Robinson; Clothing: Lerner's; Auto Supplies: Detroit Supply, Firestone, Goodrich, Goodyear; Misc.: Plane Boys 2, Spiegel Catalog, Fanny Farmer, Present Co., Boardman's, Serv. Mdse., Woolworth, Radio Shack.

14 - NEWSPAPERS: GAZETTE (m) 71,238; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: M. G. Moran, Gen. Adv. Mgr., GAZETTE, 334 State St., Schenectady, NY 12301; Tel. (518) 374-4141.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

SYRACUSE

1 - LOCATION: Onondaga County (MSA), E&P Map D-3. County Seat. 4th largest city in state, located near geographic center of New York State.

2 - TRANSPORTATION: **Railroads**-Amtrak; Conrail.
Motor Freight Carriers-174.
Intercity Bus Lines-Greyhound; Centro; N.Y. Coach; Syracuse & Oswego Coach, Onondaga Coach.
Airlines-American; Eastern; USAir; TWA; Empire; People Express; Torontair; Air North; Wright; Mall; United; Western.

3 - POPULATION:
Corp. City 80 Cen. 170,105; E&P 85 Est. 158,485
CZ-ABC: (80) 367,108
RTZ-ABC: (80) 421,809
County 80 Cen. 463,324; E&P 85 Est. 471,171
MSA 80 Cen. 642,375; E&P 85 Est. 657,699
City & RTZ-ABC: (80) 788,917
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 66,961; E&P 85 Est. 66,149
CZ-ABC: (80) 134,376
RTZ-ABC: (80) 138,200
County 80 Cen. 165,509; E&P 85 Est. 173,623
MSA 80 Cen. 223,642; E&P 85 Est. 236,111
City & RTZ-ABC: (80) 272,576

5 - BANKS	NUMBER	EST. DEP.
Savings	5	N.A.
Savings & Loan	3	N.A.
Commercial	13	N.A.

6 - PASSENGER AUTOS: County 239,435.

7 - ELECTRIC METERS: Residence 209,026 (Onondaga, Oswego & Parts of Cortland County).

8 - GAS METERS: Residence 132,480 (Onondaga, Oswego & parts of Cortland County).

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners: Radio & TV Sets, Parts & Components 4,200; Air Conditioning & Equip. 7,600; Traffic and Lighting Systems 2,200; Other Electric Mach., Eqp. & Supplies 3,800; Transp. Equip. 5,000; Pottery Products 1,000; Iron and Steel 2,500; Fabricated Metal 2,100; Chemicals 2,200; Food Products 2,000; Drugs 2,200; Candies 650; Printing & Pub. 2,400; Shoes 250; Breweries 2,000.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-76; Summer 56-81; Fall 33-72; Winter 16-35.

11 - TAP WATER: Slightly alkaline, moderately hard, fluoridated.

12 - RETAILING: **Principal Shopping Center**-12 blocks on Salina St., 5 blocks on Warren St.
Neighborhood Shopping Centers-Westcott St., Eastwood, Elmwood, Geddes St., Butternut St.; So. Salina at Brighton; Dewitt; Lyncourt; Mattydale; North Salwa St.; Marshall St.

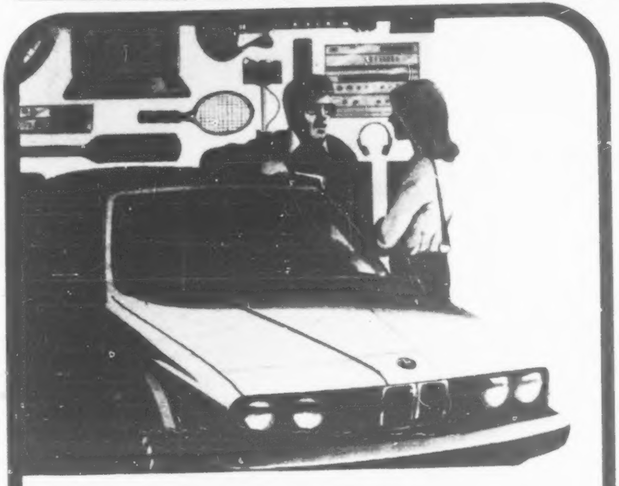
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairmount Fair (65)	4	Dey Bros., Sears, Forman, Addis, Marshalls
K mart Plz.(15)	5	K mart, Fay's
Airport Plz.(7)	6	Channel Home Ctr.
Westvale(28)	1	Channel Home Ctr., Ames, Price Cutter, Wagman's, Chappell's
Western Lights(26)	2	K mart, Ames, Chappell's
Shoppingtown (125)	5	JCPenney, Dey Bros., Addis, B. Forman, Chappell's
Nottingham(12)	3	Carl's
Northern Lights(55)	5	Chappell's, Zayre
Liverpool(12)	4	Carl's
Shop City(43)	2	Chappell's, Nat'l. Auto, P&C, Peter's, Ames
Valley Plz.(12)	2	Rite Aid, Tops
Camillus Mall(107)	6	JCPenney, Anderson, Little, Hess, K mart, Goldberg's, Carls
Butternut Plz.(3)	1	Rite-Aid, Peter's
Fayetteville Mall(70)	7	Hess, Sibley's, Sears
Greenhill Plz (12)	2	K mart, Green Hills Mkt.
Penn Can Mall(100)	7	Addis, Sears, Hill's
Seneca Mall(30)	5	Chappell's, K mart, Price Chopper
Tri-County Mall (24)	12	Price Chopper, Dey Bros.
Hiawatha Plz.(25)	5	Tops
River Mall(15)	12	P&C, Rite Aid, Ames
Pyramid Mall(5)	8	Serv. Merch., Silo, T.J. Maxx, Price Chopper
Pyramid Mall(5)	6	Fay's
Market Pl.(55)	8	Serv. Merch., T.J. Maxx, Silo, Price Chopper

Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Dept. Stores: Mon. & Fri.; Food: Daily & Sun.

13 - RETAIL OUTLETS: **Department Stores**-Dey Brothers; Chappells; Sibley's; Sears; The Addis Co.; JCPenney; Flah's; Hess's.
Variety Stores-Woolworth; McCrory; G. C. Murphy; Ames.
Discount Stores-Ra-Lin; K mart; Boardman Ltd.; Service Merchandise; Sugarman's; Century House; T.J. Maxx; Hill's; Glass Factory; Linens & Things; Gentlemen's Warehouse; Marshalls; Cr.-na Towne; Petur Harris; Boltons; Champion.
Chain Drug Stores-Carl's 12; Fay's 19; Rite Aid 15; CVS 8.
Chain Supermarkets-P & C 17; Tops 9; Price Chopper 8; IGA 13; Wegman's 8; Big M/Midstate 28; Green Hills; Super Duper 11; Hometown Mkt. 4; William Groceries.
Other Chain Stores-Firestone; Fanny Farmer; Dr. Scholl's; Rudolph's; Lerner's; Endicott-Johnson; Goodrich; Goodyear; Radio Shack; Woolworth; G. C. Murphy; Anderson-Little; Lane Bryant; Florsheim Shoes; Charney's; Chess King; Ormonds; Ups & Downs; Davids; Fashion Bug; Hit or Miss; Stylish Women; Barbara Moss; Altiers; Color Your World; Thom McAn; Casual Corner; Sherwin Williams; Grossmans; Marjax; Rosa & Sullivan; Silo.

14 - NEWSPAPERS: POST-STANDARD (m) 82,730; HERALD-JOURNAL (e) 103,598; HERALD-AMERICAN (S) 231,731; Mar. 31, 1985 ABC.



Where Do Upscale Products Meet An Upwardly Mobile Audience?

The Schenectady Gazette delivers the young reader with a high income. In fact, nearly half our readers, some 71,000 strong, have a household income of $25,000+ and an even higher number are between the ages of 25 and 54.
That's buying power, especially when you consider that we serve an area that has one of the lowest costs of living of any major market.
It's the right media to the right market. Just one of the reasons the Schenectady Gazette is distinctly different.

SCHENECTADY GAZETTE
Distinctly Different

Represented by C.W.O. & O. Schenectady, N.Y. 12301
SOURCE: Fact Finders 1984 SMSA Study

Local Contact for Advertising and Merchandising Data: David Junod, Nat'l Adv. Coordinator, HERALD JOURNAL, POST-STANDARD and HERALD-AMERICAN, Clinton Squares, PO Box 4915, Syracuse, NY 13221; Tel. (315) 470-0011.
National Representatives: Newhouse Newspapers/Metro Suburbia; American Publishers' Representatives; Leonard Co.

TARRYTOWN

1 - LOCATION: Westchester County (In New York PMSA). E&P Map F-6. On the E bank of the Hudson River, 6 mi. W of White Plains on U.S. Hwy. 9 and State Hwy. 117 and 119.

2 - TRANSPORTATION: **Railroads**-Metro North, Amtrak.
Airlines-Air North; Business Express; Command Airways; Empire; Mall Airways; New York Air; Piedmont/Henson; Republic; United.

3 - POPULATION:
Corp. City 80 Cen. 10,648; E&P 85 Est. 10,627
NDM-ABC: (80) 29,886
County 80 Cen. 866,599; E&P 85 Est. 887,528
PMSA 80 Cen. 8,274,352; E&P 85 Est. 8,410,331
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,961; E&P 85 Est. 4,029
NDM-ABC: (80) 10,841
County 80 Cen. 307,450; E&P 85 Est. 325,067
PMSA 80 Cen. 3,197,944; E&P 85 Est. 3,353,270

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	10	$6,648,547,000
Savings & Loan	17	$5,858,683,000
Commercial	7	$686,026,000

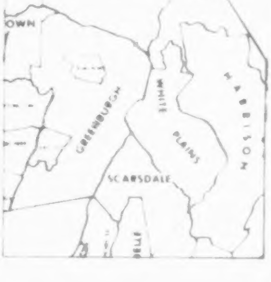
6 - PASSENGER AUTOS: County 534,898

7 - ELECTRIC METERS: Residence 6,442

8 - GAS METERS: Residence 5,840

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metals 2,900 ($378); Non-Electrical Machinery 15,700 ($808); Electrical Machinery 7,300 ($436); Trans. Equip. 2,700 ($584); Instruments 4,200 ($456); Food 10,800 ($667); Apparel 3,100 ($213); Printing & Pub. 8,400 ($416); Chemicals 4,800 ($587).

White Plains



...is part of New York's rich Westchester-Rockland suburbs (total population 1.2 million, household income $43,313) covered by the morning, evening and Sunday editions of the...

Gannett Westchester Rockland Newspapers

Call 914-694-9300

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First frost, Oct. 31; last frost, Apr. 10.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Broadway N Tarrytown; 2 blocks Beekman Ave.; Tappan Zee Shopping Center; Main St. & Orchard St.
Principal Shopping Days-Thur. through Sun.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Howland's.
Variety Stores-Woolworth, M.H. Fishman.
Chain Drug Stores-Tappan 2.
Chain Supermarkets-Finast; C Town.

14 - NEWSPAPERS: NEWS (e) 4,938; (S) 4,705; Mar. 30, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Gannett Media Sales, 535 Madison Ave., New York, NY 10022; Tel. (212) 715-5300.
National Representative: Gannett Media Sales.

TONAWANDA
See NORTH TONAWANDA

TROY

1 - LOCATION: Rensselaer County (In Albany-Schenectady-Troy MSA). E&P Map F-4. On the E bank of the Hudson River at the head of the tidewater, 150 mi. N of N.Y.C.; eastern terminus of Barge Canal; on State Hwys. 2, 7, 40, 66 & U.S. 4, Interstate 87, 90, & 787.

2 - TRANSPORTATION: **Railroads**-Conrail, D & H, Amtrak, freight service.
Motor Freight Carriers-120.
Intercity Bus Lines-C.D.T.A., Yankee Trails, Greyhound, Trailways, Vermont Arrow, Bonanza and Village Transportation.
Airlines-American, Eastern, USAir, Bar Harbor, Mall, Command, Wright, Air Vermont, United.

3 - POPULATION:
Corp. City 80 Cen. 56,638; E&P 85 Est. 54,339
CZ-ABC: (80) 113,027
RTZ-ABC: (80) 145,682
County 80 Cen. 151,966; E&P 85 Est. 155,091
MSA 80 Cen. 835,880; E&P 85 Est. 855,373
City & RTZ-ABC: (80) 258,709

4 - HOUSEHOLDS:
Corp. City 80 Cen. 20,491; E&P 85 Est. 20,629
CZ-ABC: (80) 41,876
RTZ-ABC: (80) 49,897
County 80 Cen. 52,735; E&P 85 Est. 55,587
MSA 80 Cen. 302,191; E&P 85 Est. 319,330
City & RTZ-ABC: (80) 91,773

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	18	N.A.
Savings & Loan	4	N.A.
Commercial	36	N.A.

6 - PASSENGER AUTOS: County 72,808

7 - ELECTRIC METERS: Residence 56,916

8 - GAS METERS: Residence 36,292

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Technical Engineers 7,880; Life & Physical Scientists 1,788; Mathematical Specialists 381; Engineering Technicians 6,418; Medical Non-Technicians 8,157; Health Technicians/Technologists 2,299; Technicians (non-health, engineering, science) 508; Computer Specialists 1,983; Social Scientists 1,122; Teachers 13,932; Writers/Artists, Entertainers 4,466; Other Professional/Technical Workers (architects, accountants) 15,727; Managers, Non-Farm Proprietors 33,979; Sales Workers 20,098; Secretaries, Stenographers 24,800; Office Machine Operators 4,046; Other Clerical 50,376; Construction Workers/Craftsmen 41,731; Blue Collar Workers/Supervisors 5,675; Metalworking Craft Workers 3,653; Mechanics, Repairers, Installers 10,498; Printing Trades 1,827; Public Utility/Trans. 1,962; Other Craft Workers 4,831; Metalworking Operators 5,231; Semiskilled Textile Operators 2,280; Semiskilled Packing 4,191; Other Operators (ex. transport) 18,850; Transport Operators 12,381; Service Workers 41,765; Non-Farm Laborers 16,280; Farm Owners/Managers 1,908; Farm Laborers & Supervisors 1,365.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-52; Summer 45-89; Fall 45-56; Winter 0-35. First frost, Oct. 15; last frost, early May.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-19 blocks from Congress St. N to Jacob St., on River, Third & Fourth Sts., also Broadway, Congress & Fulton St.
Neighborhood Shopping Centers-Upper Congress St. at 14th St.; Pawling Ave.; Lansingburg (northern section of Troy); 5th Ave. & 112th St.; 116th St. & 2nd Ave.; 126th St. & 2nd Ave.; Hoosick St., betw. 10th & 15th Sts.; Cohoes: Seven blocks centering at Ontario & Remsen St.; Watervliet: Broadway from 14th St. N to 19th St.; Waterford: Broad St. from 2nd to 5th St.; Latham: Latham Corners Mall; Menand's: Broadway; Mechanicville: Park Ave; Hoosick Falls: Downtown Area; Colonie Shpg. Ctr., Northway Mall, East Greenbush Fair, Clifton Country Mall, Uncle Sam Mall, Downtown Troy, Wolf Road Pk., Westgate, Stuyvesant Plz., Cross Gates Mall.
Principal Shopping Days-Wed. through Sun.
Stores Open Evenings-Dept.-Fri. Some Tues. & Thur.; Shopping Ctr. every evg. & Sun.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward, Stanleys, Boston Store, JCPenney, Macy's, Sears, Carl Co., Flahs, Caldor, Bradlees, Jordan Marsh, Filene's.
Variety Stores-Woolworth 2.
Discount Stores-Jupiter, Stanley's, K mart.
Chain Drug Stores-CVS Pharmacy 4, Rite-Aid 2, Fay's 2, Shop-Rite, CVS 2, Brooks.
Chain Supermarkets-Grand Union 8, A&P 3, Price Chopper 12, P&C, Albany Public Markets 5, Star Super 2, Food Circus 3, Shop-Rite 2, Stewarts 6, Cumberland Farms.
Other Chain Stores-Singer Co., Endicott-Johnson, Wells & Coverly, Standard, Outlet Barn, Firestone, Goodyear, Perreault, Ursula of Switzerland, American Seal Paint, French Boot Shop, Thom McAn, Waldenbook, Nut Factory, Sterling Optical, Laine Bags, Barbizon, Hit or Miss, Color Your World, Snyder Leather, Shatz Stationery, Union Book, Casual Corner, The Limited, Radio Shack, Field's Hosiery, Herman's, Lechmere, Toys R Us, The Gap, David's, Sherry's, Weathervane, Marshalls, ADAP Wheels, The Talbots, Loehmann's.

14 - NEWSPAPERS: TIMES RECORD (e) 47,568; SUNDAY RECORD (S) 47,701; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: William R. McDonough, Gen. Adv. Mgr., TIMES RECORD & SUNDAY RECORD, Broadway & 5th Ave., Troy, NY 12181; Tel. (518) 272-2000.
National Representative: None.

UTICA

1 - LOCATION: Oneida County (In Utica-Rome MSA). E&P Map E-3. County Seat. Center of State, on Mohawk Valley, 202 mi. E of Buffalo, 237 mi. NW of NYC. On State Hwys. 5, 12, U.S. Hwy. 20, on N.Y. State Thruway.

2 - TRANSPORTATION: **Railroads**-Amtrak (Passenger); Conrail (Freight).
Motor Freight Carriers-50.
Intercity Bus Lines-Greyhound, Central N.Y. Coach, Chenango Valley, Utica-Rome, Trailways.
Airlines-Empire; Aviation Charter.

3 - POPULATION:
Corp. City 80 Cen. 75,632; E&P 85 Est. 68,906
CZ-ABC: (80) 118,482
RTZ-ABC: (80) 233,439
County 80 Cen. 253,466; E&P 85 Est. 258,734
MSA 80 Cen. 320,180; E&P 85 Est. 327,778
City & RTZ-ABC: (80) 351,921
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 28,897; E&P 85 Est. 27,617
CZ-ABC: (80) 44,074
RTZ-ABC: (80) 77,666
County 80 Cen. 88,000; E&P 85 Est. 92,761
MSA 80 Cen. 111,682; E&P 85 Est. 118,064
City & RTZ-ABC: (80) 121,740

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	3	$452,694,000
Savings & Loan	2	$178,760,000
Commercial	9	$615,973,000

6 - PASSENGER AUTOS: County 123,303

7 - ELECTRIC METERS: Residence 61,039

8 - GAS METERS: Residence 40,891

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Durable Goods 21,600; Non-Durable Goods 11,000; Machy. & Transp. Eqpt. 10,200; Metals 9,200; Food 1,900; Textiles & Apparel 2,100; Paper & Products 4,600.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-65; Summer 55-90; Fall 30-55; Winter -10-50. First frost, Sept. 20; last frost, May 10.

11 - TAP WATER: Acid, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-In Utica: 12 blocks on Genesee St.; 5 on Lafayette St.; 4 on Columbia St.; 8 on Bleecker St. In North Utica: Riverside Mall-83 stores (enclosed mall) Rt. 12, North-Riverside Drive. Charlestown Outlets. Pyramid Mall 85 stores.
Neighborhood Shopping Centers-2 blocks on N. Genesee St.; 2 on Genesee St. at Oneida Sq.; 3 on S. Genesee St.; 2 at Columbia Sq.; 5 on South St.; 5 on James St.; 3 on Varick St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Whitestown	4	Great American
North Utica(16)	2	Price-Chopper
Grand Way(11)	2	Grand Union
New Hartford	5	Sears, Howland, Grand Way, Bradlees
Chicago Mkt (9)	2	Chicago Mkt., Rite-Aid
Nichols	6	Nichols Discount, Marcy P&C
Seneca Mall	7	Chicago Mkt.
Colonial (Whitestown)	4	Savings Bank
King Cole(7)	2	Hayes Appl.
Riverside Mall(93)	3	Howlands, Mont. Ward, Bradlees
Pyramid Mall	NA	Sears, Hess, JCPenney

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-Sears, Montgomery Ward, JCPenney, Hess, Zayre.
Variety Stores-Woolworth 4.
Discount Stores-Nichols, K mart, Tehans, Mutual Distributors, Bradlees 2.
Chain Drug Stores-Rite-Aid 8, Carl's 2, Fay 2, CVS.
Chain Supermarkets-Great American Stores (Victory) 2, Grand Union 2, Foodland 14, Chicago Markets 7, Chanatry 2, Hapanowicz Bros., P&C, Price Chopper 2.
Other Chain Stores-Brooks Store, Endicott Johnson 2, Thom McAn 2, Fanny Farmer 3, Firestone 2, National Auto, Howland 2, Lerner's, Barbara Moss 2, Huckleberry Finn, Hickory Farms, Wicks & Greenman, Casual Corner, Anderson Little 2, Mills Factory, Grossman's, 84-Lumber.

14 - NEWSPAPERS: PRESS (m) 28,873; OBSERVER-DISPATCH (e) 34,204; (sat) 56,505; (S) 58,765; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Paul Haney, Natl. Adv. Mgr., OBSERVER-DISPATCH & PRESS, 221 Oriskany Plaza, Utica, NY 13503; Tel. (315) 792-5000.
National Representative: Gannett Media Sales.

WATERTOWN

1 - LOCATION: Jefferson County. E&P Map D-2. County Seat. Shipping center for ind. & agri. area. On Black River, in northern part of state, 11 mi. E of Lake Ontario & 22 mi. S of St. Lawrence River & Canadian border, 152 mi. from Rochester, 314 mi. from NYC, 70 mi. from Syracuse. On U.S. Hwy. 11, I-81.

2 - TRANSPORTATION: **Railroads**-Conrail.
Bus Lines-Central Greyhound.
Airlines-Clinton Aero; Empire.

3 - POPULATION:
Corp. City 80 Cen. 27,861; E&P 85 Est. 26,623
CZ-ABC: (80) 38,900
RTZ-ABC: (80) 199,270
County 80 Cen. 88,151; E&P 85 Est. 89,238
City & RTZ-ABC: (80) 238,170

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,630; E&P 85 Est. 8,144
CZ-ABC: (80) 14,192
RTZ-ABC: (80) 64,042
County 80 Cen. 30,792; E&P 85 Est. 32,155
City & RTZ-ABC: (80) 78,234

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	$319,223,000
Savings & Loan	1	$20,767,027
Commercial	5	$621,282,411

6 - PASSENGER AUTOS: County 39,291

7 - ELECTRIC METERS: Residence 43,594

8 - GAS METERS: Residence 11,554

9 - PRINCIPAL INDUSTRIES: Air Brakes; Paper Making Mach.; Clinical Thermometers; Paper; Deodorizers; Elec. Motors; Hydraulic Equip.; Snow Plows; Garbage Trucks; Ski Lifts; Safety Tools; Paper Bags; Coin Cards; Cheese Products; Concrete Pipe; Optical Goods; Auto Springs; Pulp & Paper Testing Equip.; Specialty Test Equip.; Burglar Alarm Equip.; Graphic Charts; Canvas Goods; Zinc Die Castings; Perforated Cutting Blades; Skids & Pallets; Log Splitters; Tourism; Dairying

Principal Industrial Pay Day-Thur

10 - CLIMATE: Min. & Max. Temp.-Spring 20-40; Summer 60-90; Fall 50-70; Winter 20-32. First frost, Oct. 31; last frost, April 15

11 - TAP WATER: Alkaline, soft, fluoridated

12 - RETAILING: **Principal Shopping Center** Public Square, State, Arsenal & Court St

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart	1	K mart
Northland Plz (3)	2	A&P, Kinney Drug
Washington St Plz (4)	1	Kinney Drug Grand Union
Seaway Plz (17)	2	Super Duper, P&C
Watertown Plz	2	Nichol's Great American

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-Thur

Stores Open Sundays-Drug, discount, food department

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, F.A. Empsall, Smith & Percy, Sears, Howland's

Discount Stores-Nichols, Zayre, Woolworth, Fay's, K mart

Variety Stores-Bockman's

Chain Drug Stores-Kinney, Fay's, Rite-Aid 2

Chain Supermarkets-A&P, Super Duper 2, Red & White, P&C 2, Hilltop Plaza I.G.A., Great American 2

Other Chain Stores-Lowe Brothers, Firestone, Goodyear, Singer Co., Sherwin-Williams, Grossman's; Wickes Home Supply

14 - NEWSPAPERS: TIMES (e) 41,788, Mar. 31, 1985 ABC

Local Contact for Advertising and Merchandising Data: Robert C. Cornell, Adv. Dir., TIMES, 260 Washington St., Watertown, NY 13601; Tel. (315) 782-1000

National Representative: Landon Associates

WELLSVILLE

1 - LOCATION: Allegany County, E&P Map C-4. In Genesee Valley, heart of Allegheny oil & natural gas field on State Hwys. 417, 19; 85 mi. N to Rochester; 87 mi. to Buffalo

2 - TRANSPORTATION: **Railroads**-Conrail

Motor Freight Carriers-5

Intercity Bus Lines-Genesee Valley

3 - POPULATION:
Corp. City 80 Cen. 5,769; E&P 85 Est. 5,856
CZ-ABC (80) 5,763
RTZ-ABC(80) 28,355
County 80 Cen. 51,742; E&P 85 Est. 52,785
City & RTZ-ABC (80) 34,124

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,304; E&P 85 Est. 1,975
CZ-ABC (80) 2,272
RTZ-ABC (80) 9,923
County 80 Cen. 16,505; E&P 85 Est. 17,371
City & RTZ-ABC (80) 12,145

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$95,000,000
Savings & Loan	2	N.A.
Credit Union	1	N.A.

6 - PASSENGER AUTOS: County 19,941

7 - ELECTRIC METERS: Residence 2,616

8 - GAS METERS: Residence 1,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Turbines 1,000; Heat Exchangers 1,000; Oil Well Packers; Outdoor Furniture; C-E Air Preheater

Principal Industrial Pay Day-Thur

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 45-90; Fall 10-80; Winter -25-60. first killing frost, Oct. 1; last killing frost, May 1

11 - TAP WATER: Alkaline, soft

12 - RETAILING: **Principal Shopping Center**-4 blocks on Main St

Principal Shopping Days-Thur., Fri.

Shopping Plaza-Ames Big N, K mart, Park Ave Plz

Stores Open Evenings-Thur

13 - RETAIL OUTLETS: **Department Stores**-Rockwells, Davies, Montgomery Ward

Variety Stores-Sears, Newberry

Discount Stores-Latsons, S.S. Kresge, K mart, Ames Big N

Chain Supermarkets-Giant, Bell's

Chain Drug Stores-Peterson's, Rite-Aid, Fays

Other Chain Stores-Western Auto, Triangle, Sherwin Williams

14 - NEWSPAPERS: REPORTER (e-mon. to fri.) 3,182; SUNDAY SPECTATOR (S) 3,604, Sept. 30, 1984 ABC

Local Contact for Advertising and Merchandising Data: Robert Rowley, Adv. Dir., REPORTER, 159 N. Main St., Wellsville, NY 14895; Tel. (716) 593-5300

National Representative: Landon Associates

Editor & Publisher
ADDS AD
power to your
sales machine.

WHITE PLAINS

1 - LOCATION: Westchester County (In New York PMSA), E&P Map F-6. County Seat, 22 mi. N of New York on State Hwys. 22, 119 and Bronx River, Hutchinson and Central West Pkwy., Cross Westchester Expwy

2 - TRANSPORTATIUN: **Railroads**-Metro North, Amtrak

Airlines-Air North, Business Express, Command Airways, Empire, Mall Airways, New York Air, Piedmont/Henson, Republic, United

3 - POPULATION:
Corp. City 80 Cen. 46,999; E&P 85 Est. 46,227
NDM-ABC (80) 350,525
County 80 Cen. 866,599; E&P 85 Est. 887,528
PMSA 80 Cen. 8,274,352; E&P 85 Est. 8,410,331

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 18,902; E&P 85 Est. 18,983
NDM-ABC (80) 114,423
County 80 Cen. 307,450; E&P 85 Est. 325,067
PSMA 80 Cen. 3,197,944; E&P 85 Est. 3,353,270

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$6,648,547,000
Savings	17	$5,858,683,000
Savings & Loan	7	$686,026,000

6 - PASSENGER AUTOS: County 534,898

7 - ELECTRIC METERS: Residence 16,716

8 - GAS METERS: Residence 11,737

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metals 2,900 ($378); Non-Electrical Machinery 15,700 ($808); Electrical Machinery 7,300 ($436); Transportation Equip. 2,700 ($584); Instruments 4,200 ($456); Food 10,800 ($667); Apparel 3,100 ($213); Printing & Publishing 8,400 ($416); Chemicals 4,800 ($587)

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First frost, Oct. 31; last frost, Apr. 10

11 - TAP WATER: Alkaline, soft, fluoridated

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main St., 4 on Mamaroneck Ave., 5 on E. Post Rd., 2 on Bloomingdale Rd. Yonkers, White Plains, Mount Kisco, New Rochelle

Shopping Centers-Galleria, White Plains; Midway Shpg. Ctr., Ardsley Rd. (Greenburgh), 14 acres; North White Plains Shpg. Ctr.; Dalewood Shpg. Ctr., Central Ave.; Westchester Sq.; Cross Roads Ctr.; Greenburg Shpg. Ctr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cross Country, Yonkers(81)	NA	Gimbels, Finast, Wanamaker
The Mall, New Rochelle(85)	NA	Shopwell, Macy's

Principal Shopping Days-Thur. through Sun.

Stores Open Evenings-Dept.-Mon., Thur.; Food-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-B. Altman, Macy's, Saks 5th Ave., Sears, Bloomingdale's, Gimbels, Marshall's, Abraham & Straus, JCPenney, Neiman-Marcus

Variety Stores-Woolworth

Discount Stores-Alexander's, Masters, Caldor

Chain Drug Stores-Rite Aid, Post Road Phcy, CVS

Chain Supermarkets-Shopwell, Finast, Gristede, Pathmark, Waldbaum's

Other Chain Stores-Firestone, Martin Paint, Child World, Thom McAn, Pappagallo, Herman's, Radio Shack, Kinney Shoes, Modell's

14 - NEWSPAPERS: REPORTER DISPATCH (e) 47,047; (S) 52,338, Mar. 30, 1985 ABC

Local Contact for Advertising and Merchandising Data: Gannett Media Sales, 535 Madison Ave., New York, NY 10022; Tel. (212) 715-5300

National Representative: Gannett Media Sales

YONKERS

1 - LOCATION: Westchester County (In New York PMSA), E&P Map F-6. North of N.Y. City. On U.S. Hwy. 9, State Hwys. 100, 9A, N.Y. Thruway, Saw Mill River Pkwy

2 - TRANSPORTATION: **Railroads**-Metro North, Amtrak

Airlines-Air North, Business Express, Command Airways, Empire, Mall Airways, New York Air, Piedmont/Henson, Republic, United

3 - POPULATION:
Corp. City 80 Cen. 195,351; E&P 85 Est. 194,750
NDM-ABC (80) 243,636
County 80 Cen. 866,599; E&P 85 Est. 887,528
PMSA 80 Cen. 8,274,352; E&P 85 Est. 8,410,331

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 73,892; E&P 85 Est. 76,048
NDM-ABC (80) 91,133
County 80 Cen. 307,450; E&P 85 Est. 325,067
PMSA 80 Cen. 3,197,944; E&P 85 Est. 3,353,270

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$6,648,547,000
Savings	17	$5,858,683,000
Savings & Loan	7	$686,026,000

6 - PASSENGER AUTOS: County 534,898

7 - ELECTRIC METERS: Residence 63,828

8 - GAS METERS: Residence 46,909

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fabricated Metals 2,900 ($378); Non-Electrical Machinery 15,700 ($808); Electrical Machinery 7,300 ($436); Trans. Equip. 2,700 ($584); Instruments 4,200 ($456); Food 10,800 ($667); Apparel 3,100 ($213); Printing & Publishing 8,400 ($416); Chemicals 4,800 ($587)

10 - CLIMATE: Min. & Max. Temp.-Spring 46-64; Summer 58-88; Fall 38-54; Winter 22-40. First frost, Oct. 31; last frost, April 10

11 - TAP WATER: 2 sources (1 acid-very soft; 1 acid-hard); fluoridated

12 - RETAILING: **Principal Shopping Centers**-5 blocks at Getty Square incl. Main St., New Main St., S Broadway, N Broadway and Palisade Ave.

Neighborhood Shopping Center-South Yonkers-5 blocks on Lower S Broadway

Nearby Shopping Center-Cross County (3 mi.)-Wanamaker's, Finast, Gimbels; Central Plz.-Alexander's, Caldor's

Principal Shopping Days-Thur. through Sun.

Stores Open Evenings-Mon., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Wanamakers, Gimbels, Alexander's, Caldor

Variety Stores-Green's, Woolworth

Discount Stores-Trader Horn

Chain Drug Store-Rite-Aid

Chain Supermarkets-Finast, Waldbaum, A&P, Shopwell, C Town, Pathmark, Pioneer, Shop Rite, Key Foods

14 - NEWSPAPERS: HERALD STATESMAN (e) 30,593; (S) 34,626, Mar. 30, 1985 ABC

Local Contact for Advertising and Merchandising Data: Gannett Media Sales, 535 Madison Ave., New York, NY 10022; Tel. (212) 715-5300

National Representative: Gannett Media Sales

NORTH CAROLINA SURVEYS

METROPOLITAN STATISTICAL AREAS

Asheville-Buncombe County

Burlington-Alamance County

Charlotte-Gastonia-Rock Hill, N.C.-S.C.-Cabarrus, Gaston, Lincoln, Mecklenburg, Rowan and Union Counties, N.C.; York County, S.C.

Fayetteville-Cumberland County

Greensboro-Winston-Salem-High Point-Davidson, Davie, Forsyth, Guilford, Randolph, Stokes and Yadkin Counties

Hickory-Alexander, Burke and Catawba Counties

Jacksonville-Onslow County

Raleigh-Durham-Durham, Franklin, Wake and Orange Counties

Wilmington-New Hanover County

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1986
Under 5 Years	437	403	432
5-14 Years	1,017	975	996
15-24 Years	984	1,144	1,227
25-44 Years	1,254	1,645	1,764
45-64 Years	1,000	1,151	1,234
65 and Over	412	602	647
TOTAL	5,084	5,874	6,300

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1986 Est.
Bldg. Mat./Hdw.	1,091	1,482	2,412
General Mdse.	1,992	2,486	3,572
Food	3,831	6,003	8,296
Automobiles	3,769	4,673	6,610
Gasoline Stations	1,360	1,896	2,282
Apparel	805	1,356	2,025
Furniture	825	1,156	2,034
Eat Drink Places	1,177	2,096	3,041
Drugs	558	858	1,305
TOTAL SALES	16,847	25,305	36,434

Yonkers
YONKERS
MOUNT VERNON
NEW ROCHELLE
...is part of New York's rich Westchester-Rockland suburbs (total population 1.2 million, household income $43,313) covered by the morning, evening and Sunday editions of the...
Gannett Westchester Rockland Newspapers
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ASHEBORO

1 - LOCATION: Randolph County (In Greensboro-Winston Salem-High Point MSA). County Seat. E&P Map D-2. 28 mi. S of Greensboro on Hwys. 49, 64, 220.

2 - TRANSPORTATION: **Railroads**-Norfolk & Southern.
Intercity Bus Lines-Greyhound, Trailways.

3 - POPULATION:
Corp. City 80 Cen. 15,252; E&P 85 Est. 18,548
NDM-ABC: (80) 73,051
County 80 Cen. 91,861; E&P 85 Est. 98,087
MSA 80 Cen. 851,984; E&P 85 Est. 896,290

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,130; E&P 85 Est. 7,635
NDM-ABC: (80) 26,618
County 80 Cen. 32,964; E&P 85 Est. 36,272
MSA 80 Cen. 307,207; E&P 85 Est. 333,638

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	4	$164,269,106
Commercial	8	$181,344,000

6 - PASSENGER AUTOS: County 49,899

7 - ELECTRIC METERS: Residence 9,802

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Furniture, Textiles, Wood Products, Lumber, Wearing Apparel, Machinery, Batteries, Shoes, Paper Board, Electrical Products, Hosiery, Radial Tires.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-45, Summer 40-100, Fall 20-90, Winter 3-70.

11 - TAP WATER: Soft, treated.

12 - RETAILING: **Principal Shopping Centers**-Downtown-3 blocks on Sunset Ave. and 3 blocks on S. Fayetteville St.
Neighborhood Shopping Centers-Northgate Plaza-N. Fayetteville St. (10 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hammer Village(10)	NA	Revco, Winn-Dixie, Bur-Mil, Advance
Hillside(8)	NA	Moores Bldg. Supplies
Randolph Mall	NA	Belk's, Rose's, SupeRX Drug
Northgate Plaza(10)	NA	Rose's, Eckerd
Crossroads	NA	Food Lion, Eckerd, Cheap Joes, Spa Lady
Plaza	NA	Lowes Foods

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Dept. & discount open nightly until 9 p.m.

13 - RETAIL OUTLETS: **Department Stores**-Belk-Yates; B.C. Moore's; McCown-Smith. To 6:25.
Discount Stores: Family Dollar Store, K mart, Rose's.
Variety Stores-Eagle's.
Chain Drug Stores-Revco, Eckerd, Value-Pak, SupeRx, Rite-Aid.
Chain Supermarkets-Winn-Dixie; Lowes Foods 10; Harris-Teeter; Food Lion 2.
Other Chain Stores-Sears; Montgomery Ward; Carolina Tire Co.; Advance Stores; Pic 'N Pay Shoes; B.F. Goodrich; Cato's; Kimbrell's Furn.; Moore's Bldg. Supplies; Heilig-Meyers Furn.; Shoe Show; General Nutrition Centers; Disc Jockey; Radio Shack; Mother-Daughter Shops; Kinney Shoes; Bur-Mil Outlet.

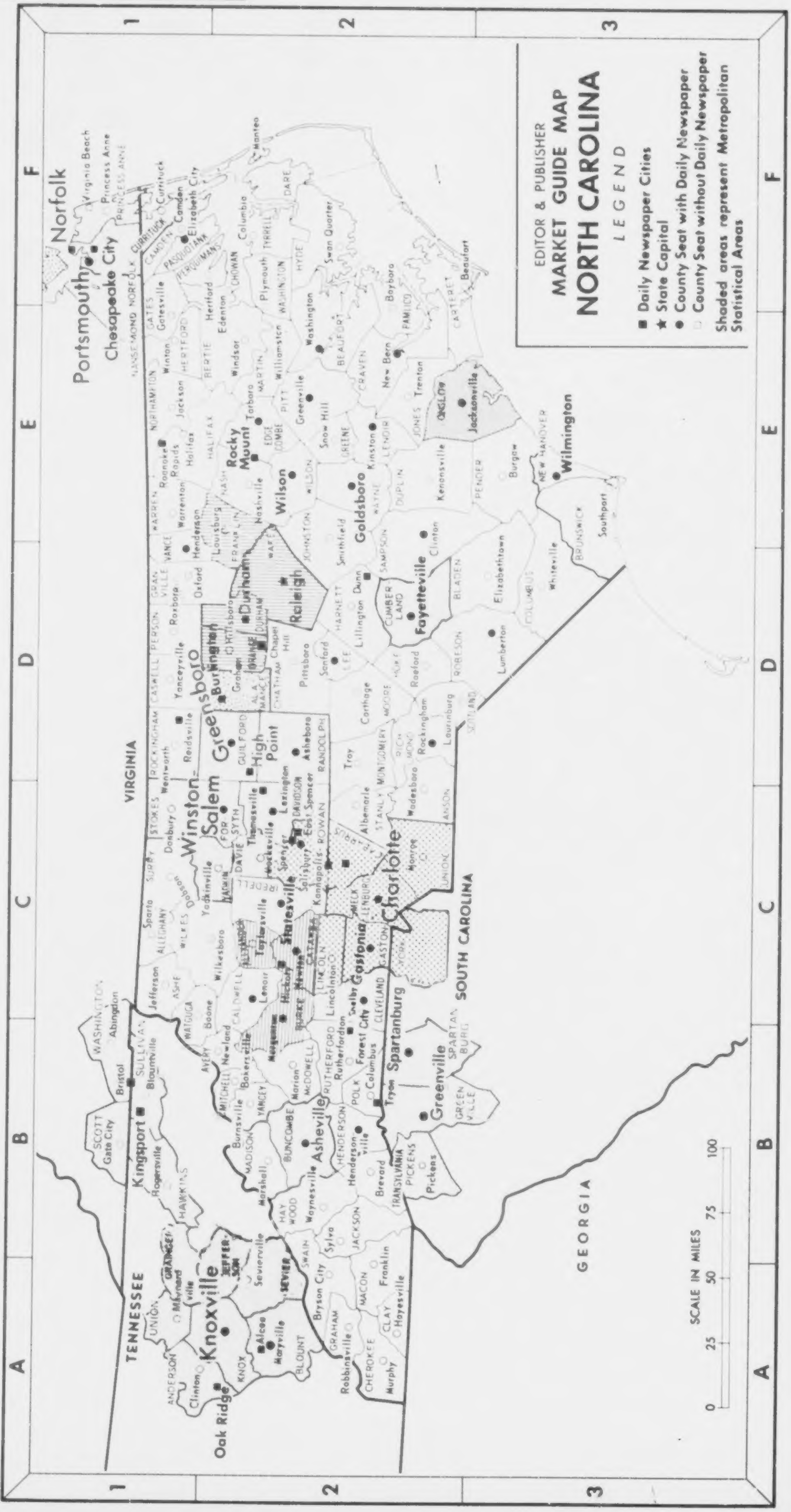
14 - NEWSPAPERS: COURIER TRIBUNE (e-mon to fri) 16,561; (S) 17,723 Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Robert E. Dalton, Adv. Mgr., COURIER TRIBUNE, 152 N. Fayettville St., PO Box 340, Asheboro, NC 27203; Tel. (919) 625-2101.
National Representative: Landon Associates.

ASHEVILLE

1 - LOCATION: Buncombe County (MSA). E&P Map B-2. County Seat. On Blue Ridge Pkwy (connects Shenandoah and Great Smoky Mt. Natl. Parks) 112 mi. W of Charlotte; 112 mi. S of Knoxville, TN. On U.S. Hwys. 19, 23, 25, 70 & 74; Interstate 26 & 40.

2 - TRANSPORTATION: **Railroads**-Southern.
Motor Freight Carriers-45.
Intercity Bus Lines-Greyhound, Continental Trailways.
Airlines-Piedmont; Wheeler; Atlantic Southeastern; Eastern Metro Express.

3 - POPULATION:
Corp. City 80 Cen. 53,281; E&P 85 Est. 53,867


EDITOR & PUBLISHER
MARKET GUIDE MAP
NORTH CAROLINA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0
25
50
75
100
VIRGINIA
TENNESSEE
SOUTH CAROLINA
GEORGIA
1
2
3
A
B
C
D
E
F
Norfolk
Portsmouth
Chesapeake City
Virginia Beach
Kingsport
Bristol
Knoxville
Oak Ridge
Asheville
Charlotte
Gastonia
Spartanburg
Greenville
Winston-Salem
Greensboro
High Point
Burlington
Durham
Raleigh
Rocky Mount
Wilson
Goldsboro
Fayetteville
Wilmington
Jacksonville
Statesville
Hickory
Morganton
Salisbury
Kannapolis
Lumberton
Kinston
New Bern
Greenville
Elizabeth City
Manteo
Beaufort
Asheboro
Lexington
Thomasville
Sanford
Henderson
Roanoke Rapids
Shelby
Forest City
Tryon
Hendersonville
Waynesville
Sylva
Murphy
Lenoir
Wilkesboro
Mount Airy
Reidsville
Eden
Laurinburg
Rockingham
Monroe
Albemarle
Concord
Lincolnton
Clinton
Dunn
Smithfield
Tarboro
Washington
Wentworth

CZ-ABC: (80) 80,523
RTZ-ABC: (80) 406,661
County/MSA 80 Cen. 160,934; E&P 85 Est. 170,393
City & RTZ-ABC: (80) 487,184
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 21,711; E&P 85 Est. 22,033
CZ-ABC: (80) 31,594
RTZ-ABC: (80) 146,309
County/MSA 80 Cen. 60,274; E&P 85 Est. 65,902
City & RTZ-ABC: (80) 177,903

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$629,353,470
Savings & Loan	8	(incl. above)
Savings	6	(incl. above)

6 - PASSENGER AUTOS: County 88,176.

7 - ELECTRIC METERS: Residence 56,700.

8 - GAS METERS: Residence 12,630.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food 1,000; Apparel 2,500; Textile 2,800; Lbr/Wood-Furn./Fabr. Metals 3,100; Prtg. & Publ./Chemicals (Nylon-Rayon & Allied Prod) 2,800; Elec. Mach. 3,900 (Av. Wkly. Wages $296).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-74; Summer 60-83; Fall 47-68; Winter 39-49. First killing frost, Oct. 3; last killing frost, Apr. 11.

11 - TAP WATER: Acid, very soft, fluoridated.

12 - RETAILING: Principal Downtown Shopping Centers-Haywood St., Patton Ave., Pack Sq., Biltmore Ave., Broadway, Lexington Ave., and Coxe Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Innsbruck Mall(42)	2	Eckerd, Brendle's, Ingles Supermarket
TriCity(10)	12	Bi-Lo, Western Auto
K mart No. 1(4)	3	K mart, Eckerd, Bi-Lo
K mart No. 2(10)	3	K mart, Winn-Dixie
K mart No. 3	6	K mart, Winn-Dixie, Byrd's
Town & Country	3	Fine Fare, Shoe Town, Byrd's
Asheville Mall	3	Sears, Woolworth, Lerner's, Ivey's, Meyers Arnold
South Forest(25)	3	Ingles, Eckerd
Grace Plz (3)		Winn-Dixie, Eckerd
Westgate(46)	2	Rose's, Meyers Arnold
Eastvale(8)	3	Catherine's Stout Shop
Northland	4	Margaret's Fashions, Bur-Carr Interiors, Fresh Market
WNC	13	Gant Furniture, Ward Drug
Valley View(9)	12	Dollar General, Davis Outlet, Davis Mkt.
Bi-Lo Plaza(2)	12	Bi-Lo, Revco
Ingles West Plz.	4	Revco, Rose's, Pic-N-Pay Shoes, Ingles
Enka Market Place	8	Winn-Dixie, Eckerd
River Ridge Mkt. Place	5	Food Lion, Eckerd

Principal Shopping Days-Dept. Stores-Sat., Fri., Sun. Food-Thur., Fri., Sat.
Stores Open Evenings-Some Fri., some Mon. Discount stores and Shopping Centers open every night & Sun. afternoons.

13 - RETAIL OUTLETS: Department Stores-Meyers Arnold; Belk's; JCPenney; Ivey's; Sears; Fain's; Byrd's.
Discount Stores-Sky City 4; K mart 3.
Variety Stores-Woolworth; Rose's 2; Davis 2; United; Family Dollar Store; Dollar General.
Chain Drug Stores-Eckerd 6; Revco 9; Rite Aid 5.
Chain Supermarkets-Winn-Dixie 5; Bi-Lo 5; Ingles 15; Ice Service Stores 14.
Other Chain Stores-Goodrich; Firestone 2; Western Auto; Sterchi Furn.; Lerner's; Sherwin-Williams 2; Glidden Paints; Moore's; Lowes; S&H Green Stamps 2; 84 Lumber.

14 - NEWSPAPERS: CITIZEN (m-mon to fri) 48,879; (e) 13,765; CITIZEN-TIMES (sat) 61,336; (S) 71,946; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Robert G. Beard, Adv. Dir., CITIZEN and TIMES, 14 O'Henry Ave., Asheville, NC 28802; Tel. (704) 252-5611. Toll free in NC 1-800-452-2841.
National Representative: Sawyer-Ferguson-Walker Co.

BURLINGTON

1 - LOCATION: Alamance County (MSA). E&P Map D-2. Manufacturing and agriculture center.

2 - TRANSPORTATION: Railroads-Southern; Amtrak.
Motor Freight Carriers-31.
Intercity Bus Lines-Carolina Trailways.
Airlines-Eastern, Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 37,266; E&P 85 Est. 40,151
CZ-ABC: (80) 55,414
RTZ-ABC: (80) 54,092
County/MSA 80 Cen. 99,136; E&P 85 Est. 104,693
City & RTZ-ABC: (80) 109,506
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,367; E&P 85 Est. 15,759
CZ-ABC: (80) 20,794
RTZ-ABC: (80) 18,627
County/MSA 80 Cen. 35,900; E&P 85 Est. 39,201
City & RTZ-ABC: (80) 39,421

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 59,049.

7 - ELECTRIC METERS: Residence 21,503.

8 - GAS METERS: Residence 12,300.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 14,768 ($202); Furniture 600 ($220); Electronics 1,108 ($478); Foods 600 ($260).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-94; Summer 60-97; Fall 32-85; Winter 11-73. First killing frost, Nov. 1; last killing frost, Mar. 28.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St., 2 blocks on Davis, 2 blocks on Front, Burlington Outlet Pk. (40 stores); Burlington Manufacturers Outlet Ctr. (72 stores).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cum-Park Plz (31)	NA	Winn-Dixie, Rose's
Glen Raven (6)	NA	Winn-Dixie
Holly Hill East(8)	NA	Revco, Foodtown
Holly Hill Mall(57)	NA	Sears, Belk-Beck, Eckerd
Bur-Mil Plz.	NA	
Northgate Plz (4)	NA	Food World, Family Dollar
Spoon Plz (5)	NA	Byrd's, Zayre
Edgewood Vlg (11)	NA	Brendles, SupeRx, Harris-Teeter

Principal Shopping Days-Mon., Fri., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Fri.
Stores Open Sundays-Grocery and Discount.

13 - RETAIL OUTLETS: Department Stores-Sellars; JCPenney; Belk-Beck; Sears.
Discount Stores-Super $; Family Dollar Store; Zayre; Bur-Mil; Mann's Consumer Sales; K mart.
Variety Stores-Rose's; Woolworth; Bell's.
Chain Drug Stores-Eckerd 3; SupeRx; Revco.
Chain Supermarkets-Byrds 4; Winn-Dixie 2; Foodlion 3; Harris-Teeter.
Other Chain Stores-Advance; Firestone; Goodyear; Lerner's Shop; Butler's; Lowes; Bill Boyce Music; Wills Book Store; Prago-Guys; Radio Shack; Hickory Farms; Kinney Shoes; Anderson Little; Brooks; Singer; Stereo Village; Wickes; Pic N Pay; Brendles.

14 - NEWSPAPERS: TIMES-NEWS (e-mon to fri) 29,496; (m-sat) 29,104; (S) 30,565; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Lin Gerringer, Advertising, TIMES-NEWS, 707 S. Main St., Burlington, NC 27215; Tel. (919) 227-0131.
National Representative: Landon Associates.

CHAPEL HILL

1 - LOCATION: Orange and Durham Counties (In Raleigh-Durham MSA). E&P Map D-2. Residential-agricultural area; home of University of North Carolina. 12 miles S.W. of Durham; on U.S. Hwys. 15, 501; State Hwy. 54; I-85.

2 - TRANSPORTATION: Railroads-Carrboro; Southern.
Motor Freight Carriers-6.
Airlines-(Raleigh-Durham) United; Eastern; Piedmont; Delta; USAir; New York Air.
Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 32,421; E&P 85 Est. 38,055
Counties 80 Cen. 229,840; E&P 85 Est. 241,303
Orange County 80 Cen. 77,055; E&P 85 Est. 81,566
Durham County 80 Cen. 152,785; E&P 85 Est. 159,737
MSA 80 Cen. 560,728; E&P 85 Est. 608,395
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,019; E&P 85 Est. 12,135
Counties 80 Cen. 83,658; E&P 85 Est. 89,721
Orange County 80 Cen. 27,044; E&P 85 Est. 29,663
Durham County 80 Cen. 55,614; E&P 85 Est. 60,058
MSA 80 Cen. 198,995; E&P 85 Est. 223,498

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	N.A.

6 - PASSENGER AUTOS: Counties: Orange 38,933; Durham 85,586.

7 - ELECTRIC METERS: Residence 17,280.

8 - GAS METERS: Residence 8,230.

9 - PRINCIPAL INDUSTRIES: Agriculture (Wheat, Corn & Tobacco); Timber; Health Insurance; University Education.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-81; Summer 64-90; Fall 37-84; Winter 31-55. First killing frost, Oct. 29; last killing frost, Apr. 13.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Eastgate(25)	NA	Eckerd, Food Lion, Sears
Glen Lennox (62)	NA	
University Mall(62)	NA	Ivey's, Belk's, Rose's, Winn-Dixie, Kerr Drug
Kroger(12)	NA	Kroger
Village Plaza(15)	NA	Harris Teeter
Carr Mill Mall(15)	NA	Harris Teeter
Rams Head(3)	NA	A&P

13 - RETAIL OUTLETS: Chain Department Stores-Sears; Kerr's; Ivey's.
Chain Drug Stores-Eckerd.
Chain Supermarkets-Food Lion; A&P; Kroger; Harris Teeter; Lowes.
Variety Stores-Belk's; Rose's.

14 - NEWSPAPERS: CHAPEL HILL NEWSPAPER (e-mon to fri) 5,595; (S) 6,972; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: William C. McDonald, Jr., Adv. Dir., CHAPEL HILL NEWSPAPER, 505 W. Franklin St., PO Box 870, Chapel Hill, NC 27514; Tel. (919) 967-7045.
National Representative: Landon Associates.

CHARLOTTE

1 - LOCATION: Mecklenburg County (In Charlotte-Gastonia-Rock Hill, NC-SC MSA). E&P Map C-2. County Seat. Wholesaling, financial, distribution, medical and industrial ctr. SW part of state on U.S. Hwys. 21, 29, 74, 521; State Hwys. 16, 27, 49, 51, 160; Interstate Hwys. 77, 85.

2 - TRANSPORTATION: Railroads-Seaboard Coastline; Amtrak; Southern Railroad.
Motor Freight Carriers-160.
Intercity Bus Lines-Charlotte Transit; Greyhound; Piedmont; Trailways.
Airlines-Air Virginia; American; Atlantis; Bankair; Christman Air; Delta; Eastern; Henson; Ozark; Pan Am; Peoples Express; Piedmont; Sunbird; TWA; Tennesssee; TranSouth; United; USAir; & Wheeler.

3 - POPULATION:
Corp. City 80 Cen. 314,447; E&P 85 Est. 336,657
CZ-ABC: (80) 404,270
RTZ-ABC: (80) 1,034,276
County 80 Cen. 404,270; E&P 85 Est. 432,824
MSA 80 Cen. 971,391; E&P 85 Est. 1,040,857
City & RTZ-ABC: (80) 1,438,546
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 117,817; E&P 85 Est. 129,129
CZ-ABC: (80) 146,967
RTZ-ABC: (80) 355,760
County 80 Cen. 146,967; E&P 85 Est. 162,502
MSA 80 Cen. 342,344; E&P 85 Est. 378,894
City & RTZ-ABC: (80) 502,727

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	10	$1,716,000,000
Commercial	13	$21,043,000,000

6 - PASSENGER AUTOS: County 246,818.

7 - ELECTRIC METERS: Residence 170,801.

8 - GAS METERS: Residence 60,485.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-MSA-Constr. 14,432 ($314); Trans. & Utilities 28,095 ($485); Trade 73,077 ($298); Fin., Ins. & Real Estate 21,777 ($384); Servs. 49,810 ($283); Food 5,513 ($332); Textiles 3,777 ($278); Printing 4,765 ($332); Machinery 10,937 ($417).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Av. Temperature-Spring 60; Summer 77; Fall 61; Winter 42. Av. Annual rainfall 42.4 in.; first killing frost Nov. 4.

11 - TAP WATER: Alkaline, very soft, fluoridated.

12 - RETAILING: Principal Shopping Area-3 blocks on S. Tryon St., 3 blocks on N. Tryon St., 3 blocks on E. Trade St., and 3 blocks on W. Trade St.
Neighborhood Shopping Ctr.-(No. of Stores)-Amity Gardens 46; Carmel Commons 34; Central 4808 18; Central Square Shopping Ctr. 13; Chantilly 16; Coliseum Shopping Ctr. 22; The Depot 13; Eastway Shopping Ctr. 28; Foxcroft 6; Freedom Drive 4; Freedom Mart 18; Freedom Plz. 10; Freedom Vlg. 33; Independence Shopping Ctr. 23; K mart Plz. 21; Lanier 13; Loehmann's Plaza 15; Market Pl. 10; Myers Park 15; North Park Mall 28; Olde Towne Vlg. Ctr. 11; Park Pl. 15; Park Rd. 62; Providence Sq. 23; Quail Corners 28; Queensgate 10; Sardia Vlg. 14; Sedgefield 16; Seneca Shopping Ctr. 12; Sharon 11; Specialty Shops on the Pk. 22; Starmount 18; Tyvola 23; University Pk. 12; Vlg. Shopping Ctr. 11; Westerly Hills 20; West Park Mall 25.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Outlet Square(30)	1	Harris Teeter, Eckerd
Cotswold(44)	4	Eckerd, Ivey's, Marshall's, Peebles, Harris Teeter, A&P
Eastland Mall(110)	6	Belk's, Eckerd, Ivey's, JCPenney, Sears
Eastridge Mall(110)	06	Eckerd, Ivey's, JCPenney, Belk's
Freedom Mall(50)	3	Peebles, Eckerd, Sears, Surplus, Richway
Monroe Mall(43)	NA	Peebles, JCPenney, Belk's
Overstreet Mall(45)	0	Belk's, Ivey's
Park Road Ctr (51)	4	A&P, Colonial, JCPenney
Quail Corners(28)		Eckerd, Harris Teeter's, Ashby's
South Park Mall(89)	6	Belk's, Eckerd, Ivey's, Harris Teeter, Sears
Tryon Mall(42)	4	Eckerd, Peebles
Valley Hills Mall (80)	01	Belk's, Sears

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Most large community shopping ctr's-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Belk's 3; Peebles 3; Ivey's 4; JCPenney 2; Sears 3; Marshall's; T.J. Maxx 2.
Discount Stores-Famous Mart 3; K mart 6; Richway 4; Zayre 2; Service Mdse. 3; Woolworth; Family Dollar 10.
Chain Supermarkets-A&P 7; Bi-Lo 7; Food Lion 9; Harris-Teeter 17; Kroger 8; Park N Shop 2; 3 Guys Ltd. 4; Village Market 2; Winn-Dixie 10.
Other Retail Stores-B. F. Goodrich 2; Casual Corner 2; Firestone 4; Florsheim 2; General Tires 2; Genuine Parts 9; Goodyear 5; Hahn Shoes 2; Havertys 2; J.O. Jones 2; Julies 4; Lowes 3; Montaldos 2; Nationwide Auto Parts; One Price Tire 3; Pic N Pay 6; Queen City TV 6; Thom McAO 2; Western Auto 4; Tart's 3; Circuit City 3; Plaza TV & Appliance 4; Rhodes; Hechinger 2; Moores 2; Handy City 2.

14 - NEWSPAPERS: OBSERVER (m) 187,180; NEWS (e-mon to fri) 39,981; OBSERVER (S) 259,029; Mar. 31, 1985 ABC.
Local Contact for Advertising and Marketing Data: Gene Williams, Adv. Mgr., KNIGHT PUBLISHING CO., 600 S. Tryon St.; PO Box 32188, Charlotte, NC 28232; Tel. (704) 379-6300.
National Representative: Knight-Ridder Newspaper Sales.

CLINTON

1 - LOCATION: Sampson County. E&P Map E-2. County Seat. 60 mi. from Wilmington. 60 mi. from Raleigh. 30 mi. E of Fayetteville. U.S. Highways 421, 701. State Hwy. 24.

2 - TRANSPORTATION: **Railroads**-Seaboard Coastline (freight)
Motor Freight Carriers-10
Intercity Bus Lines-Trailways

3 - POPULATION:
Corp. City 80 Cen. 7,552. E&P 85 Est. 7,893
County 80 Cen. 49,687. E&P 85 Est. 50,407
NDM-ABC: (80) 49,687

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,860. E&P 85 Est. 2,954
County 80 Cen. 16,646. E&P 85 Est. 17,459
NDM-ABC: (80) 16,646

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$80,000,000
Savings	3	$65,000,000

6 - PASSENGER AUTOS: County 23,000

7 - ELECTRIC METERS: Residence 16,319

8 - GAS METERS: Residence 1,230

9 - PRINCIPAL INDUSTRIES: Industry. No. of Wage Earners-Meat Packing 800; Electrical Appliances 750; Wood Products 200; Furniture 350; Glass 300; Garments 1400; Stereo Components 100; Yarns 200.
Principal Industry Pay Days-Thur., Fri.

10 - CLIMATE: Annual Av. 62. First killing frost Nov. 1, last killing frost March 15.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Coharie Plaza(14)	1	Rose's, Belk's, Revco
Jordan(20)	1	Piggly Wiggly, Mack's
Clinton Plaza	1	Family Dollar
Shamrock Plaza(5)	1	Piggly Wiggly, Eckerd
K mart Plaza	1	K mart, Revco, Wilson's
Northside Plaza	NA	Sky City, Revco, Food Lion

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Coharie Plaza & K mart Plaza open until 9. All grocery stores open until 9. Piggly Wiggly stores open 24 hours. Northside Plaza open until 10.

13 - RETAIL OUTLETS: **Department Stores**-Belk's, Leder Brothers.
Variety Stores-Rose's; Eagle's; Mack's; Super Dollar; Family Dollar; Pope's; K mart; Sky City.
Chain Drug Stores-Eckerd; Butler's Rexall; Reynold's; Valu-Rite; Revco 3.
Other Chain Stores-Scotchman Stores; Big Blue Stores; True Value Hardware; Ace Hardware; Shoe City; D. A. Kelly's; Cato's; Heilig-Meyers; Sherwin-Williams; Wickes; Goodyear; Pic 'N Pay Shoes; Children's Shop; Dossenbachs.

14 - NEWSPAPERS: THE SAMPSON INDEPENDENT (e-mon to fri.) 8,162; (S) 8,561; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Gaither Perry, Adv. Mgr., SAMPSON INDEPENDENT, 303 Elizabeth St., Clinton, NC 28328; Tel. (919) 592-8137.
National Representative: Landon Associates.

CONCORD

1 - LOCATION: Cabarrus County (In Charlotte-Gastonia-Rock Hill, NC-SC MSA), E&P Map C-2. County Seat. In Piedmont sect. Textile, hosiery & cigarette mfg. ctr.; agric. area. Midway betw. Washington, D.C. & Atlanta, GA.

2 - TRANSPORTATION: **Railroads**-Southern.
Intercity Bus Lines-Kannapolis Transit; Carolina Trailways.
Airlines-Services by Douglas Airport, Charlotte, N.C.

3 - POPULATION:
Corp. City 80 Cen. 16,942; E&P 85 Est. 17,392
CZ-ABC: (80) 31,610
RTZ-ABC: (80) 99,154
County 80 Cen. 85,895; E&P 85 Est. 93,396
MSA 80 Cen. 971,391; E&P 85 Est. 1,040,857
City & RTZ-ABC: (80) 130,764

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,818. E&P 85 Est. 6,871
CZ-ABC: (80) 11,832
RTZ-ABC: (80) 34,543
County 80 Cen. 32,468. E&P 85 Est. 34,497
MSA 80 Cen. 342,344; E&P 85 Est. 378,894
City & RTZ-ABC: (80) 46,375

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$267,276,604
Savings & Loan	4	$347,328,633

6 - PASSENGER AUTOS: City 25,087; County 47,624

7 - ELECTRIC METERS: Residence 12,632

8 - GAS METERS: Residence 8,375

9 - PRINCIPAL INDUSTRIES: Industry. No. of Plants (No. of Wage Earners)-Apparel 6 (300); Brick and Tile 1 (41); Food 6 (280); Lumber & Wood 9 (79); Machine Shops 6 (40); Meat Packers 1 (55); Plastic & Boxed 1 (41); Poultry 3 (175); Printing & Publ. 3 (175); Rubber Pdts. 1 (60); Textile Pdts. 13; Woodworking 3 (75); Hosiery 16 (1,500); Cigarette Mfg. (1,200).
Principal Industrial Pay Days-Wed. & Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-71; Summer 67-89; Fall 49-78; Winter 31-55. First killing frost, Oct. 28; last killing frost, Mar. 21.

11 - TAP WATER: Alkaline, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Downtown shopping, 15 blocks-3 on Union St.; 3 on Cabarrus; 2 on Church; 2 on Corban; 1 on Market; 1 on Barbrick; 1 on Means; 2 on Spring St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Carolina Mall(62)	NA	Winn-Dixie, Sears, Belk's
Concord Plz (3)	NA	
S. Union Shpg. Ctr(12)	NA	
Cloverleaf Plz(14)	NA	Belk's, Brendle's
Branchview Plz(8)	NA	Family Dollar, Food Lion, Revco
Triangle Shpg. Ctr.(3)		
Fleetwood Shpg. Ctr.(8)		

Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Some Sun.
Stores Open Evenings-At shopping centers.

13 - RETAIL OUTLETS: **Department Stores**-Belk's 2; JCPenney; Cook's; The Hub; Sears; Zimmerman's.
Variety Stores-McClellan's; Mack's; McCrory; Zayre's; K mart.
Chain Drug Stores-Service; Revco; White Star; Eckerd; Medicine Shoppe.
Chain Supermarkets-Winn-Dixie; Harris-Teeter; Checker; Food Lion; Village Food Mart; 3 Guys; Bi-Lo.
Other Chain Stores-Jarman; Bell Bros.; Kimbrell; Sterchi's; K-Town; Heilig-Myers; Johnnies Clocks; Wooten's Jewelry; Sherwin-Williams; Western Auto; Pic 'N Pay; Singer; Family Dollar Store; Posey Peddler; Pauline's Dress; Merle Norman; Shoe Show; Wrangler Junction Wranch; Lowe's; Moore's.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 12,489; (S) 13,472; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: John W. Kennedy, Adv. Dir., TRIBUNE, 125 Union St. S., Concord, NC 28025; Tel. (704) 782-3155.
National Representative: Landon Associates.

DUNN

1 - LOCATION: Harnett County, E&P Map D-2. In south central part of state on U.S. Hwys. 1, 95, 301, 421 and State Hwy. 55. 190 mi. S of Richmond; 57 mi. S of Durham.

2 - TRANSPORTATION: **Railroads**-Atlantic Coast Line; Durham & Southern.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways; Southern.

3 - POPULATION:
Corp. City 80 Cen. 8,962; E&P 85 Est. 9,846
County 80 Cen. 59,570; E&P 85 Est. 62,772

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,280; E&P 85 Est. 3,583
County 80 Cen. 20,148; E&P 85 Est. 21,952

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$339,684,000
Savings & Loan	2	$90,000,000

6 - PASSENGER AUTOS: County 26,880

7 - ELECTRIC METERS: Residence 4,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Textiles 2,500; Lumber 300; Candy 170; Fertilizers 50; Farm Machy. 60.
Principal Pay Days-Thur., Fri., Sat.

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Dunn Plaza(14)	NA	Winn-Dixie
Wayne Ave (9)	NA	Sears, Eagle
Floral Gardens(5)	NA	A&P, Pic 'N Pay

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Belk's; Leder Bros.; Louis Baer; Sears; Montgomery Ward; The Men's; E. Baer; The Dollar.
Variety Stores-Rose's; McCrory; Eagle; Pope's Family Center; Sky City.
Chain Drug Stores-Walgreens; Butler & Carroll; Medicine Shoppe; Eckerd; Kerr.
Chain Supermarkets-A&P; Piggly Wiggly; Winn-Dixie; Lee's Red & White; Byrd's; IGA.
Other Chain Stores-Western Auto; Walker Shoes; Glenn's Bootery; Jewel Box; Stanley's; Pic 'N Pay Shoes; Family Dollar; Cheap Joe's Jeans; Woodalls; McDonald Lumber; Food Lion; Halmark Shop.

14 - NEWSPAPERS: RECORD (e-mon to fri) 8,482; sworn Sept. 28, 1984.
Local Contact for Advertising and Merchandising Data: Maere Kay Adams, Adv. Dir., RECORD, PO Box 1448, Dunn, NC 28334; Tel. (919) 892-3117.
National Representative: Landon Associates.

DURHAM

1 - LOCATION: Durham County (In Raleigh-Durham MSA). E&P Map D-2. County Seat. Research Triangle Park. Tobacco, textile, university and medical center. Central part of state. 154 mi. S of Richmond; 134 mi. NE of Charlotte; 56 mi. E of Greensboro. On U.S. Hwys. 70, 15, I-85, I-40, 501; State Hwys. 55, 98, 751, 54.

2 - TRANSPORTATION: **Railroads**-Seaboard, Norfolk Southern, Southern.
Motor Freight Carriers-23.
Intercity Bus Lines-Carolina Trailways; Continental Trailways; Greyhound; McBroom's Bus Co.; Southern Coach.
Airlines-Delta, Eastern, Ozark, Pan Am, Piedmont, TWA, United, USAir; Commuter: Air Virginia, Air-Lift Associates, SunBird, Wheeler; Freight: Flying Tigers Cargo.

3 - POPULATION:
Corp. City 80 Cen. 100,538; E&P 85 Est. 108,000
CZ-ABC: (80) 112,774
RTZ-ABC: (80) 386,473
County 80 Cen. 152,785; E&P 85 Est. 159,737
MSA 80 Cen. 560,728; E&P 85 Est. 608,395
City & RTZ-ABC: (80) 499,247
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 39,768; E&P 85 Est. 41,970
CZ-ABC: (80) 41,801
RTZ-ABC: (80) 134,338
County 80 Cen. 55,614; E&P 85 Est. 60,058
MSA 80 Cen. 198,995; E&P 85 Est. 223,498
City & RTZ-ABC: (80) 176,139

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	10	$756,216,000
Savings & Loan	8	$434,859,171

6 - PASSENGER AUTOS: County 89,666

7 - ELECTRIC METERS: Residence 70,406

8 - GAS METERS: Residence 23,830

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Const. 4,381 ($267); Mfg. 25,186 ($517); Trans., Comm. & Util. 3,585 ($450); Trade 15,892 ($221); Service 26,676 ($326); Fin., Ins. & Real Estate 4,282 ($311).
Principal Pay Days-Factories: Fri.; Offices and Universities: 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-81; Summer 64-90; Fall 37-84; Winter 31-55. First killing frost, Oct. 28; last killing frost, Apr. 9.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Main St.; 4 on Chapel Hill St.; 2 on Parrish St.; 2 on Corcoran St.; 2 on Mangum St.; 2 on Church St.
Neighborhood Shopping Centers-Bragtown: Roxboro Rd.; W. Durham: Ninth St.; E. Durham: Driver & Angier Aves.; Forest Hills: University Drive & Lakewood Ave.; on Broad St. from W. Main to Club Blvd.; on W. Chapel Hill St. from Gregson to Gattis St.; E. Main & Angier Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Wellons Village(50)	3	Pope's Variety, Big Star, Rose's
Northgate(97)	3	Sears, Big Star, Thalhimer's
Lakewood(33)	4	Winn-Dixie, Kroger
Riverview(17)	6	Big Star
South Sq.(109)	5	JCPenney, Mont. Ward, Big Star, Belk's
Loehmann's at Croasdaile(20)	4	Loehmann's, Winn-Dixie
Eno Sq.	7	Food Town
Murdock	3	K mart, Winn-Dixie
N. Duke Mall(40)	5	Rose's, Winn-Dixie
Shannon Plz.(8)	5	Winn-Dixie
Triangle Sq.(8)	9	Winn-Dixie, Kerr Drug
Brightleaf Sq.(31)		Morgan Imports
Parkway Plz.(20)	5	K mart, Food Lion
Regency Plaza(5)		Rose's, Kroger
Willowdale(5)		Kerr Drug, Harris-Teeter

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Thalhimer's; Sears; Baldwin's; Belk-Leggett; Montgomery Ward; JCPenney.
Variety Stores-Woolworth 2; Pope's; Family Dollar 2.
Discount Stores-K mart 2; Rose's 3.
Chain Drug Stores-Eckerd 5; Kerr Drug 7; Revco 5; Treasury.
Chain Supermarkets-A&P 2; Winn-Dixie 7; Kroger 4; Byrd's Lo Mark 3; Big Star 4; Piggly Wiggly 2; Food Lion 4.
Other Chain Stores-Auto: Advance 2, Firestone 3, Western 2. Shoes: Thom McAn, Hahn's, Butler's, Jarman, Roscoe Griffin, Hofheimer's, Baker, Kinney, Regal, Hanover, Endicott-Johnson. Women's Clothing: Lerners, Fashion Finds, Judi Lesli, Loehmann's, The Limited, Foxmoor, Motherhood Shops, Ups 'N Downs, County Seat. Men's Clothing: Fine's, Chess King. Others: J.J. Morley, Radio Shack, Record Bar, Singer Co., Slack 'N Things, Anderson-Little, Camelot Music, Circus World, The Junction, Federal Bake Shop, S. Galeski Optical, General Nutrition, K&K Toys, B. Dalton, O'Neills Card Shop, XYZ Card Shop, Walden Books, Heritage Jewelers, Zale's Jewelers, Osterman's Jewelers, Circuit City, Computerland, Goodyear, Ashby's, The Gap, Montaldo's, Bailey Banks & Biddle, Carlyle & Co.

14 - NEWSPAPERS: HERALD (m) 43,183; SUN (e) 20,470; HERALD-SUN (S) 60,732; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Wayne Simpson, Gen. Adv. Mgr., HERALD-SUN, 115-19 Market St., Durham, NC 27702; Tel. (919) 682-8181.
National Representative: Branham/Newspaper Sales.

EAST SPENCER
See SALISBURY

EDEN

1 - LOCATION: Rockingham County, E&P Map D-1, 38 mi. N of Greensboro.

2 - TRANSPORTATION: **Railroads**-Southern.
Motor Freight Carriers-12.

3 - POPULATION:
Corp. City 80 Cen. 15,672; E&P 85 Est. 16,303
County 80 Cen. 83,426; E&P 85 Est. 87,492

4 - HOUSEHOLDS:
City 80 Cen. 6,116; E&P 85 Est. 6,487
County 80 Cen. 29,616; E&P 85 Est. 32,092

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 43,646

7 - ELECTRIC METERS: Residence 10,044

8 - GAS METERS: Residence 2,900

9 - PRINCIPAL INDUSTRIES: Type of Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 5,900 ($189); Brewery 1,100 ($384); Trucking 240 ($280).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-79; Summer 58-100; Fall 30-82; Winter 12-75. First killing frost, Oct. 21; last killing frost, Apr. 20.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Center**-Eden Mall.

Neighborhood Shopping Centers-Kingsway, Meadow Greens, Eden Plaza

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carolina Circle (88)	38	Ivey's, Belk's, Mont. Ward
Four Seasons (102)	41	Ivey's, JCPenney, Thalhimer's
Hanes Mall(90)	50	Sears, Belk's
Piedmont Mall(90)	28	JCPenney, Belk's

Principal Shopping Days-Fri. & Sat
Stores Open Evenings-Mon. through Sat

13 - RETAIL OUTLETS: **Department Stores**-Belk's, Montgomery Ward, Sears, JCPenney, Ivey's
Discount Stores-Gibson's, White Dot, Pope's, Rolane
Variety Stores-Gibson's
Chain Drug Stores-Revco, Rite-Aid
Chain Supermarkets-Winn-Dixie, Food Lion, Byrd's, Food World

14 - NEWSPAPERS: NEWS (e) 6,868, sworn Sept. 17, 1984.
Local Contact for Advertising and Merchandising Data: Richard Robertson, Pub., NEWS, 804 Washington St., PO Box 308, Eden, NC 27288; Tel. (919) 623-2155
National Representative: Landon Associates

ELIZABETH CITY

1 - LOCATION: Pasquotank County, E&P Map F-1, County Seat

2 - TRANSPORTATION: **Railroads**-Norfolk Southern
Intercity Bus Lines-Norfolk Southern; Virginia Dare Trans.; Trailways
Motor Freight Carriers-4

3 - POPULATION:
Corp. City 80 Cen. 13,784; E&P 85 Est. 14,290
CZ-ABC: (80) 14,004
RTZ-ABC: (80) 64,881
County 80 Cen. 28,462; E&P 85 Est. 29,835
City & RTZ-ABC: (80) 78,885

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,963; E&P 85 Est. 5,275
CZ-ABC: (80) 5,054
RTZ-ABC: (80) 22,529
County 80 Cen. 9,723; E&P 85 Est. 10,558
City & RTZ-ABC: (80) 27,583

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	4	$117,415,000
Savings & Loan	3	$43,500,000

6 - PASSENGER AUTOS: City 15,104

7 - ELECTRIC METERS: Residence-City 7,615

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Cotton Mills; Hosiery Mills; Ship Lumber; Plastic; Metal; Wood; Furniture Mfg.; Boxes; Excelsior; Lumber; Veneer; Shipyards; Children's Clothing; Machine Shops; Seafood Processing; Coast Guard Air Base; Coast Guard Repair Base; Toys; Wood Rollers; Plywood; Lawn Furniture; Candy Mfg.; Aircraft Repair; Electronics; Kitchen Cabinets; T.V. Cabinets; Stereo Cabinets; Mobile Homes; Peat Moss; Control Valves & Repair; Airborne Comm. Sys.; Fuel Sys. Components; Govt. Printing

10 - CLIMATE: Min. & Max. Temp.-Spring 50-72; Summer 60-90; Fall 50-75; Winter 24-54

11 - TAP WATER: Alkaline; med. hard; fluoridated

12 - RETAILING: **Principal Shopping Center**-Southgate Mall (32 stores-JCPenney; Rose's; Sears; Belk-Tyler)
Principal Shopping Days-Mon., Fri., Sat. Some Sun.

13 - RETAIL OUTLETS: **Department Stores**-Belk-Tyler; E. S. Chesson; Cader Harris; JCPenney; Sears; Montgomery Ward; Rose's
Variety Stores-Eagle
Discount Stores-K mart
Chain Drug Stores-Apothecary-Rexall; Jacock's; Walgreens; Peoples; Big Value; Revco
Chain Supermarkets-Farm Fresh; A&P; S&R 5; Open Air; Winn-Dixie; Food Hon
Other Chain Stores-Firestone; Western Auto; Mangel's; Singer; Pittsburgh Plate Glass; Sherwin-Williams; Brooks Fashions; Zip Mart; Family Dollar; Pic-Way Shoes; Lowe's; Cato's; Stitches

14 - NEWSPAPERS: ADVANCE (e-mon to fri) 11,172; (S) 12,055; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: James E. Wilkins, Jr., Adv. Dir., ADVANCE, 216 S. Poindexter St., Elizabeth City, NC 27909; Tel. (919) 335-0841
National Representative: Landon Associates.

FAYETTEVILLE

1 - LOCATION: Cumberland County (MSA), E&P Map D-2, County Seat. Pope Air Force Base; Fort Bragg (U. S. Army). On Cape Fear River. Most inland port in N.C., 90 mi. from Greensboro; 221 mi. from Richmond. On U.S. Hwys. 13, 401, 301, I-95; State Hwys. 24, 53, 59, 87, 210

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line; Norfolk Southern; Aberdeen Rockfish & Cape Fear Rys.
Motor Freight Carriers-20
Intercity Bus Lines-City Transit Dept.; Greyhound; Carolina Coach; Queen City Trailways
Airlines-Piedmont; American

3 - POPULATION:
Corp. City 80 Cen. 59,507; E&P 85 Est. 60,049
CZ-ABC: (80) 167,543
RTZ-ABC: (80) 389,613
County/MSA 80 Cen. 247,160; E&P 85 Est. 249,412
City & RTZ-ABC: (80) 557,156
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 21,546; E&P 85 Est. 22,069
CZ-ABC: (80) 57,074
RTZ-ABC: (80) 119,414
County/MSA 80 Cen. 74,934; E&P 85 Est. 77,871
021City & RTZ-ABC: (80) 176,488

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	5	$185,000,000
Commercial	9	$258,000,000

6 - PASSENGER AUTOS: County 104,770

7 - ELECTRIC METERS: Residence 49,500

8 - GAS METERS: Residence 13,917

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Manufacturing 10,839
Principal Industrial Pay Days-1st & 15th

10 - CLIMATE: Average Temp.-Spring 80; Summer 88; Fall 72; Winter 55. First killing frost, Oct.; last killing frost, Mar.

11 - TAP WATER: Fluoridated

12 - RETAILING: **Neighborhood Shopping Centers**-Haymount Section; Person St.; Bragg Rd. & Boulevard; Raeford Rd.; Hay St.; Raleigh Rd.; McPherson Church Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bordeaux(42)	2	Rose's, Winn-Dixie
Cross Creek(90)	NA	Belk's, Thalhimer's, JCPenney, Sears, Miller & Rhoads
Eutaw Village(70)	NA	Big Star, Kerr Drugs, Rose's
Fayetteville Mall(5)	2	Eckerd, Handy City, Harris Teeter, National Outlet
Highland(29)	1	Wentz Mkt.
King(18)	4	Zayre, Revco
Northleigh(1)	4	A&P
Tallywood(25)	2	Belk's
Westwood(26)	3	Rose's, Winn-Dixie, Kerr Drug

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-The Capitol 3; Belk's 2; Sears; JCPenney; Thailmer's; Miller & Rhoads
Discount Stores-Family Dollar Store 6; Lowe's; Moore; Zayre; K mart 2; Service Merchandise; Best Products; Handy City; National Outlet
Variety Stores-McCrory; Rose's 3; Maxway 4
Chain Drug Stores-Eckerd 3; Fayetteville Drug 2; Revco 9; Kerr 2; Medicine Shoppe 4
Chain Supermarkets-A&P 2; Winn-Dixie 6; Piggly Wiggly; V-Point Grocery 2; Park 'n Shop 3; Short Shop 13; Big Star 4; Harris Teeter 4; Kroger 3; Three Guys 2; Food Lion 6
Other Chain Stores-Diana; Kimbrell's 2; Goodrich; S&H Green Stamps; Maxwell Bros.; Jewel Box 2; Anderson Little; Butler Shoes; Wrangler Wranch; Hanover Shoes; Gordon's Jewelers; Hoffheimers; Kinney Shoes; Lerner Shops; Hickory Farms; Jarman Shoes; Stride Rite; Naturalizer; Thom McAn; Pick Pay 3; Entre Computer; Cato's; Rhodes Furniture; Reeds Jewelers.

14 - NEWSPAPERS: OBSERVER (e-mon to fri) 46,278; TIMES (m-mon to fri) 24,875; OBSERVER-TIMES (m-sat) 72,768; (S) 73,815; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: J. Campbell Haigh, Adv. Dir., OBSERVER TIMES, PO Box 849, Fayetteville, NC 28302; Tel. (919) 323-4848.
National Representative: Landon Associates.

FOREST CITY

1 - LOCATION: Rutherford County, E&P Map B-2. Manufacturing. SW portion of state. U.S. Primary Hwy. 221 & 74; Interstate 26, 40 & 85

2 - TRANSPORTATION: **Railroads**-Southern; Seaboard Coastline; Clinchfield
Intercity Bus Lines-Trailways
Airlines-Eastern; Piedmont; Delta; Southern; United; USAir

3 - POPULATION:
Corp. City 80 Cen. 7,688; E&P 85 Est. 8,459
County 80 Cen. 53,787; E&P 85 Est. 57,005

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,860; E&P 85 Est. 3,174
County 80 Cen. 19,221; E&P 85 Est. 21,046

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	4	N.A.
Commercial	3	N.A.

6 - PASSENGER AUTOS: County 25,869

7 - ELECTRIC METERS: Residence 4,191

8 - GAS METERS: Residence 1,600

9 - PRINCIPAL INDUSTRIES: Type of Industry, No. of Wage Earners (Av. Wkly. Wage $263.82): Automotive Hose 110; Cotton & Synthetic Fabrics 1,410; Flannel & Terry Cloth 1,770; Children's Garments 415; Hshld. Furn. 600; Upholstery Material 400; Ladies Apparel 535; Yarn & Fabric 595; Textured Synthetic Yarn 1,800; Roller Bearings 120; Plastics 450
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Av. Temp. Jan 41.1; June 78.5; Av. Annual temp. 59.9; Annual Rainfall 49.91 in. First killing frost, Oct. 31; last killing frost, May 1

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Tri-City Mall(17)	2	Belk's, Harris-Teeter
Oak St. Mall(6)	1	Sky City, Ingles
Church St.(4)	1	K mart, Lowes Food

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Tri-City Mall & 2 Shpg. Ctrs. open until 9

13 - RETAIL OUTLETS: **Department Stores**-Belk's; Graham Cash; Dalton-Ward
Discount Stores-Sky City; K mart; Family Dollar
Variety Stores-Rose's
Chain Drug Stores-Eckerd; Revco; Smith's; Hardins Drug
Chain Supermarkets-Winn-Dixie; Lowes; Ingles; Bi-Lo; Harris-Teeter; Community Cash; A&P; 3 Guys
Other Chain Stores-True Value Hardware; Western Auto; Radio Shack; Lowes Building Supply; Sterchis; Kimbrells Furn.; Haynes Jones Furn.; Grindstaff's

14 - NEWSPAPERS: DAILY COURIER (e-mon to fri) 10,175; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Bill Blair, Adv. Dir., COURIER, PO Box 1149, 1111 Oak St., Forest City, NC 28043; Tel. (704) 245-6431.

GASTONIA

1 - LOCATION: Gaston County (In Charlotte-Gastonia-Rock Hill, NC-SC MSA), E&P Map C-2, County Seat. 21 mi. W of Charlotte on State Hwys. 72, 74; U.S. Hwys. 29, 74, 321, I-85

2 - TRANSPORTATION: **Railroads**-Norfolk-Southern; Carolina Seaboard System
Motor Freight Carriers-10
Intercity Bus Lines-Gastonia Transit; Greyhound; National Trailways
Airlines-Eastern; Piedmont; Delta; United; Sunbird; Atlantis

3 - POPULATION:
Corp. City 80 Cen. 47,333; E&P 85 Est. 50,337
CZ-ABC: (80) 112,479
RTZ-ABC: (80) 106,027
County 80 Cen. 162,568; E&P 85 Est. 172,465
MSA 80 Cen. 929,019; E&P 85 Est. 1,040,857
City & RTZ-ABC: (80) 218,506

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,195; E&P 85 Est. 18,610
CZ-ABC: (80) 39,644
RTZ-ABC: (80) 36,066
County 80 Cen. 56,362; E&P 85 Est. 61,706
MSA 80 Cen. 342,344; E&P 85 Est. 378,894
City & RTZ-ABC: (80) 75,710

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	8	$291,700,000
Commercial	27 br.	$7,150,000,150

6 - PASSENGER AUTOS: County 81,616; City 41,791

7 - ELECTRIC METERS: Residence 22,000

8 - GAS METERS: Residence & Commercial 21,899

9 - PRINCIPAL INDUSTRIES: Type of Industry, No. of Wage Earners (Av. Wkly. Wage): Textile 14,500 ($169); Machy. 1,400 ($215); Motor Oil Filters 1,100 ($209); Electronic 450 ($173); Corrugated Box 175 ($205); Chemicals 60 ($200); Equip. Mfg. 450 ($185); Plastics 125 ($177); Auto & Truck Assembly ($230)
Principal Industrial Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Annual Av. Min. & Max. Temp.-Spring 60. Annual Av. Precipitation: Rain 43 in.; Snow-6 in. First killing frost, Nov. 8; last killing frost, Mar. 24

11 - TAP WATER: Neutral; very soft; fluoridated

12 - RETAILING: **Principal Shopping Centers**-6 blocks on Main; 10 on Franklin; 3 on Airline; 1 on South; 1 on Oakland; 2 on Marietta Sts.
Neighborhood Shopping Centers-E. Ozark; S. York; West Franklin Ave.; Bessemer City Rd.; E. Franklin Ave.; Wilkinson Blvd.; Linwood Rd.; Union Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Akers(41)	NA	Winn-Dixie, Service Mdse., Richway, Eckerd
Cherry	NA	Foodtown
Delta(4)	NA	A&P, Eckerd
Dixie Village(23)	NA	Eckerd
Franklin	NA	A&P, Family Dollar
Gaston Mall(41)	NA	Harris-Teeter, Brendles
Powell Glenwood(5)	NA	Harris Teeter
Eastridge Mall(90)	NA	JCPenney, Belk's, Ivey
Forestbrood	NA	Winn-Dixie
Windsor	NA	Winn-Dixie

Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores**-Matthews Belk's; Sears; Ivey's; Rose's; JCPenney
Variety Stores-Woolworth
Discount Stores-Nichols; Richway; K mart; Service Merchandise
Chain Drug Stores-Smith's 2; Revco 4; Scottie's; Eckerd 6; Nichols
Chain Supermarkets-Winn-Dixie 6; Pacemaker 2; Big Star; Mighty Midget 2; Harris-Teeter 4; Food Town 2; Ingle's; Park n Shop 3; A&P 2; 3-Guys; Kroger
Other Chain Stores-Morris (jewelry); Jewel Box; D P Paul; Gordon's; Diane Eleanor; Anderson-Little; Lerner's; Merit (shoes); Endicott Johnson; Kinney (shoes); Rustin's; Maxwell Bros. 2; Sterchi's; Kimbrell's 2; Western Auto; Zale's Jewelers; Radio Shack 2

14 - NEWSPAPERS: GAZETTE (e) 39,648; (S) 43,010; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Earl K. Brackett, Adv. Dir., GAZETTE, PO Box 1538, 2500 E. Franklin Blvd., Gastonia, NC 28053; Tel. (704) 864-3293
National Representative: Landon Associates

GOLDSBORO

1 - LOCATION: Wayne County, E&P Map E-2, County Seat. Location of Seymour Johnson Air Force Base (TAC & SAC). Agricultural and commercial center. On Neuse and Little Rivers. 52 mi. SE of Raleigh; 89 mi. N of Wilmington. On U.S. Hwys. 13, 70, 117; State Hwys. 111, 581.

2 - TRANSPORTATION: **Railroads**-Seaboard Coastline; Southern (freight)
Intercity Bus Lines-Greyhound; Trailways; Seashore Transportation

3 - POPULATION:
Corp. City 80 Cen. 31,871; E&P 85 Est. 32,090
CZ-ABC: (80) 36,288
RTZ-ABC: (80) 92,914
County 80 Cen. 97,054; E&P 85 Est. 97,721
City & RTZ-ABC: (80) 129,202

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,880; E&P 85 Est. 11,012
CZ-ABC: (80) 12,232
RTZ-ABC: (80) 30,820

County 80 Cen. 32,300; E&P 85 Est. 33,574
City & RTZ-ABC: (80) 43,152

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$505,850,000
Savings & Loan	3	$363,900,000

6 - PASSENGER AUTOS: County 68,156

7 - ELECTRIC METERS: Residence County 25,780

8 - GAS METERS: 3,865

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage $253.50) Textile Mfg. 305; Industrial Laundry 194; Metalworking 1,202; Food Products 517; Furniture 1,119; Electricity Generating 102; Roofing Materials 167; Textile Finishing 157; Agricultural Research 112; Health Care 213; Apparel 2,310; Lumber 472; Auto Parts Mfg. 896; Bakery Equip. Mfg. 173; Distributors 86
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-64; Summer 70-96; Fall 62-78; Winter 28-50

11 - TAP WATER: Alkaline, very soft, fluoridated

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Center St., 4 on Walnut St., 2 on John St., 1 on Mulberry St.
Neighborhood Shopping Centers-East Ash St. (1700-1800 Block); Seymour-Johnson Homes on Slocumb St. Ext.; Adamsville on Kinston Hwy.; 1 mi. N on William St.; Beech and Madison Sts.; N. Berkeley Blvd.; S. Berkeley Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Berkeley Mall(46)	4	Sears, JCPenney, Belk's, Weils
Oak Square(21)	3	Sherwin-Williams
Eastgate(22)	3	Rose's, Winn-Dixie
Sunrise(15)	2	Woolworth, Kerr Drug
Ashley Plaza(9)	3	K mart, A&P
Barnyard(7)	3	Cloth Barn
Plaza(3)	2	Big Star
Wayne Plaza(4)	2	Clinard, Big Star
Nichols(2)	4	Nichols, Winn-Dixie
Neuse River(2)	6	Winn-Dixie, Kerr's
North Plaza	6	Food Lion
Cobblestone Place	14	Ed Kelly's

Principal Shopping Days-Sat., Fri., Thur.

13 - RETAIL OUTLETS: **Department Stores**-Belk-Tyler; JCPenney; Leder Bros.; Weil's; Sears
Discount Stores-Rose's; Nichols; K mart
Chain Drug Stores-Eckerd 2; Revco 2; Kerr's 3
Variety Stores-Woolworth; McClellan; McCrory
Chain Supermarkets-A&P 2; Winn-Dixie 3; Piggly Wiggly 2; Big Star 2; Food Lion; Farm Fresh
Other Chain Stores-Goodyear 2; Butler Shoes; Diana Shops; Glamour Shop; Kinney Shoe; Shoe Show; Jewel Box; Firestone 2; Singer Co.; Sherwin-Williams Paint; Heilig-Meyer's Furniture; Western Auto; S&H Green Stamps; Maxwell Bros. Furniture; Waldenbooks; Deb Shop; Brooks; Radio Shack; Family Dollar 2; Dollar Store; Roscoe Griffin; K&K Toys; Thom McAn; Docktor Pet; General Nutrition; Cato Center; Fine's Men's Shop; Baldwins; Dorothy's Ruffled Originals; Colortyme TV

14 - NEWSPAPERS: NEWS-ARGUS (e-mon to fri) 22,025; (S) 24,782; Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Hal Tanner, Jr., Pub., NEWS-ARGUS, PO Box 10629, Goldsboro, NC 27532; Tel. (919) 778-2211
National Representative: General Advertising Service

GREENSBORO

1 - LOCATION: Guilford County (In Greensboro-Winston Salem-High Point); E&P Map D-2. County Seat. In center of state, 50 mi. S of VA state line. Mfg., trans., college and insurance center. 200 mi. from Richmond, VA; 329 mi. from Atlanta, GA; 324 mi. from Baltimore, MD. On U.S. Hwy. 29, 70, 421, 220; I-40, I-85. State Hwys. 22, 150, 68, 61, 62, 6.

2 - TRANSPORTATION: **Railroads**-Southern; Amtrak.
Intercity Bus Lines-Southern Greyhound; Carolina Trailways; Duke Transit.
Airlines-Eastern; Piedmont; United; Delta; Best; USAir; Peoples Express; 3 Commuter Airlines.

3 - POPULATION:
Corp. City 80 Cen. 155,642; E&P 85 Est. 161,071
CZ-ABC: (80) 196,229
RTZ-ABC: (80) 790,595
County 80 Cen. 317,154; E&P 85 Est. 328,219
MSA 80 Cen. 851,984; E&P 85 Est. 896,290
City & RTZ-ABC: (80) 986,824

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 56,702; E&P 85 Est. 60,564
CZ-ABC: (80) 71,114
RTZ-ABC: (80) 281,579
County 80 Cen. 114,084; E&P 85 Est. 121,905
MSA 80 Cen. 307,207; E&P 85 Est. 333,638
City & RTZ-ABC: (80) 352,693

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	10	$763,834,000
Commercial	13	$746,262,000
Credit Unions	29	$64,106,000

6 - PASSENGER AUTOS: City 123,780; County 187,401

7 - ELECTRIC METERS: Residence 104,020

8 - GAS METERS: Residence 30,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage-N.A.)-Mfg. 152,600; Lumber & Wood 6,100; Furn. & Fixtures 27,300; Stone, Clay & Glass 3,900; Primary & Fab. Metals 8,200; Non-Electrical Machy. 8,300; Other Durable Goods 19,400; Food & Kindred Prod. 5,200; Textiles 28,600; Apparel 11,800; Paper & Allied Prod. 2,600; Other Nondurable Goods 20,600; Non-Manufacturing 275,900; Construction 19,700; Trans., Comm. & Public Util. 23,200; Trade 93,000; Fin., Ins. & Real Estate 19,400; Service & Misc. 68,700; Gov't 51,600; Chemical 4,300; Printing & Pub. 6,300.

10 - CLIMATE: Av. Temp.-Spring 66; Summer 75; Fall 49; Winter 42. First kiling frost, Oct. 30; last killing frost Apr. 10

11 - TAP WATER: Alkaline, soft

12 - RETAILING: **Principal Shopping Centers**-2 blocks on E Market and W Market Sts.; 2 blocks on N Greene and S Greene Sts.; 2 blocks on N Davie and S Davie Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ashley Sq.(3)	4	Big Star, Revco
Battleground Village(14)	4	Images, Rite Aid
Best(7)	2	Best, Peaches
Caldwell(13)	3	
Carolina Circle Mall(80)	4	Belk's, Ivey's, Mont. Ward
Coliseum(12)	2	Food Lion, Family Dollar
Cook's(3)	3	Handy City, Brendle's
Bessemer(8)	1	
High Point Rd.(14)	2	3 Guys
Forest Oaks(5)	5	Winn-Dixie
Four Seasons(96)	3	Belk's, Ivey's, JCPenney, Winn-Dixie
Friendly Center/	3	Belk's, Thalhimers,
Forum VI(110)	3	Sears, Montaldo's
Golden Gate(33)	2	Bestway, Food Lion, Revco
Greensboro Outlet	4	Dixie Bell, N.Y.
Mall(35)	4	Bag & Baggage
Holden Plaza(4)	4	Food Lion
Irving Park(19)	2	Edmonds
K mart West Market(3)	4	K mart, Food Lion,
K mart Randleman(2)	3	K mart, Food Lion, Food World
K mart-E. Cone(2)	4	K mart, Big Star
Kroger(13)	3	Kroger, Showroom,
Oakcrest(9)	5	Omega Sports
O'Henry(6)	2	Winn-Dixie, Zayre
Palmer Plz.(12)	2	Eckerd, Kroger, Lowe's
Price Place(10)	2	Food World, Eckerd
Quaker Village(28)	6	Bestway, Edmonds
Sedgefield(19)	5	Family Dollar, Food World
Spring Valley(23)	2	Eckerd, Food World, Sears Surplus
Sunset Hills(7)	2	Food Rite
Westgate(9)	5	Shoe Town
Westridge Square(10)	5	Kroger, Ashby's, Eckerd
West Market St.(12)	4	Kroger, Marshall's, Revco
Zayre(5)	2	Zayre, Revco, T.J. Maxx
Spring Garden		
West Ridge	NA	Kroger
Palmer Plaza	NA	

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings & Sundays-Drug; Discount; Department; Grocery; Shopping Centers.

13 - RETAIL OUTLETS: **Department Stores**-Belk's 3; Ivey's 2; Miller & Rhodes; Montgomery Ward; JCPenney; Sears; Thalhimers 2
Variety Stores-Woolworth 3; McCrory
Discount Stores-Best; Brendle's 2; Ellmans; Family Dollar 4; K mart 3; T.J. Maxx; Zayre 2; P.H. Rose 2
Chain Drug Stores-Eckerd 7; Edmonds 4; Rite Aid 8; Revco 7; Medicine Shoppe; K mart Pharmacy 3; Valu-Rite 3
Chain Supermarkets-Bestway 7; Big Star 4; Bi-Rite 3; Food Lion 6; Food World 5; Kroger 5; Winn-Dixie 5; Food Rite 6; Family Mart; Fresh Market; 3 Guys
Other Chain Stores-Ashby's; Baker's Shoes; Baskin-Robbins; Brooks; Butler's Shoes; Camera World; Captain D's; Casual Corner; Catherine's Stout Shop; Cato's; Chess King; Darryl's; Elaine Powers; Fine's Men's Shop; Firestone; 5-7-9 Shop; Florsheim Shoes; General Nutrition; General Tire; Glidden Paint; Goodrich Tire; Goodyear Tire; Gordon's Jewelers; Hahn Shoes; Handy City; Hanover Shoes; Hardy Shoes; Hechinger's; Hickory Farms; Hofheimer Shoes; The Hub; The Jewelbox; The Junction; K&K Toys; Kay's Jewelers; Kinney Shoes; La Vogue; Lady Madonna Maternity; Lerner Shop; Levi's Place; The Limited; Lowe's; McCrory; Marshall's; Mary Carter Paints; Master Auto; Maxwell Home Furnishings; Merle Norman Cosmetics; Miller & Rhodes; Moore's Building; Ormond Shop; Radio Shack; Rhodes Furniture; Sherwin-Williams; Singer; Stuarts; Swensen's; Thom McAn; Waldenbooks; Western Auto; Wrangler Wranch

14 - NEWSPAPERS: NEWS (m) 91,855; RECORD (e) 19,759; NEWS & RECORD (sat) 118,162; (S) 124,266; Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Robert Hager, Natl. Adv. Mgr., NEWS and RECORD, 200 E. Market St., PO Box 20848, Greensboro, NC 27420-0848; Tel. (919) 373-7111
National Representative: Branham/Newspaper Sales

GREENVILLE

1 - LOCATION: Pitt County, E&P Map E-2. County Seat. Agricultural, educational, industrial, wholesale and residential center

2 - TRANSPORTATION: **Railroads**-Seaboard Coastline; Norfolk Southern (freight only)
Motor Freight Carriers-10
Intercity Bus Lines-Trailways; Seashore Trans.

3 - POPULATION:
Corp. City 80 Cen. 35,740; E&P 85 Est. 45,175
CZ-ABC: (80) 35,740
RTZ-ABC: (80) 83,411
County 80 Cen. 83,651; E&P 85 Est. 96,160
City & RTZ-ABC: (80) 119,151

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,472; E&P 85 Est. 13,842
CZ-ABC: (80) 11,472
RTZ-ABC: (80) 28,880
County 80 Cen. 27,757; E&P 85 Est. 33,269
City & RTZ-ABC: (80) 40,352

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$7,248,630,941
Savings	5	$218,651,785

6 - PASSENGER AUTOS: County 43,804

7 - ELECTRIC METERS: Residence 27,500

8 - GAS METERS: Residence 4,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Tobacco Mfg. 2,400; Food & Prod. 400; Textile 350; Lumber 175; Chemical 125; Elect. 200; Pharmaceutical 1,200; Boat 150
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Nov. 1 to 10; last killing frost, Mar. 10 to 20.

11 - TAP WATER: Neutral, medium soft; fluoridated

12 - RETAILING: **Principal Shopping Center**-10 block area in the center of city

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
E. Greenville(8)	NA	A&P, Big Value Drug
Pitt Plaza(26)	NA	JCPenney, Eckerd, Rose's, Kroger
Greenville Sq.(20)	NA	A&P, K mart
Carolina East(74)	NA	Sears, Belk-Tyler, Winn-Dixie, Kerr's

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Pitt Plaza, Greenville Sq., Carolina East-nightly; Food-Fri.

13 - RETAIL OUTLETS: Department Stores-Blount-Harvey Co.; White; Belk-Tyler; JCPenney; Rose's; Sears.
Discount Stores-Nichol's; K mart
Chain Drug Stores-Bissette; Hollowell 3; Eckerd 2; Rite Aid 2; Revco; Kerr
Chain Supermarkets-Harris 4; A&P; Overton; Winn-Dixie 2; Piggly Wiggly; Kroger; Farm Fresh; Food Lion
Other Chain Stores-Brody's; Jewel Box; Zale's; Butler's

14 - NEWSPAPERS: REFLECTOR (e-mon to fri) 17,035; (S) 18,766; Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: David J. Whichard II, Pres., REFLECTOR, 209 Cotanche St., Greenville, NC 27834; Tel. (919) 752-6166
National Representative: General Advertising Service

HENDERSON

1 - LOCATION: Vance County, E&P Map D-1. County Seat. Agric. & mfg. ctr. On U.S. Hwys. 1, 158, I-85 in NE part of state, 43 mi. to Raleigh, the state capital.

2 - TRANSPORTATION: **Railroads**-Seaboard Coastline; Southern Railway
Motor Freight Carriers-16
Intercity Bus Lines-Greyhound; Trailways
Airports-Raleigh-Durham
Airlines-Delta; Eastern; United; Pan Am; TWA; Piedmont; NY Air; Ozark; U.S. Air; Sunbird

3 - POPULATION:
Corp. City 80 Cen. 13,522; E&P 85 Est. 13,851
CZ-ABC: (80) 17,738
RTZ-ABC: (80) 46,840
County 80 Cen. 36,748; E&P 85 Est. 38,268
City & RTZ-ABC: (80) 64,578

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,824; E&P 85 Est. 4,796
CZ-ABC: (80) 6,339
RTZ-ABC: (80) 15,077
County 80 Cen. 12,239; E&P 85 Est. 13,115
City & RTZ-ABC: (80) 21,416

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$142,248,000
Savings & Loan	2	$41,393,000

6 - PASSENGER AUTOS: County 17,451

7 - ELECTRIC METERS: Residence 6,000

8 - GAS METERS: Residence 1,450

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 3,200 ($185); Tobacco 760 ($175); Stone, Clay, Glass 775 ($390); Public Servs. 513 ($255); Trans. Equip. 140 ($220)
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Average Temp.-60; Jan. 42; June 78

11 - TAP WATER: Alkaline, soft; fluoridated

12 - RETAILING: **Principal Shopping Centers**-6 blocks on Garnett St., 5 on Montgomery St., 3 on William St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Corbitt Hill(7)	NA	Mont. Ward
Henderson Mall(25)	NA	JCPenney, Rose's, Eckerd, Leggett's
Kings Plz.(2)	NA	A&P, Rose's
Northside Plz.(5)	NA	Food Lion, Revco
Vance Sq.(6)	NA	Winn-Dixie, Revco

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Food Stores, Mall Stores, Other Shopping Areas
Stores Open Sundays-4 Supermarkets & some ret.

13 - RETAIL OUTLETS: **Department Stores**-Charles Stores; JCPenney; Leggett's; E.G. Davis; Baldwin's
Variety Stores-Rose's; K mart
Discount Stores-Dollar Store; Family Dollar Store

Chain Drug Stores-Eckerd; Henderson 2; Revco 3.

Chain Supermarkets-Save Way; Big Star; Winn-Dixie; 7-Eleven 2; A&P; Buy Rite 2; Fast Fare 218; Byrd's; Food Lion
Other Chain Stores-Larkins (clothing); Star Furniture; Penny Furn.; Moores Building Supply; Schewel Furn.; Heileg-Myers Furn. The Junction (clothing); Perry Bros. Goodyear.

14 - NEWSPAPERS: DISPATCH (e) 9,349; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: W.D. Tharrington, Gen. Mgr., DISPATCH, 304 S. Chestnut St., Henderson, NC 27536; Tel. (919) 492-4001.
National Representative: Landon Associates

HENDERSONVILLE

1 - LOCATION: Henderson County. E&P Map B-2. County Seat. Agric. and industrial ctr. and summer resort in W. region of state. 21 mi. S. of Asheville. 100 mi. W. of Charlotte. 40 mi. N. of Greenville, SC.

2 - TRANSPORTATION: **Railroads**-Southern (Cincinnati to Columbia, S.C.). Terminus Hendersonville-Toxaway Div.
Motor Freight Carriers 22
Intercity Bus Lines-Greyhound, Continental Trailways, Suburban Coach.
Airlines-Piedmont, Wheeler, Eastern Metro, ASA.

3 - POPULATION:
Corp. City 80 Cen. 6,862; E&P 85 Est. 8,067
CZ-ABC: (80) 6,862
RTZ-ABC: (80) 51,718
County 80 Cen. 58,580; E&P 85 Est. 66,520
City & RTZ-ABC: (80) 58,580

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,897; E&P 85 Est. 3,333
CZ-ABC: (80) 2,897
RTZ-ABC: (80) 19,492
County 80 Cen. 22,389; E&P 85 Est. 26,289
City & RTZ-ABC: (80) 22,389

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$83,437,222
Commercial	6	$163,542,170

6 - PASSENGER AUTOS: County 32,910.

7 - ELECTRIC METERS: Residence County 19,451.

8 - GAS METERS: Residence 2,511.

9 - PRINCIPAL INDUSTRIES: Elect. 1,400; Paper 900; Textile 1,867; Const. 897; Food 878; Apparel 1,789; Chemicals 800.

10 - CLIMATE: Min. Max. Temp.-Spring 42-67; Summer 60-82; Fall 43-68; Winter 27-49. First killing frost, Oct. 18; last killing frost, Apr. 21.

11 - TAP WATER: Neutral, very soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Main St., 2 each of 3rd, 4th & 5th Aves., 3 on 7th Ave. E. 2 S. of Main & Church Sts. Four Seasons Boulevard at Dana Road. Spartanburg Hwy S. of Main & Church Sts.
Neighborhood Shopping Centers-Southgate, 1/2 mi. S. of city; King's Plaza, 1/2 mile E. of city; Sky City Plaza, 1/2 mi. S. of city.
Principal Shopping Days-Mon., Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Belk-Simpson, Schulman's, K mart.
Variety Stores-Rose's, Eagle's, Family Dollar, King's, Sky City, Otasco.
Chain Drug Stores-Eckerd, Revco, Rite Aid, Econo-Mart.
Chain Supermarkets-Winn-Dixie 3, Community Cash 2; Ingle's 3; Bi-Lo 2; Food Lion.
Other Chain Stores-Western Auto; Sherwin-Williams; Sears Catalog); Lowe's Hdwe; Radio Shack.

14 - NEWSPAPERS: TIMES-NEWS (e) 15,450, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Ned Cowart, Adv. Dir., TIMES-NEWS, 1717 Four Seasons Blvd; PO Box 490, Hendersonville, NC 28793; Tel. (704) 692-0505.
National Representative: Landon Associates.

HICKORY

1 - LOCATION: Catawba County (MSA). E&P Map C-2. Near Catawba River and Lake Hickory on U.S. Hwys. 40, 70, 321, 64 and State Hwys. 10, 16, 127; 55 mi. N of Charlotte; 80 mi. E of Ashville; 90 mi. SW of Winston-Salem; Interstate I-40.

2 - TRANSPORTATION: **Railroads**-Southern; C&NW.
Motor Freight Carriers-42.
Intercity Bus Lines-Continental Trailways.
Airlines-Sunbird, Atlantis.

3 - POPULATION:
Corp. City 80 Cen. 20,757; E&P 85 Est. 21,965
CZ-ABC: (80) 49,626
RTZ-ABC: (80) 195,625
County 80 Cen. 105,208; E&P 85 Est. 110,763
MSA 80 Cen. 202,711; E&P 85 Est. 215,575
City & RTZ-ABC: (80) 245,251

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,164; E&P 85 Est. 8,628
CZ-ABC: (80) 18,305
RTZ-ABC: (80) 67,684
County 80 Cen. 37,308; E&P 85 Est. 40,519
MSA 80 Cen. 71,174; E&P 85 Est. 78,157
City & RTZ-ABC: (80) 85,989

5 - BANKS	NUMBER	DEPOSITS
Commercial	41	$1,200,000,000
Savings & Loan	2	$39,279,386

6 - PASSENGER AUTOS: County 60,223.

7 - ELECTRIC METERS: Residence 53,451.

8 - GAS METERS: Residence 5,000.

9 - PRINCIPAL INDUSTRIES: Industry, Av. Wkly Wage-Construction $137; Mfg. N.A.; Transp. & Utilities $153; Whol. & Ret. Trade N.A.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-90; Summer 56-92; Fall 33-85; Winter 5-78. First killing frost, Oct. 17; last killing frost, April 29.

11 - TAP WATER: Slightly alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Main Ave. Pl. SW, 1 on Union Sq., 2 on 3rd St. NW, 2 on 2nd St. NW, 2 on 1st Ave. NW, 1 on Main Ave. NW, 2 on Main Ave. NE.
Neighborhood Shopping Centers-Highland, W. Hickory, Brookford, Viewmont, North Pointe & Northgate Plaza on Hwy. 127. South Hickory, Midland 4 blks. Fronting Hwy. 64-70-321; Hickory Plaza, 571 U.S. 64-70; Catawba Mall on Hwy. 64-70 SW; Valley Hills Mall, Starmount Plz. Hwy. 64-70 SE.
Shopping Centers-Viewmont, 10 blks. Distant (Hickman Hdwe., Fresh Air No. 2.) Lowe's, Harris-Teeter, Winn-Dixie, Villa Park, 12 bldgs., Lowe's Food, Duo Drug.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Catawba Mall(30)	NA	JCPenney, Eckerd, Radio Shack, Belk's, Spainhours
Kroger Center(6)	NA	Kroger
Midland(16)	NA	Sky City, Fine Fare, Advance Auto
Northgate Plaza(4)	NA	Revco, Bi-Lo, Rose's
North Pointe(13)	NA	Eckerd, Harris-Teeter
Valley Hills Mall(90)	NA	Sears, Zale's, Hickory Farms, Belk's, West-Deal
Hickory Plaza	NA	K mart, Cheap Joe's, 3 Guys

Principal Shopping Days Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Belk-Broome, Spainhour's, Sears, JCPenney, Melville's, Zerden's, Nichol's, Colony Casuals, West-Deal.
Variety Stores-Woolworth, Rose's, Family Dollar.
Chain Drug Stores-Smith's, Eckerd, Viewmont 3, Revco, Peoples, Rite Aid.
Chain Supermarkets-Lowe's 2, Fresh Air 3, Winn-Dixie 2, Harris-Teeter 2, Kroger Sav-On, Food Town, Bi-Lo, Fine Fare, 3 Guys.
Discount Stores-Sky City, Brendle's, K mart.
Other Chain Stores-Butler's (shoes), Kinney Shoes, Clark Tire, Pic 'N Pay Shoes.

14 - NEWSPAPERS: RECORD (e) 27,787, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: David Millholland, Adv. Dir., RECORD, PO Box 968, Hickory, NC 28603; Tel. (704) 322-4510.
National Representative: Landon Associates.

HIGH POINT

1 - LOCATION: Guilford County (In Greensboro-Winston-Salem-High Point MSA). E&P Map D-2. Center of furniture & hosiery mfg. Near center of state on U.S. Hwys. 29, 29A, 70, 70A, I-85. State Hwys. 311, 62, 68. 15 mi. SW of Greensboro; 18 mi. SE of Winston-Salem; 340 mi. from Baltimore, MD; 350 mi. from Atlanta, GA; 736 mi. from Chicago, IL.

2 - TRANSPORTATION: **Railroads**-Southern; High Point, Thomasville & Denton; C&NW; Amtrak.
Motor Freight Carriers-49.
Intercity Bus Lines-Carolina Trailways; Queen City Trailways.
Airlines-Eastern; Piedmont; United; Delta; Ozark; USAir; People; American.

3 - POPULATION:
Corp. City 80 Cen. 63,808; E&P 85 Est. 66,395
CZ-ABC: (80) 81,629
RTZ-ABC: (80) 96,439
County 80 Cen. 317,154; E&P 85 Est. 328,219
MSA 80 Cen. 851,984; E&P 85 Est. 896,290
City & RTZ-ABC: (80) 178,068
Demographic Information available from Newspaper. See paragrapn 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 23,374; E&P 85 Est. 25,059
CZ-ABC: (80) 29,477
RTZ-ABC: (80) 33,352
County 80 Cen. 114,084; E&P 85 Est. 121,905
MSA 80 Cen. 307,207; E&P 85 Est. 333,638
City & RTZ-ABC: (80) 62,829

5 - BANKS	NUMBER	EST. DEP.
Commercial	7	$196,000,000
Savings & Loan	4	$74,886,934

6 - PASSENGER AUTOS: County 271,134 (All Vehicles).

7 - ELECTRIC METERS: Residence 22,885.

8 - GAS METERS: Residence 13,172.

9 - PRINCIPAL INDUSTRIES: Furn. Ind., Textiles, Food, Chemicals, Machinery, Ore Mfg., Construction, Fin., Ins. & Real Estate; Services, Fabricated Metals, Lumber & Wood, Printing & Pub., Trans. Equip., Trans. Comm. & Pub. Util.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-82; Summer 57-87; Fall 38-79; Winter 24-62. First killing frost, Oct. 11; last killing frost, Apr. 25.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Principal Shopping Center** 4 blocks on Main St., 4 on Wrenn St., 2 on Washington St., 2 on English, 1 on Montlieu.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Sunday-Some drug, food, discount.
Stores Open Evenings-Principal to 9 p.m. nightly.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
College Village (24)	2	Cloverleaf Mkt., Allied Radio, Eckerd
East Green Plaza(6)	NA	Food World, Rite-Aid, Remnant Shop
Fairfield Plaza (11)	3	Winn-Dixie, Sky City, Rite-Aid
Southgate(10)	2	Rose's, Food World
Northwood	3	K mart, Food Lion
Westchester Mall(32)	1	Thalhimers, JCPenney, Belk-Beck, Cloverleaf Mkt.
Eastgate(10)	3	Food World, SupeRx, Family Dollar Store
Southwood Sq.	3	Big Star, K mart, Eckerd
West-Burton, Westchester(32)	3	Zayre, Eckerd, Food World
High Pt. Mall(27)	NA	Rose's, Food World, Winn Dixie

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Belk-Beck, Sears, Rose's 2, Thalhimers.
Variety Stores-One-Dollar, Family Dollar Store 3, Sky City, Zayre, K Mart 2.
Chain Supermarkets-Food World 5, Big Star 2, 7-Eleven, Li'l General Stores 3, Columbia 3, Cloverleaf 3, Red Dot 2, Winn-Dixie 3, Food Lion 3, Fresh Market.
Drug Stores-Anderson; Arthur's, Calhoun, Cecil's, Eckerd 3, Hoffman, Leonards, Rite-Aid 7, McLarty, SupeRx Washington St. 2.; Revco 2.
Other Chain Stores-Shoes: Pic 'N Pay, PicWay, Bell Bros., Birttain's; Women's Apparel: Diana Shop, Tobias, Fashion Shop, Lerner's, Mann's Consumer Catalog; Men's Clothing: Arnolds Craven, Wright's; Jewelry Stores: Friedman's, Zale's, Perkinson, Hughes; Automotive: Goodyear, Firestone, Goodrich, Advance, Western Auto, Boyles, American, Dixie, Sid's, High Point Auto Parts, Motor Parts, Inc., Spencer Auto Supply, Wilson Auto Parts.

14 - NEWSPAPERS: ENTERPRISE (e) 31,605; (S) 32,281, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Robert Lindsay, Adv. Dir., ENTERPRISE, 210 Church Ave., PO Box 1009, High Point, NC 27261; Tel. (919) 885-2161.
National Representative: Landon Associates.

JACKSONVILLE

1 - LOCATION: Onslow County (MSA). E&P Map E-3. County Seat. Near Camp Lejeune U.S. Marine Corps base. Situated on U.S. Hwys. 17, 258; State Hwy. 24; 51 mi. N of Wilmington; 37 mi. S of New Bern; 40 mi. W of Morehead City.
Motor Freight Carriers-6.
Intercity Bus Lines-Carolina Trailways; Seashore Trailways, Inc.
Airlines-Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 18,237; E&P 85 Est. 20,190
CZ-ABC: (80) 53,221
RTZ-ABC: (80) 59,563
County/MSA 80 Cen. 112,784; E&P 85 Est. 116,729
City & RTZ-ABC: (80) 112,784
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,108; E&P 85 Est. 6,449
CZ-ABC: (80) 10,434
RTZ-ABC: (80) 19,873
County/MSA 80 Cen. 30,307; E&P 85 Est. 32,140
City & RTZ-ABC: (80) 30,307

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	N.A.
Commercial	4	N.A.
Credit Unions	2	N.A.

6 - PASSENGER AUTOS: City 26,239; County 41,973.

7 - ELECTRIC METERS: Residence 31,412.

8 - GAS METERS: Residence 14,876.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Pulpwood 1,500 ($321); Civil Service 3,500 (N.A.); Military 47,000 (N.A.); Lumber Plywood Mill ($321); Garment Industry 1,500 ($145); Boating 300 ($190); Tool & Die ($220).
Principal Industry Pay Days-Fri.; Marine Corps-5th & 20th, 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 69-95; Fall 40-80; Winter 30-70. First killing frost, Nov. 18; last killing frost, Mar. 15.

11 - TAP WATER: Soft, fluoridated.

12 - RETAILING: **Neighborhood Shopping Center**-New Bridge St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Branchwood	N.A.	Revco, Food Lion
Brynn Marr (10)	NA	Eckerd, Winn-Dixie, Rose's
College Plaza	NA	Foodtown, Revco
Jacksonville Mall	NA	Sears, Belk's, JCPenney
Kings Plaza(1)	NA	
New River(38)	NA	Big Star, Rose's, Brendle's, Peebles, Kerr Drug
Northwoods(40)	NA	Piggly Wiggly, Northwood Drug
Onslow Mall(13)	NA	K mart, Big Star, Eckerd
West Park(8)	NA	Winn-Dixie, Macks

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Fri., Mon.

13 - RETAIL OUTLETS: **Department Stores**-Margolis; Belk; Leder Bros.; Sears; Western Auto; Boomtown; K mart; Furniture Fair; Brodys; Peebles.
Variety Stores-Rose's 2, Farm Fresh; K mart; Cook's; Macks; Brendle's.
Chain Drug Stores-Kerr, Johnson's, Rexall 2, Eckerd 2, Walgreens, Revco.
Chain Supermarkets-Big Star 2, Piggly Wiggly 2, Winn-Dixie 2, Pollard's, IGA 4, Food Lion 2, Farm Fresh.
Other Chain Stores-Cato's, Brooks, Leder Bros., Pic 'N Pay, Lerner's, Endicott-Johnson, Kenney, K&K Toys, Zale's, Carlyle, Reed's Jewelers.

14 - NEWSPAPERS: NEWS (e) 19,754; (S) 19,154; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: W.P. Hines, Adv. Dir., P.O. Box 0196, Jacksonville, NC 28541-0196; Tel. (919) 353-1171.
National Representative: Landon Associates.

KANNAPOLIS

1 - LOCATION: Cabarrus and Rowan Counties (In Charlotte-Gastonia-Rock Hill, NC-SC MSA). Map C-2. Industrial, agricultural center. 25 mi. N of Charlotte; 68 mi. S of Greensboro. On U.S. & State Hwy. 29 & 29A, U.S. 601, I-85.

2 - TRANSPORTATION: **Railroads**-Southern.
Motor Freight Carriers-3.
Intercity Bus Lines-National Trailways; Carolina Coach.

3 - POPULATION:
Corp. City 80 Cen. 29,628; E&P 85 Est. 28,556
CZ-ABC: (80) 36,656
RTZ-ABC: (80) 82,861
Counties 80 Cen. 185,081; E&P 85 Est. 198,074
  Cabarrus 80 Cen. 85,895; E&P 85 Est. 93,396
  Rowan 80 Cen. 99,186; E&P 85 Est. 104,678
City & RTZ-ABC: (80) 119,517
MSA 80 Cen. 929,019; E&P 85 Est. 1,040,857
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,569; E&P 85 Est. 10,947
CZ-ABC: (80) 13,751
RTZ-ABC: (80) 29,469
Counties 80 Cen. 66,559; E&P 85 Est. 73,693

Cabarrus 80 Cen 30 610 E&P 85 Est 34 497
Rowan 80 Cen 35 949 E&P 85 Est 39 196
City & RTZ-ABC (80) 43 220
MSA 80 Cen 342 344 E&P 85 Est 378 894

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$1 282 316 773
Savings & Loan	4	$80 594 154

6 - PASSENGER AUTOS: Counties Cabarrus 47 624, Rowan 53 171

7 - ELECTRIC METERS: Residence 16 000

8 - GAS METERS: Residence 4 500

9 - PRINCIPAL INDUSTRIES: Industry No of Wage Earners (Av Wkly Wage)-Textile spinning and weaving 10 000 ($161); Textile finishing 4 000 ($170); Textile sewing 2 500 ($175)
Principal Industrial Pay Days-Fri

10 - CLIMATE: Min & Max Temp Spring 40-70 Summer 75-100 Fall 40-70 Winter 25-50 First killing frost Nov 1 last killing frost Apr 19

11 - TAP WATER: Neutral very soft

12 - RETAILING: **Principal Shopping Centers**-10 blocks on Main St W Ave Oak St W First W A St Chestnut St
Neighborhood Shopping Centers-Centerview North Kannapolis Jackson Park Rodgers Park Royal Oaks Shadybrook Lowe's Trading Center Landis Enochville K mart Zayre

Nearby Shopping Centers

Name (No of stores)	Miles from Downtown	Principal Stores
Carolina Mall(62)	NA	Belk's Eckerd Radio Shack Sears
Cabarrus Shopping City(10)	NA	Cooks Eckerd
Cloverleaf Plz (14)	NA	Belk's Brendles
Midway(19)	NA	

Principal Shopping Days-Wed Thur Fri Sat
Stores Open Evenings-Fri Downtown Shopping Centers nightly

13 - RETAIL OUTLETS: **Department Stores**-Belk's JCPenney Malone's Sears Budget Fair McCrory
Variety Stores-Family Dollar 2
Discount Stores-Cook's K mart Zayre Brendles
Chain Drug Stores-Drug Center 2 Eckerd 2 Revco 2 Medical Center
Chain Supermarkets-A&P Winn-Dixie Food Lion 3 Bi-Lo Harris Teeter 3 Guys
Other Chain Stores-Shoes Butler's Phil's Pic 'N Pay Shoe Show Auto Supply Advance Goodyear Clothing Diana Shop Furniture Sterchi's K-Town Carolina Interior Building Supplies Lowe's Moore's Factory Outlets Bed 'n Bath Corning Amity Leather Hamilton Luggage EVA Fashions Aileen Fashions Clothes Works Decoration Accessories Kitchen Collection Sugar Hill Farms Carter Outlet Banister Shoes Others Virginia's Carter's Van Heusen Cannon Home Fashions

14 - NEWSPAPERS: INDEPENDENT (e mon to fri) 13.147 (S) 14.390 Mar 31 1985 ABC
Local Contact for Advertising and Merchandising Data Anne B Lyerly Adv Dir INDEPENDENT 123 N Main Kannapolis NC 28081 Tel (704) 932-3131
National Representative Landon Associates

KINSTON

1 - LOCATION: Lenoir County E&P Map E-2 County Seat Residential ctr 78 mi SE of Raleigh on Neuse River, on U.S. Hwys 258 & 70 State Hwys 55 58 91 and 11

2 - TRANSPORTATION: Railroads-Atlantic Coast Line, Southern (freight)
Motor Freight Carriers-12 (Terminal for 4 Trucking Lines)
Intercity Bus Lines-Queen City Coach, Carolina Coach Seashore Transp

3 - POPULATION:
Corp City 80 Cen 25 234 E&P 85 Est 27 643
CZ-ABC (80) 25 234
RTZ-ABC (80) 86 864
County 80 Cen 59 819 E&P 85 Est 61 580
City & RTZ-ABC (80) 112 098

4 - HOUSEHOLDS:
City 80 Cen 9,081; E&P 85 Est 10 058
CZ-ABC (80) 9 081
RTZ-ABC (80) 29 198
County 80 Cen 20 674 E&P 85 Est 21 993
City & RTZ-ABC (80) 38,279

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$175 740 000
Savings & Loan	3	$166 079 975

6 - PASSENGER AUTOS: County 28 694

7 - ELECTRIC METERS: Residence 9 952

8 - GAS METERS: Residence 4 000

9 - PRINCIPAL INDUSTRIES: Tobacco (seasonal) Chem Prod Constr Dacron Textiles Foods Boxes Bakeries Chem Fertilizers Meat Packing Lumber & Wood Prods Concrete Prods Metal Fabrications Grocery Furn
Principal Industrial Pay Day Fri

10 - CLIMATE: Min & Max Temp Spring 57-81 Summer 66 89 Fall 45-68 Winter 6-38 First killing frost Oct 20 last killing frost Mar 24

11 - TAP WATER: Alkaline very soft Artesian wells chemically pure untreated unfiltered Not fluoridated

12 - RETAILING

Nearby Shopping Centers

Name (No of stores)	Miles from Downtown	Principal Stores
Kinston Plaza (30)	NA	A&P Eckerd
Kinston Sq (14)	NA	K mart Pac-a-Sak
Parkview(14)	NA	Sutton's Foods
Vernon Park — Mall(45)	NA	JCPenney Rose's Belk-Tyler
Winn-Dixie	NA	Winn-Dixie Family Dollar

Principal Shopping Days Thur Fri and Sat

13 - RETAIL OUTLETS: **Department Stores** H Stadiem Coed Shop Dupree's Man's Store Brody Bros K mart White's
Variety Stores-Rose's Greene's McCrory
Discount Stores-United Surplus
Chain Drug Stores-Scotties Eckerd 2 Rexall 3 Standard 2 Revco 2
Chain Supermarkets-A&P Winn-Dixie Big Star Piggly Wiggly 3 Pak-A-Sak King's Carson's Pioneer Foods Parkview Clover Leaf Farm Rayner's J.D. Conners Sutton's
Other Chain Stores-Charles II Shoes Kinney Marilyn, Butler's Bell's Glamor Shop; Cato's; Eleanor Shop Eckerd Firestone Advance Store Belk-Tyler JCPenney Suburban Erskine's Dollar Store Jewel Box Peggy Ann Royal Jewelry Lowe's

14 - NEWSPAPERS: FREE PRESS (e-mon to fri) 13 732 (S) 14 307 Mar 31 1985 ABC
Local Contact for Advertising and Merchandising Data Maurice Williams Pub FREE PRESS 2103 N Queen St Kinston NC 28501 Tel (919) 527-3191
National Representative Landon Associates

LENOIR

1 - LOCATION: Caldwell County E&P Map B-2 County Seat 70 mi N of Charlotte 75 mi SW of Winston-Salem, 60 mi NE of Asheville

2 - TRANSPORTATION: **Railroads**-C&NWRR (Southern)
Intercity Bus Lines-Queen City Greyhound
Airlines-Sunbird Atlantis

3 - POPULATION:
Corp City 80 Cen 13 748 E&P 85 Est 13 582
CZ-ABC (80) 16 636
RTZ-ABC (80) 40 376
County 80 Cen 67 746 E&P 85 Est 69 592
City & RTZ-ABC (80) 57 012

4 - HOUSEHOLDS:
Corp City 80 Cen 5 169 E&P 85 Est 5 136
CZ-ABC (80) 6 178
RTZ-ABC (80) 13 463
County 80 Cen 23 331 E&P 85 Est 24 750
City & RTZ-ABC (80) 19 641

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$47 063 387
Commercial	4	$980 972 180

6 - PASSENGER AUTOS: County 32,206

7 - ELECTRIC METERS: Residence 14 970

8 - GAS METERS: Residence 1 086

9 - PRINCIPAL INDUSTRIES: Industry No of Wage Earners (Av Wkly Wage-N.A.)-Furn 9 000 Textile 1 500 Hosiery 785
Principal Industrial Pay Day-Fri

10 - CLIMATE: First killing frost Nov 1 last killing frost Mar 15

11 - TAP WATER: Alkaline very soft

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Main St., West Ave West Harper and Mulberry Sts.

Nearby Shopping Centers

Name (No of stores)	Miles from Downtown	Principal Stores
Crossroads(5)	NA	Sears Lowe's Foods TG&Y
Fairway No 1(5)	NA	Super Dollar Store
Food World Plz (3)	NA	Food World Revco Drug Army Store
Holly Square(7)	NA	Revco Holly Farms
Lenoir Crossings (6)	NA	Eckerd Winn-Dixie
Lenoir Mall(52)	NA	Belk's Woolworth Spainhour's
Thrift(25)	NA	Family Dollar Store Lenoir Drug

Principal Shopping Days Thur Fri Sat
Stores Close-Wed afternoon except Dec
Stores Open Evenings-Fri

13 - RETAIL OUTLETS: **Department Stores**-Belk's Sears Shields Spainhour's Smithey's
Variety Stores-TG&Y Family Dollar Stelen's Village Casuals K mart Mack's
Discount Stores-Variety Discount Family Dollar Scotties K mart
Chain Drug Stores-Peoples Drug Rite Aid 2 Eckerd Revco
Chain Supermarkets-Fairway 2 Lenoir & Whitnel Winn-Dixie 2 Harris-Teeter Lowe's 3 William's Food Lion
Other Chain Stores-Saslow's The Gold Shop Beanhardt-Seagle Jewelers Cato's Kay Wooten Tuttles Sherwin-Williams Paints Shaw's Pic-N-Pay Peterson's Advance Goodyear Western Auto Firestone White's Auto

14 - NEWSPAPERS: NEWS-TOPIC (e) 13 058 Mar 31 1985 ABC
Local Contact for Advertising and Merchandising Data Jerry T Hodge Adv Dir NEWS-TOPIC 123 Pennton Ave Lenoir NC 28645 Tel (704) 758-7381
National Representative Landon Associates

LEXINGTON

1 - LOCATION: Davidson County (In Greensboro-Winston-Salem-High Point MSA) E&P Map C-2 County Seat Industrial ctr On U.S. Hwys 29 70 52 64 I-85 In Central part of state 54 mi N of Charlotte

2 - TRANSPORTATION: **Railroads**-Southern Winston-Salem Southbound
Motor Freight Carriers-21
Intercity Bus Lines-Trailways Greyhound

3 - POPULATION:
Corp City 80 Cen 15 711 E&P 85 Est 15 805
CZ-ABC (80) 15 711
RTZ-ABC (80) 60 401
County 80 Cen 113 162 E&P 85 Est 119 923
MSA 80 Cen 851 984 E&P 85 Est 896 290
City & RTZ-ABC (80) 76 112
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp City 80 Cen 6 019 E&P 85 Est 6 096
CZ-ABC (80) 6 019
RTZ-ABC (80) 20 774
County 80 Cen 40 010 E&P 85 Est 43 832
MSA 80 Cen 307 207 E&P 85 Est 333 638
City & RTZ-ABC (80) 26 793

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$38 497 541
Commercial	5	$14 061 874 000

6 - PASSENGER AUTOS: County 57 804

7 - ELECTRIC METERS: Residence 19 000

8 - GAS METERS: Residence 4 600

9 - PRINCIPAL INDUSTRIES: Industry No of Wage Earners-Stone Clay Glass 800 Textile 3 120 Food 385 Mach 350 Veneer 540 Apparel 500, Furn. 4,500; Electronics 550; Print. 120; Metals 190 Other 750 Total Mfg 12 000

10 - CLIMATE: Min & Max Temp Spring 50-76 Summer 72-98 Fall 39-67 Winter 38-61 First killing frost Nov 3 last killing frost Apr 1

11 - TAP WATER: Neutral soft fluoridated

12 - RETAILING: **Principal Shopping Center**-9 blocks on Main St., 2 on 1st Ave., 1 on 2nd Ave 1 on Center St. Lexington Center-Hwy 64 W at City Limits

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lexington Sq (12)	NA	Winn-Dixie Rose's
Nortex	N A	Thrifty Mart, Sky City, Sear (Mall)
Davidson Plz (30)	N A	K mart Thrifty Mart Gro., Eckerd Drug

Principal Shopping Days-Thur through Fri
Stores Open Evenings-Fri

13 - RETAIL OUTLETS: **Department Stores**-Belk-Martin, Rose's Zimmerman's National Outlet
Variety Stores-Mack's
Discount Stores-Towel Town of America Bargain Center Family Dollar Sky City K mart
Chain Drug Stores-Walgreens Eckerd Valu Pak Lexington 2 Rexall 2 Revco Rite-Aid Crown Drugs
Chain Supermarkets-Winn-Dixie 2 Foodlion Thrifty Mart 3 Guys
Other Chain Stores-Western Auto Sears (catalog) Advance Stores Lowe's Singer Pic N Pay Shop Shumaker's Carolina Tire (Goodyear) Kimbrell's Firestone Sherwin-Williams

14 - NEWSPAPERS: DISPATCH (e) 14 724 Mar 31 1985 ABC
Local Contact for Advertising and Merchandising Data Betty Barnes Adv Dir DISPATCH 30 E 1st Ave Lexington NC 27292 Tel (704) 249-3981
National Representative Landon Associates

LUMBERTON

1 - LOCATION: Robeson County E&P Map D-3 County Seat On U.S. Hwys 74 301 and State Hwys 41 72 211 I-95 130 mi E of Charlotte 72 mi W of Wilmington 32 mi S of Fayetteville 60 mi N of Florence

2 - TRANSPORTATION: **Railroads**-Seaboard Virginia & Carolina Southern
Motor Freight Carriers-3
Intercity Bus Lines-Queen City Coach
Airlines-American Piedmont Fayetteville Airport 25 miles

3 - POPULATION:
Corp City 80 Cen 18 340 E&P 85 Est 19 607
CZ-ABC (80) 18 241
RTZ-ABC (80) 96 906
County 80 Cen 101 577 E&P 85 Est 104 091
City & RTZ-ABC (80) 115 147

4 - HOUSEHOLDS:
Corp City 80 Cen 6 494 E&P 85 Est 7 119
CZ-ABC (80) 6 455
RTZ-ABC (80) 29 536
County 80 Cen 31,370; E&P 85 Est 33 123
City & RTZ-ABC (80) 35 991

5 - BANKS	NUMBER	EST DEP
Commercial	4	$650 000 000
Savings & Loan	3	$40 000 000

6 - PASSENGER AUTOS: County 43 263

7 - ELECTRIC METERS: Residence 5 500

8 - GAS METERS: N A

9 - PRINCIPAL INDUSTRIES: Industry No of Wage Earners (Av Wkly Wage N A)-Redrying Tobacco 1 120 Textile Mills 550 Garment Mfg 1 500 Lumber 85 Shoes 2 800 Textile 2 000 Dyeing Processing 300 Beverages 150
Principal Pay Days-Thur Fri Sat

10 - CLIMATE: First killing frost Oct 29 last killing frost Apr 9

11 - TAP WATER: Neutral soft fluoridated

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Elm Chestnut 2 3 & 4 Sts 5 blocks on N Elm St (21 units)
Neighborhood Shopping Centers-North Elm 3 blocks on Elm St and 3 blocks on 24th St (6 units) Nichols Discount City (12 units)

Nearby Shopping Centers

Name (No of stores)	Miles from Downtown	Principal Stores
Biggs Park Mall(23)	NA	Eckerd JCPenney Winn-Dixie Belk's Leders
K mart Plaza	NA	K mart Revco Family Dollar

Principal Shopping Days-Fri Sat
Stores Open Evenings-All Shopping Centers Discount and Food Stores open until 9 p.m.

13 - RETAIL OUTLETS: **Department Stores**-Belk-Hensdale Leder Bros., A. Weinstein; JCPenney Sears
Chain Drug Stores-Eckerd; Hedgpeth 2 Rite Aid; Revco; Medicine Shop
Discount Stores-K mart; Rose's, Nichol's
Variety Stores-Family Dollar; Jones Store
Chain Supermarkets-A&P; Big Star; Red & White; Winn-Dixie, Food World; Food Town; Bo's 3; Hills, Foodland; Piggly Wiggly
Other Chain Stores-Goodyear; Goodrich; Firestone; Sherwin-Williams Western Auto; Rent America; Singer; Homeway Furniture; Lowe's; Kimbrells

14 - NEWSPAPERS: ROBESONIAN (e-mon to fri) 15,524; (S) 16,976; Mar 31 1985 ABC
Local Contact for Advertising and Merchandising Data: Robert E. Dixon, Nat. Adv. Mgr., ROBESONIAN, 121 W. 5th St.; PO Box 1100, Lumberton, NC 28358; Tel. (919) 739-4322.
National Representative Landon Associates.

MONROE

1 - LOCATION: Union County (In Charlotte-Gastonia-Rock Hill, NC-SC MSA). E&P Map C-2. 25 mi. SE of Charlotte on U.S. Hwy. 74,601; State 207, 75, 200, 84.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line.
Intercity Bus Lines-Trailways.
Motor Freight Carriers-9.
Airlines-Cml. frt. & charter.

3 - POPULATION:
Corp. City 80 Cen. 12,639; E&P 85 Est. 14,565
CZ-ABC: (80) 12,639
RTZ-ABC: (80) 57,797
County 80 Cen. 70,380; E&P 85 Est. 76,397
MSA 80 Cen. 971,391; E&P 85 Est. 1,040,857
City & RTZ-ABC: (80) 70,436

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,471; E&P 85 Est. 5,291
CZ-ABC: (80) 4,471
RTZ-ABC: (80) 18,450
County 80 Cen. 22,921; E&P 85 Est. 25,739
MSA 80 Cen. 342,344; E&P 85 Est. 378,894
City & RTZ-ABC: (80) 22,921

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$163,236,000
Savings & Loan	4	$381,278,543

6 - PASSENGER AUTOS: County 34,863.

7 - ELECTRIC METERS: City Residence 5,974.

8 - GAS METERS: City Residence 2,232.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 3,500 ($186); Constr. 2,459 ($265); Lumber & Wood Prod. 768 ($221); Fabricated Metals 971 ($291); Agric. (N.A.); Mach. 1,114 ($310).
Principal Industry Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-86; Summer 54-93; Fall 34-87; Winter 14-73. Av. Rainfall 43 in yr. First killing frost, Nov. 26; last killing frost, Mar. 17.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Centers**-Downtown-15 blocks on Main, Jefferson & Franklin Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Monroe Mall(50)	NA	Belk, JCPenney, Peebles, World Bazaar, Harris Teeter Mkt.
Monroe Plz.(10)	NA	Sears, Roses, Eckerd, Radio Shack
Union County(25)	NA	
Union Vlg.(15)	NA	Winn-Dixie, Food Lion, Family Dollar
C & S(2)	NA	Bi-Lo, Sterchi Furn.
Sunset Plz.(3)	NA	Food Town, 3-Guys
K mart/Kroger Strip	NA	K mart, Kroger Sav-On

Stores Open Evenings-Most Shopping Centers Mon.-Sat. til 9:00 p.m.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Belks; Sky City; Roses; Peebles; Sears.
Discount Stores-Family Dollar 2; Griffin 88; Pic-N-Pay Shoes; K mart.
Chain Drug Stores-Revco; Eckerd; Rexall; SupeRx.
Chain Supermarkets-Winn-Dixie; Bi-Lo; Food Town; Harris-Teeter; Gamble's; Kroger Sav-On; 3-Guys.
Other Chain Stores-Goodyear; B.F. Goodrich; Firestone; Kimbrells; Maxwell Furn.; Advance Auto; Sterchi Furn.; Kay Jewelers; Thom McAn; Gateway Books; Waldenbooks; General Nutrition Ctr.; Lowes; Brand Jewelers; Radio Shack; True Value Hdwe.; Sentry Hdwe.

14 - NEWSPAPERS: ENQUIRER-JOURNAL (e-mon to fri) 13,105; (S) 13,659; Mar. 31, 1985 ABC.
Local Contact for Advertising and Mercnandising Data: Steve Staliwitz, Adv. Dir., ENQUIRER-JOURNAL, 500 W. Jefferson, PO Box 70, Monroe, NC 28110; Tel. (704) 289-1541.
National Representative: Landon Associates.

MORGANTON

1 - LOCATION: Burke County. (In Hickory MSA). E&P Map B-2.

2 - TRANSPORTATION: **Railroads**-Southern.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Piedmont; Morganton, Lenoir.

3 - POPULATION:
Corp. City 80 Cen. 13,763; E&P 85 Est. 14,907
CZ-ABC: (80) 13,763
RTZ-ABC: (80) 58,741
County 80 Cen. 72,504; E&P 85 Est. 78,527
City & RTZ-ABC: (80) 72,504
MSA 80 Cen. 202,711; E&P 85 Est. 215,575

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,945; E&P 85 Est. 5,395
CZ-ABC: (80) 4,945
RTZ-ABC: (80) 20,393
County 80 Cen. 25,338; E&P 85 Est. 28,408
City & RTZ-ABC: (80) 25,338
MSA 80 Cen. 71,174; E&P 85 Est. 78,157

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	4	$100,500,000
Commercial	7	$515,000,000

6 - PASSENGER AUTOS: County 34,291.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Furniture; Children's Wear; Lingerie; Hosiery; Paper Boxes; Paint & Finishes; Electronics; Shoes; Pianos; Chemical; Upholstery; Custom Marble. 20,485.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Avery Avenue(7)	NA	Family Dollar, Western Auto
Quaker Meadows	NA	Eckerd, Food World
Burkeley Sq.(5)	NA	Bi-Lo, Revco
Morganton Pl.(10)	NA	Rose's, Eckerd
Wes-Mor	NA	Sears, Lowe's, Sky City
Catawba Mall(20)	23	JCPenney, Belk's, K mart
Valley Hill(42)	25	Sears, Belks
Lenoir Mall(52)	15	Woolworth, Kinney, Rite-Aid, Belk's

Principal Shopping Days-Wed.-Sun.

13 - RETAIL OUTLETS: **Department Stores**-Belk's, Lazarus, Burand's.
Discount Stores-Family Dollar; K mart; Sky City, Rose's.
Chain Drug Stores-Eckerd; Cornwell 9; Rite-Aid; Revco.
Chain Supermarkets-Winn-Dixie 2; Harris-Teeter 2; Ingle; Lowes; Bi-Lo; Food Town 2.
Other Chain Stores-Army Store; John Graham; Lowe's Hardware; Kimbrell's Furn.; Sears; Carolina Tire.

14 - NEWSPAPERS: NEWS-HERALD (e-mon to fri) 11,796; (s) 9,866; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Randy Hart, Adv. Dir., NEWS-HERALD, 301 Collett St., Morganton, NC 28655; Tel. (704) 437-2161.
National Representative: Landon Associates.

MOUNT AIRY

1 - LOCATION: Surry County. NW part of state. 40 mi. N of Winston Salem; 150 mi. from Raleigh; 75 mi. from Charlotte. Hwys. 52, 77, 89, and 601.

2 - TRANSPORTATION: **Railroads**-Southern.
Motor Freight Carriers-7.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Access to Greensboro and Smith Reynolds Airports.

3 - POPULATION:
Corp. City 80 Cen. 6,862; E&P 85 Est. 6,916
County 80 Cen. 59,449; E&P 85 Est. 62,220

4 - HOUSEHOLDS:
City 80 Cen. 2,836; E&P 85 Est. 2,870
County 80 Cen. 23,216; E&P 85 Est. 23,064

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$250,000
Savings & Loan	2	(incl. above)

6 - PASSENGER AUTOS: County 30,646.

7 - ELECTRIC METERS: Residence County 28,742.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Type of Industry, No. of Wage Earners (Av. Wkly. Wage)-Spencers, Inc. 1,600 ($182); Quality Mills 1,250 ($175); Renfro Industries 1,100 ($172); Proctor-Silex 850 ($220); National-Mt. Airy Furniture 425 ($205); Perry Mfg. Co. 450 ($185).
Principal Industrial Pay Days-Every two weeks.

10 - CLIMATE: Min. & Max. Temp.-Spring 73-80; Summer 80-90; Fall 60-75; Winter 30-45. First killing frost, Oct.; last killing frost, Apr.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Center**-Mayberry Mall (27 stores) Hwy 52 North.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Central(4)	NA	Ashky's Outlet
Mount Airy Plaza(4)	NA	Food Lion, Sky City
Pilot Mountain	NA	
Surrey Plaza(8)	NA	Foodtown, Western Auto
Thru-Way(15)	NA	

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Shopping Center Nightly ex. Sun.; Downtown Roses and JCPenney.

13 - RETAIL OUTLETS: **Department Stores**-Belk, JCPenney, Roses, K mart.
Discount Stores-Heck's, Sky City.
Variety Stores-Family Dollar; Dollar General; Super Dollar.
Chain Drug Stores-Eckerd; Revco; Rite-Aid.
Chain Supermarkets-Winn-Dixie; Foodtown; Thrift-Mart.
Other Chain Stores-Advance Store; Pic N' Pay; Radio Shack; Cheap Joes; Sherwin-Williams; Lowes Hardware; Carolina Tire; Cato's.

14 - NEWSPAPERS: NEWS (e-mon to fri) 9,425; sworn Sept. 28, 1984.
Local Contact for Advertising and Merchandising Data: Bernard Flippin, Adv. Mgr., NEWS, PO Box 808, Mount Airy, NC 27030; Tel. (919) 786-4141.
National Representative: General Advertising Service.

NEW BERN

1 - LOCATION: Craven County. E&P Map E-2, at confluence of Neuse and Trent Rivers, central part of eastern North Carolina. County Seat. Near two U.S. Marine bases, Cherry Pt. M.C.A.S. On U.S. Hwys. 17, 70. 176 mi. S of Norfolk, Va.; 113 mi. E of Raleigh; 276 mi. N of Charleston S.C. 13 foot intercoastal waterway connection.

2 - TRANSPORTATION: **Railroads**-A&EC Southern (freight); Seaboard Coast Line.
Motor Freight Carriers-14.
Airlines-Mid-South.

3 - POPULATION:
Corp. City 80 Cen. 14,557; E&P 85 Est. 15,212
NDM-ABC: (80) 91,146
County 80 Cen. 71,043; E&P 85 Est. 74,566
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,863; E&P 85 Est. 6,332
NDM-ABC: (80) 30,380
County 80 Cen. 23,499; E&P 85 Est. 25,432

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$7,000,000
Commercial	4	$80,000,000

6 - PASSENGER AUTOS: County 32,620.

7 - ELECTRIC METERS: Residence 8,870.

8 - GAS METERS: Residence 2,100.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 300 (N.A.); Boat Works 450 ($145); Lumber 1,000 (All Timber Prods.) (N.A.); Apparel 750 (N.A.); Stone Prods. 55 (N.A.); Tool Workers 245 ($140); Military 2,450 ($225); 63 Mfg. Establishments in County; 2,800 Employees.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-66; Summer 76-88; Fall 59-69; Winter 41-51.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Middle St.; 5 on Broad; 2 on Tryon Palace Drive; 2 on Craven; 2 on Pollock; 9 blocks on Neuse Blvd.; 1 block on Riverside; 4 blocks (5 points) Broad St.; 2 blocks Clarendon Blvd; Twin Rivers Mall, U.S. 17 S.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Twin Rivers Mall(60)	NA	Belk's, JCPenney
Triangle Plaza(3)	NA	Eckerd, Mont. Ward, Piggly Wiggly
Berne(10)	NA	Peoples, Rose's, Winn-Dixie
Neuse Village(9)	NA	Maxwell's

Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Fri. (No Sunday Blue Laws).

13 - RETAIL OUTLETS: **Department Stores**-Belk's; Montgomery Ward; JCPenney; Charles; Sears.
Discount Stores-Clark's; Family Dollar Store; Nichols; Lowe's.
Variety Stores-McClellans; Rose's.
Drug Stores-Bynum's; Pinnix; Anderson's; Professional Drive Drug; Smith's; Medical Arts Phcy.; Scottie's; Rite Aid; Peoples; Eckerd; Revco.
Chain Supermarkets-Big Star; Winn-Dixie; Foodland 5; Parker's; Piggly Wiggly 3; Food Lion.

14 - NEWSPAPERS: SUN JOURNAL (e) 15,677; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Beverly Little, Adv. Mgr., SUN JOURNAL, 226 Pollock St., New Bern, NC 28560; Tel. (919) 638-8101.
National Representative: Landon Associates.

NEWTON

1 - LOCATION: Catawba County (In Hickory MSA). E&P Map C-2. County Seat. Mfg. & agric. area in W. Central Piedmont part of state. 35 mi. NW of Charlotte on Hwys. 16,321. 10.8 mi. SE of Hickory.

2 - TRANSPORTATION: **Railroads**-C&N; Southern.
Motor Freight Carriers-37.
Intercity Bus Lines-Trailways; Greyhound; Newton-Conover.
Airlines-Piedmont; Sunbird.

3 - POPULATION:
Corp. City 80 Cen. 7,624; E&P 85 Est. 7,889
County 80 Cen. 105,208; E&P 85 Est. 110,763
MSA 80 Cen. 202,711; E&P 85 Est. 215,575

4 - HOUSEHOLDS:
City 80 Cen. 2,859; E&P 85 Est. 2,962
County 80 Cen. 37,308; E&P 85 Est. 40,519
MSA 80 Cen. 71,174; E&P 85 Est. 78,157

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$200,637,432
Commercial	3	$339,832,679

6 - PASSENGER AUTOS: County 60,223.

7 - ELECTRIC METERS: Residence 32,600.

8 - GAS METERS: Residence 25,800.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 2,904 ($148); Mfg. 34,632 (N.A.); Transp. Comm. & Util. 2,524 ($171); Trade 9,451 (N.A.); Others 4,910 (N.A.). Area manufacturers: Cotton; Rayon Cloth; Hosiery; Yarn; Cottonseed Oil; Fertilizer; Gloves; Brake Lining; Lumber & Furn. Agric. includes: Dairy Prod.; Wheat; Cotton; Corn.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-65; Summer 70-74; Fall 47-66; Winter 34-47. First killing frost, Oct. 15; last killing frost, Mar. 20.

11 - TAP WATER: Neutral, alkaline, soft.

12 - RETAILING: **Principal Shopping Center**-12 blocks on Hwy. 321; smaller shpg. ctr. 1 1/2 mi. at intersection of Hwys. 321 & 64-70 (combined 23 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Catawba Mall(30)	14	JCPenney
Sky City	14	Sky City
Hickory	16	Harris Teeter
Springs Rd.	16	Harris Teeter
Valley Hills(90)	5	Belk's, Sears

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Shpg. Ctr.

13 - RETAIL OUTLETS: **Department Stores**-Belk's; Brumley; Family Dollar; Sears; JCPenney; Sky City.
Discount Stores-Dandy; Crown Drug.
Variety Stores-TG&Y; S&H Grand; United; Rose's.
Chain Drug Stores-Crown; Rexall.
Chain Supermarkets-Winn-Dixie; Lowe's; Catawba General (Harris Teeter); Twin City; 3-D.
Other Chain Stores-Pic-N-Pay; Clark Tire-Auto; Western Auto; Twin City Tire; Thomas Co. Jewelers.

14 - NEWSPAPERS: OBSERVER-NEWS-ENTERPRISE (e-mon to fri) 3,200; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Deanie Wilson, Adv. Dir., OBSERVER-NEWS-ENTERPRISE, 309 N. College Ave., Newton, NC 28658; Tel. (704) 464-0221.
National Representative: Landon Associates.

RALEIGH

1 - LOCATION: Wake County (In Raleigh-Durham MSA). E&P Map D-2. State Capital and County Seat. Retail and wholesale ctr. of Eastern and Central N.C. On U.S. Hwys. 1, 64, 70, 70A, 401; State Hwys. 39, 42, 54, 55, 59. 501 mi. S of N.Y. City; 499 mi. N of Jacksonville; 120 mi. from Atlantic Ocean.

2 - TRANSPORTATION: **Railroads**-Seaboard, Southern, Amtrak.
Motor Freight Carriers-16
Intercity Bus Lines-Greyhound, Carolina Trailways, Carolina Coach, Seashore, Southern
Airlines-Delta, Eastern, Piedmont, United, USAir, Wheeler, Mid-South, AirLift, Sunbird, Pan Am, Ozark, TWA, American, Air Virginia, Air Atlanta, People Express

3 - POPULATION:
Corp City 80 Cen 149,771; E&P 85 Est 166,749
CZ-ABC (80) 152,185
RTZ-ABC (80) 600,331
County 80 Cen 300,833; E&P 85 Est 334,937
MSA 80 Cen 560,728; E&P 85 Est 608,395
City & RTZ-ABC (80) 752,516

4 - HOUSEHOLDS:
Corp City 80 Cen 54,643; E&P 85 Est 62,432
CZ-ABC (80) 55,402
RTZ-ABC (80) 206,582
County 80 Cen 106,525; E&P 85 Est 122,781
MSA 80 Cen 198,995; E&P 85 Est 223,498
City & RTZ-ABC (80) 261,984

5 - BANKS	**NUMBER**	**EST DEP**
Commercial	15	$1,923,700,000

6 - PASSENGER AUTOS: County 196,907; City 136,557

7 - ELECTRIC METERS: City 91,860; County 163,574

8 - GAS METERS: County 46,700

9 - PRINCIPAL INDUSTRIES: Wake County Industry (No. of Firms) No. of Wage Earners (Av. Wkly Wage)-Constr. ($1,043) 12,039 ($302); Food (22) 2,082 ($309); Textiles (13) 972 ($310); Apparel (22) 1,389 ($208); Printing & Publ. (102) 1,836 ($300); Chemicals (13) 1,613 ($353); Fab. Metal Prods. (25) 1,608 ($403); Machinery exc. Elect. (54) 2,809 ($361); Elect. Equip. & Supplies (37) 6,858 ($403); Instruments & Related Prods. (13) 1,957 ($418); Trans., Comm., Utilities (206) 9,877 ($448); Wholesale & Retail Trades (2,571) 39,879 ($261); Finance, Insur., Real Estate (767) 10,563 ($329); Services (3,058) 32,789 ($254); Federal Govt. (56) 3,064 ($486); State Govt. (106) 24,491 ($332); Local Govt. (21) 12,715 ($285).
Principal Pay Days-1, 5, 15, 20 & Fri

10 - CLIMATE: Min. & Max. Temp.-Spring 49-72; Summer 69-89; Fall 51-73; Winter 35-50. First killing frost, Nov. 5; last killing frost, Mar. 27.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Downtown Shopping Area**-6 blocks long, 4 blocks wide, starting at the State Capitol

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Avent Ferry(15)	2	Food Lion, Rite-Aid
Brentwood Sq.(22)	6	Big Star, Rite-Aid
Cameron Vlg.(75)	1	Thalhimer's, JCPenney
Cary Vlg. Mall(61)	7	Hudson-Belk, Ivey's
Cary Vlg. Sq.(24)	7	Winn-Dixie, Kerr's
Colony(14)	6	A&P
Crabtree Valley(156)	7	Hudson-Belk, Sears, Thalhimers
Creedmoor Crossings(18)	9	Food Lion, Eckerd
Eastgate(11)	5	A&P, Kerr Drugs
Falls Village(35)	8	T.J. Maxx, Big Star
Fayetteville Street Mall	0	Belk-Hudson
Forest Hills(15)	5	Treasury Drug, Food Lion
Gateway Plaza(29)	3	Red & White, Family Dollar, Eckerd
Glenwood Vlg.(10)	4	Harris-Teeter
Holly Park(16)	3	Roses, Tons 'O Toys, Eckerd, Western Auto
Kidds Hill Plz.(4)	6	Brendle's, Food Lion
Kildaire Plz.(11)	6	Harris Teeter, Revco
Kings Plaza(11)	5	Winn-Dixie, Revco, Hechinger's
K mart Plz.(20)	4	K mart, Big Star, Revco
Lake Boone Trail(17)	4	A&P, Kerr Drugs
Longview Gardens(12)	3	Winn-Dixie, Kerr Drugs
Mission Valley(14)	1	Kerr Drugs
North Boulevard Plaza(22)	8	Winn-Dixie, Kerr Drugs, Food Lion
North Hills Mall & Plaza(68)	5	Ivey's, JCPenney
North Market Sq.(20)	6	N. Market Galleries, The Rink, Ace Hdwe.,
North Plaza(10)	5	Food Lion, Revco
North Ridge(34)	7	Winn-Dixie, Kerr Drugs
Northside(10)	2	Kerr Drugs
Oak Park(24)	7	Kuppenheimer's
Plaza West(20)	4	Food World, Revco
Quail Corners(17)	6	Eckerd
The Marketplace	15	United Outlet, Rack Room, J. Brannam
Ridgewood(22)	4	Winn-Dixie, Kerr
Six Forks Sq.(5)	8	Revco
Six Forks Station(17)	10	Food Lion, Eckerd
South Hills(70)	6	Roses, Kerr Drug
Starmount(8)	5	Stylecraft Furn.
Stoneybrook(8)	5	Food World
Tower(35)	5	Food Lion, Kerr, Sears Surplus
Towne North(15)	12	Big Star, Kerr Drugs
Townridge(22)	8	K mart, Winn-Dixie, Revco
Tryon(12)	3	Roses, Winn-Dixie, Eckerd
Wakefield Vlg.(16)	4	Big Star, Revco
Western Blvd.(8)	3	A&P, Best Prods.

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Food-Mon. through Sat.; Dept.-Mon., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Ivey's 2; Belk-Hudson 3; Sears 2; Boylan-Pearce; JCPenney 2; Thalhimers 2.
Variety Stores-Woolworth; G.C. Murphy; Rose's 3
Discount Stores-K mart 6; Super Dollar; Best Products; Brendles 2; Family Dollar 2.
Chain Drug Stores-Eckerd 9; Treasury 4; Kerr 15; Rite Aid 3; Revco 9; K mart Pharmacy 6.
Chain Supermarkets-Winn-Dixie 13; A&P 8; Piggly Wiggly 2; Big Star 9; Food World 3; Food Lion 10; IGA; Kroger; Farm Fresh; Red & White
Other Chain Stores-Western Auto; Thom McAn; Lerner Shops; Jarman; Pittsburgh Plate Glass; Goodyear; Goodrich; Firestone; Lowes; Wickes; Sherwin-Williams; General Tire; Baker Shoes; Singer; Jewel Box; Lane Bryant; Anderson-Little; Lillie Rubin; Kinney Shoes; Radio Shack; Circuit City; Hofheimer Shoes; N.Y. Carpet World; Kuppenheimer's; Barry's Mfg.; Hechinger's; Moore's Bldg. Supplies

14 - NEWSPAPERS: NEWS & OBSERVER (m) 135,187; TIMES (e) 35,141; NEWS & OBSERVER (S) 179,032; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Robert L. Oney, Mkt. Res. Dir., NEWS & OBSERVER and TIMES, 215 S. McDowell St., PO Box 191, Raleigh, NC 27602; Tel. (919) 829-4622
National Representative: Branham/Newspaper Sales.

REIDSVILLE

1 - LOCATION: Rockingham County, E&P Map D-1. On U.S. Hwys. 29, 158 and State Hwys. 14, 87; 20 mi. N of Greensboro; 21 mi. S of Danville, Va.

2 - TRANSPORTATION: **Railroads**-Southern
Motor Freight Carriers-35.

3 - POPULATION:
Corp. City 80 Cen. 12,492; E&P 85 Est. 12,458
County 80 Cen. 83,426; E&P 85 Est. 87,492

4 - HOUSEHOLDS:
City 80 Cen. 4,743; E&P 85 Est. 4,716
County 80 Cen. 29,616; E&P 85 Est. 32,092

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	N.A.
Commercial	4	N.A.

6 - PASSENGER AUTOS: County 43,646

7 - ELECTRIC METERS: Res./Ind. 17,797

8 - GAS METERS: Res./Ind. 10,425

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Canning NA ($420); Tobacco 2,000 ($390); Textile 900 ($210); Garment 1,110; Plastics 500; Metal Working 400; Home Furnishings 1,700; Light Fixtures 300. Overall Av. Wkly. Wage ($200).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-69; Summer 65-86; Fall 47-70; Winter 29-50. Annual average temp. 56.

11 - TAP WATER: Neutral, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-12 blocks on four streets.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Penrose Mall(21)	NA	Eckerd, Winn-Dixie
Southwood Vlg.	NA	Revco, K mart

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Belk's, JCPenney, Sears, Family Dollar, Super Dollar, K mart.
Variety Stores-Rose's, K mart
Chain Drug Stores-Eckerd, Revco, Rite Aid, Medicine Shop
Chain Supermarkets-Winn-Dixie, Big Star, Bestway, Food Town, Daniel 2, Food World 2.

14 - NEWSPAPERS: REVIEW (e-mon to fri) 8,091, sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Michael DeLapp, Adv. Dir., REVIEW, PO Box 2157, Reidsville, NC 27320; Tel. (919) 349-4331
National Representative: Landon Associates

ROANOKE RAPIDS

1 - LOCATION: Halifax County, E&P Map E-1. 80 mi. from Raleigh, in NE part of state. State Hwys. 46, 125, 48; U.S. Hwys. 158, I-95.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line.
Intercity Bus Lines-Trailways
Air Transportation-At Rocky Mount, N.C. (43 mi.) and Raleigh, N.C. (80 mi.). Private planes, Roanoke Rapids Airport
Motor Freight Carriers-7

3 - POPULATION:
Corp. City 80 Cen. 14,702; E&P 85 Est. 15,770
CZ-ABC (80) 14,702
RTZ-ABC (80) 38,386
County 80 Cen. 55,286; E&P 85 Est. 56,568
City & RTZ-ABC (80) 53,088

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,491; E&P 85 Est. 5,754
CZ-ABC (80) 5,491
RTZ-ABC (80) 12,126
County 80 Cen. 18,286; E&P 85 Est. 19,322
City & RTZ-ABC (80) 17,617

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	12	$80,000,000
Savings & Loan	5	$55,000,000

6 - PASSENGER AUTOS: County 24,139

7 - ELECTRIC METERS: Residence 7,018

8 - GAS METERS: Residence 1,480

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees-Textiles 3,100; Paper 680; Lumber & Wood Prod. 715; Elect. Transformers & Molded Products 260; Pub. 40; Chip Board 105; Const. 260; Service 160; Retail & Wholesale Trade 1,100; Trans., Comm. and Util. 110; Govt. 280; Tourist Services 240; Milk Prod. 35; Concrete Prod. 24; Chem. 20; Steel 125; Molded Fiber 85; Rubber 95.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-75; Summer 65-100; Fall 45-75; Winter 15-65.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Forest Hills(20)	NA	Drug Barn, Dollar
Oakland(15)	NA	Clark's, Sears, Winn-Dixie
Park Plaza(8)	NA	Most Drug, Goodyear
Roanoke Rapids(28)	NA	Eckerd, Big Star, Rose's, Peebles, Baldwins
Becker Village Mall(34)	NA	Leggett, JCPenney, K mart, Safeway

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Leggett's; Peeble's; JCPenney; Baldwin's; Rose's; TG&Y
Discount Stores-Dollar; Drug Barn; Clark's; Rite-Aid; Treasury Drug; Mill Outlet; Stevenstore; Mast Drugs; Value Pak; Pope's; Eagle's; K Mart.
Chain Supermarkets-Red & White; Winn-Dixie; Kwik-Pik; Big Star; Mr. Chek; Vaughan's; Fast Fare; Safeway.
Other Chain Stores-Western Auto; Goodyear; Heilig-Meyers; Pic 'N Pay; Sherwin-Williams; Star Furn.; Harding and Grizzard; Moore's Bldg. Supplies; Dixie Auto Supply; Sears; Firestone; Fines; Fashion Bug; Kinneys; Radio Shack; Waldenbooks; Musicland; Hallmark; The Junction; Endicott-Johnson; Cato's; Peanut Shack; Roscoe; Griffin Shoes; Eckerd's Wise Fashions; Goldmine; Kay Jewelers; Zale's.

14 - NEWSPAPERS: HERALD (e-mon to fri) 11,082; (S) 12,009; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Kyle Cox, Adv. Dir., HERALD, 916 Roanoke Ave., Roanoke Rapids, NC 27870; Tel. (919) 537-2505
National Representative: None.

ROCKINGHAM

1 - LOCATION: Richmond County, E&P Map D-2.

2 - TRANSPORTATION: **Railroads**-Seaboard Coastline
Intercity Bus-Queen City Trailways
Motor Freight Carriers-5

3 - POPULATION:
Corp. City 80 Cen. 8,300; E&P 85 Est. 9,398
CZ-ABC (80) 15,583
RTZ-ABC (80) 29,898
County 80 Cen. 45,481; E&P 85 Est. 45,170
City & RTZ-ABC (80) 45,481

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,039; E&P 85 Est. 3,484
CZ-ABC (80) 5,639
RTZ-ABC (80) 10,170
County 80 Cen. 15,809; E&P 85 Est. 16,211
City & RTZ-ABC (80) 15,809

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$10,254,388
Savings & Loan	3	$11,216,201

6 - PASSENGER AUTOS: County 19,752

7 - ELECTRIC METERS: Residence 20,000

8 - GAS METERS: Residence 2,800

9 - PRINCIPAL INDUSTRIES: Textiles, Timber, Automotive Transmissions, Farming, Paper, Furn., R.R. Total 7,300 employees

10 - CLIMATE: Min. & Max. Temp.-Spring 35-84; Summer 60-89; Fall 55-80; Winter 30-55. First killing frost, Oct. 20; last killing frost, Apr. 15.

11 - TAP WATER: Constant pH of 6.7; soft.

12 - RETAILING: **Shpg. ctr. 2 mi. from central bus. district, open nightly; 30 stores**

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Richmond Plz.(36)	NA	Belk's, JCPenney, Revco
Tri-City(21)	NA	K mart, A&P, Eckerd
Westside Sq.(6)	NA	Bi-Lo, Woods

13 - RETAIL OUTLETS: **Department Stores**-Belk's, JCPenney, R.W. Goodman, Long's, Kay's, Fashion Cove; Gaddy's
Discount Stores-Wickes, Lowe's, Family Dollar, K mart
Variety Stores-Rose, Jones
Chain Drug Stores-Eckerd, Revco
Chain Supermarkets-A&P, Big Star, Harris Teeter, Bi-Lo, Winn-Dixie, Lowe's, Food King, Food Lion
Other Chain Stores-Goodyear, Western Auto, Sears (catalog), Singer Co., Economy Auto, Baxter Clothing, Jewel Box, Cato's, Junction, Shoe Show, Firestone, Sherwin-Williams, Pic 'n Pay

14 - NEWSPAPERS: RICHMOND COUNTY JOURNAL (e-mon to fri) 8,071; Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: W.T. Walls, Gen. Adv. Mgr., RICHMOND COUNTY JOURNAL, PO Box 1888, Rockingham, NC 28379; Tel. (919) 997-3111
National Representative: Landon Associates

ROCKY MOUNT

1 - LOCATION: Nash and Edgecombe Counties, E&P Map E-2. On the county line dividing Nash and Edgecombe Counties, 110 mi. S of Richmond; 51 mi. E of Raleigh. On U.S. I-95; U.S. 64.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line; Amtrak.
Motor Freight Carriers-14
Intercity Bus Lines-Carolina Trailways; Seashore Transp.; Greyhound.
Airlines-Air Virginia.

3 - POPULATION:
Corp. City 80 Cen. 41,283; E&P 85 Est. 47,892
CZ-ABC (80) 41,283
RTZ-ABC (80) 90,072
Counties 80 Cen. 123,141; E&P 85 Est. 129,251
Edgecombe 80 Cen. 55,988; E&P 85 Est. 57,378
Nash 80 Cen. 67,153; E&P 85 Est. 71,873
City & RTZ-ABC (80) 131,355
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 15,138; E&P 85 Est. 16,400
CZ-ABC (80) 15,138
RTZ-ABC (80) 28,986

Counties 80 Cen. 41,867; E&P 85 Est. 45,323
Edgecombe 80 Cen. 18,397; E&P 85 Est. 19,424
Nash 80 Cen. 23,470; E&P 85 Est. 25,899
City & RTZ-ABC (80) 44,124

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$9,500,000,000
Savings & Loan	5	$725,000,000

6 - PASSENGER AUTOS: Counties: Nash 36,750; Edgecombe 26,000

7 - ELECTRIC METERS: Residence 22,250

8 - GAS METERS: Residence 9,275

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage $297)-Food & Drug Prod. 2,300; Tobacco Processing (seasonal) 800; Textile Mill Prod. & Apparel 2,900; Lumber & Wood Furn. 1,200; Printing & Pub. 190; Chemicals & Prod. 975; Stone, Clay, Glass & Concrete 197; Fabricated Metal Prod. 1,200; Transportation 400; Construction 2,080; Electrical Equip. & Supplies 175. **Principal Pay Days**-1, 15 & 30; Mills, Fri.

10 - CLIMATE: Min. & Max. Temp.: Spring 28-82; Summer 63-89; Fall 29-82; Winter 29-55. First killing frost, Nov. 2; last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks Main St.; 3 blocks Washington St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Oakwood(19)	NA	Almand, Macks, Winn-Dixie
Tarrytown Mall(73)	NA	JCPenney, Mont. Ward
Westridge Vlg.(37)	NA	
Edgecombe Park(5)	NA	Rose's, Colortyme
Englewood(8)	NA	
Englewood Sq.(14)	NA	Eckerd, Maxwell Furn.
Fairview(6)	NA	Gurganus Bros., Oakwood Pharm.
K mart Plaza(15)	NA	K mart, Radio Shack
Peddler's Vlg.(12)	NA	
Raleigh Road(5)	NA	Family Dollar
Walnut(14)	NA	Dollar Store, Piggly Wiggly
Wellongate(8)	NA	Convenient Market

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Belk Tyler; JCPenney; Rosenbloom-Levy; Baldwin's; Montgomery Ward; Sears.
Variety Stores-McCrory-McClellan; Pope's Dollar Stores; Rose 2; Macks.
Discount Stores-K mart; Bailey's Discount Jewelry; Family Dollar Stores.
Chain Drug Stores-Almands 3; Kerr 4; Eckerd 3; Raper's 2; Revco.
Chain Supermarkets-Big Star 2; A&P; Gurganus 2; Piggly Wiggly 2; White's; Zip Mart 10; Winn-Dixie 3; 7-Eleven; Safeway; Food World; Food Lion 2; Expressway 8; Farm Fresh.
Other Chain Stores-Cato's; Low's; Singer Co.; Goodyear; Firestone; Jewel Box; Marilyn; Advance Stores; Western Auto Supply; Serotta's; Heilig Meyers; Record Bar; Shoe Show; Maxwell Bros. Furn.; Lowe's; Moores; Diana Shops; Roscoe Griffin.

14 - NEWSPAPERS: TELEGRAM (e) 13,525; (S) 14,559; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Carl Worsley, Publisher, TELEGRAM, Box 1080, Rocky Mount, NC 27802-1080; Tel. (919) 446-5161.
National Representative: Thomson Newspapers.

SALISBURY-SPENCER-EAST SPENCER

1 - LOCATION: Rowan County (In Charlotte-Gastonia-Rock Hill, NC-SC MSA). E&P Map C-2. County Seat. Center of industrial and agricultural Piedmont area. 42 mi. NE of Charlotte; 38 mi. S of Winston-Salem; 50 mi. SW of Greensboro. Retail, wholesale, college and medical center. 290 mi. from Atlanta. On U.S. Hwys. 29, 52, 70, 601; State Hwy. 150; I-85.

2 - TRANSPORTATION: **Railroads**-Norfolk/Southern main line; also Asheville to Cincinnati Div.; & Salisbury to Norwood Div.
Motor Freight Carriers-45.
Intercity Bus Lines-Carolina Trailways; Greyhound.

3 - POPULATION:
Corp. Cities 80 Cen. 27,765; E&P 85 Est. 29,183
Salisbury 80 Cen. 22,677; E&P 85 Est. 23,931
Spencer 80 Cen. 2,938; E&P 85 Est. 3,022
East Spencer 80 Cen. 2,150; E&P 85 Est. 2,230
CZ-ABC: (80) 31,274
RTZ-ABC: (80) 258,066
County 80 Cen. 99,186; E&P 85 Est. 104,678
MSA 80 Cen. 971,391; E&P 85 Est. 1,040,857
City & RTZ-ABC: (80) 289,340

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 10,290; E&P 85 Est. 10,857
Salisbury 80 Cen. 8,398; E&P 85 Est. 8,854
Spencer 80 Cen. 1,178; E&P 85 Est. 1,246
East Spencer 80 Cen. 714; E&P 85 Est. 757
CZ-ABC: (80) 11,622
RTZ-ABC: (80) 92,539
County 80 Cen. 35,949; E&P 85 Est. 39,196
MSA 80 Cen. 343,836; E&P 85 Est. 378,894
City & RTZ-ABC: (80) 104,161

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$290,046,000
Savings & Loan	5	$211,419,000
Credit Unions	5	$4,841,000

6 - PASSENGER AUTOS: County 53,171

7 - ELECTRIC METERS: Residence 36,005

8 - GAS METERS: Residence 6,340

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 3,894 ($243); Chemicals & Allied Prod. 2,413 ($421); Apparel & Other Finished Prod. 1,269 ($186); Transp., Comm. & Util. 1,132 ($389); Machinery (excluding electrical) 701 ($312); Fab. Metal 531 ($378); Stone, Clay, Glass and Concrete 519 ($313); Food & Kindred 503 ($257); Lumber & Wood 408 ($301); Rubber & Plastics 387 ($345); Furniture & Fixtures 354 ($258).

10 - CLIMATE: Min. & Max. Temp.-Spring 47-73; Summer 68-91; Fall 48-74; Winter 32-53. First killing frost, Oct. 30; last killing frost, Apr. 7. Rainfall, 47 in.; Snowfall, 6 in.

11 - TAP WATER: Neutral, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main, 2 on Innes.
Neighborhood Shopping Centers-1 1/2 blocks (one side) 800-900 S Main, Salisbury; 3 blocks in Spencer; 2 blocks in E Spencer; S Fulton at Lincolnton Rd. 1 block.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ketner Ctr.(12)	2	Food Lion
Mid Carolina(5)	4	Winn-Dixie, Eckerd, Pic 'N Pay
Rowan Mall(10)	2	Rose's, Eckerd, Winn-Dixie
Towne Mall(28)	1	Sky City, 3 Guys
Park-Plaza(7)	2	A&P
Southgate(6)	2	Mark Drug

Principal Shopping Days-Fri., Sat.
Stores Close-Furniture-Wed. afternoons all year.
Stores Open Evenings-Fri. until 9.

13 - RETAIL OUTLETS: **Department Stores**-Belk Harry; JCPenney; Rose's; Zimmerman's.
Variety Stores-Woolworth; Family Dollar 3; Plej's.
Discount Stores-K mart; Sky City.
Chain Drug Stores-Innes Street 3; Mark Drug 2; Eckerd 3; Revco 2; White Star.
Chain Supermarkets-A&P; Winn-Dixie 2; Food Town 5; 3 Guys; Kroger Sav-on.
Other Chain Stores-Shoes: Pic 'N Pay, Endicott-Johnson, Walker. Ladies Wear: Tobias, Gold Shops, Guyes, Diana Shops, Cato's. Jewelers: W.H. Leonard, Friedman. Furniture: Hometown Furniture; K-Town; Rustin's; Sterchi's. Others: Carolina Tire, Advance Stores, Western Auto, Sears (catalog), Montgomery Ward, Radio Shack, Firestone, Sherwin-Williams, New York Carpet, Ed Kelly's.

14 - NEWSPAPERS: POST (e) 25,220; (S) 25,194 Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: J.P. Helms, Gen. Adv. Mgr., POST, 131 W Innes St., Salisbury, NC 28145; Tel. (704) 633-8950.
National Representative: Landon Associates.

SANFORD

1 - LOCATION: Lee County. E&P Map D-2. County Seat. Shipping and Industrial center in central part of state. Approx. 40 mi. SW of Raleigh; 30 mi. NE of Pinehurst; 20 mi. N of Ft. Bragg on U.S. Hwy. 1, 15, 421, 501; State Hwy. 87.

2 - TRANSPORTATION: **Railroads**-Seaboard Coastline; Southern; Norfolk & Southern; Atlantic & Western.
Motor Freight Carriers-16.
Intercity Bus Lines-Carolina Coach; Carolina Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,773; E&P 85 Est. 15,537
CZ-ABC: (80) 14,773
RTZ-ABC: (80) 92,848
County 80 Cen. 36,718; E&P 85 Est. 38,617
City & RTZ-ABC: (80) 107,621

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,545; E&P 85 Est. 5,926
CZ-ABC: (80) 5,545
RTZ-ABC: (80) 32,745
County 80 Cen. 12,914; E&P 85 Est. 14,052
City & RTZ-ABC: (80) 38,290

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$214,796,000
Savings & Loan	2	$130,000,000

6 - PASSENGER AUTOS: County 20,465

7 - ELECTRIC METERS: Residence 6,850

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Total No. of Wage Earners (Av. Wkly. Wage) 14,765 ($225); Constr. 1,375 ($300); Mfg. 6,790 ($225); Trans., Comm., Util. 654 ($216); Trade 3,693 ($180).
Principal Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Av. Daily: Spring 48-70; Summer 69-88; Fall 51-71; Winter 33-51. First killing frost, Oct. 20; last killing frost, Apr. 5.

11 - TAP WATER: Acid, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Steele, Wicker, Moore, Carthage, Horner Blvd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Kendale(36)	3	A&P, Sears, Winn-Dixie
Sanford(3)	NA	Food Lion, Revco
Zayre	1	Zayre, Big Star, Revco
Riverbirch Corner(35)	2	Belk's, Winn-Dixie, JCPenney, Rose's, Eckerd

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Food-Thur., Fri.; Dept. & Furniture Stores-Mon., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Williams-Belk; Avent & Thomas; JCPenney; Moore's; Sears; Montgomery Ward; Zayre.
Discount Stores-Family Dollar; Zayre; Revco; Advance; K mart.
Variety Stores-Macks; Maxway; Rose's.
Chain Drug Stores-Rite-Aid 2; Revco 2; Medicine Shoppe; Eckerd 2.
Chain Supermarkets-A&P; Piggly Wiggly; Cardinal 4; Winn-Dixie 2; Big Star; Byrd's LoMark; Food Lion 2; 3 Guys.
Other Chain Stores-Saslow's Jewelry; Sears; H&H Auto Parts; Lowe's; Dossenbach's Finer Furniture 3; Kimbrell's Furniture; Diana Shops; Moore's; Macks; Maxway; Firestone; Advance; Pic 'N Pay; Montgomery Ward; Sew 'n Save; Heilig-Meyers; Revco; Radio Shack; Pantry 15; D.A. Kelly's; Catos; Cheap Joes; Tucker Jones Furn.

14 - NEWSPAPERS: HERALD (e) 12,388 Mar. 31, 1985 ABC.
National Contact for Advertising and Merchandising Data: Norman Branch, Adv. Mgr., HERALD, 208 St. & Clair Ct., Sanford, NC 27330; Tel. (919) 776-0538.
National Representative: None.

SHELBY

1 - LOCATION: Cleveland County. E&P Map B-2. County Seat. Situated on State Hwys. 18, 74. 45 mi. W of Charlotte; 75 mi. E of Asheville; 40 mi. N of Spartanburg, S.C.

2 - TRANSPORTATION: **Railroads**-Southern; Seaboard.
Motor Freight Carriers-30.

3 - POPULATION:
Corp. City 80 Cen. 15,310; E&P 85 Est. 15,181
CZ-ABC: (80) 31,324
RTZ-ABC: (80) 77,066
County 80 Cen. 83,435; E&P 85 Est. 85,865
City & RTZ-ABC: (80) 108,390

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,731; E&P 85 Est. 5,740
CZ-ABC: (80) 11,096
RTZ-ABC: (80) 26,256
County 80 Cen. 28,4581; E&P 85 Est. 30,279
City & RTZ-ABC: (80) 37,352

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$175,000,000
Commercial	4	$300,000,000

6 - PASSENGER AUTOS: County 39,412

7 - ELECTRIC METERS: Residence 7,081

8 - GAS METERS: Residence 3,904

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 13,836 ($303); Construction 1,178 ($261); Trades 6,238 ($226).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.: Spring 35-78; Summer 61-93; Fall 40-84; Winter 24-54. First killing frost, Nov.; last killing frost, Apr.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: **Principal Shopping Center**-City Sq., 3 blocks radius around square; Cleveland Mall, 3-5 miles E of Shelby.
Neighborhood Shopping Centers-South Shelby; Dover-Ora Mill Section; Hwy. 74 Bypass; Huxley Village; Shelby Plaza; River Hill Plaza; Bi-Lo Plaza.
Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores**-Hudson's 2; Wray's 2; JCPenney; Belk's; Wise.
Variety Stores-Rose's 2; Blanton's; Scottie's.
Discount Stores-Sky City; Family Dollar 2; K mart.
Chain Drug Stores-Cornwell Drug (Rexall); Eckerd 2; Shelby Drug; Revco 2; SupeRx.
Chain Supermarkets-Harris-Teeter 3; A&P; Winn-Dixie 2; Lowe's 2; Ingle's; Bi-Lo; Food Lion.
Other Chain Stores-Sears; Lowe's; Goodyear.

14 - NEWSPAPERS: STAR (e) 17,630 Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Rick Sherrill, Adv. Dir., STAR, P.O. Box 48, Shelby, NC 28150; Tel. (704) 484-7041.
National Representative: Landon Associates.

SPENCER
See SALISBURY

STATESVILLE

1 - LOCATION: Iredell County. E&P Map C-2. County Seat, residential center. On U.S. Hwys. 21, 64, 70, I-40, I-77. State Hwys. 21, 90, 115. 40 mi. N of Charlotte.

2 - TRANSPORTATION: **Railroads**-Southern; Alexander.
Motor Freight Carriers-27.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 18,622; E&P 85 Est. 18,920
NDM-ABC: (80) 98,045
County 80 Cen. 82,538; E&P 85 Est. 87,391

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,056; E&P 85 Est. 7,052
NDM-ABC: (80) 34,477
County 80 Cen. 29,128; E&P 85 Est. 31,822

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$210,976,000
Savings & Loan	5	$237,400,000

6 - PASSENGER AUTOS: County 61,114

7 - ELECTRIC METERS: City Residence 10,202

8 - GAS METERS: Residence 7,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 4,320 ($231); Apparel 3,210 ($181); Furniture 1,760 ($202); Fab. Metals 910 ($294); Non-electric Mach. 1,200 ($264); Paper 540 ($248); Trades 6,430 ($159); Construction 1,470 ($218); Food & Agri-business 850 ($212); Heavy Metal 550 ($287).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 57-80; Summer 65-86; Fall 41-63; Winter 34-58. First killing frost, Oct. 30; last killing frost, Apr. 11.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on 3 central streets.
Neighborhood Shopping Centers-2 blocks on W Front St.; 1 on N Center St.; 2 on Davie Ave.; 3 on Broad St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Brookdale Sq.(14)	1	Food Lion
Forest Hts.(12)	1	Harris-Teeter
Newtowne Plz.(12)	1	Rose's, Harris-Teeter
Northwinds(6)	3	Bi-Lo, Revco
Signal Hill Mall(30)	2	Belk's, Woolworth,

		JCPenney, Winn-Dixie
Westgate(7)	2	Lowe's Mkt.
Southland(5)	1	Family Dollar, Food Lion
Westpark(8)	NA	Ingles, Sky City
Cross Roads(4)	4	K mart, A&P

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Thur., Fri., Sat.
Stores Open Sundays-All

13 - RETAIL OUTLETS: **Department Stores**-Belk's, Spainhour's, JCPenney, Smithey's, Rose's, Mack's
Discount Stores-Family Dollar, Rose's, K mart
Variety Stores-Eagle's, Woolworth, Sky City
Chain Drug Stores-Statesville, Eckerd, Revco 8, Rite Aid 2
Chain Supermarkets-A&P, Winn-Dixie, Harris-Teeter 2, Lowe's 2, Food Lion 3, Ingle's, Bi-Lo.
Other Chain Stores-Jewel Box, Wooten's (Jewelry), Goodrich, Goodyear, Western Auto, Advance Auto, Piece Goods Shop, Radio Shack, N.Y. Carpet World, Endicott-Johnson, General Nutrition, Lerner Shops, Mr. Sport, Pearl Vision Centers, White Star, R. Gregory, Jeweler

14 - NEWSPAPERS: RECORD & LANDMARK (e-mon to fri) 17,998; (S) 17,441, Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Marilyn Moore, Adv. Dir., RECORD & LANDMARK, 220 East Broad Street, Statesville, NC 28677; Tel. (704) 873-1451
National Representative: Landon Associates

TARBORO

1 - LOCATION: Edgecomb County, E&P Map E-2

2 - TRANSPORTATION: **Railroads**-Seaboard System
Motor Freight Carriers-12
Intercity Bus Lines-Carolina Trailways
Airlines-Sunbird.

3 - POPULATION:
Corp. City 80 Cen. 8,634; E&P 85 Est. 8,416
County 80 Cen. 55,988; E&P 85 Est. 57,378

4 - HOUSEHOLDS:
City 80 Cen. 3,243; E&P 85 Est. 3,113
County 80 Cen. 18,397; E&P 85 Est. 19,424

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	N.A.

6 - PASSENGER AUTOS: County 25,698

7 - ELECTRIC METERS: Residence 4,424

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Plastic Prod. 700; Power Tools 850; Textile Prod. 2,000; Farm Mach. 500; Masonite Prod. 250; Misc. 100; Communications 500; Wire & Cable Pdts. 250; Furn. Prod. 500; Av. Wkly. Wage $262
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max Temp.-NA. First killing frost, Oct. 31; last killing frost, Apr. 6

11 - TAP WATER: Alkaline, very soft

12 - RETAILING: **Principal Shopping Centers**-30 blocks on 14 streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairview(8)	NA	Goodyear, Revco, Piggly Wiggly K mart, Radio Shack
Parkhill Mall(20)	NA	Belk-Tyler, A&P K mart, Radio Shack
Tarboro (11)	NA	TG&Y, Kerr, Big Star

Principal Shopping Days-Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Belk-Tyler; Clark's; Alder's; Shugar's; Deena Casuals.
Variety Stores-Eagle Store; Dollar Store; K mart; TG&Y; G.C. Murphy.
Discount Stores-Family Dollar Store; Value Pak; Pic'N Pay Shoes.
Chain Drug Stores-Bryan Discount; People's; Kerr; Revco
Chain Supermarkets-A&P; Harris; Piggly-Wiggly; Big Star; Food Lion.
Other Chain Stores-Goodyear; Radio Shack; FCX; Cato's; Heilig Meyers; Pope's.

14 - NEWSPAPERS: SOUTHERNER (e-mon to fri) 6,199; sworn Oct. 3, 1984.
Local Contact for Advertising and Merchandising Data: J. Creech, Pub., SOUTHERNER, PO Box 1199, Tarboro, NC 27886; Tel. (919) 823-3106.
National Representative: General Advertising Service.

THOMASVILLE

1 - LOCATION: Davidson County (In Greensboro-Winston Salem-High Point MSA). E&P Map C-2. Industrial and agricultural area in Central Piedmont section. 7 mi. from High Point, 24 mi. from Greensboro; 20 mi. from Winston-Salem, on U.S. Hwys. 29, 70, I-85.

2 - TRANSPORTATION: **Railroads**-Southern (Main Line). High Point, Thomasville & Denton.
Motor Freight Carriers-20
Intercity Bus Lines-Carolina Trailways, Queen City Trailways

3 - POPULATION:
Corp. City 80 Cen. 14,144; E&P 85 Est. 14,362
CZ-ABC: (80) 23,401
RTZ-ABC: (80) 61,593
County 80 Cen. 113,162; E&P 85 Est. 119,923
MSA 80 Cen. 851,984; E&P 85 Est. 896,290
City & RTZ-ABC: (80) 84,994
Demographic Information available from Newspaper. See Paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,164; E&P 85 Est. 5,151
CZ-ABC: (80) 8,479
RTZ-ABC: (80) 21,822
County 80 Cen. 40,010; E&P 85 Est. 43,832
MSA 80 Cen. 307,207; E&P 85 Est. 333,638
City & RTZ-ABC: (80) 30,301

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: City 18,394; County 57,804

7 - ELECTRIC METERS: Residence 11,116

8 - GAS METERS: Residence 760

9 - PRINCIPAL INDUSTRIES: Textiles 4,210 Emp.; Furn. 4,269 Emp.

10 - CLIMATE: Av. annual temp.-58. Av. annual rainfall 48 in.

11 - TAP WATER: Very soft, fluoridated

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Erwin Heights(3)	NA	Thrifti-Mart, Revco
Randolph St.(5)	NA	A&P, Family Dollar
South Gate(34)	NA	K mart, Eckerd, Winn-Dixie
Sky City Ctr	NA	Food Lion, 3-Guys, Sky City

13 - RETAIL OUTLETS: **Chain Drug Stores**-Revco 2; Eckerd; Rite-Aid 2; Sky City.
Discount Stores-Family Dollar, K mart
Chain Supermarkets-A&P, Winn-Dixie, 3 Guys, Food Lion.

14 - NEWSPAPERS: TIMES (m) 8,529, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Steve Tuttle, Adv. Mgr., TIMES, 512 Turner St., Thomasville, NC 27360; Tel. (919) 475-2151.
National Representative: Landon Associates.

TRYON

1 - LOCATION: Polk County, E&P Map B-2. 30 mi. NW of Spartanburg.

2 - TRANSPORTATION: **Railroads**-Southern.
Intercity Bus Lines-Trailways

3 - POPULATION:
Corp. City 80 Cen. 1,796; E&P 85 Est. 1,940
County 80 Cen. 12,984; E&P 85 Est. 14,695

4 - HOUSEHOLDS:
City 80 Cen. 807; E&P 85 Est. 882
County 80 Cen. 5,023; E&P 85 Est. 5,897

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 7,423

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Resort Area; Pine & Hardwood Timber; Mfg. of Cotton Goods; Cotton Yarn Knitting; Hand Weaving; Agriculture.

10 - CLIMATE: N.A.

11 - TAP WATER: N.A.

12 - RETAILING: **Shopping Center**-Tryon Plaza (Community Cash, Sears, Family Dollar Store).

13 - RETAIL OUTLETS: **Variety Stores**-Family Dollar Store, Popes United Variety, The Shop of Thomas, The Tack Shop, Blue Ridge Weavers, Carole's Shoes.
Chain Supermarkets-A&P, Community Cash, Smith's, Fast Fare, The Pantry, Cowan's
Other Chain Stores-Western Auto, Sears (catalog), Ward Auto Supply, Car Parts, Inc.

14 - NEWSPAPERS: BULLETIN (m-mon to fri) 3,405, sworn Oct. 1, 1984
Local Contact for Advertising and Merchandising Data: Seth M. Vining, Jr., Adv. Mgr., BULLETIN, 106 N. Trade St., PO Box 790, Tryon, NC 28782; Tel. (704) 859-9152
National Representative: None

WASHINGTON

1 - LOCATION: Beaufort County, E&P Map E-2. 135 mi. S of Norfolk, VA; 104 mi. E of Raleigh; navigable Pamlico River. U.S. Hwys. 17 (Ocean Hwy.), 264; 3 State Hwys.

2 - TRANSPORTATION: **Railroads**-Atlantic Coast Line, Norfolk Southern
Motor Freight Carriers-6
Intercity Bus Lines-Seashore Transp., Trailways.
Waterways-Pamlico River, Tar River.

3 - POPULATION:
Corp. City 80 Cen. 8,418; E&P 85 Est. 8,505
CZ-ABC: (80) 8,932
RTZ-ABC: (80) 71,397
County 80 Cen. 40,266; E&P 85 Est. 42,151
City & RTZ-ABC: (80) 80,329
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,191; E&P 85 Est. 2,933
CZ-ABC: (80) 3,396
RTZ-ABC: (80) 24,628
County 80 Cen. 14,212; E&P 85 Est. 15,375
City & RTZ-ABC: (80) 28,042

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	$193,000,000
Commercial	3	N.A.

6 - PASSENGER AUTOS: County 19,520

7 - ELECTRIC METERS: Residence 9,338

8 - GAS METERS: Residence 2,150

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber 381; Shirts 198; Worsted Mill 350; Dressmaking 85; Furn. 260; Truck Body 42; Textile & Apparel 977; Lumber & Wood Prod. 162; Trans. Equip. 65; Phosphate Mining 600; Elec. Appliance 500; Heavy Mach. 100; Boat Building 250; Filters 200; Direct Mail 150.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Average Temp.-Spring 62; Summer 77; Fall 64; Winter 47. First killing frost Oct. 15; last killing frost Apr. 1.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Main St., Market and Gladden Sts.; Washington Square Mall (28 Stores).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Scott's; Buckman's; Cato; Rice's; Belk-Tyler; Charles White; Roses; Lewis'; Save Mart.
Variety Stores-McClellans; K mart; Family Dollar.
Chain Supermarkets-Foodland; Big Star; Smith Brothers; Winn-Dixie; Scott's; Food Lion.
Chain Drug Stores-People's; Tayloe's; Hospital Phcy.; Revoc; Rite Aid; May's.
Other Chain Stores-Kinney (shoes); Charles Stores; Helig-Meyers Furn.; Roscoe Griffin.

14 - NEWSPAPERS: NEWS (e) 10,075, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Ernest R. Raduly, Adv. Dir., NEWS, 217 Market St., Washington, NC 27889; Tel. (919) 946-2144.
National Representative: Landon Associates.

WILMINGTON

1 - LOCATION: New Hanover County (In Wilmington MSA). E&P Map E-3. In SE part of State on Cape Fear River, 10 mi. from ocean on U.S. Hwys. 17, 74, 76, 117, 421; 90 mi. S of Goldsboro; 125 mi. SE of Raleigh; 200 mi. E of Charlotte; 165 mi. N of Charleston.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line.
Motor Freight Carriers-48.
Intercity Bus Lines-Greyhound; Seashore Transportation; Carolina Trailways.
Airlines-Piedmont; American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 44,000; E&P 85 Est. 45,288
CZ-ABC: (80) 94,947
RTZ-ABC: (80) 169,791
County/MSA 80 Cen. 103,471; E&P 85 Est. 109,503
City & RTZ-ABC: (80) 264,738
Demographic Information available from Newspapers. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,418; E&P 85 Est. 17,769
CZ-ABC: (80) 34,697
RTZ-ABC: (80) 57,748
County/MSA 80 Cen. 37,691; E&P 85 Est. 41,159
City & RTZ-ABC: (80) 92,445

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$479,124,000
Savings & Loan	8	$259,821,000

6 - PASSENGER AUTOS: County 58,354

7 - ELECTRIC METERS: Residence 60,114

8 - GAS METERS: Residence 8,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Mfg. 11,670; Lumber & Wood 390; Metals 170; Machinery 1,720; Food 710; Textiles 470; Apparel 1,340; Chemicals 5,080; Construction 4,100; Trans., Comm. & Pub. Util. 5,060; Trade 13,770; Fin., Ins. & Real Estate 1,890; Service 7,730; Govt. 11,720; Agriculture 410
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-70; Summer 71-86; Fall 55-74; Winter 40-60.

11 - TAP WATER: Alkaline, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-20 blocks on Front, Grace, Chestnut, Princess, Market, Second and Third Sts.
Neighborhood Shopping Centers-Castle St., N. 4th St., 17th & Market, 17th & Dawson, 5th & Red Cross, Glen Meade, Port city, S. Front

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Azalea Plaza(5)	3	Winn-Dixie, Peoples Drug
Cape Fear(8)	3	Family Dollar, Hills Food
College Sq.(12)	4	Winn-Dixie, Revco
Cotton Exchange(30)	0	
Hanover Ctr.(23)	3	Rose's, Eckerd, Hills Food
Independence Mall(70)	3	Belk-Berry, Sears, JCPenney
Kings Plaza(3)	3	Rose's, Revco, Hills Food
Long Leaf Mall (40)	4	Radio Shack, Rose's, Winn-Dixie, Eckerd
Market Plaza(18)	3	Hills Food, Radio Shack
Market Street(7)	1	
Murreysville Road(6)	6	Food Lion, Eckerd
North 17(30)	3	Family Dollar, Food Lion
Pine Valley(2)	5	Food Lion, Peoples
Plaza East(29)	9	Maxway, Hills Food

13 - RETAIL OUTLETS: **Department Stores**-Sears; Belk-Berry; JCPenney.
Discount Stores-Family Dollar Store 4; Buy-Rite; TG&Y; Rose's 3; K mart 2.
Variety Stores-Mack's 2.
Chain Drug Stores-Eckerd 5; Rexall 4; Revco 7; Peoples 3.
Chain Supermarkets-Winn-Dixie 3; Hills 8; Wilson's 4; Harris-Teeter 2; Food Lion 4; Kroger Sav-On.
Other Chain Stores-Western Auto; Firestone; Goodrich; Goodyear 2; Lowe's; Maxwell Bros.; Singer Co.; Cloth World; Wicke's; Rhodes; Pic-Way; Lerner Stores; Radio Shack 5; Thom McAn; Best Products Inc.; Hahn Shoes; Hickory Farms; Kinney Shoes; Thomplinson; Pier I Imports; Haverty's; Tart's.

14 - NEWSPAPERS: STAR (m) 43,243; STAR NEWS (S) 50,891, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Dave Schuette, Ret. Adv. Mgr., STAR/STAR-NEWS, P.O. Box 840, Wilmington, NC 28402; Tel. (919) 343-2311.
National Representative: Branham/Newspaper Sales.

WILSON

1 - LOCATION: Wilson County, E&P Map E-2. County Seat. Agric. & Mfg. Ctr. 46 mi. from Raleigh, State Capital and 140 mi. S of Richmond, VA. On U.S. Hwys. 301, I-95, 264, 117. State Hwys. 42, 58.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line; Norfolk & Southern; Amtrak.
Motor Freight Carriers-32.
Intercity Bus Lines-Carolina Trailways; Seashore

Transportation
Airlines-Mid South

3 - POPULATION:
Corp. City 80 Cen. 34,424; E&P 85 Est. 35,909
CZ-ABC: (80) 34,424
RTZ-ABC: (80) 64,459
County 80 Cen. 63,132; E&P 85 Est. 65,857
City & RTZ-ABC: (80) 98,883

4 - HOUSEHOLDS:
Corp. City 80 Cen. 12,343; E&P 85 Est. 12,871
CZ-ABC: (80) 12,343
RTZ-ABC: (80) 21,327
County 80 Cen. 21,549; E&P 85 Est. 23,158
City & RTZ-ABC: (80) 33,670

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	7	$175,000,000
Commercial	12	$250,000,000

6 - PASSENGER AUTOS: County 31,707

7 - ELECTRIC METERS: Residence 13,810

8 - GAS METERS: Residence 6,097

9 - PRINCIPAL INDUSTRIES: Tobacco Processing; Textile Fabrication; Meat Processing; Auto Tire Mfg.; Feed & Grain Processing; Bus & Truck Bodies; Fertilizers; Glass Containers.
Principal Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-85; Summer 60-102; Fall 32-70; Winter 24-60.

11 - TAP WATER: Alkaline, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Downtown 8 Blks. on Nash St., 2 blocks deep Ctr. 32 Post; Parkwood Mall.
Main Shopping Days-Mon., Thur., Fri., Sat., Sun.
Stores Open Evenings-Shopping Centers; Downtown: Belk-Tyler; Drugs; Mall Stores; Other Downtown Stores Fri. night.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Stantonburg	12	Bakers, Bailey's Gardners
Elm City	6	McKeel's Cobb's
Bailey	13	W.H. Farmer, Clarks, Hagwood's
Brentwood	NA	Food Town, Eckerd
Sims	9	Whitley's Boykins
Lucama	6	Bass Bros.
Nichols City	NA	Nichols Discount, Food World
Kenly	26	J. Dobbin Bailey, IGA
Boulevard Plz (13)	NA	Eckerd, Cook's, Family Dollar
Gold Park(11)	NA	Family Dollar Store, Revco
K mart Plaza(10)	NA	A&P, Maxwell's, K mart, Revco
Parkwood Mall (72)	NA	JCPenney, Winn-Dixie, Rose's, Belk-Tyler
Village(Lucama)	NA	Countryside Furn., Village Grocery
Winoca(18)	NA	Sears, Carpetland, Pizza Inn
Wren Village(23)	NA	Winn-Dixie, Bissette's Drug
Brentwood Center	N.A.	Food Lion, Eckerd, Furniture Corner
Regency Plz	N.A.	Food Lion, Western Steer, Brendles, Revco

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Leder's, Inc.; Belk-Tyler; Sears.
Discount Stores-Cook's; S. E. Nichols; Brendle's.
Variety Stores-Rose's; Value Pak.
Chain Drug Stores-Eckerd 2; Kerr; Revco 3.
Chain Supermarkets-A&P; Big Star 2; Food Lion 2; Winn-Dixie 2; Piggly Wiggly; Food World.
Other Chain Stores-Firestone Stores; Goodyear Service Stores; Western Auto Stores; Kinney Shoes; Heilig-Meyers Furn.; Tucker's Furn.; Jones Brothers; Maxwell Furn.; Radio Shack; Lowes Building Materials; Singer Co.; Diana Shops; Scotties; Zale's; Sherwin-Williams; Fast Fare Convenient Foods; Zip Mart; Burton's; Carpetland; Family Dollar; Carolina Builders Supplies; Rosco-Griffin Shoes; Durham Sporting Goods; K&K Toys; General Nutrition Center; Saslow's Jewelers; Swiss Colony; Baskin-Robbins; Cato's; Short-Stop Mart.

14 - NEWSPAPERS: TIMES (e) 17,372; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Christopher C. Taylor, Adv. Dir., TIMES, 2001 Downing St., Wilson, NC 27893; Tel. (919) 243-5151.
National Representative: Landon Associates.

WINSTON-SALEM

1 - LOCATION: Forsyth County (In Greensboro-Winston-Salem-High Point MSA). E&P Map C-2. County Seat. Center of important tobacco market. Retail trading, college and medical center; halfway bet. Washington, D.C. and Atlanta. On U.S. Hwys. 421, 52, 311, 158, I-40 and State Hwys. 8, 66, 67, 109 and 150.

2 - TRANSPORTATION: **Railroads**-Southern; Norfolk & Western; Winston-Salem Southbound.
Motor Freight Carriers-62
Intercity Bus Lines-Greyhound; Piedmont; Trailways.
Airlines-Piedmont; Eastern; United; Delta; American; USAir; Ozark; People Express; Sunbird.

3 - POPULATION:
Corp. City 80 Cen. 131,885; E&P 85 Est. 139,001
CZ-ABC: (80) 167,781
RTZ-ABC: (80) 498,456
County 80 Cen. 243,683; E&P 85 Est. 257,972
MSA 80 Cen. 851,984; E&P 85 Est. 896,290
City & RTZ-ABC: (80) 666,237
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 50,338; E&P 85 Est. 54,848
CZ-ABC: (80) 63,357
RTZ-ABC: (80) 176,230
County 80 Cen. 90,146; E&P 85 Est. 98,535
MSA 80 Cen. 307,207; E&P 85 Est. 333,638
City & RTZ-ABC: (80) 239,587

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	6	$1,676,623,138

6 - PASSENGER AUTOS: County 159,460

7 - ELECTRIC METERS: Residence 129,595

8 - GAS METERS: Residence 19,502

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Tobacco Mfg. 13,935; Mill Prod. 5,840; Electrical Equip. & Supplies 8,668; Textile 32,400.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Av. Temperature-Spring 66; Summer 74; Fall 46; Winter 47. First killing frost, Oct. 28; last killing frost, Apr. 13.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Hanes Mall(127)	NA	Sears, Belk's, JCPenney, Thalhimers
Cloverdale Plz (14)	NA	Zayre, Kroger
Northside(35)	NA	Eckerd
Old Town(17)	NA	Food Fair
Parkview(26)	NA	Rose's, Winn-Dixie
Parkway Plz (40)	NA	Eckerd, Food Fair
Pine Ridge Plz (11)	NA	Rose's, Thrifti-Mart
Reynolda Manor(27)	NA	Brendle's, Davis
Sherwood Plz (22)	NA	Food Fair, Revco
Thruway(56)	NA	Rose's, Food Fair, Winn-Dixie, Thalhimers

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Belk's; K mart; Davis; JCPenney; Sears; Thalhimers; Peebles.
Discount Stores-Zayre; Brendle's; K mart; Rose's; Keymid; T.J. Maxx.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-Eckerd 10; Revco 11; Crown 10; SupeRx 2.
Chain Supermarkets-Food Fair 11; Food World 5; Kroger 3; Winn-Dixie 5; Food Lion 10; Thrifti Mart 5; Mount Tabor 3; Three Guys.
Other Chain Stores-Mother and Daughter 5; Advance 2; Goodrich; Western Auto 3; Firestone 2; Goodyear 2.

14 - NEWSPAPERS: JOURNAL (m-mon to fri) 74,292; (m-sat) 93,911; SENTINEL (e) 31,136; JOURNAL (S) 98,509; Mar. 31, 1985 ABC. NOTE: Effective Apr. 1, 1985, Sentinel (e) merged with Journal (m). Publisher's sworn statement of circ. for Journal (m) is 90,231 for period ending May 31, 1985.
Local Contact for Advertising and Merchandising Data: Richard Hickman, Natl. Adv. Mgr., JOURNAL and SENTINEL, PO Box 3159, Winston-Salem, NC 27102; Tel. (919) 727-7418.
National Representative: Sawyer-Ferguson-Walker.

NORTH DAKOTA SURVEYS

METROPOLITAN STATISTICAL AREAS

Bismarck-Burleigh and Morton Counties.
Fargo-Moorhead, N.D.-Minn.-Cass County, N.D.; Clay County, Minn.
Grand Forks-Grand Forks County

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1986
Under 5 Years	51	55	59
5-14 Years	135	100	108
15-24 Years	114	133	143
25-44 Years	130	168	181
45-64 Years	122	116	125
65 and Over	66	81	87
TOTAL	618	653	703

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1986 Est.
Bldg. Mat. Hdwr.	244	242	352
General Mdse.	217	347	447
Food	370	559	677
Automobiles	559	818	1,352
Gasoline Stations	202	361	389
Apparel	130	171	229
Furniture	97	132	208
Eat Drink Places	190	283	368
Drugs	69	95	131
TOTAL SALES	2,250	3,367	4,481

BISMARCK

1 - LOCATION: Burleigh County (MSA). E&P Map B-3. State Capital and County Seat. Elect. Generation, Mfg., distribution, whol. and educational ctr. 200 mi. W of Fargo, ND; 108 mi. W of Jamestown, ND; 410 mi. W from Minneapolis.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Soo Line.
Motor Freight Carriers-10
Intercity Bus Lines-Greyhound; International Trans.
Airlines-Northwest Orient; Frontier; Republic; Big Sky; Western.

3 - POPULATION:
Corp. City 80 Cen. 44,485; E&P 85 Est. 49,163
CZ-ABC: (80) 59,998
RTZ-ABC: (80) 109,171
County 80 Cen. 54,811; E&P 85 Est. 60,575
MSA 80 Cen. 79,988; E&P 85 Est. 88,341
City & RTZ-ABC: (80) 169,169

4 - HOUSEHOLDS:
Corp. City 80 Cen. 16,424; E&P 85 Est. 18,519
CZ-ABC: (80) 21,738
RTZ-ABC: (80) 36,462
County 80 Cen. 19,420; E&P 85 Est. 22,184
MSA 80 Cen. 27,949; E&P 85 Est. 31,879
City & RTZ-ABC: (80) 58,245

5 - BANKS	**NUMBER**	**EST. DEP.**
State	3	$497,219,000
Savings & Loan	5	$231,756,000
Commercial	4	$203,653,000

6 - PASSENGER AUTOS: County 36,269

7 - ELECTRIC METERS: Residence 18,329

8 - GAS METERS: Residence 14,697

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Printing 165; Trucking 300; Farm Machy. Mfg. 520; Machine Shops 90; Elect. Power 420; Govt. 4,500; Wood Working 150; Brick & Tile 200; R.R. 60.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-55; Summer 33-104; Fall 29-91; Winter 28-47. First killing frost, Oct. 22; last killing frost May 8.

11 - TAP WATER: Medium hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main Ave., 4 on Broadway, 2 on 5th St., 4 blocks on 4th St.; 4 Shopping Ctrs.-2 neighborhood, 2 Regional.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northbrook(19)	2	Rod's Family Foods (Red Owl)
Arrowhead(12)	1	Dan's Super Valu
Kirkwood Plz(100)		Mont. Ward, JCPenney, Target
K mart	2	K mart
Gateway Mall(55)	2	Super Valu, Osco, Gateway, Sears

Principal Shopping Days-Mon. through Sat.
Stores Open Evenings-Dept. Mon.; Food Mon. through Sat.; Shopping Ctr. Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Eckstein's; Mont. Ward; Sears; JCPenney; Herberger's; Labelles.
Discount Stores-K mart; Rod's Family Foods (Red Owl); Target; White Mart.
Variety Stores-Ben Franklin.
Chain Drug Stores-Rexall; Walgreens; White Osco.
Chain Supermarkets-Red Owl 2; Super Valu 4; Buy Rite; Jack 'n Jill; Holiday Store.
Other Chain Stores-Bismarck; Coast to Coast Hardware; Firestone; Morrey Alans; Stevensons; Singer; Goodyear; General Tire; Ace Hardware; Hardware Hank.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 28,148; (S) 28,729; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: James H. Hewitson, Adv. Dir., TRIBUNE, 707 E. Front St., Bismarck, ND 58501; Tel. (701) 223-2500.
National Representative: Branham, Newspaper Sales.

DEVILS LAKE

1 - LOCATION: Ramsey County. E&P Map C-2. County Seat. Agricultural and livestock center. On Devils Lake. 95 mi. NNW of Grand Forks.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Minneapolis S.P. and S.S.M. (Branch).
Airlines-Messaba.

3 - POPULATION:
Corp. City 80 Cen. 7,442; E&P 85 Est. 7,778
County 80 Cen. 13,048; E&P 85 Est. 13,302
CZ-ABC: (80) 7,442
RTZ-ABC: (80) 20,615
City & RTZ-ABC: (80) 28,057

4 - HOUSEHOLDS:
City 80 Cen. 2,764; E&P 85 Est. 2,887
County 80 Cen. 4,618; E&P 85 Est. 4,906
CZ-ABC: (80) 2,764
RTZ-ABC: (80) 7,406
City & RTZ-ABC: (80) 10,170

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$23,356,447
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 7,403

7 - ELECTRIC METERS: Residence 2,434

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Railroad Shops; Small Farm Implements; Fiber Glass Mfg.; Liquid Fertilizers.

10 - CLIMATE: Min. & Max. Temp.-40-110.

11 - TAP WATER: New Supply. Potable, not fluoridated.

12 - RETAILING: **Principal Shopping Days**-Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; S&L; Brauns.
Discount Stores-TBA Wholesalers; Gateway Direct; White Mart; K mart.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Walgreens; Rexall; White's.
Chain Supermarkets-Red Owl; Super Valu.

14 - NEWSPAPERS: JOURNAL (e-mon to fri) 5,387; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Michael Bell, Pub., JOURNAL, 3rd & 4th Ave., Devils Lake, ND 58301; Tel. (701) 662-2127.
National Representative: Landon Associates.

DICKINSON

1 - LOCATION: Stark County. E&P Map A-3. County Seat. Agric., Whol. and educational ctr. On I-94, U.S. 10, State 22. 300 mi. W of Fargo.

2 - TRANSPORTATION: **Motor Freight Carriers**-5
Intercity Bus Lines-Greyhound.
Airlines-Big Sky Airlines.

3 - POPULATION:
Corp. City 80 Cen. 15,924; E&P 85 Est. 23,487
CZ-ABC: (80) 15,924
RTZ-ABC: (80) 26,369
County 80 Cen. 23,697; E&P 85 Est. 31,937

City & RTZ-ABC (80) 42,293

4 - HOUSEHOLDS
City 80 Cen 5,473; E&P 85 Est 8,288
County 80 Cen 7,832; E&P 85 Est 10,962
CZ-ABC (80) 5,473
RTZ-ABC (80) 8,788
City & RTZ-ABC (80) 14,261

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$117,400,000
Savings & Loan	3	$109,350,000

6 - PASSENGER AUTOS County 14,669

7 - ELECTRIC METERS: Res & Comb 7,104

8 - GAS METERS: Residence 5,425

9 - PRINCIPAL INDUSTRIES Industry No of Wage Earners (Av Wkly Wage)-Mining 340 ($250), Constr 530 ($225), Mfg 520 ($215), Trans, Comm & Public Util 460 ($230), Whol Trade 360 ($175), Ret Trade 1,730 ($175), Fin, Ins & Real Estate 300 ($275), Servs 1,560 ($180), Govt 1,220 ($225), Oil Related 400 ($375).
Principal Industrial Pay Days-Fri, Mon

10 - CLIMATE: Min & Max Temp -Spring 24-64, Summer 51-71, Fall 34-67, Winter -7-16. First killing frost Sept 17, last killing frost May 20.

11 - TAP WATER Alkaline, soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers** 5 blocks on 1st St, 7 blocks on Villard St.
Shopping Centers-King's Royale Plz 4 blocks E; TSC; Anfinsons 1.5 mi E; TSC Store 1 mi E; Fred's Fairway Ctr 10 Blks W Downtown

Nearby Shopping Centers

Name (No of stores)	**Miles from Downtown**	**Principal Stores**
Big Sky(13)	1	Tempo, White Drug
Prairie Hills Mall(45)	NA	Herberger, K mart, JCPenney

Principal Shopping Days-Wed, Thur, Fri
Stores Open Evenings-Mon
Stores Open Sundays-Small Grocery 2, Drug store

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward, JCPenney, S&L, Sears, Stevenson's, Brauns, Desmonds
Variety Stores-Woolworth
Discount Stores-TSC, Anfinson's, K mart
Chain Drug Stores-White, Walgreens
Chain Supermarkets-Red Owl, King's, Fred's Fairway, Warehouse Grocery
Other Chain Stores Coast-to-Coast, Firestone, Goodyear, Hardware Hank

14 - NEWSPAPERS: PRESS (m-tues to sat) 8,320 (S) 8,749; Mar 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Ed J Hauck, Pub, PRESS, 127 W First St, Dickinson, ND 58601; Tel (701) 225-8111
National Representatives: Landon Associates

FARGO, ND-MOORHEAD, MN

1 - LOCATION: E&P Map D-3 (In Fargo-Moorhead ND-MN MSA). Fargo, County Seat of Cass County, ND; Moorhead, County Seat of Clay County, MN. E&P Map D-3. Mfg, distributing and ret, whol proc & medical ctr on E boundary of ND sugar beet plant, mfg, whol & college ctr on W boundary of MN. Both cities are in heart of Red River Valley. Transcontinental Hwys 10, 52, 75, 81 and I-94 and I-29 serve both cities. 250 mi NW of Minneapolis-St Paul.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-32
Intercity Bus Lines-Greyhound, Jack Rabbit, Doyle
Airlines-Northwest Orient, Republic, Frontier

3 - POPULATION
Corp Cities 80 Cen 91,306; E&P 85 Est 95,919
Fargo 80 Cen 61,308; E&F 85 Est 64,488
Moorhead 80 Cen 29,998; E&P 85 Est 31,431
CZ-ABC (80) 104,065
RTZ-ABC (80) 126,499
Counties/MSA 80 Cen 137,574; E&P 85 Est 144,220
Cass Co ND 88,247; E&P 85 Est 92,824
Clay Co MN 49,327; E&P 85 Est 51,396
City & RTZ-ABC (80) 230,564

4 - HOUSEHOLDS
Corp Cities 80 Cen 33,371; E&P 85 Est 35,708
Fargo 80 Cen 23,567; E&P 85 Est 25,301
Moorhead 80 Cen 9,804; E&P 85 Est 10,4[illegible]
CZ-ABC (80) 37,729
RTZ-ABC (80) 44,137
Counties/MSA 80 Cen 48,812; E&P 85 Est 52,805
Cass Co ND 32,613; E&P 85 Est 35,387
Clay Co MN 16,199; E&P 85 Est 17,418
City & RTZ-ABC (80) 81,866

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	5	$1,675,382,000
Commercial	6	$492,900,000

6 - PASSENGER AUTOS: Cass County 58,140; Clay County 19,632

7 - ELECTRIC METERS: Residence 42,206

8 - GAS METERS: Residence 14,940

9 - PRINCIPAL INDUSTRIES: Creameries, Newspaper, Structural Steel & Tanks, Sugar Refining, Colleges, Medical, Tractor Mfg, Beet Sugar Mfg, Malting Plant, Printing, Skid-Steer Loaders.
Principal Industrial Pay Days-Fri, 1st & 15th

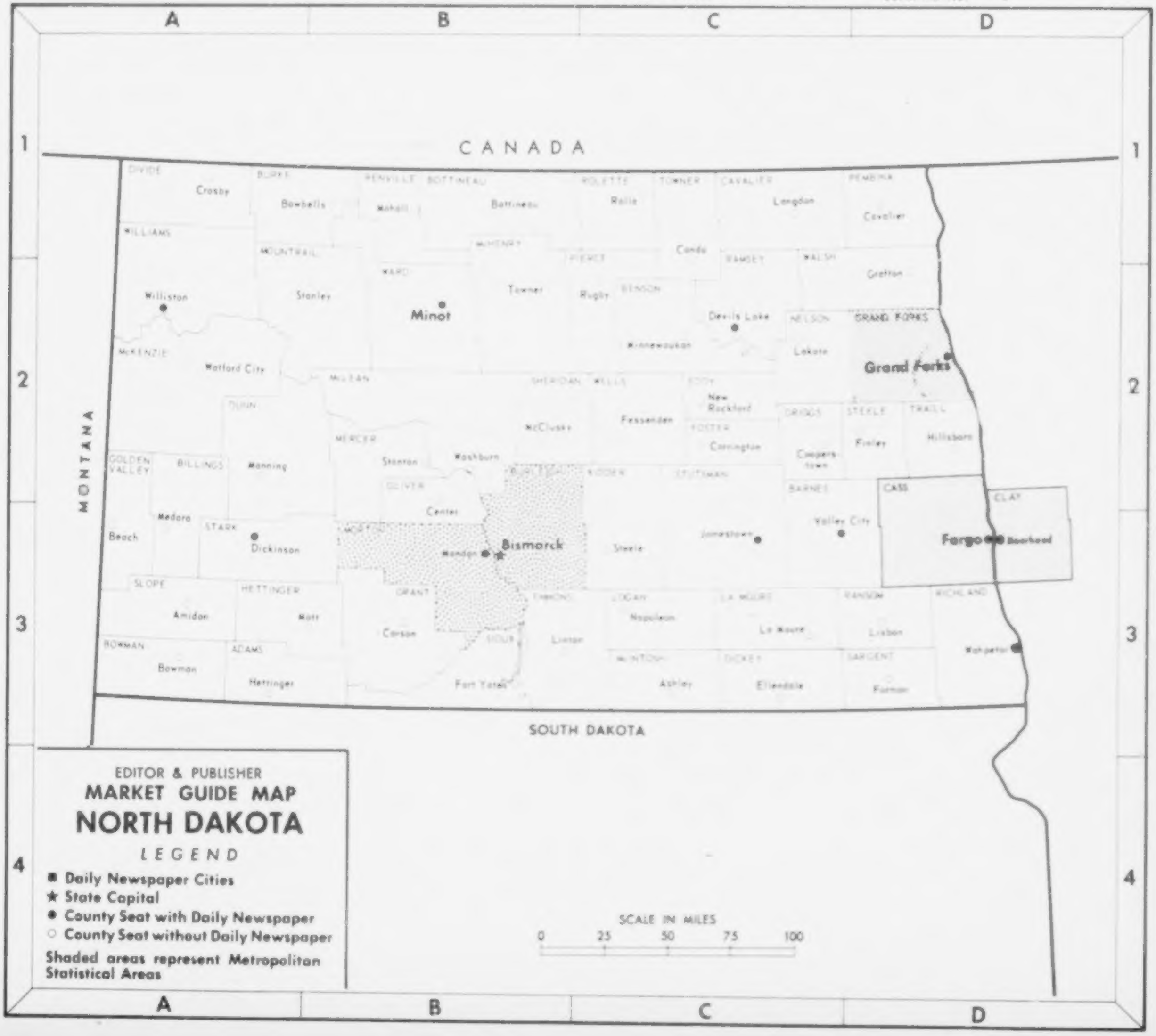
10 - CLIMATE: Min & Max Temp -Spring 14-92, Summer 39-114, Fall -16-93, Winter -36-53. First killing frost Sept 25, last killing frost May 12.

11 - TAP WATER: Fargo-Alkaline, soft, fluoridated. Moorhead-Alkaline, softened, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Fargo: 5 blocks on Broadway, 2 on Main Ave, 2 on N.P. Ave and 1st Ave N, 2 on 2nd Ave N. Moorhead: 4 on Ctr Ave, 5 on Main Ave.
Neighborhood Shopping Centers-Fargo: K mart Plz 10, South Plz 18, Southside 1-13, Southside 2 -14, Park Place Plz 15, Southgate Area 64, 13 Ave S 35. Moorhead: South of the Border 35, K mart.

Nearby Shopping Centers

Name (No of stores)	**Miles from Downtown**	**Principal Stores**
Brookdale(10)	2	Country Store, Northwest Fabrics
Buttrey/Osco(6)	3	Osco Drugs, Buttrey Foods
Holiday Mall(15)	2	Piggly Wiggly, Foss Drug, Coast-to-Coast
Moorhead Ctr Mall(24)		Herberger's, Foss Drug
Northport(6)	4	Hornbacher Foods
Village West(12)	5	Hornbacher Foods, Northwest Fabrics
West Acres(112)	5	DeLendrecie's, Sears, Dayton's, JCPenney
Southside(12)	3	Hornbacher Foods
LaBelles Plz (8)	4	LaBelles
Outlet Mall(12)	5	


A
B
C
D
1
2
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4
CANADA
MONTANA
SOUTH DAKOTA
Crosby
Bowbells
Bottineau
Rolla
Langdon
Cavalier
Williston
Stanley
Minot
Towner
Rugby
Cando
Grafton
Devils Lake
Grand Forks
Watford City
Lakota
New Rockford
Fessenden
McClusky
Carrington
Cooperstown
Finley
Hillsboro
Manning
Stanton
Washburn
Center
Medora
Beach
Dickinson
Mandan
Bismarck
Steele
Jamestown
Valley City
Fargo
Moorhead
Amidon
Mott
Carson
Linton
Napoleon
La Moure
Lisbon
Wahpeton
Bowman
Hettinger
Fort Yates
Ashley
Ellendale
Forman
EDITOR & PUBLISHER
MARKET GUIDE MAP
NORTH DAKOTA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0
25
50
75
100

Principal Shopping Days-Mon. evening. Malls open evenings Mon. through Fri. Moorhead stores open Sun. 1-5. Food 24 hours 6 days a wk.

13 - RETAIL OUTLETS: **Department Stores**-Dayton's; DeLendrecie's; Sears; JCPenney; Herberger's.
Discount Stores-K mart 4; Target; LaBelle's.
Variety Stores-Woolworth; Ben Franklin 4.
Chain Drug Stores-Osco 3; Foss 2; Walgreens.
Chain Supermarkets-Fairway; Jack & Jill 2; Piggly Wiggly 5; Super Valu; Hornbacher 3; Country Store 2; Buttrey 3; Stop-n-Go 9.

14 - NEWSPAPERS: FORUM (all day) 56,962; (S) 65,596. Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: David A. Braton, Adv. Dir., THE FORUM, PO Box 2020, Fargo, ND 58102. Tel. (701) 235-7311.
National Representative: Story & Kelly-Smith.

GRAND FORKS, ND-EAST GRAND FORKS, MN

1 - LOCATION: Grand Forks County, Polk County, MN (In Grand Forks MSA) E&P Map D-2. County Seat. Wholesale dist., shipping center for 7-county potato-sugar beet area. Milling, regional medical center, education center (University of ND). 14 county retail trade center. Eastern border of state in Red River Valley. 250 mi. to Duluth; 300 mi. to Minneapolis; 150 mi. to Winnipeg. On U.S. Hwy. 2, I-29.

2 - TRANSPORTATION: **Railroads**-Burlington Northern, Amtrak.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound, Triangle, Star Bus.
Airlines-Northwest, Republic, Frontier, Northern.

3 - POPULATION:
Corp. Cities 80 Cen. 52,302; E&P 85 Est. 55,536
  Grand Forks, ND 80 Cen. 43,765; E&P 85 Est. 46,214
  E. Grand Forks, MN 80 Cen. 8,537; E&P 85 Est. 9,322
CZ-ABC: (80) 52,302
RTZ-ABC: (80) 161,510
Counties 80 Cen. 100,944; E&P 85 Est. 102,047
  Grand Forks, ND 80 Cen. 66,100; E&P 85 Est. 66,171
  Polk, MN 80 Cen. 34,844; E&P 85 Est. 35,876
City & RTZ-ABC: (80) 213,812
MSA 80 Cen. 66,100; E&P 85 Est. 66,171
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 18,602; E&P 85 Est. 19,897
  Grand Forks, ND 80 Cen. 15,577; E&P 85 Est. 16,677
  E. Grand Forks, MN 80 Cen. 3,025; E&P 85 Est. 3,220
CZ-ABC: (80) 18,602
RTZ-ABC: (80) 55,398
Counties 80 Cen. 34,262; E&P 85 Est. 35,640
  Grand Forks, ND 80 Cen. 22,108; E&P 85 Est. 22,748
  Polk, MN 80 Cen. 12,154; E&P 85 Est. 12,892
City & RTZ-ABC: (80) 74,000
MSA 80 Cen. 22,108; E&P 85 Est. 22,748

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	5	$2,033,000,000
Commercial	7	$337,050,000

6 - PASSENGER AUTOS: Counties Grand Forks (ND) 36,300; Polk (MN) 15,600.

7 - ELECTRIC METERS: Residence 22,260.

8 - GAS METERS: Residence 9,367.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Sugar Refining 450 ($251); Flour Milling 123 ($338); Potato Prod Mfg. 600 ($250); Air Base 5,500.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-64; Summer 50-70; Fall 17-30; Winter 7-21. First killing frost, Sept. 25; last killing frost, May 16.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on 3rd St.; 3 on 4th St.; 5 on DeMers Ave., Gateway Dr., South Forks, 32 blocks on S. Washington St.; East Grand Forks, 3 blocks on DeMers Ave.; 1/2 mile Hwy. 220 N.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Baseview(11)	12	Millers Super Mkt.
Columbia Mall(80)	5	Daytons, JCPenney, Target
So. Forks Plz(50)	3	Sears, K mart
Town & Country (12)	3	Miller's Super Fair
Holiday Mall(6) (E. Grand Forks)	1	White Mart

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.; most shopping centers nightly.

13 - RETAIL OUTLETS: **Department Stores**-Herberger's; Dayton's; Norby's; Mary Elizabeth; JCPenney; Sears.
Discount Stores-Home of Economy; K mart; White Mart; Target; La Belle's.
Variety Stores-Ben Franklin.
Chain Drug Stores-White 2; Osco.
Chain Supermarkets-Piggly Wiggly 5; Country Store; Miller's Fairway 3; Food Bonanza (Nash Finch); County Market (Super Valu); Albertson's.
Other Chain Stores-Sherwin-Williams; Kinney's 2; Tradehome Shoes; Stevenson's 2; Seifert's; Payless Shoes; Maurice's Young America; Spencer Gifts; Joyce Selby Stores; Rings 'n Things; Jeans West; Baker Shoes; Evenson's Hallmark; Fanny Farmer Candies; B. Dalton Booksellers; County Seat Stores; Stuart's Clothing; Hickory Farms; Morrow's Nut House; Susie's Casuals; Footlocker Shoes; Helzberg Jewelers; Claire's Boutique; Shirt Works; Thom McAn; Team Electronics; Braun's; Sir John Barleycorne; Straus; Mandels; Brown Photo; Firestone; Montgomery Ward; Berman Leather; The Closet; The Better Half; Walden Books.

14 - NEWSPAPERS: HERALD (m) 37,924; (S) 39,953. Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Mark D. Richmond, Adv. Dir., HERALD, 120 N. 4th St., Grand Forks, ND 58201. Tel. (701) 775-4211.
National Representative: Knight-Ridder Newspaper Sales.

JAMESTOWN

1 - LOCATION: Stutsman County. E&P Map C-3. County Seat. On U.S. Hwys. 10, 52, 281 and I-94.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Intercity Bus Lines-Greyhound.
Airlines-Mesaba.

3 - POPULATION:
Corp. City 80 Cen. 16,280; E&P 85 Est. 17,286
County 80 Cen. 24,154; E&P 85 Est. 24,893

4 - HOUSEHOLDS:
City 80 Cen. 5,980; E&P 85 Est. 6,367
County 80 Cen. 8,648; E&P 85 Est. 9,206

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	3	$75,856,779
Commercial	3	$168,733,106

6 - PASSENGER AUTOS: County 13,661.

7 - ELECTRIC METERS: Residence 5,436.

8 - GAS METERS: Residence 415.

9 - PRINCIPAL INDUSTRIES: Construction; Dairying; Farm Prods.; Western Gear; Haybusters.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-70; Summer 56-96; Fall 19-80; Winter -30-65. Av. 41.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Buffalo(40)	NA	K mart, JCPenney, Bostwick's
Jamestown(25)	NA	Leevers, White's Home Ctr., Maurice
Park Plaza(11)	NA	White Drug

Stores Open Evenings-Mon.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Fair Store; Bostwick's; Straus; Feinstein's; Maurice's.
Discount Stores-Pamida.
Variety Stores-Woolworth.
Chain Drug Stores-White Drug 2.
Chain Supermarkets-Country Store; Holiday Warehouse Foods; Super Valu 2.

14 - NEWSPAPERS: SUN (e) 10,103, sworn Sept. 25, 1984.
Local Contact for Advertising and Merchandising Data: Wayne Deery, Adv. Mgr., SUN, 122 2nd St., NW, Jamestown, ND 58401. Tel. (701) 252-3120.
National Representatives: Landon Associates.

MINOT

1 - LOCATION: Ward County. E&P Map B-2. County Seat. 125 mi. W of Devils Lake; 130 mi. E of Williston; 115 mi. N of Bismarck; 60 mi. S of Canadian-U.S. border. On U.S. Hwys 2, 52, 83.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Soo Line; Amtrak.
Motor Freight Carriers-10.
Intercity Bus Lines-Interstate Trans., JB Shortway, B&B Bus Line, D&J Bus Line, Turtle Mountain Line.
Airlines-Frontier, Republic.

3 - POPULATION:
Corp. City 80 Cen. 32,843; E&P 85 Est. 34,494
CZ-ABC: (80) 32,843
RTZ-ABC: (80) 157,169
County 80 Cen. 58,392; E&P 85 Est. 60,741
City & RTZ-ABC: (80) 190,012

4 - HOUSEHOLDS:
City 80 Cen. 12,270; E&P 85 Est. 13,155
CZ-ABC: (80) 12,270
RTZ-ABC: (80) 52,955
County 80 Cen. 19,892; E&P 85 Est. 21,407
City & RTZ-ABC: (80) 65,225

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$389,000,000
Savings & Loan	3	$2,414,520,000

6 - PASSENGER AUTOS: County 32,846.

7 - ELECTRIC METERS: Residence 13,331.

8 - GAS METERS: Residence 12,276.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-R.R. 530; Medical Ctrs. 1,489; Creameries 100; Meat Packing 49; Air Force Base 6,172, (An. payroll $116.47 million); Oil & Grease Compounding; Grain Elevators; Farm Mach.; Plastics; Insulated Windows.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-45; Summer 50-105; Fall 40-65; Winter 20-40. First killing frost, Sept.; last killing frost, May.

11 - TAP WATER: Neutral, medium 8-9 grains hardness; fluoridated.

12 - RETAILING: **Principal Shopping Center**-Main and Side Streets Area, 6 blocks by 4 blocks.
Neighborhood Shopping Areas-South Broadway 35 blocks; North Broadway 22 blocks; 3rd St. NE; Oak Park-Garden Valley on 4th Ave. NW.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Arrowhead(9)	2	Piggly Wiggly, White Drug
Town & Country(34)	2	Sears, Piggly Wiggly
K mart	2	K mart, Miracle Mart
Dakota Square(80)	4	JCPenney, Target, Herberger's

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Downtown Thur.; Shpg. Ctrs. & Food stores nightly.

13 - RETAIL OUTLETS: **Department Stores**-Sears, JCPenney, Baders, Herberger's.
Discount Stores-K mart; Home of Economy; Air Force P-X; Peavey/Thunderbird; Big Bear; Target.
Chain Drug Stores-White's 2; Walgreens; Osco; Arrowhead (McKeson); Rexall; Saunders.
Chain Supermarkets-Red Owl; Piggly-Wiggly 3; Circle Foods 14; Jack & Jill (area) 4; Miracle Mart; Albertson's.
Other Chain Stores-Firestone; Sherwin-Williams; Stevenson's; Kinney Shoes; Mann's Automotive; Coast-to-Coast Hdwe.; Scheels Hdw.; Payless Shoes; Allied Radio Shack; Team; Young America; K-G; Red Wing Shoes; Kaybee Stores; Northwest Fabrics; Maurice's; Gamble's; True Value Hdwe.; Great Plains Supply; Better Half; OK Hardware; Gigi; Brauns; Samuels Jewelers; Baker Shoes; Coach House Gifts; Foxmoor Casuals; General Nutrition; Hickory Farms; Lerner Shoes; Jeans West; Musicland; Nobil Shoes; Seiferts; Spencer Gifts; Thom McAn; B.Dalton; Clara's Boutique; Duling Optical; Century Eyewear; The Closet; Evenson Hallmark; Footlocker; K-B Tops; So-Fro Fabrics; Susie's Casuals; Zale's Jewelry; Desmonds; Swiss Colony; Mandel's; Rand's Shoes; Music City; Gordon's Jewelry; Mr. Mark; Riddle's Jewelry; Vanity; RCC Western Store.

14 - NEWSPAPERS: NEWS (e) 29,377; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: W.P. Seright, Gen. Adv. Mgr., NEWS, 301-04 4th St. SE, Minot, ND 58701. Tel. (701) 852-3341.
National Representative: Branham/Newspaper Sales.

VALLEY CITY

1 - LOCATION: Barnes County. E&P Map C-3. County Seat. Agric. Ctr. On Sheyenne River, 60 mi. W of Fargo; 35 mi. E of Jamestown; I-94; U.S. Hwy. 10, 52; State Hwys. 1, 9.

2 - TRANSPORTATION: **Railroads**-Burlington Northern and Soo Line.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.
Airlines-Northwest (at Fargo), Republic.

3 - POPULATION:
Corp. City 80 Cen. 7,774; E&P 85 Est. 7,880
County 80 Cen. 13,960; E&P 85 Est. 14,199

4 - HOUSEHOLDS:
City 80 Cen. 2,987; E&P 85 Est. 2,891
County 80 Cen. 5,094; E&P 85 Est. 5,309

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$94,806,000
Savings & Loan	2	$72,100,000

6 - PASSENGER AUTOS: County 7,615.

7 - ELECTRIC METERS: Residence 3,205.

8 - GAS METERS: Residence 1,654.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-State College 105 ($410); Therapy Tables 12 ($285); Hospital Care 150 ($350); Plastic Bottle Mfg. ($200); Circiut Board Mfg. ($275).

10 - CLIMATE: Min. & Max. Temp.-Spring -10-55; Summer 45-94; Fall 28-96; Winter -28-37. First killing frost, Sept. 20; last killing frost, Apr. 1.

11 - TAP WATER: Soft.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Central Ave.; 4 on Main St.; 3 on 2nd Ave. E; 6 on 2nd St. N; 3 on 3rd St. N. Hub-Mac Center (9 units), Main St.; Straus Building (8 units), Central Ave. (downtown).
Stores Open Evenings-Dept. Mon.; Food every evening.
Principal Shopping Days-Fri., Sat., Mon.

13 - RETAIL OUTLETS: **Department Stores**-Pamida; JCPenney; The Fair; Straus; Sears; Anthony's; Foss; Stevens.
Variety Stores-Woolworth; Ben Franklin.
Discount Store-Pamida; Archies.
Chain Drug Stores-Rexall; Foss.
Chain Supermarkets-Jack & Jill; J&L Super Valu; Red Owl.
Other Chain Stores-Gamble's; Ace Hdwe.; Coast-to-Coast Hdwe.; Goodyear; Montgomery Ward.

14 - NEWSPAPERS: TIMES-RECORD (e-mon to fri) 3,898; sworn Sept. 28, 1984.
Local Contact for Advertising and Merchandising Data: Janice Olafson, Adv. Mgr., TIMES-RECORD, 146 3rd St. NE, Valley City, ND 58072. Tel. (701) 845-0463.
National Representative: American Newspaper Representatives.

WAHPETON, ND-BRECKENRIDGE, MN

1 - LOCATION: Wahpeton, ND. E&P Map D-3, in Richland County. County Seat. Southeast corner of the state. Agricultural, retail, wholesale, manufacturing area; Junior College 125 acres, $40 million value, 3,600 enrollment; BIA School; Breckenridge, MN. E&P Map (MN) A-3, in Wilkin County. County Seat. Agriculture, railroad, retail, hospital; processing center. Both at the head of the Red River. Breckenridge is on U.S. Hwy. 75 with connections on State Hwy. 210 to I-94. Wahpeton is on U.S. Hwy. 81 with connections on State Hwy. 210 W to I-29. Airport is the Breckenridge-Wahpeton Interstate Airport with charter, ambulance service, instruction service, hard surface for small multi-engine aircraft, 225 miles NW of Minneapolis-St. Paul.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-4.
Intercity Bus Lines-Jack Rabbit.
Airlines-Charter Service at Breckenridge-Wahpeton Interstate Airport.

3 - POPULATION:
Corp. Cities 80 Cen. 12,973; E&P 85 Est. 14,261
  Wahpeton, ND 80 Cen. 9,064; E&P 85 Est. 10,495
  Breckenridge, MN 80 Cen. 3,909; E&P 85 Est. 3,766
Counties 80 Cen. 27,589; E&P 85 Est. 28,465
  Richland, ND 80 Cen. 19,207; E&P 85 Est. 20,054
  Wilkin, MN 80 Cen. 8,382; E&P 85 Est. 8,411

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 4,264; E&P 85 Est. 4,589
  Wahpeton, ND 80 Cen. 2,816; E&P 85 Est. 3,242
  Breckenridge, MN 80 Cen. 1,448; E&P 85 Est. 1,347

Counties 80 Cen. 9,322; E&P 85 Est. 9,927
Richland, ND 80 Cen. 6,413; E&P 85 Est. 6,968
Wilkin, MN 80 Cen. 2,909; E&P 85 Est. 2,959

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	4	$117,287,253
Commercial	4	$115,697,014

6 - PASSENGER AUTOS: Counties: Richland, ND 10,360; Wilkin, MN 3,858

7 - ELECTRIC METERS: Wahpeton and Breckenridge Counties 4,980

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Agriculture & Processing Ctr. (wheat; corn; barley; sugar beets; soybeans; flax oats, and sunflowers). Fabricating; Printing; Agricultural Machy. Mfg.; College; Bureau of Indian Affairs School; Wholesale Auto Parts; Medical Center.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-92; Summer 38-110; Fall 55-92; Winter -35-52. First **killing frost, Sept. 26; last killing frost, May 10.** Mean annual temp. 43. Average annual rainfall 20.38 inches.

11 - TAP WATER: Alkaline, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Wahpeton, 6 blocks. Breckenridge, 3 blocks.
Principal Shopping Days-Mon. through Sat.
Stores Open Evenings-Thur.; Pamida Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Discount Stores-Pamida; Holiday; Simonson's.
Variety Store-Ben Franklin.
Chain Drug Stores-Rexall 2; Snyder.
Chain Supermarkets-Fairway; Super Valu; Piggly Wiggly.
Other Chain Stores-Goodyear; Coast-to-Coast; Gamble's; Sears (catalog); Auto Franchises 6; Farm Equipment Dealers 5; Stevenson's; Bostwick's; Ward's Catalogue.

14 - NEWSPAPERS: NEWS (e-mon to fri) 6,766; sworn Oct. 5, 1984.
Local Contact for Advertising and Merchandising Data: Roger Harty, Adv. Mgr., NEWS, 601 Dakota Ave.; PO Box 1018, Wahpeton, ND 58075; Tel. (701) 642-8585.
National Representative: American Newspaper Representatives.

WILLISTON

1 - LOCATION: Williams County. E&P Map A-2. In Northwest corner of state. On State Hwys. 2, 85. Center of vast Williston Oil Basin.

2 - TRANSPORTATION: **Railroads**-Burlington Northern;Amtrak.
Motor Freight Carriers-4.
Airlines-Big Sky; Pioneer, Aircraft Charter; SerVair Air Taxi.
Interstate Bus Lines-Missouri Valley Trails; Interstate Transportation Co.

3 - POPULATION:
Corp. City 80 Cen. 13,336; E&P 85 Est. 20,249
County 80 Cen. 22,237; E&P 85 Est. 31,345

4 - HOUSEHOLDS:
City 80 Cen. 4,879; E&P 85 Est. 7,258
County 80 Cen. 7,939; E&P 85 Est. 11,648

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$207,527,000
Commercial	3	$92,210,000

6 - PASSENGER AUTOS: County 14,937

7 - ELECTRIC METERS: Residence 6,766

8 - GAS METERS: Residence 5,139

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Railroad Shops 8 ($180); Oil Well Service 55 ($150); Transp. and Utilities 295 ($150); Oil 70 ($190); Salt Plant 29 ($140); Oil Refinery 28 ($140); Retail & Wholesale 1,280; Govt. 1814; Service 979; Agriculture 210; Construction 185; Fin., Ins. & Real Estate 155; ; Other Mfg. 171.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-51; Summer 55-80; Fall 28-55; Winter 0-22.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-12 blocks.
Neighborhood Shopping Centers-N Main St.
Principal Shopping Days-Mon., Thurs., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; G. M. Hederich; Sears (catalog).
Discount Stores-Home of Economy; Family Thrift Center; Gibson's; K mart.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Service; N.D. Pharmacy.
Chain Supermarkets-County Market; Family Thrift Center; Buttrey's.
Other Chain Stores-Northern Auto; Western Auto; TCS Store; Sherwin-Williams.

14 - NEWSPAPERS: HERALD (e-mon to fri; S) 9,050; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Kathy Sorenson, Adv. Mgr., HERALD, 14 W 4th St., PO Box 1447, Williston, ND 58801; Tel. (701) 572-2165.
National Representatives: Landon Associates.

OHIO SURVEYS

METROPOLITAN STATISTICAL AREAS

Canton-Carroll and Stark Counties.
Columbus-Delaware, Fairfield, Franklin, Licking, Madison, Pickaway and Union Counties.
Dayton-Springfield-Clark, Greene, Miami and Montgomery Counties.
Huntington-Ashland, W. Va.-Ky.-Ohio-Cabell and Wayne Counties, W. Va.; Boyd, Carter and Greenup Counties, Ky.; Lawrence County, Ohio.
Lima-Allen and Auglaize Counties.
Mansfield-Richland County.
Parkersburg-Marietta, W. Va.-Ohio-Wood County, W. Va.; Washington County, Ohio.
Steubenville-Weirton, Ohio-W. Va.-Jefferson County, Ohio; Brooke and Hancock Counties, W. Va.
Toledo-Fulton, Lucas and Wood Counties.
Wheeling, W. Va.-Ohio-Ohio and Marshall Counties, W. Va.; Belmont County, Ohio.
Youngstown-Warren-Mahoning and Trumbull Counties.

PRIMARY METROPOLITAN STATISTICAL AREAS

Akron-Portage and Summit Counties.
Cincinnati, Ohio-Ky.-Ind.-Includes Clermont, Hamilton and Warren Counties, Ohio; Boone, Campbell and Kenton Counties, Ky.; and Dearborn County, Ind.
Cleveland-Cuyahoga, Geauga, Lake and Medina Counties.
Hamilton-Middletown-Butler County.
Lorain-Elyria-Lorain County.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Cincinnati-Hamilton, Ohio-Ky.-Ind.-Includes Cincinnati, Ohio-Ky.-Ind. PMSA and Hamilton-Middletown, Ohio PMSA.
Cleveland-Akron-Lorain-Includes Akron PMSA; Cleveland PMSA; and Lorain-Elyria PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1986**
Under 5 Years	922	787	795
5-14 Years	2,189	1,708	1,726
15-24 Years	1,848	2,013	2,034
25-44 Years	2,517	2,923	2,954
45-64 Years	2,188	2,197	2,220
65 and Over	993	1,169	1,182
TOTAL	10,657	10,797	10,911

Based on U.S. Census

POPULATION ESTIMATES
(Thousands)

Places of 50,000 or more and central cities of MSA's with 10% or more of Spanish Origin Population.

Cities	**Total Pop.**	**Spanish Origin**	**Percent**
Lorain	75	11	14.4

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1977 Census**	**1982 Census**	**1986 Est.**
Bldg. Mat./Hdwr.	1,694	1,804	2,551
General Mdse.	5,451	6,136	7,658
Food	7,838	10,956	12,837
Automobiles	7,713	7,881	12,615
Gasoline Stations	3,117	5,309	5,541
Apparel	1,363	1,925	2,496
Furniture	1,547	1,749	2,674
Eat-Drink Places	3,105	4,611	5,816
Drugs	1,043	1,626	2,155
TOTAL SALES	35,563	46,315	58,165

AKRON

1 - LOCATION: Summit County (In Akron PMSA). E&P Map C-2. County Seat. College center. NE central part of state. 35 mi. S of Cleveland; 117 mi. from Pittsburgh; 119 mi. from Columbus; 14 mi. S of Ohio Tpk. on U.S. Hwys 224, I-77, I-76, I-71; State Hwys. 5, 8, 18 and 91.

2 - TRANSPORTATION: **Railroads**-Conrail; Akron & Barberton Belt Line; Chessie System; Norfolk & Southern.
Motor Freight Carriers-157.
Intercity Bus Lines-Greyhound; Akron, Metropolitan Regional Transit Authority; Continental Trailways.
Airlines-United; Piedmont; Eastern; TWA; American; Delta; Pan Am; Northwest; USAir; Republic; Peoples; Midway.
Airports-Akron Fulton Municipal; Akron-Canton & Cleveland Hopkins Intl.

3 - POPULATION:
Corp. City 80 Cen. 237,177; E&P 85 Est. 218,203
CZ-ABC: (80) 512,978
RTZ-ABC: (80) 333,828
County 80 Cen. 524,472; E&P 85 Est. 527,722
PMSA 80 Cen. 660,328; E&P 85 Est. 668,925
City & RTZ-ABC: (80) 846,806

4 - HOUSEHOLDS:
Corp. City 80 Cen. 90,576; E&P 85 Est. 87,610
CZ-ABC: (80) 187,102
RTZ-ABC: (80) 107,807
County 80 Cen. 189,850; E&P 85 Est. 197,158
PMSA 80 Cen. 234,064; E&P 85 Est. 244,675
City & RTZ-ABC: (80) 294,909

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$49,038,423,921
Savings & Loan	10	$6,385,200,000

6 - PASSENGER AUTOS: County 332,643

7 - ELECTRIC METERS: Residence 272,123

8 - GAS METERS: Residence 192,881

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 67,500 ($446); Trans. Utilities 12,700 ($446); Constr. 6,200 ($517). All Industries Total Employment 249,000.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-78; Summer 52-83; Fall 22-62; Winter 17-43. First killing frost, Oct. 22; last killing frost, April 30.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers**-Downtown: 14 blocks, Main St.
Neighborhood Shopping Centers-6 blocks on W Market & Exchange Sts.; 3 on Highland Sq. on W Market St.; 4 on W Market from Valley St. to Maple St.; 2 on Wooster & Hawkins; 3 on Copley Rd. & Hawkins; 1 on Copley Rd. at Madison; 8 on Maple & W Exchange St.; 7 on Wooster Rd. Bet. Pine & Moon Sts.; 7 on Kenmore Blvd. bet. 12th & 19th Sts.; 3 on Stanton & S Main St.; 3 on Mapledale & S Main St.; 5 on Arlington bet. Welton & 2nd Ave.; 2 on Eastland Ave. & North St.; 2 on Eastland Ave. & Arnold Ave.; 2 on Bingham & Shawnee Sts.; 6 on Akron Canton Rd. at Albrecht Ave.; 8 on Main St. bet. Ora Ave. & Campbell St., South; 3 on Waterloo Rd. & S Arlington St.; 11 on E Market bet. Carroll St. & Detroit. Cuyahoga Falls & Barberton directly north and south of Akron have own Principal Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Akron Square(13)	6	Gray Drug, Mont. Ward
Arlington Plz.(35)	5	Kresge, Darrow Foods, JCPenney
Bel Par(17)	NA	Brown Derby, Ethel Wilson
Belden Village(75)	5	Sears, O'Neil's, Stern & Mann's, Higbee's, Fazio's
Carnation Mall(40)	NA	K Mart, Revco
Chapel Hill(75)	4	Sears, Woolworth, O'Neil's, Zayre
Coventry Plaza(7)	10	Sparkle, Stambugh's
Eastgate Plaza(7)	6	Home Fair, Nobil's
Edison Park(12)	10	Fisher's Big Wheel, Aid Drug, IGA
Evaporator Works(25)	19	The Bootery, Hood & Hoover
Fairlawn Plaza(40)	7	Woolworth, Fazio's, Bisson's, Gray Drug, Home Center
Great Oaks(22)	15	Fisher's Big Wheel, K mart, Buehler's Super Market
Hawkins Plaza(20)	3	Acme
Hudson Plaza(13)	15	Acme
Lakemore Plaza(23)	9	Gray Drug, JCPenney, May Bros.
Liberty Commons (19)	4	Falls Savings & Loan, Carnaby Street Inn
Magic City Plz.(18)	10	Acme, JoAnn Fabric
Midway Plaza(24)	5	Home Center, Bing's
Northfield Plz.(23)	14	Gray Drug, Kresge's, JCPenney
Norton Village(22)	15	Acme, Revco
Quaker Sq.(54)	NA	Centran Bank, Tavern In the Square
Rolling Acres Mall (134)	5	Sears, JCPenney, O'Neils, Mont. Ward
South Plaza(15)	4	Home Center, Home Fair, Gray Drug
State Road(30)	5	Mont. Ward, JCPenney, Firestone
Stow Kent(24)	12	O'Neil's, Home Center, Stambaugh's
Streetsboro Plz.(17)	9	Sparkle, Fisher's Big Wheel
Summit Mall(93)	5	Higbees, Jewel Mart, Woolworth, O'Neil's
University Plz.(22)	13	Acme, Western Auto

Principal Shopping Days-Dept.-Thur., Fri., Sat. Food-Thur., Fri. and Sat.
Stores Open Evenings-Dept.-Mon.-Sat.; Food-Thur., Fri., Sat. Some open every evening until 9. Shopping Centers open until 9:30.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; O'Neil's; JCPenney; Sears; Higbees; Stern & Mann's.
Variety Stores-Woolworth.
Discount Stores-Click 10; K mart 16; Zayre 3; Gold Circle 8; Fisher's Big Wheel 3.
Chain Drug Stores-Aid 11; Family Discount 6; Fazios 4; Gray Discount 11; Gold Circle; Revco 13; Union Prescription 4; Youngfellow 21; K mart 3.
Chain Supermarkets-IGA 27; Acme; Click 23; Sparkle 26; Fazio's 11; Stop 'N Shop; Buehlers 4; Darrow's 4; Bisson's 3; May Bros. 2; Giant Eagle 6.
Other Chains Stores-Firestone; General; Goodrich; Goodyear; Kinney Shoes; Nobil Shoes; Richman Bros.; Thom McAn; Western Auto; Casual Corner; Foxmoor; Limited; Baker's Shoes; Hickory Farms; Lerner's Shops.

14 - NEWSPAPERS: BEACON JOURNAL (e) 162,409; (S) 233,511; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Jim Farrell, Gen. Adv. Mgr., BEACON JOURNAL, 44 E. Exchange St., Akron, OH 44328; Tel. (216) 375-8111.
National Representatives: Knight-Ridder; Newspaper Sales.

ALLIANCE

1 - LOCATION: Stark County (In Canton MSA). E&P Map C-6. 17 mi. NE of Canton on Hwys. 62, 183, 173, 225.

2 - TRANSPORTATION: **Railroads**-Conrail; C&P.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 24,315; E&P 85 Est. 23,658
CZ-ABC: (80) 33,896
RTZ-ABC: (80) 52,051
County 80 Cen. 378,823; E&P 85 Est. 389,070
MSA 80 Cen. 404,421; E&P 85 Est. 415,731
City & RTZ-ABC: (80) 85,947
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,099; E&P 85 Est. 9,226
CZ-ABC: (80) 12,548
RTZ-ABC: (80) 16,950
County 80 Cen. 134,094; E&P 85 Est. 142,044
MSA 80 Cen. 142,674; E&P 85 Est. 151,263
City & RTZ-ABC: (80) 29,498

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	3	$650,000,000
Commercial	4	$1,150,700,000

6 - PASSENGER AUTOS: County 233,169

7 - ELECTRIC METERS: Residence 11,000

8 - GAS METERS: Residence 13,744

9 - PRINCIPAL INDUSTRIES: City Zone-Aluminum Prods.; Machinery; Elect. Appliances; Tools; Research; Steel Forging; Paint; Millwork; Rubber Prods.; Fertilizers; Insulation; Bleach; Brick; Plastics; Traveling Cranes.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, hard; municipal water softener; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Alliance Plz.(4)	NA	Gray Drug, Murphy's
Carnation City(9)	NA	Grove Refrigeration
College Plz.(22)	NA	Sears, Woolworth, Stambaugh
Carnation Mall	NA	K mart, Carlisle's JCPenney

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Roberts; Family Center
Discount Stores-Jupiter; Murphy; Heck's; K-mart; Value City; Family Center
Variety Store-Woolworth.
Chain Drug Stores-Gray; Schuman; Cunningham; Peoples; Revco
Chain Supermarkets- Sparkle 2; Quaker City; Buckeye; Super Duper

14 - NEWSPAPERS: REVIEW (e) 13,748, Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Don Peterson, Jr., Adv. Dir., REVIEW, 40 S. Linden Ave., PO Box 540, Alliance, OH 44601; Tel (216) 821-1200.
National Representative: Landon Associates.

ASHLAND

1 - LOCATION: Ashland County, E&P Map B-2. County Seat. 60 mi. SW of Cleveland; 80 mi. N of Columbus; 90 mi. SE of Toledo; 40 mi. SW of Akron. On U.S. Hwys. 42, 71, 250 and State Roads 58, 60, 96 and 511.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-15.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 20,326; E&P 85 Est. 21,411
CZ-ABC: (80) 24,606
RTZ-ABC: (80) 25,378
County 80 Cen. 46,178; E&P 85 Est. 48,019
City & RTZ-ABC: (80) 49,984

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,346; E&P 85 Est. 7,895
CZ-ABC: (80) 8,735
RTZ-ABC: (80) 8,521
County 80 Cen. 15,913; E&P 85 Est. 17,104
City & RTZ-ABC: (80) 17,256

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$202,469,183
Savings & Loan	3	$115,243,113

6 - PASSENGER AUTOS: County 26,099

7 - ELECTRIC METERS: Residence 12,906

8 - GAS METERS: Residence 10,136

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Rubber 1,589; Printing 762; Pipe Fittings 981; Water Systems 893; Bathroom China & Fixtures 625; Mfg. Buses 507; Other 1,591.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-60; Summer 60-82; Fall 43-63; Winter 21-36. First killing frost, Oct. 7; last killing frost, May 5.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Main; 1 on Center; 2 on Orange; 10-12 blocks on Claremont.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ashland Plz.(2)	NA	Big Wheel
K mart	NA	K mart, Neff's Cardinal
Luray(4)	NA	Harlows, SupeRx

Principal Shopping Days-Mon., Tues., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Brooking's Shops.
Discount Stores-Harlows; K mart; Fisher's Big Wheel.
Chain Drug Stores-Rexall; SupeRx; Peoples; Family Independent Pharmacy.
Chain Supermarkets-Kash 'N Karry (Seaway Foods); Neff's Cardinal; Hawkins Mkts. 2; Lawson 2; Quick Chek.
Other Chain Stores-Ashland Tire; Sears.

14 - NEWSPAPERS: TIMES-GAZETTE (e) 12,499, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Connie S. Kittle, Adv. Dir., TIMES-GAZETTE, 40 E. Second St., Ashland, OH 44805; Tel (419) 323-1581.
National Representative: Landon Associates.

ASHTABULA

1 - LOCATION: Ashtabula County, E&P Map C-1. Third largest lake port in Ohio. Mfg. & R.R. center, chemicals. NE part of State, on U.S. Hwy. 20 & I-90, 40 mi. W of Erie; 60 mi. E of Cleveland on South shore of Lake Erie.

2 - TRANSPORTATION: Railroads-Conrail; Norfolk & Western; Bessemer and Lake Erie.
Motor Freight Carriers-19.
Freight Steamship Lines-28. 3 Docks. Great Lakes/International import/export shipping.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 23,449; E&P 85 Est. 23,259
NDM-ABC: (80) 104,215
County 80 Cen. 104,215; E&P 85 Est. 105,573

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,679; E&P 85 Est. 8,293
County 80 Cen. 35,825; E&P 85 Est. 37,467
NDM-ABC: (80) 35,825

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$6,245,808,000
Savings & Loan	2	$391,952,629

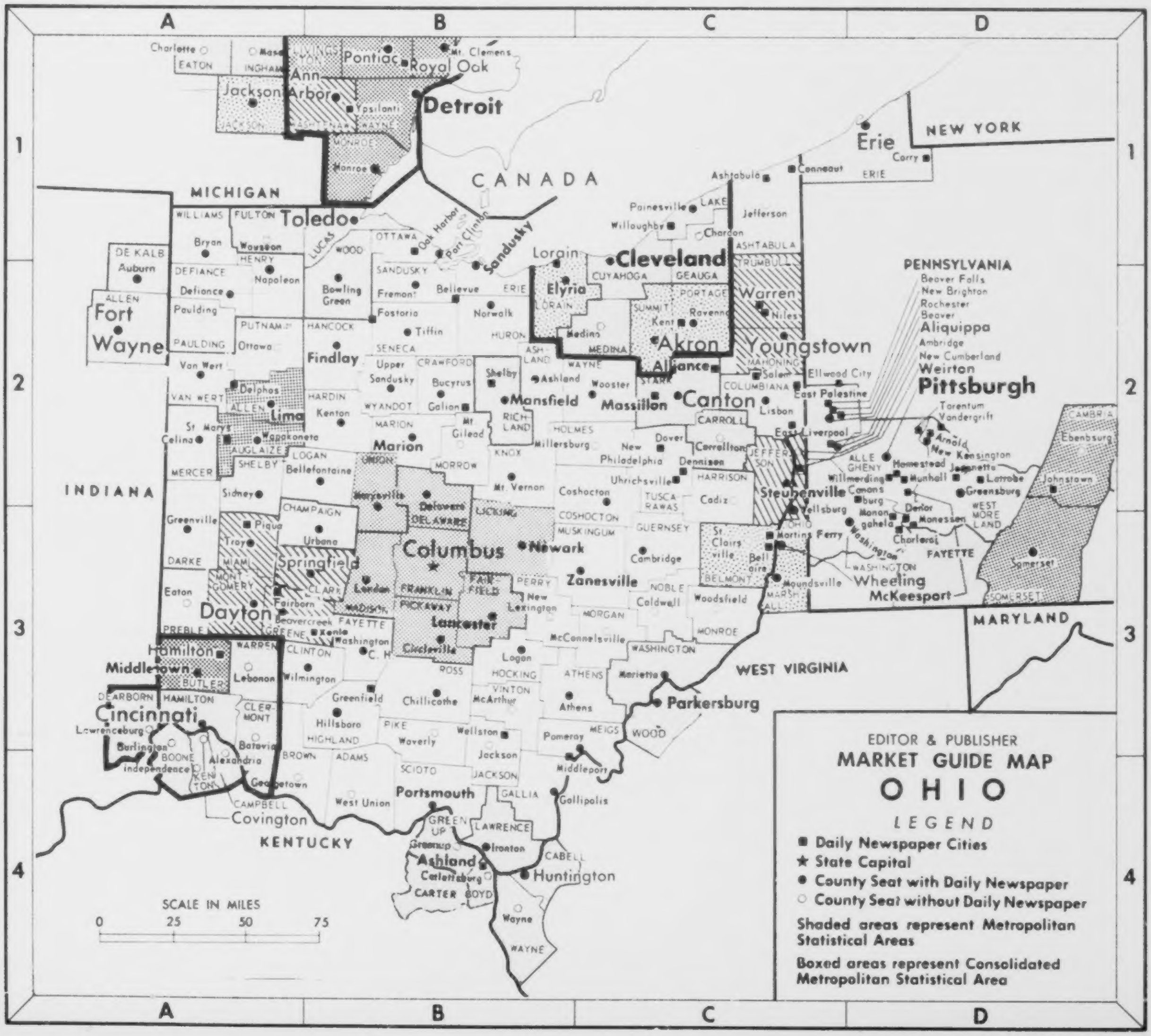
6 - PASSENGER AUTOS: County 58,436

7 - ELECTRIC METERS: Residence 7,049

8 - GAS METERS: Residence 9,930

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Rubber & Plastics 2,700 ($313); Fabricated Metal 1,200 ($357); Trans. & Pub. Utilities 1,525 ($434); Primary Metals 1,100 ($477); Electronics 1,400 ($430); Chemical & Allied Prods. 1,100 ($505); Utilities 1,538 ($453).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 17-83; Summer 48-95; Fall 40-98; Winter 4-56. First killing frost, Oct. 20; last killing frost, April 30.


A
B
C
D
1
2
3
4
EDITOR & PUBLISHER
MARKET GUIDE MAP
OHIO
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Area
SCALE IN MILES
0
25
50
75
MICHIGAN
CANADA
NEW YORK
PENNSYLVANIA
INDIANA
KENTUCKY
WEST VIRGINIA
MARYLAND
Detroit
Ann Arbor
Jackson
Pontiac
Royal Oak
Mt. Clemens
Ypsilanti
Monroe
Toledo
Fort Wayne
Findlay
Lima
Sandusky
Lorain
Elyria
Cleveland
Akron
Canton
Youngstown
Warren
Erie
Ashtabula
Conneaut
Painesville
Willoughby
Mansfield
Ashland
Wooster
Massillon
Alliance
Marion
Columbus
Newark
Springfield
Dayton
Zanesville
Lancaster
Hamilton
Middletown
Cincinnati
Covington
Portsmouth
Ashland
Huntington
Parkersburg
Marietta
Steubenville
Wheeling
McKeesport
Pittsburgh
Aliquippa
Weirton
Johnstown
Somerset
Chillicothe
Athens
Gallipolis

11 - TAP WATER: Alkaline, medium.

12 - RETAILING: **Principal Shopping Centers**-Main Ave., W 46th, Park Ave., Center St.-145 stores.
Neighborhood Shopping Centers-(Number of Stores) Lake Ave. and 5th St. in Harbor 74; Station Ave. W 32nd 11; Nappi's Plaza West Ave. 13; Nappi's Plaza, W 11th & Thayer 3; Edgewood Plaza State Rd. 19; Rt. 20 East 23; K mart Plaza 1; Nichols Plaza 10; W Prospect and W Ave. 16; Edwards Plaza 6.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Saybrook Plz (23)	2	Kroger, JCPenney, Hill's Dept.
Ashtabula Plaza(15)	1	Valu King, Jupiter's, Gray Drug
N. Kingsville Plaza(5)	8	Conley's, Golden Dawn
Conneaut Plaza(10)	15	Fisher's Big Wheel, Valu King

Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Downtown-Mon., Fri.; Shopping Centers-Mon. through Sun.

13 - RETAIL OUTLETS: **Department Stores**-Carlisle's, Sears, JCPenney, Hills, K mart, Dahlkemper's.
Variety Stores-Woolworth, Harbor Emporium.
Discount Stores-Anderson's, Nichol's Discount City, Jupiter, Big & Small Lots.
Chain Drug Stores-Gray 2, Revco 2, Walgreen.
Chain Supermarkets-Kroger's, Edwards Warehouse, Golden Dawn 2, Super Duper 2, Valu-King, Convenient Food 6, Lawson's 9.
Other Chain Stores-Fashion Bug, Betty Dixon Candy, Firestone, Goodyear, Pic-Way Shoes, Joanne Fabric, Radio Shack, Fashion Barn, Payless Shoes, GNC, 84 Lumber, Stambaugh, Sherwin-Williams, Dean & Barry, Endicott-Johnson, Rent-a-Center, Color Tyme.

14 - NEWSPAPERS: STAR-BEACON 19,821, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Michael Bennett, Adv. Dir., STAR-BEACON, 4626 Park Ave., Ashtabula, OH 44004; Tel. (216) 998-2323.
National Representative: Landon Associates.

ATHENS

1 - LOCATION: Athens County, E&P Map C-3. County Seat. Education (Ohio University), business, industrial, agricultural and dairying center. On Hocking River 76 mi. SE of Columbus; 155 mi. E of Cincinnati. On Rte. 33 & Johnson Rd., 3 mi. N of Athens.

2 - TRANSPORTATION: **Railroads**-B&O, Conrail.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 19,743; E&P 85 Est. 18,274
CZ-ABC: (80) 25,706
RTZ-ABC: (80) 39,714
County 80 Cen. 56,399; E&P 85 Est. 58,829
City & RTZ-ABC: (80) 65,420

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,496; E&P 85 Est. 5,062
CZ-ABC: (80) 7,525
RTZ-ABC: (80) 13,972
County 80 Cen. 18,356; E&P 85 Est. 19,877
City & RTZ-ABC: (80) 21,497

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$188,682,000
Savings & Loan	2	$48,893,165

6 - PASSENGER AUTOS: County 25,308.

7 - ELECTRIC METERS: Residence 4,672.

8 - GAS METERS: Residence 4,075.

9 - PRINCIPAL INDUSTRIES: Business Machines and Systems; Printing; Dairy Processing; Tire Molds.

10 - CLIMATE: Min. & Max. Temp. Recorded-20 to 95. Coldest month, Jan. (Av. 31). Warmest month, July (Av. 75). First killing frost, Oct. 11; last killing frost, May 6.

11 - TAP WATER: Alkaline, softened.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Court St.; Athens Mall (15 stores).
Neighborhood Shopping Centers-2 blocks on Stimson Ave.; 3 blocks on Richland Ave.; 3 blocks on East State St.; 1 block on The Plains.
Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Athens Mall 6 nights (closed Sun.)

13 - RETAIL OUTLETS: **Department Stores**-Marting's, Elberfeld's (Logan).
Discount Stores-Heck's, Murphy's Mart.
Variety Stores-Woolworth, Odd Lots, General Dollar, Family Dollar.
Chain Drug Stores-Revco, SupeRx, Gray Drug.
Chain Supermarkets-Kroger (4), Big Bear, Super Duper.
Other Chain Stores-Sherwin-Williams, Robert's Men's Shop, Steppe's Beauticians, Sears, Follett Books, Radio Shack, B. Dalton Booksellers, Jo Ann Fabrics, Kinney Shoes, Ford's Jewelers, Fashion Bug, Corvair's Auto Parts, Firestone, Goodyear.

14 - NEWSPAPERS: MESSENGER (e-mon to fri) 14,394; (S) 17,435, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Fred Weber, Mkt. Dir., MESSENGER, Rte. 33 North & Johnson Rd., Athens, OH 45701; Tel. (614) 592-6612.
National Representative: None.

BEAVERCREEK

1 - LOCATION: Greene County. (In Dayton-Springfield MSA). E&P Map A-3. Residential, light industrial. Adjacent to Wright Patterson AFB. SW quadrant of Ohio, on U.S. Hwy 35; I-675. 4 miles E of Dayton, 4 miles W of Xenia.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-96.
Airlines-American, Delta, Republic, TWA, United, USAir, Eastern, Pan Am, Piedmont, Wright Airlines through Cox Municipal Airport. Commuter service at a private Greene County airport.
Intercity Bus Lines-Greyhound (Dayton).

3 - POPULATION:
Corp. City 80 Cen. 31,589; E&P 85 Est. 36,022
County 80 Cen. 129,769; E&P 85 Est. 135,713
MSA 80 Cen. 942,083; E&P 85 Est. 954,342

4 - HOUSEHOLDS:
City 80 Cen. 9,922; E&P 85 Est. 11,508
County 80 Cen. 43,078; E&P 85 Est. 46,530
MSA 80 Cen. 340,279; E&P 85 Est. 355,482

5 - BANKS	NUMBER	DEPOSITS
Savings & Loans	7	$3,391,557,073
Commercial	5	$2,240,062,061

6 - PASSENGER AUTOS: County 81,268.

7 - ELECTRIC METERS: Residence and Business 13,212.

8 - GAS METERS: Residence and Business 1,571.

9 - PRINCIPAL INDUSTRIES: Research & Technology 1,271 ($400); Light industry.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-72; Summer 61-85; Fall 34-77; Winter 21-39.

11 - TAP WATER: Alkaline, hard, iron present.

12 - RETAILING: **Principal Shopping Center**-One block, Beaver Valley Centre (27 stores).
Neighborhood Shopping Centers-Knollwood, two mi.; Bellfair Country Store, 1/4 mi. (6 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beavercreek Plz (20)	NA	Kroger, Chakers
Beaver Sq. Vlg (6)	NA	Tiffany Shoppe
Spicer	3	Eaveys
Indian Ripple	4	K mart, Fulmer's

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: **Discount Stores**-K mart.
Variety Stores-Dunnigans Hardware, Garden Center.
Chain Drug Stores-Revco; Fidelity; Medicine Shoppe.
Chain Supermarkets-Kroger; Lofinos 2; Fulmer's.
Other Chain Stores-Main Auto; Wear House; Famous Recipe; Cassanos; El Bee; Jo Ann Fabrics; Lawsons 2; Foto Fair 3; Noble Roman's; Capitol Cleaners; Animal Castle; Carter Plumbing; Carter Lumber; Odd Lots; Wickes Lumber; Perry & Derrick; Dunkers Delight; G.D. Ritzy's; Warehouse Paint; Radio Shack; PIP; Fine Cleaners; Pantorium; Pro-Kut 2; Hair Happening; Gemini Optical; Coast to Coast Hardware; Fox Cleaners; U-Tote-M 2; Stop-N-Go; Hallmark Cards 2; Quality Garden Center.

14 - NEWSPAPERS: BEAVERCREEK DAILY NEWS (e) 5,443; sworn Sept. 27, 1984.
Local Contact for Advertising and Merchandising Data: James J. Cain, Adv. Dir., DAILY NEWS, 1342 N. Fairfield Rd., Dayton, OH 45432; Tel. (513) 426-5222.
National Representatives: General Advertising Service.

BELLAIRE
See MARTINS FERRY

BELLEFONTAINE

1 - LOCATION: Logan County, E&P Map B-2. County Seat. Industrial and agricultural center. In west central part of state on U.S. Hwys. 33, 68 and State Hwys. 47, 117; 55 mi. NW of Columbus; 33 mi. N of Springfield; 31 mi. S of Lima; 100 mi. from Cincinnati.

2 - TRANSPORTATION: **Railroads**-Conrail.
Intercity Bus Lines-Greyhound.
Airlines-Community Airport.
Motor Freight Carriers-16.

3 - POPULATION:
Corp. City 80 Cen. 11,888; E&P 85 Est. 12,518
CZ-ABC: (80) 11,888
RTZ-ABC: (80) 27,551
County 80 Cen. 39,155; E&P 85 Est. 39,990
City & RTZ-ABC: (80) 39,439
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,576; E&P 85 Est. 4,104
CZ-ABC: (80) 4,576
RTZ-ABC: (80) 9,777
County 80 Cen. 14,261; E&P 85 Est. 15,019
City & RTZ-ABC: (80) 14,353

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$182,728,000
Savings & Loan	3	$119,931,238

6 - PASSENGER AUTOS: County 23,891.

7 - ELECTRIC METERS: Residence 4,712.

8 - GAS METERS: Residence 3,617.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Rail Term. 50 ($488); Elec. Mot. & Cir. Brks. ($312); Automotive 700 ($425); Bearings 750 ($400); Commercial Ptg. & Pub. 221 ($221); Alum. Extrusions & Plat. 80 ($301); Sleeve Bearings 740 ($300); Food 408 ($268); Industrial Rubber Hose 251 ($248).
Principal Industrial Pay Days-Thur., Fri., 12th & 27th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 70-98; Fall 55-70; Winter 10-40. First killing frost, Sept. 23; last killing frost, April 21.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main St.; 3 on Columbus St.; 2 on Chillicothe St.; 2 on Detroit St.; 1 on Court St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fontaine Plz (14)	NA	Kroger, Murphy's Mart, Sears, Odd Lots
Hyland Hills Rinks Plaza(15)	NA	

Principal Shopping Days-Fri., Sat., Mon.
Stores Close-Wed. afternoon during Summer.
City Zone Stores Open-Fri. and Mon. evenings.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Uhlman's.
Variety Stores-Bargain World; Murphy's Mart.
Discount Stores-Rink's Bargain City; Gray's.
Chain Drug Stores-Rexall; SupeRx; Lane's.
Chain Supermarkets-Kroger; IGA2; Food Mart; Trout Wine's (Super Value).
Other Chain Stores-Merit Shoes; Goodyear; Sears (catalog); Montgomery Ward; Quality Farm and Fleet; TSC Store.

14 - NEWSPAPERS: EXAMINER (e) 11,015; Mar 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: John A. Smith, Gen. Adv. Mgr., EXAMINER, 127 East Chillicothe Ave., Bellefontaine, OH 43311; Tel. (513) 592-3060.
National Representative: Landon Associates.

BELLEVUE

1 - LOCATION: Huron and Sandusky Counties, E&P Map B-2. Agricultural, railroad center. 15 mi. from Sandusky; 45 mi. SE of Toledo; 68 mi. W of Cleveland.

2 - TRANSPORTATION: **Railroads**-Conrail; Norfolk & Southern.
Motor Freight Carriers-10.

3 - POPULATION:
Corp. City 80 Cen. 8,187; E&P 85 Est. 8,135
Counties 80 Cen. 117,875; E&P 85 Est. 118,413
Huron Co. 80 Cen. 54,608; E&P 85 Est. 55,841
Sandusky Co. 80 Cen. 63,267; E&P 85 Est. 62,572
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,997; E&P 85 Est. 2,979
Counties 80 Cen. 40,243; E&P 85 Est. 41,743
Huron Co. 80 Cen. 18,690; E&P 85 Est. 19,727
Sandusky Co. 80 Cen. 21,553; E&P 85 Est. 22,016

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$80,685,000
Savings & Loan	2	$86,372,465

6 - PASSENGER AUTOS: Counties: Huron 31,554, Sandusky 37,254.

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence 3,200.

9 - PRINCIPAL INDUSTRIES: Type of Industry, No. of Wage Earners-Railroads 1,200; Safes, Toys 250; Bean Processing 200; Plastic 200.

10 - CLIMATE: Mean Temp. 50 degrees.

11 - TAP WATER: Soft, not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sandusky	18	Rink's, Sears, Gray's
Fremont	18	Fischer Big Wheel, Heck's, Gray's
Norwalk	12	K mart

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Variety Stores**-Ben Franklin, Rinks.
Chain Drug Stores-Rexall, SupeRx.
Chain Supermarkets-Hogue Super Mkt., Kroger, Whitelys Cardinal.

14 - NEWSPAPERS: GAZETTE (e) 3,855; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Tom Smith, Gen. Mgr., GAZETTE, 107 N. Sandusky St., Bellevue, OH 44811; Tel. (419) 483-4190.
National Representative: Landon Associates.

BOWLING GREEN

1 - LOCATION: Wood County (In Toledo MSA), E&P Map B-2. County Seat. Agricultural, residential, university area; some manufacturing. 23 mi. S of Toledo.

2 - TRANSPORTATION: **Railroads**-Conrail.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-10.
Airlines-At Wood County Airport.

3 - POPULATION:
Corp. City 80 Cen. 25,728; E&P 85 Est. 29,088
CZ-ABC: (80) 25,728
RTZ-ABC: (80) 73,804
County 80 Cen. 107,372; E&P 85 Est. 111,601
MSA 80 Cen. 616,864; E&P 85 Est. 625,414
City & RTZ-ABC: (80) 99,532

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,130; E&P 85 Est. 8,198
CZ-ABC: (80) 7,130
RTZ-ABC: (80) 25,513
County 80 Cen. 43,078; E&P 85 Est. 38,099
MSA 80 Cen. 220,252; E&P 85 Est. 230,271
City & RTZ-ABC: (80) 32,643

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$356,000,000
Savings & Loan	3	$345,000,000

6 - PASSENGER AUTOS: County 61,449.

7 - ELECTRIC METERS: Residence, Est. 7,714.

8 - GAS METERS: Residence 4,251.

9 - PRINCIPAL INDUSTRIES: Power floor machines; potato chips; auto and sport parts; rubber parts for autos; liquid filtration equipment; electrical terminal blocks and fuse holders; metal assembly stampings. Average hourly rate, $12.12. Education: BGSU; 2,250 full time employees, annual salaries more than $59,800,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-60; Summer 58-82; Fall 39-63; Winter 20-38. First killing frost, early Oct; last killing frost, early May.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-10 blocks; 4 on Main St., 2 on Wooster, 2 on Court, 1 on Oak and 1 on Clough St.
Neighborhood Shopping Centers-1000 block of N Main St., 800 and 1100 block of S Main; 1600 block of E Wooster St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
G.C. Murphy Plaza(4)	NA	Murphy's Mart
B.G. Center(8)	NA	Rink's, Kroger
Stadium Plz.(12)	NA	
Crossroads Plz.(6)	NA	K mart, A&P

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept. Mon., Fri. Food & Discount nightly

13 - RETAIL OUTLETS: Department Stores-JCPenney, Uhlman's
Discount Stores-Rink's Bargain City, G. C. Murphy Mart, K mart
Variety Stores-Ben Franklin
Chain Drug Stores-Lane's, Revco
Chain Supermarkets-A&P, Kroger, Food Town, Churchill's
Other Chain Stores-Sears, Uhlman's (clothing), Sterling (dairy), Lawson's Dairy, Fashion Bug, Jo-Ann Fabrics, Convenient Mart

14 - NEWSPAPERS: SENTINEL-TRIBUNE (e) 14,428, Mar. 31, 1985 ABC
Local Contact for Advertising and Mechandising Data R. M. Reider, Gen. Mgr.-Adv. Dir., SENTINEL-TRIBUNE, 300 E. Poe Rd., Bowling Green, OH 43402, Tel. (419) 352-4611
National Representative: Landon Associates

BRYAN

1 - LOCATION: Williams County, E&P Map A-1, County Seat. Agricultural and industrial center 60 mi. W of Toledo; 45 mi. E of Fort Wayne, IN. On U.S. Hwy. 127 and State Hwys. 2, 34 and 15.

2 - TRANSPORTATION: Railroads-Conrail, Amtrak

Motor Freight Carriers-3
Airlines-Bryan Airport, 3 mi. from city; Bryan-Defiance Airport, 12 mi. from city

3 - POPULATION:
Corp. City 80 Cen. 7,879; E&P 85 Est. 8,432
CZ-ABC: (80) 7,879
RTZ-ABC: (80) 30,904
County 80 Cen. 36,369; E&P 85 Est. 36,592
City & RTZ-ABC: (80) 38,783

4 - HOUSEHOLDS:
City 80 Cen. 3,139; E&P 85 Est. 3,372
CZ-ABC: (80) 3,139
RTZ-ABC: (80) 10,531
County 80 Cen. 12,896; E&P 85 Est. 13,368
City & RTZ-ABC: (80) 13,670

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$289,000,000
Savings & Loan	4	$89,000,000

6 - PASSENGER AUTOS: County 21,729

7 - ELECTRIC METERS: Residence 3,546

8 - GAS METERS: Residence 2,640

9 - PRINCIPAL INDUSTRIES: Lubricating Equip., Pneumatic Tools; Toys; Candy; Furnaces; Tires.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-60; Fall 41-63; Summer 58-84; Winter 17-33.

11 - TAP WATER: Alkaline, hard, fluoridated

12 - RETAILING: Principal Shopping Days-Mon., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Uhlmans; Hawks; Dancers
Discount Stores-K mart; Murphys Mart; Lanes Discount; Food Mart; Dollar General; Gray Drug
Chain Supermarkets-Chief; Super Valu 3; IGA 4

14 - NEWSPAPERS: TIMES (e) 10,434, Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data Tom Voigt, Gen. Mgr., TIMES, 127 S. Walnut, Bryan, OH 43506, Tel. (419) 636-1111
National Representative: None

BUCYRUS

1 - LOCATION: Crawford County, E&P Map B-2, County Seat. On Lincoln Hwy., U.S. Hwy. 30 N and State Hwys. 4, 19, 98, 100. 60 mi. N of Columbus.

2 - TRANSPORTATION: Railroads-Conrail, Norfolk & Western (freight)
Motor Freight Carriers-3

3 - POPULATION:
Corp. City 80 Cen. 13,433; E&P 85 Est. 13,911
CZ-ABC: (80) 13,433
RTZ-ABC: (80) 42,741
County 80 Cen. 50,075; E&P 85 Est. 51,162
City & RTZ-ABC: (80) 56,174

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,221; E&P 85 Est. 5,641
CZ-ABC: (80) 5,221
RTZ-ABC: (80) 15,019
County 80 Cen. 18,167; E&P 85 Est. 19,212
City & RTZ-ABC: (80) 20,240

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$129,900,000
Savings & Loan	2	$77,000,000

6 - PASSENGER AUTOS: County 28,682

7 - ELECTRIC METERS: Residence 5,940

8 - GAS METERS: Residence 5,190

9 - PRINCIPAL INDUSTRIES: Roller Bearings; Rubber & Plastic Hose; Road Machy; Locomotive & Auto-Cranes; Ditching Machines; Brass Castings; Steel Stampings; Heavy Mach.; Blades; Aluminum Prods.; Plastic Prods.; G.E.C. Glass & Lamps Wks; Hydraulic Precision Components; Whole Poultry & Beef Proc.; Boats; Computer Sensing Equip.; Jewelry; Transportation Seats; File Bindery; Pattern Making; Special Packaging; Insulation

10 - CLIMATE: Min. & Max. Temp.-Spring 43-67; Summer 55-84; Fall 39-70; Winter 23-41.

11 - TAP WATER: Alkaline, very hard, some fluorides

12 - RETAILING: Principal Shopping Center-Southern Lights, Marion Road-Murphy's Mart, Revco, Fashion Bug, Ponderosa, Jo-Ann Fabrics, Foodtown; K mart-E Mansfield Road; Bucyrus Plaza-N Sandusky Ave., Rt. 4-Radio Shack, Walgreens, Bucyrus Ice Co., Velvet Ice Cream, 7-Eleven; Suburban, Hopley Ave.-Geyer's Super Value, Conley's; Near Downtown Center: Fischer's, Revco, Lawsons; Whetstone Plaza: Smith's Dairy, Chicago Dough Works, Adventure Land TV Movies, Angela Bridges Fitness Salon.
Principal Shopping Days-Thur., Fri.
Stores Close-Wed. afternoon
Stores Open Evenings-K mart, Murphy's Mart, Conleys-Fri.; Geyer's Mkt., Foodtown, Food Gallery, 7-Eleven, Lawsons-Mon., Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney, Conley's
Variety Stores-Murphy's Mart, K mart, Conleys
Chain Drug Stores-Revco 2, Walgreens 2, Rexall, Cladys (FOMAC)
Chain Supermarkets-Geyer's Super Valu, Food Gallery, Foodtown 2
Other Chain Stores-Sherwin-Williams, Conley's, True Value, TSC, Goodyear, JoAnn Fabrics, Radio Shack, Fashion Bug, 7-Eleven, Brown Derby

14 - NEWSPAPERS: TELEGRAPH-FORUM (e) 8,107, Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data James F. Croneis, Pub., TELEGRAPH-FORUM, 119 W. Rensselaer St., Bucyrus, OH 44820, Tel. (419) 562-3333
National Representative: Landon Associates

CAMBRIDGE

1 - LOCATION: Guernsey County, E&P Map C-3, County Seat. On U.S. Hwys. 21, 22, 40, I-70, I-77, 75 mi. E of Columbus; 130 mi. S of Cleveland; 52 mi. W of Wheeling, WV.

2 - TRANSPORTATION: Railroads-Chessie System

Motor Freight Carriers-12
Intercity Bus Lines-Greyhound

3 - POPULATION:
Corp. City 80 Cen. 13,573; E&P 85 Est. 13,706
CZ-ABC: (80) 23,943
RTZ-ABC: (80) 68,265
County 80 Cen. 42,024; E&P 85 Est. 42,598
City & RTZ-ABC: (80) 92,208
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,508; E&P 85 Est. 5,648
CZ-ABC: (80) 8,976
RTZ-ABC: (80) 23,649
County 80 Cen. 15,048; E&P 85 Est. 15,723
City & RTZ-ABC: (80) 32,625

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$170,000,000
Savings & Loan	2	$165,000,000

6 - PASSENGER AUTOS: County 22,154

7 - ELECTRIC METERS: Residence 15,000 (County)

8 - GAS METERS: Residence 7,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Plastics 480; Ceramics 184; Spark Plug 361; Small Motors 305; Ferro Alloys 131; Strip Mining 118; Electronics 1,800

10 - CLIMATE: Min. & Max. Temp.-Spring 9-94; Fall 1.3-88; Summer 28-99; Winter 7-77. First killing frost, Oct. 1; last killing frost, May 15.

11 - TAP WATER: Alkaline, hard

12 - RETAILING: Principal Shopping Center-6 blocks on Wheeling Ave. (60 stores)

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cambridge(8)	NA	Party Time
Cambridge Sq.(4)	NA	K mart, Riesbecks, Revco, Dewey Ave. Mkt.
Dewey Avenue(5)		
North Star(8)	NA	IGA Foodliner
Southgate Plz.(10)	NA	Kroger, Zayre

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney
Discount Stores-Rink's, Zayre, K mart, Dollar General
Chain Drug Stores-Nelson's, Revco
Chain Supermarkets-Super Duper, Kroger, IGA Foodliners, Dewey Ave. Mkt., Stevens One Stop Convenient, Cardinal Royal Blue, Riesbeck Food Stores
Other Chain Stores-Sherwin-Williams, Sears (catalog), Wards (catalog)

14 - NEWSPAPERS: JEFFERSONIAN (e) 14,648, Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data Raymond Kackley, Adv. Dir., JEFFERSONIAN, 821 Wheeling Ave., Cambridge, OH 43725, Tel. (614) 439-3531
National Representative: Branham/Newspaper Sales

CANTON

1 - LOCATION: Stark County (In Canton MSA), E&P Map C-2, County Seat. Diversified industrial center in NE part of state; 58 mi. S of Cleveland and Lake Erie; 94 mi. W of Pittsburgh and the Ohio River. On I-77 and U.S. Hwys. 30, 62; State Hwys. 800, 43, 153, 687, 172.

2 - TRANSPORTATION: Railroads-Conrail, Norfolk & Western (freight), Nickel Plate (freight)
Motor Freight Carriers-58
Intercity Bus Lines-Greyhound, RTA
Airlines-United, USAir, Piedmont, Air Wisconsin, Aeromech

3 - POPULATION:
Corp. City 80 Cen. 93,077; E&P 85 Est. 86,718
CZ-ABC: (80) 201,866
RTZ-ABC: (80) 277,045
County 80 Cen. 378,823; E&P 85 Est. 389,070
MSA 80 Cen. 404,421; E&P 85 Est. 415,731
City & RTZ-ABC: (80) 478,911
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 36,394; E&P 85 Est. 35,520
CZ-ABC: (80) 74,388
RTZ-ABC: (80) 92,683
County 80 Cen. 134,094; E&P 85 Est. 142,044
MSA 80 Cen. 142,674; E&P 85 Est. 151,263
City & RTZ-ABC: (80) 167,071

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$1,318,832,800
Savings & Loan	10	$1,551,292,000

6 - PASSENGER AUTOS: County 233,169

7 - ELECTRIC METERS: Commercial & Residence 40,047

8 - GAS METERS: Commercial & Residence 94,905

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Primary Metal 11,400 ($458); Fabricated Metal 9,300 ($431); Fabricated Structural Metal 3,300 ($389); Stone, Clay and Glass 1,900 ($266); Food 4,100 ($411); Utilities 3,000 ($421); Nondurable Goods 11,800 ($366).
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring -6-94; Summer 36-104; Fall 1-99; Winter -20-73.

11 - TAP WATER: Alkaline, very hard, fluoridated.

12 - RETAILING: Downtown Shopping Center-64 square blocks located in center of Canton.
Neighborhood Shopping Centers-23 units at Whipple Rd. & 12th St. NW; 24 units at W Tuscarawas (Route 172) & Whipple Rd.; 48 units on 30th St. NW; 15 units Mahoning Rd. NE; 8 units on 30th NE & Market Ave.; 68 units at W Tusc. (Rte. 172) & Whipple Rd.; 10 units Raff Rd. SW and Rt. 172; 14 units on Cleveland Ave. S (Rte. 800) at 30 St.; 70 units at Everhard Rd. & Whipple Rd. N.W.I.R. 77.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
County Fair(29)	6	Josef's Furniture, Carm's, Fleischers, Gray Drug
Plaza, 30th St	4	Stern & Mann, A & D Foodarama, O'Neil, Stambaughs
Gold Circle(15)	7	Gold Circle
Tip Top Mart(13)	4	Ben Franklin, People's Drug
Mahoning(15)	2	Gray's, Jay's Appl.
Myers Lake Plaza(34)	5	Cloth World, A&D Foodarama, Stambaughs
Mellett Mall(70)	4	JCPenney, Radio Shack, Goodyear, Mont. Ward, O'Neils
North Canton(8)	5	Acme, Stambaughs
Southgate(20)	3	Ben Franklin
Belden Village(65)	7	Sears, Higbee, O'Neil
Buckeye Plaza(8)	7	Peoples Drug, Quik Shop
Harmont Plaza(11)	6	Radio Shack, Firestone
Hillsdale(10)	6	Acme, Carm's
Kimco(6)	7	Zayre
North Plaza(18)	7	Miller Sales

Stores Open Evenings-Department Stores Mon. through Sat. Food Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-O'Neils 3, Stern & Mann 3, JCPenney, Sears, Gold Circle 3
Discount Stores-Stambaugh's 4, K mart 3, Zayre, Click 2, Conley's 2, Heck's
Variety Stores-Woolworth, McCrory, Kresge, Ben Franklin
Chain Drug Stores-Gray's 6, Norman 3, Finney's 3, Kings 2, Davies 2, Rice, People/Lane Drug 15
Chain Supermarkets-Fisher 15, IGA Foodliner 29, Carm's, Country Cupboard 2, Fazio's 2, Edwards, Acme, A&D Foodarama 4, Valu King, Associated Grocers 25, Stoll's 2, Bordner's 2
Other Chain Stores-Bakers, Cleveland Fabrics, Petri's, Parisian, George Ann's 3, Harvard, Walker's, Richman Bros, Mr. Ted, Jon's Clothiers, Harry's, Gray Hosiery, Park Lane, Singer Co., Rogers Jewelry, Zale's, Hanover, Florsheim, Stride-Rite, Ups and Downs, Docktor Pet, Cloth World, Miller Sales

14 - NEWSPAPERS: REPOSITORY (e) 60,536; (S) 77,996, Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data Michael J. Miller, Adv. Dir., REPOSITORY, 500 Market Ave. S., Canton, OH 44702, Tel. (216) 454-5611
National Representative: Cresmer, Woodward, O'Mara & Ormsbee

CELINA

1 - LOCATION: Mercer County, E&P Map A-2, 60 mi. N of Dayton; 35 mi. SW of Lima. On U.S. Hwy. 127, State Hwy. 29.

2 - TRANSPORTATION: Railroads-Norfolk & Southern
Motor Freight Carriers-3

3 - POPULATION:
Corp. City 80 Cen. 9,137; E&P 85 Est. 9,928
County 80 Cen. 38,334; E&P 85 Est. 39,077

4 - HOUSEHOLDS:
City 80 Cen. 3,416; E&P 85 Est. 3,485
County 80 Cen. 12,166; E&P 85 Est. 12,773

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$331,917,434
Savings & Loan	1	$34,873,000

6 - PASSENGER AUTOS: County 22,997

7 - ELECTRIC METERS: Residence 5,986

8 - GAS METERS: Residence 4,925

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Furniture 550 ($218); Insurance 452 ($150); Lithography 470 ($201); Bicycles 2,000 ($240).
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 51-79; Summer 55-81; Fall 30-52; Winter 21-40. First killing frost, Sept.; last killing frost, Apr. 15.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: Principal Shopping Centers-10 blocks on 4 streets.
Shopping Centers-Plaza Shopping Center (18 stores including Brown Drugs, Monique Fabrics, Radio Shack, Sears, Shastar, Sycamore).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri., Mon. until 9 p.m.; Food nightly & grocery open Sun.

13 - RETAIL OUTLETS: Department Stores-Goldstein's; JCPenney; Remaklus; Style Shop;

Pogue's; Male Fashions; Haines Fashions.
Variety Stores-The Barr; Rankin's; Dollar General.
Discount Stores-Harts.
Chain Drug Stores-Hooks; Rite Aid; Celina Sundry.
Other Chain Stores-Radio Shack; Sears; Shasta; Sycamore.

14 - NEWSPAPERS: STANDARD (e) 9,891 sworn Sept. 28, 1984.
Local Contact for Advertising and Merchadising Data: Robin Link, Natl. Adv. Mgr., STANDARD, 126 E. Market, Celina, OH 45822; Tel. (419) 586-2371.
National Representative: Landon Associates.

CHARDON

1 - LOCATION: Geauga County. (In Cleveland PMSA). E&P Map C-1. County Seat. Manufacturing, agriculture, & maple products. NE portion of state; 30 mi. E. of Cleveland.

2 - TRANSPORTATION: **Railroads**-B&O.
Motor Freight Carriers-1.
Airport-2 mi. South; New County Airport, Middlefield, Ohio-12 mi.

3 - POPULATION:
Corp. City 80 Cen. 4,434; E&P 85 Est. 4,703
NDM-ABC: (80) 74,474
PMSA 80 Cen. 1,898,720; E&P 85 Est. 1,922,452
County 80 Cen. 74,474; E&P 85 Est. 74,691

4 - HOUSEHOLDS:
City 80 Cen. 1,589; E&P 85 Est. 1,707
NDM-ABC: (80) 22,880
County 80 Cen. 22,880; E&P 85 Est. 23,668
PMSA 80 Cen. 694,324; E&P 85 Est. 725,156

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$186,275,000
Savings & Loan	3	$28,000,000

6 - PASSENGER AUTOS: County 48,996.

7 - ELECTRIC METERS: Residence County 23,419.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Rubber; Plastics; Maple Products; Mining (construction materials).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-65; Summer 60-82; Fall 60-40; Winter 22-35.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Burton	9	IGA
Chardon Plz. (5)	NA	Fisher's, Valu King
Chesterland	8	IGA
Grant Plaza	7	Fisher's Big Wheel, Valu King, Revco
Great Lakes(114)	14	Higbee's, May Co., Sears, JCPenney, Joseph Horne
Middlefield	12	White's, Value King, Revco

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Bostwick's; Higbee's; May Co.; Sears; JCPenney.
Variety Store-Woolworth.
Discount Store-Conley's.
Chain Drug Stores-Rexall; Revco 2; Medic.
Chain Supermarkets-Golden Dawn; Lawson's; Convenient Food Stores; Valu King; White Bros.; Hometown; Bi-Rite; Rogers.
Other Chain Stores-Fisher's Big Wheel.

14 - NEWSPAPERS: GEAUGA TIMES LEADER (e) 8,464; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Edward A. Richards, Adv. Mgr., GEAUGA TIMES LEADER, 111 Water St., PO Box 151, Chardon, OH 44024; Tel. (216) 286-6101.
National Representative: Landon Associates.

CHILLICOTHE

1 - LOCATION: Ross County. E&P Map B-3. County Seat. 47 mi. S of Columbus; 90 mi. NE of Cincinnati. On U.S. 50, 35, 23. On State Routes 28, 104, 277, 772.

2 - TRANSPORTATION: **Railroads**-B&O; Norfolk & Western; Chesapeake & Ohio.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Dayton & Southeastern.

3 - POPULATION:
Corp. City 80 Cen. 23,420; E&P 85 Est. 23,964
CZ-ABC: (80) 31,469
RTZ-ABC: (80) 64,065
County 80 Cen. 65,004; E&P 85 Est. 68,830
City & RTZ-ABC: (80) 95,534
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,759; E&P 85 Est. 9,644
CZ-ABC: (80) 11,395
RTZ-ABC: (80) 21,162
County 80 Cen. 22,042; E&P 85 Est. 24,124
City & RTZ-ABC: (80) 32,557

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$126,662,800
Savings & Loan	4	$45,604,494

6 - PASSENGER AUTOS: County 37,177.

7 - ELECTRIC METERS: County 18,602.

8 - GAS METERS: 10,200.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aluminum Material 750; Atomic 3,060; Concrete 40; Govt. 1,870; Paper Making 2,600; Shoes 490; Steel Springs 41; Heavy Duty Trucks 605; Wheel Mfg. 155; Plastics 40. (Av. Wkly. Wages $270).
Principal Pay Days-Thur., Sat., 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 70-95; Fall 35-65; Winter 0-50. First killing frost, Oct. 1; last killing frost, May 11.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Paint St., 10 on Main St., 3 on 2nd St., 3 on Water St.
Neighborhood Shopping Centers-N. High St., S. Paint St., E. Main St., Eastern Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Central Ctr (38)	NA	Big Bear, Glick Furn., Woolworth, Gray's
Zane Plz.(25)	NA	Elder-Beerman, Mont. Ward
Chillicothe Mall(18)	NA	Sears, Big Bear, Woolworth, JCPenney, Zale's
Western Ave. Plz(5)	NA	Kroger, SupeRx
K mart Plz (14)	NA	K mart, Kroger, SupeRx

Principal Shopping Days-Shopping Ctrs. Mon., Thur., Fri., Sat.
Stores Open Evenings-Downtown Dept. Fri., Food 7 days; Shpg. Ctrs. Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Elberfeld's; Sears; Elder-Beerman; Mack's.
Variety Stores-Woolworth 2.
Discount Stores-Bargain City; K mart; Harts.
Chain Drug Stores-Revco; Gray's; Rexall; Thrift Drug; SupeRx.
Chain Supermarkets-Big Bear 2; Kroger Superstores 2; Corner Mkt.; McCambridge; Foodtown; Super Duper; IGA Foodliner 2; Gateway Foods; Great Scot.
Other Chain Stores-Wurlitzer (music); Singer Co.; Goodyear; Firestone; Pic-Way; Montgomery Ward; Nationwise (automotive); Zale's Jewelry; Moore's (Building Supplies); Radio Shack.

14 - NEWSPAPERS: GAZETTE (e) 15,011; Mar. 30, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Ron Uecker, Adv. Dir., GAZETTE, 50 W. Main St., Chillicothe, OH 45601; Tel. (614) 773-2111.
National Representative: Gannett Media Sales.

CINCINNATI

1 - LOCATION: Hamilton County (In Cincinnati, OH-KY-IN PMSA). E&P Map A-3. County Seat. 100 mi. from Indianapolis, Columbus and Louisville. On U.S. Hwys. 22, 25, 27, 42, 50, 52 and 127; State Hwys. (Ohio) 3, 4, 28, 32, 125, 126, 128, 131, 264, 561, 747; (Ky.) 8, 9, 10, 16, 17, 20, 177, 236, 237, 445, 1017, 1072, 1120, 1303, 1334; I-74, I-275, I-71, & I-75.

2 - TRANSPORTATION: **Railroads**-Amtrak; Chessie System; Conrail; Detroit, Toledo & Ironton; Norfolk & Western; Southern.
Freight Forwarding Companies-42.
Motor Freight Carriers-85.
Water-Ohio River navigable entire year and links Cincinnati with Mississippi River; 8 public water terminals, 41 private.
Airlines-American; Delta; Piedmont; Wright; TWA; North Central; USAir; Republic; Comair; Pan Am; United.
Intercity Bus Lines-Queen City Metro; Transit Authority of Northern Kentucky; Greyhound; Southeastern Trailways.

3 - POPULATION:
Corp. City 80 Cen. 385,457; E&P 85 Est. 356,597
CZ-ABC: (80) 1,058,069
RTZ-ABC: (80) 795,363
County 80 Cen. 873,136; E&P 85 Est. 889,358
PMSA 80 Cen. 1,401,403; E&P 85 Est. 1,441,619
City & RTZ-ABC: (80) 1,853,432

4 - HOUSEHOLDS:
Corp. City 80 Cen. 157,677; E&P 85 Est. 156,620
CZ-ABC: (80) 387,832
RTZ-ABC: (80) 264,949
County 80 Cen. 322,199; E&P 85 Est. 338,732
PMSA 80 Cen. 498,649; E&P 85 Est. 528,976
City & RTZ-ABC: (80) 652,781

5 - BANKS	**NUMBER**	**DEPOSITS**
Comm. & Savings	180 Br.	$3,243,294,000
Savings & Loan	205 Br.	$3,900,000,000

6 - PASSENGER AUTOS: County 525,679.

7 - ELECTRIC METERS: Residence 497,704.

8 - GAS METERS: Residence 366,287.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 144,000 ($287); Constr. 19,000 ($397); Trans. & Util. 31,000 ($298); Whol. Trade 31,000 ($239); Retail Trade 105,000 ($134); Fin., Ins. & R. E. 33,000 ($149); Trans. Equip. 25,800 ($405); Mach. non-elect. 25,700 ($275); Food 18,200 ($327); Chem. 21,900 ($293); Fab. Metals 16,600 ($256); Ptg. & Pub. 13,000 ($261).

10 - CLIMATE: Min. & Max. Temp.-Spring 44-64; Summer 66-87; Fall 47-69; Winter 22-40. Year Average 54. First frost, Sept. 28; last frost, May 25.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: **Principal Shopping Area**-61 blocks on 19 Sts. Bounded by Central Pkway. on north, 3rd St. on south, Broadway on east and Plum St. on west.
Neighborhood Shopping Centers in Metropolitan Area: Anglewood Mall; Avondale Town Center; Beechmont Mall; Beechmont; Brentwood Plaza; Cassinelli-Square; Cherokee Center; Cherry Grove Plaza; Clermont; Colerain Hills; Crestview Hills Mall; Delco Plaza (Ft. Wright); Delco Plaza (Groesbeck); Del-Fair; Dillonvale; Eastgate Mall; Edgewood; Erlanger; Evendale Shop-In; Expressway Plaza; Factory Outlet Mall; Florence Mall; Florence Mini-Mall; Forest Park Plaza; Gold Circle Mall; Greenhills; Heritage International; Hyde Park Plaza; Kenwood Mall; Kenwood Plaza; Latonia Plaza; London Village; The Market Place of Montgomery; Milford; Monfort-Heights; Montgomery Square; Newport Mall; Newport Plaza; Newport; Northbrook; Northgate Mall; Northland; Norwood Plaza; Princeton Plaza; Promenade; St. Bernard Square; Seven Hills; Seymour Plaza; Shopper's Haven; Spring Hill Center; Springdale Mall; Summit Plaza; Surrey Square; Swifton; Tower Hill Plaza; Tri-County; University Plaza; Valley; Western Hills Plaza; Western Village; Western Woods; White Oak.

13 - RETAIL OUTLETS: **Department Stores**-John Shillito; H&S Pogue; Sears; Elder-Beerman; McAlpin; JCPenney.
Discount Stores-Gold Circle; Meijer; Ardan's; Zayre; K mart; Van Leunen's; Value City; Service Mdse.; G.C. Murphy Co.
Variety Stores-S.S. Kresge; Woolworth; J.J. Newberry; Ben Franklin.
Chain Drug Stores-Walgreens; SupeRx; Milo; Discepoli; Revco; Becker.
Chain Supermarkets-Kroger's; IGA; Thriftway; Marsh; King Kwik Minit Mkts.; United Dairy Farmers 63; Convenient 23; IGA 28; Thriftway 16; King Kwik; U-Tote-M.
Other Chain Stores-Thom McAn; National Shirt Shops; Richman Bros.; Hill Bros.; Baker's Shoes; Lerner Shops; Florsheim Shoes; Singer Co.; Lane Bryant; Martin's Town & Country; Barricini; Firestone; Goodyear; Nobil Shoes; Harolde's; Model Shoes; Sherwin-Williams; Montgomery Ward; Levitz Furn.; Henrys Pants; Foxmoor Casuals; Thayer McNeil; Bottom Half; Paul Harris; Casual Corner; Piece Goods; Fabric Circle; Perry-Derrick; Radio Shack; Kinney Shoes; Giddings-Jenney; 5-7-9 Shops; Gallenkamp Shoes; Carriage Trade; Shutter Bug; Children's Palace; Walden Books; Family Tree; Jo-Ann Fabrics; The Limited; Hickory Farms of Ohio; B. Dalton's Booksellers.

14 - NEWSPAPERS: ENQUIRER (m) 190,072; (S) 308,545; POST (e) 127,142; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Robert Temmen, Mkt. Dir., ENQUIRER and POST, 617 Vine St., Cincinnati, OH 45202; Tel. (513) 721-2700.
National Representative: Gannett Media Sales.

CIRCLEVILLE

1 - LOCATION: Pickaway County (In Columbus MSA). E&P Map B-3. County Seat. On U.S. Hwys. 22, 23 and State Hwy. 56. 25 mi. S of Columbus; 100 mi. from Cincinnati.

2 - TRANSPORTATION: **Railroads**-N&W, C&O.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 11,700; E&P 85 Est. 11,803
MSA 80 Cen. 1,243,810; E&P 85 Est. 1,303,346
County 80 Cen. 43,662; E&P 85 Est. 43,997

4 - HOUSEHOLDS:
City 80 Cen. 4,335; E&P 85 Est. 4,456
County 80 Cen. 14,156; E&P 85 Est. 14,695
MSA 80 Cen. 449,260; E&P 85 Est. 486,336

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$95,000,000
Commercial	6	$150,000,000

6 - PASSENGER AUTOS: County 25,023.

7 - ELECTRIC METERS: Residence 5,600.

8 - GAS METERS: Residence 5,300.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Containers 512; Feed 213; Elec. Equip. 1,200; Plastic 400; Films 1,242; Synthetic Resins 172; Television Picture Tubes, 500. (Av. Wkly. Wage $300).

10 - CLIMATE: First killing frost, Oct. 4; last killing frost, May 10.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: **Shopping Centers**-Lancaster Pike (Rt. 22E) 7 units; N. Court St. 6 units.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Wacker(14)	2	Heck's, Lowes, Farm Fleet & Supply
North End(11)	1	Big Bear, Murphy's, Super Duper

Principal Shopping Days-Mon. to Sat.
Stores Open Evenings-Fri.; Shopping centers every evening to 9 p.m.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Variety Stores-Murphy Mart; Sundry Store.
Chain Drug Stores-Risch; SupeRx; Revco.
Chain Supermarkets-Kroger; Royal Blue; Super Duper; Big Bear.
Other Chain Stores-Fisher Big Wheel; Heck's; Radio Shack.

14 - NEWSPAPERS: HERALD (e) 8,878; sworn Sept. 29, 1984.
Local Contact for Advertising and Merchandising Data: Thomas W. Rodenfels, Pub., HERALD, PO Box 498, Circleville, OH 43113; Tel. (614) 474-3131.
National Representative-Landon Associates.

CLEVELAND

1 - LOCATION: Cuyahoga County. (Cleveland PMSA) E&P Map C-1. South shore of Lake Erie at the mouth of the Cuyahoga River. One of largest inland ports on St. Lawrence Seaway. 10 mi. of docks on river. City proper area 73.43 sq. mi. 576 mi. W of New York and 338 mi. E of Chicago.

2 - TRANSPORTATION: **Railroads**-Passenger Service-Amtrak Intercity Rail Service. Freight Only-Chessie System; Norfolk & Western; Conrail; Newburg & South Shore. (These belt-line RRs intersect each RR at or near a freight yard.)
Intercity Bus Lines-Regional Transit Authority; Lorain Hwy. Coach; Trailways; Greyhound & Lakefront from Painesville; Brecksville Rd. Transit; Cleve-Astabula Bus Line; Cleve. Southeastern Trails; Maple Hts. Transit.
Motor Coach Routes-99.
Airlines-Air Canada; USAir; Midway; Air Wisconsin; Continental; Freedom Air; American; Delta; Eastern; Northwest; Republic; TWA; United; Piedmont; Wright; Texas International; Ozark; People Express.

3 - POPULATION:
Corp. City 80 Cen. 573,822; E&P 85 Est. 489,689
CZ-ABC: (80) 1,498,400
RTZ-ABC: (80) 846,992
County 80 Cen. 1,498,295; E&P 85 Est. 1,505,156
PMSA 80 Cen. 1,898,720; E&P 85 Est. 1,922,363
City & RTZ-ABC: (80) 2,345,392
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 218,297; E&P 85 Est. 201,588
CZ-ABC: (80) 563,478
RTZ-ABC: (80) 277,147
County 80 Cen. 563,401; E&P 85 Est. 584,275
PMSA 80 Cen. 694,324; E&P 85 Est. 725,156
City & RTZ-ABC: (80) 840,625

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	NA
Savings & Loan	22	NA

6 - PASSENGER AUTOS: County 901,734

7 - ELECTRIC METERS: Residence 695,000

8 - GAS METERS: Residence 571,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees, (Av. Wkly. Wage)-Primary Metals Industries 22,300 ($564); Fabricated Metals 25,973 ($459); Non-Electrical Mach. 23,806 ($474); Elect. Eqpt. & Supplies 20,224 ($473); Trans. Eqpt. 19,395 ($623); Food Prod. 7,097 ($404); Printing & Publishing 13,301 ($400); Constr. 17,918 ($495); Trans. & Utilities 35,584 ($511); Whol. & Ret. Trade 167,190 ($280).
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-56; Summer 62-80; Fall 42-59; Winter 20-36. First killing frost, Nov. 2; last killing frost, Apr. 21.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Beechwood Place (110)	11	Saks Fifth Ave., Higbee
Broadview Pleasant Valley(41)	10	Fazio's, Pic-N-Pay
Cedar Ctr.(93)	8	Stop & Shop, Bi-Rite, May Co.
Eastgate(46)	13	Pic-N-Pay, Fazio's, Stop & Shop
Euclid Sq.(84)	11	Higbee, May Co., Fazio's
Great Lakes(92)	21	Higbee, May Co., Sears
Great Northern(80)	13	May Co., JCPenney, Sears, Pic-N-Pay
Lake Shore & E. 222nd(100)	12	Fazio's, Bi-Rite, Pic-N-Pay
Parmatown(112)	9	Higbee, May Co., Fazio's, JCPenney
Randall Park Mall(142)	9	JCPenney, Higbee, May Co., Pic-N-Pay, Hornes
Richmond(84)	11	JCPenney, Sears, Pic-N-Pay
Severance(65)	7	Higbee, Fazio's
Shaker Sq.(49)	5	
Shoregate(67)	15	Fazio's, Pic-N-Pay
Southgate(106)	11	May Co., Pic-N-Pay, Fazio's, Stop & Shop
Southland(118)	10	Sears, Pic-N-Pay, Fazio's, Stop & Shop
Warrensville/Van Aken(55)	8	Fazio's
Westgate(74)	9	Higbee

Principal Shopping Days-Downtown in order of buying traffic: Thur., Sat. & Mon. Neighborhood Fri. & Sat.
Stores Open Evenings-Neighborhood centers-most stores every night until 9 p.m. Food stores 11 p.m. Mon. through Sat.; Sun. to 6 p.m.

13 - RETAIL OUTLETS: **Department Stores**-Higbee; Horne; May Co.; Sears; JCPenney; Saks Fifth Avenue.
Discount Stores-Value City; Cooks; Zayre; K mart; Forest City Material Co.; Gold Circle; Fisher's Big Wheel; Silvermans; T.J. Maxx; Best Products; US Merchandise; Builders Square; Diy Warehouse.
Variety Stores-Woolworth; Kresge; Murphy's Mart.
Chain Drug Stores-Gray 76; Leader 11; Medic 19; Revco 109; Discount Drug Mart 20; Fox Drugs 8.
Chain Supermarkets-Pick-N-Pay 54; Fazio 44; Acme/Click 30; Kroger 19; Sparkle 23; Heinen's 10.
Voluntary Food Chains-Stop-N-Shop 36; Bi-Rite 26; Convenient Food Mart 120; Open Pantry 69.
Other Chain Stores-Women's: Lane Bryant, Winkleman's, Red Robin, Casual Corner, Petrie's, Kelly-Kitt, Lerner's, J.J. Fox. Men's: Richman Bros., Bunce Bros., Diamond's, Davidson's, Kuppenheimer, Brooks Brothers, Joseph A. Banks. Shoes: Hanover, Flagg Bros., Nunn-Bush, Regal, Thom McAn, Hahn's, Cole, Florsheim, Chandler's, Kinney, Red Cross, Naturalizer, Nobil, Faflik, Pic-Way Shoe Mart. Other: Goodrich, Firestone, Goodyear, Fanny Farmer, Jo-Ann Fabric, Minnesota Fabrics, Singer Co., Uniroyal, General Tire.

14 - NEWSPAPERS: PLAIN DEALER (m) 437,434; (m-sat) 464,251; (S) 542,682; Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: Neil Van Deventer, Gen. Adv. Mgr., PLAIN DEALER, 1801 Superior Ave., Cleveland, OH 44114; Tel. (216) 344-4500.
National Representative: Newhouse Newspapers Metro Suburbia.

COLUMBUS

1 - LOCATION: Franklin County. (In Columbus MSA). E&P Map B-3. Capital and County Seat. Manufacturing, retail, wholesale and education center. 145 mi. from Cleveland, 110 mi. from Cincinnati, 185 mi. from Pittsburgh.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western; Conrail; Chessie.
Motor Freight Carriers-119.
Intercity Bus Lines-Continental Trailways; Greyhound.
Airlines-American; TWA; USAir; Republic; Delta; United; People Express; Comair; Air Virginia; Eastern; Commuter Express; Christman; Florida Express; Mid-State; Simmons; Trans-Midwest.

3 - POPULATION:
Corp. City 80 Cen. 564,987; E&P 85 Est. 591,292
CZ-ABC: (80) 869,132
RTZ-ABC: (80) 530,288
County 80 Cen. 869,109; E&P 85 Est. 907,258
MSA 80 Cen. 1,243,810; E&P 85 Est. 1,303,346
City & RTZ-ABC: (80) 1,399,420
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 217,150; E&P 85 Est. 238,133
CZ-ABC: (80) 322,817
RTZ-ABC: (80) 179,922
County 80 Cen. 322,810; E&P 85 Est. 348,184
MSA 80 Cen. 449,260; E&P 85 Est. 486,336
City & RTZ-ABC: (80) 502,739

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	16	$8,881,380,000
Commercial	11	$26,839,073,000
		(statewide banking system)

6 - PASSENGER AUTOS: County 561,400

7 - ELECTRIC METERS: Residence 354,500

8 - GAS METERS: Residence 260,984

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Manufacturing 104,500; Retail 108,900; Wholesale 30,800; Finance, Insurance, Real Estate 46,700; Services 126,900; Federal/State/Local Govt. 109,900; Transportation and Utilities 26,500; Forestry & Fisheries N.A.; Mining 1,400; Contract Constr. 19,200.
Principal Pay Days-Fri., 15th & 30th.

10 - CLIMATE: Av. Temp.-Spring 52; Summer 74; Fall 50; Winter 28. First killing frost, Oct. 31; last killing frost, Apr. 16.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Center**-54 blocks on 17 streets.
Neighborhood Shopping Centers-42 different locations throughout the ABC City Zone.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Amos(21)	6	SupeRx Drugs
Berwick Manor(12)	5	Rinks, Super Duper
Berwick Plaza(19)	5	Big Bear
Broadway(16)	7	Super Duper
Central Point(29)	2	JCPenney, Kroger
Columbus Square(46)	9	Big Bear
The Continent(72)	9	The French Market
Dublin Plaza(29)	12	Kroger
Eastland Mall(68)	7	JCPenney, Lazarus, Sears, Woolworth
Eastland Square(26)	7	Kroger
Fairport Junction(11)	7	Big Bear
Graceland(63)	7	JCPenney, Big Bear
Granville Square(15)	9	Big Bear, Harts
Great Southern(56)	5	JCPenney, Big Bear, Kroger
Great Western(51)	5	Kroger
Grove City Plaza(12)	7	Kroger, SupeRx Drugs
Hunter's Ridge(16)	8	K mart
Kingsdale(45)	5	Lazarus, Big Bear
Lane Avenue(51)	4	The Market
Lincoln Village(30)	6	Harts, Big Bear
Morse Center(31)	7	Big Bear, Revco
Northern Lights(61)	6	Woolworth, Kroger, Food World
Northland Mall(81)	7	Lazarus, Woolworth, Sears, JCPenney
Northwest(21)	7	Lazarus, Big Bear
Ohio Center Mall(63)	1	Peck & Peck
Olde Sawmill(11)	12	Kroger, SupeRx
Olentangy Plaza(43)	8	Marshall's, Big Bear
Olentangy Valley(22)	12	McKenzie's
Raintree(17)	9	Kroger, SuperXtra, Drug World
Reed & Henderson(21)	7	Fisher Hardware
Refugee Road(9)	8	Super Duper
Reynoldsburg(15)	10	Kroger, Super Duper
Royal Plaza(9)	7	Super Duper
Southland(24)	5	Gold Circle
Thurber Village(12)	1	Big Bear
Town & Country(91)	5	JCPenney, Lazarus, Big Bear, Kroger
Tremont(23)	5	Tarpy's Market
University City(20)	4	Kroger, Gray Drug
Westerville Mall(33)	11	Gold Circle
Westerville Square(27)	11	Big Bear, Lazarus
Westland(80)	6	JCPenney, Lazarus, Sears, Woolworth
Worthington Square(45)	11	Kroger

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Sundays-Most in major shopping areas.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-F&R Lazarus 10; JCPenney 8; Schottenstein 2; Sears 3; Madison 7.
Discount Stores-Gold Circle 6; Harts 5; K mart 9.
Variety Stores-Kresge; Woolworth 6; TG&Y 5.
Chain Drug Stores-Rite Aid 17; Gray 17; SupeRx 14; Revco 14; Mediplex 6; Lynn 7; Dane 7; Neil Pharmacies 5; Drug Emporium 4; Crosby's 3; Drug World 5; Culter.
Chain Supermarkets-Lawson's 38; Big Bear 27; 7-Eleven 27; Kroger 27; IGA 5; Convenient 16; Stop-N-Go 16; Super Duper 16; Cardinal 4; Tom Tarpy's 5; United Dairy Farmers 9; Kash 'N Karry 7; Food World 3; Gateway 2.
Other Chain Stores-Firestone 15; Goodyear 12; Gallenkamp 6; Thom McAn 6; Baker's 4; Goodrich; Florsheim 3; Regal 2; Flagg Brothers.

14 - NEWSPAPERS: CITIZEN-JOURNAL (m) 119,150; DISPATCH (e) 204,705; (S) 366,626; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Leonard A. Zane, Natl. Adv. Mgr., DISPATCH and CITIZEN-JOURNAL, 34 S. Third St., Columbus, OH 43216; Tel. (614) 461-5000.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee.

Select
COLUMBUS: The Uncommon Market
The Dispatch and Citizen-Journal reach the people who spend in this Ohio market of over one million.

	Coverage Daily Net	 Sunday
Total Adults	58%	74%
Working Women	57	76
Professionals/Managers	66	87
Incomes $35,000+	67	87
Weekly Grocery Spending: $75+	60	76

Source: Belden CMS

The Columbus Dispatch / Columbus Citizen-Journal
Evening & Sunday
Morning

Two independent newspapers with separate editorial voices represented nationally by Cresmer, Woodward, O'Mara and Ormsbee.
Contact agent, The Dispatch Printing Company, 34 South Third Street, Columbus, Ohio 43216. Phone [illegible]

CONNEAUT

1 - LOCATION: Ashtabula County, E&P Map C-1. On Lake Erie Shore; R.R. div. point, iron ore & coal port, diversified industries. 70 mi. E of Cleveland; 100 mi. W of Buffalo; large surrounding farm area. On Hwys. 20, 7; near Cinn. Freeway.

2 - TRANSPORTATION: **Railroads**-Main div. point N&W, Conrail, B&LE main lines.
Motor Freight Carriers-All mainline firms operating between Cleveland-Buffalo.
Freight Steamship Lines-15.

3 - POPULATION:
Corp. City 80 Cen. 13,835; E&P 85 Est. 13,612
NDM-ABC: (80) 104,215
County 80 Cen. 104,215; E&P 85 Est. 105,573
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,062; E&P 85 Est. 5,006
NDM-ABC: (80) 35,825
County 80 Cen. 35,825; E&P 85 Est. 37,467

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	$183,000,000
Savings & Loan	2	$40,000,000

6 - PASSENGER AUTOS: County 58,436.

7 - ELECTRIC METERS: Residence 5,920.

8 - GAS METERS: Residence 4,123.

9 - PRINCIPAL INDUSTRIES: Plastics & Rubber Mfg.; Docks; Railroad.
Principal Industrial Pay Days-15 & 30.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 70-90; Fall 40-72; Winter 25-40. First killing frost, Nov.; last killing frost, Mar.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Center**-5 blocks on 4 streets; Conneaut Shopping Plz; Harbor Area; East Conneaut.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Variety Stores-P&J Variety Center; Fisher Big Wheel; Western Auto; K mart.
Chain Supermarkets-Value King; Kroger; Golden Dawn.

14 - NEWSPAPERS: NEWS-HERALD (e) 4,555, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: **Neil Belcher, Adv. Mgr., NEWS-HERALD, Broad St., PO Box 150, Conneaut, OH 44030; Tel. (216) 593-1166.**
National Representative: Landon Associates.

COSHOCTON

1 - LOCATION: Coshocton County, E&P Map C-2. County Seat. Trading center for 30 mi. radius area. Diversified manufacturing center. East central part of state. 70 mi. E of Columbus; 100 mi. S of Cleveland; on U.S. Hwy. 36, State Hwys. 16, 271 and 83.

2 - TRANSPORTATION: **Railroads**-Conrail, Norfolk & Western (freight only).
Motor Freight Carriers-6.
Intercity Bus Lines-Pittsburgh & Weirton.

3 - POPULATION:
Corp. City 80 Cen. 13,405; E&P 85 Est. 13,726
CZ-ABC: (80) 15,415
RTZ-ABC: (80) 42,467
County 80 Cen. 36,024; E&P 85 Est. 37,441
City & RTZ-ABC: (80) 57,882
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 5,411; E&P 85 Est. 5,628
County 80 Cen. 13,064; E&P 85 Est. 14,032
CZ-ABC: (80) 6,149
RTZ-ABC: (80) 14,347
City & RTZ-ABC: (80) 20,496

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$78,060,807
Savings & Loan	2	$7,728,689

6 - PASSENGER AUTOS: County 20,136.

7 - ELECTRIC METERS: Residence 11,849.

8 - GAS METERS: Residence 6,742.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Adv. Novelties 600; Steel Pipe 550; Enamel [illegible] 560; Plastics 1,000; Rub. Gloves 450; Rubber Goods 460; Paper Prod. 268; Canvas & Leather Gloves 230; Metal Acoustic Ceilings 235; Electrical 95; Stainless Steel 125.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-45; Summer 60-95; Fall 30-75; Winter 20-55. First killing frost, Oct. 22; last killing frost, May 24.

11 - TAP WATER: Neutral, soft, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-5 blocks on two streets plus downtown shopping plaza.
Neighborhood Shopping Centers-Five.

Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Downtowner Plaza (24)	NA	G.C.Murphy, Radio Shack, Revco

Principal Shopping Days-Fri., Sat.
Stores Close-Thur. afternoon.
Stores Open Evenings-All Stores-Fri.; Food-Fri., Sat., Some Mon.

13 - RETAIL OUTLETS: **Department Stores**-M. O'Neil, JCPenney; Montgomery Ward; Newberry.
Discount Stores-Big Wheel; Murphy's Mart.
Chain Drug Stores-Revco.
Chain Supermarkets-Kroger; Riverside IGA; Buehlers.
Other Chain Stores-Tru Valu Hardware; Gallenkamp; Coshocton Hat; Sears; Lawson; Convenience Food.

14 - NEWSPAPERS: TRIBUNE (e) 7,661, (S) 8,175, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Mark Clark, Adv. Mgr., TRIBUNE, 115 N. 6th St., Coshocton, OH 43812; Tel. (614) 622-1122.
National Representative: Thomson Newspapers.

DAYTON

1 - LOCATION: Montgomery County. (In Dayton-Springfield MSA). E&P Map A-3. County Seat. Industrial, research, & wholesale center. On Miami River. Interstate Hwys. 70, 75, 675; U.S. Hwys. 35, 40; State Hwys. 4, 48, 49, 201, 202, 440, 444, 725, 741.

2 - TRANSPORTATION: **Railroads**-Conrail; Chessie System; Detroit-Toledo-Ironton.
Motor Freight Carriers-60.
Intercity Bus Lines-Greyhound; Moraine City Lines; Regional Transit Authority; Trailways.
Airlines-TWA; United; Delta; USAir; Comair; Piedmont; Midstates; Simmons; Trans Midwest.

3 - POPULATION:
Corp. City 80 Cen. 193,536; E&P 85 Est. 169,418
CZ-ABC: (80) 449,717
RTZ-ABC: (80) 492,454
County 80 Cen. 571,697; E&P 85 Est. 573,203
MSA 80 Cen. 942,083; E&P 85 Est. 954,342
City & RTZ-ABC: (80) 942,171
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 84,213; E&P 85 Est. 73,830
CZ-ABC: (80) 168,491
RTZ-ABC: (80) 168,523
County 80 Cen. 211,857; E&P 85 Est. 219,032
MSA 80 Cen. 340,279; E&P 85 Est. 355,482
City & RTZ-ABC: (80) 337,015

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	14	$2,439,163,000
Savings & Loan	12	$3,289,580,000

6 - PASSENGER AUTOS: County 362,050.

7 - ELECTRIC METERS: County 210,462.

8 - GAS METERS: County 156,979.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Machinery 32,100 ($537); Transp. Equip. 21,600 ($638); Durable Goods 77,000 ($513); Printing & Publishing 8,200 ($409); Rubber & Plastics 8,700 ($633); Nondurable Goods 29,300 ($486); Total Manufacturing 106,300 ($506); Trans. & Util. 15,600 (N.A.); Wholesale Trade 18,400 ($372); Retail Trade 67,500 ($156); Finance, Insurance, & Real Estate 16,200 (N.A.); Services 91,300 (N.A.); Government 72,600 (N.A.); Total Non-manufacturing 294,100 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-28 to 108; Spring 35-92; Summer 40-108; Fall 14-83; Winter -28-71. Av. frost-free period, Apr. 19-Oct. 26.

11 - TAP WATER: City-alkaline, soft; County-alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on Main Street downtown (110); Arcade-Enclosed Mall (52).
Neighborhood Shopping Centers-Airway Center 32; Beaver Valley Mall 31; Breitenstrater Square 17; Broadmoor Plaza 13; Centerville Place 24; Country Square 21; Eastown 27; Fairmont Plaza 18; Forest Park Plaza 59; Hills & Dales 68; Huber Heights 33; Indian Ripple 19; Kettering 20; Marian Meadows 12; Miamisburg 26; Miracle Lane 18; North Plaza 14; Northtown 25; Oak Creek Plaza 29; Ole Spanish Village 42; Page Manor 12; Salem Plaza 11; Salem K mart 10; Skyway Plaza 23; Spin Kemp 10; Van Buren 28; Westown 23; Washington Square 43; Waynetown Plaza 31; Woodlane 21; Xenia Towne Square 28.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Dayton Mall(143)	11	Shillito Rikes, JCPenney, Sears
Northwest Plaza(44)	6	Elder-Beerman, Kroger
Salem Mall(108)	8	Shillito Rikes, Sears, JCPenney
Town & Country(62)	6	JCPenney, Kroger
South Town Centre(49)	11	Elder-Beerman, K mart, Children's World

Principal Shopping Days-Wed. through Sun. Most stores open evenings and Sunday.

13 - RETAIL OUTLETS: **Department Stores**-Shillito Rikes 4; Elder-Beerman 9; JCPenney 4; Sears 3.
Variety Stores-Woolworth 3; Kresge; McCrory's 3; Ben Franklin 2.
Discount Stores-K mart 10; Gold Circle 3; Hills 3; Concord City; Murphy Mart; Kroger Sav-on 4.
Chain Drug Stores-Revco 16; Gray Drug 14; Rite Aid 17; Medicine Shoppe 3; Fidelity Prescriptions 10; Hook's 6.
Chain Supermarkets-Kroger 23; Dorothy Lane; Fulmers 7; IGA 20; Eavey's 4; Stump's 7; Freedom Foods 4; Kash 'N' Karry 5; Metro 4.
Other Chain Stores-Major Clothing Stores: Walker's; Donenfeld's. Shoes: Thom McAn; Florsheim; Gallenkamp; Baker's; Fitzharris; Nobil; Butler's Shoe Market; Kinney; Red Cross; Pic-Way; Regal; El-Bee; Hanover; Roderer; Red Wing. Automotive: FAS Auto Works; Standard Auto Parts; Nationwise; Main Auto Parts; Genuine Auto Parts; Goodyear; Firestone. Paints-Lumber: Sherwin-Williams; Warehouse Paints; Wickes; 84 Lumber; Wolohan; Sutherland Lumber; Durrel Paints; PK Lumber; Carter; Furrows. Clothing: Richman Bros.; Paul Harris; Lerner; L.S. Ayres; Lane Bryant; Spare Change; National Shirts; Brooks; Casual Corner; Tall Fashions; Harry's Men Shop; Maternity Modes; Frederick's of Hollywood; County-Seat; Chess King; Bottom Half; Designer Depot; Marshalls. Jewelry: Robinson's; Jaccard's; Mayor's; Leroy Diamonds. Fabrics: Jo-Ann Fabrics; Monique; Hancock Fabrics. Other: Radio Shack; Merle Norman; Montgomery Ward; Arden; Best Products; Children's Palace; Dollar General.

14 - NEWSPAPERS: JOURNAL-HERALD (m) 103,014; NEWS (e) 115,912; (S) 233,509, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising. Data: **Neil Bicher, Adv. Mgr., NEWS-HERALD, Broad St., PO Box 150, Conneaut, OH 44030, Tel. (216) 593-1166/**
National Representative: Sawyer-Ferguson-Walker Co.

DEFIANCE

1 - LOCATION: Defiance County, E&P Map A-2. County Seat. Industrial and dairy prod. ctr. 45 mi. NE Ft. Wayne; 60 mi. SW of Toledo.

2 - TRANSPORTATION: **Railroads**-B&O; N&W.
Motor Freight Carriers-28.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 16,810; E&P 85 Est. 16,713
County 80 Cen. 39,987; E&P 85 Est. 39,050
CZ-ABC: (80) 16,810
RTZ-ABC: (80) 75,081
City & RTZ-ABC: (80) 91,891

4 - HOUSEHOLDS:
City 80 Cen. 5,839; E&P 85 Est. 5,997
County 80 Cen. 13,306; E&P 85 Est. 13,342
CZ-ABC: (80) 5,839
RTZ-ABC: (80) 24,919
City & RTZ-ABC: (80) 30,758

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$366,417,106
Commercial	3	$200,000,000

6 - PASSENGER AUTOS: County 23,760.

7 - ELECTRIC METERS: Residence 6,700.

8 - GAS METERS: Residence 4,250.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Primary & Fabricated Metals 7,300; Food Prod. 735; Misc. Mfg. 2,510; Non Mfg. 1,870.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Av. Temp.-Spring 37; Summer 70; Fall 49; Winter 26.

11 - TAP WATER: Fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on Clinton St., 2 blocks on 2nd St.
Neighborhood Shopping Centers-Baltimore Rd., Clinton & High; Plz. Ctr., E Second St.; Hopkins & Douglas; N. Clinton at bypass.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Kroger Family(12)	NA	Kroger, TG&Y
Northtown Mall(15)	NA	Murphy's, Rinks
Sun Rise Plz (5)	NA	Lane Drug

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Charles; Sherman's Mens Wear.
Variety Stores-Stop 'N Shop.
Discount Stores-Rinks; TG&Y; Murphy Mart.
Chain Drug Stores-Revco; Rinks; Lane's; Medicine Shoppe.
Chain Supermarkets-Kroger; Chief 3; Lawson's; Sterling.
Other Chain Stores-Firestone; Singer Co.; Western Auto; Sears (catalog); Cato; Gallenkamp; Montgomery Ward; Shoe World; Goodyear; Sherwin-Williams; Majestic Paint; Jo-Ann Fabrics; Dollar General; Shoes Villa; Jack's Comfort; Wendt's Family Owned Stores; Daoust Drugs; Leever Glass; Restaurants: McDonald's; Rax's; Taco Bell; Wendy's; Frisch's; Barnes Family; Black Lantern; Bud's Hamburger Shop; Corner Kitchen; Dairy Queen; Friendly Ice Cream Shop; Kentucky Fried Chicken; Yellow Rose; Maag's; Domino's Pizza; The Fort; Frankie's; Little Caesar's Pizza; Pizza Hut; The Pizza Co.; Kissner; Barley Pop Shoppe.

14 - NEWSPAPERS: CRESCENT-NEWS (e) 17,087, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Alvin J. Geitgey, Adv. Mgr., CRESCENT-NEWS, PO Box 249, Defiance, OH 43512; Tel. (419) 784-5441.
National Representative: Landon Associates.

DELAWARE

1 - LOCATION: Delaware County (In Columbus MSA). E&P Map B-2. County Seat. 23 mi. N of Columbus; 92 mi. NE of Dayton; 117 mi. SW of Cleveland. On U.S. Hwys. 23, 36, 42 and State Hwy. 37.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 18,780; E&P 85 Est. 21,723
County 80 Cen. 53,840; E&P 85 Est. 56,308
MSA 80 Cen. 1,243,810; E&P 85 Est. 1,303,346

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,310; E&P 85 Est. 7,444
County 80 Cen. 17,624; E&P 85 Est. 19,065
MSA 80 Cen. 449,260; E&P 85 Est. 486,336

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$165,000,000
Savings & Loan	5	$65,000,000

6 - PASSENGER AUTOS: County 34,633.

7 - ELECTRIC METERS: Residence 12,000.

8 - GAS METERS: Residence 7,700.

9 - PRINCIPAL INDUSTRIES: Truck Bodies; Mach.; Stoves; Heat Control Units; Com. Air Conditioning; Chemical Prods.; Adhesives; Bricks; Iron Castings; Mach. Screws; Pumps; Valves; Cranes; Caskets; Paint; Buses.

10 - CLIMATE: Min. & Max. Temp.-Spring 2-92; Summer 40-104; Fall 10-90; Winter -15-65.

11 - TAP WATER: Alkaline, medium hard, not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Georgetowne(15)	NA	Ben Franklin, Buehlers
Delaware Ctr.(10)	NA	Kroger, SupeRx
Troy Rd.	NA	IGA

Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Harts; Sears; Montgomery Ward; JCPenney.
Variety Store-Ben Franklin.
Chain Drug Stores-Revco; SupeRx.
Chain Supermarkets-Kroger; Buehlers; U.S. Store.

14 - NEWSPAPERS: GAZETTE (e) 8,971; sworn Jan. 25, 1985.
Local Contact for Advertising and Merchandising Data: Diedre Warden, Adv. Mgr., GAZETTE, 18 E.

William St., Delaware, OH 43015. Tel. (614) 363-1161.
National Representative: Landon Associates

DELPHOS

1 - LOCATION: Allen & Van Wert Counties. E&P Map A-2 (In Lima MSA). On U.S. Hwys. 30, 30N, 309 and State Hwys. 66, 190 and 697. On the Miami & Erie Canal. 14 mi. NW of Lima.

2 - TRANSPORTATION: **Railroads**-Conrail; New York, Chicago & St. Louis; Akron-Canton-Youngstown; Norfolk & Western.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,314; E&P 85 Est. 7,083
Counties 80 Cen. 142,699; E&P 85 Est. 142,675
  Allen 80 Cen. 112,241; E&P 85 Est. 111,624
  Van Wert 80 Cen. 30,458; E&P 85 Est. 31,051
MSA 80 Cen. 154,795; E&P 85 Est. 155,759

4 - HOUSEHOLDS:
City 80 Cen. 2,498; E&P 85 Est. 2,422
Counties 80 Cen. 49,107; E&P 85 Est. 51,718
  Allen 80 Cen. 38,168; E&P 85 Est. 40,175
  Van Wert 80 Cen. 10,939; E&P 85 Est. 11,543
MSA 80 Cen. 53,700; E&P 85 Est. 55,736

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$123,469,000
Savings & Loan	2	$56,260,000

6 - PASSENGER AUTOS: Counties: Allen 65,571; Van Wert 18,958.

7 - ELECTRIC METERS: Residence 3,300.

8 - GAS METERS: Residence 2,300.

9 - PRINCIPAL INDUSTRIES: Trailers, Galvanized Roofing & Siding, Soybean Prod., Axle Manufacturing, Egg Proc., Mach. Tools, Filling Station Equip., Crushed Stone, Screw Mach. Parts, Insulation Prod., Electrical Harness Assembly, Sheet Metal Stamping, Pickle Processor, Brake Press Dies; Automotive Frames, T.V. Towers, Grain Hauling Bodies; Pizza Mfg. Co., Commercial Printing Plant; Military Vehicle Mfg., Plastic Mfg.

10 - CLIMATE: Min. Temp.-Spring 30; Summer 74; Fall 53; Winter -10.

11 - TAP WATER: Alkaline, hard. Soft water available for manufacturers. 1,865 Meters, not fluoridated.

12 - RETAILING: **Principal Shopping Days**-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Variety Stores**-Val Discount.
Chain Drug Stores-Rexall Family Independent Phcy.; Delpitos Sundry Store.
Chain Supermarkets-IGA; Red & White 2; Meyer's IGA 2.

14 - NEWSPAPERS: HERALD (e) 3,916; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Robert Gillespie, V.P. Sales Dir., HERALD, 405 N. Main St., Delphos, OH 45833; Tel. (419) 692-5050.
National Representative: Landon Associates.

DENNISON
See UHRICHSVILLE

DOVER-NEW PHILADELPHIA

1 - LOCATION: Tuscarawas County. E&P Map C-2. Situated on U.S. Hwys. 21, 250; State 8, 39, 211; I-77; 75 mi. S of Cleveland; 110 mi. W of Pittsburgh; 100 mi. E of Columbus.

2 - TRANSPORTATION: **Railroads**-Conrail; Baltimore & Ohio (both freight).
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. Cities 80 Cen. 28,409; E&P 85 Est. 30,875
  Dover 80 Cen. 11,526; E&P 85 Est. 12,114
  New Philadelphia 80 Cen. 16,883; E&P 85 Est. 18,761
CZ-ABC: (80) 39,205
RTZ-ABC: (80) 55,523
County 80 Cen. 84,614; E&P 85 Est. 88,942
City & RTZ-ABC: (80) 94,728
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 11,191; E&P 85 Est. 12,276
  Dover 80 Cen. 4,448; E&P 85 Est. 4,649
  New Philadelphia 80 Cen. 6,743; E&P 85 Est. 7,627
CZ-ABC: (80) 14,783
RTZ-ABC: (80) 18,882
County 80 Cen. 30,485; E&P 85 Est. 33,024
City & RTZ-ABC: (80) 33,665

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$277,989,000

6 - PASSENGER AUTOS: County 51,262.

7 - ELECTRIC METERS: Residence 28,683.

8 - GAS METERS: Residence 9,287.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agri./Forestry 167 ($161); Mining 1,396 ($462); Construction 887 ($347); Manufacturing 7,405 ($376); Wood Prod. 447 ($330); Stone/Clay 991 ($317); Primary Metal 724 ($412); Fabricated Metal 1,152 ($482); Machinery 1,253 ($417); Paper 252 ($349); Printing 276 ($220); Chemical 470 ($467); Rubber/Plastic 1,029 ($345); Trans./Utility 997 ($377); Wholesale/Retail 6,118 ($192); Finance/Ins./Real Estate 832 ($248); Services 4,016 ($208); State/Local Govt. 3,486 ($266).
Principal Pay Days-Tues., Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-60; Summer 60-99; Fall 30-75; Winter 10-55. First killing frost, Oct. 17; last killing frost, May 3.

11 - TAP WATER: Alkaline, hard (Dover); Alkaline, soft (New Phila.).

12 - RETAILING: **Principal Shopping Center**-(Dover)-3 blocks on Third St., 4 on N. Tuscarawas Ave., 4 on N. Wooster Ave.; (New Phila.)-2 blocks each way on 4 streets.
Neighborhood Shopping Centers-Dover-Boulevard, 2 blocks; Miracle Lane, 25 unit Plaza; New Phila.-W High & 7th; E High & 9th; S Bway & Commerce; La Costa Mall; Goshen Dairy Mini Mall; K mart Plaza; Dover Village Plaza.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Miracle Lane Plaza(27)	NA	JCPenney
Village Square(6)	NA	Peoples Drug, Hecks
Monroe Mall(30)	NA	Radio Shack, Schwartz-Klines

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon.-Fri. (Dover); Thur. & Fri. (New Phila.).

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Daniels'; Sutton & Lightner; Sears; Gray's Allen-Warren; Schwartz-Kline's.
Discount Stores-Hart's Family Store; S. E. Nichol's; Conley's; Rink's Bargain City; K mart; Big & Small Lots.
Variety Stores-Dollar General; La Fontaine's; Hecks; Nichols; Radio Shack; Hobby Center; Fisher Big Wheel.
Chain Drug Stores-Peoples Drug; Nichol's; Gray's; Hart's; Marlowe's 3; K mart; SupeRx; Discount Drug Mart.
Chain Supermarkets-Buehler's; Kroger; Hart's; Stoll's A/G Foods; AG; Village IGA; Teters IGA; Carriage IGA.
Other Chain Stores-Nobil Shoes; Lawson Milk; House of Stones; Quik Shop; Harry's Outlet; Roberts Men's Stores; Moore's Center; Quality Farm; Fleet; Ziegler Tire; Dean and Barry; Sherwin-Williams; Carter-Lumber-Plumbing; Slumber World; Bobbi Gee; Klars Athletic Supply; Quick Chek; Recordland; Nationwide Auto Parts; Guila Music Studio; Arts Jewelers.

14 - NEWSPAPERS: TIMES-REPORTER (e) 29,731; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Bill Stien, **Natl. Adv. Mgr.**, TIMES-REPORTER, 629 Wabash Ave. N.W., New Philadelphia, OH 44663; Tel. (216) 364-5577.
National Representative: Branham/Newspaper Sales.

EAST LIVERPOOL

1 - LOCATION: Columbiana County. E&P Map C-2. Industrial, dairy and agric. area. On the Ohio River (39 mi. NW of Pittsburgh, PA.) served by freight boat lines to ports on Ohio, Missouri and Mississippi Rivers. U.S. Hwy. 30; State Hwys. 7, 11, 39.

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2 - TRANSPORTATION: Railroads-Cleveland & Pittsburgh Division, Conrail (Freight).
Motor Freight Carriers-16 (5 with local terminals).
Intercity Bus Lines-Interstate, Greyhound, All American.
Airlines-Greater Pittsburgh Airport 45 min. Ohio Turnpike 27 mi. N.

3 - POPULATION:
Corp. City 80 Cen. 16,687; E&P 85 Est. 15,300
CZ-ABC: (80) 40,112
RTZ-ABC: (80) 67,321
County 80 Cen. 113,572; E&P 85 Est. 115,565
City & RTZ-ABC: (80) 107,433

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,323; E&P 85 Est. 6,112
CZ-ABC: (80) 14,756
RTZ-ABC: (80) 22,715
County 80 Cen. 39,996; E&P 85 Est. 41,981
City & RTZ-ABC: (80) 37,471

5 - BANKS	NUMBER	DEPOSITS
Commercial	N.A.	$93,615,334
Savings & Loan	N.A.	$116,563,378

6 - PASSENGER AUTOS: County 62,767.

7 - ELECTRIC METERS: Residence 18,187.

8 - GAS METERS: Residence 9,526.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Dinnerware & Ceramic Pdts. 4,400 ($151); Steel & Fabric. 5,400 ($252); Brick & Tile 400 ($154).
Principal Pay Days-Steel Mon., Tues., Wed.; Brick Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-60; Summer 60-85; Fall 30-60; Winter 20-30. First killing frost, Oct. 2; last killing frost, May 15.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on 5th and 6th Sts.; 2 on Broadway; 2 on Washington St.; 2 on Market St.; 3 on Dresden Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
St. Clair Plaza (10)	3	Hills, Foodland
Skyview Plaza(12)	3	K mart, Krogers, Radio Shack

Stores Open-Thur. evenings.
Principal Shopping Days-Sat., Thur., Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Ogilvie; JCPenney; Montgomery Ward.
Variety Stores-McCrory's.
Discount Stores-Thrifty-City; K mart; Hills.
Chain Drug Stores-Thrift; Lane.
Chain Supermarkets-Valu King 4; IGA Stores 4; Foodland 2; Kroger.
Other Chain Stores-Goodyear; Sherwin-Williams; Radio Shack.

14 - NEWSPAPERS: REVIEW (e) 13,056, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Kenneth L. Young, Adv. Mgr., REVIEW, 210 E. 4th St., East Liverpool, OH 43920; Tel. (216) 385-4545.
National Representative: Thomson Newspapers.

ELYRIA

1 - LOCATION: Lorain County (In Lorain-Elyria PMSA). E&P Map B-2. County Seat. On the Black River, 9 mi. from Lorain Harbor on Lake Erie; 25 mi. WSW of Cleveland. Diversified industries, agriculture. On U.S. Hwy 20; the Ohio Tpk.; State Hwys. 10, 57, 58, 76, 113, 301, 254, I-90, I-480.

2 - TRANSPORTATION: Railroads-Conrail; B&O; Amtrak.
Motor Freight Carriers-20.
Intercity Bus Lines-Greyhound.
Airlines-Most Airlines at Cleveland (14 mi.).

3 - POPULATION:
Corp. City 80 Cen. 57,504; E&P 85 Est. 60,595
NDM-ABC: (80) 138,131
County/PMSA 80 Cen. 274,909; E&P 85 Est. 277,616
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 20,600; E&P 85 Est. 22,650
NDM-ABC: (80) 44,979
County/PMSA 80 Cen. 90,819; E&P 85 Est. 94,721

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$583,700,000
Savings & Loan	7	$176,500,000

6 - PASSENGER AUTOS: County 164,170.

7 - ELECTRIC METERS: Residence 26,000.

8 - GAS METERS: Residence 21,231.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Auto Accessories 3,500 ($500); Plastics 433 ($390); Screw Mach. Prods. 1,037 ($375); Foundry 365 ($300); Furnace Mfg. 200 ($350); Spring Mfg. 394 ($350); Chemicals 385 ($375).
Principal Pay Days-Fri., 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-80; Summer 50-100; Fall 25-90; Winter 0-45. First killing frost, Oct. 12; last killing frost, April 30.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Broad St.; 3 on 2nd; 1 on Court St.; 2 on Middle Ave.; 3 on East Ave.; 2 on West Ave.; 3 Blocks on S. Abbe Rd.; 3 Blocks on N. Abbe Rd.
Neighborhood Shopping Areas-All of Cleveland St.; 8 blocks on Lake Ave.; 1 on East Bridge.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sheffield(15)	4	May Co., Cook's-Edwards
Midway Mall(60)	2	Higbee, Sears, JCPenney
Westgate	14	Higbee, Pick 'N Pay
Oakwood Plaza	6	Fishers
Ridgeview(22)	1	Edwards
W'gate(Lorain)(18)	8	Fishers
Shoreway(28)	8	Woolworth, Kroger
Great Northern	12	JCPenney, Sears, Pic'N Pay, May Co.
Elyria Plaza(15)	NA	
Northgate(9)	2	Zayre, Revco

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.
Stores Close-Some on Wed. afternoon.
Stores Open Evenings-Mon., Thur., Fri.
Stores Open Sundays-Sears; JCPenney; Higbee; May Co.; Discount; Dairy; Drug.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; The May Co.; Hill's; Higbees; K mart 2.
Discount Stores-Elyria City Discount; Zayre; J & B Discount Drug Mart; Gold Circle; Cook's.
Variety Store-Woolworth.
Chain Drug Stores-Hess & Hess; Revco 3; Gray's 2.
Chain Supermarkets-Fisher-Fazio 4; Kroger 2; Edwnros 2; Sparkle; IGA; Foodliner; Convenient Food Mart 20.
Other Chain Stores-Lawson Dairy 12; Bakeries: Omar, Hough 2, Sally Ann Bakery; Jewelry: Hart's, Rose Jewelers; Barricini Candy; Paints: Lowe Bros., Sherwin-Williams 2, Pittsburgh; Singer Co., Domestic Sewing Center; Auto Supplies: Goodrich, Goodyear, Firestone, Uniroyal; Red Robin; Richman Bros.; Paul Harris Stores; Park Lane Hosiery; Ted Jacobs; Tweed Shop; Shoes: Thom McAn, Nobil 4, Pic-Way Shop, Merit, Miller-United, Baker, Fatlik Regal, Boulevard Juvenile; Leather Goods & Gifts: Memory Lane; Fabrics: Cleveland Fabric Shop; Music: Record World, Melody Manor, Schwede's; Ohio Edison; GE Appliance Village; Florist: Carek's, Botaman, Puffers; Automobiles: J.R. Dall, Spitzer, Abraham, Stang, Prout, Morris; Dry Cleaners: Allen's, Flash; Jack Knight; Men's Furn.: Powers & Dawley, Sam Klein.

14 - NEWSPAPERS: CHRONICLE-TELEGRAM (e) 36,981; (S) 36,987, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Jack Weaver, CHRONICLE-TELEGRAM, 225 East Ave., PO Box 4010, Elyria, OH 44036; Tel. (216) 329-7000.
National Representative: Branham/Newspaper Sales.

FAIRBORN

1 - LOCATION: Greene County (In Dayton-Springfield MSA). E&P Map A-3. 12 mi. from Springfield, Dayton and Xenia; on U.S. Hwy. I-675, U.S. Hwy. 170.

2 - TRANSPORTATION: Railroads-Erie-Lackawanna; Conrail.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 29,702; E&P 85 Est. 29,608
MSA 80 Cen. 942,083; E&P 85 Est. 954,342
County 80 Cen. 129,769; E&P 85 Est. 135,713
NDM-ABC: (80) 44,438
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,050; E&P 85 Est. 11,500
County 80 Cen. 43,078; E&P 85 Est. 46,530
MSA 80 Cen. 340,279; E&P 85 Est. 355,482
NDM-ABC: (80) 15,956

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$283,000,000
Savings & Loan	3	$221,000,000

6 - PASSENGER AUTOS: County 81,268.

7 - ELECTRIC METERS: Residence 10,918.

8 - GAS METERS: Residence 10,325.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Cement 290 ($220); Air Force Base 32,000; University Education.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-75; Summer 65-95; Fall 50-65; Winter 0-65.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING:
Principal Shopping Centers-Downtown: 6 blocks on Main, 6 blocks on Broad.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Hills Ctr (4)	NA 8	Kash-n Karry Rite Aid, Odd Lots
Fairborn Plz (18)	2	Gray Drugs, Fulmers
Skyway Plz (13)	5	Hook's, McCrory, Eaveys, Elder Beerman
Five Points (7)	NA	Kroger, K mart, Revco

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; Food every night.
Stores Open Sunday-Grocery, drug, discount, major retail.

13 - RETAIL OUTLETS: Variety Stores-Foy's; McCrory; Woolworth; Handyman; K mart; Elder Beerman.
Chain Drug Stores-Gray's; Revco; Rite-Aid; Hooks.
Chain Supermarkets-Kroger; Fulmer; Eaveys; Kash-n-Karry.

14 - NEWSPAPERS: HERALD (e-mon to fri) 7,142, March 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: C. R. Bonkofsky, HERALD, One Herald Sq., Fairborn, OH 45324; Tel. (513) 878-3993.
National Representatives: Landon Associates, U.S. Suburban Press.

FINDLAY

1 - LOCATION: Hancock County. E&P Map B-2. County Seat. Shopping and residential center in NW part of state on U.S. Hwys. I-75, 30, 68, 224, State Hwys. 12, 568, 15, 37, 33 mi. NE of Lima; 45 mi. S of Toledo.

2 - TRANSPORTATION: Railroads-Amtrak; Norfolk & Western.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 35,594; E&P 85 Est. 36,507
CZ-ABC: (80) 35,594
RTZ-ABC: (80) 87,283
County 80 Cen. 64,581; E&P 85 Est. 66,448
City & RTZ-ABC: (80) 122,877
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 13,466; E&P 85 Est. 14,125
CZ-ABC: (80) 13,466
RTZ-ABC: (80) 28,120
County 80 Cen. 23,058; E&P 85 Est. 24,446
City & RTZ-ABC: (80) 41,586

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$299,266,027
Savings & Loan	3	$232,390,574

6 - PASSENGER AUTOS: County 41,346.

7 - ELECTRIC METERS: Residence 17,674.

8 - GAS METERS: Residence 15,270.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Rubber Tires 1,400 ($280); Gas & Oil 2,130(**N.A.**); Integrated Circuits 1,100 ($335); Photographic Proc. 190(**N.A.**); Plastics 160 ($321); Plastic Tile 217 ($260); Appliances 1,500 ($325); Can Mfg. 385 ($394); Plastic Fabrication 280 ($352); Farm Drainage & Excavating Equipment 130 ($300); Rubber-Plastic Appliances 150 ($235).
Principal Pay Days-Fri.; 10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-50; Summer 50-85; Fall 30-60; Winter 10-50. First killing frost, Nov. 1; last killing frost, Mar. 21.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on Main St.; Ft. Findlay Village (26 Stores); Market Square.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Fri., Ft. Findlay Village-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Macy's; Sears; Montgomery Ward.
Discount Stores-Pic-Way Shoe Mart; El Bee Shoes; Payless Shoe Source; Rink's Bargain City; Hill's; K mart.
Chain Drug Stores-Gray; Lane's 3; Revco.
Chain Supermarkets-Foodtown 2; Kash N Karry; Great Scot 3; Sur-Sav; Kroger.
Farm Supply-Quality Farm & Fleet; Mastersons.

14 - NEWSPAPERS: COURIER (m) 25,681, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Gene Weber, Adv. Dir., COURIER, 701 W. Sandusky, PO Box 609, Findlay, OH 45839-0609; Tel. (419) 422-5151.
National Representative: Landon Associates.

FOSTORIA

1 - LOCATION: Seneca, Hancock, and Wood Counties (In Toledo, MSA). E&P Map B-2. NW of ctr. of state.

2 - TRANSPORTATION: Railroads-C&O; N&W; Conrail.

3 - POPULATION:
Corp. City 80 Cen. 15,743; E&P 85 Est. 15,523
Counties 80 Cen. 233,854; E&P 85 Est. 239,852
Seneca 80 Cen. 61,901; E&P 85 Est. 61,803
Hancock 80 Cen. 64,581; E&P 85 Est. 66,448
Wood 80 Cen. 107,372; E&P 85 Est. 111,601
MSA 80 Cen. 616,864; E&P 85 Est. 625,414

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,775; E&P 85 Est. 5,937
Counties 80 Cen. 79,353; E&P 85 Est. 83,965
Seneca 80 Cen. 20,818; E&P 85 Est. 21,420
Hancock 80 Cen. 23,058; E&P 85 Est. 24,446
Wood 80 Cen. 35,477; E&P 85 Est. 38,099
MSA 80 Cen. 220,252; E&P 85 Est. 230,271

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$56,387,000
Society	6	$120,004,000
Credit Union	1	$16,472,345

6 - PASSENGER AUTOS: Counties: Hancock 41,346; Wood 61,449; Seneca 34,951.

7 - ELECTRIC METERS: Residence 8,314.

8 - GAS METERS: Residence 5,816.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Carbon 400; Foundry, Steel Wire 300; Grain Milling 350; Meat Packers 98; Railroad Signals 25; Rubber Prod. Mach. tools 300; Elevators, Steel Fab. 35; Mach. Shops, Aluminum Fabricators 24; Grain Proc. 47; Fertilizer 71; Crankshafts 950; Local Lighting & Infrared Fixtures 300; Soybean Oil 51; Cement Blocks 500; Ptg. 158; Jet Blades 400; Refrigeration 300; Automotive 1,000.
Principal Industrial Pay Days-Wed. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-49; Summer 60-79; Fall 52-65; Winter 8-30. First killing frost, Oct. 8; last killing frost, May 4.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-4 blocks on Main St., 1 block east and west from Main in the 4 blocks. Outlying shpg. area, 8 blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fostoria Plz (12)	NA	Lane Drug, K mart, Fisher's Big Wheel
K mart Ctr	NA	

Principal Shopping Days-Thur., Fri., Sat., Mon.
Stores Open Evenings-Dept., Mon., Fri.; Food, Nightly.

13 - RETAIL OUTLETS: Department Stores-Hills; JCPenney; Macy's; Sears; K mart.
Variety Stores-Dollar General; Rite-Aid.
Discount Stores-K mart; Heck's.
Chain Drug Stores-Lane.
Chain Supermarkets-Kroger; Nye's; Great Scott; Seaway Food Town; IGA; White Front.
Other Chain Stores-Sherwin-Williams.

14 - NEWSPAPERS: REVIEW-TIMES (e) 7,581, sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Mary Anne Nopper, Adv. Dir., REVIEW TIMES, 113 E. Center St., Fostoria, OH 44830; Tel. (419)

435-6641.
National Representative: Landon Associates.

FREMONT

1 - LOCATION: Sandusky County. E&P Map B-2. County Seat. NW part of state. 85 mi. W of Cleveland; 32 mi. E of Toledo; 100 mi. N of Columbus; 16 mi. inland from Lake Erie. Retail trading center of county. At intersection of U.S. Hwys. 6 and 20; 4 mi. from interchange 6, Ohio Tpke.

2 - TRANSPORTATION: **Railroads**-Conrail, Norfolk & Western (freight).
Motor Freight Carriers-20.

3 - POPULATION:
Corp. City 80 Cen. 17,834; E&P 85 Est. .7,280
NDM-ABC: (80) 76,288
County 80 Cen. 63,267; E&P 85 Est. 62,572

4 - HOUSEHOLDS:
City 80 Cen. 6,559; E&P 85 Est. 6,399
NDM-ABC: (80) 26,000
County 80 Cen. 21,553; E&P 85 Est. 22,016

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$315,918,000
Savings & Loan	4	$75,493,605

6 - PASSENGER AUTOS: County 37,254.

7 - ELECTRIC METERS: Residence 21,105.

8 - GAS METERS: Residence 14,060.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners, (Av. Wkly. Wage)-Total 20,870 ($319); Agriculture 486 ($145); Construction 654 ($434); Manufacturing 8,687 ($413); Trans. 543 ($430); Whol. 496 ($336); Ret. 2,994 ($168); Finance 586 ($232); Service 3,315 ($231); Govt. 2,506 ($287).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-58; Summer 59-83; Fall 42-62; Winter 21-37. Av. annual rainfall 38. Frost-free period, May 10-Oct. 10.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Front St.; 7 on State St.; 4 on Arch St.; 3 on Croghan St.; 1 on Garrison St.; 3 on Justice St.
Neighborhood Shopping Areas-4 blocks on W. State St., Lime St. and White Rd.; 4 on E. State St. from Collinwood to St. Joseph St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fremont Plaza(12)	3	Gray Drugs, Murphy Mart
Potter Village(35)	3	Foodtown, Heck's, Great Scot, Fisher's Big Wheel

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Most stores-Fri.; Food (chain) and shopping centers-nightly.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears (catalog).
Variety Stores-Woolworth.
Discount Stores-Associated Buyers; Heck's; Fisher's Big Wheel; Murphy Mart; Big Lots.
Chain Drug Stores-Revco; Gray's 2; Lane's.
Chain Supermarkets-Shop Rite (Spartan); Kroger; Great Scot 2; Seaway Foodtown.
Other Chain Stores-Fashion Shop; Firestone; Cato (ladies' clothing); 7-Eleven; Lawson's Milk; Osterman Jewelers; Picway Shoes; Singer; Radio Shack; Crosby Shoes; Shoe World.

14 - NEWSPAPERS: NEWS-MESSENGER (e) 13,847; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: James M. Carey, Adv. Dir., NEWS-MESSENGER, 1700 Cedar St., Fremont, OH 43420; Tel. (419) 332-5511.
National Representative: Gannett Media Sales.

GALION

1 - LOCATION: Crawford County. E&P Map B-2. 80 mi. SW of Cleveland; 60 mi. N of Columbus. On Ohio Rtes. 309, 61.

2 - TRANSPORTATION: **Railroads**-Conrail; Erie-Lackawanna.
Motor Freight Carriers-3.
Intercity Bus Lines-Galion-Mansfield Transit; Greyhound.
Airlines-USAir Commuter, GCS with 7 times daily feeder to Cleveland Airport.

3 - POPULATION:
Corp. City 80 Cen. 12,391; E&P 85 Est. 12,252
County 80 Cen. 50,075; E&P 85 Est. 51,162

4 - HOUSEHOLDS:
City 80 Cen. 4,852; E&P 85 Est. 5,038
County 80 Cen. 18,167; E&P 85 Est. 19,212

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$51,430,000
Savings & Loan	2	$40,132,000

6 - PASSENGER AUTOS: County 28,682.

7 - ELECTRIC METERS: Residence 4,928.

8 - GAS METERS: Residence 4,975.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Environmental Control Equip. 465 ($190); Telephonetics 2,300 ($192); Road Mach. 745 ($193); Metallic vaults 210 ($170); Custom tool 330 ($167); Printing 275 ($148); Hydraulic components 120 ($140); Custom uniforms 95 ($136). Annual Payroll $63,000,000.
Principal Industrial Pay Days-15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-72; Summer 63-84; Fall 57-75; Winter 20-50. First killing frost, Oct. 20; last killing frost, Feb. 22.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-5 blocks on 3 sts. (Harding Way).
Neighborhood Shopping Centers-Galion; Murphys Mart Shpg. Ctr.; West Shpg. Ctr.
Principal Shopping Days-Mon., Thur., Sat.
Stores Close-Small stores Wed. P.M.
Stores Open Evenings-All Stores Mon., Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Art Nicholls; Bill's TV; Card; K mart; Poland True Value Hdwr.; Galion Sentry Hdwr.
Variety Store-Dean's.
Discount Store-Murphy Mart.
Chain Drug Stores-Quay; SupeRx; H-K; Gray.
Chain Supermarkets-Geyer's; Charlie's; Neff Bros; Galion Food Whse.

14 - NEWSPAPERS: INQUIRER (e) 5,710; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Richard E. Gonnella, Adv. Mgr., INQUIRER, 378 N. Market St., Galion, OH 44833; Tel. (419) 468-1117.
National Representative: Landon Associates.

GALLIPOLIS

1 - LOCATION: Gallia County. E&P Map B-4. County Seat. On Ohio River; midway between Cincinnati and Pittsburgh; 110 mi. SE of Columbus. On U.S. Hwy. 35; State 7, 141, 160, 218.

2 - TRANSPORTATION: **Railroads**-Chesapeake & Ohio; Conrail; Baltimore & Ohio.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 5,576; E&P 85 Est. 4,799
CZ-ABC: (80) 5,576
RTZ-ABC: (80) 24,522
County 80 Cen. 30,098; E&P 85 Est. 30,645
City & RTZ-ABC: (80) 39,098

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,067; E&P 85 Est. 1,837
CZ-ABC: (80) 2,067
RTZ-ABC: (80) 8,211
County 80 Cen. 10,278; E&P 85 Est. 10,828
City & RTZ-ABC: (80) 10,278

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$176,359,187
Savings & Loan	2	$22,637,454

6 - PASSENGER AUTOS: County 15,855.

7 - ELECTRIC METERS: Residence 5,300.

8 - GAS METERS: Residence 3,710.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electric Prod. 300; Furn. 24; Packing 55; Truck Farming 75; Medical Ctr. 1,000.
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-94; Summer 46-102; Fall 5-84; Winter 2-80. First killing frost, Sept. 15; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers**-Second Ave.; State St.; Third Ave.; Court St.; Silver Bridge Plz.; K mart; Murphy's Mart.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Most on Mon., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Gallipolis; Knight's; Cox's; Dollar General.
Variety Stores-Murphy's Mart 2.
Discount Stores-Small & Big Lots; K mart.
Chain Drug Stores-Revco; Rite Aid.
Chain Supermarkets-Kroger; Foodland 2; Pic N Pac.
Other Chain Stores-Sears (Catalog), Montgomery Ward; JCPenney (catalog).

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 6,259; TIMES-SENTINEL (S) 13,156; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Thomas E. Skinner, Adv. Mgr., TRIBUNE, 825 Third Ave., Gallipolis, OH 45631; Tel. (614) 446-2342.
National Representative: Branham/Newspaper Sales.

GREENFIELD

1 - LOCATION: Highland County. E&P Map B-3. 70 mi. E of Cincinnati; 55 mi. SW of Columbus; 70 mi. SE of Dayton. On State Hwys. 70, 41, 28.

2 - TRANSPORTATION: **Motor Freight Carriers**-Commercial; Hillsboro Trans.

3 - POPULATION:
Corp. City 80 Cen. 5,150; E&P 85 Est. 5,607
County 80 Cen. 33,477; E&P 85 Est. 35,022

4 - HOUSEHOLDS:
City 80 Cen. N.A.; E&P 85 Est. 1,920
County 80 Cen. N.A.; E&P 85 Est. 12,913

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$26,956,465
Savings & Loan	3	$11,221,063

6 - PASSENGER AUTOS: County 18,615.

7 - ELECTRIC METERS: Residence 2,574.

8 - GAS METERS: Residence 2,160.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Shoe Mfg. 675 (N.A.); Meat Proc. 297 (N.A.); Show Cases 225 (N.A.); Stone 165 (N.A.); Mortuary Supplies 63 (N.A.); Small Tools 30 (N.A.); Print. (N.A.); Plastics 210 (N.A.); Iron Castings 35 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-80; Summer 50-100; Fall 30-80; Winter -5-55. First killing frost Oct. 15; last killing frost Apr. 29.

11 - TAP WATER: Aklaline, hard, not flouridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Jefferson St.; 4 on Washington St.; 1 on N. 4th St.; 1 on S. 4th St.
Neighborhood Shopping Centers-Bainbridge (8 mi.); Leesburg (11 mi.); Frankfort (14 mi.).
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri., Sat.
Stores Open Sundays-Food; Drug.

13 - RETAIL OUTLETS: **Department Stores**-United; Sears.
Discount Stores-Wholesale Supply; Mason's; Bays; Sundry.
Chain Drug Stores-Rexall 3.
Chain Food Supermarkets-Kroger; Uhl Bros.; IGA 2; Bob's Super Value 2.
Other Chain Stores-Western Auto; Moore's; Dairy Queen.

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LORAIN-ELYRIA

Unless your schedule includes the

Elyria Chronicle-Telegram

just ask **Branham** for details

14 - NEWSPAPERS: TIMES (e-mon to fri) 4,517; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Jack Schluep, Pub., TIMES, 345 Jefferson St., Greenfield, OH 45123; Tel. (513) 981-2141.
National Representative Landon Associates.

GREENVILLE

1 - LOCATION: Darke County, E&P Map A-3. In Western central part of State, 35 mi. NW of Dayton; on U.S. Rt. 36, State Rt. 49 & 127.

2 - TRANSPORTATION: **Railroads**-Conrail; Baltimore & Ohio.
Airlines-Dayton International Airport, 25 mi.
Motor Freight Carriers-10.

3 - POPULATION:
Corp. City 80 Cen. 12,999; E&P 85 Est. 13,019
CZ-ABC: (80) 12,999
RTZ-ABC: (80) 46,005
County 80 Cen. 55,096; E&P 85 Est. 53,714
City & RTZ-ABC: (80) 59,004
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,009; E&P 85 Est. 5,108
CZ-ABC: (80) 5,009
RTZ-ABC: (80) 15,345
County 80 Cen. 18,864; E&P 85 Est. 18,941
City & RTZ-ABC: (80) 20,354

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$178,816,000
Savings & Loan	4	$1,374,188,000

6 - PASSENGER AUTOS: County 31,612.

7 - ELECTRIC METERS: City 5,906.

8 - GAS METERS: City 4,582.

9 - PRINCIPAL INDUSTRIES: Industry (No. of Wage Earners)-Oil Filters (1,200); Dishwashers (97); Sporting Goods (280); Machine Shop (85); Corning Glass (404); Cadillac Gauge (172); Aggregate and Concrete Products (125); Plastics (100); Chemicals (125).
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-78; Summer 38-101; Fall 30-75; Winter 8-68. First killing frost, Oct. 23; last killing frost, May 9.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-covers ten blocks.
Neighborhood Shopping Centers-Harts; Murphy's Mart; K mart (8 units); Buckeye Sq. Mall-10 stores. Open eves. until 9 and Sundays.
Nearby Shopping Centers-Salem Mall (Dayton)-Rike's, Sears.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri., Sat.; Foods and Shopping centers every evening.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Harts; Uhlman's.
Variety Store-Murphy.
Discount Stores-Murphy's Mart, Harts, K mart.
Chain Drug Stores-Revco; SuperRx; Bonfiglio's; Medicine Shoppe; Hooks.
Chain Supermarkets-Kroger; Eikenberry 2; Marsh Foodliner; Troutwine.
Other Chain Stores-Sears; Fashion Barn; Endicott-Johnson Shoes; Firestone; Jo-Ann Fabrics; Nationwise Auto; Quality Farm Fleet; Holthouse Furniture; J.C. Penney.

14 - NEWSPAPERS: ADVOCATE (e) 9,281; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: William Overholtzer, Pub., or Randy Duncan, Adv. Mgr., ADVOCATE, W. Main & Sycamore, PO Box 220, Greenville, OH 45331; Tel. (513) 548-3151.
National Representative Thomson Newspapers.

HAMILTON

1 - LOCATION: Butler County (In Hamilton-Middletown PMSA), E&P Map A-3. County Seat. Industrial City; rich farm, dairy area. 24 mi. N of Cincinnati on Great Miami. On U.S. Hwy. 127; State 4, 129, 177, 138.

2 - TRANSPORTATION: **Railroads**-Baltimore & Ohio; Norfolk & Western.
Motor Freight Carriers-50.
Intercity Bus Lines-All major lines.

3 - POPULATION:
Corp. City 80 Cen. 63,189; E&P 85 Est. 63,635
CZ-ABC: (80) 116,976
RTZ-ABC: (80) 98,340
County/PMSA 80 Cen. 258,787; E&P 85 Est. 268,988
City & RTZ-ABC: (80) 215,316
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 23,793; E&P 85 Est. 24,780
CZ-ABC: (80) 41,803
RTZ-ABC: (80) 29,507
County/PMSA 80 Cen. 88,130; E&P 85 Est. 94,734
City & RTZ-ABC: (80) 71,310

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	6	$461,922,000
Commercial	4	$354,200,000

6 - PASSENGER AUTOS: County 158,748.

7 - ELECTRIC METERS: Residence 23,771.

8 - GAS METERS: Residence 23,497.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Paper Mfg. 4,800; Auto Bodies 2,500; Mach. 2,000; Sales 1,700; Steel 610; Fdry. 650.
Principal Pay Days-1st & 2nd Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-74; Summer 58-84; Fall 52-55; Winter 27-46. First killing frost, Oct. 9; last killing frost, Apr. 23.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Center**-Downtown area about 16 sq. blocks.
Neighborhood Shopping Centers-Lindenwald, 5 blocks on Pleasant Ave.; West Side, 6 on Main St.; Hamilton Plaza; Town & Country; Hamilton West; Fair Plaza; Hicks Manor.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fair Plaza(12)	NA	Meijer Square, Marsh Mkt.
Hamilton Plaza(19)	NA	Durham, U Save, Odd Lots
Hamilton West (15)	NA	SupeRx, K mart
Town & Country (18)	NA	Woolworth, Marsh
Hicks Manor(15)	NA	Marsh, SupeRx
Tri-County(60)	NA	Sears, Shillitos
Northgate(47)	NA	Sears, McAlpins

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. & Fri.; Supermarkets Mon. through Sun.

13 - RETAIL OUTLETS: **Department Stores**-Elder-Beerman; Sears; JCPenney.
Discount Stores-K mart; Meijer Square; Van Leunen's.
Variety Stores-Woolworth; McCrory's; Odd Lots.
Chain Drug Stores-Revco 3; SupeRx 2; Walgreen's 2.
Chain Supermarkets-Kroger 4; Marsh Foodliners 4; IGA 2.
Other Chain Stores-Shoes: Gallenkamp. Auto Supply: Goodrich; Firestone; Goodyear; Nationwise. Clothing: Lerner's; Fashion Bug; Fashion Discovery. Misc.: National Singer Co.; Spiegel (catalog).

14 - NEWSPAPERS: JOURNAL-NEWS (e) 28,443; (S) 28,801; Mar. 30, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Dennis A. Guastaferro, Mktg. Dir., JOURNAL-NEWS, Court & Journal Square, Hamilton, OH 45012; Tel. (513) 863-8200.
National Representatives Landon Associates.

HILLSBORO

1 - LOCATION: Highland County, E&P Map B-3. County Seat. Agric. and industrial area. 65 mi. E of Cincinnati; on U.S. Hwy. 50 at 62.

2 - TRANSPORTATION: **Motor Freight Carriers**-3.

3 - POPULATION:
Corp. City 80 Cen. 6,356; E&P 85 Est. 7,109
County 80 Cen. 33,477; E&P 85 Est. 35,022

4 - HOUSEHOLDS:
City 80 Cen. 2,504; E&P 85 Est. 2,774
County 80 Cen. 11,915; E&P 85 Est. 12,913

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	4	N.A.
Savings	3	$80,621,000

6 - PASSENGER AUTOS: County 18,615.

7 - ELECTRIC METERS: Residence 2,100.

8 - GAS METERS: Residence 2,500.

9 - PRINCIPAL INDUSTRIES: Industry, No. employed-Electrical Switches Relays 400; Vaults & Safety Boxes 15; Iron Castings 50; Men's Slacks 150; Business Forms 175; Food Serv. Equip. 200.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-73; Summer 59-83; Fall 34-54; Winter 25-44. First killing frost, Nov. 19; last killing frost, May 17.

11 - TAP WATER: Reservoir.

12 - RETAILING: **Principal Shopping Centers**-2 blocks on Main St., 2 Blocks on High St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Highland Plz (7)	NA	Kroger, Revco Drugs
K Mart Plz (4)	NA	Sayway Shoes, Rite-Aid Drugs

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Town & Country; Murphy; Kroger; Steen IGA; Convenient; Great Scot; Revco; Haines; K mart.

13 - RETAIL OUTLETS: **Department Stores**-Haines; United; Litt's.
Discount Stores-Town & Country; K mart.
Variety Stores-Murphy; Western Auto.
Chain Drug Stores-Revco; Rite-Aid.
Chain Supermarkets-Kroger; Great Scot; IGA; Convenient; United Dairy Farmers.
Other Chain Stores-Fairley; Holthouse; Hallmark; Landmark; Radio Shack; Sherwin-Williams; Dean & Berry.

14 - NEWSPAPERS: PRESS GAZETTE (e-mon to fri) 4,725; sworn Sept. 28, 1984.
Local Contact for Advertising and Merchandising Data: James R. Hardin, Mgr., PRESS GAZETTE, 209 S. High, Box 40, Hillsboro, OH 45133; Tel. (513) 393-3456.
National Representative Landon Associates.

IRONTON

1 - LOCATION: Lawrence County (In Huntington-Ashland, WV-KY-OH MSA), E&P Map B-4. On the Ohio River, most southern city in the state. 27 mi. SE of Portsmouth, 20 mi. from Huntington, WV, 128 mi. from Columbus, 140 mi. from Cincinnati. On U.S. Hwy. 52, 1 mi. from U.S. Hwys. 23 and 60, and I-64 on State Hwys. 7, 93, 141, 243 and 217.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western; Chesapeake & Ohio.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.
Airlines-American; Eastern; Piedmont; USAir; Lake Central.

3 - POPULATION:
Corp. City 80 Cen. 14,290; E&P 85 Est. 14,111
CZ-ABC: (80) 17,245
RTZ-ABC: (80) 67,717
County 80 Cen. 63,849; E&P 85 Est. 64,940
MSA 80 Cen. 336,410; E&P 85 Est. 342,144
City & RTZ-ABC: (80) 84,962

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,658; E&P 85 Est. 5,773
CZ-ABC: (80) 6,655
RTZ-ABC: (80) 22,485
County 80 Cen. 22,041; E&P 85 Est. 23,086
MSA 80 Cen. 119,007; E&P 85 Est. 124,752
City & RTZ-ABC: (80) 29,140

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$97,353,000
Savings & Loan	4	$72,113,289

6 - PASSENGER AUTOS: County 34,348.

7 - ELECTRIC METERS: Residence 18,198.

8 - GAS METERS: Residence 11,476.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Chem. 1,021 ($310); Stone-Clay 202 ($248); Primary Metals 287 ($198); Transp. & Util. 763 ($270); Whol. 299 ($202); Ret. 2,228 (N.A.).
Principal Pay Days-15th, 30th, Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-70; Summer 50-100; Fall 36-80; Winter 0-48. First killing frost, Nov.; last killing frost, Mar.

11 - TAP WATER: 7.2-7.6pH alkalinity; 5-10 gr./gal., fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on 3rd St., 3 on 2nd St., 2 on Ctr. & 1 on Park Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mid-Town(17)	6	Krogers
Ashland Plz (25)	4	Hills, Radio Shack, K mart
K mart Plz	NA	K mart
Wheelersburg Mall (7)	15	Rink's, Krogers
Greenup Mall(15)	4	G.C. Murphy, K mart
Huntington Mall (23)	23	Sears, JCPenney, Lazarus

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Dept. Stores-Mon., Fri.; Food, Ind.-8 on Sat.; Chain-Daily to 9.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Variety Store-S.S. Kresge.
Discount Store-Dollar Store.
Chain Drug Stores-Revco; Staley's 2.
Chain Supermarkets-Kroger; Foodland; Little Giant; Key; Tradewell; Gateway.
Other Chain Stores-Artwil (Women's); Goodyear.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 8,964; (S) 9,551; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: John Mathew, Gen. Adv. Mgr., TRIBUNE, PO Box 666, Ironton, OH 45638; Tel. (614) 532-1441.
National Representative Landon Associates.

KENT-RAVENNA

1 - LOCATION: Portage County (In Akron PMSA), E&P Map C-2. Ravenna: 18 mi. E of Akron, 34 mi. SE of Cleveland; on State Hwys. 59, 14, 43, 44. Kent: 11 mi. E of Akron, 32 mi. SE of Cleveland; on State Hwys. 59, 43 and 261.

2 - TRANSPORTATION: **Railroads**-Ravenna and Kent-Conrail. Conrail; Chessie System; Kent-Norfolk & Western.
Motor Freight Carriers-35.

3 - POPULATION:
Corp. Cities 80 Cen. 38,151; E&P 85 Est. 38,639
Kent 80 Cen. 26,164; E&P 85 Est. 26,062
Ravenna 80 Cen. 11,987; E&P 85 Est. 12,577
CZ-ABC: (80) 53,104
RTZ-ABC: (80) 85,813
County 80 Cen. 135,856; E&P 85 Est. 141,203
PMSA 80 Cen. 660,328; E&P 85 Est. 668,925
City & RTZ-ABC: (80) 138,917
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 13,147; E&P 85 Est. 13,657
Kent 80 Cen. 8,655; E&P 85 Est. 8,020
Ravenna 80 Cen. 4,492; E&P 85 Est. 4,837
CZ-ABC: (80) 18,587
RTZ-ABC: (80) 26,652
County 80 Cen. 44,214; E&P 85 Est. 47,517
PMSA 80 Cen. 274,001; E&P 85 Est. 244,675
City & RTZ-ABC: (80) 45,239

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$350,207,512
Savings & Loan	4	$137,420,312

6 - PASSENGER AUTOS: County 81,715.

7 - ELECTRIC METERS: Residence Ravenna 5,650; Kent 9,650.

8 - GAS METERS: Residence Ravenna 7,383; Kent 8,889.

9 - PRINCIPAL INDUSTRIES: Castings; Rubber Prods.; Plastic Prods.; Motors; Nuts & Bolts; G.E. Whse.; Steel Fab.; Hiram College 1,256; Kent State Univ. 20,060; Bohecker's Business College 207.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-86; Summer 44-97; Fall -10-88; Winter -7-59. First killing frost, Oct. 19; last killing frost, May 7.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Area**-Ravenna: 6 blocks on Main St., 3 on Chestnut, 2 on Meridian, 2 on Prospect; Ravenna Plaza. Kent: 3 on Water St., 2 on Main St., 2 on Erie, 1 on Franklin. Streetsboro: Streetsboro Plaza. Aurora: Community Plaza. Stow: Stow-Kent Plaza.
Neighborhood Shopping Centers-Kent State Plaza, 1 mi. E. of Kent; Ravenna Plaza; Rootstown Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brimfield Plz (10)	NA	Sparke Mkt.
University Plz (26)	NA	Acme
Stow-Kent Plz (28)	3	Stambaugh
Streetsboro Plz (22)	8	Big Wheel

Principal Shopping Days-Wed., Thur., Fri.

Stores Open Evenings-Nightly at shopping centers.

13 - RETAIL OUTLETS: **Department Stores**-Wright's; Kertscher's; O'Neil's.
Discount Stores-Click; Murphy's; Big Wheel; TG&Y; Gold Circle.
Chain Drug Stores-Revco 3; Gray.
Chain Supermarkets-Acme 3; Giant Eagle 4; Sparkle 4; I.G.A.
Other Chain Stores-Heinen's.

14 - NEWSPAPERS: RECORD-COURIER (e) 24,013; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Ray Drotar, Adv. Dir., RECORD-COURIER, 126 N. Chestnut St., Ravenna OH. 44240; Tel. (216) 296-9657.
National Representative: Landon Associates.

KENTON

1 - LOCATION: Hardin County, E&P Map B-2, County Seat. 25 mi. W of Marion; 26 mi. E of Lima; 65 mi. NW of Columbus; 72 mi. S of Toledo. On U.S. Hwys. 309, 68; State Hwys. 31, 53, 67.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-9
Intercity Bus Lines-Greyhound

3 - POPULATION:
Corp. City 80 Cen. 8,605; E&P 85 Est. 8,743
CZ-ABC: (80) 8,605
RTZ-ABC: (80) 29,556
County 80 Cen. 32,719; E&P 85 Est. 32,623
City & RTZ-ABC: (80) 38,161

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,306; E&P 85 Est. 3,423
CZ-ABC: (80) 3,306
RTZ-ABC: (80) 9,722
County 80 Cen. 11,131; E&P 85 Est. 11,423
City & RTZ-ABC: (80) 13,028

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$156,000,000
Savings	1	$27,816,000
Savings & Loan	2	$24,208,689

6 - PASSENGER AUTOS: County 16,558

7 - ELECTRIC METERS: Residence 3,042

8 - GAS METERS: Residence 2,860

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners -Machine Tools 205; Gasoline Truck Tanks & Chassis 100; Truck & Trailer Axles 1,200; Plastic 200; Automotive Switches 400; Signs 75; Ornamental Iron 30; Dies & Molds 40; Fertilizer 20; Metal Forgings 200; Paper Cup 200; Flagpoles 20; Castings 20.

10 - CLIMATE: Min. & Max. Temp.-Spring 47-69; Summer 56-79; Fall 34-54; Winter 12-35.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Kenton	9	Uhlmans, TG&Y, K mart, Kroger, SuperRx

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Uhlman's; TG&Y; K mart.
Variety Stores-Barr; Odd Lots.
Discount Stores-Odd Lots.
Chain Drug Stores-Hooks; Rexall; SupeRx.
Chain Supermarkets-Kroger; Super Valu; Sack-N-Save; IGA.
Other Chain Stores-Sears (catalog); K mart; TG&Y; Odd Lots; Sherwin-Williams; Dean & Berry; Hallmark; Coast-to-Coast Hardware.

14 - NEWSPAPERS: KENTON TIMES (e) 7,782; Sept. 30, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Jeff Barnes, Bus. Mgr., TIMES, 201 E. Columbus St., Kenton, OH 43326; Tel. (419) 674-4066.
National Representative: Landon Associates.

LAKE COUNTY

1 - LOCATION: Lake County (In Cleveland PMSA), E&P Map C-1. 18 mi. E of Cleveland on U.S. Hwys. 2, 20 and 90 and State Hwys. 6, 84, 91, 283, 640, 306, and 271.

2 - TRANSPORTATION: **Railroads**-Conrail; Nickel Plate.
Intercity Bus Lines-Lake Front Lines.

3 - POPULATION:
Corp. Cities 80 Cen. 61,394; E&P 85 Est. 67,658
Willoughby 80 Cen. 19,329; E&P 85 Est. 20,613
Mentor 80 Cen. 42,065; E&P 85 Est. 47,045
NDM-ABC: (80) 212,801
County 80 Cen. 212,801; E&P 85 Est. 223,264
PMSA 80 Cen. 1,898,720; E&P 85 Est. 1,922,452

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 21,082; E&P 85 Est. 23,841
Willoughby 80 Cen. 7,434; E&P 85 Est. 8,180
Mentor 80 Cen. 13,648; E&P 85 Est. 15,661
NDM-ABC: (80) 72,064
PMSA 80 Cen. 694,324; E&P 85 Est. 725,156

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	N.A.
Savings & Loan	16	N.A.

6 - PASSENGER AUTOS: County 151,770

7 - ELECTRIC METERS: Residence County 60,628

8 - GAS METERS: Residence County 44,304

9 - PRINCIPAL INDUSTRIES: Rubber Prod.; Cranes; Dies and Gauges; Chemicals; Heavy Mach.; Precision Tools; Electronic; Quartz Products; Wire Cloth; Key Cutting Mach.; Textiles; Nurseries.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-93; Summer 34-104; Fall 4-86; Winter -19-80. First killing frost, Nov. 8; last killing frost, May 4.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Great Lakes Mall(100)	NA	May Co., Sears, Hornes, JCPenney
Mentor (20)	NA	Higbee, Zayre, Radio Shack
New Market(40)	NA	Carlisles, Revco
Painesville(32)	NA	Krogers, Gray's
Richmond Mall(81)	NA	Sears, JCPenney
Euclid Square Mall(80)	NA	Higbee, May Co., Revco
Willo Plaza(32)	NA	Pic-N-Pay, Gray Drugs
Shoregate(67)	NA	Sears, Uncle Bills, Best Prod., Pick-N-Pay

Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Newberry; JCPenney; May Co.; Carlise-Allen; Higbee.; Joseph Horne.
Discount Stores-Zayre; Cooks; K mart; Gold Circle; Forest City.
Chain Drug Stores-Revco; Gray's; Medic 3; Discount Drug Mart; Bernie Shulman; Jote's.
Chain Supermarkets-Pick-N-Pay 5; Fisher-Fazio 5; Kroger 2; Heinens; Bi-Rite 2; Stop N Shop 3; Valu-King 2; Holtzheimers.

14 - NEWSPAPERS: NEWS-HERALD (e) 43,765; (S) 51,389; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Richard T. Stenger, Mkt. Dir., NEWS-HERALD, 38879 Mentor Ave., Willoughby, OH 44094; Tel. (216) 951-0000.
National Representative: Branham/Newspaper Sales.

LANCASTER

1 - LOCATION: Fairfield County (In Columbus MSA), E&P Map B-3, County Seat. 30 mi. S of Columbus. On U.S. Route 33.

2 - TRANSPORTATION: **Railroads**-Chessie.
Motor Freight Carriers-6.
Intercity Bus Lines-Lake Shore, Inc.

3 - POPULATION:
Corp. City 80 Cen. 34,953; E&P 85 Est. 38,341
CZ-ABC: (80) 34,953
RTZ-ABC: (80) 69,502
County 80 Cen. 93,678; E&P 85 Est. 99,448
MSA 80 Cen. 1,243,810; E&P 85 Est. 303,346
City & RTZ-ABC: (80) 104,455

4 - HOUSEHOLDS:
Corp. City 80 Cen. 13,345; E&P 85 Est. 14,834
CZ-ABC: (80) 13,345
RTZ-ABC: (80) 22,047
County 80 Cen. 31,776; E&P 85 Est. 34,809
MSA 80 Cen. 397,027; E&P 85 Est. 486,386
City & RTZ-ABC: (80) 35,392

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$186,405,000
Savings & Loan	3	$167,000,000

6 - PASSENGER AUTOS: County 58,917

7 - ELECTRIC METERS: Residence 19,300

8 - GAS METERS: Residence 12,352

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Glass Mfg. 4,792 ($175); Non Elec. Mach. 1,200 ($175); Shoes 400 ($140); Ind. & Electronic Glassware 1,168 ($175); Boiler Equip. 1,150 (N.A.); Food Proc. 285 ($140).

10 - CLIMATE: Min. & Max. Temp.-Spring 10-95; Summer 45-105; Fall 20-95; Winter 0-70. First killing frost, Oct. 15; last killing frost, Apr. 29.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-2 blocks on Main St.; 3 on Columbus St.; 3 on Broad St.; Several Shopping Ctrs.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
East Main(4)	NA	SupeRx, Kroger Mkt.
Hocking Valley Mall(13)	NA	K mart, Kroger
Harts(2)	NA	Big Bear, Harts Mkt.
Center Point(2)	NA	King & Anchor Hocking
Town & Country (10)	NA	
Memorial Drive Plaza(25)	NA	JCPenney, Big Bear, Sears, Woolworth

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Dept. Fri.; Food nitely.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears.
Variety Stores-K mart, Woolworth.
Discount Stores-Lancaster; Harts; Value City; Heck's; Odd Lots.
Chain Drug Stores-Gray's; SupeRx; Heritage Walgreens; Rexall 2.
Chain Supermarkets-Big Bear 2; Lancaster; Kroger 2; Bay's R&W 2.
Other Chain Stores-Moore's; Lowes; Quality Fleet; Pic-Way; Scott Lumber; Lawsons 3; Stop N Go 3; Convenient Food Market (2).

14 - NEWSPAPERS: EAGLE-GAZETTE (e) 17,604; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Bruce Turner, Adv. Mgr., EAGLE-GAZETTE, 138 W. Chestnut St., PO Box 848, Lancaster, OH 43130; Tel. (614) 654-1321.
National Representative: Thomson Newspapers.

LIMA

1 - LOCATION: Allen County (In Lima MSA), E&F Map A-2, County Seat. Between Toledo and Dayton. 75 mi. Columbus; 93 mi. Ft. Wayne; 65 mi. On U.S. Hwy. 30S; I-75; State Hwys. 117, 65, 81.

2 - TRANSPORTATION: **Railroads**-Amtrak (passenger); Norfolk Southern (freight); Conrail (freight); Detroit, Toledo & Ironton (freight); Baltimore & Ohio (freight); Spencerville & Elgin (freight).
Motor Freight Carriers-28
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 47,381; E&P 85 Est. 43,737
CZ-ABC: (80) 81,344
RTZ-ABC: (80) 226,412
County 80 Cen. 112,241; E&P 85 Est. 111,624
MSA 80 Cen. 154,795; E&P 85 Est. 155,759
City & RTZ-ABC: (80) 307,756

4 - HOUSEHOLDS:
Corp. City 80 Cen. 19,050; E&P 85 Est. 17,028
CZ-ABC: (80) 29,169
RTZ-ABC: (80) 75,410
County 80 Cen. 39,168; E&P 85 Est. 40,175
MSA 80 Cen. 53,700; E&P 85 Est. 55,736
City & RTZ-ABC: (80) 104,579

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$378,870,555
Savings & Loan	5	$1,228,132,995

6 - PASSENGER AUTOS: County 66,322

7 - ELECTRIC METERS: County 45,034

8 - GAS METERS: County 28,768

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 14,300 ($490); Trans. & Util. 1,994 ($428); Whol., Ret. Trade 11,000 ($210); Constr. 1,404 ($445).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-78; Summer 63-90; Fall 36-63; Winter -10-50. First killing frost, Oct. 14; last killing frost, May 4.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-1 block on 6 sts. Main, Market, High, North, Elizabeth, West Sts.
Neighborhood Shopping Centers-Cole & North, Main & Kibby.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
American Mall(32)	NA	Mont. Ward, Value City
K mart Plaza(8)	NA	K mart, Lane Drug, Warehouse Paint
Lima Mall(68)	NA	JCPenney, Sears, Elder Beerman, Lazarus, Woolworth
Northland Plz.(43)	NA	Kings Odd Lots, Ray's, Kash & Karry
Eastgate(19)	NA	Cooks, Ray's

Principal Shopping Days-Mon. through Sat.
Stores Open Evenings-Dept. Mon. through Sat.
Stores Open Sundays-Mall Stores and K mart Plaza.

13 - RETAIL OUTLETS: **Department Stores**-Elder Beerman; K mart; Greggs; JCPenney; Montgomery Ward; Sears; Lazarus; Value City; Cooks; Hills.
Variety Stores-Woolworth.
Chain Supermarkets-Shawnee Family Pride IGA; Rite Aid; SupeRx.
Chain Supermarkets-Shawnee Family Pride IGA; Clyde Evans Mkts. 5; Kash & Karry; Ray's 3; County Market; Pantry Pride 2.
Discount Stores-Kings; Odd Lots; Value City; Cooks 2; Lima Bargain Ctr.; K mart 2.
Other Chain Stores-Abrahams; Richman Bros.; Payless Shoes; Radio Shack; Zales; Rogers; Ostermans; Paul Harris; Kinney Shoes; Butler Shoes; Hickory Farms; Jo-Ann Fabrics; So Fro Fabrics; Goodyear; Pittsburgh Plate Glass; Sherwin-Williams; Pic Way Shoes; El Bee Shoes; Warehouse Paint; Regal Shoes; Thom McAn Shoes; Waldenbooks; Sills Shoes; Piece Goods; Carpetland U.S.A.; Nobil Shoes; Camelot Music; General Nutrition; Hobby Center; Howard's Camera; Nationwise Auto; Service Merchandise; The Gap; Jean Nicole; Foxmoor; Brooks; Petries; Lerners; The Bottom Half; National Records; Stretch & Sew; Petland; Hair Happening; Naturalizer Shoes; Just Labels; Buster Brown Shoes; Fashion Bug Plus; The Jean Scene; National Health & Nutrition; K & K Toys; Waterbeds II; Gibson Auto; Chic; Deb Shop; D.O.C. Optical; 84 Lumber; Carter Lumber; Firestone; Classic Stereo; Wolohan Lumber; Spencer Gifts; Cherry Valley Furniture; Lane Bryant; Regal Optical; Furrows Lumber; Moore's Building Supplies; Curtis Mathes TV; Rex TV; Anderson's Tireman; Fiesta Beauty; Waterbed Room; Odd Lots; Systems 60; Little World; Video Biz; Sounds Easy; Poley's Big & Tall; Lazy Boy Showcase Shoppe; Musicland.

14 - NEWSPAPERS: NEWS (e) 40,262; (S) 48,846; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Gus Strouhe, Adv. Dir., NEWS, 121 E. High St., Lima, OH 45802; Tel. (419) 223-1010.
National Representative: Cresmer, Woodward, O'Mara, & Ormsbee.

LISBON

1 - LOCATION: Columbiana County E&P Map C-2, County Seat. 14 mi. NW of East Liverpool on Lincoln Hwy. 30 and State Hwy. 45.

2 - TRANSPORTATION: **Railroads**-Conrail.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Village 80 Cen. 3,159; E&P 85 Est. 3,013
County 80 Cen. 113,572; E&P 85 Est. 115,565
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Village 80 Cen. 1,197; E&P 85 Est. 1,174
County 80 Cen. 39,996; E&P 85 Est. 41,901

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$28,000,000
Savings & Loan	2	$2,700,000

6 - PASSENGER AUTOS: County 62,767

7 - ELECTRIC METERS: Residence 1,350

8 - GAS METERS: Residence 1,400

9 - PRINCIPAL INDUSTRIES: Bronze & Aluminum Foundry; Office Supplies & Equip. & Medical Serv. Equip.; Hoists & Trolleys; Heating & Sheet Metal Work; Pattern Shop; Bridge Constr., Fab., Electric Hoists; Buffing Wheels for Belt Sanders; Building Materials & Concrete & Feeds; Goss Community Printing; Coal Mining.

10 - CLIMATE: Average Temp.-Spring 47; Summer 68; Fall 53; Winter 27.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Salem Plz (10)	12	Stambaugh's, Radio Shack, Thorofare
Skyview Plz	15	K mart, Fashion Factory
St. Clair Plz (10)	15	Kelly & Cohen, Sears
Southern Park Mall(106)	24	Sears, JCPenney, Horne's
Columbiana Plz	10	Golden Dawn, Ben Franklin, Fisher's Big Wheel, Sparkle Mkt.

Nearby Shopping Areas

Name (No. of stores)	Miles from Downtown	Principal Stores
Rt. 164, 46 & 14, Columbiana	10	Fisher's Big Wheel
State St., Salem	12	JCPenney, G.C. Murphy, Kroger, Perskey's, Foodland
2nd St., Salem	12	Walgreens Drug
Lundy, Salem	12	A&P
Rt. 45, Salem	12	IGA
E 5th, E Liverpool	15	JCPenney, Ogilvies
S.E. Blvd., E Ellsworth, Salem	12	Ideal(2)
Fairfield Ave Columbiana	10	Super Duper
East Liverpool	NA	Super Duper
New Garden	8	Super Duper
Leetonia	6	Ideal

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Discount Stores-The Mart
Variety Stores-Ben Franklin, Laurette's, Wickett Shoppe, Miller's, Bye & Bye Hardware
Chain Drug Stores-Rexall, Morgans, McKesson
Chain Supermarkets-Value King, Hillyer's, IGA
Other Chain Stores-Western Auto; Lawsons

14 - NEWSPAPERS: MORNING JOURNAL (m) 16,477; (S) 16,480; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Rhonda Geer, Natl. Adv. Mgr., MORNING JOURNAL, 308 Maple St., Lisbon, OH 44332; Tel. (216) 424-9541.
National Representative: Landon Associates.

LOGAN

1 - LOCATION: Hocking County, E&P Map B-3, County Seat. 50 mi. SE of Columbus on U.S. Hwy. 33 and State Hwys. 93, 664.

2 - TRANSPORTATION: Railroads-C&O.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,557; E&P 85 Est. 6,913
County 80 Cen. 23,304; E&P 85 Est. 24,995

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 2,615; E&P 85 Est. 2,676
County 80 Cen. 8,591; E&P 85 Est. 9,103

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$63,264,000
Savings & Loan	1	$75,700,000

6 - PASSENGER AUTOS: County 13,260

7 - ELECTRIC METERS: Residence 6,500

8 - GAS METERS: Residence 4,541

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners-Goodyear 600; Carborundum 092; Metalbestos 126; Smead Mfg. 170; Clay Products 214; Oil Drilling 200; Wolsky Stair Co. 103; General Electric 197; Metal Products 100.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-49; Summer 55-100; Fall 30-75; Winter 0-50. First killing frost, Sept.; last killing frost, May 10.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-9 blocks on Main St., 5 on Hunter.
Neighborhood Shopping Centers-West Hunter St. & E. Front St.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept. Fri., Food every evening and Sunday.

13 - RETAIL OUTLETS: Department Stores-Elberfeld's; JCPenney.

Discount Stores-Leon's; LS Department Store; Super Dollar.
Variety Stores-Murphy's; Logan's.
Chain Drug Stores-Risch 7; Rexall; Revco.
Chain Supermarkets-Super Thrift; Kroger; Super Duper; Fox East 2.
Other Chains Stores-Sears; Stop-N-Go; Open Pantry; Radio Shack.

14 - NEWSPAPERS: NEWS (e) 6,246, sworn Sept. 29, 1984.

Local Contact for Advertising and Merchandising Data: Dan Rodenfel, Gen. Mgr., NEWS, 72 E. Main, Logan, OH 43138; Tel. (614) 385-2107.

National Representative: Landon Associates.

LONDON

1 - LOCATION: Madison County (In Columbus MSA), E&P Map B-3, County Seat. Primarily Agriculture, Manufacturing, Civil Service. 24 mi. SW of Columbus, 24 mi. SE of Springfield.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.
Airlines-Six major companies from Columbus or Dayton; Private planes at local airport (Madison County Airport).

3 - POPULATION:
Corp. City 80 Cen. 6,958; E&P 85 Est. 7,638
County 80 Cen. 33,004; E&P 85 Est. 34,864
MSA 80 Cen. 1,243,810; E&P 85 Est. 1,303,346
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 2,631; E&P 85 Est. 2,997
County 80 Cen. 10,661; E&P 85 Est. 11,699
MSA 80 Cen. 449,260; E&P 85 Est. 486,336

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 18,515

7 - ELECTRIC METERS: Residence 3,485

8 - GAS METERS: Residence 2,336

9 - PRINCIPAL INDUSTRIES: Agriculture; Steel Wool Products; Ohio Criminal Identification Bureau; Printing; Truck rebuilding; Plastics; Grain Elevators; Lumber; Agri-Business Fertilizer Plants; Automotive Lighting. Av. Hrly. Wage-Unskilled $3.35/$5.65; Semi-skilled $5.00/$6.50; Skilled $6.00/$10.90. Av. Wkly. Wages-Madison Co. Mfg. $347; Whol.-Ret. $218; Fin.-Ins.-R.E. $269; Services (police, fire, janitorial) $268.

10 - CLIMATE: Average Annual Temp. 51.7; Mean Max. Temp. 61.5; Mean Min. Temp. 41.8. First killing frost, Oct. 31; last killing frost, Apr. 10.

11 - TAP WATER: 650,000 to 700,000 gallons daily. Capacity 1 1/2 million gallons; Soft (140 mg. per litre). Natural fluoridation and added fluoridation total 1 mg. per litre.

12 - RETAILING: Stores Open Fri. & Sat. to 8:30 or 9.

13 - RETAIL OUTLETS: Variety-Woods Shoe Store; Dwyers Hdwe.; Farm Bureau; TV Stores 3; Auto Firms 4; Cable Communications; Watermelon Patch; Calico Basket; Blue Goose; Carolina Fabrics; Jordan Floors; Days Drugs; London Rexall Phcy.; Outlet Store-Pet Shoppe; Hunt's Jewelry Shop; Yauger Monument Co.; Camelot Hallmark Gifts; Mabe's; Paperback Exchange; Sims Tires; Johnson Florist; Tammy's Quik Pik; Branwell Video; Cottage House; Clark's Furn.; Tim's Carpet; Precision Trans.; London Florist; Crown Hdwe.
Discount Stores-Bare Bones; K mart.
Chain Drug Stores-SupeRx; Rexall; Revco.
Chain Supermarkets-Kroger; Cardinal; Super Duper.
Other Chain Stores-Lawsons; Barnhart Firestone; Quality Farm & Fleet; NAPA; Rax; Majestic Paint; Corvair Auto Parts; Convenient Food Store; Kar Gard.
Independent Food-Carters; Davis Market.

14 - NEWSPAPERS: MADISON PRESS (e-mon to fri) 6,400; sworn Sept. 26, 1984.
Local Contact for Advertising and Merchandising Data: Don Hartley, Pub., MADISON PRESS, 30 S. Oak St., London, OH 43140; Tel. (614) 852-1616.
National Representative: Landon Associates.

LORAIN

1 - LOCATION: Lorain County (In Lorain-Elyria PMSA), E&P Map B-1. Shipping center for coal, steel, and iron ore. Heavy and light industry. Northcentral part of the state; 27 mi. W of Cleveland; 76 mi. E of Toledo. Located on Lake Erie and on Black River. On U.S. Hwy. 6 and State Hwy. 57, 58, I-90, I-480, 254, 301, 611, 2 and Exit 8 on Ohio Turnpike.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Baltimore & Ohio (freight); Wheeling & Lake Erie (freight); Lake & West Virginia (freight); Lake Terminal; Amtrak.
Water Transport-Great Lakes Freighters for bulk cargoes. Coal, Iron Ore, Limestone, Gypsum Sand, Gravel, Fuel Oil. Export steel on foreign freighters.

Motor Freight Carriers-20.
Intercity Bus Lines-Greyhound.
Airlines-22 mi. to Cleveland Hopkins Airport. Most airlines scheduled. Lorain County Regional Airport.

3 - POPULATION:
Corp. City 80 Cen. 75,416; E&P 85 Est. 74,803
NDM-ABC (80) 147,423
County/PMSA 80 Cen. 274,909; E&P 85 Est. 277,616
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 27,578; E&P 85 Est. 26,742
NDM-ABC (80) 49,321
County/PMSA 80 Cen. 90,819; E&P 85 Est. 94,721

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$436,708,000
Savings & Loan	6	$309,817,465

6 - PASSENGER AUTOS: County 164,170

7 - ELECTRIC METERS: Residence 25,206

8 - GAS METERS: Residence 36,110

9 - PRINCIPAL INDUSTRIES: Manufacturing (more than 120,000 emp. Annual payroll over $900,000,000). Auto Trucks; Passenger Cars; Steel; Pipe; Building Products; Bearing; Foods; Screw Machine Products; Electronics; Chemicals; Water Purification Equipment; Traffic Signals and Stud Welding Guns.
Principal Pay Days-Mon., Tues., Wed. and Fri.

10 - CLIMATE: First killing frost, Oct. 12; last killing frost, May 5.

11 - TAP WATER: Alkaline 7.6 hardness; fluoridated.

12 - RETAILING: 10 Principal Shopping Centers-downtown, central and south Lorain.

Nearby Shopping Centers

Name (No of stores)	Miles from Downtown	Principal Stores
Midway Mall(65)	6	Higbee, Sears, Woolworth, JCPenney
Westgate(14)	2	Fisher-Fazio, Gray Drug
Sheffield(25)	3	May Co.
Oakwood Plaza(14)	3	Fisher-Fazio, Gray Drug
Shoreway(15)	5	Gray Drug, Kroger
Ridgeview Ctr.(22)	14	Edward's Food Warehouse, Wholesale World
Lorain Plaza(16)	3	Kroger, Revco, T.J. Maxx
South Shore(21)	10	Geyer's, Kroger, Fisher's Big Wheel
Avon Lake(17)	8	Fisher-Fazio, IGA
Amherst Plaza(22)	5	K mart, Fisher-Fazio, Petries, Revco
North Ridge(6)	17	Revco, Fisher's Big Wheel

Principal Shopping Days-Department Stores Mon., Fri. and Sat. Food Stores Thur., Fri. and Sat.
Stores Open Evenings-All major stores.
Stores Open Sundays-All major stores.

13 - RETAIL OUTLETS: Department Stores-JCPenney, Sears, May Co., Higbee Co.
Discount Stores-Cook's, Hill's, K mart, Zayre, Bigtown, Gold Circle, Fisher's Big Wheel, Value City.
Variety Stores-Woolworth.
Chain Drug Stores-Gray's 6; Revco 7; Discount Drug Mart 4.
Chain Supermarkets-Geyer's 2; Kroger 6; I.G.A. 6; Eagle 6; Edwards 2; Fisher-Fazio 8; Sparkle 8.
Other Chain Stores-Shoes: Nobils 2, Merit, Baker's; Men's Clothes: Richman's, Jax; Women's Clothes: Ted Jacobs, Petries; Paints: Sherwin-Williams, Pittsburgh; Auto Supplies: Goodrich, Goodyear, Firestone; Jewelry: Hart's, Zales, J.B. Robinson; Bakeries: Hough's, Nichols, Wonder Bread; Furniture: Furniture Land, T.N. Molas, Reidy-Scanlan; Grocery: Lawsons, Convenient Food Mart, 7-Eleven, Open Pantry.

14 - NEWSPAPERS: JOURNAL (e) 42,060; (S) 45,332; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Wayne D. Bryant, Mktg. Dir., JOURNAL, 1657 Broadway, Lorain, OH 44052-3489; Tel. (216) 245-6901.
National Representative: Branham/Newspaper Sales.

MANSFIELD

1 - LOCATION: Richland County (MSA), E&P Map B-2, County Seat, industrial center. In North Central part of state; 60 mi. from Canton; 73 mi. SW of Cleveland; 69 mi. NE of Columbus. On U.S. Hwys. 30N, 30S, 42; State Hwys. 13 and 39. Conneaut to Cincinnati Freeway State Route 1; I-71.

2 - TRANSPORTATION: Railroads-Conrail; B&O; Erie-Lackawanna.
Motor Freight Carriers-41.
Intercity Bus Lines-Greyhound.
Airlines-USAir, G.C.S.

3 - POPULATION:
Corp. City 80 Cen. 53,927; E&P 85 Est. 54,045
CZ-ABC (80) 86,948
RTZ ABC (80) 106,412
County/MSA 80 Cen. 131,205; E&P 85 Est. 133,067
City & RTZ-ABC (80) 193,360
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 20,702; E&P 85 Est. 21,970
CZ-ABC (80) 31,739
RTZ-ABC (80) 36,480
County/MSA 80 Cen. 46,408; E&P 85 Est. 48,600
City & RTZ ABC (80) 68,219

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$761,950,000
Savings & Loan	4	$865,208,000

6 - PASSENGER AUTOS: County 78,998

7 - ELECTRIC METERS: Residence 23,676

8 - GAS METERS: Residence 18,205

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees (Av. Wkly. Wage)-Stone, Clay & Glass 958 ($279); Metal Industries 2,288 ($298); Fabricated Metal Prod. 4,530 ($320); Mach. 1,505 ($306); Electrical 1,370 ($260); Printing & Publishing 1,048 ($250); Rubber & Plastic Products 675 ($301); Transp. & Util. 2,460 ($281); Wholesale 1,378 ($275); Retail 7,574 ($156); Banks, Securities & Fin. 616 ($218); Ins. 986 ($244); Services 3,185 ($165).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-68; Summer 73-97; Fall 53-92; Winter -20-35. First killing frost, Oct.; last killing frost, Apr.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St., 5 on Park Ave., 3 on Third & 4th, Lex.-Springmill Rd. & Rt. 30.

Nearby Shopping Centers

Name (No of stores)	Miles from Downtown	Principal Stores
Mansfield Sq.(24)	3	Mont. Ward, JCPenney
Johnny Appleseed(31)	4	Neff's
West Park(40)	3	Neff's
Richland Mall(52)	5	Sears, O'Neil's, Lazarus
Eastgate(6)	3	

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Shopping Centers Mon.-Sat., Food Mon.-Sun.

13 - RETAIL OUTLETS: Department Stores-M. O'Neil, Sears, Montgomery Ward, JCPenney, H.L. Reed, Lazarus.
Discount Stores-Rink's; Conley's; Zayre; Swallens; K mart 2; Value City.
Variety Store-Woolworth.
Chain Drug Stores-Gray's 4; Shaw & Ott 2; SupeRx 2; Peoples 3.
Chain Supermarkets-Kroger 3; Foodtown; Super Dollar 4; Neff's Cardinal Mkts. 2; Edwards.
Other Chain Stores-Thom McAn Shoe; Pic-Way Shoe; Normans Shoes; Liberty Shoe; Richman Bros.; Goodyear; Firestone; Singer Co.; Jo-Ann Fabrics; Andre Duval; Baker's Shoes; Bressler's 33 Flavors; Brooks Fashions; Casual Corner; Docktor Pet Center; Fanny Farmer; Foxwood Casuals; Gray Drugs; Hanover Shoes; Helen Gallagher Gifts; Jonathan's; Kinney Shoes; Midas Muffler; Mode-O-Day; Mother-To-Be; Parklane Hosiery; Petries; Petty Card Shop; Radio Shack; Silvermans; Walden Books.

14 - NEWSPAPERS: NEWS JOURNAL (e) 40,371; (S) 54,175; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Gary Oliver, Adv. Dir., NEWS JOURNAL, 70 West 4th St., PO Box 25, Mansfield, OH 44901; Tel. (419) 522-3311.
National Representative: Branham/Newspaper Sales.

MARIETTA

1 - LOCATION: Washington County (In Parkersburg-Marietta, WV-OH MSA). E&P Map C-3, County Seat. Agricultural, mfg. and dairy area. SE part of State on Ohio River at mouth of Muskingum River. 306 mi. from Indianapolis; 421 mi. from Chicago; 150 mi. from Cleveland; 149 miles from Pittsburgh; 115 miles from Columbus. I-77; U.S. hwys. 50 Alt.; State Hwys. 7, 60, 26, 375, 676, and 821.

2 - TRANSPORTATION: Railroads-C & O/Chessie system.

Motor Freight Carriers-22.
Intercity Bus Line-Greyhound.

Airlines-USAir, Christman Air Service

3 - POPULATION:
Corp. City 80 Cen. 16,467; E&P 85 Est. 16,695
CZ-ABC: (80) 19,562
RTZ-ABC: (80) 55,012
County 80 Cen. 64,266; E&P 85 Est. 66,028
MSA 80 Cen. 157,914; E&P 85 Est. 161,773
City & RTZ-ABC: (80) 74,574

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,204; E&P 85 Est. 6,523
CZ-ABC: (80) 7,332
RTZ-ABC: (80) 18,880
County 80 Cen. 22,358; E&P 85 Est. 23,725
MSA 80 Cen. 56,100; E&P 85 Est. 59,295
City & RTZ-ABC: (80) 26,212

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$57,267,398
Commercial	4	$237,738,701

6 - PASSENGER AUTOS: County 36,372

7 - ELECTRIC METERS: 7,025

8 - GAS METERS: 5,923

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Alloys & Metals 1,256; Plastics, Chemicals 1,224; Office Equipment 945; Silos, Bldg. Supplies 711; Art Glass 464; Pipe Fabricating 406; Oil, Gas Driling 265; Trucking 269; Concrete 194; Utilities 141; Dairy 170; Other 689. Av. Wkly. Wage $215.

Principal Industrial Pay Days-Fri., 1st & 15th

10 - CLIMATE: Min. & Max. Temp.-Spring 16-89; Summer 54-98; Fall 8-79; Winter 2-65. First killing frost Oct. 7-15; last killing frost, May 1-15.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Putnam St., 2 on Third St., 3 on Second St., 2 on Front St., and 2 on Greene St.; Frontier Shopping Center, cor. 7th St. and Glendale Rd.; Washington Sq. Shopping Ctr., Acme & Pike Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Frontier(17)	1	Big Bear, Revco, Harts, Woolworth
K mart Plaza		K mart

Principal Shopping Days-Mon., Thur., Fri., Sat.

Stores Open Evenings-Dept.-Mon., Thur., Fri.; Shpg. Ctr. & Supermarkets-Every eve. to 9.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.

Variety Stores-Woolworth.

Discount Stores-Hart's; Rink's; Heck's; K mart; Big Lots.

Chain Drug Stores-Revco 2; Nelson's; K mart; Rite Aid; Kroger.

Chain Supermarkets-Kroger; B Bear.

Other Chain Stores -Sherwin-Williams; Moore's; Sears; Montgomery Ward; Kremer Shoes; Roberts Mens Shop; Jo Ann Fabrics; Shoe World; Coffman Music; 20/20 Vision; Viking Glass.

14 - NEWSPAPERS: TIMES (e) 13,887, Mar. 30, 1985 ABC.

Local Contact for Advertising and Merchandising Data: Roger Reynolds, Adv. Dir., TIMES, 700 Channel Ln., Marietta, OH 45750; Tel. (614) 373-2121.

National Representative: Gannett Media Sales.

MARION

1 - LOCATION: Marion County, E&P Map B-2. County Seat. Industrial Center. 138 mi. S of Detroit; 270 mi. E of Chicago; 143 mi. N of Cincinnati; 183 mi. E of Indianapolis; 87 mi. S of Toledo; 110 mi. S of Cleveland; 45 mi. N of Columbus. On U.S. Hwys. 23, 30S and State Hwys. 95 and 4.

2 - TRANSPORTATION: **Railroads**-Conrail; Norfolk & Western; Chesapeake & Ohio.

Motor Freight Carriers-7

Intercity Bus Lines-Greyhound; City Bus Authority.

3 - POPULATION:
Corp. City 80 Cen. 37,040; E&P 85 Est. 36,093
CZ-ABC: (80) 46,388
RTZ-ABC: (80) 66,649
County 80 Cen. 67,974; E&P 85 Est. 67,974
City & RTZ-ABC: (80) 113,037

4 - HOUSEHOLDS:
Corp. City 80 Cen. 13,764; E&P 85 Est. 14,032
CZ-ABC: (80) 16,524
RTZ-ABC: (80) 23,108
County 80 Cen. 23,798; E&P 85 Est. 24,579
City & RTZ-ABC: (80) 39,632

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$350,000,000
Savings & Loan	3	$290,000,000

6 - PASSENGER AUTOS: County 37,720

7 - ELECTRIC METERS: Residence 21,239

8 - GAS METERS: Residence 18,047

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Power Shovels 700; Dryers, Airconditioners 1,416; Brakes, Axles 588; Steel 490; Dog Food 406; Steel Products, Industrial Hose 483; Conveyors 260; Soybean Products 123.

10 - CLIMATE: First Killing frost, Oct. 24.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-14 blocks on Center St., 18 on Main St., 3 on State St., 3 on Prospect St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Delco Plaza(3)	2	Hills
Marion Plaza(18)	3	Revco, Big Bear, Meijer Square
Southland Mall(52)	3	Food Town, JCPenney, Sears
The Forum(9)	3	Kroger, Rink's, SupeRx

Principal Shopping Days-Thur., Fri., Sat.

Stores Open Evenings-All Stores Mon. & Fri. 9 p.m.; Food (Chain) Mon. to Sat. 9 p.m.

13 - RETAIL OUTLETS: **Department Stores**-Sears, JCPenney, Uhler's, Sutton & Lightner, Union, Elder-Beerman.

Variety Stores-Woolworth.

Discount Stores-Hills, K mart, Meijer Square, Rinks, Quality Farm & Fleet.

Chain Drug Stores-Henney & Cooper (Walgreen) 3, SupeRx, Gray's, Marion Rx Drugs, Schmidt Phcy., Revco.

Chain Supermarkets-IGA, Big Bear, Kroger 2, Smith Cardinal, Greenwood St. Party Store, Lawson's Milk 5, Borden's Parish Dairy, Nickels, Smith Milk, Food Town, T/A Supermarket, Kash'n Karry Warehouse.

Other Chain Stores-Shoes, Nobil's; Paints, Sherwin-Williams, Pittsburgh, Hanna, Dean & Berry, Fox-Johnston's Lowe Bros., Dupont, Dutch Boy; Auto, Goodyear, Firestone, Goodrich, U.S. Royal, United Delco; Cashway Lumber; Ohio Edison; Montgomery Ward.

14 - NEWSPAPERS: STAR (e) 18,651, (S) 18,537, Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: Don Cardwell, STAR, 150 Court St., Marion, OH 43302; Tel. (614) 387-0400.

National Representative: Thomson Newspapers.

MARTINS FERRY-BELLAIRE

1 - LOCATION: Belmont County (In Wheeling WV-OH MSA), E&P Map C-3. Industrial, residential center 2 mi. W of Wheeling, WV. On U.S. Hwys. 40, 250; I-70; I-470; State Hwy. 7.

2 - TRANSPORTATION: **Railroads**-B&O, Chessie, Conrail.

Motor Freight Carriers-36

Intercity Bus Lines-Greyhound; Trailways; Local Transit Authority.

Airlines-Pittsburgh.

3 - POPULATION:
Corp. Cities 80 Cen. 17,572; E&P 85 Est. 16,430
Martins Ferry 80 Cen. 9,331; E&P 85 Est. 8,760
Bellaire 80 Cen. 8,241; E&P 85 Est. 7,670
NDM-ABC: (80) 90,837
County 80 Cen. 82,569; E&P 85 Est. 84,124
MSA 80 Cen. 185,566; E&P 85 Est. 188,061

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 6,964; E&P 85 Est. 6,814
Martins Ferry 80 Cen. 3,789; E&P 85 Est. 3,654
Bellaire 80 Cen. 3,175; E&P 85 Est. 3,160
NDM-ABC: (80) 33,329
County 80 Cen. 30,250; E&P 85 Est. 31,769
MSA 80 Cen. 67,532; E&P 85 Est. 70,562

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$500,000,000
Savings	4	$375,000,000

6 - PASSENGER AUTOS: County 44,071

7 - ELECTRIC METERS: Residence 26,641

8 - GAS METERS: Residence 15,187

9 - PRINCIPAL INDUSTRIES: Steel-Making; Blast Furnaces; Coal Mining; Transp.; Women's Sportswear; Castings; Elect. Power; Ferro-Alloys; Pipe Couplings.

10 - CLIMATE: Av. Temp.-Spring 45; Summer 98; Fall 60; Winter 20.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:

Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ohio Valley Mall(150)	NA	Sears, K mart, Best Products, Kroger, JCPenney, Hills

13 - RETAIL OUTLETS: **Department Stores**-Murphy's; Kaufmann's; May Co.; Sears; JCPenney.

Variety Stores-Woolworth; McCrory.

Discount Stores-Hart's Big Bear; Big Wheel; Hills.

Chain Drug Stores-Bellwood; McKelbey's; Save Rite 2; SupeRx; Rite-Aid.

Chain Supermarkets-A&P; Kroger 4; M&K 4; Foodland 2; Harts-Big Bear; Riesbeck's 8; IGA; Co-op Food 8; Convenient; Farm Fresh.

14 - NEWSPAPERS: TIMES-LEADER (e-mon to fri) 23,990; (S) 25,407, Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: Thomas Losey, Adv. Mgr., TIMES-LEADER, 200 S. Fourth St., Martins Ferry, OH 43935; Tel. (614) 633-1131.

National Representative: Branham/Newspaper Sales.

MARYSVILLE

1 - LOCATION: Union County (In Columbus MSA), E&P Map B-2. County Seat. 28 mi. NW of Columbus.

2 - TRANSPORTATION: **Railroads**-Conrail, CCC & StL.

Intercity Bus Lines- Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,414; E&P 85 Est. 8,770
County 80 Cen. 29,536; E&P 85 Est. 31,314
MSA 80 Cen. 1,243,810; E&P 85 Est. 1,303,346

4 - HOUSEHOLDS:
City 80 Cen. 2,862; E&P 85 Est. 3,443
County 80 Cen. 10,015; E&P 85 Est. 10,987
MSA 80 Cen. 449,260; E&P 85 Est. 486,336

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$80,000,000
Savings & Loan	3	$200,000,000

6 - PASSENGER AUTOS: County 18,170

7 - ELECTRIC METERS: Residence 4,100

8 - GAS METERS: Residence 2,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Plumbing Supplies 360; Lawn Seed & Lawn Prod. 870; Research & Control Chem. Labs 180; Plastic Prods. 70; Highway & Heavy Constr. 64; Elect. Prod. 125; Brake Linings 125; Heavy-duty Conveyor Belting 250; Motorcycle Prod. 350; Hydraulic Piston Pumps & Motors 450; Automobile Prod. 550.

10 - CLIMATE: Min. & Max. Temp. 20-80.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Five Points(3)	NA	
Stocksdale Plz (9)	NA	Community Mkts.
Marysville Plz (12)	NA	Kroger, Hecks

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Weiss Bros., Otte's.

Variety Stores-Hecks, Revco, Rinks, K mart, McAuliffe's.

Chain Supermarkets-Cardinal, Kroger, Community Markets, Short Stop, Lawson's.

14 - NEWSPAPERS: JOURNAL-TRIBUNE (e-mon to fri) 6,038, sworn Sept. 30, 1984.

Local Contact for Advertising and Merchandising Data: D.G. Behrens, Adv. Mgr., JOURNAL-TRIBUNE, 207 N. Main St., Marysville, OH 43040; Tel. (513) 644-9111.

National Representatives: Landon Associates.

MASSILLON

1 - LOCATION: Stark County (In Canton MSA), E&P Map C-2. Industrial ctr. On U.S. Hwys. 21, 30, 62 & 77. Akron-Canton Airport is located 10 mi., 12 mi. NE of Massillon.

2 - TRANSPORTATION: **Railroads**- Norfolk & Western (freight); Conrail.

Motor Freight Carriers-50.

Intercity Bus Lines-Greyhound; Canton Regional Transit; Fidelity Motor Bus Lines.

Airlines-United; Conair; Allegheny Commuter; Eastern; Air Wisconsin; Piedmont; Republic.

3 - POPULATION:
Corp. City 80 Cen. 30,557; E&P 85 Est. 30,147
CZ-ABC: (80) 30,557
RTZ-ABC: (80) 98,529
County 80 Cen. 378,823; E&P 85 Est. 389,070
CZ & RTZ-ABC: (80) 129,086
MSA 80 Cen. 404,421; E&P 85 Est. 415,731

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,431; E&P 85 Est. 11,771
CZ-ABC: (80) 11,431
RTZ-ABC: (80) 32,395
County 80 Cen. 134,094; E&P 85 Est. 142,044
CZ & RTZ-ABC: (80) 44,366
MSA 80 Cen. 142,174; E&P 85 Est. 151,263

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 233,169

7 - ELECTRIC METERS: Residence 37,352

8 - GAS METERS: Residence & Comm. 19,311

9 - PRINCIPAL INDUSTRIES: Finishing of Steel Bars & Slabs; Paper; Rubber; Containers; Industrial Mach.; Baked Prod.; Wholesale Groceries, Meats.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Neighborhood Shopping Centers**-Mayflower, Amherst Ctr., Meadows Plz., Towne Plz., Wales Sq.

Nearby Shopping Centers

Name (No of stores)	**Miles from Downtown**	**Principal Stores**
Amherst Centre (28)	1	Ben Franklin, A&D Foods, Bordner's, IGA
Belden Vlg (64)	7	Higbee, Sears, O'Neil
Country Fair(29)	5	Western Auto
Towne Plaza(13)	NA	Gray Drug, Massillon's
Mayflower(12)	1	Ben Franklin, Bordner's
Meadows Plz (12)	NA	A&D, Radio Shack, Gold Circle
Mellett Mall(70)	5	JCPenney, O'Neil, Mont. Ward

Principal Shopping Days-Mon., Thur., Fri., Sat.

Stores Close-Dept. 9 p.m.

Stores Open Evenings-Food Thur., Fri.; Dept. Mon., Thur.; Shopping Ctr. Every night.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; O'Neils; Montgomery Ward; Higbees.

Discount Stores-Gold Circle; K mart; Conley; D&K; Zayre; Dollar General.

Variety Store-Ben Franklin.

Chain Drug Stores-Gray; SupeRx; Baltzly 2; Revco; Peoples 2.

Chain Supermarkets-A&D; Foodarama 3; Bordner's 2; Valu King; Fisher Foods.

14 - NEWSPAPERS: INDEPENDENT (e) 16,348, Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: David W. Schultz, Pub., INDEPENDENT, 50 North Ave., N.W., Massillon, OH 44646; Tel. (216) 833-2631.

National Representative: Landon Associates.

MEDINA

1 - LOCATION: Medina County, (In Cleveland PMSA) E&P Map C-2. County Seat. Mfg. and agric. ctr., NE portion of state. 29 miles SW of Cleveland; 18 mi. W of Akron; 114 mi. N of Columbus, on Hwys. U.S. 42, S.R. 3-57-18 and I-71.

2 - TRANSPORTATION: **Railroads**-B&O, AC&Y.

Motor Freight Carriers-7

Intercity Bus Lines-Greyhound

3 - POPULATION:
Corp. City 80 Cen. 15,268; E&P 85 Est. 18,216
CZ-ABC: (80) 50,257
RTZ-ABC: (80) 44,164
County 80 Cen. 113,150; E&P 85 Est. 119,341
PMSA 80 Cen. 1,898,720; E&P 85 Est. 1,922,452
City & RTZ-ABC: (80) 94,421

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,553; E&P 85 Est. 6,963
CZ-ABC: (80) 15,746
RTZ-ABC: (80) 13,572
County 80 Cen. 35,979; E&P 85 Est. 39,189
PMSA 80 Cen. 694,324; E&P 85 Est. 725,156
City & RTZ-ABC: (80) 29,318

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	N.A.
Savings & Loan	8	N.A.

6 - PASSENGER AUTOS: County 77,594

7 - ELECTRIC METERS: Residence 29,030

8 - GAS METERS: Residence 21,000

9 - PRINCIPAL INDUSTRIES: Bee Keeping Supplies; Mattress Mfg.; Plastic Prod.; Auto Speed Equip., Dairying; Chem. Labs and diversified low employment high inventory specialized industries; Commercial Printing
Principal Industrial Pay Days-Fri

10 - CLIMATE: Min. & Max. Temp.-Spring 36-78; Summer 52-83; Fall 22-62; Winter 17-43. First killing frost Oct. 24, last killing frost April 21

11 - TAP WATER: Alkaline, soft

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Medina(27)	2	Sears, Ziegler's
Laurel Square(20)	7	Rexall, Drug Mart, Fazio's
Summit Mall(94)	12	O'Neil, Higbee
Victorian Vlg.(14)	NA	Stop-N-Go, Fabric Attic
Rolling Hills(10)	NA	
Rolling Acres(100)	NA	JCPenney, Sears
K mart Plz.(15)		K mart

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Fri.; Brunswick Shpg. Ctr. Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-Zieglers; Sears.
Discount Stores-Conley's; Fisher's Big Wheel; K mart
Variety Store-Woolworth
Chain Drug Stores-Revco; I.D.L.; Rexall; Key's; Discount Drug; Scotts Discount Drug
Chain Supermarkets-Fazio; Buehler's; Edwards Food Warehouse; Stop-N-Go 7; Country Counter; IGA; Kroger; Hawkins Mkt.
Other Chain Stores-Auto Accessories; Firestone; LeRoy's Jewelry; Al's Shoes; Goodyear; Open Pantry; Buster Brown Shoes

14 - NEWSPAPERS: MEDINA COUNTY GAZETTE (m) 15,601; Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Norman Rockwell, Adv. Dir., MEDINA COUNTY GAZETTE, 885 W. Liberty, PO Box 407, Medina OH 44256; Tel. (216) 725-4166
National Representative: Landon Associates

MENTOR
See LAKE COUNTY

MIDDLETOWN

1 - LOCATION: Butler County (In Hamilton-Middletown PMSA). E&P Map A-3. Industrial center 35 mi. N of Cincinnati; 90 mi. from Columbus; 25 mi. from Dayton. On U.S. Hwy. I-75 and State Hwys. 4, 73 and 122

2 - TRANSPORTATION: **Railroads**-Conrail; Chessie System
Motor Freight Carriers-50
Intercity Bus Lines-Greyhound
Airlines-Cincinnati and Dayton International Airports one hour drive by I-75

3 - POPULATION:
Corp. City 80 Cen. 43,719; E&P 85 Est. 43,115
CZ-ABC: (80) 82,613
RTZ-ABC: (80) 54,003
County/PMSA 80 Cen. 258,787; E&P 85 Est. 268,988
City & RTZ-ABC: (80) 136,616

4 - HOUSEHOLDS:
Corp. City 80 Cen. 16,909; E&P 85 Est. 17,344
CZ-ABC: (80) 29,589
RTZ-ABC: (80) 16,592
County/PMSA 80 Cen. 110,790; E&P 85 Est. 94,734
City & RTZ-ABC: (80) 46,181

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	N.A.
Savings & Loan	8	N.A.

6 - PASSENGER AUTOS: County 158,748

7 - ELECTRIC METERS: Residence 17,372

8 - GAS METERS: Residence 13,459

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel 7,378 ($664); Paper & Packaging 5,743 ($485); Fabricated Metal Products 5,302 ($542); Machinery 2,053 ($445); Transportation 1,435 ($411)

10 - CLIMATE: Min. & Max. Temp.-Spring 30-84; Summer 54-95; Fall 16-71; Winter 10-58

11 - TAP WATER: Neutral; not fluoridated

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Middletown(42)	2	Elder Beerman, McGees, IGA
Target Plaza	1	Target, Super Valu
Wildwood	2	Marsh Foods, Meijer
East Gate	3	K mart, Super Valu
Hill's Plaza(10)	4	Kroger, Hill's
Towne Mall(59)	4	McAlpin's, Sears, Elder Beerman
City Centre Mart(15)	NA	
Swallens	NA	

Principal Shopping Days-Thur., Fri., Mon.
Stores Open Evenings-All except Sunday

13 - RETAIL OUTLETS: **Department Stores**-Sears; McAlpin's; Elder Beerman
Chain Drug Stores-Revco 2; Lewis 2; Rite-Aid 5; SupeRx 3
Chain Supermarkets-Kroger 3; Marsh 2; Super Valu 4; IGA 5
Discount Stores-Meijer; Hills; K mart; Murphy Mart; Swallens; Target
Other Chain Stores-Sherwin-Williams; Fleenor Auto; Wicke Lumber; Firestone; Goodyear; Steinberg's; Quality Farm & Fleet; Nationwise; Warehouse Paint; Radio Shack

14 - NEWSPAPERS: JOURNAL (e) 23,818; (S) 24,790; Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Stanton Miller, Adv. Dir., JOURNAL, 52 S. Broad, Middletown, OH 45044; Tel. (513) 422-3611
National Representative: Thomson Newspapers

MOUNT VERNON

1 - LOCATION: Knox County. E&P Map B-2. County Seat. 45 mi. N of Columbus. On State Routes 3, 13, 229 and U.S. 36. Within 30 minutes of I-70, I-71, and I-77

2 - TRANSPORTATION: **Railroads**-Conrail; B&O
Intercity Bus Lines-Greyhound

3 - POPULATION:
Corp. City 80 Cen. 14,323; E&P 85 Est. 15,630
CZ-ABC: (80) 15,391
RTZ-ABC: (80) 37,752
County 80 Cen. 46,309; E&P 85 Est. 48,701
City & RTZ-ABC: (80) 53,143
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,657; E&P 85 Est. 6,212
CZ-ABC: (80) 6,041
RTZ-ABC: (80) 12,240
County 80 Cen. 15,900; E&P 85 Est. 17,334
City & RTZ-ABC: (80) 18,281

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$253,192,000
Savings	1	$21,950,000
Savings & Loan	1	$65,450,000

6 - PASSENGER AUTOS: County 25,523

7 - ELECTRIC METERS: Residence 13,200

8 - GAS METERS: Residence 5,348

9 - PRINCIPAL INDUSTRIES: Bottles; Packaging; Diesel Engines; Turbine & Compressors; Electronic Controls; Cardboard Cartons; Conveyor Systems; Hydraulic Systems; Small Gas Engines; Windows; Gaskets; Auto Parts (trim, brakes, etc.); Education (three colleges)

10 - CLIMATE: Mean Annual Temp., 53; Min. & Max. Temp. Est.-Spring 40-85; Summer 65-102; Fall 40-85; Winter 20-60

11 - TAP WATER: Soft, not fluoridated

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
K mart	2	K mart, Harts, Murphys Mart
Mt. Vernon Plaza(18)	2	Big Bear, Revco, Odd Lots, Corvairs, Kroger, SupeRx

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Uhlmans; JCPenney; J.S. Ringwalt; Woolson's; Hart's
Discount Stores-Murphy Mart; K mart; Conley's; Odd Lots
Chain Drug Stores-Revco; SupeRx
Chain Supermarkets-Kroger; Big Bear; IGA; Foodliner; Neff's Cardinal Markets
Other Chain Stores-Sears (catalog); Wards (catalog); True Value Hdwr. 3; Sherwin Williams; Firestone; Carter Lumber; Corvairs

14 - NEWSPAPERS: NEWS (e) 10,926; Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Phil Burris, Asst. G.M./Adv. Dir.; Dave Culbertson, V.P., Marketing; NEWS, PO BOX 791, Mount Vernon, OH 43050; Tel. (614) 397-5333
National Representative: Landon Associates

NAPOLEON

1 - LOCATION: Henry County. E&P Map A-1 & 2. County Seat. Agric. & Mfg. Ctr., NW Portion of State, 45 mi. SW of Toledo

2 - TRANSPORTATION: **Railroads**-Detroit, Toledo & Ironton; Norfolk & Western

3 - POPULATION:
Corp. City 80 Cen. 8,614; E&P 85 Est. 9,045
County 80 Cen. 28,383; E&P 85 Est. 28,262

4 - HOUSEHOLDS:
City 80 Cen. 3,270; E&P 85 Est. 3,380
County 80 Cen. 9,732; E&P 85 Est. 9,993

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	2	N.A.
Commercial	3	$98,400,000

6 - PASSENGER AUTOS: County 16,660

7 - ELECTRIC METERS: Residence 3,568

8 - GAS METERS: Residence 4,400

9 - PRINCIPAL INDUSTRIES: Agric.; Food; Soups; Auto Parts; Plastics; Machine & Tool Inserts; Chem.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-75; Summer 55-85; Winter 18-37. First killing frost, Oct. 1

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on N. Perry, 3 on W. Washington, 1 on E. Clinton, 1 on N. Scott
Neighborhood Centers-N. Scott St., S. Perry St., Oakwood Ave.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Charles Co.; Crahan's
Variety Store-G.C. Murphy
Chain Supermarkets-Chief; Bernicke; Millen's; IGA; County Pride; Super Valu
Other Chain Stores-Sears; Charles Co.; Gamble's; Western Auto; Montgomery Ward; Rexall; Lane's; TG&Y; Family Ctr.

14 - NEWSPAPERS: NORTHWEST SIGNAL (e-mon to fri) 5,615; sworn Oct. 1, 1984
Local Contact for Advertising and Merchandising Data: Valory Warncke, Adv. Dir., NORTHWEST SIGNAL, 424 East Riverview, PO Box 567, Napoleon, OH 43545; Tel. (419) 592-5055
National Representative: Landon Associates

NEW PHILADELPHIA
See DOVER

NEWARK

1 - LOCATION: Licking County (In Columbus MSA). E&P Map B-3.

2 - TRANSPORTATION: **Railroads**-Conrail; Chessie System

Motor Freight Carriers-45
Intercity Bus Lines-Ashland City Lines
Airlines-American; Eastern; Delta; United; TWA; Con Air; People Express; Republic; Wright; Aeromech; USAir; thru Columbus, Ohio

3 - POPULATION:
Corp. City 80 Cen. 41,200; E&P 85 Est. 43,939
CZ-ABC: (80) 51,348
RTZ-ABC: (80) 77,638
County 80 Cen. 120,981; E&P 85 Est. 130,157
City & RTZ-ABC: (80) 128,986
MSA 80 Cen. 1,243,810; E&P 85 Est. 1,303,346
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,112; E&P 85 Est. 17,702
CZ-ABC: (80) 19,482
RTZ-ABC: (80) 25,488
County 80 Cen. 44,520; E&P 85 Est. 46,897
City & RTZ-ABC: (80) 44,970
MSA 80 Cen. 449,260; E&P 85 Est. 486,336

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$393,746,897
Savings & Loan	4	$224,920,913

6 - PASSENGER AUTOS: County 75,733

7 - ELECTRIC METERS: Residence 46,259

8 - GAS METERS: Residence 29,720

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage $297)-Fiberglass 3,500; Heavy Mach. 1,800; Aluminum 1,000; Air Force Missile Lab 2,490; Plastics 500; Glass 470.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-79; Summer 50-101; Fall 20-79; Winter 7-40. First killing frost, Oct. 8; last killing frost, May 4

11 - TAP WATER: Alkaline, soft

12 - RETAILING: **Principal Shopping Center**-15 blocks, 2 each on N & S Park Pl., 1st to 15th St. E & W; 4 each N & S 2nd & 3rd Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Southgate(33)	3	JCPenney, Heck's, Value City, Sears
Southgate Corners(8)	4	
Colonial(16)	3	Connell's Furn., Gray Drug
Indian Valley(14)	4	Kroger, K mart
Plaza(16)	3	Mort's Furn.
Eastland(11)	3	Gardners, Horner's
Dugway(10)	4	Gardner's
Rt. 79 & 30th St. (89)	7	Heck's, Quality, Kroger, Farm & Fleet
21st St.(55)	4	Harts, Super Duper, Meijers, Big Bear

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon. & Fri. Food: Mon. through Sun.

13 - RETAIL OUTLETS: **Department Stores**-Uhlman's; Sears, JCPenney, Kline's, Value City
Variety Store-Woolworth
Discount Stores-Meijer; Heck's; Hart's Family Center; K mart, Sav-on
Chain Drug Stores-Thrift; Gray 2; Arcade 2; Arensberg 3, Larry's 2
Chain Supermarkets-Kroger Sav-On 2; Big Bear 3; Gardners 6; Super Duper 2; Meijer Thrifty Acre.
Other Chain Stores-Shoes: Gallenkamp, Picway, El Bee, Thom McAn; Auto Suplies: Goodyear, Nationwise, Muffler King, B.F. Goodrich, Corvairs; Women's Apparel: Fashion Bug, Hip Pocket, Abrahms & Sons; Sewing Machines: Singer Co.; Hardware: Sherwin-Williams, Glidden, Majestic; Lumber: Moore's, Scott Lumber, Carter Lumber; Men's Apparel: Robert's Men's Shop, Cornell's Bazaar; Electronic: Radio Shack.

14 - NEWSPAPERS: ADVOCATE (e) 22,370; (S) 21,358; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Stephen E. Bash, Adv. Mgr., ADVOCATE, 25 West Main Street, Newark, OH 43055; Tel. (614) 345-4053.
National Representative: Thomson Newspapers.

NILES

1 - LOCATION: Trumbull County (In Youngstown-Warren MSA). E&P Map C-2. In Mahoning Valley industrial area; 15 mi. from Youngstown; 84 mi. from Pittsburgh; 58 mi. from Cleveland; 50 mi. from Akron.

2 - TRANSPORTATION: **Railroads**-Conrail, B&O (freight).
Motor Freight Carriers-20.
Intercity Bus Lines-Greyhound.
Airlines-United (at Youngstown).

3 - POPULATION:
Corp. City 80 Cen. 23,088; E&P 85 Est. 24,306
County 80 Cen. 241,863; E&P 85 Est. 245,923
MSA 80 Cen. 531,350; E&P 85 Est. 533,567

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,534; E&P 85 Est. 9,313
County 80 Cen. 84,151; E&P 85 Est. 88,342
MSA 80 Cen. 186,711; E&P 85 Est. 193,461

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$58,000,000
Savings and Loan	2	$69,000,000

6 - PASSENGER AUTOS: County 150,745

7 - ELECTRIC METERS: Residence 11,000

8 - GAS METERS: Residence 7,258

9 - PRINCIPAL INDUSTRIES: Steel; Titanium; Hot Roll Bars; Cold Finish Bars; Metals; Steel Beams; Welding; Steel Doors; Frames; Lath; Metal Lath; Precision Tools & Dies; School Furn.; Dump Conduit; Fire Escapes; Metal Stairs; Stampings; Metal Lath; Roofing; Roof Decks & Metal Rooms; Road Bldg. Equip.; Sheet Metal; Pickling; Glass Bulbs and Parts; Fire Brick; Exotic Metals; Plastics; Commercial Printing; Foundry; Total 1,400 emp.; Av. Wkly. Wage: $225. Paydays staggered.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-57; Summer 58-81; Fall 41-62; Winter 21-36. First killing frost, Oct. 1; last killing frost, Mar.-31.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Main St.; 1 on Park Ave.; 1 on State St. in downtown Niles, Robbins Ave., and Routes 422 and 169 at McKinley Heights.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Liberty Plaza(42)	7	Hills, JCPenney, Stambaugh-Thompson
Austintown Plaza(35)	5	Stambaugh-Thompson, Isaly's, Gray Drug
McKinley Hts.(5)	NA	Stambaugh-Thompson
Eastwood Mall (92)	NA	Sears, JCPenney, Carlisle's, Woolworth
Village Ctr.	NA	Thrift Drug, Valu King, Maxwells

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Eastwood, Village Center and McKinley Heights every night; Downtown open Fri.

13 - RETAIL OUTLETS: **Department Stores**-Carlisle-Allen; Sears; Strouss; Reisman's; Maxwells; JCPenney.
Discount Stores-Hills; K mart; Best; Jewel Mart.
Variety Stores-Woolworth.
Chain Drug Stores-Thrift; Gray's; Theis.; Phar-mor.
Chain Supermarkets-Kroger; Fazios; Golden Dawn; Valu King; Sparkle Mkt.

14 - NEWSPAPERS: TIMES (m) 4,601; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Jeff Ondash, Adv. Dir., TIMES, 35 W. State St., Niles, OH 44446; Tel. (216) 652-5841.
National Representative: Ohio Newspaper Services.

NORWALK

1 - LOCATION: Huron County. E&P Map B-2. County Seat. 58 mi. E of Toledo; 59 mi. W of Cleveland on U.S. Routes 20, 250, 18 & 61; 6 mi. So. Ohio Tpke. Exit 7.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western.
Motor Freight Carriers-1.

3 - POPULATION:
Corp. City 80 Cen. 14,358; E&P 85 Est. 15,248
CZ-ABC: (80) 14,358
RTZ-ABC: (80) 47,797
County 80 Cen. 54,608; E&P 85 Est. 55,841
City & RTZ-ABC: (80) 62,155
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,264; E&P 85 Est. 5,647
CZ-ABC: (80) 5,264
RTZ-ABC: (80) 16,055
County 80 Cen. 18,690; E&P 85 Est. 19,727
City & RTZ-ABC: (80) 21,319

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$140,000,000
Savings & Loan	2	$155,000,000

6 - PASSENGER AUTOS: County 31,554

7 - ELECTRIC METERS: Residence 5,296

8 - GAS METERS: Business & Residence 4,695

9 - PRINCIPAL INDUSTRIES: Food Products; Plastic Coloring; Truck Bodies; Furniture; Rubber Products; Paper Boxes; Thermostats; Foundries; Bookkeeping Forms; Surgical Instruments; Auto Parts; Candy.

10 - CLIMATE: Min. & Max Temp.-10 & 95.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: **Principal Shopping District**-4 1/2 blocks on Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Town Plz.(3)	1	Sherwin Williams, Radio Shack, SuperRx
Shoppers Sq.(4)	1	Cardinal Foods, Rite Aid, P & R Hdwr., State Liquor Store

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Store**-JCPenney.
Variety Store-Woolworth.
Discount Stores-P&R Discount Store; Cooks; K mart.
Chain Drug Stores-SupeRx; Kaiser-Wells; Rite Aid.
Chain Supermarkets-Cardinal; Foodtown; Schild's IGA 2; Fast Food 2; Lawson's 2.
Other Chain Stores-Goodrich; Maxie-Firestone; Sears; Montgomery Ward; Gift Gallery; Singer; Jean Frocks; White Lumber; Wickes; Wolohan; Gutman's.

14 - NEWSPAPERS: REFLECTOR (e) 9,381; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Richard Mumford, Adv. Dir., REFLECTOR, 61 E. Monroe, Norwalk, OH 44857; Tel. (419) 668-3771.
National Representative: Landon Associates.

PAINESVILLE-MENTOR-ON-THE-LAKE

1 - LOCATION: Lake County (In Cleveland PMSA). E&P Map C-1. County Seat: Painesville. Residential center on S Shore of Lake Erie at mouth of Grand River 23 mi. ENE of Cleveland. On I-90, U.S. Hwy. 20; State Hwys. 2, 44, 84, 86, 283.

2 - TRANSPORTATION: **Railroads**-Conrail; Fairport FP & E; Norfolk & Western.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. Cities 80 Cen. 66,375; E&P 85 Est. 73,193
Painesville 80 Cen. 16,391; E&P 85 Est. 17,039
Mentor 80 Cen. 42,065; E&P 85 Est. 47,045
Mentor-on-the-Lake 80 Cen. 7,919; E&P 85 Est. 9,109
THE SUNDAY PAPER (S):
NDM-ABC: (80) 391,490
TELEGRAPH (e):
NDM-ABC: (80) 212,801
PMSA 80 Cen. 1,898,720; E&P 85 Est. 1,922,452
County 80 Cen. 212,801; E&P 85 Est. 223,264

4 - HOUSEHOLDS:
Cities 80 Cen. 22,239; E&P 85 Est. 25,268
Painesville 80 Cen. 6,118; E&P 85 Est. 6,697
Mentor 80 Cen. 13,648; E&P 85 Est. 15,661
Mentor-on-the-Lake 80 Cen. 2,473; E&P 85 Est. 2,910
THE SUNDAY PAPER (S):
NDM-ABC: (80) 130,769
TELEGRAPH (e):
NDM-ABC: (80) 72,064
PMSA 80 Cen. 694,324; E&P 85 Est. 725,156
County 80 Cen. 72,064; E&P 85 Est. 78,024

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$29,300,000,000
Savings & Loan	11	$10,600,000,000
Credit Unions	12	$18,000,000

(Note: Above figures for county.)

6 - PASSENGER AUTOS: County 151,770

7 - ELECTRIC METERS: County 82,000

8 - GAS METERS: County 32,307

9 - PRINCIPAL INDUSTRIES: Mach.; Fabricated Metals; Chemicals; Primary Metals; Trans. Equipment; Paper; Apparel; Stone, Clay & Glass; Printing & Publishing; Production of: Overhead Cranes; Monorails; Dollar Bill Changers; Pipe & Bolt Threading Machines; Awnings; Siding; Synthetic Sea Salts; Ophtalmic Goods; Rayon Cord & Thread; Cement Prod.; Office Computing & Accounting Mach.; Household Appliances; Electric Lighting & Wiring Equip.; Communication Equip.; Electrical & Electronic Mach.; Electronic Components & Accesories; Measuring, Analyzing, & Controlling Instruments; Hospitals; Colleges, Universities, & Professional Schools; Moulded & Extruded Rubber & Plastic Products; Food; Accounting & Banking.
Principal Industrial Pay Days-Thur., Fri., 1st & 15th of mo.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-88; Summer 55-92; Fall 14-86; Winter 0-48.

11 - TAP WATER: Medium hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Painesville(32)	3	Kroger
New Market(42)	NA	Carlisles, Heck's
Mentor Headlands Shopping Ctr.(8)	8	Bi-Rite
Mentor Mall	7	Neff's, Gold Circle, Forest City, Rini's
Great Lakes Mall(100)	7	Higbee, May Co., JCPenney, Sears, Horne's
Zayre's Plaza(12)	7	Zayre
Concord Plaza(11)	3	True Value Hdwe.
Shoregate Shopping Center(64)	18	Best's, Woolworth,
Willo Plaza(20)	15	Pick-N-Pay
Madison Shopping Center(10)	12	K mart, Kroger, Carlisle's
Fazio Plaza(7)	3	Fazio
Cook's Ctr.(7)	7	Cook's, Pick-N-Pay

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Carlisles; Sears; JCPenney; May's Higbee; Joseph Horne.
Variety Stores-Newberry; Woolworth.
Chain Drug Stores-Gray's 5; Revco 7; King; Medic 2; Aid-N-Save 2; Aruta's 2; MD Discount Pharm. 2.
Discount Stores-K mart 3; Zayre; Fisher Big Wheel; Best; Gold Circle; Cooks United; Heck's.
Chain Supermarkets-Fazio 4; Pic'N Pay 6; Food Basket; Kroger 4; Convenient 25; Bi-Rite 3; Stop n Shop 2; IGA 2; 7-Eleven 2; Heinen's; Open Pantry 4.
Other Chain Stores-Goodyear; Firestone; Sherwin-Williams; Chess King; Lane Bryant; Richman Bros.; B. Dalton; Baker Shoes; Burrows; Casual Corner; Cleveland Tux Shop; Faflik Shoes; Fanny Farmer; The Gap; Hickory Farms; Jo Ann Fabrics/Singer; Koening; Lerner's; Parklane Hosiery; Spencer Gifts; Waldenbooks; Forest City; Children's Palace; TJ Maxx; The Limited Bobbie Gee; Donlevy's Back Room; Diamonds; Home Centers; Color Tile; 84 Lumber; Florsheim; National Shirt Shops.

14 - NEWSPAPERS: TELEGRAPH (e) 15,043; THE SUNDAY PAPER (S) 45,047; Mar. 31, 1985 ABC.
Local Contact for Advertising and Marketing Data: Robert Oristaglio, Vice President/Mkt., TELEGRAPH/THE SUNDAY PAPER, 84 N. State St., Painesville, OH 44077; Tel. (216) 354-4333.
National Representative: Landon Associates.

PIQUA

1 - LOCATION: Miami County (In Dayton-Springfield MSA). E&P Map A-3. On Miami River, 29 mi. N of Dayton; 81 mi. N of Cincinnati; 71 mi. W of Columbus; 125 mi. S of Toledo. On I-75, 36; State Hwys. 66 and 185.

2 - TRANSPORTATION: **Railroads**-Penna.; B&O.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.
Airlines-American; TWA; United; Eastern; Delta; Lake Central; USAir.

3 - POPULATION:
Corp. City 80 Cen. 20,480; E&P 85 Est. 20,960
CZ-ABC: (80) 22,339
RTZ-ABC: (80) 62,087
County 80 Cen. 90,381; E&P 85 Est. 93,197
MSA 80 Cen. 942,083; E&P 85 Est. 954,342
City & RTZ-ABC: (80) 84,426
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,515; E&P 85 Est. 7,987
CZ-ABC: (80) 8,171
RTZ-ABC: (80) 21,305
County 80 Cen. 31,968; E&P 85 Est. 34,071
MSA 80 Cen. 340,279; E&P 85 Est. 355,482
City & RTZ-ABC: (80) 29,476

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$160,669,782
Savings & Loan	2	$133,894,850

6 - PASSENGER AUTOS: County 57,415

7 - ELECTRIC METERS: Residence 8,965

8 - GAS METERS: Residence 9,921

9 - PRINCIPAL INDUSTRIES: Felts; Underwear; Mach.; Paper Containers; Steel Tubing Mfg.; Industrial Fans; Veneer; Propellers; Business Papers & Gift Wrapping; Electronics; Tool & Die; Quarry. Total employees 8,642.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 65-90; Fall 55-80; Winter 0-40.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Areas**-5 blocks on Main St. (downtown); 4 Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Piqua East(35)	NA	Sears, Woolworth, Uhlman's
Sunset Mall(9)	NA	Elder Beerman, Mr. McThrifty
Piqua Plaza(15)	NA	K mart, Save On, Kroger

Stores Open Evenings-Downtown Mon. to Fri.; Shopping: Food & Drug on Sun.; Shopping Centers 6 nights and 7 days.

13 - RETAIL OUTLETS: **Department Stores**-Uhlman's; JCPenney; Elder Beerman; Sears; McCrory; K mart; Heck's; Quality Farm Fleet.
Variety Stores-K mart; Woolworth.
Chain Drug Stores-Revco 2; Crosby's; Kroger; Save On.
Chain Supermarkets-Kroger; IGA 3; Super Valu; Mr. McThrifty; Food Centre.
Other Chain Stores-Radio Shack; Warehouse Paint; Goodyear; Sherwin-Williams; Paul Harris; Fashion Bag; Gallenkamp Shoes; Montgomery Ward.

14 - NEWSPAPERS: CALL (e) 10,517; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Sandy F. Grubb, Adv. Mgr., CALL, 121 E. Ash St., Piqua, OH 45356; Tel. (513) 773-2721.
National Representative: Thomson Newspapers.

POMEROY-MIDDLEPORT

1 - LOCATION: Meigs county. E&P Map C-3. 100 mi. SE of Columbus on U.S. Hwy. 33 and State Hwys. 7, 124 and 143.

2 - TRANSPORTATION: **Railroads**-Chesapeake & Ohio.

3 - POPULATION:
Villages 80 Cen. 5,699; E&P 85 Est. 6,106
Pomeroy 80 Cen. 2,728; E&P 85 Est. 2,886
Middleport 80 Cen. 2,971; E&P 85 Est. 3,220
CZ-ABC: (80) 5,699
RTZ-ABC: (80) 17,942
County 80 Cen. 23,641; E&P 85 Est. 24,749
City & RTZ-ABC: (80) 23,641

4 - HOUSEHOLDS:
Villages 80 Cen. 2,235; E&P 85 Est. 2,476
Pomeroy 80 Cen. 1,040; E&P 85 Est. 1,156
Middleport 80 Cen. 1,195; E&P 85 Est. 1,320
CZ-ABC: (80) 2,235
RTZ-ABC: (80) 6,177
County 80 Cen. 8,412; E&P 85 Est. 9,125
City & RTZ-ABC: (80) 8,412

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$68,230,000

6 - PASSENGER AUTOS: County 12,342

7 - ELECTRIC METERS: Residence 2,384

8 - GAS METERS: Residence 2,633

9 - PRINCIPAL INDUSTRIES: Salt; Elec. Apparatus; Cement Blocks; Steel Rails; Electricity.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-94; Summer 46-102; Fall 5-84; Winter 2-80. First killing frost, Sept. 25; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Nearby Shopping Centers**-Pomeroy Plaza-Kroger.

13 - RETAIL OUTLETS: **Department Stores**-Eberfeld's; Stifflers 2; Middleport Dept. Store.
Chain Supermarkets-Mark V; Kroger; Foodland; Super Valu.

14 - NEWSPAPERS: SENTINEL (e-mon to fri) 5,491; TIMES-SENTINEL (S) 13,156; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Tim Halstead, Adv. Dir., SENTINEL, 111 Court St.; PO Box 729, Pomeroy, OH 45769; Tel. (614) 922-2156.
National Representative: Branham/Newspaper Sales.

PORT CLINTON-OAK HARBOR

1 - LOCATION: Ottawa County. E&P Map B-1. County Seat. Resort, mfg., industrial, fishing, mining, hunting, agriculture. 35 mi. E of Toledo; 15 mi. W of Sandusky; 75 mi. W of Cleveland; 15 mi. N of Fremont-Port Clinton Interchange on Ohio Tpke.; on State Routes 2, 163, 53; 6 mi. SE of Camp Perry.

2 - TRANSPORTATION: Railroads-Conrail; E&W.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-6.
Airlines-Island.

3 - POPULATION:
Corp. Cities 80 Cen. 9,901; E&P 85 Est. 9,937
Port Clinton 80 Cen. 7,223; E&P 85 Est. 7,305
Oak Harbor 80 Cen. 2,678; E&P 85 Est. 2,632
NDM-ABC: (80) 40,076
County 80 Cen. 40,076; E&P 85 Est. 40,453

4 - HOUSEHOLDS:
Cities 80 Cen. 3,471; E&P 85 Est. 2,515
Port Clinton 80 Cen. 2,703; E&P 85 Est. 1,826
Oak Harbor 80 Cen. 1,038; E&P 85 Est. 689
NDM-ABC: (80) 14,202
County 80 Cen. 14,202; E&P 85 Est. 14,799

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$100,000,000

6 - PASSENGER AUTOS: County 25,050

7 - ELECTRIC METERS: 14,880

8 - GAS METERS: 5,313

9 - PRINCIPAL INDUSTRIES: Aircraft Parts; Canned Vegetables; Gypsum Prod.; Home Bldg. & Constr. Items; Automotive & Truck Engine Parts; Paint; Celotex; Rubber & Plastic Prod.; Vinyl Coated Fabrics.

10 - CLIMATE: Mean Temp. 50; Av. Rainfall 28.72 in.

11 - TAP WATER: Fluoridated.

12 - RETAILING: Principal Shopping District-2 blocks each on Madison, Perry & 2nd St., Port Clinton Shopping Plaza 8 blocks on E. Perry St. from downtown Port Clinton. Heck's (3 stores).
Principal Shopping Days-Mon., Fri.
Stores Open Evenings-Thur., Super Mkts. every eve. ex. Sun., 24 hours in summer.

13 - RETAIL OUTLETS: Department Stores-Appel's Fashion Shop; Uhlman's.
Variety Stores-W.R. Thomas; Heck's.
Drug Stores-Green; Dean's; Revco; Portage Park Pharmacy; Gray; Lane.
Chain Supermarkets-Great Scot; Kroger; Bassett's; Catawba Foodland; Foodtown.
Other Chain Stores-Bergemen's Men's Wear; Leo Marks Jewelry; Mizener-Drynan Hdwr.; Bistley Jewelers; Young's Floor Covering; Shoe Dock; Walker Shoes.

14 - NEWSPAPERS: NEWS-HERALD (e) 5,587; Mar. 30, 1985 ABC.
Local Contact for Advertising and Merchandising Data: David Barth, Adv. Mgr., NEWS-HERALD, 115 W. 2nd St., Port Clinton, OH 43452; Tel. (419) 734-3141.
National Representative: Gannett Media Sales.

PORTSMOUTH

1 - LOCATION: Scioto County, E&P Map B-4. County Seat. SE part of state. Atomic energy, trading ctr. for industrial, agric. Ohio and Scioto river valleys. 90 mi. S of Columbus; 110 mi. E of Cincinnati. Business and industrial ctr. of Southern Ohio. On U.S. Hwys. 52, 23; State Hwys. 125, 73, 139, 335, 140.

2 - TRANSPORTATION: Railroads-Norfolk & Western; Chesapeake & Ohio; Baltimore & Ohio; The Chessie System. Boat connections.
Motor Freight Carriers-11.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 25,943; E&P 85 Est. 25,898
CZ-ABC: (80) 42,012
RTZ-ABC: (80) 116,398
County 80 Cen. 84,545; E&P 85 Est. 87,562
City & RTZ-ABC: (80) 158,410
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,530; E&P 85 Est. 10,887
CZ-ABC: (80) 16,391
RTZ-ABC: (80) 38,337
County 80 Cen. 29,534; E&P 85 Est. 31,634
City & RTZ-ABC: (80) 54,728

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	N.A.
Savings & Loan	3	N.A.
Credit Union	1	N.A.

6 - PASSENGER AUTOS: County 43,586

7 - ELECTRIC METERS: Residence 25,778

8 - GAS METERS: Residence 14,673

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Foundry 1,250 ($280); Railroad 800 ($190); Packaging 150 ($170).
Principal Pay Days-Railroad: 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-101; Summer 43-100; Fall 2-94; Winter 13-81. First killing frost, Oct. 25; last killing frost, Apr. 30.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Center-9 blocks on Chillicothe St.; 3 on Gallia St.; 2 on Sixth St.; 1 on Fifth St.; 3 on Second St.; 1 on Market St.
Neighborhood Shopping Area-4 blocks in New Boston; 3 in Sciotoville; 1 on Gallia & 11th st.; Rinks-ShopRite Shpg. Ctr. at Gallia St. & Mabert Rd.; Hart's Family Ctr., Rt. 23 North; Wheelersburg Shpg. Ctr. on Rt. 52 east; Rink's Bargain City; Kroger and additional ret. outlets.
Shopping Centers-Rinks; K mart (one of 12 stores).

Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
New Boston Mall(9)	NA	K mart, Revco

Principal Shopping Days-Department stores-Mon., Fri., Sat. Food-Wed., Thur., Fri.
Stores Open Evenings-Dept.-Fri.; Supermkts.-every evening.

13 - RETAIL OUTLETS: Department Stores-Marting's; Sears; JCPenney.
Variety Stores-S.S. Kresge; H. L. Green.
Discount Stores-Hart's; Heck's; Rink's Bargain City; K mart.
Chain Drug Stores-Revco 2; Rexall 5; Walgreens; Union Prescription Ctr.; Discount Prescription Store; Hart's; Staker's 2; Will-Car 2; Wurster 2; Rink's Bargain City.
Chain Supermarkets-Kroger 2; Royal Blue 7; Foodland 3; Super Value 5.
Other Chain Stores-Nobils 2.

14 - NEWSPAPERS: TIMES (e) 18,881; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Robert Stahler, Adv. Mgr., TIMES, 637 Sixth St., Portsmouth, OH 45662; Tel. (614) 353-3101.
National Representative: Thomson Newspapers.

ST. MARYS

1 - LOCATION: Auglaize County (In Lima MSA), E&P Map A-2. On Lake St. Marys & St. Marys River on the Miami and Erie Canal. 22 mi. SW of Lima on State Hwys. 29, 33 and 66. 17,500 acre Grand Lake, Lake St. Marys.

2 - TRANSPORTATION: Railroads-Norfolk & Western.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 8,414; E&P 85 Est. 9,143
County 80 Cen. 42,554; E&P 85 Est. 44,135
MSA 80 Cen. 154,795; E&P 85 Est. 155,759

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,956; E&P 85 Est. 3,253
County 80 Cen. 14,532; E&P 85 Est. 15,561
MSA 80 Cen. 53,700; E&P 85 Est. 55,736

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$93,092,500
Savings & Loan	2	$20,625,000

6 - PASSENGER AUTOS: County 25,716

7 - ELECTRIC METERS: Residence 2,911

8 - GAS METERS: Residence 2,680

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Rubber Prod. 1,800; Foundry 150; Canning 60; Hydraulic Prod. 64; Cotton Mills 260; Meat Packing Plant 31; Farmers Landmark Coop.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
K mart	1	K mart

Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Mon. & Fri.
Stores Open Sundays-3 Supermarkets, 2 Dept.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward.
Variety Stores-Murphys.
Discount Stores-K mart.
Chain Supermarkets-Pantry Pride; Super Valu; Cardinal.

14 - NEWSPAPERS: LEADER (e) 6,650; sworn Sept. 19, 1984.
Local Contact for Advertising and Merchandising Data: Dennis DeRossett, Adv. Mgr., LEADER, 102 E. Spring St., St. Marys, OH 45885; Tel. (419) 394-7414.
National Representative: Landon Associates.

SALEM

1 - LOCATION: Columbiana County, E&P Map C-2. Industrial & farm area; 15 mi. from Ohio Turnpike. Midway betw. Cleveland & Pittsburgh; 20 mi. from Youngstown; 30 mi. from Canton. U.S. Hwy. 62; State Hwys. 9, 14, 45, 344, 558. 6 mi. from Interstate Route 11 exit.

2 - TRANSPORTATION: Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound.
Airlines-United; USAir; Eastern; American.

3 - POPULATION:
Corp. City 80 Cen. 12,869; E&P 85 Est. 12,352
CZ-ABC: (80) 17,886
RTZ-ABC: (80) 63,959
County 80 Cen. 113,572; E&P 85 Est. 115,565
City & RTZ-ABC: (80) 81,845
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,974; E&P 85 Est. 4,888
CZ-ABC: (80) 6,678
RTZ-ABC: (80) 21,516
County 80 Cen. 39,996; E&P 85 Est. 41,981
City & RTZ-ABC: (80) 28,194

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$154,490,000
Savings & Loan	2	$879,679,454

6 - PASSENGER AUTOS: County 62,767

7 - ELECTRIC METERS: Residence 6,300

8 - GAS METERS: Residence 5,870

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Fab. Metal Prods. 800; Machine Mfg. Tool & Die 250; Furn. & Fixt. 75; Print. & Publ. 369; Primary Metals Fdy. 300; Util. 200; Constr. 175; Food Proc. 100; Total Ind. Employment 4,000; ($170).
Principal Pay Days-Thur. and Fri.

10 - CLIMATE: Average Temp.-Spring 47; Summer 68; Fall 53; Winter 27. First killing frost, Oct. 2; last killing frost, May 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on State St., 1 block on S. Broadway.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Salem Plz.(10)	2	Rite-Aid, Foodland, Stambaugh, Heck's
Southeast Plz.(8)	NA	

Principal Shopping Days-Department Stores-Mon., Thur., Fri., Sat. Groceries-Thur. & Fri.
Stores Open Evenings-Food-Mon. through Sun. All others-Mon. & Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Strauss Hirshberg.
Variety Stores-G.C. Murphy; Murphy's Mart; Heck's.
Chain Drug Stores-Rexall; Lane's; Walgreens; Rite-Aid.
Chain Supermarkets-IGA; A&P; Foodland.
Other Chain Stores-Firestone; Stambaugh; Radio Shack; Sherwin Williams; Sears (catalog).

14 - NEWSPAPERS: NEWS (e) 9,494; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: George Hales, Adv. Mgr., NEWS, 161 N. Lincoln Ave.; PO Box 268, Salem, OH 44460; Tel. (216) 332-4601.
National Representative: Thomson Newspapers.

SANDUSKY

1 - LOCATION: Erie County, E&P Map B-1. County Seat. Industrial center, seaway port, vacation resort, coal shipping, at mouth of Sandusky Bay, Lake Erie. 60 mi. W of Cleveland; 52 mi. E of Toledo on U.S. Hwys. 2, 250, 6; State Hwys. 4, 13. 11 mi. N of Ohio Tpke., Interchange 7.

2 - TRANSPORTATION: Railroads-Conrail; B&O; N&W (all freight); Amtrak.
Motor Freight Carriers-21.
Intercity Bus Lines-Greyhound.
Airport-Private & charter service.

3 - POPULATION:
Corp. City 80 Cen. 31,360; E&P 85 Est. 30,668
CZ-ABC: (80) 51,628
RTZ-ABC: (80) 87,289
County 80 Cen. 79,655; E&P 85 Est. 79,747
City & RTZ-ABC: (80) 138,917
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,955; E&P 85 Est. 11,779
CZ-ABC: (80) 18,622
RTZ-ABC: (80) 29,795
County 80 Cen. 27,740; E&P 85 Est. 28,664
City & RTZ-ABC: (80) 48,417

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$1,305,686,000
Savings & Loan	4	$1,446,259,928

6 - PASSENGER AUTOS: County 59,322

7 - ELECTRIC METERS: Residence 23,757

8 - GAS METERS: Residence 18,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Salary)-Mfg. 12,000 ($310); Wholesale-Retail 7,716 ($140); Non-Mfg. 2,350 ($170); Transp. & Util. 988 ($210); Const. 1,008 ($230); Fin. & Ins. 808 ($145); Mining & Quarrying 117 ($215); All industry 24,987 ($192).
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-79; Summer 57-83; Fall 25-75; Winter 21-37. First killing frost, Oct. 20; last killing frost, Apr. 17. Rainfall, 45.03 in.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: Downtown Shopping Centers-10 blocks; 2 on Water St., 4 on Market St., 2 on Columbus Ave., 2 on Washington Row.
Neighborhood Shopping Centers-4 blocks on Hancock St. from E. Madison to Scott Sts.; 3 blocks on W. Washington St. from Fulton to Selby Sts.; 1 block on Columbus Ave. from Hayes Ave.; Neil St.; 14 blocks on Perkins Ave. Milan to Mills St.; 8 blocks on Cleveland Road from Sycamore Line to Remington Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Perkins Plaza(20)	2	Sears, Hill's
Sandusky Pl.(27)	2	Gray Drug
Sandusky Mall(80)	4	JCPenney, K mart, May Co., Mont. Ward, Pick 'N Pay, Elder Beerman

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Downtown Thur., Fri. Shpg. ctr. & groc. every night.
Stores Open Sundays-JCPenney; Hill's; Hecks; Cooks; Jupiter; Kroger; Pick-N-Pay; IGA; Foodtown; Lawson's; Revco; K mart; Sears; Montgomery Ward; May Co.; Elder Beerman.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Montgomery Ward; May Co.
Variety Stores-Jupiter; Woolworth.
Discount Stores-Hecks; Hill's; Cooks; K mart.
Chain Drug Stores-Gray 3; Revco; Drug Mart.
Chain Supermarkets-Kroger; Pick-N-Pay 3; Foodtown 2; IGA 2; Sandusky Cardinal.
Other Chain Stores-Firestone; Sherwin-Williams; Singer Co.; Jo-Ann Fabrics; Nobil Shoes; Carter Lumber; PicWay-Shoes; Wickes Lumber; Uniroyal; Radio Shack; Bing's Furniture; El-Bee Shoes; Inn Circus World; Rogers Jewelry; Pearl Vision; Waldenbooks; Hickory Farms; Thom McAn.

14 - NEWSPAPERS: REGISTER (e) 27,455; (S) 30,853; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: W.E. Gray, Adv. Dir.; James Rusincovitch, Cl. Adv. Mgr., REGISTER, Market & Jackson Sts., Sandusky, OH 44870; Tel. (419) 625-5500.
National Representative: Landon Associates.

SHELBY

1 - LOCATION: Richland County (In Mansfield MSA), E&P Map B-2. Halfway between Cleveland and Columbus. On State Hwys. 39, 61 and 96.

2 - TRANSPORTATION: Railroads-Conrail; Baltimore & Ohio; and truck lines.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 9,645; E&P 85 Est. 9,665
County/MSA 80 Cen. 131,205; E&P 85 Est. 133,067

4 - HOUSEHOLDS:
City 80 Cen. 3,624; E&P 85 Est. 3,697
County/MSA 80 Cen. 46,408; E&P 85 Est. 48,600

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$68,088,707
Savings & Loan	2	$52,384,376

6 - PASSENGER AUTOS: County 78,998

7 - ELECTRIC METERS: Residence 4,119

8 - GAS METERS: Business & Residence 3,402

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Steel Tubing 725; Bus. Forms 300; Bowling Equip. 250; Machine-Tooling 75; Auto Access. 275; Paper Boxes 100; Elect. Control Systems 200; Ins. 400; Home Hdwe. 75; Household Prod. 80; Warehousing 120; Packing & Shipping 100.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers** 3 1/2 blocks on Main St., 2 on Gamble; 1 on Mansfield; 1/2 each on Washington & Mohican Sts.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: **Variety Stores**-Ben Franklin; Big Wheel.
Chain Drug Stores-K-H; People's; Struble's.
Chain Supermarkets-IGA; Great Scot; TJ's Scot Lad.
Other Chain Stores-True Value Hdwe.

14 - NEWSPAPERS: GLOBE (e) 4,420; sworn Sept. 28, 1984.
Local Contact for Advertising and Merchandising Data: Scott Gove, Adv. Dir., GLOBE, 37 West Main, Shelby, OH 44875; Tel. (419) 342-4276.
National Representative: Landon Associates.

SIDNEY

1 - LOCATION: Shelby County, E&P Map A-2, County Seat. 40 mi. N of Dayton; 70 mi. W of Columbus. On State Hwys. 29, 47; I-75.

2 - TRANSPORTATION: **Railroads**-B&O; Conrail.
Motor Freight Carriers-24.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 17,657; E&P 85 Est. 18,771
CZ-ABC: (80) 18,919
RTZ-ABC: (80) 24,170
County 80 Cen. 43,089; E&P 85 Est. 43,946
City & RTZ-ABC: (80) 43,089

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,373; E&P 85 Est. 6,826
CZ-ABC: (80) 6,718
RTZ-ABC: (80) 7,466
County 80 Cen. 14,184; E&P 85 Est. 14,917
City & RTZ-ABC: (80) 14,184

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$208,119,000
Savings & Loan	4	$134,288,000

6 - PASSENGER AUTOS: County 25,014

7 - ELECTRIC METERS: County 14,000

8 - GAS METERS: County 9,000

9 - PRINCIPAL INDUSTRIES: Compressors; Metal Finishing Fab.; Refrigeration; Lathes.
Principal Industrial Pay Days-Tues., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-66; Summer 51-96; Fall 50-80; Winter 8-50.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-2 city blocks surrounding Court House Sq., W end of city.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sidney Plz (8)	3	Cain's, Heck's
Rink's Plz (3)	3	Kroger, Rink's, SuperRx

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Uhlman's; Heck's.
Discount Stores-Rink's.
Variety Stores-G. C. Murphy.
Chain Drug Stores-SuperRx; Revco; Hooks.
Chain Supermarkets-Kroger; Cain's; Dorsey's; Liberty Foods.
Other Chain Stores-Western Auto; Rinks; Radio Shack; Warehouse Paint.

14 - NEWSPAPERS: NEWS (e) 12,823; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Linda K. Coffman, Adv. Dir., NEWS, 911 S. Vandemark Rd.; PO Box 150, Sidney, OH 45365; Tel. (513) 498-2111.
National Representative: Landon Associates.

SPRINGFIELD

1 - LOCATION: Clark County (In Dayton-Springfield MSA). E&P Map B-3. County Seat. SW part of OH, 45 mi. W of Columbus, OH; 140 mi. E of Indianapolis, IN; 79 mi. NE of Cincinnati. On U.S. Hwys. 40 (I-70), 68 and State Hwys. 4, 41, and 72.

2 - TRANSPORTATION: **Railroads**-Conrail; DT&I.
Airlines-American; TWA; United; Delta; USAir; Piedmont; People Express; North Central at James M. Cox Airport, Dayton.
Motor Freight Carriers-32 (10 local terminals).
Intercity Bus Lines-Greyhound; Continental; Southeastern.

3 - POPULATION:
Corp. City 80 Cen. 72,563; E&P 85 Est. 68,397
CZ-ABC: (80) 96,174
RTZ-ABC: (80) 141,783
County 80 Cen. 150,236; E&P 85 Est. 152,229
MSA 80 Cen. 942,083; E&P 85 Est. 954,342
City & RTZ-ABC: (80) 237,957
Demographic Information available from Newspapers. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 27,384; E&P 85 Est. 27,171
CZ-ABC: (80) 35,621
RTZ-ABC: (80) 48,825
County 80 Cen. 53,376; E&P 85 Est. 55,849
MSA 80 Cen. 340,279; E&P 85 Est. 355,482
City & RTZ-ABC: (80) 84,446

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$471,499,377
Savings & Loan	8	$378,983,469

6 - PASSENGER AUTOS: County 89,067

7 - ELECTRIC METERS: County 59,097

8 - GAS METERS: County 38,959

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 1,357 ($336); Mfg. 11,158 ($443); Trans. 1,352 ($432); Whol.-Ret. 9,996 ($195); Fin., Ins. & Real Estate 2,437 ($267); Services 9,750 ($243).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-91; Summer 35-96; Fall 10-90; Winter 9-67. First killing frost, Oct.; last killing frost, Apr.

11 - TAP WATER: Hard, 7 grains per gal.; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-3 blocks on Main St., 3 on High St., 3 on Limestone, 3 on Fountain; New downtown core area under construction.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Upper Valley Mall(68)	NA	JCPenney, Sears, Rike's
Southern Vlg (20)	NA	Big Bear
Park Shpg.	30	Harts, Odd Lots
Burnett Rd. Plz (18)	NA	Meijer Square, Fulmers
Northridge(17)	NA	IGA
Western Plz (8)	NA	Floor Store
Bushnell Sq (9)	NA	Pic Way Shoes, Howards
Circus Plz (8)	NA	Fulmers, Odd Lots
Moorfield Sq (5)	NA	Kroger, SuperRx
Springfield Plz (10)	NA	Hills, Fulmers, Gold Circle
Northland(19)		Big Bear, K mart
South Gate Ctr.	NA	Rite Aid, Howards
E Main Plz.	NA	Kroger, SuperRx

Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Block's Allied; Slitos-Rikes.
Discount Stores- Meijer Square; Hart's; Hills; Gold Circle; K mart; Odd Lots.
Variety Stores-Woolworth.
Chain Drug Stores-Revco 2; SuperRx 3; Brown 2; Whitacre's 4; Drug Castle; Rite Aid.
Chain Supermarkets-Big Bear 4; Fulmer's 4; Kroger 3; Super Valu 3.
Other Chain Stores-Firestone; Thom McAn; Richman Bros.; Lowe's; Springfield Rug & Furn.; Goodyear; Jo-Ann Fabrics; Kinney Shoes; National Shirt; Wickes; Roberd's Furn. & Appliance; Nationwise Auto Parts; Warehouse Paint; Carter Lumber; Bobbi Gee; Furrows; Perry & Derrick; 84 Lumber; Color Tile.

14 - NEWSPAPERS: NEWS-SUN (m-mon to fri) 27,043; (e-mon to fri) 12,456; (m-sat) 39,332; (S) 44,593; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Gary Peach, Adv. Dir. or Rob Mercer, Display Adv. Mgr., NEWS & SUN, 202 N. Limestone, Springfield, OH 45501; Tel. (513) 323-3731.
National Representative: Sawyer-Ferguson-Walker Co.

STEUBENVILLE

1 - LOCATION: Jefferson County (In Steubenville-Weirton, OH-WV MSA). E&P Map C-2. County Seat. 26 mi. N of Wheeling; 39 mi. SW of Pittsburgh. On Ohio River. William Penn Hwy. U.S. 22 and Ohio River Hwy. State 7. Steel and coal mining center.

2 - TRANSPORTATION: **Railroads**-Conrail; Norfolk & Western.
Intercity Bus Lines-Greyhound; Shortway-Ashland lines; Continental Trailways; Steel Valley Transit Authority.
Airlines-TWA; Northwest; United; Eastern; Lake Central; Mohawk (via Greater Pittsburgh, Ohio County, Airports).

3 - POPULATION:
Corp. City 80 Cen. 26,400; E&P 85 Est. 24,250
CZ-ABC: (80) 37,371
RTZ-ABC: (80) 137,086
County 80 Cen. 91,564; E&P 85 Est. 91,925
MSA 80 Cen. 163,099; E&P 85 Est. 163,790
City & RTZ-ABC: (80) 174,457
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,137; E&P 85 Est. 9,719
CZ-ABC: (80) 13,934
RTZ-ABC: (80) 47,279
County 80 Cen. 32,705; E&P 85 Est. 33,873
MSA 80 Cen. 57,577; E&P 85 Est. 59,689
City & RTZ-ABC: (80) 61,213

5 - BANKS	NUMBER	DEPOSITS
Comm. & Savings	3	$1,038,000,000
Savings & Loan	2	$245,000,000

6 - PASSENGER AUTOS: County 49,139

7 - ELECTRIC METERS: Residence 30,485

8 - GAS METERS: Residence 16,623

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners and (Av. Wkly. Wage)-Steel 4,279 ($572); Mining 535 ($575); Construction 1,947 ($528); Transportation & Utilities 2,693 ($416); Communication 386 ($355); Wholesale Trade 744 ($338); Retail Trade 5,188 ($153); Finance, Insurance & Real Estate 876 ($251); Banking, Finance, Securities 551 ($243); Insurance Carriers & Agents 227 ($320); Real Estate & Investment 99 ($130); State Government 143 ($320); Local Government 2,793 ($263); Lumber & Wood Products 69 ($303); Stone, Clay, and Glass Products 160 ($351); Fabricated Metal Products 188 ($324); Machinery N.A.; Food and Kindred Products 120 ($324); Printing and Publishing 183 ($206); Electric, Gas, and Sanitary Svcs. 1,656 ($481); Hotels & Lodging 104 ($131); Personal Svcs. 368 ($140); Motion Pictures and Recreation 278 ($120); Health Services 2,813 ($289).
Principal Industrial Pay Days-Wed., Thur., Fri.; 5th, 10th, 15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-87; Summer 41-100; Fall 8-96; Winter-3-65. First killing frost, Oct.; last killing frost, Apr.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-3 blocks on Market St., 2 on 4th St., 2 on 5th St.; Fort Steuben Mall.
Neighborhood Shopping Centers-Hollywood Shpg. Ctr., 2200 Block & Sunset Blvd., Rt. 22 W; 7th St. & Washington to North Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Weirton Hgts (9)	8	A&P, Kroger, Thrift Drug
K mart Plz (8)	7	K mart
Kusic Ctr (6)	4	G.C. Murphy, Kroger, Stone & Thomas
Ft. Steuben Mall(85)	5	Kaufmann's, Sears, JCPenney, Woolworth, Hill's
Hart's Family Ctr	6	Big Bear, Hart's
Heck's Plz	3	Heck's
Steuben Plz (2)	NA	Kroger, Treasure Island
Hollywood Plz (2)	1	K mart, Kroger, SuperRx

Principal Shopping Days Mon., Thur., Sat., Sun.
Stores Open Evenings-Department-Mon., Thur.; Food & Discount every nite.

13 - RETAIL OUTLETS: **Department Stores**-Kaufmann's; JCPenney; Woolworth; Sears; Denmark's (ladies); Myer & Stone (men's).
Discount Stores-Treasure Island; Hill's; K mart; Harts Family Center; Heck's.
Variety Stores-McCrory; Woolworth.
Chain Drug Stores-Thrift 2; SuperRx; Rite Aid.
Chain Supermarkets-Kroger 2; Big Bear; Golden Dawn; Convenient Foods; Lawson's; Valu King.
Other Chain Stores-Thom McAn; Kinney Shoes; So-Fro Fabrics; Firestone; Goodyear; Sherwin-Williams; Pic-Way Shoes; Payless Shoes; Regal Shoes; Nobil Shoes; Butler Shoes; Standard Sportwear; Nationwise Auto Parts; Top Value Enterprises; Reichart Furniture; Kelly & Cohen; Fisher-Big Wheel; Kay Jewelers; Rogers Jewelers; Marlinn's Shoes; Weiss Bros.; Curtis-Mathis; General Nutrition; Vitamin World; Hello Shops; Deb Shop; Hickory Farms; County Seat; Radio Shack; Spencer Gifts; Walden Books; Cole Books; Fotomat; Susie's Casuals; Jo-Ann Fabrics; Price's Candies; Mendelson's Children Shops; Pearle Vision; Benson's House of Visions; The Gap; Record Town; National Record Mart; Saxon Jewelers; Wayne Jewelers.

14 - NEWSPAPERS: HERALD-STAR (e) 21,258; (S) 20,439; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: William D. Overholtzer, Adv. Mgr., HERALD-STAR, 401 Herald Sq., Steubenville, OH 43952; Tel. (614) 283-4711.
National Representative: Thomson Newspapers.

TIFFIN

1 - LOCATION: Seneca County, E&P Map B-2, County Seat. Industrial and agricultural center. On U.S. Hwy. 224; State Hwys. 18, 53, 100, 101. 55 mi. SE of Toledo; 90 mi. N of Columbus; 100 mi. SW of Cleveland.

2 - TRANSPORTATION: **Railroads**-Conrail; Chessie System.
Motor Freight Carriers-13.
Airlines-General Aviation.

3 - POPULATION:
Corp. City 80 Cen. 19,549; E&P 85 Est. 18,420
CZ-ABC: (80) 26,612
RTZ-ABC: (80) 32,585
County 80 Cen. 61,901; E&P 85 Est. 61,803
City & RTZ-ABC: (80) 59,197
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,998; E&P 85 Est. 6,770
CZ-ABC: (80) 9,204
RTZ-ABC: (80) 10,437
County 80 Cen. 20,818; E&P 85 Est. 21,420
City & RTZ-ABC: (80) 19,641

5 - BANKS	NUMBER	DEPOSITS
Comm. & Savings	4	$3,884,817,000
Savings & Loan	3	$748,910,456

6 - PASSENGER AUTOS: County 34,951

7 - ELECTRIC METERS: Residence 6,847

8 - GAS METERS: Residence 5,750

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Vitreous China Bathroom Fixtures 575; Refractories and Dolomite Stone 575; In-plant Cranes 135; Electrical Wire and Cable 160; Food Processing 100; Solar Heating Devices 60; Hermetically Sealed Electric Motors 200; Ferrous and Aluminum Automotive Castings 500; Artificial Abrasive Grinding Wheels 540; Hot and Cold Forging Machinery 760; Sheet Metal Fabrication, Lockers 185; Hardboard & Flakeboard, Foam Insulation 150; Conveyor and Machinery Mfg. 350. Average weekly earnings (Seneca County): (1981) All industries-$311; Construction$399; Manufacturing-$415; Trans. & Utilities-$420; Wholesale & Retail-$221; Fin., Ins. & Real.-$283; Services-$243; State & Local Govt.-$269.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Mean annual temperature, 50.6. Average rainfall, 36.44". Altitude, 777 feet above sea level.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Washington St.; 2 blocks each way from Washington on 2 streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Westgate Vlg (32)	NA	Sears, Foodtown, Sack N' Save
Tiffin Mall(47)	NA	JCPenney, K mart, Kroger

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown-Fri., Westgate & Tiffin Mall-weekdays.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Uhlman's.
Chain Drug Stores-Lane's; Rite Aid.
Discount Stores-Murphy Mart; Heck's; K mart.
Chain Supermarkets-Foodtown; Kroger; IGA; Sack N' Save.
Other Chain Stores-Sherwin-Williams; Firestone; Merit; Olan Mills; Radio Shack; American Discount; Jo-Ann Fabrics; Women Aware; Osterman Jrs.; Petrie's; Royce Shoes; Kinney Shoes; Nobil Shoes; Fashion Bug; B. Dalton Books; Hobby Center Toys; Baskin-Robbins; Music land; Athletic Attic.

14 - NEWSPAPERS: ADVERTISER-TRIBUNE (e) 11,176; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Tom Waldsmith, Adv. Dir., ADVERTISER-TRIBUNE, PO Box 778, Tiffin, OH 44883; Tel. (419) 447-4455.
National Representative: None.

TOLEDO

1 - LOCATION: Lucas County, (In Toldeo MSA) E&P Map B-1, County Seat. Ocean & Great Lake Port serving major ports of midcontinent U.S.A. Railroad hub. Wholesale ctr. for NW Ohio, SE Mich. & NE Ind. Large heavy industry area; College ctr. Highway mi. to Detroit 55; Cleveland 113; Chicago 234; New York 610. Interstate Freeways 75, 80, 90 (Ohio Turnpike); U.S. Hwys. 20, 23, 24, 25; State Hwys. 2, 51, 65, 120.

2 - TRANSPORTATION: **Railroads**-Amtrak; Ann Arbor; Chessie System; Conrail; Detroit Toledo & Ironton; Grand Trunk Western; Norfolk & Western; Toledo Terminal.
Motor Freight Carriers-95.
Intercity Bus Lines-Greyhound; Short Way; Continental Trailways; TARTA (Toledo Area Regional Transit Authority).
Airlines-Delta; United; USAir; Air Wisconsin; Comair; TWA; Piedmont; Trans Midwest Airlines.

3 - POPULATION:
Corp. City 80 Cen. 354,635; E&P 85 Est. 341,354
CZ-ABC: (80) 501,329
RTZ-ABC: (80) 737,558
County 80 Cen. 471,741; E&P 85 Est. 475,910
MSA 80 Cen. 616,864; E&P 85 Est. 625,414
City & RTZ-ABC: (80) 1,238,887
Demographic Information available from Newspapers. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 133,042; E&P 85 Est. 230,271
CZ-ABC: (80) 182,947
RTZ-ABC: (80) 246,586
County 80 Cen. 172,239; E&P 85 Est. 179,216
MSA 80 Cen. 220,252; E&P 85 Est. 230,271
City & RTZ-ABC: (80) 429,533

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$4,000,000,000
Savings & Loan	4	$2,000,000,000

6 - PASSENGER AUTOS: County 282,185

7 - ELECTRIC METERS: Residence 272,110

8 - GAS METERS: Residence 148,927

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass 11,100 ($530); Trans. & Util. 17,800 ($589); Mach. 6,500 ($453); Primary Metal 4,300 ($557); Fabricated Metal 8,500 ($483); Constr. 9,700 ($690).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-90; Summer 38-96; Fall 23-91; Winter 17-54. First killing frost, Oct. 12; last killing frost, May.

11 - TAP WATER: From Lake Erie, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Great Eastern complex at Woodville Rd. & City Limits; about 8 blocks on Main & Starr Sts. River E Complex; Central at Cherry; Central at Detroit; Central at Alisdale; Sylvania at Phillips and Lewis; Byrne & Heatherdowns; Dorr & Detroit; Bancroft and Ashland; Merchant's Landing; N. Summit at Shoreland.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Country Charm(25)	NA	Foodtown, Rite-Aid
Great Eastern(45)	NA	Foodtown, Kroger, Value City
Miracle Mile(48)	NA	Kroger, JCPenney, T.J. Maxx
Parkway Plz.(28)	NA	Centre Market, Value City
Southland(42)	NA	Foodtown, Kroger, JCPenney
Starlite Plz.(30)	NA	The Pharm, Churchill's, Damschroder's
Westgate Vlg.(59)	NA	Lion, Elder-Beerman, Sears
Franklin Pk Mall(80)	NA	JL Hudson's, Jacobson's, JCPenney
North Towne Sq.(90)	NA	Lion, Elder-Beerman, Mont. Ward
Southwyck(100)	NA	Lion, Lion's Home, Mont. Ward
Greenwood Mall(30)	NA	Value City
Woodville Mall(90)	NA	Elder-Beerman, Sears, JCPenney
Portside(88)		

13 - RETAIL OUTLETS: **Department Stores**-Elder-Beerman 3; Value City Stores 3; Lion 4; Sears 2; JCPenney 4; J. L. Hudson; Montgomery Ward 2; Jacobson's.
Variety Stores-Woolworth 4; Kresge.
Discount Stores-Cooks 8; K mart 6; TG&Y Stores; The Anderson's 2; Hills 4.
Chain Drug Stores-Lane's 43; Rexall 14; Family Independent; Rite Aid 7.
Chain Supermarkets-Kroger 12; Foodtown 20; Five Star 11; IGA; Centre 6; Churchill's 5; Farmer Jack; Edward's Warehouse Market; Kash and Karry Warehouse Market 9.
Other Chain Stores-Damschroder 2; Richman 4; Al Thomas 3; Shiff 4; Florsheim; Thom McAn; Pic Way 7; Endicott -Johnson 2; Alberts; Baker 4; Foot Saver; Kinney 4; Phillips; Famous Footwear; Hanover Shoes 2; Kuppenheimer; Athlete's Foot 3; Sneaker Circus 4; Brendamour's 3; Western Auto 4; Franklin Ice Cream Co. 12; Sterling Milk 12; Lawson's 12; Open Pantry 9; 7-Eleven 14; J. Riggins 2; Casual Corner 3; The Ltd. 4; Petries 5.

14 - NEWSPAPERS: BLADE (e) 163,202; (S) 219,072; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Leslie R. Roby, Gen. Adv. Mgr., BLADE, 541 Superior St., Toledo, OH 43660; Tel. (419) 245-6409.
National Representative: None.

TROY

1 - LOCATION: Miami County, (In Dayton-Springfield MSA), E&P Map A-3, 18 mi. N of Dayton; 23 mi. NW of Springfield; 21 mi. SE of Greenville. 15 minutes from Dayton International Airport. I-75; 15 minutes from I-70. State Hwys. Routes 55, 41, 202, 718.

2 - TRANSPORTATION: **Railroads**-B&O; Conrail; Chessie System.
Motor Freight Carriers-21.
Intercity Bus Lines-Greyhound.
Airlines-American; TWA; Delta; United; USAir; Eastern; Northwest; Piedmont; Emery Air Freight; People Express.

3 - POPULATION:
Corp. City 80 Cen. 19,086; E&P 85 Est. 20,803
CZ-ABC: (80) 19,086
RTZ-ABC: (80) 72,882
County 80 Cen. 90,381; E&P 85 Est. 93,197
MSA 80 Cen. 942,083; E&P 85 Est. 954,342
City & RTZ-ABC: (80) 91,968
Demographic Information Available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,148; E&P 85 Est. 7,999
CZ-ABC: (80) 7,148
RTZ-ABC: (80) 25,354
County 80 Cen. 31,968; E&P 85 Est. 34,071
MSA 80 Cen. 340,279; E&P 85 Est. 355,482
City & RTZ-ABC: (80) 32,502

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$325,893,423
Savings & Loan	3	$197,372,489

6 - PASSENGER AUTOS: County 57,415

7 - ELECTRIC METERS: Residence 14,571

8 - GAS METERS: Residence 14,330

9 - PRINCIPAL INDUSTRIES: Kitchen Equip.; Meat; Paper Prod.; Arc Welders; Aviation Prod.; Tube Products; Farm Equip.; Ice Cream; Polstyrene Foam Prod.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 17-77; Summer 48-93; Fall 18-86; Winter 1-72. First killing frost, Nov. 25; last killing frost, Mar. 25.

11 - TAP WATER: Alkaline, very soft, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-14 blocks on Square. Also 4 Shopping Centers, one each on North and South edges of town, plus two at West edge of town.
Neighborhood Shopping Centers-South Dixie Hwy.; North Dixie Hwy.; Sherwood Manor; N. Market St.; Southbrook; W. Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sherwood(14)	1	McCrory, Coast-to-Coast, Health Mart Drugs, Marsh
Trojan Vlg.(38)	2	Murphy's Mart, TG&Y, Radio Shack, Goodyear

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Department, Discount, Food-every evening.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Variety Stores-McCrory; TG&Y; Family Dollar.
Discount Stores-K mart; Murphy's Mart.
Chain Drug Stores-M&R 2; Revco; Gray Drug.
Chain Supermarkets-Marsh; Kroger; Rays; Cardinal Markets; IGA.
Other Chain Stores-Uhlman's; El Bee Shoes; House of Fabrics; Lawson's; Radio Shack; Little Professor; Main Auto Parts; 7-Eleven; Warehouse Paint; Sherwin Williams; Sycamore Shop.

14 - NEWSPAPERS: NEWS (e) 10,907; (S) 13,169; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Vicki Yetter, Ret. Adv. Mgr., NEWS, 224 S. Market St., Troy, OH 45373; Tel. (513) 335-5634.
National Representative: Landon Associates.

UHRICHSVILLE-DENNISON

1 - LOCATION: Tuscarawas County, E&P Map C-2. East central part of state on U.S. Hwys. 36, 250; State Hwys. 8, 16. 86 mi. S of Cleveland; 105 mi. E of Columbus; 100 mi. W of Pittsburgh.

2 - TRANSPORTATION: **Railroads**-Conrail; B&O.
Intercity Bus Lines-Greyhound; Short Way.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. Communities 80 Cen. 9,528; E&P 85 Est. 10,186
Uhrichsville 80 Cen. 6,130; E&P 85 Est. 6,680
Dennison 80 Cen. 3,398; E&P 85 Est. 3,506
County 80 Cen. 84,614; E&P 85 Est. 88,942

4 - HOUSEHOLDS:
Corp. Communities 80 Cen. 3,479; E&P 85 Est. 3,932
Uhrichsville 80 Cen. 2,293; E&P 85 Est. 2,635
Dennison 80 Cen. 1,186; E&P 85 Est. 1,297
County 80 Cen. 30,485; E&P 85 Est. 33,024

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$50,500,000
Savings & Loan	2	$24,500,000

6 - PASSENGER AUTOS: County 51,262

7 - ELECTRIC METERS: Residence 6,050

8 - GAS METERS: Residence 3,476

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Clay 2,420 ($175); Railroad 120 ($250); Aluminum Smelting 75 ($175); Coated Fabrics 72 (N.A.); Glove Mfg. 50 (N.A.); Coal ($449); Industrial Equip. 60 ($200); Steel Ring Mfg. 20 ($175); Food Wholesaling 97 ($225).

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 18-82; Summer 50-100; Fall 20-80; Winter 10-70. First killing frost, Oct. 14; last killing frost, May 3.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: **Principal Shopping Centers**-9 blocks on 4 streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Miracle Lane Plz.(27)	15	JCPenney, Fashion Bug
Monroe Mall(30)	15	Schwartz-Kline, Radio Shack

Principal Shopping Days-Fri., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Sales United; Sears; Harts; Dollar General; Fisher's Big Wheel; Dynamic Discount.
Variety Stores-H. L. Green.
Chain Supermarkets-Stoll's 2; IGA; Foodliner; Lawson's.

14 - NEWSPAPERS: CHRONICLE (e) 4,238, sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Maynard Buck, Pub., Pres., CHRONICLE, 109 N. Water, Uhrichsville, OH 44683; Tel. (614) 922-1321.
National Representative: Landon Associates.

UPPER SANDUSKY

1 - LOCATION: Wyandot County, E&P Map B-2. County Seat. 60 mi. S of Toledo; 65 mi. N of Columbus on U.S. Hwys. 23, 199, 30N, and State Hwys. 53, 67.

2 - TRANSPORTATION: **Railroads**-Conrail; Chesapeake & Ohio.
Intercity Bus Lines-Great Lakes; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 5,967; E&P 85 Est. 6,260
County 80 Cen. 22,651; E&P 85 Est. 23,023

4 - HOUSEHOLDS:
City 80 Cen. 2,282; E&P 85 Est. 2,424
County 80 Cen. 7,838; E&P 85 Est. 8,168

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$175,000,000
Savings & Loan	2	$177,000,000

6 - PASSENGER AUTOS: County 13,468

7 - ELECTRIC METERS: Residence 2,742

8 - GAS METERS: Residence 2,545

9 - PRINCIPAL INDUSTRIES: Auto Parts; Small Electric Motors; Precision Tools; Knives; Burial Vaults; Metal Compartments; Plastic Prods.; Dairy Prods.; Fabricated Steel; Automotive Glass.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Days**-Thur., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Artz Bros.; Michael's; Armstrong's.
Variety Stores-Ben Franklin; Big Wheel.
Chain Drug Stores-Rexall; Lane's.
Chain Supermarkets-Cardinal; Scot Lad; IGA; Bailey's; A & A Market; Lawson's.

14 - NEWSPAPERS: CHIEF-UNION (e) 4,638, sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Tom Martin, Adv. Mgr., CHIEF-UNION, 111 W. Wyandot Ave., PO Box 180, Sandusky, OH 43351; Tel. (419) 294-2332.
National Representative: Landon Associates.

URBANA

1 - LOCATION: Champaign County, E&P Map B-3. County Seat. 14 mi. N of Springfield; 40 mi. NE of Dayton; 47 mi. W of the State Capital, Columbus. On U.S. Hwys. 36, 68; State Hwys. 29, 54, 55, 56, 296.

2 - TRANSPORTATION: **Railroads**-Conrail.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,762; E&P 85 Est. 10,983
CZ-ABC: (80) 10,762
RTZ-ABC: (80) 24,540
County 80 Cen. 33,649; E&P 85 Est. 35,239
City & RTZ-ABC: (80) 35,302
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 4,174; E&P 85 Est. 4,361
CZ-ABC: (80) 4,174
RTZ-ABC: (80) 8,252
County 80 Cen. 11,795; E&P 85 Est. 12,714
City & RTZ-ABC: (80) 12,426

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$94,000,000
Savings	3	$153,000,000

6 - PASSENGER AUTOS: County 20,051

7 - ELECTRIC METERS: Residence 4,400

8 - GAS METERS: Residence 3,950

9 - PRINCIPAL INDUSTRIES: Fine Paper; Aircraft and Airport Lighting Eqpt.; Machine Tools, Dies, Jigs, Fixtures; Ventilator Screens; Railroad and Automotive Supplies; Farm Feeds; Gravel, Sand and Asphalt Supplies; Molded Plastic Products; Electric Controls and Distribution Equipment; Silos; Tungsten Carbide & Cutting Tool Tips; Oil Well Intensifiers; Solar Collectors; Window Fans; Bakery Equip.; Porcelain Enamel; Household Cleaners; Snack Foods.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-86; Summer 42-89; Fall 16-82; Winter 11-63.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: **Principal Shopping Center**-1 block east, 2 south, 3 west and 3 north of Monument Sq.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Upper Valley Mall(80)	14	Sears, JCPenney, Rike, Blocks

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-K mart; TG&Y; Revco; Crosby.

13 - RETAIL OUTLETS: **Department Stores**-Uhlman's; Boston.
Variety Stores-TG&Y; K mart.
Chain Drug Stores-Revco; Crosby; Lanes.
Chain Supermarkets-Kroger; Troutwine's (Super Valu); IGA.
Other Chain Stores-Barnhart Oil; Dean & Barry; Lawson's; Sweeting Tire; JCPenney (catalog).

14 - NEWSPAPERS: CITIZEN (e) 7,539; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Gregory Benkner, Adv. Dir., CITIZEN, PO Box 191, Urbana, OH 43078; Tel. (513) 652-2278.
National Representative: Landon Associates.

VAN WERT

1 - LOCATION: Van Wert County. E&P Map A-2. County Seat. 34 mi. SE of Ft. Wayne, IN; 28 mi. W of Lima, on Main Hwys. 30, 127 and 224.

2 - TRANSPORTATION: **Railroads**-Conrail (frt. only)
Motor Freight Carriers-4
Intercity Bus Lines-Greyhound
Airlines-Municipal Airport. Charter only.

3 - POPULATION:
Corp. City 80 Cen. 11,035; E&P 85 Est. 11,094
County 80 Cen. 30,458; E&P 85 Est. 31,051
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 4,363; E&P 85 Est. 4,511
County 80 Cen. 10,939; E&P 85 Est. 11,543

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$155,266,000
Savings & Loan	2	$71,815,460

6 - PASSENGER AUTOS: County 18,958

7 - ELECTRIC METERS: Residence 7,863

8 - GAS METERS: Residence 5,513

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Packaging 548; Mach. Parts 1,877; Food 201; Specialities 240; Ins. 300.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-87; Summer 39-96; Fall 19-83; Winter 12-60. First killing frost, Oct. 9; last killing frost, May 6.

11 - TAP WATER: Alkaline, soft 5 1/2 grains.

12 - RETAILING: **Principal Shopping Center**-3 blocks on Main St., 3 on Washington St., 2 on Central Ave., 2 on Mkt. St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Summit(17)	NA	Fisher's Big Wheel, Mont. Ward
Van Wert Plz.	NA	Heck's, Lane's

Principal Shopping Days-Fri., Sat.
Stores Open-Fri. & Mon. evenings.

13 - RETAIL OUTLETS: **Department Stores**-Heck's, Montgomery Ward, JCPenney.
Chain Drug Stores-Revco, Derry's, Hook's, Lane's.
Variety Stores-G.C. Murphy, Fisher's Big Wheel.
Chain Supermarkets-Marsh, Chief, Triangle Super-Dollar, Cardinal, IGA.
Other Chain Stores-Cato, Sherwin-Williams, Ream-Steckbeck Paint, Sears, Radio Shack, Coast to Coast Hdwr., Ace Hdwr., Quality Farm & Fleet.

14 - NEWSPAPERS: TIMES-BULLETIN (e) 8,088, sworn Sept. 27, 1984.
Local Contact for Advertising and Merchandising Data: Eugene Laudick, Adv. Dir., TIMES-BULLETIN, 700 Fox Rd., Van Wert, OH 45891; Tel. (419) 238-2285.
National Representative: Landon Associates.

WAPAKONETA

1 - LOCATION: Auglaize County (In Lima MSA). E&P Map A-2. County Seat. In West Central OH, 17 mi. S of Lima; 83 mi. SW of Toledo; 117 mi. N of Cincinnati; 25 mi. from IN state line on State Hwys. 67, 198, 501 and U.S. Hwys. 25, 33, 75.

2 - TRANSPORTATION: **Railroads**-Conrail
Motor Freight Carriers-15
Intercity Bus Lines-Greyhound

3 - POPULATION:
Corp. City 80 Cen. 8,402; E&P 85 Est. 9,348
County 80 Cen. 42,554; E&P 85 Est. 44,135
MSA 80 Cen. 154,795; E&P 85 Est. 155,759
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,226; E&P 85 Est. 3,472
County 80 Cen. 15,504; E&P 85 Est. 15,561
MSA 80 Cen. 53,700; E&P 85 Est. 55,736

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$50,000,000
Savings & Loans	4	NA

6 - PASSENGER AUTOS: County 25,716

7 - ELECTRIC METERS: Residence 3,500

8 - GAS METERS: Residence 2,555

9 - PRINCIPAL INDUSTRIES: Machine Knives; Dairy Prods.; Chrome Plating; Trailer Bodies; Small Tubing & Electronic Supplies; Steel Fab.; Tallow, Hides & Meat Scraps; Floor Covering; Plastic Compounding; Compressor Rebuild.; Grain; Meat Packer; Automotive & Airplane Interiors; Rubber Products.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-65; Summer 70-90; Fall 40-70; Winter 0-40.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:
Nearby Shopping Center-4 blocks S. on Auglaize St.

Name (No. of stores)	Miles from Downtown	Principal Stores
Grandview Plz.(12)	NA	Coast-to-Coast, Hip Pocket, Radio Shack

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Montgomery Ward, Val Corp., Cooks.
Chain Drug Stores-Lane's.
Variety Stores-Wapak Sundry.
Chain Supermarkets-Pantry Pride, IGA, Kelley's, Lawsons, Clyde Evans.

14 - NEWSPAPERS: NEWS (e) 5,132, sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: L. R. Shaull, Pub./Gen. Mgr., NEWS, 8 Willipie St., Wapakoneta, OH 45895; Tel. (419) 738-3318.
National Representative: Landon Associates.

WARREN

1 - LOCATION: Trumbull County (In Youngstown-Warren MSA). E&P Map C-2. 53 mi. SE of Cleveland; 19 mi. from Youngstown; 90 mi. from Pittsburgh. On U.S. Hwy. 422; State Hwys. 82, 5, 40, 46, 45, 11 & 169.

2 - TRANSPORTATION: **Railroads**-Baltimore & Ohio; Erie-Lackawanna; Conrail.
Motor Freight Carriers-58
Intercity Bus Lines-Ohio Greyhound; Continental Trailways.
Airlines-USAir, United.

3 - POPULATION:
Corp. City 80 Cen. 56,629; E&P 85 Est. 53,886
CZ-ABC: (80) 69,921
RTZ-ABC: (80) 151,976
County 80 Cen. 241,863; E&P 85 Est. 245,923
MSA 80 Cen. 531,350; E&P 85 Est. 533,567
City & RTZ-ABC: (80) 221,897

4 - HOUSEHOLDS:
Corp. City 80 Cen. 21,068; E&P 85 Est. 21,002
CZ-ABC: (80) 25,526
RTZ-ABC: (80) 50,072
County 80 Cen. 84,151; E&P 85 Est. 88,342
MSA 80 Cen. 186,711; E&P 85 Est. 193,461
City & RTZ-ABC: (80) 75,598

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$386,702,171
Savings & Loan	7	$222,512,817

6 - PASSENGER AUTOS: County 150,745

7 - ELECTRIC METERS: Residence 51,447

8 - GAS METERS: Residence 36,625

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Primary Steelmaking 12,000 ($200); Steel Fab. 4,400 ($212); Auto. & Appl. Wiring 12,300 ($217); Aluminum Extrusion; Automobile Assembly 12,300 ($220); Total 45,000 Emp. (An. Payroll $650,450,200).
Principal Pay Days-10th & 25th, Fri.

10 - CLIMATE: Min. & Max. Temp.-Min. -10, Max. 94. First killing frost, Oct. 14; last killing frost, May 3.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 on W. Market; 8 on E. Market; 4 on N. Park; 5 on High NE.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
McKinley Hts.(5)	NA	Stambaugh-Thompson, Handyman
Warren Plaza(34)	NA	Fazio's
Trumbull Plaza(24)	NA	K mart
Village Plaza(13)	NA	Maxwells
Ridgeview(14)	NA	Mavars
Eastwood Mall(100)	NA	Sears, Strouss, Woolworth, JCPenney, Carlisle
Plaza West(7)	NA	Murphy Mart
Champion Plz.(10)	NA	Hills
Austin Village(20)	NA	Super Duper
Gretchen Village(16)	NA	Murphy Mart

Principal Shopping Days-Department Stores-Mon. & Thur. night.
Stores Open Evenings-Dept.-Mon. & Thur.; Super Mkts. & Shpg. Ctrs.-every night to 9.

13 - RETAIL OUTLETS: **Department Stores**-Strouss, Carlisle, Sears, JCPenney, Maxwells.
Discount Stores-Hills, K mart, Turneys, Murphy Mart, Best.
Variety Stores-Woolworth.
Chain Drug Stores-Gray 3, Revco 2, Eastgate, Pryce's Champion 3, Rite-Aid 3, Pharmor, Thrift, Aid-N-Save 3.
Chain Supermarkets-Rowlands, Sparkle Markets 7, Valu King 12, Ideal 4, Riverside, Lo-Buy, Fazio's, Mavars 3, Thornhills, Woodland Market, Howland IGA, Super Duper 4.

14 - NEWSPAPERS: TRIBUNE-CHRONICLE (e) 41,003; (S) 48,721, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Richard M. Sekella, Mkt. Dir., TRIBUNE-CHRONICLE, 240 Franklin St., SE, Warren, OH 44482; Tel. (216) 841-1620.
National Representative: Landon Associates.

WASHINGTON COURT HOUSE

1 - LOCATION: Fayette County. E&P Map B-3. County Seat. Agricultural center. Miscellaneous light manufacturing. South Central part of the state, 69 mi. NE of Cincinnati; 42 mi. SW of Columbus; 47 mi. E of Dayton.

2 - TRANSPORTATION: **Railroads**-Grand Trunk Western; Chessie System.
Intercity Bus Lines-Pennsylvania Greyhound
Motor Freight Carriers-5
Air Travel-Commercial jets available 40 mi. away. Public airport with 4,000 ft. hard surface located 2 mi. from city.

3 - POPULATION:
Corp. City 80 Cen. 12,682; E&P 85 Est. 13,320
County 80 Cen. 27,467; E&P 85 Est. 28,588

4 - HOUSEHOLDS:
City 80 Cen. 4,898; E&P 85 Est. 5,237
County 80 Cen. 9,781; E&P 85 Est. 10,446

5 - BANKS	NUMBER	DEPOSITS
Savings	3	$58,484,000
Savings & Loan	3	$48,796,478

6 - PASSENGER AUTOS: County 14,979

7 - ELECTRIC METERS: County 18,320

8 - GAS METERS: Residence 8,634

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Plastics 500; Stairwork 180; Auto Seats 405; Hand Tools 520; Cardboard Containers 115; Manufactured Homes 160; Meat Packing & Processing 150; Steel Bldgs. 330. Wages-Unskilled ($160); Semiskilled ($200); Skilled ($330).

10 - CLIMATE: Annual average temp. 52, max. 96, min. -10. First killing frost, Oct. 18; last killing frost, May 13.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Court St. (39 stores); 2 blocks on Main St. (12 stores); 2 blocks on Fayette St. (5 stores).

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Washington Square(13)	1	Radio Shack, K mart, Revco, Murphy Mart, Cato

Principal Shopping Days-Fri. and Sat.
Stores Open Evenings-Downtown-Fri.; Shopping Centers-nightly.

13 - RETAIL OUTLETS: **Department Stores**-Craig Foster Haines, JCPenney, Kaufman's Clothing, Unlman's.
Discount Stores-Sundry Store, TSC.
Variety Stores-Fisher's Big Wheel, K mart, Murphy Mart.
Chain Drug Stores-Medicine Shoppe, Downtown, Revco, Kroger.
Chain Supermarkets-Kroger, Sack-n-Save, Convenient Mart.
Other Chain Stores-Sears (catalog), Ross Jewelers, Firestone, Cato, Corvair Auto Parts, Radio Shack, Hallmark, Rax, Frisch's, Odd Lots.

14 - NEWSPAPERS: RECORD-HERALD (e) 6,948, sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: Pat McCauley, Mkt. Dir., RECORD-HERALD, 138 S. Fayette St., Washington Court House, OH 43160; Tel. (614) 335-3611.
National Representative: Landon Associates.

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WILLOUGHBY
See LAKE COUNTY

WILMINGTON

1 - LOCATION: Clinton County, E&P Map B-3, County Seat. 55 mi. NE of Cincinnati, 35 mi. SE of Dayton, 60 mi. SW of Columbus. On U.S. Hwys. 22, 68, 1-71. State Hwys. 3, 73, 730. In fine Agric. section.

2 - TRANSPORTATION: **Railroads**-Conrail, B&O.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound.
Airlines-Wilmington Air Park 3 mi., Clinton Field 5 mi., Springfield Municipal Airport 35 mi. (Comm.), Sabina 11 mi. (private), Dayton Airport (Vandalia) 35 mi., Cincinnati 70 mi., Columbus 60 mi. Air Freight: Airborne Express.

3 - POPULATION:
Corp. City 80 Cen. 10,431; E&P 85 Est. 10,799
County 80 Cen. 34,603; E&P 85 Est. 35,092

4 - HOUSEHOLDS:
City 80 Cen. 4,018; E&P 85 Est. 4,177
County 80 Cen. 12,148; E&P 85 Est. 12,660

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$96,223,415
Savings & Loan	3	$98,441,002

6 - PASSENGER AUTOS: County 19,613

7 - ELECTRIC METERS: Residence 20,000

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 1,500, Ret. 625, Servs. 455, Constr. 150; Utilities 100; Quarry 40. Hydraulic Controls, Tools & Dies; Concrete & Concrete Blocks; Aluminum Castings; Furnaces & Air-Conditioning; Aircraft Pts. & Assemblies; Wood-Boring Tools & Screw Drivers; Auto Trim & Assemblies; Hospital, Ambulance Furniture & Equip.; Plastics; Electronic Switches; Machine Tools; Cml. Crystals; Airplane Propellers; Paper Bags; Forklift Mfg.; Air Frt. Service.

10 - CLIMATE: Average Temp.-Annual 49, Min. 10, Max. 88. Min. & Max. Temp.-Spring 42-70; Summer 55-95; Fall 32-65; Winter -5-55. First killing frost, Nov. 1; last killing frost, May 10. Rainfall Annual-39 in.

11 - TAP WATER: Not fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Main and South Sts.; 8 blocks on Rombach Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Wilmington Plz(18)	NA	Kroger, Revco, Coast-to-Coast
Southridge(9)	NA	K mart, Radio Shack

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Shopping center every evening; Downtown Fri.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Foster-Haines; Murphy-Benham; Fairley Hardware; Heck's; Haines; Adairs; Coast-to-Coast.
Variety Stores-G.C. Murphy; K mart; Sundry Store.
Chain Drug Stores-Revco.
Chain Supermarkets-Kroger; Bob & Carl's Finer Foods.

14 - NEWSPAPERS: NEWS-JOURNAL (e) 7,439; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Patty Hatten, Adv. Mgr., NEWS-JOURNAL, 47 S. South St., Wilmington, OH 45177; Tel. (513) 382-2574.
National Representatives: Landon Associates.

WOOSTER

1 - LOCATION: Wayne County. E&P Map C-2. County Seat. Industrial, agricultural center. On U.S. Hwy. 30; State Hwys. 3, 585, 250. 54 mi. S of Cleveland; 29 mi. SW of Akron; 30 mi. W of Canton; 31 mi. E of Mansfield.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 19,289; E&P 85 Est. 20,253
CZ-ABC: (80) 23,390
RTZ-ABC: (80) 110,348
County 80 Cen. 97,408; E&P 85 Est. 100,528
City & RTZ-ABC: (80) 133,738

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,105; E&P 85 Est. 7,795
CZ-ABC: (80) 8,549
RTZ-ABC: (80) 35,101
County 80 Cen. 32,233; E&P 85 Est. 34,380
City & RTZ-ABC: (80) 43,650

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$152,076,000
Savings & Loan	3	$412,849,000

6 - PASSENGER AUTOS: County 55,878

7 - ELECTRIC METERS: Residence 8,123

8 - GAS METERS: Residence 6,527

9 - PRINCIPAL INDUSTRIES: Type of Industry, No. of Wage Earners-Brass couplings 358; Oil & Gas Drilling & Serv. 1,000; Titanium Fab. 261; Common Carriers 150; Constr. 200; Corrugated Containers 225; Cooking Utensils & Appliances 495; Printing & Publishing 123; Bank Equip. 194; Potato Chips 343; Truck Bodies 352; Rubber & Plastic Housewares & Auto Equip. 1,756; Steel Tubes 264; Steel Fab. 230; Hydraulic Pumps 483; Paint Brushes 477; Micro-Photos 358; Agricultural Research 512; Colleges 760.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-59; Summer 61-81; Fall 45-64; Winter 22-37. First killing frost, Oct. 15; last killing frost, Apr. 2.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Liberty St. and 7 blocks on Market St.
Neighborhood Shopping Centers-U.S. 30 East.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
College Hills(15)	NA	Sears, Woolworth
Portage Sq.(5)	NA	K mart, Radio Shack

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri. Food-Mon. to Sat.

13 - RETAIL OUTLETS: **Department Stores**-H. Freedlander; Wm. Annat; Sears; Buehler's.
Variety Stores-Newberry; Woolworth; Retzler.
Discount Stores-Heck's; Nichols; Fisher's Big Wheel; K mart.
Chain Drug Stores-Walgreens; Revco; Gray's.
Chain Supermarkets-A&D Foodarama; Buehler 3; Hawkin's; Smith's 2; Lawson's 4; Convenient Food; Stop-N-Go; IGA 3; Youngs 2.
Other Chain Stores-Livingston's Furniture; Moore's; Yum Yum Tree; Servex; Radio Shack; Brenner Bros.; Sherwin-Williams; Goodrich Walkers; Hammonds; Singer; Carter Lumber; Wayne Auto Parts.

14 - NEWSPAPERS: RECORD (e) 25,994, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: R. Victor Dix, Pub., RECORD, 210-212 E. Liberty St., Wooster, OH 44691; Tel. (216) 264-1125.
National Representative: Landon Associates.

XENIA

1 - LOCATION: Greene County (In Dayton-Springfield MSA). E&P Map B-3. County Seat. 15 mi. from Dayton; 52 mi. from Columbus; 51 mi. from Cincinnati. Light mfg., agricultural center. On U.S. Hwys. 35, 42, 68; triangulated by I-70, I-71 and I-75.

2 - TRANSPORTATION: **Railroads**-Main line. Junction point; Conrail; branch of Chessie System.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Dayton & Southeastern; Daybrook Lines; Xenia Para-Transit Service.

3 - POPULATION:
Corp. City 80 Cen. 24,653; E&P 85 Est. 25,332
CZ-ABC: (80) 31,971
RTZ-ABC: (80) 64,983
County 80 Cen. 129,769; E&P 85 Est. 135,713
MSA 80 Cen. 942,083; E&P 85 Est. 954,342
City & RTZ-ABC: (80) 96,954

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,703; E&P 85 Est. 9,319
CZ-ABC: (80) 10,523
RTZ-ABC: (80) 20,463
County 80 Cen. 43,078; E&P 85 Est. 46,530
MSA 80 Cen. 340,279; E&P 85 Est. 355,482
City & RTZ-ABC: (80) 30,986

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$73,403,000
Savings & Loan	2	$144,814,430

6 - PASSENGER AUTOS: County 81,268

7 - ELECTRIC METERS: County 34,566

8 - GAS METERS: County 20,854

9 - PRINCIPAL INDUSTRIES: 53,779 total county labor force.
Principal Industrial Pay Days-Fri., Wed.

10 - CLIMATE: Average Temp. 50.3, Max. 94, Min. -6. Annual rainfall 35.87 in. Average snowfall 50 snows/yr. Total precipitation 25.63 in.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-3 blocks on Detroit St., 4 on Main St., 1 on Green St. (West Side) 10 units; Allison & Dayton Aves. (West Side) 15 units; King's Plaza (South) 6 units; Bellbrook & Charles Sts. (West) 8 units; Kinsey & Old Springfield Pike (North) 5 units; West 2nd St. & Ottawa (West) 5 units; S. Bellbrook & 35 Bypass (West) 7 units.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ledbetter Rd.(6)	NA	Fulmers, Revco
Xenia Plz.(12)	NA	Sears, Revco
Xenia Town Sq.(40)	NA	Fashion Bug, Rite Aid

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Fri., Food-Nightly.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Foster Haines.
Discount Stores-Rink's; K mart.
Variety Stores-TG&Y; Family Dollar.
Chain Drug Stores-Revco; Rite Aid.
Chain Supermarkets-Super Valu 3; IGA 2; Stop N' Go 3; Fulmer's; Kroger.
Other Chain Stores-Goodyear; Radio Shack; Quality Farm & Fleet; Wickes Lumber.

14 - NEWSPAPERS: GAZETTE (e) 11,296; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Judy Sergent, Adv. Mgr., GAZETTE, 37 S. Detroit St., PO Box 400, Xenia, OH 45385; Tel. (513) 372-4444.
National Representative: Thomson Newspapers.

YOUNGSTOWN

1 - LOCATION: Mahoning County (with part extending into Trumbull County). (In Youngstown-Warren MSA). E&P Map-C-2. County Seat. Industrial Center. On Mahoning River about 35 mi. from its junction with Ohio River; 70 mi. SE of Cleveland, approximately halfway between Cleveland and Pittsburgh. On Ohio Tpk. I-80 & 80S. U.S. Hwys. 422, 62, 224. State Hwys. 11, 18, 164, 170, 616.

2 - TRANSPORTATION: **Railroads**-Erie-Lackawanna; B&O; Conrail; P&LE; Lake Erie; Eastern.
Motor Freight Carriers-72.
Intercity Bus Lines-Western Reserve Transit Authority serves city and surrounding areas; Ohio Greyhound; Pennsylvania Greyhound; Continental Trailways; Edwards Lakes-to-Sears; Bessemer Hillsville.
Airlines-United; Allegheny Commuter; Beaver Aviation (BAS).

3 - POPULATION:
Corp. City 80 Cen. 115,436; E&P 85 Est. 101,796
CZ-ABC: (80) 229,049
RTZ-ABC: (60) 268,514
Counties/MSA 80 Cen. 531,350; E&P 85 Est. 533,567
  Mahoning Co. 80 Cen. 289,487; E&P 85 Est. 287,644
  Trumbull Co. 80 Cen. 241,863; E&P 85 Est. 245,923
City & RTZ-ABC: (80) 497,563
Demographic Information (Limited) available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 41,990; E&P 85 Est. 38,877
CZ-ABC: (80) 83,006
RTZ-ABC: (80) 92,997
Counties/MSA 80 Cen. 186,711; E&P 85 Est. 193,461
  Mahoning Co. 102,560; E&P 85 Est. 105,119
  Trumbull Co. 80 Cen. 84,151; E&P 85 Est. 88,342
City & RTZ-ABC: (80) 176,003

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$1,714,803,000
Savings & Loan	3	$1,131,716,000

6 - PASSENGER AUTOS: Counties: Mahoning 168,966; Trumbull 150,745

7 - ELECTRIC METERS: Residence 36,300

8 - GAS METERS: Residence 88,618

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Total All Industries 7,000; ($289); Constr. 41,000 ($515); Mfg. 35,000 ($238); Transp. & Utilities 3,700 ($248); Whol. & Ret. 19,879; Fin., Ins., R.E. 3,200 ($220).
Principal Industrial Pay Days-Staggered.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-88; Summer 44-92; Fall 14-81; Winter 0-80. First killing frost-Oct. 15; last killing frost-Apr. 23. Annual Precipitation 44.50.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Area**-Southern Park Mall; Greater Boardman PLz.; 5 blocks on Fed. Plz. East and West; Belmont Ave. Rte. 193.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Boardman Plaza(52)	6	Hill's, Sparkle, Jewel Mart
Mahoning	5	Gray's
Plaza(17)	3	Murphy's, JCPenney
McGuffey Mall(30)	3	Sparkle
Lincoln Knolls Plaza(30)	4	Hill's, Stambaugh's, Sparkle
Liberty Plaza(42)	4	Strouss, JCPenney, Hill, Stambaugh's, Jewel Mart
Austintown Plaza(35)	6	Strouss, Hills, Stambaugh Thompson
Canfield Colonial(17)	8	Sparkle, Ben Franklin
Struthers 5th Street(16)	7	Sparkle, Valu-King
Village Square	10	Maxwell's, Valu-King
Southern Park Mall(106)	6	Sears, Strouss, Horne's, JCPenney
Eastwood Mall(135)	12	Sears, Strouss, JCPenney, Carlisles
Belmont Plaza(8)	2	Patient Care
Cornersburg Plaza(8)	5	Valu-King, Rite Aid
Valley View Plz	11	Valley View Dept
Kirkmere Plaza(12)	4	
Markinola(5)	3	Gray Drug
Marwood(8)	3	Yum Yum Tree
Union Square Plaza(24)	3	Radio Shack, Sparkle
Wedgewood Plaza(15)	5	Sparkle, Gray Drug, Bargain Port

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Downtown-Mon., Thur., Food; Shopping Plazas and Malls every evg. Some Food Stores open 24 hours per day.

13 - RETAIL OUTLETS: **Department Stores**-Strouss 5; Horne's; JCPenney 3; Sears.
Discount Stores-Hill's 5; Bargain Port 3; Tip-Top Sales; K mart 3; Valley View; Murphy's Mart 2.
Variety Stores-Woolworth; McCrory; Murphy's Mart 2; Ben Franklin 3.
Chain Drug Stores-Gray 11; Thrift; Revco 7; Rite Aid 5; Allen's 6; Lester's; Pharmor 2.
Chain Supermarkets-Lawsons 20; Lil Shopper 4; Valu-King 23; United Family 14; Golden Dawn 5; C. Anzivino's 2; Mahoning Sparkle Mkts. 18; Tic-Toc; Sami Quick Stop 8; Lil Shoppers 10; Mavar's 4; Super Duper 5.
Other Chain Stores-Thom McAn; Color Tile; Firestone 3; Goodyear 4; Pic-Way Shoes; Kinney Shoe Mkt. 2; Baker's; Regal Shoes; Nobil 4; Hanover; El Bee; Lerner's; Abraham's; Country Casuals; Children's Palace; Catherine's Stout; Fashion Barn; Tops and Bottoms; Birnbaums; Marwen's; Harry's Big & Tall Shop; Richmans; Sherwin-Williams; Glidden Paints 3; Earl Scheib; Aamco Transmission; Singer Co.; Fabric Fair; King's (jewelry) 3; Jo-Ann Fabrics; The Appliance Store 2; Mace Electronics 2; Bressler Ice Cream; Brooks Fashions; Cowell and Hubbard; Pet Bazaar; Flagg Bros. Shoes; Foxmoor Casuals; Fredericks; Hickory Farms; Joan Bari Bags; Mode O'Day; Super Duper 5; Ormonds; Parklane Hosiery; Petris; Stambaugh's 7; T.J. Maxx; Spencer Gifts; Waldenbooks; B. Dalton Bookseller; Zale's; Minnesota Fabrics 2; Garment Center; Radio Shack; Homemaker Shops; Maacao Auto; Color Your World; Tempo Fashions; World Wide Auto Stores; Busy Beaver Ctr.; Carter Lumber 4.

14 - NEWSPAPERS: VINDICATOR (e) 98,541; (S) 151,653; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Charles Metzger, Gen. Adv. Mgr., VINDICATOR, PO Box 780; Vindicator Sq., Youngstown, OH 44501; Tel. (216) 747-1471.
National Representative: Story & Kelly-Smith.

ZANESVILLE

1 - LOCATION: Muskingum County. E&P Map C-3. County Seat. Industrial, mining and agricultural area. Junction of Muskingum and Licking Rivers. 52 mi. E of Columbus; 75 mi. W of Wheeling; 125 mi. SW of Pittsburgh; 84 mi. SW of Canton; 725 ft. above sea level. On U.S. Hwys. 40, 22, I-70.

2 - TRANSPORTATION: **Railroads**-N&W, Chessie, Conrail.
Motor Freight Carriers-16.
Intercity Bus Lines-Continental Trailways, Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 28,655; E&P 85 Est. 27,486
CZ-ABC: (80) 37,808
RTZ-ABC: (80) 76,108
County 80 Cen. 83,340; E&P 85 Est. 86,925
City & RTZ-ABC: (80) 113,916

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,211; E&P 85 Est. 11,226
CZ-ABC: (80) 14,478
RTZ-ABC: (80) 25,391
County 80 Cen. 29,442; E&P 85 Est. 31,765
City & RTZ-ABC: (80) 39,869

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$262,000,000
Savings & Loan	3	$254,000,000

6 - PASSENGER AUTOS: County 47,248

7 - ELECTRIC METERS: Residence 29,218

8 - GAS METERS: Residence 17,950

9 - PRINCIPAL INDUSTRIES: Industry (Av. Wkly. Wage)-Mfg. ($226); Trans. & Utilities ($290); Constr. ($262).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-74; Summer 62-95; Fall 14-71; Winter 5-50. First killing frost, Oct. 8-20; last killing frost, May 1-15.

11 - TAP WATER: Alkaline, very hard, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main St.; 2 on 3rd St.; 3 on 4th St.; 5 on 5th St.; 3 on 6th St.; 2 on 7th St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Colony Square Mall(60)	5	JCPenney, Gray's, Sears, Horne's
Country Fair(25)	4	Kroger, Woolworth, Century House
Sunrise Center	2	Heck's, IGA
Zane Trail(18)	3	Big Bear, Hart's

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Downtown Mon., Fri. Mall Mon.-Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Nader & Sons; Sears; Elder-Beerman; Hornes Of Wheeling.
Discount Stores-Rink's; Bargain City; Dollar Saver; K mart; Heck's; Odd Lots.
Variety Stores-Kresge; Woolworth; Hart's; Scott's.
Chain Drug Stores-Revco 2; Thrift; SupeRx; Hart's; Gray.
Chain Supermarkets-Kroger 3; Big Bear 3.
Other Chain Stores-Moore's; Sherwin-Williams; Pittsburgh Plate Glass; Singer Co.; Gallenkamp; Pic-Way; Robert's Men Store; Radio Shack.

14 - NEWSPAPERS: TIMES RECORDER (m) 24,236; (S) 21,795; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Jack Munson, Adv. Mgr., TIMES RECORDER, 34 S. Fourth St., Zanesville, OH 43701; Tel. (614) 452-4561.
National Representative: Thomson Newspapers.

OKLAHOMA SURVEYS

METROPOLITAN STATISTICAL AREAS

Enid-Garfield County.
Fort Smith, Ark.-Okla.-Crawford and Sebastian Counties, Ark.; Sequoyah County, Okla.
Lawton-Comanche County.
Oklahoma City-Canadian, Cleveland, Logan, McClain, Oklahoma and Pottawatomie Counties.
Tulsa-Creek, Osage, Tulsa, Rogers and Wagoner Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1986**
Under 5 Years	197	233	263
5-14 Years	492	460	520
15-24 Years	449	563	636
25-44 Years	586	813	918
45-64 Years	537	580	655
65 and Over	299	376	425
TOTAL	2,560	3,025	3,417

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1977 Census**	**1982 Census**	**1986 Est.**
Bldg. Mat./Hdwr.	542	920	1,279
General Mdse.	1,093	1,800	2,206
Food	2,096	3,684	4,239
Automobiles	2,884	3,649	5,736
Gasoline Stations	655	1,110	1,138
Apparel	549	938	1,195
Furniture	423	693	1,040
Eat-Drink Places	715	1,394	1,727
Drugs	211	337	438
TOTAL SALES	9,228	16,071	20,338

ADA

1 - LOCATION: Pontotoc County. E&P Map E-3. County Seat. Industrial, educ., medical, and residential ctr. of ranching and oil & gas production region. SE quarter of state. On State Hwys. 1, 3, 19, 99. 81 mi. SE of OK City.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-6.
Intercity Bus Lines-Oklahoma Transp.

3 - POPULATION:
Corp. City 80 Cen. 15,902; E&P 85 Est. 17,263
CZ-ABC: (80) 15,902
RTZ-ABC: (80) 65,844
County 80 Cen. 32,598; E&P 85 Est. 35,387
City & RTZ-ABC: (80) 81,746
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,440; E&P 85 Est. 7,250
CZ-ABC: (80) 6,440
RTZ-ABC: (80) 23,529
County 80 Cen. 12,268; E&P 85 Est. 13,796
City & RTZ-ABC: (80) 29,969

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	3	$90,000,000
Commercial	3	$209,300,000

6 - PASSENGER AUTOS: County 17,112

7 - ELECTRIC METERS: Residence 7,600

8 - GAS METERS: Residence 7,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earner (Av. Wkly. Wage)-Glass Containers 440 ($265); Cement 165 ($320); Concrete Prod. N.A. ($150); Meat Packing 110 ($165); Brick 35 ($150); Garments 175 ($165); Feeds 100 ($200); Plastic Cups 450 ($165); Plastic and rubber prod. 350 ($225); Manufacture and service of oilfield drilling tools 100 ($275); Trap & Skeet Targets 50 ($175); Overhead Door Mfg. 100 ($225).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-92; Summer 68-96; Fall 30-80; Winter 30-60. First killing frost, Nov. 14; last killing frost, Apr. 18.

11 - TAP WATER: Alkaline, very hard; fluoridated.

12 - RETAILING: **Principal Shopping Area**-8 blocks on Main St. and Broadway.
Neighborhood Shopping Centers-College, E. Main, 500 E. Main to Miss. Ave.; 400-700 S. Miss. Ave.; Arlington, 800 Arlington Blvd.; Mini Mall, 119 N. B'dwy., 15 units, 600 N. B'dwy.
Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Dillon's; Katz; C. R. Anthony.
Variety Stores-TG&Y.
Discount Stores-Wal-Mart; Wall's; Dollar General; K mart.
Chain Drug Stores-Revco.
Chain Supermarkets-Humpty Dumpty; Safeway.
Other Chain Stores-Otasco; Goodyear; Singer Co.; S&Q Clothiers; Sears (catalog); Sherwin-Williams; Montgomery Ward Order-Auto Stores.

14 - NEWSPAPERS: NEWS (e-mon to fri) 9,312; (S) 9,812; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Richard C. Wells, Pub., NEWS, 112-120 N. Broadway, Ada, OK 74820; Tel. (405) 332-4433.
National Representatives: Thomson Newspapers; Papert Companies.

ALTUS

1 - LOCATION: Jackson County. E&P Map C-3. County Seat. Situated on U.S. Hwys. 62, 283. 155 mi. SW of Oklahoma City.

2 - TRANSPORTATION: **Railroads**-Santa Fe; Frisco; Hollis & Eastern.
Motor Freight Carriers-5.
Intercity Bus Lines-Midcontinent.

3 - POPULATION:
Corp. City 80 Cen. 23,101; E&P 85 Est. 23,119
County 80 Cen. 30,356; E&P 85 Est. 31,507

4 - HOUSEHOLDS:
City 80 Cen. 7,918; E&P 85 Est. 8,049
County 80 Cen. 10,543; E&P 85 Est. 10,917

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$152,694,000
Savings & Loan	3	$101,660,000

6 - PASSENGER AUTOS: County 15,242

7 - ELECTRIC METERS: Residence 9,877

8 - GAS METERS: Residence 7,941

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Chemical Fertilizer N.A. ($170); Feed Mfg. 30 ($150); Cotton Seed Processing 40 ($140); Asphalt Mixing 43 ($175); Cotton Compress 48 (N.A.); Altus AFB 4,183 ($281); University Education 650 ($304); Ladies Garments 90 ($137).

10 - CLIMATE: First killing frost, Nov. 7; last killing frost, Mar. 28.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: **Principal Shopping Center**-Downtown.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Altus Plaza(24)	NA	JCPenney, Safeway, Zale's, Otasco
Bunker Hill(12)	NA	Anthony, Mont. Ward, Winn's, Furr's
Park Lane(8)	NA	Winn's, Ashley's

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Sundays-Supermarkets, Winn's, Surplus City, TG&Y, K mart, Wal-Mart, Braum's, JCPenney.

13 - RETAIL OUTLETS: **Department Stores**-C.R. Anthony, JCPenney, Watkins.
Discount Stores-Altus Surplus City, K mart, Base Exchange, Wal-Mart, Osborne's.
Variety Stores-Winn's 2, Dollar General, TG&Y, Wal-Mart.
Chain Drug Stores-Bunker Hill, United Discount, Altus Drug, Revco.
Chain Supermarkets-United 2, Safeway.
Other Chain Stores-White's; Sherman's Shoes; Otasco; S&H Green Stamps; Goodyear; Firestone; Furr's; Montgomery Ward; Sherwin Williams; World Clock & Fans; 7-Eleven; Radio Shack; Love's Country Stores.

14 - NEWSPAPERS: TIMES (e) mon to fri) 6,847; (S) 7,496; sworn Sept. 29, 1984.

Local Contact for Advertising and Merchandising Data: Jesse Turner, Adv. Mgr., TIMES, 218 W. Commerce St., Altus, OK 73521; Tel. (405) 482-1221.
National Representative: Papert Companies.

ALVA

1 - LOCATION: Woods County. E&P Map C-1. County Seat. Wheat shipping, cattle raising and feeding (beef), oil and gas production. University Education. 160 mi. from Okla City; 120 mi. from Wichita, KS. On U.S. Hwys. 64, 281.

2 - TRANSPORTATION: **Railroads**-AT&SF (Santa Fe); CRI & PRR (Rock Island).
Motor Freight Carriers-4.
Intercity Bus Lines-Mid-Continent.

3 - POPULATION:
Corp. City 80 Cen. 6,416; E&P 85 Est. 6,427
County 80 Cen. 10,923; E&P 85 Est. 11,984

4 - HOUSEHOLDS:
City 80 Cen. 2,584; E&P 85 Est. 2,626
County 80 Cen. 4,425; E&P 85 Est. 5,052

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$100,000,000

6 - PASSENGER AUTOS: County 6,010

7 - ELECTRIC METERS: Residence 2,808

8 - GAS METERS: Residence 2,491

9 - PRINCIPAL INDUSTRIES: Industry-Agriculture; Meat Packing; Tractors; Radio Airplane Repair & Rebuilding; Education; Farm Implement Mfg.
Principal Pay Days-Sat., 1 & 15, 5 & 20.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-78; Summer 62-112; Fall 39-72; Winter 15-70. First killing frost, Oct. 30; last killing frost, Apr. 18.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Neighborhood Shopping Centers**-12 blocks at College & Okla. Blvd.
Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-Anthony's, E.W. Tanner, Montgomery Ward, Sears.
Variety Stores-Wal-Mart.
Discount Stores-Dollar General.
Chain Drug Stores-Rexall, Holder-Southern, Ideal Pharmacy, Safeway Pharmacy.
Chain Supermarkets-Safeway, Ideal.

14 - NEWSPAPERS: REVIEW-COURIER (e-tues to fri) 3,651; (S) 3,801; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Larry P. Holt, Pub., REVIEW-COURIER, 622 Choctaw, PO Box 668, Alva, OK 73717; Tel. (405) 327-2200.
National Representative: Papert Companies.

ANADARKO

1 - LOCATION: Caddo County. E&P Map D-2. County Seat. 70 mi. Southwest of Oklahoma City. On U.S. Hwys. 62, 281; State Hwys. 8, 9.

2 - TRANSPORTATION: **Railroads**-Rock Island.
Motor Freight Carriers-3.
Intercity Bus Line-Oklahoma Transportation Company.

3 - POPULATION:
Corp. City 80 Cen. 6,378; E&P 85 Est. 7,253
County 80 Cen. 30,905; E&P 85 Est. 36,103

4 - HOUSEHOLDS:
City 80 Cen. 2,355; E&P 85 Est. 2,696
County 80 Cen. 11,069; E&P 85 Est. 13,395

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$112,063,000
Savings & Loan	2	$175,066,000

6 - PASSENGER AUTOS: County 15,291

7 - ELECTRIC METERS: 3,000

8 - GAS METERS: 2,728

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Carpet Mfg. 330; Elect. Generation 303; Peanut Shelling 57; Bureau of Indian Affairs 307; City employees 113. (Gross payroll yearly 25.2 million dollars.)

10 - CLIMATE: Min. & Max. Temp.-Spring 55-85; Summer 69-105; Fall 50-80; Winter 25-65.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Shopping Centers**-Southern Plains Plaza (1 mi. from center of town east); Petree Plaza (2 mi. southwest of center of town).
Principal Shopping Days-Fri., Sat.; Food-Wed.

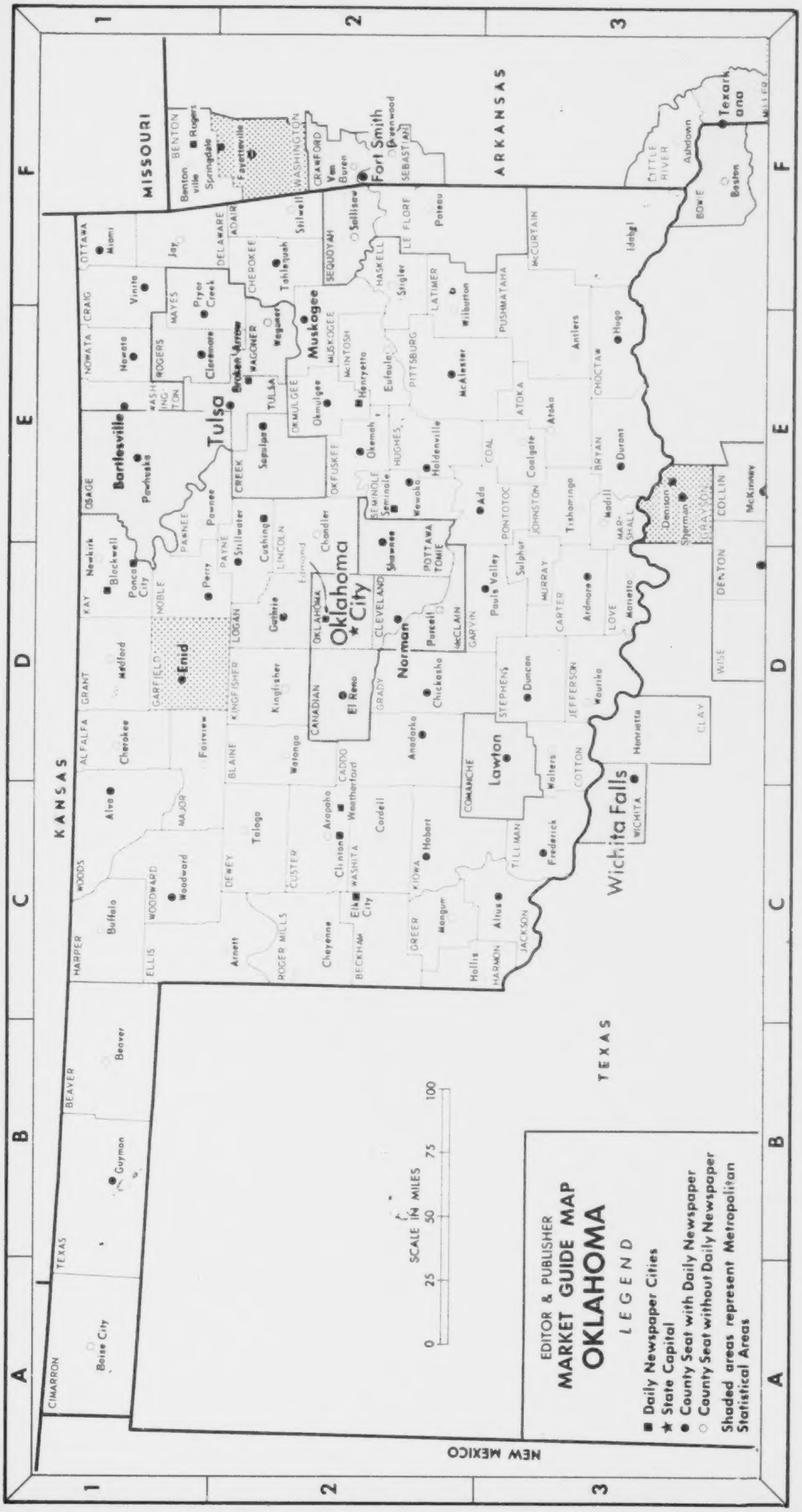
13 - RETAIL OUTLETS: **Department Stores**-C. R. Anthony; Famous; George's; The Green Apple.
Discount Stores-Wal-Mart; TG&Y; Dollar General Stores.
Chain Supermarkets-Safeway; Warehouse Discount Foods; Dunn's Food Center.
Other Chain Stores-Otasco; Wag-A-Bag; Montgomery Ward; Sears (catalog); Radio Shack; White's (Auto); True Value.
Other Stores-Jay's Jewelry; Allen Western Wear; Brenda's Tot 'n' Teen; B&M Sports; Grady's Shoes; Graham's Jewelry; Calico Patch Fabrics; Yu-Neek Gifts; Jarvis Furniture; Hallmark.

14 - NEWSPAPERS: NEWS (e-mon to fri; wknd) 6,170; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Vic Bryan, Jr., Adv. Mgr., NEWS, 117-119 E. Bdwy., Anadarko, OK 73005; Tel. (405) 247-3331.
National Representatives: Papert Companies; Oklahoma Press Service.

ARDMORE

1 - LOCATION: Carter County. E&P Map D-3. County Seat. In Southern part of state, 33 mi. from TX border; 95 mi. S of Oklahoma City; 100 mi. N of Dallas & Ft. Worth, TX. On U.S. Hwys. 70, 77, I-35; State Hwys. 53, 76, 18, 22.

2 - TRANSPORTATION: **Railroads**-Santa Fe; Burlington Northern.
Motor Freight Carriers-13.
Intercity Bus Lines-America; Okla. Trans.; Trailways; S.W. Greyhound.


EDITOR & PUBLISHER
MARKET GUIDE MAP
OKLAHOMA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0
25
50
75
100

3 - POPULATION:
Corp. City 80 Cen. 23,689; E&P 85 Est. 28,223
CZ-ABC: (80) 23,689
RTZ-ABC: (80) 55,800
County 80 Cen. 43,610; E&P 85 Est. 46,868
City & RTZ-ABC: (80) 79,569

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,261; E&P 85 Est. 11,271
CZ-ABC: (80) 9,261
RTZ-ABC: (80) 20,615
County 80 Cen. 16,296; E&P 85 Est. 18,912
City & RTZ-ABC: (80) 29,876

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$409,300,000
Savings & Loan	3	$99,400,000

6 - PASSENGER AUTOS: County 23,156

7 - ELECTRIC METERS: Residence 13,286

8 - GAS METERS: Residence 9,051

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil Refining 375; Oil Exploration 1,700; Tires 2,500; Electronic Eqip.; Dairy; Concrete; Sportswear; Millwork; Roofing.
Principal Industrial Pay Days-Mon., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-65; Summer 85-100; Fall 60-65; Winter 15-45.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Main St., 4 on Broadway, 3 on 1st Ave., 4 on N. Wash., 5 on Grand Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ardmore Mall(9)	NA	Midwest Showcase, Mont. Ward
Broadlawn(10)	NA	Red & White
Mid-Way(13)	NA	T&M Phmcy., Larrys
Tiffany Plaza(6)	NA	Anthony's, Bestyet Food, TG&Y
Mountain View Mall(24)	NA	K mart, Beall's, JCPenney, United

Principal Shopping Days-Tues., Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon.; Food-Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores** Daube's, JCPenney, Montgomery Ward, C.R. Anthony, Beall's.
Variety Stores-TG&Y.
Discount Stores-Wal-Mart, K mart, TG&Y, United.
Chain Drug Stores-Rexall, I.D.L., Reavis, Family Drugs, Revco.
Chain Supermarkets-Foodway, Safeway, Dicus IGA, Draper's, Red & White, Bestyet, Winn-Dixie 2.
Other Chain Stores-White's Auto, The Automotive, Goodyear, Firestone, Babcock.

14 - NEWSPAPERS: ARDMOREITE (e-mon to fri) 13,749; (S) 16,261; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Barbara Winkler, Adv. Dir., ARDMOREITE, 117 W. Broadway, PO Box 1328, Ardmore, OK 73401; Tel. (405) 223-2200.
National Representative: Landon Associates.

BARTLESVILLE

1 - LOCATION: Washington County, E&P Map E-1. County Seat. Ctr. of large cattle-raising, oil & gas production district. On U.S. Hwys. 75, 60; State Hwy 123. 49 mi. N of Tulsa, Okla.; 306 mi. NE of Dallas, TX; 199 mi. S of Kansas City, MO.

2 - TRANSPORTATION: **Railroads**-Atchison, Topeka & Santa Fe; Mo., Kans. & Tex.
Intercity Bus Lines-K.G. Lines, Inc.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 34,568; E&P 85 Est. 39,057
CZ-ABC: (80) 41,993
RTZ-ABC: (80) 26,560
County 80 Cen. 48,113; E&P 85 Est. 54,361
City & RTZ-ABC: (80) 68,553

4 - HOUSEHOLDS:
Corp. City 80 Cen. 13,761; E&P 85 Est. 16,043
CZ-ABC: (80) 16,527
RTZ-ABC: (80) 10,264
County 80 Cen. 20,742; E&P 85 Est. 21,931
City & RTZ-ABC: (80) 26,791

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$388,760,102
Savings & Loan	3	$236,990,720

6 - PASSENGER AUTOS: County 32,580

7 - ELECTRIC METERS: Residence 14,639

8 - GAS METERS: 14,788

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil co. employees (clerical, engineering, research, plastics) 7,404; Ret. selling 6,060; Oil

field supply and mfg. 1,627; Zinc smelting 394. Payroll est. $1,422,380
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Seasonal Averages-Spring 57; Summer 72; Fall 59; Winter 47.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers** Downtown-3 blocks on Dewey Ave; 3 on Osage; 3 on Johnstone; 5 on Frank Phillips Blvd.; 85 ret. stores including Zale's, Martin's, Otasco, Piper Furniture, Brown's Shoe Fit.
Neighborhood Shopping Centers-Limestone Complex; East Bartlesville Complex (22 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastland(38)	NA	JCPenney, Mont. Ward
The Quarters(15)	NA	specialty shops
Pennington Hills Plz	NA	IGA, Otasco, Mays Drug
Washington Mall(70)	NA	Dillards, Sears

Principal Shopping Days-Mon.-Sat.
Stores Open Sundays-9 Food, 6 Drug. Shpg Ctrs. open Thur. evenings & Sundays.

13 - RETAIL OUTLETS: **Department Stores**-C.R. Anthony; Martin's; Montgomery Ward; JCPenney; Sears; Peters; Vandevers; Dillards.
Discount Stores-Wal-Mart; K mart; Aim.
Chain Drug Stores-Rexall 2; Revco; Mays.
Chain Supermarkets-Bestyet; IGA; Safeway 2; Landers 3; Thrift-T-Wise AG 3; H & H Foodctr.; United.
Other Chain Stores-Ostasco; Firestone; Mode O'Day; Herrin's; Edward's; Goodyear; Payless Shoes; S & H Green Stamps; Radio Shack; Sherwin-Williams; County Killarney; Zale's Jewelry; Brown's Shoe Fit; Singer Co.

14 - NEWSPAPERS: EXAMINER-ENTERPRISE (e-mon to fri) 14,236; (S) 15,990; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Jim Miller, Adv. Dir., EXAMINER-ENTERPRISE, PO Box 1278, Bartlesville, OK 74005; Tel. (918) 336-1600.
National Representative: Papert Companies.

BLACKWELL

1 - LOCATION: Kay County, E&P Map D-1. Residential ctr. on Chickasha River in fine agric. area. On I-35 70 mi. S of Wichita, KS; 100 mi. N of Oklahoma City; 110 mi. NW of Tulsa; 20 mi. W of Kaw Lake on SH-11.

2 - TRANSPORTATION: **Railroads**-Santa Fe.
Motor Freight Carriers-11.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 8,400; E&P 85 Est. 9,202
CZ-ABC: (80) 8,400
RTZ-ABC: (80) 20,055
County 80 Cen. 49,852; E&P 85 Est. 55,490
City & RTZ-ABC: (80) 28,455
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,344; E&P 85 Est. 3,870
CZ-ABC: (80) 3,344
RTZ-ABC: (80) 7,791
County 80 Cen. 19,431; E&P 85 Est. 22,406
City & RTZ-ABC: (80) 11,135

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$88,000,000
Savings & Loan	1	$12,000,000

6 - PASSENGER AUTOS: County 30,569.

7 - ELECTRIC METERS: Residence 3,757.

8 - GAS METERS: Residence 3,400.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees-Foundry 80; Gas 38; Foods 38; Oil 250; Corset 140.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-90; Summer 60-115; Fall 37-90; Winter-2-78.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Days**-Thur., Fri., Sat.
Stores Open Evenings-Graves Drug; Rexall; Safeway; United; Wal-Mart.

13 - RETAIL OUTLETS: **Department Stores**-C.R. Anthony's; Peter's.
Chain Drug Stores-Rexall; Graves.
Chain Supermarkets-Fey's; Safeway; United of Oklahoma.
Other Chain Stores-Wal-Mart; Otasco; Radio Shack.

14 - NEWSPAPERS: JOURNAL-TRIBUNE (e-mon to fri) 3,836; (S) 3,962; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Dayle E. McGaha, Gen. Mgr., JOURNAL-TRIBUNE, PO Box 760, Blackwell, OK 74631; Tel. (405) 363-3370.
National Representatives: Papert Companies.

BROKEN ARROW

1 - LOCATION: Tulsa County (in Tulsa MSA). E&P Map E-2. County Seat. 18 mi. SE of Tulsa. NE portion of state.; on I-44, U.S. Hwys. 66, 69; State Hwy. 33.

2 - TRANSPORTATION: **Railroads**-Missouri, Kansas, Texas.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways.
Airlines-Major airlines at Tulsa.

3 - POPULATION:
Corp. City 80 Cen. 35,761; E&P 85 Est. 38,909
County 80 Cen. 470,593; E&P 85 Est. 512,033
MSA 80 Cen. 657,367; E&P 85 Est. 730,897

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,618; E&P 85 Est. 13,223
County 80 Cen. 181,620; E&P 85 Est. 204,123
MSA 80 Cen. 246,380; E&P 85 Est. 282,545

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$1,288,653,873
Commercial	4	$95,162,263

6 - PASSENGER AUTOS: County 316,305.

7 - ELECTRIC METERS: Residence 17,500.

8 - GAS METERS: Residence 15,500.

9 - PRINCIPAL INDUSTRIES: Type of Industry-Oil Field Prods.; Feedmill; Manufactures-Heat exchangers; Plastic molding die castings; Stamping; Speed reducers; Gas boxes; Gas fittings; Boat parts; Ambulances; Electronic structure; Atmosphere coolers; Thermoweld products; Cultured marble. Agriculture-Pecans; Grain; Dairy Cattle; Quarterhorses.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-90; Summer 70-100; Fall 20-90; Winter 10-80. First killing frost, Nov.; last killing frost, Mar.

11 - TAP WATER: Non-alkaline; medium.

12 - RETAILING: **Principal Shopping Areas**-400 block N. Main St.; 1600 block S. Main St.; 1802-1822 S. Main St.; SWC81 St. Elm Pl.; 1300 N. Elm Pl.; 91st St. Elm Pl.; 81st S. Elm Pl.; 1400 E. Kenosha; 800 block W. Kenosha; 8100 S. Lynn Lane.
Neighborhood Shopping Centers-Sequoyah; Boardwalk; Vandever; Downtown; Arrow Village; Broken Arrow Mall (38 stores); Broken Arrow Plaza (15 stores); Central Park Mall; Lynn Lane Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Oakcrest(15)	NA	Bud's Thrif-T-Wise
Sequoyah Ctr.	NA	IGA
Towne East	NA	Skaggs
Woodland Hills	NA	Sears, Dillard, John Brown

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Wal-Mart; K mart.

13 - RETAIL OUTLETS: **Department Stores**-Peter's; Anthony's; Frougs.
Discount Stores-K mart; Wal-Mart.
Variety Stores-Ben Franklin 2.
Chain Drug Stores-Ross; May's; Eckerd.
Chain Supermarkets-Safeway 2; Warehouse Market; IGA; Skaggs; Bud's Thrif-T-Wise.
Other Chain Stores-Goodyear; Otasco; Handy Dan.

14 - NEWSPAPERS: LEDGER (e) 7,514; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: John Huckabee, Adv. Dir., LEDGER, 524 S. Main St., Broken Arrow, OK 74012; Tel. (918) 258-6688.
National Representative: Landon Associates.

CHICKASHA

1 - LOCATION: Grady County, E&P Map D-2. County Seat. On Washita River (tributary of Red River). 50 mi. SW of Okla. City. On U.S. Hwys. 81, 62; State Hwys. 277, 9, 19.

2 - TRANSPORTATION: **Railroads**-Burlington-Northern; DKT-MKT.
Motor Freight Carriers-5.
Intercity Bus Lines-Oklahoma Trans.; Mid-Continent; Denco.

3 - POPULATION:
Corp. City 80 Cen. 15,828; E&P 85 Est. 19,503
CZ-ABC: (80) 15,828
RTZ-ABC: (80) 28,539
County 80 Cen. 39,490; E&P 85 Est. 48,659
City & RTZ-ABC: (80) 44,367

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,229; E&P 85 Est. 7,906
CZ-ABC: (80) 6,229
RTZ-ABC: (80) 9,915
County 80 Cen. 14,302; E&P 85 Est. 18,277
City & RTZ-ABC: (80) 16,144

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$244,000,000
Savings & Loan	4	$1,078,328,000

6 - PASSENGER AUTOS: County 18,602.

7 - ELECTRIC METERS: Residence 5,905.

8 - GAS METERS: Residence 4,857.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Machine Shops 94; Foods 421; Mobile Homes 800; Trailers 259; Maremont Corp. 200, Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 59-70; Summer 79-105; Fall 61-75; Winter 39-50.

11 - TAP WATER: Alkaline, very hard (lake water).

12 - RETAILING: **Principal Shopping Center**-4 blocks on Chickasha; 4 on Choctaw; 2 on Kansas; 2 on 3rd; 3 on 4th; 3 on 5th; Shpg. Ctr. at 9th & Grand; Shpg. Ctr. 4th & Grand.
Principal Shopping Days-Department Stores-Thur., Sat.; Food-Fri., Sat.
Stores Open Evenings-Thur.; Supermarkets every evening.

13 - RETAIL OUTLETS: **Department Stores**-Dixie; Montgomery Ward; JCPenney; Anthony; Hick's.
Variety Stores-TG&Y; Wal-Mart; Gibson's Discount.
Discount Stores-Gibson's; Wal-Mart; TG&Y.
Chain Drug Stores-Rexall; The Medicine Shoppe; Wal-Mart.
Chain Supermarkets-Safeway; Petty's IGA.

14 - NEWSPAPERS: EXPRESS (e-mon to fri) 5,081; (S) 6,097; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Brenda Haney, Adv. Mgr., EXPRESS, 302 N. 3rd St., Chickasha, OK 73018; Tel. (405) 224-2600.
National Representative: Donrey Media Group.

CLAREMORE

1 - LOCATION: Rogers County (In Tulsa MSA). E&P Map E-1. 27 mi. from Tulsa; NE part of the state. On U.S. Hwy. 66; State Hwy. 88; Will Rogers Tpke.; Will Rogers Freeway.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific; Burlington Northern.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 12,085; E&P 85 Est. 16,449
County 80 Cen. 46,436; E&P 85 Est. 56,238
MSA 80 Cen. 657,367; E&P 85 Est. 730,897

4 - HOUSEHOLDS:
City 80 Cen. 4,460; E&P 85 Est. 6,329
County 80 Cen. 15,650; E&P 85 Est. 19,602
MSA 80 Cen. 246,380; E&P 85 Est. 282,545

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$124,363,806
Savings & Loan	2	$78,179,703

6 - PASSENGER AUTOS: County 30,765.

7 - ELECTRIC METERS: Residence 6,024.

8 - GAS METERS: Residence 6,766.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Coal Mining 300 ($400); Motor Controls 60 (N.A.); Submersible Pump 800 ($420); Glass Coating 175 (N.A.); Cylinder 100 ($320); Cable 125 (N.A.); Custom Stamping 40 ($340); Farm Equip. 18 ($346); Bearings 100 ($400); Steel 125 ($400); Oil Equip. 125 ($350).

10 - CLIMATE: Min. & Max. Temp.-Spring 24-85; Summer 63-114; Fall 40-88; Winter 20-70. First killing frost, Nov. 12; last killing frost, Mar. 10.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Will Rogers Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ne-Mar(24)	NA	Otasco, Sears, Humpty Dumpty
Plaza Ctr.(4)	1	TG&Y, Coast-to-Coast

Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Montgomery Ward; C.R. Anthony.
Variety Stores-TG&Y.
Discount Stores-Wal-Mart; Discount City.
Chain Drug Stores-Wal-Mart; Warehouse Mkt.
Chain Supermarkets-Safeway; Warehouse; Wells Food; Giant; Hobo.

14 - NEWSPAPERS: PROGRESS (e-tues to fri) 7,186; (S) 7,275; Mar. 31, 1984 VAC.
Local Contact for Advertising and Merchandising Data: Donn Dodd, Gen. Mgr./Ed., PROGRESS, 315 W. Will Rogers, Claremore, OK 74017; Tel. (918) 341-1101.
National Representative: Papert Companies; Oklahoma Press Service.

CLINTON

1 - LOCATION: Custer County, E&P Map C-2. Agricultural, livestock, industrial, distribution and hospital center 85 mi. W of Oklahoma City and 175 mi. E of Amarillo. Junction of U.S. Hwys. 66, 183 and I-40.

2 - TRANSPORTATION: **Railroads**-C.R.I. & Pac.; St. San Fran. (Frisco); AT&SF-Santa Fe.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,796; E&P 85 Est. 11,548
County 80 Cen. 25,995; E&P 85 Est. 33,804

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,360; E&P 85 Est. 4,631
County 80 Cen. 9,482; E&P 85 Est. 12,919

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$132,467,591
Savings & Loan	3	$125,430,342

6 - PASSENGER AUTOS: County 14,458.

7 - ELECTRIC METERS: Residence 3,687.

8 - GAS METERS: Residence 3,735.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Agric. Proc. 693 ($300); Precision Instr. 68 ($295); Mach. Shops 210 ($265); Brick & Tile 233 ($288); Soft Goods 1,001 ($265); Food Processing 620 ($275); Oil Field Supply 835 ($528); Other 840 ($330).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 72-100; Fall 50-90; Winter 10-65.

11 - TAP WATER: Less than 300 parts per million dissolved solids.

12 - RETAILING: **Neighborhood Shopping Centers**-J.C. Lane; Darko Square West; K mart; Wal-Mart. **Principal Shopping Days**-Mon., Thur., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Simon's; C.R. Anthony; JCPenney; Guthrie's; Sears.
Discount Stores-TG&Y; K mart.
Variety Stores-TG&Y Family Center.
Chain Drug Stores-S & D 2; Salisbury's; Safeway.
Chain Supermarkets-Safeway; United; Puckett's.
Other Chain Stores-White Auto; S & H Green Stamps; Sweetbriar; Dollar General.

14 - NEWSPAPERS: NEWS (e-mon to fri) 5,334; (S) 5,479; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: Chas. E. Engleman, Pub. & Editor, NEWS, 522 Avant Ave.; PO Box 489, Clinton, OK 73601; Tel. (405) 323-5151.
National Representative: None.

CUSHING

1 - LOCATION: Payne County, E&P Map E-2. Situated on State Hwys. 18, 33. 58 mi. W of Tulsa, 76 mi. E of Oklahoma City.

2 - TRANSPORTATION: **Railroads**-Cimarron Valley (Shortline).
Motor Freight Carriers-4.
Intercity Bus Lines-MK&O.

3 - POPULATION:
Corp. City 80 Cen. 7,720; E&P 85 Est. 8,561
County 80 Cen. 62,435; E&P 85 Est. 68,283
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,222; E&P 85 Est. 3,782
County 80 Cen. 22,119; E&P 85 Est. 25,146

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$97,086,400
Savings & Loan	2	$10,000,000

6 - PASSENGER AUTOS: County 30,190.

7 - ELECTRIC METERS: Residence 3,153.

8 - GAS METERS: Residence 3,100.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil 950; Food 300; Trucking 180; Plastic Bottles 25.

Industrial Pay Days-9th & 24th

10 - CLIMATE: Min. & Max. Temp.: Spring 50-80; Summer 80-110; Fall 55-80; Winter 10-50.

11 - TAP WATER: Neutral, 15 grains hard, chlorinated.

12 - RETAILING: **Principal Shopping Centers** 15 blocks on Broadway, Cherry, Harrison, Cleveland, Moses & Main Sts.; Summit Ridge, Cushing Plaza (both on East edge of city).
Principal Shopping Days Mon.-Sat.

13 - RETAIL OUTLETS: **Department Stores** C.R. Anthony, Peters, Sears.
Variety Stores-TG&Y Family Center.
Discount Stores-Brittain's, Wal-Mart.
Chain Drug Stores-Vee (IDL), City (IDL), Revco, Kew's Health Mart.
Chain Supermarkets-Escott's, IGA.
Other Chain Stores-Otasco Supply, Payne County Creamery, Hughes Lumber, Meadow Gold Dairy, Coast-to-Coast, Cato's, Radio Shack, Sherwin-Williams.

14 - NEWSPAPERS: CITIZEN (e-mon to fri; S) 3,939; sworn Sept. 26, 1984.
Local Contact for Advertising and Merchandising Data: Terry Hoggatt, Gen. Mgr., CITIZEN, 115 S. Cleveland, Cushing, OK 74023; Tel. (918) 225-3333.
National Representative: Papert Companies.

DUNCAN

1 - LOCATION: Stephens County. E&P Map D-3. County Seat. Industrial and residential center. 92 mi. SW of Oklahoma City, 140 mi. NW of Fort Worth. On U.S. Hwy. 81 and State Hwy. 7.

2 - TRANSPORTATION: **Motor Freight Carriers**-Mistletoe.
Intercity Bus Lines-Oklahoma Transport.

3 - POPULATION:
Corp. City 80 Cen. 22,517; E&P 85 Est. 25,780
CZ-ABC: (80) 22,517
RTZ-ABC: (80) 26,580
County 80 Cen. 43,419; E&P 85 Est. 49,710
City & RTZ-ABC: (80) 49,097
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,981; E&P 85 Est. 10,521
CZ-ABC: (80) 8,981
RTZ-ABC: (80) 9,750
County 80 Cen. 16,512; E&P 85 Est. 19,479
City & RTZ-ABC: (80) 18,731

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$301,664,999
Savings & Loan	3	$187,176,224

6 - PASSENGER AUTOS: County 26,130

7 - ELECTRIC METERS: Residence 10,288

8 - GAS METERS: Residence 8,728

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Field Services, Research, Development & Equip. Mfg. 3,389 ($371); Clothing Mfg. 350 ($200); Farm Eqpt. Mfg. 40 ($225); Horse Trailer Mfg. 36 ($300); Foundry 105 ($335); Oil Co. Area Office 20 ($450).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-96; Summer 60-102; Fall 20-92; Winter 0-80. First killing frost, Nov. 25; last killing frost, Apr. 12.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main; 3 on Walnut; 2 on 8th; 2 on 9th; 3 on 10th; 23 blocks on U.S. 81 by-pass; 1 block on Bois D-Arc; 1 on Peach; 4 on E. Main.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
McCasland(2)	NA	Duncan Drug
Ward Mall(24)	NA	Jones, Mont. Ward, Woolworth
Elk Plaza(15)	NA	Goodner's, TG&Y, C.R. Anthony
Oak Tree	NA	Wilson's Video Appl., Ritz Clothiers, RJ's Video
Sledge Center(2)	NA	Goodners, R&S Drug

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Most Thur., some Sat.
Stores Open Sundays-Food and Drug; some in Ward Mall; K mart, TG&Y; Surplus City; Atwoods.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward, C.R. Anthony; JCPenney; Crutcher's; Sears; Watkins; Albin's.
Discount Stores-Surplus City; Gibson's; K mart; TG&Y; Woolworth; Whites.
Drug Stores-R & S 3; Duncan Discount Drug; Star Discount Pharmacy 2.
Variety Stores-Dollar General.
Chain Supermarkets-Goodner's (Scrivner Inc.) 3; Safeway; Jones.
Other Chain Stores-Okla. Tire; Zale's; Jewel Box; Firestone; Gallenkamp Shoes; Dollar General; PayLess Shoes; Atwoods.

14 - NEWSPAPERS: BANNER (e-mon to fri) 11,283; (S) 12,677; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Monica Smith, Adv. Mkt. Dir., BANNER, PO Box 1268, Duncan, OK 73534; Tel. (405) 255-5354.
National Representative: Papert Companies.

DURANT

1 - LOCATION: Bryan County. E&P Map E-3. County Seat. 165 mi. SE of Oklahoma City, 100 mi. NE of Dallas. On State Hwys. 48, 199, 78, 32, 70E, U.S. 69, 70, 75.

2 - TRANSPORTATION: **Railroads**-MK&T main line, Burlington Northern; KO&G; Missouri Pacific.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Jordan; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 11,972; E&P 85 Est. 13,651
County 80 Cen. 30,535; E&P 85 Est. 33,490

4 - HOUSEHOLDS:
City 80 Cen. 4,769; E&P 85 Est. 5,431
County 80 Cen. 11,619; E&P 85 Est. 13,197

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$199,729,000
Savings & Loan	2	$85,514,996

6 - PASSENGER AUTOS: County 14,942

7 - ELECTRIC METERS: Residence 8,838

8 - GAS METERS: Residence 6,449

9 - PRINCIPAL INDUSTRIES: Boxes, Crates, Peanut & Cotton Proc., Oil, Gas, Comm. Truck & Trailer Body Mfg., Whol. Grocery Distrib., Whol. Drug Distrib., Meat Packers, Sausage Mfgs., Feed, Peanut Prod., Toys, Women's Clothing, Rebuilding Turbine Engines.

10 - CLIMATE: Av. Temp.-Spring 63; Summer 82; Fall 65; Winter 44.

11 - TAP WATER: Alkaline, average hardness, fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Briarwood(6)	1	TG&Y, Bestyet, Anthony's
Northwest Hts.(5)	1	Winn-Dixie

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward, C.R. Anthony, JCPenney, Naifeh's, Durant Mercantile, Albins.
Variety Stores-Winn's, TG&Y, K mart; Trails End.
Chain Drug Stores-Rexall; Gibson.
Chain Supermarkets-Safeway, Best Yet Foods, Winn-Dixie.
Other Chain Stores-Goodyear; Babcock's; Western Auto; Otasco; Dollar General Store; Sears (catalog); Payless Shoe Stores; Radio Shack.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 6,170; (S) 6,170; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Paula Howell, Adv. Mgr., DEMOCRAT, 200 W. Beech St., Durant, OK 74701; Tel. (405) 924-4388.
National Representative: Papert Companies.

EDMOND

1 - LOCATION: Oklahoma County (In Oklahoma City MSA). E&P Map D-2. In Central Oklahoma, 15 miles N of Oklahoma City at the Junction of U.S. Hwys. 66, 77 & I-35.

2 - TRANSPORTATION: **Railroads**-Amtrak, Rock Island & Sante Fe.
Motor Freight Carriers-41.
Intercity Bus Lines-Continental Trailways; Greyhound; MK&O Lines.
Airlines-American; Continental; TWA; Southwest; Frontier; Eastern.

3 - POPULATION:
Corp. City 80 Cen. 34,637; E&P 85 Est. 36,551
County 80 Cen. 568,933; E&P 85 Est. 614,054
MSA 80 Cen. 860,969; E&P 85 Est. 967,586
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 11,831; E&P 85 Est. 14,523
County 80 Cen. 220,580; E&P 85 Est. 245,899
MSA 80 Cen. 321,546; E&P 85 Est. 372,855

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$358,000,000
Savings	9	$4,350,000,000

6 - PASSENGER AUTOS: County 400,400

7 - ELECTRIC METERS: Residence 15,115

8 - GAS METERS: Residence 12,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Education 1,362; Furniture, Fixtures 197; Food 320; Light Industry 250; Warehouse 148.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 27-88; Summer 50-108; Fall 36-98; Winter 3-86. First killing frost, Oct. 14; last killing frost, Mar. 28.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Center**-Downtown on Broadway (27 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Edmond Plaza(17)	1	TG&Y
Bryant Sq.(33)	1	TG&Y, Anthony's, Beall's
Kickingbird Plaza(8)	1	
Broadway South(20)	NA	
Market Place(25)	3	Wynn's
North Oaks(13)	2	Hyde Rx, Wynn's
Eagle Crest(2)	4	Food World
Shepherd Mall (83)	14	TG&Y, JCPenney, Dillard
Quail Springs (180)	NA	JCPenney, Sears, Dillard
Penn Square(50)	11	Mont. Ward, John A. Brown
North Park Mall(40)	7	Streets, Safeway

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Every evening until 9: TG&Y, JCPenney, Montgomery Ward, John A Brown, Safeway, Sears, Wal-Mart, IGA, Beall's.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Montgomery Ward, Sears, Dillards, John A Brown, C.R. Anthony, Beall's.
Discount Stores-TG&Y 3, Wal-mart.
Chain Supermarkets-Safeway 3, Humpty, IGA 3, FoodWorld 3.
Other Chain Stores-Goodyear, Firestone, True Value Hardware, Economy Auto Stores, McCalls, Kennemer Shoes, Western Auto, Otasco, Ramsey Fabrics, Payless Cashways, Big 'L' Lumber.

14 - NEWSPAPERS: SUN (e-tues to fri; S) 8,665; Dec. 31, 1984 VAC.
Local Contact for Advertising and Merchandising Data: Cliff Condy, Pub., SUN, 123 S. Broadway, PO Box 2470, Edmond, OK 73083; Tel. (405) 341-2121.
National Representatives: U.S. Suburban Press, Oklahoma Press Service.

ELK CITY

1 - LOCATION: Beckham County. E&P Map C-2. Midway on Will Rogers U.S. 66 (I-40) Hwy. bet. Okla. City and Amarillo.

2 - TRANSPORTATION: **Railroads**-Farmrail.
Motor Freight Carriers-3.
Intercity Bus Lines-Southwestern Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,579; E&P 85 Est. 13,961
County 80 Cen. 19,243; E&P 85 Est. 28,070

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,749; E&P 85 Est. 5,531
County 80 Cen. 7,476; E&P 85 Est. 11,261

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$132,000,000
Savings & Loan	3	$190,000,000

6 - PASSENGER AUTOS: County 10,914

7 - ELECTRIC METERS: Residence 4,304

8 - GAS METERS: Residence 4,621

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Industry 3,000 ($500); Food 400 ($240); Machine Shop 54 (N.A.).
Principal Pay Days-Fri., Sat.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-70; Summer 70-100; Fall 52-74; Winter 28-49. First killing frost, Oct. 10; last killing frost, Dec. 4.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main; 5 on Broadway; 16 on Hwy. 66, Fifth and Sixth Sts.
Neighborhood Shopping Centers-Westgate Shpg. Ctr. 2600 to 3000, W. 3rd; 900 to 2200 blocks, W. 3rd (Hwy. 66); 5 blocks, N. Van Buren; 20th to 25th Sts. on South Main.
Principal Shopping Days-Mon., Wed., Fri., Sat.
Retail Stores Open Evenings-Wal-Mart, TG&Y, K mart.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, C.R. Anthony, Saied's, Jones, Khouries, Ryan & Elliott's, Atwood's, Fashion Corner, June's.
Variety Stores-TG&Y, Dollar General.
Discount Stores-K mart, Wal-Mart.
Chain Drug Stores-Family, Puckett's, United, Safeway, Paul Jones, Swartz.
Chain Supermarkets-Safeway, Johnson Superette, Puckett's 2, United Super.
Other Chain Stores-White's Auto, Midwest Farms Supply (John Deere), Elk City Lbr. (Higgambotham-Barlett), Okla Tire & Supply, S&H Green Stamps, Case Power & Equip., Lad n' Lassie, McKesson's, Love's, Wag-A-Bag, A & A Lumber, Currell's Lumberjack, Western Lumber.

14 - NEWSPAPERS: NEWS (e-mon to fri; S) 6,702; sworn Sept. 24, 1984.
Local Contact for Advertising and Merchandising Data: Bill Ansley, Adv. Dir., NEWS, 200-206 W. Broadway, PO Box 1037, Elk City, OK 73648; Tel. (405) 225-3000.
National Representative: Landon Associates.

EL RENO

1 - LOCATION: Canadian County (In Oklahoma City MSA). E&P Map D-2. County Seat. 30 mi. W of Oklahoma City at intersection of U.S. 66, 81 & 270, I-40.

2 - TRANSPORTATION: **Railroads** Oklahoma, Kansas and Texas (OKT); North Central.
Intercity Bus Lines Southwest Trailways, Greyhound, Mid-Continent Trailways.
Airlines 30 minutes from Will Rogers Airport connecting with American, Continental, Eastern, Frontier, Pan Am, Southwest, Texas Intl., TWA, United; Trio Charter Service, Mustang Field, El Reno; Air Midwest; Delta.
Motor Freight Carriers 1.

3 - POPULATION:
Corp. City 80 Cen. 15,486; E&P 85 Est. 20,470
County 80 Cen. 56,452; E&P 85 Est. 71,943
MSA 80 Cen. 860,969; E&P 85 Est. 967,586
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,521; E&P 85 Est. 7,495
County 80 Cen. 18,648; E&P 85 Est. 24,629
MSA 80 Cen. 321,546; E&P 85 Est. 372,855

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$196,574,735
Savings & Loan	2	$98,287,367

6 - PASSENGER AUTOS: County 34,723

7 - ELECTRIC METERS: Residence 5,988

8 - GAS METERS: Residence 5,526

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Govt. 480 ($177); Mfg. 600 ($196); Constr. 279 ($172); Mining-Oil & Gas 100 ($290).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 65-107; Fall 54-91; Winter 12-65. First killing frost, Nov. 10; last killing frost, Apr. 12.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING: **Principal Shopping Centers** 5 or 6 blocks each on Rock Island St., Bickford St. and Choctaw St., all parallel to each other and connected by two blocks each on Hayes St., Woodson St., Russell and Wade St.; Canadian Sq. Shpg. Ctr., Rt. 66 & Rt. 81 (11 stores); Country Club Sq. Shpg. Ctr., I-40 & Country Club Dr. (32 stores).
Neighborhood Shopping Centers Elm Plz., 3 blocks on Elm and 3 blocks on Choctaw (14 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Yukon	12	Town Plaza
Okarche	10	Eischen's
Calumet	13	Marye's, Wall's
Union City	12	Wright's
Plaza	NA	Humpty-Dumpty

Principal Shopping Days Mon., Wed., Fri., Sat.
Stores Open Evenings-Groceries 6, Drugs, Variety 2. Downtown open Thur. evenings.
Stores Open Sundays-2 drug, 4 groceries.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, C.R. Anthony.
Variety Stores-Wal-Mart.

Chain Drug Stores-Revco, Wal-Mart, Health Mart
Chain Supermarkets-Safeway, IGA 3, Grider's
Other Chain Stores-Goodyear, Davis Paint, Okla Tire & Supply, El Reno Lumber, Felt's Shoes, National, PayLess Shoes, Sears, Radio Shack, Braums

14 - NEWSPAPERS: TRIBUNE (e-mon to fri; S) 5,029; (S) 5,364; sworn Apr. 3, 1985.
Local Contact for Advertising and Merchandising Data: Sandra Hart, Adv. Dir., TRIBUNE, 201 N. Rock Island, El Reno, OK 73036; Tel. (405) 262-5180.
National Representative: Oklahoma Press Service, Landon Associates.

ENID

1 - LOCATION: Garfield County (MSA). E&P Map D-1. County Seat. On U.S. Hwys. 60, 64, 81 & State 15. 90 mi. N of Okla. City, 129 mi. W of Tulsa.

2 - TRANSPORTATION: **Railroads**-Sante Fe, Burlington Northern, Oklahoma-Kansas-Texas.
Intercity Bus Lines-MK&O Lines, Oklahoma Transportation & Trailways.
Airlines-Executive Express.
Motor Freight-13 Lines.

3 - POPULATION:
Corp. City 80 Cen. 50,360; E&P 85 Est. 55,161
CZ-ABC: (80) 54,327
RTZ-ABC: (80) 55,031
County (MSA) 80 Cen. 62,820; E&P 85 Est. 68,805
City & RTZ-ABC: (80) 109,358

4 - HOUSEHOLDS:
Corp. City 80 Cen. 19,463; E&P 85 Est. 21,946
CZ-ABC: (80) 20,799
RTZ-ABC: (80) 21,069
County (MSA) 80 Cen. 23,844; E&P 85 Est. 27,004
City & RTZ-ABC: (80) 41,868

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$595,400,000
Savings & Loan	6	$826,659,687

6 - PASSENGER AUTOS: County 37,350.

7 - ELECTRIC METERS: Residence 21,003.

8 - GAS METERS: Residence 18,025.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Well Drilling 898 ($357); Construction 1,180 ($336); Mfg. 2,700 ($305); Public Utilities 210 ($273); Trades 5,860 ($210); Finance and Insurance 800 ($252); Service Industries 2,620 ($221); Misc. 1,080 ($189).
Principal Pay Days-1st, 15th.

10 - CLIMATE: First killing frost, Nov. 4; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: **Principal Shopping Center**-16 blocks on ten streets.
Neighborhood Shopping Centers-3 on E. Broadway, 2 on W. Maine, 1 on W. Broadway, 2 on Owen K. Garriott Rd., 2 on W. Willow.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Van Buren Sq.(5)	2	Boys Market, Hancock's Sav-Mor
Indian Hills(13)	2	Phillips Drug
Westgate(3)	2	Evans
Sunset Plaza(33)	2	Safeway, Zale's, Anthonys, Otasco
Northgate(5)	2	Evans Drug, United
Varsity Sq.(2)	3	Boys Market, TG&Y
Heritage Hills(19)	3	Plant Patch, The Grocery Store
Oakwood Mall(61)	5	Dillards, JCPenney, Newmans, Eckerd, Service Mdse.
Sycamore Sq.(10)	3	McCartney's, Revco

Principal Shopping Days-Mon., Thur., Fri.
Stores Open Evenings-Thurs.; Oakwood Mall every week night, Sun.

13 - RETAIL OUTLETS: **Department Stores**-Newman's, C.R. Anthony, JCPenney, Montgomery Ward, Sears, Dillard.
Discount Stores-TG&Y Family Center, K mart, Wal-Mart.
Variety Stores-Woolworth.
Chain Drug Stores-Evans 3, Scheffe's 3, Family Pharmacy, Eckerd, Revco.
Chain Supermarkets-Safeway 3, McCartney's, Skaggs Alpha Beta.
Other Chain Stores-Singer Co.; Firestone; Oklahoma Tire; Zale's Jewelers; Bell Jewelers; Davis Paint; Lerner; Pat Healy Paint; S&H Green Stamps; Pittsburgh Plate Glass; Sutherland Lumber; Sherwin-Williams; Hughes Lumber Co.; Lowe's.

14 - NEWSPAPERS: NEWS (m-tues to fri) 20,358; EAGLE (e-mon to fri) 9,274; (m-sat) 26,307; (S) 28,051; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Calvin Wylie, Adv. Mgr., EAGLE-NEWS, PO Box 1192, Enid, OK 73702; Tel. (405) 233-6600.
National Representative: Landon Associates.

FREDERICK

1 - LOCATION: Tillman County. E&P Map C-3. County Seat. Agric. ctr. in extreme SW corner of state. On U.S. Hwy. 183 and State Hwy. 5. 60 mi. NW of Wichita Falls, TX, 155 mi. from Oklahoma City.

2 - TRANSPORTATION: **Motor Freight Carriers**-3.

3 - POPULATION:
Corp. City 80 Cen. 6,153; E&P 85 Est. 6,485
County 80 Cen. 12,398; E&P 85 Est. 13,041

4 - HOUSEHOLDS:
City 80 Cen. 2,384; E&P 85 Est. 2,569
County 80 Cen. 4,681; E&P 85 Est. 5,128

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$49,368,000
Savings & Loan	2	$29,000,000

6 - PASSENGER AUTOS: County 5,070.

7 - ELECTRIC METERS: Residence 2,612.

8 - GAS METERS: Residence 2,514.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Earners-Leather Goods 260; Cotton Proc. 100; Cotton Seed 40; Hospital 98.
Principal Industrial Pay Days-Wed., Thur., Sat.

10 - CLIMATE: First killing frost, Nov. 9; last killing frost, Mar. 30.

11 - TAP WATER: Neutral, fluoridated.

12 - RETAILING: **Principal Shopping Days**-Wed., Thur., Sat.

13 - RETAIL OUTLETS: **Department Stores**-C.R. Anthony.
Chain Supermarkets-United; Jiffy; Puddin Lane; Coy's.
Other Chain Stores-Gibson Discount Center; Sears (catalog); Montgomery Ward.

14 - NEWSPAPERS: LEADER (e-tues to fri; S) 3,307; sworn Sept. 30, 1984.

Local Contact for Advertising and Merchandising Data: Robert Y. Copeland, Gen. Mgr., LEADER, 304 W. Grand, Frederick, OK 73542; Tel. (405) 335-2188.
National Representatives: Papert Companies; Oklahoma Press Service.

GUTHRIE

1 - LOCATION: Logan County (In Oklahoma City MSA). E&P Map D-2. County Seat. 37 mi. N of Oklahoma City. On U.S. Hwys. 77, 66, 33 & I-35.

2 - TRANSPORTATION: **Railroads**-AT&SF.
Intercity Bus Lines-Santa Fe; M.M.K.O.; Guthrie.
Motor Freight Carrier-El Reno Truck.

3 - POPULATION:
Corp. City 80 Cen. 10,312; E&P 85 Est. 12,841
CZ-ABC: (80) 10,312
RTZ-ABC: (80) 17,060
County 80 Cen. 26,881; E&P 85 Est. 32,162
City & RTZ-ABC: (80) 27,372
MSA 80 Cen. 860,969; E&P 85 Est. 967,586

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,790; E&P 85 Est. 4,908
CZ-ABC: (80) 3,790
RTZ-ABC: (80) 5,807
County 80 Cen. 9,414; E&P 85 Est. 11,763
City & RTZ-ABC: (80) 9,597
MSA 80 Cen. 321,546; E&P 85 Est. 372,855

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$80,598,000

6 - PASSENGER AUTOS: County 12,716.

7 - ELECTRIC METERS: Residence 3,200.

8 - GAS METERS: Residence 3,100.

9 - PRINCIPAL INDUSTRIES: Oil Field Equip.; Railroad Shops; Grain Elevator; Steel Fabr. Plant; Fdry. & Mach. Shop; Hydraulic Equip.; Crating Pallets; Boxspring Frames.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-70; Summer 70-91; Fall 51-73; Winter 30-49.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: **Principal Shopping Days**-Wed., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-C.R. Anthony; JCPenney; S&H Green Stamps; Mode O'Day; Sears.
Discount Stores-Wal-Mart.
Chain Supermarkets-Safeway; Guthrie; IGA.

14 - NEWSPAPERS: LEADER (e-mon to fri) 3,475; (S) 3,897; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Don Law, Gen. Mgr., LEADER, 107 W. Harrison, Guthrie, OK 73044; Tel. (405) 282-2222.
National Representative: Papert Companies.

GUYMON

1 - LOCATION: Texas County. E&P Map B-1. County Seat. Feed lot cattle ctr. Agric. ctr. 100 mi. N of Amarillo, TX, 250 mi. E of Wichita, KS. On U.S. Hwys. 54, 64; State Hwy. 3. Largest city in Oklahoma Panhandle.

2 - TRANSPORTATION: **Railroads**-Rock Island.
Intercity Bus Lines-Santa Fe Trailways.
Airlines-Rigby Airmotive Air Charter & Rental Service.
Motor Freight-Mistletoe Express; Hofferber Truck Lines (home office); Graves Truck Lines; King Trucking Co.; Shupe Brothers Co.; John Stuard Trucking.

3 - POPULATION:
Corp. City 80 Cen. 8,492; E&P 85 Est. 9,266
County 80 Cen. 17,727; E&P 85 Est. 18,301
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,084; E&P 85 Est. 3,400
County 80 Cen. 6,332; E&P 85 Est. 6,755

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$97,799,000
Savings & Loan	2	$215,100,000

6 - PASSENGER AUTOS: County 10,311.

7 - ELECTRIC METERS: Residence 3,344.

8 - GAS METERS: Residence 3,351.

9 - PRINCIPAL INDUSTRIES: Chemicals; Irrigation Equip.; Feed & Fertilizer Mfg.; Heavy Constr.; Natural Gas; Gas Well Serv.; Farm Machy. and Equip.; Oil Well Drilling; Oil Well Service & Supply; Hardface Tools & Equip. Mfg.; Meat Proc. & Packing; Commercial Cattle Feed Lots (Av. wkly. wage, all industries, $213) (County av. farm family income $28,400, highest in Okla., USDA Census).

10 - CLIMATE: Av. Temp.-Spring 55; Summer 78; Fall 44; Winter 35.

11 - TAP WATER: Neutral, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Vig (5)	NA	Big B Market
Northridge(11)	NA	TG&Y, Mont. Ward
Oakcrest(5)	NA	Safeway, PayLess

Principal Shopping Days-Mon., Wed., Thur., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Conrad's; C.R. Anthony; D&J Store; Montgomery Ward; Sears.
Discount Stores-Gibson's; Ashley's.
Variety Stores-TG&Y; Sprouse-Reitz.
Chain Supermarkets-United Supermarkets; Safeway; Ideal Supermarkets; Wag-A-Bag 4; Love's 3.
Other Chain Stores-Otasco; Western Auto; PayLess Shoes; Radio Shack.

14 - NEWSPAPERS: HERALD (e-mon to fri) 5,574; (S) 5,684; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: Dave Story, Ed./Gen. Mgr., HERALD, 515 N. Ellison St., Guyman, OK 73942; Tel. (405) 338-3355.
National Representative: Papert Companies.

HENRYETTA

1 - LOCATION: Okmulgee County. E&P Map E-2. 85 mi. E of Okla. City, 45 mi. S of Tulsa. On I-40, Indian National Turnpike, Tulsa Bee-Line; US 62, 75, 266; State 52, 124.

2 - TRANSPORTATION: **Railroads**-Main line Burlington Northern; Missouri-Pacific.
Intercity Bus Lines-Trailways, Southwestern Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,432; E&P 85 Est. 7,117
County 80 Cen. 39,169; E&P 85 Est. 43,359
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,613; E&P 85 Est. 2,982
County 80 Cen. 14,314; E&P 85 Est. 16,408

5 - BANKS	NUMBER	EST. DEP.
City	2	$72,000,000
County	6	N.A.

6 - PASSENGER AUTOS: County 18,095.

7 - ELECTRIC METERS: Residence 5,114.

8 - GAS METERS: Residence 3,767.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Glass Mfg. 400; Tourism 550; Petroleum Refining 300; Plastics Mfg. 100; Trucking 150; Fiberglass Products 30; Pipeline X-Ray 30; Modular Building Mfg. 50; Draperies & Bedspread Mfg. 70.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 85-105; Fall 40-80; Winter 25-70.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: **Principal Shopping Center**-8 blocks Main St., 5 blocks Tudgeon St., 101 stores.

13 - RETAIL OUTLETS: **Department Stores**-C.R. Anthony, Archer's, Montgomery Ward.
Chain Drug Stores-Rexall, Associated.
Discount Stores-Dollar General, Wal-Mart.
Chain Supermarkets-Safeway, IGA.
Other Chain Stores-Oklahoma Tire & Supply, Western Auto.

14 - NEWSPAPERS: FREE-LANCE (e-tues to fri) 3,403; (S) 3,611; sworn Sept. 20, 1984.
Local Contact for Advertising and Merchandising Data: Beth Jestice, Adv. Mgr., FREE-LANCE, 812-16 Main St., PO Box 848, Henryetta, OK 74437; Tel. (918) 652-3311.
National Representatives: Papert Companies.

HOBART

1 - LOCATION: Kiowa County. E&P Map C-2. County Seat. 128 mi. SW of Oklahoma City on State Hwys. 44, 9, U.S. 1, 183.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.

3 - POPULATION:
Corp. City 80 Cen. 4,735; E&P 85 Est. 5,115
County 80 Cen. 12,711; E&P 85 Est. 13,577

4 - HOUSEHOLDS:
Corp. City 80 Cen. 1,937; E&P 85 Est. 2,077
County 80 Cen. 5,042; E&P 85 Est. 5,549

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$50,000,000

6 - PASSENGER AUTOS: County 5,967.

7 - ELECTRIC METERS: Residence 3,107.

8 - GAS METERS: Residence 2,100.

9 - PRINCIPAL INDUSTRIES: Feed & Seed; Fertilizers; Rock Quarries; Produce; Oil Seal Mfg.; Oil Seal Machine Shops; Poly Proflyene film; Meat pkg.

10 - CLIMATE: N.A.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: **Department Stores**-C.R. Anthony, Levine's Main Fair.
Discount Stores-TG&Y, Wal-Mart.
Chain Drug Stores-Gaines Health Mart.
Chain Supermarkets-United, Toma Bros., IGA.
Other Chain Stores-TG&Y.

14 - NEWSPAPERS: DEMOCRAT-CHIEF (e-tues to fri; S) 2,971; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: W.J. Hancock, Pub., DEMOCRAT-CHIEF, 216 W. Fourth St., Hobart, OK 73651; Tel. (405) 726-3333.
National Representatives: Papert Companies; Oklahoma Press Service.

HOLDENVILLE

1 - LOCATION: Hughes County. E&P Map E-2. County Seat. Center of agricultural, oil & mfg. area. 75 mi. SE of Oklahoma City. On U.S. Hwy. 270, State Hwy. 48.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; MKT.
Motor Freight Carriers-6.
Intercity Bus Lines-Interstate; Oklahoma; Ada.

3 - POPULATION:
Corp. City 80 Cen. 5,469; E&P 85 Est. 6,328
County 80 Cen. 14,338; E&P 85 Est. 16,130

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,329; E&P 85 Est. 2,699
County 80 Cen. 5,588; E&P 85 Est. 6,516

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$85,000,000
Savings & Loan	1	$25,000,000

6 - PASSENGER AUTOS: County 6,717

7 - ELECTRIC METERS: Residence 2,940

8 - GAS METERS: Residence 2,625

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lingerie 350; Sheet Metal 12; Oil 350; Furn. 15
Principal Industrial Pay Days-Mon., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-75; Summer 70-109; Fall 20-60; Winter 2-45. First killing frost, Nov. 6; last killing frost, Mar. 26.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Main St., 2 blocks on Broadway; Burton's Discount Center; Wal-Mart.
Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Anthony's; Sharpe's; Dollar General Store.
Variety Stores-Wal-Mart.
Chain Supermarkets-Larry's Red Bud; H&H; IGA.
Other Chain Stores-Otasco; Western Auto.

14 - NEWSPAPERS: NEWS (e-tues to fri; S) 2,715; sworn Sept. 27, 1984.
Local Contact for Advertising and Merchandising Data: Joe D. Kramer, Gen. Mgr., NEWS, 112 S. Creek St., Holdenville, OK 74848; Tel. (405) 379-5411.
National Representative: Papert Companies.

HUGO

1 - LOCATION: Choctaw County, E&P Map E-3. County Seat.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-2.
Intercity Bus Lines-Jordan; Continental Trailways; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,172; E&P 85 Est. 7,657
County 80 Cen. 17,203; E&P 85 Est. 17,561

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,799; E&P 85 Est. 3,037
County 80 Cen. 6,366; E&P 85 Est. 6,745

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$90,000,000

6 - PASSENGER AUTOS: County 5,431

7 - ELECTRIC METERS: Residence 6,333

8 - GAS METERS: Residence 4,891

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Gloves 300 ($150); Gravel Pit 60 ($175); Wood Preserving 100 ($100); Lumber Mfg. 125 ($200); Lumber Proc. 40 ($200); Dress Mfg. 200 ($90); Rail Car Repair 80 ($200); Elec. Generating 180 ($200).
Principal Pay Days-1st, 10th & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-85; Summer 65-108; Fall 24-80; Winter 15-72. First killing frost, Oct. 27; last killing frost, Mar. 23.

11 - TAP WATER: Soft (lake water).

12 - RETAILING: **Principal Shopping Days**-Mon., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sharpes; H&S Apparel; Sherman's; Fashion Crossroads.
Variety Stores-Perry's; Revco.
Discount Stores-Wal-Mart.
Chain Supermarkets-Ford; Safeway; Winn Dixie.
Other Chain Stores-Goodyear; Babcock Bros. Auto; Perrys; White's Auto; Automotive Inc.; Sherwin-Williams.

14 - NEWSPAPERS: NEWS (e-mon to fri) 2,928; sworn Sept. 28, 1984.
Local Contact for Advertising and Merchandising Data: Stan Stamper, Pub., NEWS, 128 E. Jackson St., Hugo, OK 74743; Tel. (405) 326-3311.
National Representative: Papert Companies.

IDABEL

1 - LOCATION: McCurtain County, E&P Map F-3. County Seat. Agricultural, manufacturing, timber area. On U.S. Hwy. 259; State Hwys. 3, 37.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 7,622; E&P 85 Est. 7,718
County 80 Cen. 36,151; E&P 85 Est. 36,607

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,870; E&P 85 Est. 3,066
County 80 Cen. 12,366; E&P 85 Est. 12,964

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$94,000,000

6 - PASSENGER AUTOS: County 13,380

7 - ELECTRIC METERS: Residence 2,444

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Lumber; Wood Preserving; Home Construction; Garment Mfg.; Poultry Processing; Steel Fabrication.

10 - CLIMATE: Av. an. temp. 63.7; Av. an. rainfall 44.3 in.; Snowfall 2.5 in.

11 - TAP WATER: N.A.

12 - RETAILING: **Shopping Centers**-McCurtain Village (22 stores-parks 800 cars); Jumper Shopping Center.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: GAZETTE (e-mon to fri) 5,070; (S) 7,200; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Jim Monroe, Pub., GAZETTE, 107 S. Central St., Idabel, OK 74745; Tel. (405) 286-3321.
National Representative: None.

LAWTON

1 - LOCATION: Comanche County (MSA), E&P Map D-3. SW section of state, 92 mi. from Oklahoma City. Wholesale distribution ctr.; Fort Sill (U.S. Army); Goodyear Tire Plant; Light Mfg.; Cattle Raising; Shipping ctr. On U.S. Hwys. I-44, 62, 277, 281; State Hwy. 7.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-14.
Intercity Bus Lines-Oklahoma Transp.
Airlines Serving City-American Eagle; Reo.

3 - POPULATION:
Corp. City 80 Cen. 80,054; E&P 85 Est. 86,931
CZ-ABC: (80) 80,487
RTZ-ABC: (80) 107,927
County/MSA 80 Cen. 112,456; E&P 85 Est. 122,117
City & RTZ-ABC: (80) 188,414

4 - HOUSEHOLDS:
Corp. City 80 Cen. 28,129; E&P 85 Est. 31,413
CZ-ABC: (80) 28,287
RTZ-ABC: (80) 34,188
County/MSA 80 Cen. 35,142; E&P 85 Est. 39,330
City & RTZ-ABC: (80) 62,475

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$301,321,124
Savings & Loan	6	$133,441,847

6 - PASSENGER AUTOS: County 53,281

7 - ELECTRIC METERS: Residence 31,623

8 - GAS METERS: Residence 28,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Tire Mfg. 1,400 ($400); Clothing Mfg. 300 ($240); Metal Assembly 50 ($250); Military & civilian personnel 29,477.
Principal Pay Days-15th, 30th or 31st.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-92; Summer 65-107; Fall 30-94; Winter 1-65. First killing frost, Nov. 6; last killing frost, Mar. 31.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on C, 7 on D, 6 on E, & cross streets between.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Central Mall(64)	NA	Sears, JCPenney, Dillard
Cache Rd. Sq.(25)	NA	Cloth World
Sheridan Mall(4)	NA	Mont. Ward, TG&Y
Erwin Acres(13)	NA	Scott's, Meadors
Lee Blvd.(8)	NA	Winns
Regency Sq.(20)	NA	Wal-Mart, Winn Dixie, Kinney
Willow Pk.	NA	TG&Y, Herbs

Principal Shopping Days-Sun., Thur., Sat.
Stores Open Evenings-Dept., food and Central Mall nightly.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; C.R. Anthony; Sears; Meadors; Dillard; Beall's.
Discount Stores-K mart; Gibson's; Wal-Mart.
Variety Stores-Winns; TG&Y.
Chain Drug Stores-Eckerd.
Chain Supermarkets-Safeway 4; Herbs 6; Winn-Dixie.
Other Chain Stores-Goodyear; Firestone; Otasco; Gordon Jewelers; Zale's; PayLess; Anthony's; Sight & Sound; United Distributors.

14 - NEWSPAPERS: PRESS (m) 16,992; CONSTITUTION (e-mon to fri) 16,883; (m & e) 33,875; SUNDAY CONSTITUTION (S) 31,149; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Bill Sullivan, Adv. Dir., CONSTITUTION and PRESS, PO Box 648, Lawton, OK 73502; Tel. (405) 353-0620.
National Representative: Landon Associates.

McALESTER

1 - LOCATION: Pittsburg County, E&P Map E-2. County Seat. 90 mi. SE of Tulsa on U.S. 69 & Indian Nations Turnpike; 110 mi. E of Okla. City; 175 mi. N of Dallas. On U.S. Hwys. 69, 170; State Hwy. 31; Rainbow Hwy. and Eastern Tpk. On So. Shore Lake Eufaula (160 sq. miles hydro electric navigation project).

2 - TRANSPORTATION: **Railroads**-MKT; CRIP.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound & Santa Fe Trailways; Oklahoma Transportation Co.; Continental Trailways.
Airlines-Metro.

3 - POPULATION:
Corp. City 80 Cen. 17,255; E&P 85 Est. 17,803
CZ-ABC: (80) 19,009
RTZ-ABC: (80) 35,221
County 80 Cen. 40,524; E&P 85 Est. 43,981
City & RTZ-ABC: (80) 54,230
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,526; E&P 85 Est. 6,426
CZ-ABC: (80) 7,201
RTZ-ABC: (80) 12,808
County 80 Cen. 15,036; E&P 85 Est. 16,887
City & RTZ-ABC: (80) 20,009

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$340,000,000
Savings & Loan	2	$86,000,000

6 - PASSENGER AUTOS: County 18,853

7 - ELECTRIC METERS: Residence 8,102

8 - GAS METERS: Residence 6,511

9 - PRINCIPAL INDUSTRIES: Mfg. 5,923 (An. Payroll $34,268,124).
Principal Pay Days-1st, 15th, 30th, Fri.

10 - CLIMATE: Mean annual temp. 62.6 degrees; average rainfall 42.45 inches.

11 - TAP WATER: Soft.

12 - RETAILING: **Principal Shopping Center**-8 blocks on two main thoroughfares.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carl Albert Pkwy (3)	NA	Gibson's, Otasco, Howard's
Tandy Town(25)	NA	Ben Franklin, JCPenney, Sears
Eastgate(2)	NA	Wal-Mart

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri. (downtown).

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; C.R. Anthony; Hunt's.
Discount Stores-Dollar General; Gibson's; Wal-Mart; Ben Franklin.
Chain Drug Stores-Rexall; Wood's 2; Clinic Rx; Family Drugs.
Chain Supermarkets-Safeway; AG 2; IGA 2; Nichols Super Saver.
Other Chain Stores-Goodyear; Otasco; Firestone; Sears; Zale's; Williams Shoes; Brown's Shoes; Nelson Furn.; Radio Shack.

14 - NEWSPAPERS: NEWS-CAPITAL & DEMOCRAT (e-mon to fri) 11,913; (S) 12,141; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: John Brown, Gen. Mgr., NEWS-CAPITAL & DEMOCRAT, 500 South 2nd St., McAlester, OK 74501; Tel. (918) 423-1700.
National Representative: Landon Associates.

MIAMI

1 - LOCATION: Ottawa County, E&P Map F-1. County Seat. Residential center.

2 - TRANSPORTATION: **Railroads**-St. Louis & San Francisco.
Motor Freight Carriers-18.
Intercity Bus Lines-Greyhound; MK&O Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,237; E&P 85 Est. 15,382
CZ-ABC: (80) 20,614
RTZ-ABC: (80) 33,215
County 80 Cen. 32,870; E&P 85 Est. 34,995
City & RTZ-ABC: (80) 53,829
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,480; E&P 85 Est. 5,844
CZ-ABC: (80) 7,904
RTZ-ABC: (80) 12,686
County 80 Cen. 12,244; E&P 85 Est. 13,454
City & RTZ-ABC: (80) 20,590

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$171,323,213
Savings & Loan	2	$70,000,000

6 - PASSENGER AUTOS: County 18,513

7 - ELECTRIC METERS: Residence 5,565

8 - GAS METERS: Residence 5,490

9 - PRINCIPAL INDUSTRIES: Fiberglass Boats; Work Clothing; Springs; Awnings; Machine Supplies; Tire Mfg.; Caskets; Mattresses & Pillows; Furnaces; Metal Containers; Brick & Stone Mfg.; Motor Coaches; Canoes; Meat Packing; Manhole Factory; Steel Buckles; Burial Vaults; Burial Garments; Florists Supplies; Furniture; Leather Goods; Eagle Picher Industries; Mushroom Farm.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Average Temp.-Spring 59; Summer 84; Fall 63; Winter 36. First killing frost, Oct. 23; last killing frost, Apr. 13.

11 - TAP WATER: Deep wells; neutral; very soft.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main; 4 on N. Main; 6 blocks on E. Central; 1 block on W. Central; approx. 120 stores.
Neighborhood Shopping Centers-Wal-Mart Shopping Center (6 stores); Gibson's Shopping Center (2 stores); Thunderbird Strip (8 small businesses); TG&Y Shopping Center (2 stores).
Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Grocery; Gibson; TG&Y; Wal-Mart.

13 - RETAIL OUTLETS: **Department Stores**-Belk's; JCPenney; C.R. Anthony; Montgomery Ward; Sears (catalog).
Discount Stores-Gibson; TG&Y; Wal-mart.
Chain Drug Stores-Osborn; Wal-Mart Pharmacy; Gibson Pharmacy; Vista Pharmacy.
Chain Supermarkets-Consumers 2; I.G.A.; Love's; Reasor's; Sav-Mor; Quik-Trip; 7-Eleven.
Other Stores-Jeanie's; Kemph's; Hunt's Men's Wear and Fem Fashions; Sally's; Litwin's; Herman Lumber; Radio Shack; Home Furniture; Home Annex; True Value Economy Lumber; Ken's Farm & Home; Hub Clothing; Oklahoma Furn.; Otasco; Goodrich; Miami Sales Co.; Merle Norman; Tom's Waterbeds; Firestone; Goodyear.

14 - NEWSPAPERS: NEWS RECORD (e-mon to fri) 9,864; (S) 9,337; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Donald Coppedge, Pub. & Gen. Mgr., NEWS RECORD, PO Box 940, Miami, OK 74355; Tel. (918) 542-5533.
National Representative: Papert Companies.

MUSKOGEE

1 - LOCATION: Muskogee County, E&P Map E-1. County Seat. Agric. & industrial ctr. 54 mi. from Tulsa; 155 mi. ENE of Oklahoma City. On U.S. Hwys. 62, 64, 69; State Hwys. 2, 10, 16.

2 - TRANSPORTATION: **Railroads**-MK&T (freight); Missouri Pacific (freight); Burlington Northern.
Intercity Bus Lines-Continental Trailways.
Motor Freight Carriers-13.
Waterway-Barge canal to Mississippi River.

3 - POPULATION:
Corp. City 80 Cen. 40,011; E&P 85 Est. 44,275
CZ-ABC: (80) 40,011
RTZ-ABC: (80) 104,619
County 80 Cen. 66,939; E&P 85 Est. 71,454
City & RTZ-ABC: (80) 144,630
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 15,605; E&P 85 Est. 17,811
CZ-ABC: (80) 15,605
RTZ-ABC: (80) 37,000
County 80 Cen. 24,736; E&P 85 Est. 27,229
City & RTZ-ABC: (80) 52,605

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$163,935,136
Savings & Loan	2	$213,866,156

6 - PASSENGER AUTOS: County 35,252

7 - ELECTRIC METERS: Residence 18,282

8 - GAS METERS: Residence 17,249

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Automotive Prod. 213; Glass 748; Food Processing 834; Feed Processing 116; Structural Steel & Iron 409; Metallurgical 161; Lens Grinding Mach. 165; Corrugated Shipping Containers 156.

Ventilating & Cooling 371; Zapata Industries 100; Green Country Castings 30; Ft. Howard Paper 1,000.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-92; Summer 50-104; Fall 15-97; Winter 5-82. First killing frost, Nov. 5; last killing frost, Mar. 27.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-9 blocks on Broadway & Okmulgee St.
Neighborhood Shopping Centers-E. Side Blvd. & Broadway, 1 block; Gibson & York Sts.; Okmulgee & 24th; Eastside Blvd. & Callahan; Fredonia & York; 12th & Broadway; Honor Heights Plaza; Broadway to Okmulgee; 32nd to 33rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadway(13)	NA	S&H Green Stamps, Weddle's Mkt.
Curt's(55)	NA	Beall's, Gibson's, TG&Y, JCPenney
Honor Heights Plz.(20)	NA	TG&Y
Lakeland(16)	NA	Otasco, TG&Y
Wal-Mart(12)	NA	Wal-Mart

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Dept.-Thur.; Food-every evening; Shpg. ctrs.-Nightly except Sun.

13 - RETAIL OUTLETS: **Department Stores**-Hunt's; JCPenney; Sears; C. R. Anthony 2; Beall's; Montgomery Ward.
Discount Stores-Wall's Discount; Gibson's; K mart; Wal-Mart.
Variety Stores-TG&Y 2.
Drug Stores-Pierce's 2; Kirk's 4; East Side; West Side; Family; Consumer Phcy.; Economy; Gaddy's; Thrifty.
Chain Supermarkets-Safeway 2; Git-N-Go 7; Quick-Trip 2; Weddle 4; Best Yet 2; Gibson's; Utotem; Johnsons 2; 7-Eleven 4.
Other Chain Stores-Goodyear; Goodrich; Okla. Tire 3; Firestone; Consumer's Oil; Felt Family Shoes; Muskogee Shoe Center; Big J Store; S&H Green Stamps; Mode O'Day; Zale's; Hobby Lobby; Burls Tires; Kinney Shoes.

14 - NEWSPAPERS: PHOENIX and TIMES-DEMOCRAT (m) 18,940; (S) 19,569; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Gloria Bowman, Adv. Dir., PHOENIX and TIMES-DEMOCRAT, 214 Wall, Muskogee, OK 74402; Tel. (918) 682-3311.
National Representative: Gannett Media Sales.

NORMAN

1 - LOCATION: Cleveland County (In Oklahoma City MSA). E&P Map D-3. County seat. 18 mi. S of Oklahoma City. Education, residential, research, light mfg., oil & agric. ctr. University of Oklahoma. On I-35; U.S. Hwy. 77; State Hwys. 9, 74.

2 - TRANSPORTATION: **Railroads**-Railpax (Santa Fe).
Motor Freight Carriers-7.
Intercity Bus Lines-Continental; Oklahoma Trans.

3 - POPULATION:
Corp. City 80 Cen. 68,020; E&P 85 Est. 90,133
CZ-ABC: (80) 72,094
RTZ-ABC: (80) 19,671
County 80 Cen. 133,173; E&P 85 Est. 158,679
MSA 80 Cen. 860,969; E&P 85 Est. 967,586
City & RTZ-ABC: (80) 91,765
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 24,831; E&P 85 Est. 34,028
CZ-ABC: (80) 26,239
RTZ-ABC: (80) 6,544
County 80 Cen. 45,776; E&P 85 Est. 56,817
MSA 80 Cen. 321,546; E&P 85 Est. 372,855
City & RTZ-ABC: (80) 32,793

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$694,634,350

6 - PASSENGER AUTOS: County 78,825

7 - ELECTRIC METERS: Residence 26,600

8 - GAS METERS: Residence 20,696

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food Processing 225 ($250); Univ. of Okla. 6,000 ($400); Research and Development 630 ($160); Light Mfg. 1,700 ($300); Constr. 900 ($300); State Hospital 1,400 ($250).
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-90; Summer 65-113; Fall 55-95; Winter 40-65. First killing frost, Oct.; last killing frost, May.

11 - TAP WATER: Neutral, very soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Main St.; 2 on Gray St.; 6 on Campus Corner; 6 on Porter St.
Neighborhood Shopping Centers-Campus Corner; Porter & Hughbert Sts.; Main & Flood; Main & Berry Rd.; Lindsey and South Porter.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Colonial Estates Mall(17)	NA	Safeway, Treasury Drugs
Downtown(13)	NA	TG&Y
Heisman Sq.(26)	NA	TG&Y
Hollywood(24)	NA	Safeway
Normandy Creek(19)	NA	Safeway
Sooner Fashion Mall(70)	NA	Dillard, JCPenney, Sears
Sooner Fashion Mall	NA	Dillard, Sears
Stubbeman Vlg.(10)	NA	Fashion Tree
Target(5)	NA	Target

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Mon.

13 - RETAIL OUTLETS: **Department Stores**-Wacker's; Low's; C.R. Anthony 3; Sears; JCPenney; Target; Dillard.
Variety Stores-TG&Y 3; Wal-Mart.
Chain Drug Stores-Hyde's; Taylor; Treasury 2.
Chain Supermarkets-Safeway 4; Bestyet; Sterr's; 7-Eleven 5; IGA 3; McCall's; Greenleaf; J. Boties 5; Mr. Shortstop 5; Skaggs; Alpha Beta.
Other Chain Stores-Singer Co.; Goodrich; Firestone; Oklahoma Tire; Goodyear; Zale's; Pay-Less Shoes; Oliver's Shoes; Service Mdse.

14 - NEWSPAPERS: TRANSCRIPT (e-mon to fri) 17,112; (S) 18,204; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: R.R. Haraway, Adv. Dir., TRANSCRIPT, 215 E. Comanche St., Norman, OK 73070; Tel. (405) 321-1800.
National Representatives: Landon Associates.

NOWATA

1 - LOCATION: Nowata County. E&P Map E-1. County Seat. 49 mi. NE of Tulsa; 16 mi. W of Bartlesville, OK.

2 - TRANSPORTATION: **Railroads**-M.P.

3 - POPULATION:
Corp. City 80 Cen. 4,270; E&P 85 Est. 4,994
County 80 Cen. 11,486; E&P 85 Est. 12,477
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 1,709; E&P 85 Est. 2,041
County 80 Cen. 4,327; E&P 85 Est. 4,839

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$52,491,000

6 - PASSENGER AUTOS: County 5,514

7 - ELECTRIC METERS: Residence 1,798

8 - GAS METERS: Residence 1,995

9 - PRINCIPAL INDUSTRIES: Petroleum Refg.; Oil Field and Commercial Filters; Electronics Manufacturing.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 60-105; Fall 30-60; Winter 10-50.

11 - TAP WATER: Fluoridated.

12 - RETAILING: **Principal Shopping Days**-Mon., Wed., Sat.; Thur. evenings.

13 - RETAIL OUTLETS: **Department Stores**-Sharpe's.
Variety Stores-Wal-Mart; Ace Hardware; True Value Hardware; City Health Mart Drugs.

14 - NEWSPAPERS: STAR (e-mon to fri) 2,900; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Wallace Goodman, Jr., Pub., STAR, 215 N. Maple, Nowata, OK 74048; Tel. (918) 273-2446.
National Representative: Oklahoma Press Service.

OKLAHOMA CITY

1 - LOCATION: Oklahoma County (MSA). E&P Map D-2. State Capital. County Seat. Wholesale & distribution center. Geographical, retail, financial, transp. center of state. Operational hdqtrs. for Mid-Continent oil producing area. 260 mi. S of geographic center of Continental U.S. 98 mi. from Tulsa; 175 mi. from Wichita, KS; 200 mi. from Dallas, TX.

2 - TRANSPORTATION: **Railroads**-Santa Fe; Burlington Northern; MKT; Katy.
Motor Freight-41 regular routes & more than 150 irregular route common-carrier lines. City served by more than 800 additional Okla. truck lines operating intra & interstate in all directions.
Intercity Bus Lines-Trailways; Greyhound; MK&O; Oklahoma Transportation Co.
Airlines-American; Ozark; Republic; Sunworld; Frontier; TWA; South West; Eastern; Delta; United; Metro; Western.

3 - POPULATION:
Corp. City 80 Cen. 403,136; E&P 85 Est. 446,198
CZ-ABC: (80) 657,822
Bal. in MSA-ABC: (80) 203,097
Bal. in NDM-ABC: (80) 1,115,563
Total NDM-ABC: (80) 1,976,532
County 80 Cen. 568,933; E&P 85 Est. 614,054
MSA 80 Cen. 860,969; E&P 85 Est. 967,586
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 160,002; E&P 85 Est. 184,445
CZ-ABC: (80) 249,097
Bal. in MSA-ABC: (80) 72,449
Bal. in NDM-ABC: (80) 407,361
Total NDM-ABC: (80) 728,907
County 80 Cen. 220,580; E&P 85 Est. 245,899
MSA 80 Cen. 321,546; E&P 85 Est. 372,855

5 - BANKS	NUMBER	DEPOSITS
Commercial	32	$7,235,000,000
Savings & Loan	9	$1,345,200,000

6 - PASSENGER AUTOS: County 400,400

7 - ELECTRIC METERS: 357,473

8 - GAS METERS: 275,343

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Manufacturing 54,100; Mining 20,400; Construction 19,500; Transportation 11,000; Utilities 11,400; Retail 85,900; Wholesale 26,300; Finance-Real Estate 27,900; Service 84,800; Govt. 96,200.
Principal Pay Days-1st, 15th, 30th, Wed. and Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-70; Summer 70-91; Fall 51-73; Winter 30-49. First killing frost, Nov. 7; last killing frost, April 1.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Nearby Shopping Centers** (No. of Stores)-Sooner Fashion Mall(73); Almonte (25); Casady Sq. (44); Bryant Sq. (53); Crossroads (129); Del Crest (13); Edmond Plz. (30); Mayfair (38); Economy Sq. (12); 50 Penn Pl. (31); French Mkt. (21); Downtown (MWC, 29); Grandview (9); Grant Sq. (24); Heritage Pk. (72); Lakewood (12); Southern Hills (29); Meridian (28); North Pk. Mall (40); City of Moore (25); Penn Sq. (45); Northwest Plz. (17); Quail Plz. (18); Quail Springs (99); Reding (21); Shepherd (97); Shields Sq. (16); Chisholm West (17); Southwest Plz. (1[illegible]); Springdale (38); Uptown (33); Westoaks (11[illegible]); [illegible]ndsor Hills (24); Lakeside (20).
Principal Shopping Days-Dept.-Mon. & Sat.; Food-Fri. & Sat.
Stores Open Evenings-Mon., Thur.; Supermarkets every evening.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward 3; Sears 6; JCPenney 5; C.R. Anthony 23; Dillard's 6; Langston 3; Bealls.
Discount Stores-American Mutual; Gibson's Factory Distributing 2; Target 5; TG&Y Family Ctr. 23; Service Merchandise 2; Walls Bargain Center 2; H.J. Wilson 2; Wal-Mart 9; Sam's Wholesale Club; Venture 3; Sanger Harris 2.
Variety Stores-TG&Y 14.
Chain Drug Stores-United Discount 4; Hyde's 7; Conrad Marr 4; Rexall 2; TG&Y 11; Gilliam 1; Gibson's 2; Skaggs Alpha Beta 6; Target 4; Sheen's 2; Wheeler & Stuckey 4; Eckerd 13; Treasury Drugs 4; Revco 4; McCartney's 2; Drug-For-Less 3; Wal-Mart 8; Venture 2; Thrifty 4.
Chain Supermarkets-Safeway 24; IGA 29; Brannons U.S.; United Super Mkts. 2; Buchanon 4; Best Yet 8; Stones 2; Skaggs Alpha Beta 5; McCartney's 2; Griders 4; Food World 10; Pratts 3; Crest 2.

14 - NEWSPAPERS: OKLAHOMAN & TIMES (mon to fri) 252,364; (m-sat) 235,734; SUNDAY OKLAHOMAN (S) 324,918; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Gates Oliver, Adv. Dir., OKLAHOMAN & TIMES, 500 N. Broadway, PO Box 25125, Oklahoma City, OK 73125; Tel. (405) 232-3311.
National Representative: Sawyer-Ferguson-Walker Co.

OKMULGEE

1 - LOCATION: Okmulgee County. E&P Map E-2. County Seat. Agricultural, mining & mfg. center. On U.S. Hwys. 62, 75; State Hwy. 56.

2 - TRANSPORTATION: **Railroads**-Burlington-Northern.
Intercity Bus Lines-Continental; Greyhound; Union.

3 - POPULATION:
Corp. City 80 Cen. 16,263; E&P 85 Est. 18,681
CZ-ABC: (80) 20,521
RTZ-ABC: (80) 24,866
County 80 Cen. 39,169; E&P 85 Est. 43,359
City & RTZ-ABC: (80) 45,467
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,015; E&P 85 Est. 7,263
CZ-ABC: (80) 7,531
RTZ-ABC: (80) 9,245
County 80 Cen. 14,314; E&P 85 Est. 16,408
City & RTZ-ABC: (80) 16,776

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$131,599,991
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 18,095

7 - ELECTRIC METERS: Residence 8,711

8 - GAS METERS: Residence 5,649

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass 455 ($390); Okla. State Tech. 500 ($425); Mfg. 725 ($340).
Principal Pay Days-Mon., Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 19-78; Summer 63-109; Fall 50-101; Winter 6-75. First killing frost, Nov. 2; last killing frost, Mar. 26.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Neighborhood Shopping Centers**-30 blocks on eight streets; East & West of R.R. on 12 streets.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Food; Gibsons & Wal-Mart.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Anthony's.
Discount Stores-Wal-Mart Discount Center; Gibson's.
Chain Drug Stores-Key Rexall.
Chain Supermarkets-Safeway; Warehouse Market; Bargain Basket; Mission Lane; Thrifty Wise; IGA 2.
Other Chain Stores-Sears (catalog); Oklahoma Tire; Goodrich; Ramsay Dry Goods.

14 - NEWSPAPERS: TIMES (m-tues to sat) 4,959; (S) 5,160; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: David Renfro, Gen. Mgr., TIMES, 114 E. 17th St., Okmulgee, OK 74447; Tel. (918) 756-3600.
National Representative: Papert Companies.

PAULS VALLEY

1 - LOCATION: Garvin County. E&P Map D-3. County Seat. 50 mi. S of Okla. City. On U.S. Hwys. 77, I-35; State Hwy. 19.

2 - TRANSPORTATION: **Railroads**-Santa Fe.
Motor Freight Carriers-3.
Intercity Bus Lines-Denco; Okla. Trans.; Mid-Continent; SW Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 5,664; E&P 85 Est. 6,892
County 80 Cen. 27,856; E&P 85 Est. 34,222

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,410; E&P 85 Est. 3,032
County 80 Cen. 10,511; E&P 85 Est. 13,363

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$115,000,000
Savings & Loan	2	$333,014,770

6 - PASSENGER AUTOS: County 15,283

7 - ELECTRIC METERS: Residence 2,722

8 - GAS METERS: Residence 2,720

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil 1,050 ($275); Wood Working 40 ($134); Newspaper 20 ($195); Grain Dealers 100 (N.A.); Baking 25 ($134); Tree Nurseries 40 (N.A.); Agri. Fertilizer 5 (N.A.); Bldg. Contractors 50 (N.A.); Concrete 20 (N.A.); Mfg. Light Bulbs 300 ($134); Mfg. Men's Jeans 360 ($134); Machinery Coating (N.A.); Film Packaging (N.A.); Oil Field Pumps (N.A.); Livestock Handling Equip. (N.A.); Truck Canvas Products (N.A.); State School for Mentally Handicapped 600 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 60-110; Fall 40-80; Winter 0-70.

11 - TAP WATER: Soft, fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Burr(4)		IGA, Winns, Anthony's, Mazzio's
Valley Plz (8)	2	Dicus, TG&Y, Circle W Western Wear, Plaza Bowl

Principal Shopping Days-Wed, Fri, Sat, Sun

13 - RETAIL OUTLETS: **Department Stores**-Lintz, C.R. Anthony, Ashley's, Reba Jo's, Circle W Western Wear
Variety Stores-Winns, TG&Y, Dollar General
Chain Drug Stores-Reavis Rexall, Crabtree
Chain Supermarkets-Safeway, Dicus, David's Discount Foods
Other Chain Stores-Automotive Inc., Montgomery Ward, Oklahoma Tire, Sears (catalog), Hardee's, Braums, McDonald's, Western Sizzlin, Mazzio's Pizza Hut

14 - NEWSPAPERS: DEMOCRAT (e-tues to fri) 4,000; (S) 4,840 sworn Sept. 30, 1984
Local Contact for Advertising and Merchandising Data: Mary Ann Probst, Adv. Dir., DEMOCRAT, P.O. Box 381, 108 S. Willow, Pauls Valley, OK 73075; Tel. (405) 238-6464
National Representative: Papert Companies

PAWHUSKA

1 - LOCATION: Osage County (In Tulsa MSA). E&P Map E-1. County Seat. Oil, commercial cattle raising, shipping ctr., several small mfg. 275 mi. from Dallas, TX; 262 mi. from Kansas City, MO; 440 mi. from St. Louis, MO. U.S. Hwy 60. State Hwys. 11, 99.

2 - TRANSPORTATION: **Motor Freight Carriers**-2
Intercity Bus Lines-MKT, Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 4,771; E&P 85 Est. 5,788
County 80 Cen. 39,327; E&P 85 Est. 44,854
MSA 80 Cen. 657,367; E&P 85 Est. 730,897
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 1,994; E&P 85 Est. 2,510
County 80 Cen. 14,382; E&P 85 Est. 16,984
MSA 80 Cen. 246,380; E&P 85 Est. 282,545

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$40,989,000
Savings & Loan	1	$16,299,758

6 - PASSENGER AUTOS: County 23,736

7 - ELECTRIC METERS: Residence 2,397

8 - GAS METERS: Residence 2,328

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Tool Repairs 50 ($200); Garments 250 (N.A.); Welding & Steel Fabr. 21 ($200); Oil & Oil Field Serv. 1,100 ($400); Oil Production 350 ($400).

10 - CLIMATE: First killing frost, Oct. 26; last killing frost, Apr. 3. Av. Temp., 58.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Main St., 3 on Kihekah, 2 on Leahy St., 2 on 6th.
Principal Shopping Days-Mon., Thur., Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-C. R. Anthony, JCPenney, Mode O'Day
Variety Stores-TG&Y, Whitehair Trading Co., Clifton's
Other Chain Stores-Ladies Ready to Wear: The Prairie Flower, Lowry's Men's Clothing, Hub Clothiers; Automotive: Monger Bros., Okla Tire, Western Auto; Foods: Safeway, IGA, Wal-Mart

14 - NEWSPAPERS: JOURNAL-CAPITAL (e-tues to fri) 2,575; (S) 2,575, sworn Sept. 28, 1984.
Local Contact for Advertising and Merchandising Data: T.D. Quinn, Gen. Mgr., JOURNAL-CAPITAL, 700 Kihekah, PO Box 238, Pawhuska, OK 74056; Tel. (918) 287-1590
National Representatives: Papert Companies; Oklahoma Press Service

PERRY

1 - LOCATION: Noble County, E&P Map D-1. County Seat. Shipping center for wheat & cattle. Light manufacturing. North central part of state. 60 mi. N of Oklahoma City, on I-35, US Hwys. 77, 64.

2 - TRANSPORTATION: **Railroads**-Santa Fe; Burlington Northern.
Motor Freight Carriers-3.
Intercity Bus Line-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 5,796; E&P 85 Est. 6,641
County 80 Cen. 11,573; E&P 85 Est. 12,694

4 - HOUSEHOLDS:
City 80 Cen. 2,385; E&P 85 Est. 2,748
County 80 Cen. 4,348; E&P 85 Est. 4,947

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$111,000,000

6 - PASSENGER AUTOS: County 6,038

7 - ELECTRIC METERS: Residence 2,500

8 - GAS METERS: Residence 2,335

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil Field Supplies 150; Ditching Machy Pit 800; Pipeline Const. 40; Div. HQ State Highway Dept. 145; Gasoline Processing Plant Const. 100.

10 - CLIMATE: Min. & Max. Temp.-Spring 17-81; Summer 57-101; Fall 35-99; Winter 9-74. First killing frost, Oct. 27; last killing frost, Apr. 4.

11 - TAP WATER: Neutral, hard, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-16 blocks on Delaware, Cedar, 6th, 7th, Brogan, Flynn Sts., Perry Plaza 15th St. at Fir Ave.
Neighborhood Shopping Centers-Kaw St., Fir Ave.
Principal Shopping Days-Thur., Sat., Community Auction Sale-every Wed. Regular Farm Community Trade-Sat.
Stores Close-Sun.
Stores Open Evenings-Thur.; Supermarkets 7 nights.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney
Discount Stores-TG&Y Family Center
Chain Supermarkets-Safeway; H. & P., Best Yet.
Other Chain Stores-Western Auto; Coast-to-Coast.

14 - NEWSPAPERS: JOURNAL (e) 3,412, sworn Oct. 5, 1984
Local Contact for Advertising and Merchandising Data: Mabel Miller, Adv. Dir., JOURNAL, 714 Delaware, Perry, OK 73077; Tel. (405) 336-2222
National Representative: None

PONCA CITY

1 - LOCATION: Kay County. E&P Map D-1. Oil refining and prod., manufacturing, stock raising, dairy & agric. center. In SE part of County, 20 mi. from Kansas state line. On U.S. Hwys. 60, 77, & State Hwys. 11, 15, 177. 106 mi. N of Okla City; 98 mi. NW of Tulsa; 90 mi. S of Wichita, KS.

2 - TRANSPORTATION: **Railroads**-Santa Fe
Motor Freight Carriers-16.
Intercity Bus Lines-Continental, MK&O.
Airlines-Exec. Express.

3 - POPULATION:
Corp. City 80 Cen. 26,238; E&P 85 Est. 29,410
CZ-ABC: (80) 26,238
RTZ-ABC: (80) 29,835
County 80 Cen. 49,852; E&P 85 Est. 55,490
City & RTZ-ABC: (80) 56,073

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,397; E&P 85 Est. 12,102
CZ-ABC: (80) 10,637
RTZ-ABC: (80) 10,936
County 80 Cen. 19,431; E&P 85 Est. 22,406
City & RTZ-ABC: (80) 21,573

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$336,031,015
Savings & Loan	2	$222,000,000

6 - PASSENGER AUTOS: County 30,569

7 - ELECTRIC METERS: Residence 16,052

8 - GAS METERS: Residence 14,541

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Petroleum Refining 844 ($508); Metal Mfg. 1,575 ($341); Agric. Processing 975 ($336).

10 - CLIMATE: Min. & Max. Temp.-Spring 38-61; Summer 68-90; Fall 52-72; Winter 28-48. First killing frost, Oct. 26; last killing frost, Apr. 7.

11 - TAP WATER: Neutral, hard, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Grand Ave.
Neighborhood Shopping Centers-4th & South Ave.; Osage & Highland; Hartford at Seventh; Fourteenth at Hazel; Hartford & 14th; 5th & Hartford.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ponca Plaza(22)	NA	JCPenney, TG&Y, Bestyet
Hartford Sq.(8)	NA	Jackson Jewelry
Pioneer(8)	NA	Safeway, Walkers
Hartford Plz (6)	NA	H&P Thrif-T-Wise

Principal Shopping Days-Mon. & Thur.
Stores Open Evenings-Department Stores-Thur. Food-Daily

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, C.R. Anthony, Montgomery Ward, Sears (catalog)
Variety Stores-TG&Y Family Center, K mart
Discount Stores-Dollar Saver, Howard's, Gibson's
Chain Drug Stores-Graves, Ralph's IGA, Evan's
Chain Supermarkets-Miller's 2, H & P Thrif-T-Wise, Safeway 2, Ralph's IGA, Bestyet, Sack & Save
Other Chain Stores-Okla. Tire, Goodyear, Firestone, Sweetbriar (women's), Sherwin-Williams, Zale's, Brown Shoe Fit Co., Lowe's, Wickes, Edwards' (women's), Page Sewing Center, PayLess Shoes, Western Auto, S&H Green Stamps, Shafer's, Kinney Shoes

14 - NEWSPAPERS: NEWS (e-mon to fri) 13,769; (S) 14,917, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Ellsworth Rains, Adv. Dir., NEWS, 300 N. Third, PO Box 191, Ponca City, OK 74602; Tel. (405) 765-3311
National Representative: Landon Associates

PRYOR

1 - LOCATION: Mayes County. E&P Map E-1. County Seat. On U.S. Hwy. 69; State Hwys. 2, 20. Agriculture, industrial, dairying, broiler & recreation area. 50 mi. E of Tulsa; 200 mi. S of Kansas City.

2 - TRANSPORTATION: **Railroads**-MKT
Motor Freight Carriers-6

3 - POPULATION:
Corp. City 80 Cen. 8,483; E&P 85 Est. 10,443
County 80 Cen. 32,261; E&P 85 Est. 36,245

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,308; E&P 85 Est. 3,821
County 80 Cen. 11,622; E&P 85 Est. 13,438

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$97,550,000
Savings & Loan	2	$64,000,000

6 - PASSENGER AUTOS: County 16,044

7 - ELECTRIC METERS: Residence 3,300

8 - GAS METERS: Residence 3,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Paper 275; Grand River Dam 121; Chemicals 425; Carbide 75; Cement 125; Tools 50; Meat Pkg. N.A.; Clothing 500; Plastic 75; Heat Exchangers 100
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-65; Summer 60-100; Fall 50-70; Winter 10-55. First killing frost, Oct. 15; last killing frost, Mar. 30.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Graham Ave., 2 each side of Graham Ave.
Shopping Centers-Wal-Mart (8 stores-Wal-Mart, Sav-Mor).
Principal Shopping Days-Tues., Wed., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Peters, C.R. Anthony, Sharpe's
Variety Stores-Pryor, McCrory's
Discount Stores-Wal-Mart.
Chain Supermarkets-Safeway, Sav-Mor, IGA.
Other Chain Stores-Okla. Tire; Western Auto; Goodrich; Goodyear; Montgomery Ward; Sears; Coast-to-Coast.

14 - NEWSPAPERS: TIMES (e-tues to fri) 5,020; (S) 5,704, sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Larry Williams, Gen. Mgr., TIMES, Box 308, Pryor, OK 74362; Tel. (918) 825-3292.
National Representative: Landon Associates.

SAPULPA

1 - LOCATION: Creek County (In Tulsa MSA). E&P Map E-2. County Seat. 15 mi. from Tulsa; 100 mi. from Okla. City. On U.S. Hwys. 66, 75, I-44; State 33, 97.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Tulsa-Sapulpa Union.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound, MK&O.

3 - POPULATION:
Corp. City 80 Cen. 15,853; E&P 85 Est. 18,741
CZ-ABC: (80) 15,853
RTZ-ABC: (80) 26,434
MSA 80 Cen. 657,367; E&P 85 Est. 730,897
County 80 Cen. 59,210; E&P 85 Est. 68,291
City & RTZ-ABC: (80) 42,287
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 5,942; E&P 85 Est. 7,189
CZ-ABC: (80) 5,942
RTZ-ABC: (80) 8,956
City & RTZ-ABC: (80) 14,898
County 80 Cen. 20,960; E&P 85 Est. 24,990
MSA 80 Cen. 246,380; E&P 85 Est. 282,545

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$201,000,000
Savings & Loan	2	$96,000,000

6 - PASSENGER AUTOS: County 30,666

7 - ELECTRIC METERS: Residence 6,122

8 - GAS METERS: Residence 5,355

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Glass 675 ($280); Meat Packing 75 ($275); Pottery 140 ($240).

Principal Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-90; Summer 65-110; Fall 25-90; Winter 0-80. First killing frost, Oct. 15; last killing frost, Mar.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Centers**-27 blocks on eight streets, plus 6 strip shopping centers.
Principal Shopping Days-Sat. & Fri.
Stores Open Evenings-Shopping Ctr. nightly.
Stores Open Sundays-Shopping Centers & Supermarkets.

13 - RETAIL OUTLETS: **Department Stores**-Morton's, Bayouth's, JCPenney, Anthony's, Sears
Discount Stores-Wal-Mart, TG&Y Family Center.
Chain Drug Stores-Humpty Dumpty, Wal-Mart Pharmacy, May's.
Chain Supermarkets-Safeway, Family Market, Tru-Discount, Reasor's Discount Foods
Other Chain Stores-Otasco, Zale's

14 - NEWSPAPERS: HERALD (e-mon to fri) 8,133; (S) 8,544, Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: David Fordonski, Adv. Mgr., HERALD, 16 S. Park St., Sapulpa, OK 74066; Tel. (918) 224-5185.
National Representatives: Landon Associates; Oklahoma Press Service

SEMINOLE

1 - LOCATION: Seminole County. E&P Map E-2. Oil field service & supply center. Situated on U.S. Hwy. 270 & State Hwys. 9, 2 & 99; 54 mi. SE of Okla. City.

2 - TRANSPORTATION: **Railroads**-Rock Island
Intercity Bus Lines-Okla. Trans., Midco
Motor Freight Carriers-4

3 - POPULATION:
Corp. City 80 Cen. 8,590; E&P 85 Est. 9,928
County 80 Cen. 27,473; E&P 85 Est. 30,331

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,488; E&P 85 Est. 4,114
County 80 Cen. 10,158; E&P 85 Est. 11,554

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$55,108,000
Savings & Loan	2	$40,855,000

6 - PASSENGER AUTOS: County 13,369

7 - ELECTRIC METERS: Residence 3,221

8 - GAS METERS: Residence 3,352

9 - PRINCIPAL INDUSTRIES: Oil Well Drilling; Oil Prod.; Oil Field Serv. & Sup.; Oil Field Equip. Mfg.; Tank Mfg.; Tool Mfg.; Clothing Mfg.; Food Dist.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-76; Summer 74-93; Fall 52-79; Winter 27-48. First killing frost, Oct. 1; last killing frost, Mar. 15.

11 - TAP WATER: Neutral, soft, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Main St. & 6 on intersecting streets.
Neighborhood Shopping Centers-Strothers St.; W Broadway; N Milt Phillips Ave.
Stores Open-Some on Sat. evenings.

13 - RETAIL OUTLETS: **Department Stores**-Anthony; JCPenney; Sharpes; Hammons; Newton Wall; Sears; Montgomery Ward.
Variety Stores-Otasco
Discount Stores-Natl. Discount; Wall's Family Bargain Center; Wal-Mart.
Chain Drug Stores-Walgreens; I.D.L.
Chain Supermarkets-IGA; Cardinal; Safeway; Bestyet.
Other Chain Stores-Okla. Tire; Firestone; Goodyear; Collier Bros.; Neil's; Nat. Shoes; Western Auto; CATO; Mode O Day.

14 - NEWSPAPERS: PRODUCER (e-tues to fri; S) 6,250; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Ted M. Phillips, Adv. Dir., PRODUCER, 121 N. Main; PO Box 431, Seminole, OK 74868; Tel. (405) 382-1100.
National Representative Papert Companies

SHAWNEE

1 - LOCATION: Pottawatomie County (In Oklahoma City MSA). E&P Map D-2. County Seat. Residential ctr. 42 mi. SE of Okla. City. On U.S. Hwys. 177, 270, I-40; State Hwys. 3 & 18, 99A.

2 - TRANSPORTATION: **Railroads**-AT&SF, OCA&A, Missouri, Kansas, & Texas Railroad
Motor Freight Carriers-7
Intercity Bus Lines-Jordan; O.T.C.; Greyhound; Mid Continent Coaches; Oklahoma Transportation.
Airlines-at Oklahoma City Airport 37 mi. W.
American, Continental, Eastern, Frontier, Southwest, Texas Intl., Trans Central, TWA.

3 - POPULATION:
Corp. City 80 Cen. 26,506; E&P 85 Est. 31,380
CZ-ABC: (80) 26,506
RTZ-ABC: (80) 82,807
County 80 Cen. 55,239; E&P 85 Est. 65,396
MSA 80 Cen. 860,969; E&P 85 Est. 967,586
City & RTZ-ABC: (80) 109,313
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,334; E&P 85 Est. 12,746
CZ-ABC: (80) 10,334
RTZ-ABC: (80) 29,535
County 80 Cen. 20,062; E&P 85 Est. 24,648
MSA 80 Cen. 321,546; E&P 85 Est. 372,855
City & RTZ-ABC: (80) 39,869

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$109,000,000
Commercial	4	$480,000,000

6 - PASSENGER AUTOS: County 30,760

7 - ELECTRIC METERS: Residence 11,993

8 - GAS METERS: Residence 9,961

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 430 ($240); Milling 175 ($250); Copper Tubing 300 ($245); Pump Mfg. 200 ($280); Other Mfg. 562 (N.A.); Polyethelene Film 370 (N.A.); Ceramic Magnets 420 (N.A.); Agric., Mineral Prod.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 60-95; Fall 45-85; Winter 18-65. First killing frost, Nov. 8; last killing frost, Apr. 5.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-8 blocks on Main St.
Neighborhood Shopping Centers-Independence & Harrison 12; Kickapoo & Federal 2; Kickapoo & MacArthur 4; 2300 N. Harrison 4 (K mart); Independence & Kickapoo 3.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Del Plaza(12)	2	Ben Franklin, Brannon, Star Disc.
Northridge Sq.(15)	NA	K mart, Winn Dixie
Shawnee Plz.(7)	NA	Revco, Wal-Mart
N. Harrison	3	K mart, Big-O-Tires, Wendy's, Pratt

Principal Shopping Days-Department Stores-Mon., Fri., Sat.; Food Stores-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon. and Thur.; Food & Discount-nightly.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; C.R. Anthony; W.R. Jones; Newton Wall.
Discount Stores-Wal-Mart, K mart.
Variety Stores-TG&Y 2; Ben Franklin; Dollar General.
Chain Drug Stores-Rexall 6; Shawnee; Tom Coffey; Medical Arts; Campus Star Discount Phcy.; Shawnee Medical Center Phcy.; Doctors Bldg. Phcy.; Medicine Shoppe; Revco.
Chain Supermarkets-Humpty-Dumpty; Safeway; IGA 2; Pratt's 3.

14 - NEWSPAPERS: NEWS-STAR (m-tues to sat) 14,253; (S) 15,338; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: D. Gene Norton, Adv. Mgr., NEWS-STAR, 215 N. Bell, Shawnee, OK 74801; Tel. (405) 273-4200.
National Representative: Landon Assoc.

STILLWATER

1 - LOCATION: Payne County. E&P Map D-2. County Seat. Educational (Okla. State Univ.), industrial, agricultural, oil, livestock and dairy center. State Hdqts. U.S. Dept. of Agriculture. 70 mi. NE of Okla. City; 75 mi. W of Tulsa.

2 - TRANSPORTATION: **Railroads**-Santa Fe
Motor Freight Carriers-7
Intercity Bus Lines-MK&O

3 - POPULATION:
Corp. City 80 Cen. 38,268; E&P 85 Est. 41,851
CZ-ABC: (80) 38,268
RTZ-ABC: (80) 45,732
County 80 Cen. 62,435; E&P 85 Est. 68,283
City & RTZ-ABC: (80) 84,000

4 - HOUSEHOLDS:
Corp. City 80 Cen. 12,829; E&P 85 Est. 14,546
CZ-ABC: (80) 12,829
RTZ-ABC: (80) 17,450
County 80 Cen. 22,119; E&P 85 Est. 25,146
City & RTZ-ABC: (80) 30,279

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$251,100,163
Savings & Loan	3	$143,000,000

6 - PASSENGER AUTOS: County 30,190

7 - ELECTRIC METERS: Residence 14,729

8 - GAS METERS: Residence 10,491

9 - PRINCIPAL INDUSTRIES: Rubber & Plastic Hose Mfg.; Grain Elevator & Mills 2; Data Forms Mfg.; Electronics; Poultry Hatchery; Outboard Motor Mfg.; Tire Materials Mfg.; Printing.
Principal Pay Days-1 & 15, Fri. & Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-60; Summer 77-82; Fall 49-74; Winter 37-42. First killing frost, Oct.; last killing frost, Mar.

11 - TAP WATER: Slightly alkaline, soft.

12 - RETAILING:
Principal Shopping Center-7 blocks on Main St.; 10 on side streets off Main.
Neighborhood Shopping Centers-3 blocks on West 6th; 2 on Washington; 6 on Knoblock; 4 on East 6th; University Square; Cimarron Plaza; Pioneer Square; Rosewood Hills.
Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-Katz; JCPenney; C.R. Anthony; Gibson's; Sears; Newton Wall.
Discount Stores-Gibson's; Wal-Mart; TG & Y.
Variety Stores-Otasco; ACE Hardware Mart; Murphy's Hardware.
Chain Drug Stores-Humpty-Dumpty; Thrifty; Revco; Treasury.
Chain Supermarkets-IGA 2; Humpty Dumpty; Safeway; Bestyet.
Other Chain Stores-Goodrich; Goodyear; Firestone; Nelson Furn.; Brown's Shoe Fit; Braum's; Quick Trip; Sherwin-Williams; Zale's; S&H Stamps.

14 - NEWSPAPERS: NEWS PRESS (e-mon to fri) 10,782; (S) 11,428; March 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Kenneth O. Light, Nat. Adv. Dir., NEWS PRESS, PO Box 2288, Stillwater, OK 74076; Tel. (405) 372-5000.
National Representative: Papert Companies

TAHLEQUAH

1 - LOCATION: Cherokee County. E&P Map F-2. County Seat. Resort area. Northeastern State College. Forestry, agriculture & farming area. 28 mi. SE of Muskogee; 65 mi. SE of Tulsa. On US Hwy. 62; State Hwy. 51.

2 - TRANSPORTATION: **Railroads**-Burlington Northern
Intercity Bus Lines-Continental Trailways.
Airlines-All major airlines at Tulsa Airport.

3 - POPULATION:
Corp. City 80 Cen. 9,708; E&P 85 Est. 10,844
County 80 Cen. 30,684; E&P 85 Est. 34,274

4 - HOUSEHOLDS:
City 80 Cen. 3,510; E&P 85 Est. 3,843
County 80 Cen. 10,595; E&P 85 Est. 12,293

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$220,000,000

6 - PASSENGER AUTOS: County 12,078

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Agriculture; Forestry; Machine Shops; Cannery.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-90; Summer 55-100; Fall 15-95; Winter 5-80. First killing frost, Nov.; last killing frost, Mar.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Box Center	NA	IGA
Cherokee Hills(5)	NA	Wal-Mart
Downing Square Plaza(8)	NA	TG&Y

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: **Department Stores**-Hinds; Anthony's; Workman's.
Discount Stores-TG&Y; Wal-Mart.
Chain Drug Stores-Cherokee Hills Phcy.; Sun Drug.
Chain Supermarkets-Box's IGA; Reasor's; Safeway; Consumers.
Other Chain Stores-Doyles Shoes; Paulines (women's); Sirloin Stocade; Buddy's (men's); Merle Norman; Catron's; Pay-less Shoes; Food 4 Less; Ken's Pizza; Kentucky Fried Chicken; Big Cheese; Harvee's; Wendys; McDonald's; Taco Hut; Pizza Hut; Goodyear; Love's; Sears; Montgomery Ward; Fashion Crossroads.

14 - NEWSPAPERS: PRESS (m-tues to fri; S) 5,421; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: M. Gerald Stone, Pub., PRESS, 106 W. 2nd, PO Box 888, Tahlequah, OK 74464; Tel. (918) 456-8833.
National Representative: Landon Associates; Oklahoma Press Service

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TULSA

1 - LOCATION: Tulsa County (MSA). E&P Map E-2. County Seat. Admin. center for many oil companies, electronics & aviation maintenance ctr. 262 mi. SW of Kansas City; 276 mi. NE of Dallas, TX; 519 mi. N of Houston, TX; 120 mi. E of Okla. City; 174 mi. SE of Wichita, KS. On U.S. Hwys. I-44, 64, 66, 75, 169; State Hwys. 11, 33, 51.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Santa Fe; M.K.&T.; Texas & Pacific.
Motor Freight Carriers-54
Intercity Bus Lines-Continental Trailway; Greyhound; M.K.&O.; KG Lines.
Airlines-American; Continental; Delta; Frontier; TWA; Ozark; Eastern; AirMidwest; Executive Express; Muse; Republic; Scheduled Skyways; Southwest; Total Air; United; Western. International Airport. (3 airports)

3 - POPULATION:
Corp. City 80 Cen. 360,919; E&P 85 Est. 392,707
CZ-ABC: (80) 467,563
RTZ-ABC: (80) 468,028
County 80 Cen. 470,593; E&P 85 Est. 517,033
MSA 80 Cen. 657,367; E&P 85 Est. 730,897
City & RTZ-ABC: (80) 935,591
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 145,414; E&P 85 Est. 163,291
CZ-ABC: (80) 180,976
RTZ-ABC: (80) 167,288
County 80 Cen. 181,620; E&P 85 Est. 204,123
MSA 80 Cen. 246,380; E&P 85 Est. 282,545
City & RTZ-ABC: (80) 348,084

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	8	$4,539,011,000
Commercial	41	$3,608,890,000

6 - PASSENGER AUTOS: County 316,305

7 - ELECTRIC METERS: Residence 169,580

8 - GAS METERS: Residence 137,244

9 - PRINCIPAL INDUSTRIES: **Met. Area** Industry, No. of Wage Earners-Mfg. 50,700; Mining 14,000; Constr. 12,400; Trans. & Pub. Util. 18,200; Wholesale and Ret. Trade 53,300; Fin., Ins. & Real Estate 13,600; Serv. 39,900; Govt. 23,900. (Av. Wkly. Wage-All Mfg. $248.28)
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-69; Summer 69-90; Fall 47-69; Winter 35-51. First killing frost, Nov. 3; last killing frost, Mar. 27.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Areas**-Downtown from 3rd St. to 10th St. South, Denver Ave. east to Detroit; 21st to 22nd Pl. South, Utica Ave. east to Yorktown; 39th to 43rd St. South, Yale Ave. east to Hudson; 71st & Memorial.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Admiral Place(13)	NA	C.R. Anthony, TG&Y
Boman Acres(16)	NA	Radio Shack
Briar Village(30)	NA	Safeway, TG&Y
Brook Plaza(28)	NA	TG&Y, Froug's
Brookside	NA	C.R. Anthony, Otasco
Country Club Plaza(48)	NA	Skaggs, Otasco
Crossbow(28)	NA	TG&Y, Eckerd
Crossing Oaks(36)	NA	Pier 1, Target
Crosstown Mall	NA	Discount Foods, Wal-Mart
Crystal City(23)	NA	TG&Y, Otasco
Eastgate(7)	NA	Pay Less
Executive Mall(27)	NA	Sirloin Stockade
Farm Ctr.(52)	NA	Furr's, Reads
Fontana(78)	NA	Cort, Ross Stores, Luby's
Garnett Plaza (32)	NA	Skaggs, Alpha Beta, Radio Shack
Harvard Hills(13)	NA	TG&Y
Highland Plaza(32)	NA	Goodyear, Sutphen's B-B-Q
Holiday Hills(12)	NA	Sipes Mkt.
Kensington(8)	NA	Sakowitz, Sipes
London Sq.(13)	NA	Rowan & Petty Foods
Mall 31(29)	NA	Will Rogers, Catherine's
McLain Vlg.(14)	NA	Safeway
Meadowood(18)	NA	Otasco, Red Bud Mkt.
Old Village Shoppes(14)	NA	TG&Y
Park Lane(17)	NA	TG&Y, Radio Shack
Park Plaza(20)	NA	TG&Y, Safeway
Perimeter Sq.(10)	NA	Safeway
Ranch Acres(11)	NA	Safeway, TG&Y
1700 Yale Mall(10)	NA	Target, Radio Shack
Sheridan Vlg.(30)	NA	TG&Y, Buds
Southland(38)	NA	Dillard, JCPenney
Southroads Mall (68)	NA	Zale's, Woolf Bros., Vandevers, Sanger Harris
Springdale(19)	NA	Froug's, Otasco
Suburban Acres (14)	NA	IGA Foodliner, C.R. Anthony
Utica Sq.(77)	NA	TG&Y, Dillard's, Miss Jackson's
Walnut Creek I & II(60)	NA	Cinderella Bootery, Med-X, Safeway
Woodland Hills (125)	NA	JC Penney, Sears, Sanger Harris, Dillard

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Vandever's; Dillard's 2; Woolf Bros.; Street's; M.M. Cohn 2; Renberg's 3; Froug's 8; Sears 3; Sakowitz; C.R. Anthony 11; JCPenney 3; Montgomery Ward 2; Sanger Harris 2.
Discount Stores-Target 2; K mart 5.
Variety Stores-TG&Y 16.
Chain Drug Stores-Med-X 9; Walgreens 3; Rexall 3; Getman 2; Skaggs 5; Family 4; Eckerd 5.
Chain Supermarkets-Thrift-T-Wise & Affiliated Food Stores 10; Safeway 26; Sipes 3; Bestyet; Red Bud 7; Family Markets; McCartney's 7; Superettes: Git-N-Go 35; Quick Trip 39; Okla. UtoteM 47; In-N-Out; Sam's 2; 7-Eleven 10.
Other Chain Stores-Shoes: Schiff's 3; Cinderella 3; Thom McAn 2; Kinney 5; Jewelry: Boswell's 3; Zale's 4; Moody's 3; Sloan's; Automotive: Firestone 3; Goodyear 10; Otasco 20; Automotive of Tulsa 6; Thrift 3; Midas 3; Paint: Devoe 3; Cook's 6; PPG 10; Pittsburgh Paint 2; Sherwin-Williams 3; Misc.: Singer Co. 4; Tall Fashions; S&H Green Stamps.

14 - NEWSPAPERS: WORLD (m) 136,592; TRIBUNE (e) 79,183; WORLD (S) 233,611; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Kendall Somers, Adv. Dir., Newspaper Printing Corp. (agent) for TRIBUNE and WORLD, 315 S. Boulder Ave., PO Box 1770, Tulsa, OK 74102; Tel. (918) 581-8511.
National Representative: Branham Newspaper Sales

VINITA

1 - LOCATION: Craig County. E&P Map F-1. County Seat. 65 mi. NE of Tulsa. On U.S. Hwys. 66, 69, 60; Will Rogers Tpke.

2 - TRANSPORTATION: **Railroads**-M.K.&T.; Burlington Northern.
Intercity Bus Lines-M.K.O.; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,740; E&P 85 Est. 7,602
County 80 Cen. 15,014; E&P 85 Est. 15,795
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 2,514; E&P 85 Est. 2,967
County 80 Cen. 5,685; E&P 85 Est. 5,950

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$119,630,000
Savings & Loan	1	$367,023,266

6 - PASSENGER AUTOS: County 8,509

7 - ELECTRIC METERS: Residence 3,300

8 - GAS METERS: Residence 3,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electrical Connector Mfg. 232; Agriculture; Mill & Elevator Feeds; Flag and Apron Mgr.; Eastern State Hospital 851; Tower Manufacturer; Automotive Parts.

10 - CLIMATE: Average Temp.-Spring 60; Summer 80; Fall 59; Winter 36.

11 - TAP WATER: 30 in. line from Grand Lake.

12 - RETAILING: **Principal Shopping Days**-Sat., Thur., Fri.
Stores Open Evenings-Drug stores; Supermarkets.

13 - RETAIL OUTLETS: **Department Stores**-Carters; Draper's; Anthony's.
Discount Stores-Wal-Mart.
Chain Supermarkets-Safeway; Food Tree.
Other Chain Stores-Western Auto; Sherwin-Williams; Montgomery Ward; Sears (catalog); Goodyear; Coast-to-Coast.

14 - NEWSPAPERS: JOURNAL (e) 4,023; sworn Sept. 28, 1984.
Local Contact for Advertising and Merchandising Data: John M. Turner, Pub., JOURNAL, PO Box 328, Vinita, OK 74301-0328; Tel. (918) 256-6422.
National Representative: None.

WEATHERFORD

1 - LOCATION: Custer County, E&P Map C-2. Univ. Community; Agric. Area Elevators; Nursery area. 73 mi. W of Oklahoma City. On Hwy I-40; State Hwy. 54.

2 - TRANSPORTATION: **Railroads**-Farmrail.
Motor Freight Carriers-1.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Cargo at Thos. P. Stafford Field. Nearest Commercial Airfield at Oklahoma City.

3 - POPULATION:
Corp. City 80 Cen. 9,640; E&P 85 Est. 13,670
County 80 Cen. 25,995; E&P 85 Est. 33,804

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,438; E&P 85 Est. 4,950
County 80 Cen. 9,482; E&P 85 Est. 12,919

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$109,027,000

6 - PASSENGER AUTOS: County 14,458

7 - ELECTRIC METERS: Residence 5,480

8 - GAS METERS: Residence 4,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Educ. 450 ($250); Photo Proc. 100 (N.A.); Printing Prod. 270 ($150); Meat Proc. 26 (N.A.); Data Proc. Equip. 200 ($200); Oil & Gas Related ($350); Agric. (N.A.).

10 - CLIMATE: Av. Annual Temp. 60.5; Rainfall 27.7; Temp. Summer 65-105; Winter 10-75.

11 - TAP WATER: Well water; soft.

12 - RETAILING: **Principal Shopping Center**-7 blocks on Main St. plus shpg. ctr. continuation.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Weatherford(14)	NA	Coast to Coast, TG&Y
Northpark Shoppes (6)	NA	Kwik Korner, Wal-Mart

Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-Dixie; Anthony's; In Crowd; Kloset; Toni's; Frankie's; Smart Shop; Otasco; Sears (catalog).
Discount Stores-Wal-Mart; TG&Y.
Chain Supermarkets-United; IGA.

14 - NEWSPAPERS: NEWS (e-tues to fri) 3,120; (S) 5,000; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: David W. Reid, Pub., NEWS, 118 S. Broadway, Weatherford, OK 73096; Tel. (405) 772-3301.
National Representative: Oklahoma Press Service.

WEWOKA

1 - LOCATION: Seminole County, E&P Map E-2.
Motor Freight Carriers-4.
Intercity Bus Lines-Oklahoma Transportation Co.

3 - POPULATION:
Corp. City 80 Cen. 5,480; E&P 85 Est. 6,171
County 80 Cen. 27,473; E&P 85 Est. 30,331

4 - HOUSEHOLDS:
City 80 Cen. 2,132; E&P 85 Est. 2,449
County 80 Cen. 10,158; E&P 85 Est. 11,554

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$51,148,000
Savings & Loan	NA	$36,469,086

6 - PASSENGER AUTOS: County 13,369

7 - ELECTRIC METERS: Residence 2,600

8 - GAS METERS: Residence 2,425

9 - PRINCIPAL INDUSTRIES: Oil Production; Oil Field Servicing; Clothing Mfg.; Plastic Mfg.; Expanded Steel.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-90; Summer 65-110; Fall 32-80; Winter 0-45. First killing frost, Nov. 1; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, very soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Wewoka St., 4 blocks on Mekusukey St., all cross streets in between.
Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Cohen's; General Dollar; Sharpe's.
Chain Supermarkets-Red Bud; IGA; Smith's.
Other Chain Stores-Nelson (furn.); Otasco (auto & home supplies).

14 - NEWSPAPERS: TIMES (e-tues to fri;S) 1,911; sworn Sept. 27, 1984.
Local Contact for Advertising and Merchandising Data: Marilyn Gibbs, Gen. Mgr., TIMES, 210 S. Wewaka Ave., PO Box 61, Wewoka, OK 74884; Tel. (405) 257-3341.
National Representatives: Donrey Media Co.

WOODWARD

1 - LOCATION: Woodward County, E&P Map C-1. County Seat. Wholesale and agricultural center on the North Canadian River. On U.S. Hwys. 183, 270; State Hwys. 3, 14, 34. 140 mi. NW of Oklahoma City.

2 - TRANSPORTATION: **Railroads**-Atchinson, Topeka & Santa Fe.
Motor Freight Carriers-5.
Intercity Bus Lines-Mid-Continent.

3 - POPULATION:
Corp. City 80 Cen. 13,610; E&P 85 Est. 16,810
County 80 Cen. 21,172; E&P 85 Est. 26,149

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,068; E&P 85 Est. 6,398
County 80 Cen. 7,582; E&P 85 Est. 9,715

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$86,495,000

6 - PASSENGER AUTOS: County 10,694

7 - ELECTRIC METERS: Residence 4,788

8 - GAS METERS: Residence 4,489

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners N.A. (Av. Wkly. Wage N.A.) Metal Working; Livestock; Westwear; Meat Packing; National Gas; Farming; Oil affiliates; Iodine Mfg.; Fertilizer.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-71; Summer 63-93; Fall 29-82; Winter 21-62. First killing frost Oct; last killing frost, Apr.

11 - TAP WATER: 8 gr. per gal.

12 - RETAILING: **Principal Shopping Center**-No. of Stores-6 blocks on Main St. Downtown; Westgate 2; Plaza 4 & Southgate 3.
Stores Open Evenings-Food; Discount.
Stores Open Sundays-Food; Discount.

13 - RETAIL OUTLETS: **Department Stores**-C. R. Anthony; JCPenney; Frost's; Trego's; Oliver's; Star Model; Sears; Montgomery Ward; Wal-Mart.
Variety Stores-TG&Y Family Store.
Discount Stores-Gibson's.
Chain Drug Stores-Bogdahn Rexall 2; Ideal; Gibson's; TG&Y.
Chain Supermarkets-Safeway; Ideal; United.
Other Chain Stores-Otasco; Sweetbriar; Atwood's; S&H Green Stamps; Factory Outlet; Firestone; Long Bell; Radio Shack.

14 - NEWSPAPERS: PRESS (e-mon to fri; S) 5,424; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Richard Koogler, Adv. Dir., PRESS, 1023 Main St.; PO Box 129, Woodward, OK 73801; Tel. (405) 256-3311.
National Representative: Oklahoma Press Service.

OREGON SURVEYS

METROPOLITAN STATISTICAL AREAS

Eugene-Springfield-Lane County.
Medford-Jackson County.
Salem-Marion and Polk Counties.

PRIMARY METROPOLITAN STATISTICAL AREA

Portland-Clackamas, Multnomah, Washington and Yamhill Counties.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Portland-Vancouver, Ore.-Wash.-Includes Portland, Ore. PMSA and Vancouver, Wash. PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1986
Under 5 Years	164	198	205
5-14 Years	406	392	406
15-24 Years	366	464	480
25-44 Years	481	785	813
45-64 Years	499	491	508
65 and Over	226	303	314
TOTAL	2,092	2,633	2,726

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1986 Est.
Bldg. Mat./Hdwr.	629	549	767
General Mdse	1,256	1,780	2,195
Food	1,822	2,660	3,080
Automobiles	2,083	2,217	3,508
Gasoline Stations	655	1,107	1,142
Apparel	391	588	754
Furniture	481	493	745
Eat-Drink Places	879	1,323	1,650
Drugs	307	372	488
TOTAL SALES	9,348	12,634	15,679

ALBANY

1 - LOCATION: Linn County, E&P Map A-2. County Seat. On Willamette River, 75 mi. S of Portland. Wholesale and shipping center for lumber export, heavy metals, dairy and agricultural products. On U.S. Hwys. 20, 99E & I-5.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Burlington Northern (freight).
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound; Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 26,678; E&P 85 Est. 31,037
NDM-ABC: (80) 89,604
County 80 Cen. 89,495; E&P 85 Est. 90,665

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,415; E&P 85 Est. 12,513
NDM-ABC: (80) 32,640
County 80 Cen. 32,773; E&P 85 Est. 34,200

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$174,603,000
Savings & Loan	3	$159,841,000

6 - PASSENGER AUTOS: County 20,117

7 - ELECTRIC METERS: Residence City 9,569

8 - GAS METERS: Residence City 4,875

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Metals 2,480 ($183); Wood Products 4,755 ($154); Food Processing 1,012 ($177); Agricultural 1,741 ($143); Util. & Trans. 322 ($153); Construction 1,633 ($172).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-59; Summer 66-94; Fall 50-72; Winter 10-45. First killing frost, Nov. 6; last killing frost, Mar. 30.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on 1st Ave., 5 on 2nd Ave., 4 on 3rd, 5 on Broadalbin, Ellsworth, Lyon.
Neighborhood Shopping Centers-Santiam Hwy. & Waverly Dr.; Santiam Hwy. & Pacific Blvd.; Santiam Hwy. & Main St.; Spring Hill Rd. & Hickory Ave. NW; Pacific Blvd. & Calapooia St.; Pacific Blvd. & Albany Ave.
Principal Shopping Days-Tues., Thur. and Sat.
Stores Open Evenings-Mon. & Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; The Broadway; The Emporium; Mervyn's.
Variety Stores-Ervin's Drug.
Discount Stores-Coastal Farm & Home; Bi-Mart; Fred Meyer; K mart.
Chain Drug Stores-Pay Less; Fred Meyer; Bi-Mart; Tiffany's.
Chain Supermarkets-Safeway; IGA; Fred Meyer; The Market Place; Thriftway 2; Albertson's; Prairie Market.

14 - NEWSPAPERS: DEMOCRAT-HERALD (e) 21,354; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Robert S. Watson, Retail Adv. Dir., DEMOCRAT-HERALD, 138 W 6th, Albany, OR 97321; Tel. (503) 926-2211.
National Representative: Branham/Newspaper Sales.

ASHLAND

1 - LOCATION: Jackson County (In Medford MSA), E&P Map A-3. 12 mi. SE of Medford; 22 mi. N of the CA State line on I-5 and Greensprings Hwys.; 290 mi. from Portland; 375 mi. from San Francisco, CA. Tourist & Southern Oregon College ctr.

2 - TRANSPORTATION: **Motor Freight Carriers**-12.
Intercity Bus Lines-Greyhound; Trailways; Rogue Rapid Transit.
Airlines-United; Horizon; Cascade.

3 - POPULATION:
Corp. City 80 Cen. 14,943; E&P 85 Est. 17,247
CZ-ABC: (80) 14,943
RTZ-ABC: (80) 5,806
County/MSA 80 Cen. 132,456; E&P 85 Est. 138,916
City & RTZ-ABC: (80) 20,749

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,909; E&P 85 Est. 7,041
CZ-ABC: (80) 5,909
RTZ-ABC: (80) 2,178
County/MSA 80 Cen. 49,011; E&P 85 Est. 53,110
City & RTZ-ABC: (80) 8,087

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$68,835,000
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 113,343

7 - ELECTRIC METERS: Residence 6,602

8 - GAS METERS: Residence 3,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Tourism; Lumbering-Wood Products Factory; Steel Tanks; Railroad; Box Factory; Planing Mill; Dental Equip.; University Education; Ski Resort; Printing.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-81; Summer 48-95; Fall 37-65; Winter 32-59. First killing frost, Oct. 18; last killing frost, May 4.

11 - TAP WATER: Soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Main St.
Neighboring Shopping Centers-Pioneer Vlg., 2 blocks at Pioneer & Oak Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gateway(8)	2	Buy Rite
Commercial Center	2	Butler Ford
Ashland(20)	2	Kacy's
Tolman-66	3	Bi-Mart

Principal Shopping Days-Tue., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Fortmiller's; Beno's.
Variety Stores-Sprouse Reitz.
Chain Supermarkets-Kacy's; Buy Rite; Sentry; Safeway; U Mark It.

Chain Drug Stores-Rexall, Bi-Mart, Thrifty.
Other Chain Stores-Taco Bell, Radio Shack; McDonald's.

14 - NEWSPAPERS: TIDINGS (e) 5,804, Mar. 31, 1985 ABC.
al Contact for Advertising and Merchandising William Marcum, Adv. Mgr., TIDINGS, 1661 ou Blvd., Ashland, OR 97520; Tel. (503) 5.
Representative None

ASTORIA

1 - LOCATION: Clatsop County, E&P Map A-1, County Seat. On South shore of Columbia River, 10 mi. from mouth, 100 mi. NW of Portland.

2 - TRANSPORTATION: Railroads-Burlington-Northern.
Intercity Bus Lines-Greyhound
Motor Freight Carriers-5
Freight Steamship Lines-15

3 - POPULATION:
Corp. City 80 Cen. 9,998; E&P 85 Est. 10,181
CZ-ABC: (80) 9,998
RTZ-ABC: (80) 37,699
County 80 Cen. 32,489; E&P 85 Est. 33,544
City & RTZ-ABC: (80) 47,967

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,235; E&P 85 Est. 3,797
CZ-ABC: (80) 4,235
RTZ-ABC: (80) 14,705
County 80 Cen. 12,795; E&P 85 Est. 13,609
City & RTZ-ABC: (80) 18,940

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	5	$105,000,000

6 - PASSENGER AUTOS: County 26,276

7 - ELECTRIC METERS: Residence 14,972

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners -Fishing, Pulp Paper Mfg.; Seafood packing and canning; Lumber; Plywood; Saw Mills; Dairy; Grass Seed; Mink Growing; Shipping; Tourist.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-58; Summer 53-68; Fall 48-60; Winter 37-48.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Young's Bay Plaza(13)	NA	PayLess Drug, Radio Shack

13 - RETAIL OUTLETS: Department Stores-JCPenney
Chain Supermarkets-Safeway, Sentry, Astoria IGA, Thriftway.

14 - NEWSPAPERS: ASTORIAN (e-mon to fri) 9,324, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Donald J. Budde, Gen. Mgr., ASTORIAN, 949 Exchange, Astoria, OR 97103; Tel. (503) 325-3211.
National Representative: Branham/Newspaper Sales.

BAKER

1 - LOCATION: Baker County, E&P Map D-2.

2 - TRANSPORTATION: Railroads-Union Pacific.
Motor Freight Carriers-2
Intercity Bus Lines-Greyhound

3 - POPULATION:
Corp. City 80 Cen. 9,471; E&P 85 Est. 9,847
CZ-ABC: (80) 9,471
RTZ-ABC: (80) 7,093
County 80 Cen. 16,134; E&P 85 Est. 16,678
City & RTZ-ABC: (80) 16,564

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,728; E&P 85 Est. 3,640
CZ-ABC: (80) 3,728
RTZ-ABC: (80) 2,602
County 80 Cen. 6,169; E&P 85 Est. 6,552
City & RTZ-ABC: (80) 6,330

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	3	$38,000,000
Savings & Loan	2	$25,000,000

6 - PASSENGER AUTOS: County 14,054

7 - ELECTRIC METERS: Residence 3,754

8 - GAS METERS: Residence 1,848

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly Wage)-Woodwork, 710 ($210); Agric., 500 ($175).
Principal Industrial Pay Days-15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-56; Summer 48-92; Fall 34-62; Winter 19-35. First killing frost, Oct. 3; last killing frost, May 12.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Maxi Mart(4)	2	True Value, Wilson's

Principal Shopping Days-Wed., Fri.

13 - RETAIL OUTLETS: Department Stores-Baker Mercantile; Neuberger & Heiner, Big V.
Variety Stores-True Value, Hirsch Value Ctr.
Chain Supermarkets-Safeway, Albertson's.
Other Chain Stores-Coast-to-Coast, Mode O'Day, Western Auto.

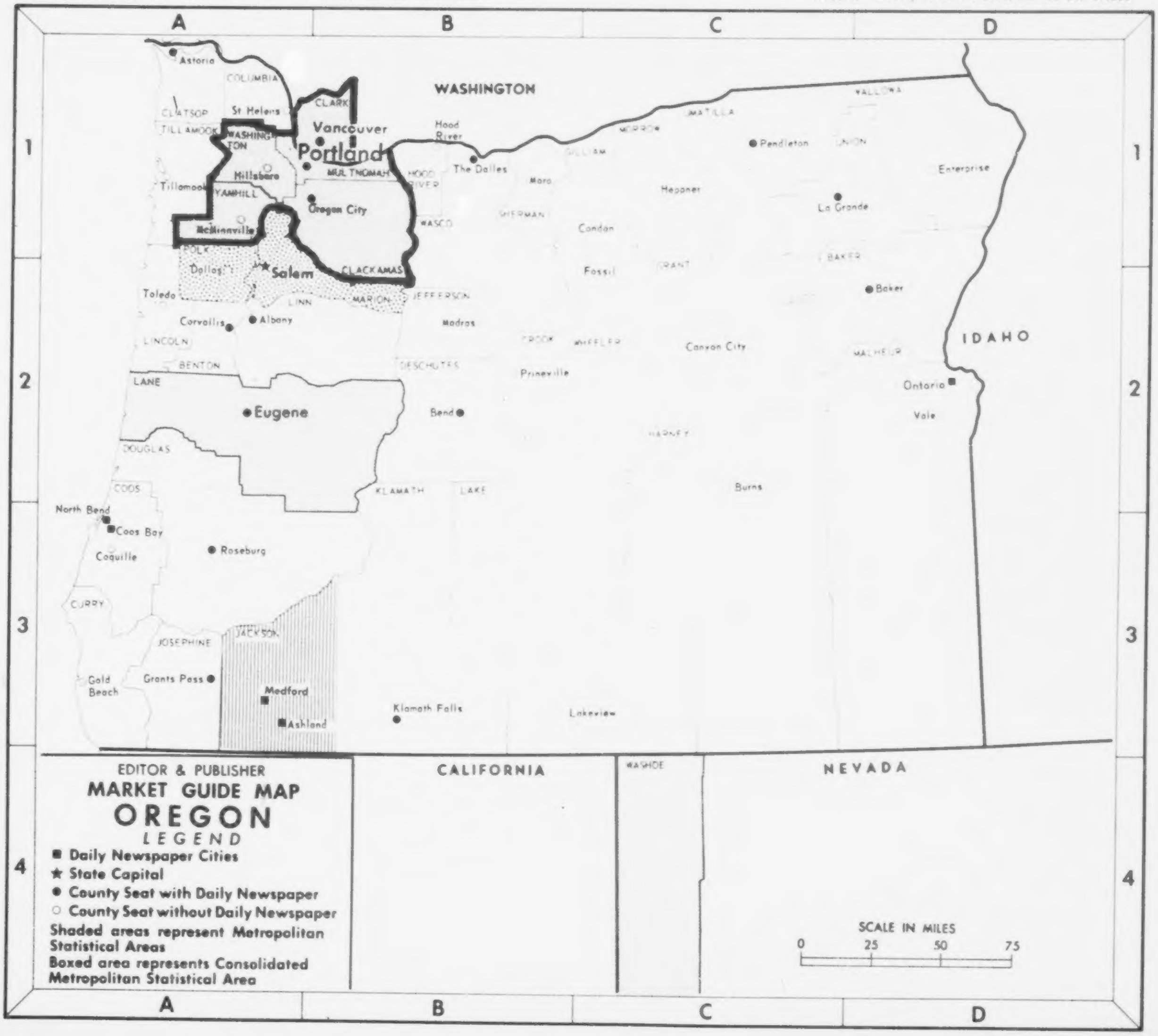
14 - NEWSPAPERS: DEMOCRAT-HERALD (e) 3,280, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Jack R. Turner, Publisher, DEMOCRAT-HERALD, 1915 First St., Baker, OR 97314; Tel. (503) 523-3673.
National Representative: None.

BEND

1 - LOCATION: Deschutes County, Central Oregon, E&P Map B-2, County Seat. Wholesale lumber mfg. & re-mfg.; Tourism; Retail sales & service ctr.; area medical ctr.; & agric. 160 mi. SE of Portland, 130 mi. E of Eugene, 320 mi. W of Bosie. On junction of U.S. Hwys. 97-20.

2 - TRANSPORTATION: Railroads-Burlington Northern; Union Pacific; USA Amtrack.
Motor Freight Carriers-3.
Intercity Bus Lines-Pacific Trailways; Resort.
Airlines-Horizon Air.

3 - POPULATION:
Corp. City 80 Cen. 17,263; E&P 85 Est. 18,853
CZ-ABC: (80) 27,232
RTZ-ABC: (80) 54,404
County 80 Cen. 62,142; E&P 85 Est. 67,863


A
B
C
D
1
2
3
4
WASHINGTON
IDAHO
CALIFORNIA
NEVADA
WASHOE
Astoria
COLUMBIA
CLATSOP
St Helens
CLARK
Vancouver
TILLAMOOK
WASHINGTON
Portland
Hillsboro
Tillamook
YAMHILL
MULTNOMAH
HOOD RIVER
Hood River
The Dalles
Oregon City
McMinnville
POLK
Dallas
Salem
CLACKAMAS
Toledo
LINN
MARION
JEFFERSON
Corvallis
Albany
LINCOLN
BENTON
LANE
Eugene
DOUGLAS
COOS
North Bend
Coos Bay
Coquille
Roseburg
CURRY
JOSEPHINE
JACKSON
Gold Beach
Grants Pass
Medford
Ashland
WASCO
SHERMAN
GILLIAM
MORROW
Moro
Condon
Heppner
UMATILLA
Pendleton
UNION
WALLOWA
Enterprise
La Grande
BAKER
Baker
Fossil
GRANT
Madras
CROOK
WHEELER
Canyon City
MALHEUR
Ontario
Vale
DESCHUTES
Prineville
Bend
HARNEY
Burns
KLAMATH
LAKE
Klamath Falls
Lakeview
EDITOR & PUBLISHER
MARKET GUIDE MAP
OREGON
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed area represents Consolidated Metropolitan Statistical Area
SCALE IN MILES
0
25
50
75

City & RTZ-ABC (80) 81,636

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,011; E&P 85 Est. 7,222
CZ-ABC (80) 10,726
RTZ-ABC (80) 19,405
County 80 Cen. 22,976; E&P 85 Est. 25,863
City & RTZ-ABC (80) 30,131

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$178,488,000
Savings	3	$46,302,000
Savings & Loan	2	$43,900,000

6 - PASSENGER AUTOS: County 58,188

7 - ELECTRIC METERS: Residence 7,070

8 - GAS METERS: County Residence 6,900

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Retail trade & services including medical 10,350; Govt. 4,060; Lumber mfg. 2,770; Mfg & other 1,230
Principal Pay Days-1st, 15th, 10th & 25th

10 - CLIMATE: Min. & Max. Temp.-Spring 32-70; Summer 43-90; Fall 33-70; Winter 27-42. First killing frost, Sept. 10; last killing frost, May 12

11 - TAP WATER: Ph 7 to 7.5, very soft.

12 - RETAILING: **Principal Shopping Centers**-Downtown shpg. ctr. 10 block area including Wall St., Bond St., Minnesota & Oregon, Avenues. Approx. 75 retail businesses. 5 mile strip of Third St. (Hwy. 97) approx. 55 retail businesses. 3 mile strip of Greenwood Ave. (Hwy 20), approx. 40 retail businesses.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bend River Mall(42)	1	The Bond, Sears
Mt. View Mall(46)	2	Emporium, K mart, Food-4-Less, G.I.Joes
Bend Towne Ctr.(15)	1	Safeway
Erickson's Ctr.(4)	1	Erickson's Sentry
South Trail Ctr.(2)	1	Food Towne, Coast-to-Coast
Albertson's(2)	1	Albertson's, Longs Drugs

Principal Shopping Days-Department Stores-Mon., Fri., Sat.; Food Stores-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-The Bon; The Emporium; JCPenney; Country Corner; Hatfields.
Chain Supermarkets-Albertson's; Safeway; Food Towne/Value; Food-4-Less; Erickson's Sentry; Wagner.
Major Retailers and Chain Stores-Sears; K mart; Payless; Bi-mart; 84 Lumber; Pay 'N Pak; G.I. Joes; Northwest Outdoor; Coast-to-Coast; Longs Drugs; Zales's; Waldenbooks; Mode O'Day; Radio Shack; Endicott-Johnson; Kinney Shoes; The Closet; Computerland; Weisfield's Jewelers; The Jean Machine.

14 - NEWSPAPERS: BULLETIN (e) 19,573; (S) 19,621, Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Gregory G. Smith, Adv. Mgr.; Vanessa Lambeth, Nat'l Clerk, BULLETIN, 1526 NW Hill, Bend, OR 97701; Tel. (503) 382-1811
National Representative: Branham/Newspaper Sales

COOS BAY-NORTH BEND

1 - LOCATION: Coos County, E&P Map A-3, 219 mi. SW of Portland, 530 mi. N of San Francisco CA, 125 mi. SW of Eugene. Bus. and population center for SW sector of Oregon. Lumber port 16 mi. long, landlocked deep water bay, major port betw. Portland and San Francisco. U.S. Hwy. 101.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-3.
Airlines-Horizon.

3 - POPULATION:
Corp. Cities 80 Cen. 24,203; E&P 85 Est. 24,432
Coos Bay 80 Cen. 14,424; E&P 85 Est. 14,371
North Bend 80 Cen. 9,779; E&P 85 Est. 10,061
CZ-ABC: (80) 27,359
RTZ-ABC: (80) 61,095
County 80 Cen. 64,047; E&P 85 Est. 61,550
City & RTZ-ABC: (80) 88,454
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 9,142; E&P 85 Est. 9,383
Coos Bay 80 Cen. 5,573; E&P 85 Est. 5,654
North Bend 80 Cen. 3,569; E&P 85 Est. 3,729
CZ-ABC (80) 10,321
RTZ-ABC (80) 23,137
County 80 Cen. 23,870; E&P 85 Est. 23,604
City & RTZ-ABC (80) 33,458

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	6	$453,700,000
Savings & Loan	3	$112,700,000

6 - PASSENGER AUTOS: County 47,318

7 - ELECTRIC METERS: Residence 14,275

8 - GAS METERS: Residence 1,284

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber Shipping 1,580 ($275); Logging 1,160 ($300); Plywood 2,070 ($225); Sawmill 2,190 ($260); Whol. 480 ($200); Ret. 3,400 ($175); Constr. 790 ($300); Food Products 460. (Wage Averages are State figures)
Principal Pay Days-Lumber 10 & 25; Ret. 15 & 30.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-65; Summer 55-85; Fall 50-75; Winter 25-65. First killing frost, Oct. 15; last killing frost, Nov. 15.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Broadway, 3 on Central Ave., 2 on Anderson Ave. (Coos Bay), 2 on Sherman Ave. (North Bend).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Public Square(18)	7	Bi-Mart, Radio Shack
Pony Village(88)	7	Sprouse Reitz, Pay Less, Bon Marche, Safeway, H.R. Jeweler
Coos Bay Plz.(20)	NA	K mart, Fred Meyer

Principal Shopping Days-Sat., Mon., Fri.
Stores Open-Mon. & Fri. Evg.; Food & Drug on Sun.

13 - RETAIL OUTLETS: **Department Stores**-Emporium, JCPenney, The Bon.
Variety Stores-Sprouse Reitz 2, Big Value Store.
Chain Drug Stores-Pay Less 2, K mart, Bi-Mart, Fred Meyer.
Chain Supermarkets-Safeway 2, McKays 5, Albertson's, Fred Meyer.
Other Chain Stores-Coast-to-Coast, Firestone, Singer Co., Viking Sewing Ctr.

14 - NEWSPAPERS: WORLD (e) 15,952, Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Jerry Baron, Pub.; Cindi Miller, Adv. Dir., WORLD, 350 Commercial, PO Box 1840, Coos Bay, OR 97420; Tel. (503) 269-1222
National Representative: Scripps League Newspapers.

CORVALLIS

1 - LOCATION: Benton County, E&P Map A-2, County Seat. Lumber wood by-products and agriculture. College center, on Willamette River, 35 mi. S of Salem and 85 mi. S of Portland. On U.S. Hwys. 20, 99W.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound, Trailways.

3 - POPULATION:
Corp. City 80 Cen. 40,960; E&P 85 Est. 45,629
CZ-ABC: (80) 40,960
RTZ-ABC: (80) 21,275
County 80 Cen. 68,211; E&P 85 Est. 70,797
City & RTZ-ABC: (80) 62,235
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 en. 14,637; E&P 85 Est. 16,807
CZ-ABC: (80) 14,637
RTZ-ABC: (80) 7,427
County 80 Cen. 23,973; E&P 85 Est. 25,701
City & RTZ-ABC: (80) 22,064

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$161,084,000
Savings & Loan	7	$163,603,000

6 - PASSENGER AUTOS: County 45,534

7 - ELECTRIC METERS: Residence 15,200

8 - GAS METERS: Residence 7,265

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Total Gov't 11,000; Service & Misc. 4,530; Lumber & Wood 1,440; Machy. 2,850; Fin., Ins., Real Estate 1,030; Trade 4,590.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-91; Summer 40-103; Fall 14-81; Winter 12-70. First killing frost, Oct. 25; last killing frost, Apr. 12.

11 - TAP WATER: Soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-2 blocks on 2nd St., 3 on 3rd St., 2 on 4th St.
Neighborhood Shopping Centers-College Hill; Monroe St. from 15th St. to 26th St.; North Ninth St. & Beca; Kings Blvd. & Fillmore; Ninth St. & Circle Blvd.; Kings Blvd. & Circle Blvd.; 1895 N.W. Ninth St.; 777 NW Ninth St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Circle 9(31)	3	PayLess, Richey's
Kings Circle(7)	4	Albertson's
Kings Road(9)	4	Fred Meyer
Northgate(9)	2	Richey's
Plaza 9(13)	2	Eliasons, IGA
The Old Cannery (23)	1	Everybody's Records

Principal Shopping Days-Sat., Fri., Wed.
Stores Open Evenings-Most Retail-Fri.; Some Retail-Mon.; Foods-every evening.
Stores Open Sundays-Most Food, Dept. & Discount Stores.

13 - RETAIL OUTLETS: **Department Stores**-Frederick & Nelson; JCPenney; Fred Meyer; Clothes Tree.
Variety Stores-McGregor's.
Discount Stores-Bi-Mart; Fred Meyer; PayLess; Waremart.
Chain Drug Stores-PayLess 2.
Chain Supermarkets-Safeway; Roth's IGA; Albertson's; Fred Meyer; Richey's 2; Prairie Market; Thriftway.

14 - NEWSPAPERS: GAZETTE-TIMES (m) 12,943; (S) 12,341, Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Laurence Marino, Retail Adv. Mgr., GAZETTE-TIMES, 600 S.W. Jefferson, PO Box 368, Corvallis, OR 97339-0368; Tel. (503) 753-2641
National Representative: Branham/Newspaper Sales

EUGENE

1 - LOCATION: Lane County (In Eugene-Springfield MSA), E&P Map A-2, County Seat. Lumber, industrial, agricultural and education center. On Willamette River, 110 mi. S of Portland at head of Willamette Valley, 216 mi. N of the California border and 60 mi. E of Pacific Ocean. On U.S. Hwys. 99, 126, I-5, State Hwys. 36, 38 and 58.

2 - TRANSPORTATION: **Railroads**-Southern Pacific, Burlington Northern, Amtrak.
Motor Freight Carriers-29.
Intercity Bus Lines-Greyhound, Trailways.
Airlines-United; Frontier; American; Air Oregon; Horizon Air.

3 - POPULATION:
Corp. City 80 Cen. 105,624; E&P 85 Est. 105,178
CZ-ABC: (80) 192,001
RTZ-ABC: (80) 98,245
County/MSA 80 Cen. 275,226; E&P 85 Est. 272,815
City & RTZ-ABC: (80) 290,246
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 42,323; E&P 85 Est. 42,819
CZ-ABC: (80) 74,003
RTZ-ABC (80) 34,786
County/MSA 80 Cen. 103,525; E&P 85 Est. 105,617
City & RTZ-ABC: (80) 108,789

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	11	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 205,536

7 - ELECTRIC METERS: Residence 55,710

8 - GAS METERS: Residence 14,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 1,400 ($380); Lumber 10,900 ($464); Transp. 2,600 (N.A.); Whlse. 4,800 (N.A.); Retail 19,600 (N.A.); Govt. 22,100 (N.A.); Misc. 35,100 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 39-66; Summer 49-79; Fall 42-64; Winter 32-47. First killing frost, Nov. 7; last killing frost, Apr. 7. Average rainfall, 42.56.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: **Principal Downtown Shopping Centers**-8 blocks on Willamette; 5 on Olive; 5 on Oak St., 4 each on 7th, 8th, 9th, 10th and 11th.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Edgewood(11)	3	Safeway, Tiffany Drugs
Emerald(10)	3	
Farmdale(10)	4	Safeway
Gilbert(15)	4	Safeway, Sprouse Reitz
Mohawk Center	6	BiMart
Oakway Mall(40)	1	Albertson's, Tiffany
Riviera(15)	5	U-mark Grocery
Springfield Mall	6	PayLess, Emporium, Albertson's
Valley River(86)	2	JCPenney, Meier & Frank, Ward's, Frederick & Nelson
West 11th(14)	NA	Drive-n-Save Mkt.
Willamette Plaza(12)	3	Emporium, Food Value, Payless
Coburg Plaza(8)	NA	Safeway, Thrifty's

Principal Shopping Days-Thur., Fri., Sat.; Food-Wed., Thur., Fri., Sat.
Stores Open Evenings-Most open nightly; Downtown Fri.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward, Sears, JCPenney, Bon Marche, Meier & Frank, Emporium 3, Frederick & Nelson, Nordstrom Place II, Winston's.
Discount Stores-Fred Meyer 3, Bi-Mart 4, PayLess 3, K mart 2, JAFCO, G.I. Joe's.
Variety Stores-Woolworth, Newberry, Tiffany-Davis, Sprouse-Reitz.
Chain Drug Stores-Tiffany-Davis 5, Hirons 2, Payless 3, Thrifty.
Chain Supermarkets-Safeway 14, Albertson's 7, McKay's 5, Thriftway 2, Drive-n-Save 2, IGA 2, United Grocers 2, Waremart 2, Food Value 2.
Other Chain Stores-Weisfield Jewelers, Firestone 3, Leeds Shoes, Lerner's, Goodrich, Gallenkamps Shoes, Anita's, Arden's, Mode O'Day, Goodyear 3, Kaufman Bros. 2, J. K. Gill, Burch's Shoes, Rubenstein's, Fabric House, Klopfenstein's, Motherhood Maternity, Memory Lane, Albert's Hosiery, The Clothes Tree, The Blade 2, Hallmark, House of Uniforms, Petries, See's Candies, Thom McAn Shoes, Topps & Trowsers, Jered's Outdoor, Jafco, M. Jacobs Furniture, Brooks, Everbody's Records, Smith's Home Furnishings.

14 - NEWSPAPERS: REGISTER-GUARD (m-mon to sat) 69,259; (S) 73,010, Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: James A. McComb, Mktg. Dir., REGISTER-GUARD, PO Box 10188, Eugene, OR 97440; Tel. (503) 485-1234
National Representative: Sawyer-Ferguson-Walker

GRANTS PASS

1 - LOCATION: Josephine County, E&P Map A-3, County Seat. Agriculture, lumber and tourist center, 258 mi. S of Portland, 420 mi. N of San Francisco.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound, Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,997; E&P 85 Est. 17,149
CZ-ABC: (80) 22,936
RTZ-ABC: (80) 49,677
County 80 Cen. 58,820; E&P 85 Est. 61,379
City RTZ-ABC: (80) 72,613

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,045; E&P 85 Est. 7,008
CZ-ABC: (80) 9,118
RTZ-ABC: (80) 17,634
County 80 Cen. 21,866; E&P 85 Est. 23,568
City & RTZ-ABC: (80) 26,752

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	6	$65,056,000
Savings & Loan	7	$33,600,000

6 - PASSENGER AUTOS: County 51,780

7 - ELECTRIC METERS: Residence County 19,757

8 - GAS METERS: Residence 4,300

9 - PRINCIPAL INDUSTRIES: Lumber, Wood Prod. 4,617 emp.
Principal Pay Days-1st, 10th, 15th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-68; Summer 51-87; Fall 42-62; Winter 36-47. First killing frost, Sept. 28; last killing frost, May 9.

11 - TAP WATER: Alkaline, neutral.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on 6th St.; 2 on G St., 2 on H St.
Neighborhood Shopping Centers-1 block on N.W.

6th St., 7 units; Shopping Center on E.F. St., 28 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cavean Plz.(12)	NA	Kacy's
Northgate(10)	NA	Drive 'N Save Mkt.
Grant's Pass(34)	NA	Payless Drug, Mont. Ward

Principal Shopping Days-Mon. and Sat., Fri.
Stores Open Evenings-Most on Fri.

13 - RETAIL OUTLETS: Department Stores-Golden Rule; JCPenney; Montgomery Ward; Griffiths.
Variety Stores-McGregor's; Sprouse-Reitz.
Chain Supermarkets-Safeway; Independent 3; Drive 'N Save 2; Mayfair; Albertson's.
Other Chain Stores-Firestone; Payless Drug & Variety; Bi-Mart; Sears; K mart.

14 - NEWSPAPERS: COURIER (e) 15,990, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Melody Wilson, Adv. Mgr., COURIER, Po Box 1468, Grants Pass, OR 97526; Tel. (503) 474-3734.
National Representative: None.

KLAMATH FALLS

1 - LOCATION: Klamath County, E&P Map B-3. County Seat. Shipping center for 4-county agricultural and lumbering areas. Wholesale center. Winter and summer recreation and resort area. South central part of the state, 266 mi. from Portland; 241 mi. from Salem, the State Capital; 378 mi. from San Francisco. On U.S. Hwy. 97; State Hwys. 140, 39 (connect with U.S. 395 and 236).

2 - TRANSPORTATION: Railroads-Amtrak; So. Pacific (pass. & freight); Burlington Northern (freight); OC&E (freight).
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Horizon Air.

3 - POPULATION:
Corp. City 80 Cen. 16,661; E&P 85 Est. 16,404
CZ-ABC: (80) 44,606
RTZ-ABC: (80) 33,765
County 8o Cen. 59,117; E&P 85 Est. 58,204
City & RTZ-ABC: (80) 78,371

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,691; E&P 85 Est. 6,390
County 80 Cen. 21,688; E&P 85 Est. 22,009
CZ-ABC: (80) 16,619
RTZ-ABC: (80) 12,275
City & RTZ-ABC: (80) 28,894

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$227,800,000
Savings & Loan	5	$209,942,000
Credit Unions	4	$50,250,000

6 - PASSENGER AUTOS: County 49,579.

7 - ELECTRIC METERS: Residence 23,000.

8 - GAS METERS: Residence 6,200.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber & Wood 3,460 ($475); Agriculture 3,000 ($160); Railroad 1,430 ($460); Education 1,590 ($310).
Principal Industrial Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-87; Summer 30-93; Fall -3-79; Winter -8-64. First killing frost, Sept. 15; last killing frost, June 5.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Main St.; 4 on Pine St.; 6 on Klamath Ave.; intersecting streets and 7 blocks on Sixth St.; 13 blocks on S. Sixth St.
Neighborhood Shopping Centers-12 blocks on East Main St.; 2 blocks on Oregon Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Albertson's	NA	Albertson's Foods
Town & Country(50)	NA	PayLess Drug
K mart Plaza	NA	K mart
Shasta Plz.(24)	NA	JCPenney, Mont. Ward, Woolworth
Jefferson Sq.(20)	NA	Emporium, PayLess
Campus Square	NA	Market Basket

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Fri.
Stores Open Sundays-JCPenney; Miller's; Montgomery Ward; Woolworth; PayLess; Big R; Bi-Mart; K mart and most food stores.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Miller's; Emporium.
Discount Stores-PayLess; Jefferson Square Town & Country; Big R.; Bi-Mart; K mart.
Variety Stores-Woolworth; Peabody's.
Chain Drug Stores-PayLess 2; Bi-Mart.
Chain Supermarkets-Sherm's Thunderbird; Safeway 2; Grocery Warehouse.
Other Chain Stores-Firestone; Goodyear; Weisfields (jewelry); Singer Co.; McMahan's; Volume Shoes; Radio Shack; Bistrin's; Kinney's Shoes; LaPointe's; Maurice's.

14 - NEWSPAPERS: HERALD & NEWS (e-mon to fri) 18,677; (S) 18,921, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Peter York, Adv. Dir., HERALD & NEWS, PO Box 788, Klamath Falls, OR 97601; Tel. (503) 883-4000.
National Representative: None.

LA GRANDE

1 - LOCATION: Union County, E&P Map C-1. County Seat. Shipping Center. 257 mi. E of Portland; 189 mi. NW of Boise, ID. On Oregon Trail Hwy. and Wallowa Lake Hwy.

2 - TRANSPORTATION: Railroads-Union Pacific; Amtrak.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Wallowa Valley Stages.

3 - POPULATION:
Corp. City 80 Cen. 11,354; E&P 85 Est. 12,912
CZ-ABC: (80) 11,831
RTZ-ABC: (80) 19,363
County 80 Cen. 23,921; E&P 85 Est. 25,169
City & RTZ-ABC: (80) 31,194

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,375; E&P 85 Est. 4,963
County 80 Cen. 8,707; E&P 85 Est. 9,437
CZ-ABC: (80) 4,541
RTZ-ABC: (80) 6,979
City & RTZ-ABC: (80) 11,520

5 - BANKS	NUMBER	DEPOSITS
Comm. & Savings	3	$79,049,871
Savings & Loan	4	$48,418,472

6 - PASSENGER AUTOS: County 19,558.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber & Wood 750 ($400); Feed Milling 12 ($200); Logging 300 ($500); Railroad 450 ($500); Food Pkg. 45 ($300); State & Fed. Govt. 1,050 ($400); Chemical 21 ($400); Trailer Mfg. 150 ($350).
Principal Industrial Pay Days-1st, 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-75; Summer 43-86; Fall 25-61; Winter 22-50.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on Adams Ave.; 5 on Jefferson Ave.; 3 on Washington St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grande Ronde(15)	1	Sprouse Reitz, PayLess, Maurices
Island City	NA	Robinson's, Hyde's

Principal Shopping Days-Mon., Wed., Thur.
Stores Open Evenings-Drug, Food and some neighborhood stores during summer.

13 - RETAIL OUTLETS: Department Stores-Falks ID; Montgomery Ward; JCPenney; Quisenberry's.
Variety Stores-Sprouse Reitz; C&E.
Chain Drug Stores-Rexall; PayLess.
Chain Supermarkets-Safeway; Albertson's; Ron's.
Other Chain Stores-Mode O'Day (women's); Sears.

14 - NEWSPAPERS: OBSERVER (e) 7,503, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Don Powell, Gen. Mgr., OBSERVER, 1406 5th St., La Grande, OR 97850; Tel. (503) 963-3161.
National Representative: Branham/Newspaper Sales.

MEDFORD

1 - LOCATION: Jackson County (MSA), E&P Map A-3. County Seat. Industrial and wholesale center for S.OR and N.CA. 180 mi. S of Eugene; 75 mi. W of Klamath Falls; 157 mi. N of Redding, CA; 118 mi. E of Pacific Ocean. State Hwys. 62, 238 and feeding 66, 227, 234; I-5 (U.S. 99).

2 - TRANSPORTATION: Railroads-Southern Pacific; White City.
Motor Freight Carriers-44.
Intercity Bus Lines-Greyhound; Trailways; Rogue Valley Transit.
Airlines-United; Horizon; Cascade.

3 - POPULATION:
Corp. City 80 Cen. 39,603; E&P 85 Est. 46,994
CZ-ABC: (80) 54,394
Bal. in NDM-ABC: (80) 78,062
County/MSA 80 Cen. 132,456; E&P 85 Est. 138,916
Total NDM-ABC: (80) 132,456
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 15,559; E&P 85 Est. 18,931
County/MSA 80 Cen. 49,011; E&P 85 Est. 53,110
CZ-ABC: (80) 20,750
Bal. in NDM-ABC: (80) 28,261
Total NDM-ABC: (80) 49,011

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$530,000,000
Savings & Loan	6	$403,500,000

6 - PASSENGER AUTOS: County 113,343.

7 - ELECTRIC METERS: County 48,200.

8 - GAS METERS: County 15,300.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber 4,720 ($421); Wholesale 1,900 ($377); Ret. Trade 9,510 ($365); Pub. Utilities 1,020 ($493); Fab. Metals & Elec. Equip. 1,020 ($493); Tourism Svcs. 1,920 ($320); Durable Goods 6,180 ($423).

10 - CLIMATE: Min. & Max. Temp.-Spring 38-65; Summer 54-88; Fall 40-68; Winter 29-44. Av. Temp. 54, annually.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Districts-Medford: Jackson St. at Hawthorne Park (28 acres); 12 block areas between 5th, 9th, Holly St. and Riverside Ave.; Big Y District at North City Limits; W. Main at Lozier & Ross Lanes; K mart, Barnett at Riverside; Bear Creek Plaza, Biddle at McAndrews; Black Oak, Barnett Road & Black Oak; Fred Meyer, Crater Lake Hwy.; Poplar Sq., Poplar Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Medford(42)	1	Sears
Medford Mall(52)	NA	JCPenney
Big Y	2	Big Y Mkt.
Westgate(4)	1	Thunderbird
K mart	1	K mart
Bi-Mart	2	Bi-Mart
Bear Creek Plz.	1	Albertson's
Sherms	1	Sherms
Black Oak	2	Drive 'N Save
Fred Meyer	3	Fred Meyer
Poplar Sq.	3	Jered's Outdoor

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Mon., Wed., Fri.
Stores Open Sundays-Food, Discount, Drug, Department.

13 - RETAIL OUTLETS: Department Stores-Miller's; JCPenney; Sears; LaPointe's; Fred Meyer; Parker Woods; Beaver Electric; Lamonts; Pay 'N Pak; Robinsons; Winstons.
Variety Stores-Newberry; Woolworth; Sprouse Reitz.
Discount Stores-Thunderbird; K mart; Bi-Mart; Black Bird; Sherms; Fred Meyer.
Chain Drug Stores-Pay Less; Bi-Mart.
Chain Supermarkets-Drive 'N Save 5; Van Wey's; Safeway 2; Albertson's; Sentry 2; U-Mark-It 2; Thriftway 4.
Other Chain Stores-Firestone; Goodrich; Goodyear; Uni-Royal; Kinney; Lerner's; Gallenkamp's; Zale's; JoAnn's Fabrics; Sherwin-Williams; Pittsburgh Plate Glass; Weisfields; S&H Green Stamps; Home Fabrics; Fabric House; Drew's Manstore; General Tire; The Closet; McMahon's Furniture; Radio Shack 3; Bistrin's; Burch's; Hickory Farms; Fabricland; Jered's; Color Tile; Copeland Lumber; Friedman's Microwave; AT&T Phone Center; Larson's Appliance; Self-Service Furniture.

14 - NEWSPAPERS: MAIL TRIBUNE (e-mon to thur), 27,985; (e-fri) 36,137; (S) 31,216, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Russell Hudson, Adv. Mgr., MAIL TRIBUNE, 6th at Fir St., PO Box 1108, Medford, OR 97501; Tel. (503) 776-4411.
National Representative: Branham/Newspaper Sales.

ONTARIO

1 - LOCATION: Malheur County, E&P Map D-2. 70 m. SE of Baker, OR; 60 mi. W of Boise, ID in E portion of State on I-84, U.S. 30, State 7, 86 & 30.

2 - TRANSPORTATION: Railroads-Union Pacific; Amtrak.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 8,814; E&P 85 Est. 10,254
CZ-ABC: (80) 8,814
RTZ-ABC: (80) 43,909
County 80 Cen. 26,896; E&P 85 Est. 27,747
City & RTZ-ABC: (80) 52,723
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,305; E&P 85 Est. 3,781
CZ-ABC: (80) 3,305
RTZ-ABC: (80) 15,146
County 80 Cen. 9,279; E&P 85 Est. 9,924
City & RTZ-ABC: (80) 18,451

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	5	N.A.
Agriculture	3	N.A.
Commercial	5	N.A.

6 - PASSENGER AUTOS: County 23,848.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners N.A. (Av. Wkly. Wage N.A.) Agriculture; Vegetable & Fruit Processing; Livestock Packing; Creamery; Lumber Processing & Finishing; Livestock Sale yard; Recreation; Education (Treasure Valley Community College); Agriculture/Food Production.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-56; Summer 50-103; Fall 34-64; Winter 5-58. First killing frost, Oct. 3; last killing frost, May 12.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Center (7)	0	Bonanza Variety, F&F Sport Center
W. Park Plaza(30)	1	Albertson's, Sears, Falk's I.D.
Canyon Village(8)	2	Best Showcase
K mart Center(2)	1	K mart
Bi-Mart Ctr.(3)	1	Bi-Mart, Paul's IGA

13 - RETAIL OUTLETS: Drug Stores-Skaggs; Pay Less; Ontario Pharmacy.
Food Stores-Albertson's; Safeway; Ontario Market; Discount Food; IGA Stores 3; Smith's.
Variety Stores-Falk's I.D.; Sprouse Reitz; Merc. Bonanza; Bi-Mart; K mart.
Other Chain Stores-Sears; Montgomery Ward; Les Schwab; Shakey's; Pietro's; K-G (Mens, Miss Bootery); Hudson's; Handy House; D&B; Blackers.

14 - NEWSPAPERS: ARGUS OBSERVER (e-mon to fri) 7,205; (S) 7,415, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Francis R. McLean, Pub.; Shirley Frost, Adv. Mgr., ARGUS OBSERVER, PO Box 130, 1160 SW 4th St., Ontario, OR 97914; Tel. (503) 889-5387.
National Representative: Landon Associates.

OREGON CITY

1 - LOCATION: Clackamas County (In Portland PMSA), E&P Map A-1. County Seat. 12 mi. S of Portland on U.S. Hwy. 99E.

2 - TRANSPORTATION: Railroads-Southern Pacific.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Inter-City Buses Inc.; Mollala-Estacada Stages.

3 - POPULATION:
Corp. City 80 Cen. 14,673; E&P 85 Est. 18,301
County 80 Cen. 241,919; E&P 85 Est. 259,167
PMSA 80 Cen. 1,105,292; E&P 85 Est. 1,155,467
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,348; E&P 85 Est. 6,741
County 80 Cen. 84,698; E&P 85 Est. 93,646
PMSA 80 Cen. 456,127; E&P 85 Est. 459,994

5 - BANKS	NUMBER	EST. DEP.
Commercial Br.	11	$120,000,000
Savings & Loan	5	$95,000,000

6 - PASSENGER AUTOS: County 191,060

7 - ELECTRIC METERS: Tri-City Area 34,390

8 - GAS METERS: Tri-City Area 23,167

9 - PRINCIPAL INDUSTRIES: Paper Industry 1,956 emp.; Batteries; Sawmill; Cannery; Biological Plant; Cutlery; Logging; Fruit Proc.
Principal Pay Days-Paper Mills, every other Tuesday; other industries, 15th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-62; Summer 57-78; Fall 48-63; Winter 36-46.

11 - TAP WATER: Neutral, very soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-9 blocks on Main St., 3 on 7th St., 2 on 8th, 3 on Washington, 1 on Modalla.
Neighborhood Shopping Centers-6 blocks on Upper 7th St.; 7 on Malalla Ave. Bomber; Oregon City Shpg. Ctr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Oregon City (36)	NA	Ben Franklin, Mont. Ward, Pay Less Drugs
Southridge	NA	Bi-Mart, Albertson's

Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-50% open Fri. nites; Shpg. Ctr., every nite, some also Sun.
Stores Open Sundays-Grocery; some in Shpg. Ctrs.; Drugs.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Fred Meyer; K mart; G.I. Joes; Bi-Mart.
Variety Stores-Ben Franklin; Boyd's 88 Ctr.; Crown Discount.
Chain Drug Stores-Thrifty; Huntley-Draper 2; Olson's; Gary's; Danielson's Super Ctr.
Chain Supermarkets-Danielson's Thriftway 4; Fred Meyer; Mayfair; Tradewell; Keinows; Prairie Mkts.; Albertson's; Safeway.
Other Chain Stores: Montgomery Ward (order office); Sears (order office); Coast-to-Coast; Anita Frocks; Gallenkamps; Sherwin-Williams; Butler Bros.; Columbian Optical; Kinney Shoes; Handyman.

14 - NEWSPAPERS: ENTERPRISE-COURIER (e-mon to fri) 5,086; Dec. 31, 1984 VAC.
Local Contact for Advertising and Merchandising Data: Jon White, Adv. Dir., ENTERPRISE-COURIER, 821 Main St., PO Box 471, Oregon City, OR 97405; Tel. (503) 656-1911.
National Representatives: U.S. Suburban Press; Scripps League Newspapers.

PENDLETON

1 - LOCATION: Umatilla County, E&P Map C-1. County Seat. Shipping Center for agricultural and lumber area. Wholesale center for Northeastern Oregon. 208 mi. from Portland. On Old Oregon Trail and Interstate 84.

2 - TRANSPORTATION: **Railroads**-N.P.; U.P.; Amtrak.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.
Airlines-Horizon.

3 - POPULATION:
Corp. City 80 Cen. 14,521; E&P 85 Est. 16,203
CZ-ABC: (80) 14,521
RTZ-ABC: (80) 51,859
County 80 Cen. 58,861; E&P 85 Est. 62,411
City & RTZ-ABC: (80) 66,380
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,534; E&P 85 Est. 6,270
CZ-ABC: (80) 5,534
RTZ-ABC: (80) 18,185
County 80 Cen. 21,077; E&P 85 Est. 23,099
City & RTZ-ABC: (80) 23,719

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$87,136,000
Savings & Loan	3	$121,000,000

6 - PASSENGER AUTOS: County 51,225

7 - ELECTRIC METERS: Residence 7,400

8 - GAS METERS: Residence 3,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Sawmills 800; Furniture 700; Flour Mills & Packing 100; Woolen Mills 175; Canneries (seasonal) 729; Leather Goods 50; Travel Trailers 144.
Principal Pay Days-1st & 15th; 10th & 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-99; Summer 36-110; Fall 7-101; Winter 18-67.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main St., 4 on Court Ave., 2 on Dorion Ave., 3 on Emigrant Ave., Melanie Square Shopping Ctr.
Principal Shopping Days-Department Stores-Mon., Fri., Sat.; Food-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Bon Marche; Quisinberry's; Hatfields; K mart; Bi-Mart.
Chain Drug Stores-PayLess.
Chain Supermarkets-Albertson's; Safeway.
Other Chain Stores-Mode O'Day; Sherwin-Williams; Les Schwab (tires); Radio Shack.

14 - NEWSPAPERS: EAST OREGONIAN (e) 12,963; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Con Shea, Adv. Dir., EAST OREGONIAN, 211 SE Byers St., Pendelton, OR 97801; Tel. (503) 276-2211.
National Representative: Branham/Newspaper Sales.

PORTLAND

1 - LOCATION: Multnomah County (PMSA), E&P Map A-1. Major Pacific Coast port. Commercial and shipping center. In NW part of state at confluence of Columbia and Willamette Rivers. 47 mi. N of Salem; 173 mi. S of Seattle; 639 mi. N of San Francisco, CA. On U.S. Hwys. 90, 30 and 26; State Hwys. 2, 8, 10, 18, 43, 57, 213, 217, 224; I-5, 84, 205.

2 - TRANSPORTATION: **Railroads**-Freight: Milwaukee Road; Southern Pacific; Union Pacific; Burlington Northern; Passengers: Amtrak.
Motor Freight Carriers-100.
Steamship Lines-37.
Intercity Bus Lines-Greyhound; Trailways; Tri-Met.
Airlines- Alaska; American; Eastern; Northwest Orient; United; Western; Republic Airlines; Emery Air (freight); Federal Express (freight); Continental; Delta; Air California; Cascade; Horizon; Air Oregon; TWA; Pacific Express; Pacific Southwest; Frontier; Sunworld Int'l.

3 - POPULATION:
Corp. City 80 Cen. 366,383; E&P 85 Est. 361,773
CZ-ABC: (80) 810,920
RTZ-ABC: (80) 576,215
County 80 Cen. 562,640; E&P 85 Est. 563,323
PMSA 80 Cen. 1,105,292; E&P 85 Est. 1,155,467
City & RTZ-ABC: (80) 1,387,135
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 158,847; E&P 85 Est. 162,173
CZ-ABC: (80) 327,725
RTZ-ABC: (80) 200,712
County 80 Cen. 233,135; E&P 85 Est. 240,535
PMSA 80 Cen. 456,127; E&P 85 Est. 459,994
City & RTZ-ABC: (80) 528,437

5 - BANKS	NUMBER	EST. DEP.
Commercial	21	$10,641,940,000
Savings	1	$499,010,348
Savings & Loan	7	$4,724,802,729

6 - PASSENGER AUTOS: County 359,486

7 - ELECTRIC METERS: Residence 163,220

8 - GAS METERS: Residence 51,421

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)Lumber & Wood 7,500 ($417); Metals 14,800 ($442); Food 7,400 ($403); Paper Prod. 6,700 ($553); Textiles & Apparel 4,400 ($218); Machinery 10,100 ($451); Printing & Pub. 6,600 ($413); Instruments & Related Prod. 13,800.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 33-100; Summer 48-93; Fall 16-79; Winter 12-68. First killing frost, Nov. 29; last killing frost, Mar. 4.

11 - TAP WATER: Neutral, very soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-West side of Willamette River: 49 blocks on 3rd to 10th Aves. and Oak to Salmon Sts. Inclusive; East side of Willamette River: 24 blocks on Union and Grand Aves. from Holladay St. to Hawthorne acres on Multnomah St. to B'way and 9th to 15th Ave.
Neighborhood Shopping Centers-Hollywood; NE 42nd & Sandy; Lents-Mt. Scott; SE 82nd & Foster; Montavilla; SE 80th & Stark; Multnomah; SW Capitol Highway; St. Johns; North Jersey; Uptown; 23rd & W Burnside; Walnut Park; NE Union & Killingsworth; Westmoreland; SE Milwaukee & Bybee; Hillsdale; Raleigh Hills; Woodland Park; NE Halsey & 102nd; Parkrose; Burlingame; Laurelhurst Shopping Center; Sylvan; Cedar Hills; Tanasbourne Farmington Mall; Galleria; New Market Theater; John's Landing; Yamhill Market Place; Water Tower.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastport Plz (48)	4	JCPenney, Mervyn's, Newberry
Gateway(38)	5	Fred Meyer, Mervyn's
Lloyd Center(98)	1	Meier & Frank, Frederick & Nelson, Nordstrom, JCPenney
Oregon City(30)	13	Pay Less, JCPenney
Washington Sq.(104)	9	Sears, Frederick & Nelson, JCPenney, Nordstrom, Meier & Frank, Mervyn's
Mall 205 (75)	6	Mont. Ward, Pay Less, Emporium
Jantzen Beach(123)	7	Frederick & Nelson, Mont. Ward, K mart, Pay Less
Beaverton Mall(98)	8	Pay Less, Emporium, G.I. Joe's
Vancouver Mall(110)	21	Meier & Frank, Sears, JCPenney, Mervyn's
Clackamas Town Center(159)	11	JCPenney, Sears, Nordstrom, Meier & Frank, Mont. Ward
Holly Farm Mall(21)	12	Jafco

Principal Shopping Days-Department Stores Mon., Fri., Sat.; Food Wed., Thur., Fri., Sat.
Stores Close-Sun. ex. Shopping Centers and Super Mkts.
Stores Open Evenings-Dept. & Furn.-Mon., Fri.; Super Mkts., Every evening.

13 - RETAIL OUTLETS: **Department Stores**-Meier & Frank 5; Montgomery Ward 5; Frederick & Nelson 4; JCPenney 9; Sears 3; Emporium 3; Mervyn's 4; Nordstrom 5; Jafco 3.
Discount Stores-G.I. Joe's 5; K mart 11.
Variety Stores-Sprouse Reitz; Newberry; Rodgers; Woolworth; Scott's 88 Center 8.
Chain Drug Stores-Pay Less 10; Cent-Wise; Century 4.
Chain Supermarkets-Safeway 34; Fred Meyer 26; Kienow's 13; Thriftway 53; Tradewell 6; Albertson's 26; AG Stores 10; Sentry 7; Prairie Market 16; IGA 6; 8 to 1 Stores; Plaid Pantry's 59; Swift Mart 7; Quick Shop Minute Mart 9; 7-Eleven Food Stores 47.
Other Chain Stores-Bart's Hush Puppies 4; Naturalizer 5; Volume Shoe 5; Goodyear 6; Goodrich; Zell Bros. 3; House of Fabric 7; Firestone 12; Florsheim Shoes 4; Gallenkamp Shoes 3; Pay & Pak 5; Kinney Shoes 9; Lerner Shops 5; Thom McAn 3; Van Duyn Candy 13; Weisfield's 5; Fred Meyer's (apparel, hardware, automotive) 28; J.K. Gill 7; B. Dalton 9; Maurices; Toys 'R Us 3; I. Magnin.

14 - NEWSPAPERS: OREGONIAN (all day-mon to fri) 309,395; (m-sat) 299,340; (S) 408,126; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Robert Schoenbacher, Adv. Dir., OREGONIAN, 1320 S.W. Broadway, Portland, OR 97201; Tel. (503) 221-8327.
National Representative: Newhouse Newspapers.
PORTLAND BUSINESS TODAY (m-mon to fri) 4,261; Sept. 28, 1984.
Local Contact for Advertising and Merchandising Data: Bob Smith, Adv. Mgr., PORTLAND BUSINESS TODAY, 2014 N.W. 24th Ave., PO Box 10127, Portland, OR 97210; Tel. (503) 226-1311.
National Representative: None.

ROSEBURG

1 - LOCATION: Douglas County, E&P Map A-3. County Seat. 177 mi. S of Portland; on I-5, North Umpqua Hwy.; 80 mi. E of Pacific Ocean; 130 mi. N of California state line.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 16,644; E&P 85 Est. 17,615
NDM-ABC: (80) 93,748
County 80 Cen. 93,748; E&P 85 Est. 92,318
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,406; E&P 85 Est. 6,861
County 80 Cen. 33,367; E&P 85 Est. 33,833
NDM-ABC:(80) 33,367

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$543,147,000
Savings & Loan	4	$131,000,000

6 - PASSENGER AUTOS: County 75,412

7 - ELECTRIC METERS: Residence 31,938

8 - GAS METERS: Residence 5,111

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Lumber & Wood Prod. 7,930 ($479); Primary Metals 314 ($494); Printing & Publishing 314 ($311); Construction 913 ($412); Transportation, Communications & Utilities 1,258 ($400); Wholesale Trade 639 ($284); Retail Trade 5,582 ($170).

10 - CLIMATE: Min. & Max. Temp.-Spring 41-64; Summer 53-80; Fall 44-66; Winter 36-49. First killing frost, Nov. 13; last killing frost, Apr. 5.

11 - TAP WATER: Neutral, very soft. Trading Area-Neutral, hard, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Jackson St., 5 on Cass St., 5 on Oak St., 12 on Stephens St.
Neighborhood Shopping Centers-2 blocks on S. Stephens St. at South City Limits; 7 blocks vicinity of Garden Valley Rd. Jctn., Primary Road Jctn. to suburban Roseburg; 2 blocks on N Umpqua Rd., 2 mi. E of City Center; Shopping Center on Harvard Ave., 2 mi. W of City; Roseburg Plaza, 1 1/2 block area.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Roseburg Valley Mall	2	Sears, The Bon, Pay Less
W Roseburg	2	Mark'N Save
N Roseburg(31)	2	Safeway, Mont. Ward
NW Roseburg	2	Drive-N-Save Mkt.
Garden Valley(30)	2	Drive-N-Save Mkt., The Hub
No. Roseburg Plaza(31)	1	Albertson's, Pay Less

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat.; Food-Fri., Sat., Sun. in Winter; Fri., Sat. in Summer.
Stores Open Evenings-Food-daily to 9.

13 - RETAIL OUTLETS: **Department Stores**-Miller's; JCPenney; Montgomery Ward; Pay Less 3; The Hub; Bi-Mart; Sears; The Bon; K mart; Fred Meyer.
Variety Stores-Newberry.
Chain Drug Stores-Rexall; Pay Less; Bi-Mart; Fred Meyer.
Chain Supermarkets-Safeway 2; Shop'N Kart 2; Drive-N-Save 3; Albertson's; Mark'N Save 2; Dee's; IGA.
Other Chain Stores-Firestone; Fabric House; Lerner's (women's); Radio Shack; Weisfield's (jewelry); Apex Stores.

14 - NEWSPAPERS: NEWS-REVIEW (e-mon to fri) 19,765; (S) 19,805; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Michael N. Pieruccini, Adv. Dir., NEWS-REVIEW, 345 NE Winchester, Roseburg, OR 97470; Tel. (503) 672-3321.
National Representative: None.

SALEM

1 - LOCATION: Marion and Polk Counties (MSA), E&P Map A-6. County Seat. Capital of state in heart of Willamette Valley 47 mi. S of Portland. Farming, food proc. ctr. On Interstate 5 and Willamette River.

2 - TRANSPORTATION: **Railroads**-Amtrak; Southern Pacific; Burlington.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Trailways; Hamman Stages.
Airlines-Air Oregon.

3 - POPULATION:
Corp. City 80 Cen. 89,233; E&P 85 Est. 94,457
CZ-ABC: (80) 139,138
Bal. in NDM-ABC: (80) 288,239
Counties/MSA 80 Cen. 249,895; E&P 85 Est. 261,106
  Marion 80 Cen. 204,692; E&P 85 Est. 216,675
  Polk 80 Cen. 45,203; E&P 85 Est. 44,431
Total NDM-ABC: (80) 427,377
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 34,183; E&P 85 Est. 37,841
CZ-ABC: (80) 52,535
Bal. in NDM-ABC: (80) 103,658
Counties/MSA 80 Cen. 90,656; E&P 85 Est. 97,796
  Marion 80 Cen. 74,246; E&P 85 Est. 81,189
  Polk 80 Cen. 16,410; E&P 85 Est. 16,607
Total NDM-ABC: (80) 156,193

5 - BANKS	NUMBER	DEPOSITS
Savings	19	$416,298,000
Savings & Loan	8	$380,186,000

6 - PASSENGER AUTOS: Counties Marion 159,030, Polk 33,828

7 - ELECTRIC METERS: Residence 49,944

8 - GAS METERS: Residence 12,000

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Lumber & Wood Prod. 3,700; Food Proc. 4,800; State Admin. 14,000; Fed. Govt. 1,400; Fin., Ins., Real Estate 4,700.
Principal Pay Days-Canneries, Thur. & Fri.; Pulp, Paper, Ins., 1st, 15th; Govt. 1st.

10 - CLIMATE: Av. Temp. Jan. 39; Av. Temp. June 61; First killing frost, Oct. 28; last killing frost, Apr. 14.

11 - TAP WATER: Soft mountain water.

12 - RETAILING: **Principal Shopping Center**-14 sq. blocks from Marion St. S to Ferry St. and Commercial St. E to High St.
Neighborhood Shopping Centers-4 blocks at Ctr. & Capitol Sts.; Hollywood District Shpg. Area, 1 mi. along Hwy. 99E N of city; S Salem Business District about 4 mi. along Hwy. 99E S of city, 4 blocks 12th & State Sts.; 3 mi. at Keizer District, 5 blocks at Canadalaria District, 3 blocks in Liberty District S of city, 2 on Hwy. 99E outskirts of city; about 5 blocks on Market St. near exit from Interstate Freeway; approx. 8 blocks in West Salem.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Capitol(13)	NA	Sears
Keizer	5	Albertson's, Coast-to-Coast
Westgate(2)	2	Frey's Thriftway
Sunnyslope(23)	4	Mayfair
Oak Hills(32)	2	Safeway
Roseland(6)	3	Mayfair
Keizer Vlg.	4	IGA
Lancaster Mall(53)	2	PayLess, Emporium, The Bon
Lancaster	NA	Waremart
Fred Meyer North(7)	NA	Fred Meyers Stores
Fred Meyer East(7)	NA	Fred Meyer Stores
Fred Meyer South Salem(7)	NA	Fred Meyer Stores
K mart Plz. N	NA	K mart
K mart Plz. S (4)	NA	K mart
Salem Plz.	NA	Zale's, Radio Shack
Nordstrom Mall(44)	NA	Nordstrom

Principal Shopping Days-Dept. Stores Fri., Sat. & Mon.; Food, Thur., Fri. & Sat.
Stores Open Evenings-Mon., Thur. & Fri.
Stores Open Sundays-Supermarkets, Major Dept. & Drug Stores.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; Sears; Meier & Frank; Emporium; Frederick & Nelson; Nordstrom; The Bon.
Variety Stores-Metropolitan; Sprouse Reitz 4.
Discount Stores-K mart 2; Fred Meyer 3; Pay-N-Pak; Pay Less 2; G. I. Joe's; Smith's Furnishing; Jafco; Bi-Mart 2.
Chain Drug Stores-Rexall 5; Pay Less 2; Fred Meyer 3.
Chain Supermarkets-Safeway 5; IGA 4; Fred Meyer 3; Albertson's; Mayfair 2; Circle K 9; Plaid Pantry 7; Thriftway 4; Waremart 2; Prairie Mkt. 2.
Other Chain Stores-Singer Co.; Coast-to-Coast; Firestone; Leeds; Anita; Fuller; General Paint; Kinney Shoes; Pittsburgh Paint; Zale's Jewelers; Sure-Fit-Seat Covers; Fabric House; Fabric World; LaPointe's 2; Hickory Farms; Baskin-Robbins 3; Stevens and Son Jewelers; Blade; Rubenstein Furn.; Norris Paint; Nadeau's Jr. Shoes; Action Alley 2; The Cover Up; Fabric Wholesaler; K-G Men's Wear; Perfect Look 2; Orange Julius 2; Merle Norman; Motherhood Maternity Shops; House of Uniforms; Discount Fabrics; Radio Shack 6; Sue Marshall; Clark, Jr.; Harry Ritchies.

14 - NEWSPAPERS: STATESMAN-JOURNAL (m) 55,274; (S) 56,224; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: John Hawkins, Adv. Dir., STATESMAN-JOURNAL, 280 Church St. N.E.; PO Box 13009, Salem, OR 97309; Tel. (503) 399-6646.
National Representative: Gannett Media Sales.

THE DALLES

1 - LOCATION: Wasco County, E&P Map B-1, County Seat. 85 mi. E of Portland. On South bank of Columbia River. On Columbia River Hwy., Old Oregon Trail, U.S. Bridge connects U.S. 30 (OR); I-84 (Boise-Portland) U.S. 830 (WA), with U.S. 197 in The Dalles.

2 - TRANSPORTATION: **Railroads**-Union Pacific; S&PS; Gt. Northern; Northern Pacific; Amtrak (Seattle-Portland-The Dalles-Salt Lake. E & W trains daily.)
Motor Freight Carriers-5
Intercity Bus Lines-Greyhound, Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,820; E&P 85 Est. 13,405
County 80 Cen. 21,732; E&P 85 Est. 23,054
CZ-ABC: (80) 10,820
RTZ-ABC: (80) 30,963
City & RTZ-ABC: (80) 41,783

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,309; E&P 85 Est. 4,980
County 80 Cen. 8,212; E&P 85 Est. 8,934
CZ-ABC: (80) 4,309
RTZ-ABC: (80) 11,255
City & RTZ-ABC: (80) 15,564

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	5	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 19,769

7 - ELECTRIC METERS: Residence 6,000

8 - GAS METERS: Residence 1,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 320 ($369); Aluminum 250 ($400); Fruit proc. 300 ($200); Trans & Utilities 370 ($300); Wood products 390 ($275).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-100; Summer 40-110; Fall 30-90; Winter 15-65.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: **Principal Shopping Centers**-2nd, 3rd, 4th and W 6th streets.
Neighborhood Shopping Centers-W 6th; W 9th; Trevitt & W 6th; Kelley Ave. & Chenowith Loop; Cascade Square.
Principal Shopping Days-Fri., Sat., Mon., Wed.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Falk's ID; Maurice's; JCPenney.
Variety Stores-Coast-to-Coast; Newberry; Fred Meyer.
Chain Drug Store-Pay Less.
Chain Supermarkets-Allen's; Easthill Sentry; Safeway; DeHart's Eastgate-Westgate; Fred Meyer Consumer Warehouse; Albertson's.

14 - NEWSPAPERS: CHRONICLE (e) 5,240; (S) 5,273; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Al Herriges, Jr., Adv. Mgr., CHRONICLE, PO Box 902, The Dalles, OR 97058; Tel. (503) 296-2141.
National Representative: Scripps League Newspapers.

PENNSYLVANIA SURVEYS

METROPOLITAN STATISTICAL AREAS

Allentown-Bethlehem, Pa.-N.J.-Carbon, Lehigh and Northampton Counties, Pa.; Warren County, N.J.
Altoona-Blair County
Erie-Erie County
Harrisburg-Lebanon-Carlisle-Cumberland, Dauphin, Lebanon and Perry Counties.
Johnstown-Cambria and Somerset Counties.
Lancaster-Lancaster County
Reading-Berks County
Scranton-Wilkes Barre, Pa.-Columbia, Lackawanna, Luzerne, Monroe and Wyoming Counties
Sharon-Mercer County
State College-Centre County
Williamsport-Lycoming County
York-Adams and York Counties

PRIMARY METROPOLITAN STATISTICAL AREAS

Beaver County-Beaver County.
Philadelphia, Pa.-N.J.-Bucks, Chester, Delaware, Montgomery and Philadelphia Counties, Pa.; Burlington, Camden and Gloucester Counties, N.J.
Pittsburgh-Allegheny, Fayette, Washington and Westmoreland Counties.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Philadelphia-Wilmington-Trenton, Pa.-N.J.-Del.-Md.-Includes Philadelphia, Pa.-N.J. PMSA; Trenton, N.J. PMSA; Vineland-Millville-Bridgeton, N.J. PMSA; and Wilmington, Del.-N.J.-Md.

Pittsburgh-Beaver Valley-Includes Beaver County PMSA and Pittsburgh PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1986
Under 5 Years	927	748	760
5-14 Years	2,254	1,738	1,766
15-24 Years	1,931	2,141	2,175
25-44 Years	2,686	3,068	3,117
45-64 Years	2,736	2,641	2,683
65 and Over	1,267	1,531	1,555
TOTAL	11,801	11,867	12,056

Based on U.S. Census

POPULATION ESTIMATES
(Thousands)

Places of 50,000 or more and central cities of MSA's with 10% or more of Spanish Origin Population

Cities	Total Pop.	Spanish Origin	Percent
Lancaster	55	7	12.0

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1986 Est.
Bldg. Mat./Hdwr.	1,720	2,075	2,937
General Mdse.	5,097	6,099	7,619
Food	8,304	11,679	13,698
Automobiles	7,386	8,593	13,768
Gasoline Stations	2,857	4,272	4,463
Apparel	1,832	2,703	3,509
Furniture	1,616	1,896	2,901
Eat-Drink Places	2,992	4,319	5,453
Drugs	1,092	1,662	2,205
TOTAL SALES	37,244	50,776	63,179

ALIQUIPPA
See BEAVER

ALLENTOWN

1 - LOCATION: Lehigh County (In Allentown-Bethlehem, PA-NJ MSA), E&P Map E-2, County Seat. Industrial & agricultural center. On Lehigh River, 52 mi. NNW of Philadelphia, 86 mi. E of Harrisburg, 92 mi. WSW of New York City. On U.S. Hwys. 22, 78, and State Hwys. 29, 222, 309, NE Ext., Pa. Turnpike.

2 - TRANSPORTATION: **Railroads**-Conrail (freight); Amtrak.
Motor Freight Carriers-49
Intercity Bus Lines-Carl Bieber; Eastern Greyhound; Lanta; Trailways; Boro; Trans Bridge.
Airlines-United; Eastern; USAir; Freedom; Federal Express; Allegheny Commuter; Suburban Airlines; RAS Charters.

3 - POPULATION:
Corp. City 80 Cen. 103,758; E&P 85 Est. 105,191
CZ-ABC: (80) 187,333
RTZ-ABC: (80) 318,936
County 80 Cen. 273,582; E&P 85 Est. 286,207
MSA 80 Cen. 636,714; E&P 85 Est. 666,673
City & RTZ-ABC: (80) 506,269
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 41,307; E&P 85 Est. 44,081
CZ-ABC: (80) 71,920
RTZ-ABC: (80) 110,786
County 80 Cen. 101,684; E&P 85 Est. 109,981
MSA 80 Cen. 230,764; E&P 85 Est. 249,711
City & RTZ-ABC: (80) 182,706

5 - BANKS	NUMBER	EST. DEP.
Commercial	N.A.	N.A.
Savings & Loan	N.A.	N.A.

6 - PASSENGER AUTOS: County 144,653

7 - ELECTRIC METERS: County 103,832

8 - GAS METERS: County 35,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Primary & Fabricated Metals 14,900; Electrical & Electronic Equip. 10,900; Transportation Equip. 8,500; Apparel & Textile Prod. 21,000; Chemical & Allied Prod. 6,500; Food & Kindred Prod. 7,400; Services 55,900; Fin., Ins., & Real Estate 10,300; Wholesale Trade 10,900; Retail Trade 44,000; Other 70,600. Total Resident Employment 284,000. Av. Wkly. Mfg. Wage $394.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-70; Summer 45-95; Fall 17-84; Winter 2-66.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
15th St. Plz (10)	1	Thrift Drug, Food Lane
Crest Plaza(22)	5	Woolworth, Rickels, Food Lane, Acme
Hamilton Mall(70)	NA	Hess, Leh's Dept.
Mountainville(16)	3	Channel Home Ctr., Woolworth
Parkway(25)	2	Woolworth, Rea & Derick
Whitehall Mall(77)	2	Sears, Woolworth, Weis Mkt., Leh's
Shopper's Village(8)	4	Rea & Derick, Weis Mkt.
Trexler Mall(50)	8	Hess, Thrift Drug, Lane's
Lehigh Valley Mall(150)	2	Bamberger's, John Wanamaker, JCPenney

Principal Shopping Days-Mon., Thur., Sun.
Stores Open Evenings-Thur., Fri.
Shopping Centers-Mon. through Sun.

13 - RETAIL OUTLETS: **Department Stores**-Hess; Leh's; Sears; Bamberger's; JCPenney; John Wanamaker.
Discount Stores-Lane; Jefferson Ward; K mart; Clover.
Variety Stores-Woolworth 4; McCrory; Ben Franklin 2.
Chain Drug Stores-Revco 2; Rea & Derick 2; Thrift Drug 4; Rite-Aid Discount; Walters.
Chain Supermarkets-Acme 7; Weis 3; 7-Eleven 6; Food Lane 5; Wawa 3; Pathmark; Jewel-T; Giant; Shop Rite; Thrift Way.
Other Chain Stores-Auto Acc.: Firestone; Pep Boys; Penn Jersey 2. Shoes: Baker's 2; Dollar Shoe 2; Endicott-Johnson 2; Fayva 2; Father & Son 2; Kinney 2; Shoe Rack 3; Thom McAn; Hanover. Jewelers: Bailey, Banks & Biddle; Freeman's; Gordon, Kay 2; Zale's. Others: Stover Candies; Allentown Paints; Glidden Paints; Singer Co.; S&H Green Stamps; Pittsburgh Plate Glass; Spencer Gifts; Ormond's; Mother-To-Be; Fabric Center; Levitz Furn.; Moore's; Dries; Triangle Home Centers; Kiddie City; Sherwin-Williams; Goodyear; Channel.

14 - NEWSPAPERS: CALL (m) 130,996; (sat) 134,159; CALL-CHRONICLE (S) 169,046; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Howard Renner, Adv. Dir., CALL-CHRONICLE NEWSPAPERS, 6th & Linden Sts., Allentown, PA 18105; (215) 820-6149.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

ALTOONA

1 - LOCATION: Blair County (MSA), E&P Map C-3. 99 mi. E of Pittsburgh, 235 mi. W of Phila., 36 mi. SW of geographical ctr. of state, 34 mi. N of Penna. Tpke. on Routes 22, 220.

2 - TRANSPORTATION: **Railroads**-Amtrak (passenger); Conrail (freight).
Motor Freight Carriers-9
Intercity Bus Lines-Amtran; Blue & White; Greyhound.
Airlines-USAir; Penn-Air, Inc.

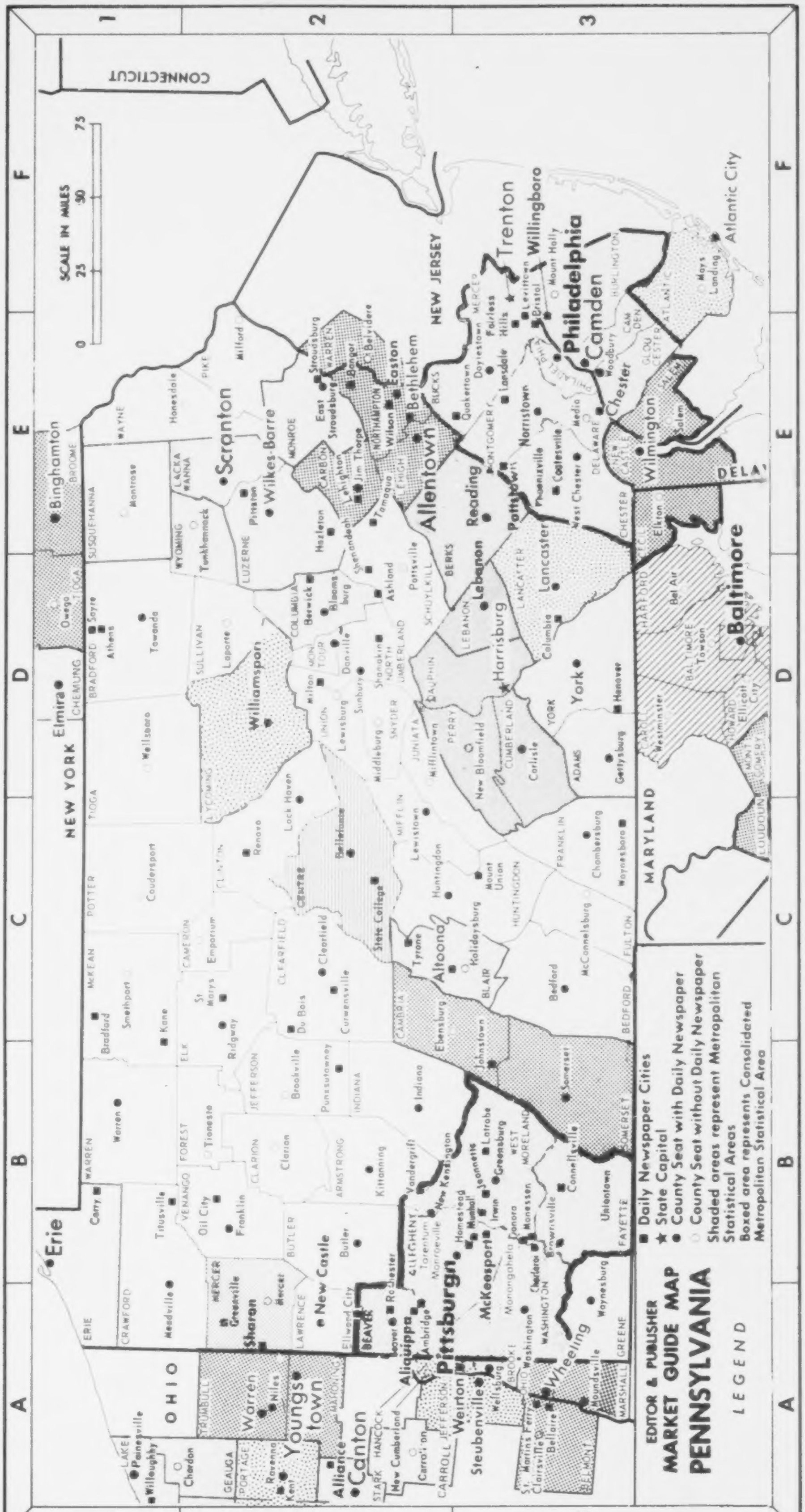
3 - POPULATION:
Corp. City 80 Cen. 57,078; E&P 85 Est. 54,589
CZ-ABC: (80) 94,785
RTZ-ABC: (80) 44,510
County/MSA 80 Cen. 136,621; E&P 85 Est. 138,660
City & RTZ-ABC: (80) 139,295

4 - HOUSEHOLDS:
Corp. City 80 Cen. 21,156; E&P 85 Est. 21,005
CZ-ABC: (80) 34,456
RTZ-ABC: (80) 15,581
County/MSA 80 Cen. 49,088; E&P 85 Est. 51,464
City & RTZ-ABC: (80) 50,037

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$588,909,000
Savings & Loan	4	$221,668,015

6 - PASSENGER AUTOS: County 64,500

7 - ELECTRIC METERS: Residence 44,593


EDITOR & PUBLISHER
MARKET GUIDE MAP
PENNSYLVANIA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed area represents Consolidated Metropolitan Statistical Area
SCALE IN MILES
0 25 50 75
NEW YORK
NEW JERSEY
OHIO
MARYLAND
CONNECTICUT
Erie
Pittsburgh
Altoona
Harrisburg
Philadelphia
Scranton
Wilkes-Barre
Allentown
Reading
Lancaster
York
Williamsport
Johnstown
State College
Trenton
Camden
Wilmington
Baltimore
Youngstown
Wheeling

8 - GAS METERS: Residence 32,609

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Railroad 2,800; Mach. & Elec. Prod. 2,680 ($320); Food 298 ($315); Apparel 1,990 ($168); Shoe Mfg. 687 ($168); Metal Prod. 1,013 ($339); Clothes Patterns 522; Glass 607; Textile 275 ($340); Toys 106 ($206); Paper 1,304 ($280); Quarry & Related 449 ($255); Chemicals 31 ($346); Motor Rebuilding 73 ($350); Tank Car, Boiler Coating 48 (N.A.); Mobile Home Mfg. 105 (N.A.); Heavy Repair 138 (N.A.)

10 - CLIMATE: Min. & Max. Temp.-Spring 5-84; Summer 47-94; Fall 16-84; Winter 1-68. First killing frost, Oct. 4; last killing frost, May 6.

11 - TAP WATER: Alkaline, medium soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Downtown Area-75 stores, 6 blocks on 11th Ave., 4 blocks on 12th Ave. Principal stores: H & H Appliance & TV, Ford Music, Shirley's Shoe, Meyer Jonasson.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Logan Valley Mall(90)	4	Hess, Sears, JCPenney
Pleasant Valley Ctr (35)	NA	Kresge, Fishers
Pleasant Valley Area(28)	NA	Revco, David Weis
Park Hills Plz (20)	NA	Value City
Valley View(2)	NA	Riverside, Gee Bee
Station Mall(30)	NA	Weis Mkt.
Wissinger's Vlg (3)	NA	Hills, Wissinger's
Cricket Field Plaza(2)	NA	Thrift Drug

Principal Shopping Days-Department Stores Sat., Mon.; Food Stores Thur., Fri., Sat.; Shopping Centers Mon., Thur., Fri., Sat., most open Sun.

Stores Close-Downtown, some on Mon. a.m.

Stores Open Evenings-Dept. Mon., Thur.; Super Mkts., Shpg. Ctrs. every night.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Sears, Fisher's, Hills, Hess.

Discount Stores-Unkel Joe's Woodshed, Value City, Revco 3, K mart, Pic-Way Shoe Mart, Gee Bee, Weis, Ames.

Variety Stores-McCrory's, Woolworth, Kresge's, G. C. Murphy.

Chain Drug Stores-Thrift 3, Kopp's Leader 4, Revco 3.

Chain Supermarkets-Economy 9, Clover Farm 5, Riverside 10, Foodland, IGA 3, Weis 2, Shop 'N Save, U-Save Wholesale.

Other Chain Stores-Shoes: Hanover, Gallenkamp, Kinney, Father & Son, Giant, Red Cross, Sherwin-Williams, Firestone, Singer Co., S&H Green Stamps, Mary Carter Paints, Kay Jewelers, Richman Bros. Clothes, Ormonds Fashions, Miller's Auto Supplies, Pittsburgh Paint, General Tire, Fanny Farmer, So-Fro Fabrics, General Nutrition, Fashion Bug, Thom McAn, National Record Mart, The Bottom Half, Chess King, Claire's Boutique, Deb Shop, Endicott-Johnson, Feel Fine Shops, Fibres I, Foxmoor, The Gap, Gordon Jewelry, Hickory Farms, House of Cards, Kay Bee Toy, Listening Booth, Parts 'N Stuff, Shed House, Radio Shack, Standard Sportswear, Teeks, Waldenbooks, No Name Stores, Lowery Organs, Athlete's World, Motherhood Maternity, Spencer Gifts, Hart's Home Center, B. Dalton, David's Cookies, Athlete's Foot.

14 - NEWSPAPERS: MIRROR (e) 34,775; Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: Edwin Singel, Adv. Mgr., MIRROR, 1000 Green Ave., PO Box 2008, Altoona, PA 16603; Tel. (814) 946-7411.

National Representative: Landon Associates.

AMBRIDGE
See BEAVER

ASHLAND
See SHENANDOAH

ATHENS
See SAYRE

BANGOR

1 - LOCATION: Northampton County. (In Allentown-Bethlehem, PA-NJ MSA). E&P Map E-2. 15 mi. N of Easton. On U.S. Hwy. 611; State Hwy. 191.

2 - TRANSPORTATION: **Railroads**-DL&W; Lehigh & New England.
Motor Freight Carriers-6.
Intercity Bus Line-Keystone Tours.
Airlines-Eastern; TWA; USAir; United.

3 - POPULATION:
Corp. City 80 Cen. 5,006; E&P 85 Est. 5,007
County 80 Cen. 225,418; E&P 85 Est. 236,392
MSA 80 Cen. 636,714; E&P 85 Est. 666,673

4 - HOUSEHOLDS:
City 80 Cen. 1,975; E&P 85 Est. 2,051
County 80 Cen. 80,032; E&P 85 Est. 86,739
MSA 80 Cen. 230,764; E&P 85 Est. 249,711

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$60,000,000
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 141,028.

7 - ELECTRIC METERS: Residence 5,225.

8 - GAS METERS: Residence 3,000.

9 - PRINCIPAL INDUSTRIES: Slate for Roofing and Blackboards; Textile Prod.; Electronics.

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Shopping Centers**-Capitol Plz., Bangor; Laneco; Windgap.
Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Variety Store**-G.C. Murphy.
Chain Drug Stores-Hy-Lo; Private; Eisenhart's; Smith's; Ronco; Joseph Pharmacy; Sandt's.
Chain Supermarkets-American Acme; A&P; Food Lane.
Other Chain Store-Army & Navy (clothing).

14 - NEWSPAPERS: DAILY NEWS (e-mon to fri) 2,750; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Kathleen J. McFall, Owner & Pub., NEWS, 13-15 S. Main, Bangor, PA 18103; Tel. (215) 588-2196.
National Representative: Landon Associates.

BEAVER-ROCHESTER-AMBRIDGE-ALIQUIPPA

1 - LOCATION: Beaver County (PMSA). E&P Map A-2. County Seat. Contiguous urbanized area along Beaver and Ohio River valleys. Industrial and transportation center. 25 mi. NW of Pittsburgh; 45 mi. SE of Youngstown, Ohio. On U.S. Hwys. 19 and 30; State Hwys. 18, 51, 65 and Pennsylvania Tpke.; Beaver Valley Expressway, Rte. 60.

2 - TRANSPORTATION: **Railroads**-Conrail (Mainline); Pittsburgh & Lake Erie; Aliquippa & Southern; Baltimore & Ohio.
Intercity Bus Lines-Greyhound; Allegheny Port Authority; Inter-City Bus Lines; BCTA.
Motor Freight Carriers-33.
Airlines-County Airport.
Ohio River Waterway Carriers-32. River Lock Tonnage, Annual 18,000,000 Tons.

3 - POPULATION:
Corp. Areas 80 Cen. 36,869; E&P 85 Est. 33,389
  Beaver 80 Cen. 5,441; E&P 85 Est. 5,107
  Rochester 80 Cen. 4,759; E&P 85 Est. 4,729
  Ambridge 80 Cen. 9,575; E&P 85 Est. 8,733
  Aliquippa 80 Cen. 17,094; E&P 85 Est. 14,820
NDM-ABC (80) 204,441
County/PMSA 80 Cen. 204,441; E&P 85 Est. 205,677
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 14,682; E&P 85 Est. 13,902
  Beaver 80 Cen. 2,341; E&P 85 Est. 2,290
  Rochester 80 Cen. 1,904; E&P 85 Est. 2,007
  Ambridge 80 Cen. 4,054; E&P 85 Est. 3,905
  Aliquippa 80 Cen. 6,383; E&P 85 Est. 5,700
NDM-ABC (80) 71,691
County/PMSA 80 Cen. 71,691; E&P 85 Est. 74,393

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	16	$220,779,292
Savings & Loan	17	$184,800,000

6 - PASSENGER AUTOS: County 89,314.

7 - ELECTRIC METERS: Residence Co. Est. 59,000.

8 - GAS METERS: Residence Co. Est. 42,000.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Firms, (No. of Employees)-Basic Steel 17 (30,000); Steel Fabrication 19 (7,150); Electrical Mach. 2 (3,750); Stone, Clay & Glass 25 (1,820); Chemicals 9 (1,270); Non-Elect. Mach. (13,475); Food (22,380); Mining (21,390).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Jan. Av. 30; July Av. 73; Average An. Rainfall: 35 to 39 in. First frost, Oct. 10-20; last frost, Apr. 30-May 10. Growing Season: Average 163 days.

11 - TAP WATER: Varies from 4 to 15 gr.; Not fluoridated.

12 - RETAILING: **Principal Shopping Districts**-7 blocks on Franklin Av., Aliquippa; 3 on Third St., Beaver; 6 on Merchant St., Ambridge; 5 on Brighton Ave., Rochester; 4 on Penna Ave., Monaca.
Neighorhood Shopping Districts-3 blocks on Brodhead Rd. at Sheffield Rd., Aliquippa; 3 on Main St., W. Aliquippa.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beaver Valley Mall(108)	NA	Gimbels, Hornes, Sears, Woolworth
Northern Lights(56)	NA	JCPenney, Hill's, Shop-N-Save
Hopewell(23)	NA	G.C. Murphy, Super Dollar
Zayre Plaza(5)	NA	Zayre
Gee Bee Plz.(2)	NA	Gee Bee, Giant Eagle
Green Garden Plaza(8)	NA	Hill's, Giant Eagle
K mart Plaza (8)	NA	K mart Auto, Shop-N-Save
Aliquippa(16)	NA	Giant Eagle
Sheffield Plz.(20)	NA	
Fisher's Big Wheel(2)	NA	Fisher's, Shop-N-Save
Chippewa Mall(21)	NA	K mart

Principal Shopping Days-Mon., Wed., Thur., Fri., Sat.
Stores Open Evenings-Aliquippa-Thur., Sat.; Beaver-Mon. & Fri.; Rochester-Fri.; Monaca-Sat.; New Brighton-Fri.; Mid-land-Tues., Sat., Mon.; Ambridge-Mon. & Sat.; Northern Lights Shpg. Ctr. (Baden) and Hopewell Shpg. Ctr. (Aliquippa); Beaver Valley Mall-Every Night.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Kaufman's; Gimbels; Jos. Horne.
Discount Stores-K mart; Zayre; Fisher's; Jamesway; Hill's; Gee Bee.
Variety Stores-Murphy; Woolworth.
Chain Drug Stores-Thrift 4; Rowse 2; Gray's; Economy 2; Health City; Revco; Rite-Aid.
Chain Supermarkets-Giant Eagle 2; Economy 4; Golden Dawn 2; Shop-N-Save; Stop & Go 4; Valu King 2; Fast 'N Friendly; C&L; IGA 2; Super Dollar.
Other Chain Stores-Auto Supplies: Goodyear, Goodrich, Firestone, Sol's 2; Shoes: Kinney, Thom McAn, Jackson's, Nobil's, Bakers, Picway, Hanover, Regal; Men's Apparel: Zeiden, Lisle T. Miller, Fishers, Richman Bros.

14 - NEWSPAPERS: BEAVER COUNTY TIMES (e-mon to fri) 47,097; (S) 50,117 Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Terry L. Tolson, Adv. Dir., BEAVER COUNTY TIMES, PO Box 400; 400 Fair Ave., Beaver, PA 15009; Tel. (412) 775-3200.
National Representative: Landon Associates.

BEDFORD

1 - LOCATION: Bedford County. E&P Map C-3. 32 mi. N of Cumberland; 40 mi. S of Altoona; 100 mi. E of Pittsburgh; 95 mi. W of Harrisburg. On U.S. Hwys. 30 and 220 and PA Tpke.

2 - TRANSPORTATION: **Motor Freight Carriers**-6.
Intercity Bus Lines-Greyhound.
Airlines-Connection with Blair-Bedford Airport for USAir.

3 - POPULATION:
Corp. City 80 Cen. 3,326; E&P 85 Est. 3,481
County 80 Cen. 46,784; E&P 85 Est. 47,744

4 - HOUSEHOLDS:
City 80 Cen. 1,430; E&P 85 Est. 1,388
County 80 Cen. 16,301; E&P 85 Est. 17,517

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$422,437,546
Savings & Loan	1	$24,500,000

6 - PASSENGER AUTOS: County 23,454.

7 - ELECTRIC METERS: Residence 1,820.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mining Tools 398; Telephone Pins 40; Trucking 73; Business Forms 154; Youth Furniture & Wheel Goods 421; Westinghouse 75; Creative Protrusions 100.
Principal Pay Days-Every second Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 68-87; Fall 50-72; Winter 10-48. First killing frost, Oct. 15; last killing frost, May 5.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-3 blocks on Pitt St.; 1 block on S. Juliana St.; 2 blocks on Richard St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bedford Plaza(6)	NA	Riverside Mkt., Thrift Drug, Murphy's Mart

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Food: Mon. through Sat. Other stores: Fri.

13 - RETAIL OUTLETS: **Discount Stores**-American Outfitters; Village Fashion Outlet.
Variety Stores-Murphy Mart; Dollar General.
Chain Drug Stores-L.F. Widmann; Health Mart; Rea & Derick; Thrift.
Chain Supermarkets-Lowry's IGA; Riverside; Giant Eagle.
Other Chain Stores-Sears (catalog); JCPenney (catalog).

14 - NEWSPAPERS: GAZETTE (m) 8,322; sworn Sept. 10, 1984.
Local Contact for Advertising and Merchandising Data: John Nebel, Adv. Mgr., GAZETTE, PO Box 671, Bedford, PA 15522; Tel. (814) 623-1776.
National Representative: Landon Associates.

BELLEFONTE
See STATE COLLEGE

BERWICK
See BLOOMSBURG

BETHLEHEM

1 - LOCATION: Lehigh and Northampton Counties (In Allentown-Bethlehem, PA-NJ MSA). E&P Map F-2. Contiguous to Allentown. 50 mi. N of Phila.; 90 mi. W of NYC.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-38.
Intercity Bus Lines-Greyhound; Martz; Tri-City Coach; Continental Trailways; Trans Bridge; Transport of New Jersey; Boro; Keystone Tours; Carl Beiber.
Airlines-United; Eastern; Altair; USAir; Allegheny Commuter; Holiday; Suburban; Freedom.

3 - POPULATION:
Corp. City 80 Cen. 70,419; E&P 85 Est. 72,373
CZ-ABC (80) 108,667
RTZ-ABC (80) 93,675
Counties 80 Cen. 499,000; E&P 85 Est. 522,599
  Lehigh 80 Cen. 273,582; E&P 85 Est. 286,207
  Northampton 80 Cen. 225,418; E&P 85 Est. 236,392
MSA 80 Cen. 636,714; E&P 85 Est. 666,673
City & RTZ-ABC (80) 202,342
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 26,177; E&P 85 Est. 27,685
CZ-ABC (80) 39,366
RTZ-ABC (80) 32,050
Counties 80 Cen. 181,716; E&P 85 Est. 196,720
  Lehigh 80 Cen. 101,684; E&P 85 Est. 109,981
  Northampton 80 Cen. 80,032; E&P 85 Est. 86,739
MSA 80 Cen. 230,764; E&P 85 Est. 249,711
City & RTZ-ABC (80) 71,416

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$795,074,000
Savings & Loan	3	$190,064,000

6 - PASSENGER AUTOS: Counties-Lehigh 144,653; Northampton 141,028.

7 - ELECTRIC METERS: Residence 34,046.

8 - GAS METERS: Residence 16,678.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Apparel 20,300 ($176); Primary Metals 14,200 ($515); Elec. Equip. 10,400 ($400); Textiles 5,300 ($225); Trans. 9,500 ($475); Fabricated Metals 8,900 ($515); Food Prod. 5,900 ($412); Printing 4,500 ($328); Stone Cement 2,900 ($376); Mach. 7,900 ($414); Paper 1,900 ($295); Misc. Mfg. 2,000 ($243).
Principal Pay Days-Wed., Thur., bi-wkly.

10 - CLIMATE: Min. & Max. Temp.-Spring 27-94; Summer 43-98; Fall 9-83; Winter 5-58. First killing frost, Oct. 13; last killing frost, Apr. 22.

11 - TAP WATER: Neutral, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Main; 3 on Broad; 1 on New; 3 on 4th St.
Neighborhood Shopping Centers-500 & 600 blks of W. Broad St.; 700-800 blks of Linden St.; Stefko Blvd., Lehigh; Westgate Shopping Ctr.; Shoppers Village; K mart Plz.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lehigh(17)	3	Acme, Food Fair
Shoppers Vlg.(8)	3	Shopwell
Stefco Blvd.(19)	3	G.C. Murphy, IGA, Laneco
Westgate(50)	3	Hess Dept., Thrift Drug
K mart Plaza(10)	5	K mart, Thrift Drug, Food Lane

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon., Thur.; Food-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Orr's; Hess.
Variety Stores-Woolworth; McCrory; G.C. Murphy.
Discount Stores-Jefferson-Ward; K mart; Lane's; Rickel's.
Chain Drug Stores-Rite Aid; Thrift; Regal; Rea & Derick.
Chain Supermarkets-Acme 5; IGA 5; A&P; Shop-Rite; Mkt. Operators 2; Food Lane 5.
Other Chain Stores-Triangle Shoe; Sherwin-Williams; Finneran & Haley Inc. (paints); M.A.B. Paints; Penn Jersey (auto); Miles Shoes; Pic-Way Shoes; Tag Way Shoes; Kay Jewelers; Hickory Farms.

14 - NEWSPAPERS: GLOBE-TIMES (e-mon to fri) 28,225; (m-sat) 26,282; GLOBE (S) 26,242, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Larry Hippensteil, Adv. Dir., GLOBE-TIMES, 202 W. Fourth St., Bethlehem, PA 18015; Tel. (215) 867-5000.
National Representative: Landon Associates.

BLOOMSBURG-BERWICK

1 - LOCATION: Columbia County. (In Scranton-Wilkes-Barre MSA). E&P Map D-2 (Bloomsburg is County Seat). Along Susquehanna River; on U.S. Hwy. 11, near Interstate 80.

2 - TRANSPORTATION: **Railroads**-Erie Lackawanna; Reading; Conrail.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Continental Trailways; Lakes to Sea.
Airlines-Eastern; USAir.

3 - POPULATION:
Corp. Cities 80 Cen. 23,567; E&P 85 Est. 24,156
  Bloomsburg 80 Cen. 11,717; E&P 85 Est. 12,150
  Berwick 80 Cen. 11,850; E&P 85 Est. 12,006
County 80 Cen. 61,967; E&P 85 Est. 64,043
MSA 80 Cen. 728,796; E&P 85 Est. 745,419

4 - HOUSEHOLDS:
Cities 80 Cen. 8,449; E&P 85 Est. 8,561
  Bloomsburg 80 Cen. 3,705; E&P 85 Est. 3,769
  Berwick 80 Cen. 4,744; E&P 85 Est. 4,792
County 80 Cen. 21,678; E&P 85 Est. 23,025
MSA 80 Cen. 263,271; E&P 85 Est. 277,874

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	3	$10,058,450
Commercial	9	$89,763,428

6 - PASSENGER AUTOS: County 32,279.

7 - ELECTRIC METERS: Residence Est. 9,500.

8 - GAS METERS: Residence Est. 5,700.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Metal Production 1,800; Apparel 1,309; Textiles 358; Food Products 1,221; Tobacco Mfg. 780; Also Mfg. of Carpets, Chemicals, Castings, Printing & Binding, Aluminum Fabrication, Truck Bodies, Springs, Railroad Car Underframes, Paper Containers.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-75; Summer 70-80; Fall 32-68; Winter 10-65. First killing frost, Oct. 10; last killing frost, Mar. 28.

11 - TAP WATER: Soft, alkaline, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-In Berwick: 4 blocks on Front, Market and Mulberry Sts. In Bloomsburg: 8 blocks on Main St.
Neighborhood Shopping Centers-9th and Pine; LaSalle; Market and Summerhill Ave.; Poplar and

W. Front; 12th & Pine; Rte. 11 at Briar Creek. In Bloomsburg: Market St. Shpg. Ctr. (6 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Scott Town(4)	1	K mart, Rea & Derick, D & H Sports, Fashion Bug
Nichols Mall	2	Giant Food, Nichols
Berwick (Front St.) (5)	2	Acme, K mart, Revco, Sears, Radio Shack
Market St.(6)	NA	The Medicine Shop, IGA

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears.
Discount Stores-Ames; Nichols Discount City; K mart.
Variety Store-Newberry; Woolworth.
Chain Drug Stores-Eppley; Moyer; Rea & Derick; Medicine Shoppe; Rite-Aid; Revco.
Chain Supermarkets-Weis; Acme; Giant; IGA.
Other Chain Stores-Raub's (shoes); Walker's (jewelry); Sharping Shoes; Tri-County Hardware; Agway (farm supplies); Claster's (building supplies).

14 - NEWSPAPERS: PRESS-ENTERPRISE (m) 21,751; Mar. 31, 1985 CAC.
Local Contact for Advertising and Merchandising Data: Willard Chapin, Adv. Dir., PRESS-ENTERPRISE INC., 3185 Lackawanna Ave., Bloomsburg, PA 17815; Tel. (717) 784-2121.
National Representative: Landon Associates.

BRADFORD

1 - LOCATION: McKean County, E&P Map C-1. Crude oil production ctr., 72 mi. S of Buffalo; 158 mi. N of Pittsburgh.

2 - TRANSPORTATION: Railroads-Baltimore & Ohio; Conrail.
Motor Freight Carriers-8.
Intercity Bus Lines-Trailways; Bluebird.
Airlines-USAir, Allegheny Commuter.

3 - POPULATION:
Corp. City 80 Cen. 11,211; E&P 85 Est. 10,450
CZ-ABC: (80) 22,288
RTZ-ABC: (80) 106,356
County 80 Cen. 50,635; E&P 85 Est. 50,668
City & RTZ-ABC: (80) 128,644
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,505; E&P 85 Est. 3,975
CZ-ABC: (80) 8,236
RTZ-ABC: (80) 37,207
County 80 Cen. 18,294; E&P 85 Est. 18,871
City & RTZ-ABC: (80) 45,443

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$550,494,000
Savings & Loan	2	$136,438,000

6 - PASSENGER AUTOS: County 20,801.

7 - ELECTRIC METERS: Residence 9,103.

8 - GAS METERS: Residence 10,300.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Steel Fab. 1,824; Refinery 823; Oil Production: 3,500; Resistors 837; Cigarette Lighters 571; Electronics 1,200; Silicon 112; Corrugated Container 273; Oil Well Supplies 200.
Principal Pay Days-Mfg., Tues., Thur.; Offices, Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-60; Summer 50-90; Fall 30-70; Winter 0-40. First killing frost, Oct. 15; last killing frost, May 15.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: Principal Shopping Centers-Main St., intersecting streets and Foster Brook Crossroads.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bradford Mall(30)	NA	JCPenney, K mart
Jacob Moses	NA	

Principal Shopping Days-Tues., Thur., Fri.
Stores Open Evenings-Downtown Fri.; Food and Bradford Mall week nights.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-McCrory; Woolworth.
Discount Stores-Big Wheel; K mart.
Chain Drug Stores-Rea & Derick; Ott & McHenry 2; Eckerd; Revco.
Chain Supermarkets-Bells; Sal's; Tops.
Other Chain Stores-Browns Boot; Ash Shoe; Sears (catalog); Montgomery Ward; Gray Auto; Firestone; Monroe.

14 - NEWSPAPERS: ERA (m) 12,597; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: H.L. Woodruff, Gen. Mgr., ERA, 43 Main St., PO Box 365, Bradford, PA 16701; Tel. (814) 368-3173.
National Representative: Landon Associates.

BROWNSVILLE

1 - LOCATION: Fayette County (In Pittsburgh PMSA). E&P Map B-3. 36 mi. S of Pittsburgh on the Monongahela River. On Nat'l. Hwy. U.S. Hwy. 40; State Hwy. 88.

2 - TRANSPORTATION: Railroads-Monongahela; P&LE; Conrail.
Intercity Bus Lines-California; Brownsville.

3 - POPULATION:
Corp. City 80 Cen. 4,043; E&P 85 Est. 3,621
CZ-ABC: (80) 7,989
RTZ-ABC: (80) 58,288
County 80 Cen. 160,395; E&P 85 Est. 159,207
City & RTZ-ABC: (80) 66,277
PMSA 80 Cen. 2,219,848; E&P 85 Est. 2,239,429

4 - HOUSEHOLDS:
Corp. City 80 Cen. 1,593; E&P 85 Est. 1,560
CZ-ABC: (80) 3,116
RTZ-ABC: (80) 20,794
County 80 Cen. 56,925; E&P 85 Est. 58,314
City & RTZ-ABC: (80) 23,910
PMSA 80 Cen. 885,070; E&P 85 Est. 847,049

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$197,230,430

6 - PASSENGER AUTOS: County 76,232.

7 - ELECTRIC METERS: Residence 3,703.

8 - GAS METERS: Residence 3,901.

9 - PRINCIPAL INDUSTRIES: Coal and Coke; Steel Barges.

10 - CLIMATE: N.A.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal Shopping Days-Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Karts, Krause's.
Variety Stores-G.C. Murphy.
Chain Drug Stores-Thrift.
Chain Supermarkets-Foodland; Super Dollar; Gee Bee; Shop N Save; PSA & White.

14 - NEWSPAPERS: TELEGRAPH (e) 6,242; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: William Conaway, Adv. Mgr., TELEGRAPH, 16-18 Bridge St., Brownsville, PA 15147; Tel. (412) 785-5000.
National Representative: None.

BUTLER

1 - LOCATION: Butler County, E&P Map B-2. County Seat. 30 mi. N of Pittsburgh, 60 mi. S of Erie, 50 mi. E of Youngstown. On U.S. Hwys. 8 (Wm. Penn) and 422 (Benj. Franklin) and State Hwys. 68 and 356.

2 - TRANSPORTATION: Railroads-Bessemer & Lake Erie; Chessie System; Conrail.
Motor Freight Carriers-11.
Intercity Bus Lines-Greyhound, Lincoln.

3 - POPULATION:
Corp. City 80 Cen. 17,026; E&P 85 Est. 16,689
CZ-ABC: (80) 55,926
RTZ-ABC: (80) 112,158
County 80 Cen. 147,912; E&P 85 Est. 152,909
City & RTZ-ABC: (80) 168,084

4 - HOUSEHOLDS:
Corp. City 80 Cen. 13,500; E&P 85 Est. 7,070
CZ-ABC: (80) 20,078
RTZ-ABC: (80) 36,007
County 80 Cen. 49,352; E&P 85 Est. 52,708
City & RTZ-ABC: (80) 56,085

5 - BANKS	NUMBER	DEPOSITS
Commercial	13	N.A.
Savings & Loan	8	N.A.

6 - PASSENGER AUTOS: County 74,274.

7 - ELECTRIC METERS: Residence 35,400.

8 - GAS METERS: Residence 45,977.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Iron Ore Sintering 400; Steel 3,200; Auto Sup. 200; Life Ins. 300; Electronic Control 400; Oil Well Drilling 300; Rubber Spec. 275; Steel Pipe 250; Industrial Gases 75; Garments 300; Metal Stampings 150; Fertilizer 75; Feed & Farm Sup. 150; Recovery Steel Scrap 100; Oil & Gas Well Sup. 75; Hdwr., Auto Supplies 350; Staples 200; Paper 140; Packaging 100; Poultry & Dairy N.A.

10 - CLIMATE: Av. Temp.-Annual Av. 50; Jan.-Mar. 31; Apr.-June 58; July-Sept. 69; Oct.-Dec. 41.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Main St.; 2 on Jefferson; 2 on Cunningham; 2 on Centre Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bon Aire(15)	1	The Appliance Store, Super Dollar
Butler Mall(34)	2	Mont. Ward, Murphy
Clearview Mall(80)	2	Bon-Ton, Hills, Sears, JCPenney
Greater Butler Mart(26)	NA	Friedman's, Warehouse Sales
Point Plaza(28)	NA	K mart, Friedman's

Principal Shopping Days-Dept. & Clothing-Mon., Fri., Sat.; Food-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon., Thur., Fri.; Food-Mon., Sat.; Super Mkt.-Daily to 9; Downtown-Mon. and Fri. to 9; Malls-10 to 9.

13 - RETAIL OUTLETS: Department Stores-Troutman's; Montgomery Ward; JCPenney; Sears; Bon-Ton.
Discount Stores-Warehouse Sales; K mart; Murphy Mart; Zayre; Hills.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-Eckerd; Thrift 3; White Cross; Rite Aid 2; Revco.
Chain Supermarkets-Friedman's 9; Shop 'N Save 4; IGA; Giant Eagle 1; Food Arena 2.
Other Chain Stores-Singer Co.; Gallenkamp; Thom McAn; Zale's; Kay Jewelers.

14 - NEWSPAPERS: EAGLE (e) 31,223; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Art Kephart, Adv. Dir.; Vernon L. Wise, Jr., Bus. Mgr., EAGLE, 114 W. Diamond St., Butler, PA 16001; Tel. (412) 282-8000.
National Representative: Landon Associates.

CARLISLE

1 - LOCATION: Cumberland County (In Harrisburg-Lebanon-Carlisle MSA). E&P Map D-3. County Seat. Educational. Light mfg. center 125 mi. from Phila. On U.S. Hwy. 11 and I-81; State Hwys. 233, 34, 74, 641, I-76 (Pennsylvania Turnpike).

2 - TRANSPORTATION: Railroads-Conrail; Reading.
Motor Freight Carriers-5.
Intercity Bus Lines-Wolf; Greyhound.
Airlines-TWA; USAir Commuter; Altair; United; American.

3 - POPULATION:
Corp. City 80 Cen. 18,314; E&P 85 Est. 19,591
CZ-ABC: (80) 28,099
RTZ-ABC: (80) 30,327
County 80 Cen. 178,037; E&P 85 Est. 189,246
MSA 80 Cen. 555,901; E&P 85 Est. 582,412
City & RTZ-ABC: (80) 58,426
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,879; E&P 85 Est. 7,688
CZ-ABC: (80) 9,971
RTZ-ABC: (80) 10,300
County 80 Cen. 62,624; E&P 85 Est. 68,811
MSA 80 Cen. 200,990; E&P 85 Est. 217,949
City & RTZ-ABC: (80) 20,271

5 - BANKS	NUMBER	EST. DEP.
Commercial	6	$357,000,000
Savings & Loan	4	$73,000,000

6 - PASSENGER AUTOS: County 111,737.

7 - ELECTRIC METERS: Residence 19,500.

8 - GAS METERS: Residence 5,889.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Rugs-Carpets 1,450; Shoes 688; Tires 725; Crystals 518; Misc. 1,074.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Av. Temp.-Spring 51; Summer 73; Fall 54; Winter 31. First killing frost, Oct. 5; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-10 blocks on Hanover, High, Louther & Pitt Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carlisle Plz.(50)	1	K mart, Giant Food, The Bon-Ton, JCPenney, Rea & Derick, Sears Surplus
M.J.Carlisle(42)	1	Mont. Ward, Peoples Drug, Hills, A&P

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Department Stores-Mon., Fri.; Food-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Bon Ton; K mart; Hills.
Variety Stores-Woolworth 2.
Chain Drug Stores-Peoples 3; Drug Fair; MGM 2; Rite Aid.
Chain Supermarkets-A&P; Giant 2; Safeway; IGA 3; Food Rite 2; Weis; Handy 4; Hattie Harris; 7-Eleven 2.
Other Chain Stores-Sherwin-Williams; Firestone; Andrews Furn.; Feel Fine; Kinney's Shoe; So-Fro Fabrics; N. B. Liebmans; Radio Shack; Kay Jewelers; Sears; Fashion Bug; Hanover Shoe; Gordan's Jewelry; Jo-Ann Fabrics; Goodyear; Sears Surplus.

14 - NEWSPAPERS: SENTINEL (e) 15,884; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Jacques Carter, Adv. Dir., SENTINEL, 457 E. North St., Carlisle, PA 17013; Tel. (717) 243-2611.
National Representative: Landon Associates.

CHAMBERSBURG

1 - LOCATION: Franklin County, E&P Map C-3. County Seat. On U.S. Hwy. 11, 30; I-81, and five Pa. Routes. South central part of state, 84 mi. to Baltimore; Washington, 92 mi.; Philadelphia, 142 mi.; Pittsburgh, 156 mi.; New York City, 226 mi.

2 - TRANSPORTATION: Railroads-Western Maryland (freight); Conrail (freight).
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 16,174; E&P 85 Est. 16,262
CZ-ABC: (80) 16,174
RTZ-ABC: (80) 82,489
County 80 Cen. 113,629; E&P 85 Est. 118,817
City & RTZ-ABC: (80) 98,663
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,656; E&P 85 Est. 6,763
CZ-ABC: (80) 6,656
RTZ-ABC: (80) 27,759
County 80 Cen. 39,952; E&P 85 Est. 43,152
City & RTZ-ABC: (80) 34,415

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$624,960,000
Savings & Loan	2	$45,039,000
Credit Unions	2	$25,157,000

6 - PASSENGER AUTOS: County 57,658.

7 - ELECTRIC METERS: Residence 6,939.

8 - GAS METERS: Residence 4,313.

9 - PRINCIPAL INDUSTRIES: Men's & Women's Clothing; Food Processing & Packaging; Packaging Materials; Hydraulic Hammers; Power Transmission Apparatus; Letterkenny Army Depot (Army); Mobile Homes.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-93; Summer 49-102; Fall 20-89; Winter 3-64. First killing frost, Oct. 31; last killing frost, May 9.

11 - TAP WATER: Acidic, very soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Main St., Lincoln Way.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southgate Mall(22)	NA	JCPenney, People's Drug
Lincoln Way(16)	NA	Eyerly's, Thrift Drug, Kennie's
K mart(6)	NA	K mart, Giant Food
Chambersburg Mall(49)	NA	Hess, Gee Bee

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept. Mon., Fri., Food and Discount every evening.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Bon-Ton/Eyerlys; Hess.
Discount Stores-Central Tractor; Moore's; Nichols; K mart; Gee Bee; Ames; D. E. Jones; McCroys.
Variety Stores-Newberry.
Chain Drug Stores-Peoples; Thrift; Rite Aid; Drug Fair.
Chain Supermarkets-A&P; Associated Grocers 19; Weis Markets; Giant; Cressler's; Safeway;

Sunnyway Foods 2; Kennie's Foods; Butcher Shoppe; County Market.
Other Chain Stores-Agway; Carvel; General Nutrition Center; Camelot Music; Brook Fashions; The Deb Shop; Fashion Bug; Hanover Shoes; Holiday Hair; Goodrich; Montgomery Ward; Essis & Sons; Firestone General Tire; Waldenbooks; Irving Shoes; Pearle Vision Center; Endicott-Johnson; Sherwin-Williams; Lowe's; Carter Lumber; Kinney Shoe; K & K Toys; Claires Boutique; American Outfitters; Foot Locker; Radio Shack.

14 - NEWSPAPERS: PUBLIC OPINION (e) 20,120; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Donald K. Bixel, Adv. Dir., PUBLIC OPINION, 77 N. Third St., Chambersburg, PA 17201; Tel. (717) 264-6161.
National Representative: Gannett Media Sales.

CHARLEROI
See MONESSEN

CHESTER

1 - LOCATION: Delaware County (In Philadelphia, PA-NJ PMSA). E&P Map E-3. 15 mi. SW of Phila., 15 mi. NE of Wilmington. Industrial Ctr., 6 mi. of waterfront on West bank Delaware River. On State Hwys. 252, 320, 420, 352, 452, 491; U.S. Hwys. 13, 322, I-95, I-202.

2 - TRANSPORTATION: **Railroads**-Conrail; Baltimore & Ohio (freight); Reading (freight).
Motor Freight Carriers-8.
Intercity Bus Lines-Penna. Greyhound; Trailways; Red Arrow.
Airlines-All major airlines at Philadelphia Intl. Airport (6 mi.).
Port Facilities-Accommodate largest ocean going vessels.

3 - POPULATION:
Corp. City 80 Cen. 45,794; E&P 85 Est. 41,534
NDM-ABC: (80) 314,071
County 80 Cen. 555,007; E&P 85 Est. 565,686
PMSA 80 Cen. 4,716,818; E&P 85 Est. 4,865,110
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,637; E&P 85 Est. 15,944
NDM-ABC: (80) 106,678
County 80 Cen. 192,332; E&P 85 Est. 202,176
PMSA 80 Cen. 1,639,330; E&P 85 Est. 1,743,136

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	8	$1,635,895,000
Savings & Loan	27	$697,212,000

6 - PASSENGER AUTOS: County 293,232.

7 - ELECTRIC METERS: Residence County 139,507.

8 - GAS METERS: Residence County 84,190.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Chemical Prod. 1,525 ($260); Elect. Mach. 1,309 ($219); Fabricated Metal Prod. 2,378 ($206); Food 1,844 ($203); Non-Elect. Mach. 7,809 ($315); Petroleum Refining 2,552 (N.A.); Paper Prod. 3,115 ($319); Printing & Publishing 1,618 ($202); Transp. Equip. Incl. Aircraft & Shipbuilding 9,914 ($320); Apparel & Fabric 1,137 ($165).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-84; Summer 59-90; Fall 23-77; Winter 24-52. First killing frost, Oct. 31; last killing frost, May 7.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: **Principal Shopping Area**-30 blocks on Welsh, Edgmont, Market and Sproul Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
West End	3	Pickwell
Granite Run(131)	7	Sears, Gimbels, JCPenney
Springfield Mall (75)	7	Wanamaker's, Bamberger's
Swarthmore	3	Acme, Shop 'N Bag
Vlg. Green(18)	4	Super Fresh
Springfield	8	Clover, Kresge
Tri-State Mall	NA	The Dry Goods
Northtowne Plz.	5	Jamesway, K mart, Super-Saver, Acme
Glenolden	7	Jefferson Ward
MacDade Mall(48)	NA	K mart, Acme

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Mon., Fri., Food Stores-Tues. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Strawbridge & Clothier; Wanamaker; Gimbels; JCPenney; Bamberger's.
Discount Stores-Jefferson Ward; Clover; Jamesway; K mart.
Variety Stores-Woolworth; McCrory.
Chain Drug Stores-Thrift Drug; Rite Aid; Tri-State Wholesale 2; C.V.S.
Chain Supermarkets-Acme 12; Super Fresh 4; Shop 'n Bag; Pathmark 5; Thriftway 6.
Other Chain Stores-Thom McAn; Kinney; Triangle; Hanover; Dial; Kiddie City; Pic-Way; Levitz; Buten's; Sherwin-Williams; M.A. Bruder; Finnaren & Haley; Pittsburgh Plate Glass; Glidden; Firestone; Pep Boys; Penn Jersey; Kay; Gordon; Doubet; Anderson-Little; Eugene Jacobs; B. Gross.

14 - NEWSPAPERS: DEWAWARE COUNTY TIMES (m-mon to fri) 58,200; (S) 44,779; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Frank Gothie, Gen. Mgr., DELAWARE COUNTY TIMES, 500 Mildred Ave., Primos, PA 19018; Tel. (215) 284-7200.
National Representatives: Landon Associates; Robert Hitchings.

CLAIRTON
See MCKEESPORT

CLEARFIELD-CURWENSVILLE

1 - LOCATION: Clearfield County, E&P Map C-2, County Seat. Routes 322, 153. 90 mi. from Pittsburgh. Keystone Shortway Interstate Route 80.

2 - TRANSPORTATION: **Railroads**-Chessie System.
Intercity Bus Lines-Fullington's; Continental Trailways.
Airlines-USAir.

3 - POPULATION:
Corp. Cities 80 Cen. 10,696; E&P 85 Est. 10,454
Clearfield 80 Cen. 7,580; E&P 85 Est. 7,344
Curwensville 80 Cen. 3,116; E&P 85 Est. 3,110
NDM-ABC: (80) 71,624
County 80 Cen. 83,578; E&P 85 Est. 84,574
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 4,254; E&P 85 Est. 4,037
Clearfield 80 Cen. 3,085; E&P 85 Est. 2,909
Curwensville 80 Cen. 1,169; E&P 85 Est. 1,128
NDM-ABC: (80) 24,955
County 80 Cen. 29,151; E&P 85 Est. 30,420

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$264,961,000
Savings & Loan	1	$30,000,000

6 - PASSENGER AUTOS: County 36,359.

7 - ELECTRIC METERS: Residence 13,074.

8 - GAS METERS: Residence, City 964; Bottled Gas 3,920.

9 - PRINCIPAL INDUSTRIES: Clay & Brick; Precision Instruments; Machine Shops; Tool & Die; TV Tubes; Apparel; Cigars; Food; Tannery; Coal; Cabinets; Plastic; Pet Products; Heavy Equipment; Transportation.
Principal Pay Days-Fri., 15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-60; Summer 50-90; Fall 40-78; Winter 10-40. First killing frost, Oct. 2; last killing frost, May 31.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: **Principal Shopping Center**-Clearfield: 16 blocks on Second St., Market St., 3rd St., and Nichols St.; Phillipsburg: 8 blocks on Presqueisle, Front and Spruce Sts., Ames Plaza; Curwensville: 4 blocks on State and Filbert Sts., Ames Discount Dept. Store Plaza between Clearfield & Curwensville; Ames Shopping Plaza between Clearfield & Phillipsburg; Clearfield Mall, 17 stores located 1 mi. E of Clearfield, JCPenney, Murphy's Mart, Fashion Bug, K mart Plaza, Wolf Run Interchange, Revco Drug, Olympian Fitness Center, Holiday Hair, Hallmark Cards, County Market, Shoe Tree.
Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Lertzinger's; JCPenney; Sears; Montgomery Ward; Ames.
Discount Stores-Sam's; Widmann's; Laurel; K mart; Murphy's Mart.
Variety Stores-McCrory; G.C. Murphy.
Chain Drug Stores-L. F. Widmann; Cowdrick's; Walgreens; Rea & Derick; Revco; Rite-Aid.
Chain Supermarkets-A&P; Riverside 4; AG Mkts. 9; IGA Foodliner 3; Super Duper; Comet Mkt; County Market; J. G. Food Warehouse.
Other Chain Stores-Singer Co.; J.S. Raub; Brown's Boot Shops; Wolf Furniture; Sherwin-Williams; Penn Furniture; Pennshire.

14 - NEWSPAPERS: PROGRESS (e) 17,617; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Patrick P. Domico, Adv. Dir., PROGRESS, 206 E. Locust Locust St., PO Box 291, Clearfield, PA 16830; Tel. (814) 765-5581.
National Representative: Landon Associates.

COATESVILLE

1 - LOCATION: Chester County, E&P Map E-2 (In Philadelphia, PA-NJ PMSA). Industrial and farm center; 38 mi. W of Philadelphia, 25 mi. E of Lancaster; 30 mi. S of Reading, 25 mi. N of Wilmington, DE. On Lincoln Hwy. U.S. 82 and State Hwys. 162, 273.

2 - TRANSPORTATION: **Railroads**-Reading (freight).
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,698; E&P 85 Est. 10,677
NDM-ABC: (80) 76,576
County 80 Cen. 316,660; E&P 85 Est. 342,349
PMSA 80 Cen. 4,716,818; E&P 85 Est. 4,865,110

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,928; E&P 85 Est. 4,109
NDM-ABC: (80) 25,247
County 80 Cen. 104,752; E&P 85 Est. 117,211
PMSA 80 Cen. 1,639,330; E&P 85 Est. 1,743,136

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 173,528.

7 - ELECTRIC METERS: Residence 15,440.

8 - GAS METERS: Residence 3,472.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel Mfg. 4,200 ($326); Textiles 700 ($150); Steel Fabric 800 ($295).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-85; Summer 45-100; Fall 35-85; Winter 0-65.

11 - TAP WATER: Alkaline, very soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Lincoln Hwy. bet. 1st and 4th Aves.; 3 blocks bet. 6th and 8th. East of city on Lincoln Hwy. Shpg. Ctr., furn., automobile sales serving new housing development.
Nearby Shopping Centers-Thorndale 4 mi. E. of Rt. 30 (9 stores-IGA, Jamesway Discount, Penn Jersey Auto Store, Thrift Drug); Ingleside (Acme Mkt.); K Mart; Downingtown Farmers Mkt., 4 mi. E on Lincoln Hwy.; K mart, 11 mi. E., 15 mi. SE. mi. SE; Exton Sq. Mall, 11 mi. E.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Jamesway; K mart.
Variety Stores-Woolworth; Newberry.
Chain Drug Stores-Thrift; SavRite; Rite Aid.
Chain Supermarkets-A&P; Acme; Super-Thrift Food Bank; IGA.
Other Chain Stores-Firestone; Goodyear; Western Auto; Penn Jersey; Atomic Tires Stores; Colonial Vlg. Meat Markets.

14 - NEWSPAPERS: RECORD (e) 6,758; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Joyce Thompson, Adv. Dir., RECORD, 204 E. Lincoln Hwy., Coatesville, PA 19320; Tel. (215) 384-4900.
National Representatives: Landon Associates; Robert Hitchings & Co.

COLUMBIA

1 - LOCATION: Lancaster County (In Lancaster MSA). E&P Map D-3. On U.S. Hwy. 30; State Hwy. 462; 12 mi. from Lancaster or York; 72 mi. from Philadelphia.

2 - TRANSPORTATION: **Railroads**-Reading.
Motor Freight Carriers-3.
Intercity Bus Lines-Lancaster-Columbia.

3 - POPULATION:
Corp. City 80 Cen. 10,466; E&P 85 Est. 10,690
County/MSA 80 Cen. 362,346; E&P 85 Est. 385,461

4 - HOUSEHOLDS:
City 80 Cen. 3,877; E&P 85 Est. 4,135
County/MSA 80 Cen. 123,864; E&P 85 Est. 136,095

5 - BANKS	**NUMBER**	**DEPGSITS**
Commercial	3	$21,500,000
Savings & Loan	3	$15,400,000

6 - PASSENGER AUTOS: County 194,537.

7 - ELECTRIC METERS: Residence 3,400.

8 - GAS METERS: Residence 2,400.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners: Malleable Iron 1,200; Clothing 865; Shoes 150; Smelting 100.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 60-100; Fall 25-70; Winter 10-50. First killing frost, Oct.; last killing frost, Apr.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-15 blocks on 5 streets.
Neighborhood Shopping Centers-Columbia Plz. and Columbia Shopping Ctr.
Principal Shopping Days-Thur., Fri., Sat.
Some Stores Close-Wed. afternoon.
Stores Open Evenings-Mon., Fri., some open every evening except Sun.

13 - RETAIL OUTLETS: **Variety Store**-McCrory.
Discount Stores-Jamesway.
Chain Drug Stores-Peoples; Hinkle's; Drug Fair.
Chain Supermarkets-Andy's; Weis; Musser's.
Other Chain Stores-Western Auto; C.A. Herr Howe; Columbia Hdwe'; Matter Supply Co.

14 - NEWSPAPERS: NEWS (e) 4,528; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: Cletus Aston, Adv. Mgr., NEWS, 341 Chestnut St., Columbia, PA 17512; Tel. (717) 684-2125.
National Representative: Landon Associates.

CONNELLSVILLE
SOUTH
CONNELLSVILLE

1 - LOCATION: Fayette County. (In Pittsburgh PMSA). E&P Map B-3. 50 mi. S of Pittsburgh. Manufacturing, farming, mining area. 17 mi. from PA Tpke. On State Hwys. 119, 201, 711.

2 - TRANSPORTATION: **Railroads**-B&O (Main line); Western Maryland; Lake Erie; Pittsburgh & West Virginia (freight).
Motor Freight Carriers-2.

3 - POPULATION:
Corp. Cities 80 Cen. 12,615; E&P 85 Est. 11,783
Connellsville 80 Cen. 10,319; E&P 85 Est. 9,556
S. Connellsville 80 Cen. 2,296; E&P 85 Est. 2,227
CZ-ABC: (80) 12,615
RTZ-ABC: (80) 61,391
County 80 Cen. 160,395; E&P 85 Est. 159,207
City & RTZ-ABC: (80) 74,006
PMSA 80 Cen. 2,219,848; E&P 85 Est. 2,239,429

4 - HOUSEHOLDS:
Cities 80 Cen. 6,017; E&P 85 Est. 4,386
Connellsville 80 Cen. 5,211; E&P 85 Est. 3,598
S. Connellsville 80 Cen. 806; E&P 85 Est. 788
CZ-ABC: (80) 4,636
RTZ-ABC: (80) 21,224
County 80 Cen. 56,925; E&P 85 Est. 58,314
City & RTZ-ABC: (80) 25,860
PMSA 80 Cen. 885,070; E&P 85 Est. 847,049

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$152,000,000
Savings & Loan	3	$55,000,000

6 - PASSENGER AUTOS: County 76,232.

7 - ELECTRIC METERS: Residence 21,439.

8 - GAS METERS: Residence 6,000.

9 - PRINCIPAL INDUSTRIES: Railroad Shops 3; Glass Making; Sportswear; Auto Trailers.
Principal Pay Days-Glass & Sportswear-Fri.; Railroad, 10-11, 25-26.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-78; Summer 54-84; Fall 34-78; Winter 10-64.

11 - TAP WATER: Soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-13 blocks on Crawford Ave.; 4 on Pittsburgh St.
Neighborhood Shopping Centers-8 blocks on W. Crawford Ave.; 1 at E Crawford & Snyder St.; Rt. 119 at York Ave.; 1-5 mi. N on 4 Lane Hwy. (4 Stores); 4 mi. S on 4 Lane Hwy. (38 Stores).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Laurel Mall(34)	4	Murphy's Mart, Mont. Ward
Connellsville(9)	NA	Thrift Drug
Foodland(5)	NA	Laurel Foods, Fox Groc.

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Metzler's.
Variety Stores-G.C. Murphy, McCrory, Green McClellan.
Discount Stores-Ames.
Chain Drug Stores-Thrift, Burns, Health Mart, Revco, Healthland.
Chain Supermarkets-Red & White 4, Foodland, Super Dollar, Stop 'N Shop, Shop 'n Save 2, Warehouse Grocery.
Other Chain Stores-Sears.

14 - NEWSPAPERS: COURIER (e) 13,504 Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Robert E. Lind, Pub., COURIER, 127 W. Apple St., Connellsville, PA 15425; Tel. (412) 628-2000.
National Representative: Thomson Newspapers.

CORRY

1 - LOCATION: Erie County (In Erie MSA). E&P Map B-1. 37 mi. from Erie, 90 mi. S of Buffalo; 130 mi. N of Pittsburgh. On U.S. Route 6 and State Hwys. 277 and 426.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-8.

3 - POPULATION:
Corp. City 80 Cen. 7,149; E&P 85 Est. 7,077.
County/MSA 80 Cen. 279,780; E&P 85 Est. 283,673.

4 - HOUSEHOLDS:
City 80 Cen. 2,690; E&P 85 Est. 2,759.
County/MSA 80 Cen. 96,820; E&P 85 Est. 101,282.

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	$21,580,000
Commercial	2	$385,100,000

6 - PASSENGER AUTOS: County 126,934.

7 - ELECTRIC METERS: Residence 4,390.

8 - GAS METERS: Residence 3,450.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel Furn. 757 ($310); Springs 654 ($290); Aircraft Parts 350 ($205); Engines & Pumps 310 ($360); Steel Fab. 138 ($340); Electronics Comp. 190 ($240).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-90; Summer 34-90; Fall-4-82; Winter-10-65. First killing frost, Sept. 26; last killing frost, Apr. 22.

11 - TAP WATER: Neutral, hard, not fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on Ctr. St., 6 on Main St.; 3 on 1st Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Downtown Plz (6)		A&P, Rite Aid Drug
Corry Plz (8)	NA	Buyers Fair, G.C. Murphy, Loblaw

Principal Shopping Days-Mon., Fri., Sat.
Store Close-Wed. afternoon.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Discount Stores-Buyer's Fair; Fisher's Big Wheel, Rite Aid.
Variety Stores-Murphy Mart, Widmann's.
Chain Drug Stores-Eckerd, Rite-Aid.
Chain Supermarkets-Loblaw's; Quality Master; Super Duper, Golden Dawn.
Other Chain Stores-Brown Shoes, Barney's; Firestone; Western Auto; Sears (catalog); Montgomery Ward.

14 - NEWSPAPERS: JOURNAL (e) 4,055; sworn Sept. 30, 1984.
Local Contact for Advertising Data: George R. Sample, Gen. Mgr., JOURNAL, 28 West South St., Corry, PA 16407; Tel. (814) 665-8291.
National Representative: None.

CURWENSVILLE
See CLEARFIELD

DANVILLE

1 - LOCATION: Montour County. E&P Map D-2. County Seat. On Susquehanna River. State Hwy. 54; U.S. Hwys. 11, I-80.

2 - TRANSPORTATION: Railroads-DL&W; Reading.
Motor Freight Carriers-3.
Intercity Bus Lines-Intercity, Greyhound, Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 5,239; E&P 85 Est. 4,971.
County 80 Cen. 16,675; E&P 85 Est. 17,402.

4 - HOUSEHOLDS:
City 80 Cen. 2,125; E&P 85 Est. 2,063.
County 80 Cen. 5,551; E&P 85 Est. 5,942.

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$327,411,000

6 - PASSENGER AUTOS: County 8,509.

7 - ELECTRIC METERS: Residence 4,933.

8 - GAS METERS: Residence 1,192.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Chem. 550; Auto Valves 603; Mach. 506; Hospitals 3,300; Textiles 120; Woodworking 225.

10 - CLIMATE: Min. & Max. Temp.-Spring 19-88; Summer 40-102; Fall 30-91; Winter 10-63. First killing frost, Oct. 4; last killing frost, Apr. 22.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on Mill St.
Neighborhood Shopping Centers-Ferry St., North Continental Blvd.
Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Fri., Food Thur., Fri.

13 - RETAIL OUTLETS: Discount Stores-Dollar General; Midway Dist.
Variety Stores-Newberry, Coles Hdwe., Ben Franklin.
Chain Drug Stores-Rea & Derick, Thrift Drug.
Chain Supermarkets-Weis, IGA.
Other Chain Store-Firestone.

14 - NEWSPAPERS: NEWS (e) 4,276; sworn Sept. 26, 1984.
Local Contact for Advertising and Merchandising Data: D.F. Jeffrey, Gen. Mgr., or Tom Sperrazza, Adv. Dir., NEWS, 14 E. Mahoning St., Danville, PA 17821; Tel. (717) 275-3235.
National Representative: Landon Associates.

DONORA
See MONONGAHELA

DOYLESTOWN-HATBORO

1 - LOCATION: Doylestown (County Seat) in Bucks County, Hatboro in Montgomery County (In Philadelphia PA-NJ PMSA). E&P Map E-3. Agricultural center, 28 mi. N. of Phila., 77 mi. from NY City, 32 mi. S. of Easton; WNW of Trenton, NJ. On U.S. Hwys. 611, 202; State Hwy. 113.

2 - TRANSPORTATION: Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound, SEPTA.

3 - POPULATION:
Corp. Cities 80 Cen. 16,296; E&P 85 Est. 17,035
 Doylestown 80 Cen. 8,717; E&P 85 Est. 9,586
 Hatboro 80 Cen. 7,579; E&P 85 Est. 7,439
NDM-ABC: (80) 340,664
Counties 80 Cen. 1,122,832; E&P 85 Est. 1,202,908
 Bucks 80 Cen. 479,211; E&P 85 Est. 512,160
 Montgomery 80 Cen. 643,621; E&P 85 Est. 690,748
PMSA 80 Cen. 4,716,818; E&P 85 Est. 4,865,110

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 6,368; E&P 85 Est. 6,757
 Doylestown 80 Cen. 3,516; E&P 85 Est. 3,907
 Hatboro 80 Cen. 2,852; E&P 85 Est. 2,850
NDM-ABC: (80) 115,274
Counties 80 Cen. 379,938; E&P 85 Est. 420,632
 Bucks 80 Cen. 156,648; E&P 85 Est. 172,848
 Montgomery 80 Cen. 223,290; E&P 85 Est. 247,784
PMSA 80 Cen. 1,639,330; E&P 85 Est. 1,743,136

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$126,000,000

6 - PASSENGER AUTOS: Counties: Bucks 282,803; Montgomery 418,807.

7 - ELECTRIC METERS: Residence 2,891.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Clothing; Textiles; Rubber Prod.; Building Materials; Electronics.

10 - CLIMATE: N.A.

11 - TAP WATER: Neutral, hard.

12 - RETAILING:
Principal Shopping Centers-S. Rte. 611 (30 stores-Acme, Jamesway, Direct Drug, Girard Bank.)
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cross Keys Mall	NA	Hess, K mart
Doylestown(20)	NA	A&P, Acme, Sears
Montgomery Mall(120)	NA	Bambergers, JCPenney, Wanamaker
Willow Grove(170)	NA	Bloomingdale's, Altman, Abraham & Straus

13 - RETAIL OUTLETS: Department Stores-J. K. Musselman, Sears, King's, Acme 10, Hess, JCPenney, Bambergers, John Wanamaker, Bloomingdale's, B. Altman, Abraham & Strauss.
Variety Stores-Woolworth, K mart.
Chain Drug Stores-Thrift, Schulman's.
Chain Supermarkets-A&P 5, Acme 9, Shopping Center 3, IGA Foodliner, Shop-Rite, Pathmark, Thriftway, Supersaver.

14 - NEWSPAPERS: INTELLIGENCER (m-mon to fri) 39,651; (S) 41,305; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: William Lynch, Adv. Dir., INTELLIGENCER, 333 N. Broad St., Doylestown, PA 18901; Tel. (215) 345-3000.
National Representative: Sawyer-Ferguson-Walker Co.

DU BOIS

1 - LOCATION: Clearfield County. E&P Map C-2. 90 mi. from Pittsburgh. On U.S. Hwys. 119, 219, 322 and I-80.

2 - TRANSPORTATION: Railroads-Baltimore & Ohio, Conrail.
Motor Freight Carriers-6.
Intercity Bus Lines-Dufast, Continental Trailways.
Airlines-USAir, Crown Airways Commuter Service.

3 - POPULATION:
Corp. City 80 Cen. 9,290; E&P 85 Est. 8,956
CZ-ABC: (80) 11,125
RTZ-ABC: (80) 50,628
County 80 Cen. 83,578; E&P 85 Est. 84,574
City & RTZ-ABC: (80) 61,753

4 - HOUSEHOLDS:
City 80 Cen. 3,593; E&P 85 Est. 3,368
CZ-ABC: (80) 4,283
RTZ-ABC: (80) 17,450
County 80 Cen. 29,151; E&P 85 Est. 30,420
City & RTZ-ABC: (80) 21,733

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$125,000,000

6 - PASSENGER AUTOS: County 36,359.

7 - ELECTRIC METERS: Residence 6,278.

8 - GAS METERS: Residence 5,240.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Woodworking 56 ($300); Machine Shop 200 ($240); Meter M'fg. 750 ($240); Chinaware 400 ($225); Auto Springs 225 ($250); Gas Drilling 250 ($340); Graphic Arts 75 ($230); Refractories 40 ($200); Hospitals 500 ($300).
Principal Pay Days-1st, 15th, Fridays.

10 - CLIMATE: First killing frost, Oct. 2; last killing frost, May 16.

11 - TAP WATER: Neutral, very soft, fluoridated.

12 - RETAILING: Principal Shopping Center-8 blocks on Brady St. and Long Ave.; Rte. 219-I-80, Falls Creek Interchange.
Neighborhood Shopping Centers-Sandy Twp. (S. Brady St. and Dixon Ave.), Main St. Mall, N. Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sandy Plz (8)	NA	K mart, Revco
DuBois Mall(52)	NA	Mont. Ward, Murphy Mart, JCPenney

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Fri. downtown, daily at Mall & Plz.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney, Sears; Town & Country (Womens).
Variety Store-McCrory.
Chain Drug Stores-Cowdricks, Thrift, Revco.
Chain Supermarkets-Shop 'N Save; Riverside 2; Gateway Mkt.; Himes Country Mkt.
Other Chain Stores-Brown's Boot, Sherwin-Williams; Western Auto; J. S. Raub Shoes; Goodyear; Kinney Shoes; Fashion Bug 2; Kay Jewelers; Endicott-Johnson.

14 - NEWSPAPERS: COURIER-EXPRESS (e) 11,303 Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Margaret G. Sloaf, Adv. Mgr., COURIER-EXPRESS, 52-58 W. Long Ave., PO Box 407, DuBois, PA 15801; Tel. (814) 371-4200; Brookville Office (814) 849-6737.
National Representative: Landon Associates.

DUQUESNE
See MCKEESPORT

EAST STROUDSBURG
See STROUDSBURG

EASTON, PA-PHILLIPSBURG, NJ

1 - LOCATION: Northampton County, PA; Warren County, NJ (In Allentown-Bethlehem, PA-NJ MSA). E&P Map E-2. County Seat (Northampton, PA). 75 mi. W of New York, 55 mi. N of Philadelphia. At junction of Delaware and Lehigh Rivers. On U.S. Hwys. 33, 78, and State Hwys. 115, 191, 45, 611.

2 - TRANSPORTATION: Railroads-Conrail, CRR of N.J., DL&W, L&H (freight).
Motor Freight Carriers-54.
Intercity Bus Lines-Lanta, Greyhound, Transport of N.J., Trailways.
Airlines-Eastern, United, USAir, Suburban, Henson.

3 - POPULATION:
Corp. Cities 80 Cen. 42,674; E&P 85 Est. 42,788
 Easton 80 Cen. 26,027; E&P 85 Est. 25,048
 Phillipsburg 80 Cen. 16,647; E&P 85 Est. 17,740
CZ-ABC: (80) 88,068
RTZ-ABC: (80) 205,703
Counties 80 Cen. 309,847; E&P 85 Est. 324,781
 Northampton 80 Cen. 225,418; E&P 85 Est. 236,392
 Warren 80 Cen. 84,429; E&P 85 Est. 88,389
MSA 80 Cen. 636,714; E&P 85 Est. 566,673
City & RTZ-ABC: (80) 293,771

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 15,605; E&P 85 Est. 15,929
 Easton 80 Cen. 9,363; E&P 85 Est. 9,541
 Phillipsburg 80 Cen. 6,242; E&P 85 Est. 6,388
CZ-ABC: (80) 31,844
RTZ-ABC: (80) 69,696
Counties 80 Cen. 109,438; E&P 85 Est. 118,517
 Northampton 80 Cen. 80,032; E&P 85 Est. 86,739
 Warren 80 Cen. 29,406; E&P 85 Est. 31,778
MSA 80 Cen. 230,764; E&P 85 Est. 249,711
City & RTZ-ABC: (80) 101,540

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$600,000,000
Savings & Loan	5	$275,000,000

6 - PASSENGER AUTOS: Counties: Northampton, PA 141,028; Warren, NJ N.A.

7 - ELECTRIC METERS: Residence 36,100.

8 - GAS METERS: Residence 17,700.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Weekly Wage)-Machinery 7,293 ($456); Textile & Apparel 5,257 ($221); Paper & Printing 3,956 ($396); Elect. 1,993 ($508); Chemical Prod. 2,026 ($487); Food 525 ($452).

10 - CLIMATE: Min. & Max. Temp.-Spring 7-94; Summer 44-99; Fall 18-87; Winter -4-72. First killing frost, Nov. 3; last killing frost, Apr. 28.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping District-6 blocks on Northampton St.; 6 on Third St.; 2 on Ferry St.
Neighborhood Shopping Areas-4 blocks at Cattell & March Sts.; 2 at Berwick & Centre Sts.; 2 at Washington, Butler & Seventeenth Sts. Phillipsburg, NJ: 8 at South Main St.; 5 at Memorial Parkway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Palmer Park(50)	4	Hess, Clover
25th St. (Easton)(20)	3	Woolworth, Acme
K mart Plaza (Easton)	3	K mart, Weis
Hillcrest Mall (Phillipsburg)	3	Orr's, Acme, Super Fresh, Channel, Woolworth
Bangor, PA(3)	15	Acme
Washington, NJ	13	Acme
Flemington, NJ	25	Shop Rite, A&P

Principal Shopping Days Thur Fri Sat Sun
Stores Open Evenings Dept -Tues & Fri Food Mon through Sat Shopping Centers-Mon through Sat

13 - RETAIL OUTLETS Department Stores Hess Orr's 2 Clover
Discount Stores Laneco 4 K mart
Variety Stores Woolworth 7
Chain Drug Stores Rea & Derick Thrift 3 Straup's 2 Rite Aid Phillipsburg Phcy 2
Chain Supermarkets Acme 2 Super Fresh Weis Mkt Food Lane 6 Shop Rite 2 Giant
Other Chain Stores Sears Fair's Kinney Firestone Penn Jersey Auto Gordon Jewelers Sherwin-Williams 2 The Hub Endicott-Johnson Karmelkorn Radio Shack Hi Fidelity House Kay's Jewelers Deb Shops Hickory Farms Freeman Jewelers

14 - NEWSPAPERS THE EXPRESS (e) 46,795 (S) 48,501 Mar 31 1985 ABC
Local Contact for Advertising and Merchandising Data Edward E Howard Dir of Sales & Mktg THE EXPRESS 30 N 4th St Easton PA 18042 Tel (215) 258-7171
National Representative Story & Kelly-Smith

ELLWOOD CITY

1 - LOCATION Beaver and Lawrence Counties (In Beaver County PMSA) E&P Map A 2 Manufacturing center on W border of state 38 mi from Pittsburgh

2 - TRANSPORTATION Railroads Pittsburgh & Lake Erie, Baltimore & Ohio
Motor Freight Carriers 2
Intercity Bus Lines Ellwood Greyhound Grove City Smeal

3 - POPULATION
Corp City 80 Cen 9,998 E&P 85 Est 9,544
CZ-ABC (80) 9,998
RTZ-ABC (80) 20,899
Counties 80 Cen 311,591 E&P 85 Est 313,708
Beaver PMSA 80 Cen 204,441 E&P 85 Est 205,677
Lawrence 80 Cen 107,150 E&P 85 Est 107,531
City & RTZ-ABC (80) 30,887

4 - HOUSEHOLDS
Corp City 80 Cen 3,885 E&P 85 Est 3,812
CZ-ABC (80) 3,885
RTZ-ABC (80) 6,941
Counties 80 Cen 109,192 E&P 85 Est 113,164
Beaver PMSA 80 Cen 71,691 E&P 85 Est 74,393
Lawrence 80 Cen 37,501 E&P 85 Est 38,771
City & RTZ-ABC (80) 10,826

5 - BANKS	NUMBER	EST DEP
Commercial	2	$295,000,000
Savings & Loan	2	$453,000,000

6 - PASSENGER AUTOS Beaver County 89,314 Lawrence County 50,824

7 - ELECTRIC METERS Residence 3,650

8 - GAS METERS Residence 3,523

9 - PRINCIPAL INDUSTRIES Industry No of Wage Earners (Av Wkly Wage)-Heavy Steel Mill 900 ($375) Crankshafts for Diesel 410 ($300) Steel Scaffolding 104 ($240) Ornamental Iron Work 35 ($240) Cotter Pins 75 ($240) Mach Shop Equip 32 ($240) Safety Shoe Foot Guards 10 ($240) Water Softener 60 (N A) Sand & Stone 70 ($240) Powdered Metal Parts 90 Mattresses & Ironing Bd Covers 90 (N A) Spec Steel & Wire 210 ($240) Cement 240 ($150) Wood Patterns N A ($240) Chem Mfg N A ($240) Grey Iron & Bronze Castings N A ($240)
Principal Pay Days Alternate Tues Some Mills pay Fri every week

10 - CLIMATE Min & Max Temp Spring 35-70 Summer 65-90 Fall 35-70 Winter 10-40 First killing frost Nov 15 last killing frost Mar 15

11 - TAP WATER Alkaline soft

12 - RETAILING Principal Shopping Center 5 blocks on Lawrence Ave
Neighborhood Shopping Centers 3 blocks on 5th St 2 on 6th St 5 in 4th Ward, Lawrence Village Plaza Rt 65 5 mi N of Ellwood Christy's Plaza Rt 65 1 mi S of Ellwood Franklin Plaza 1 mi E on Rte 288
Principal Shopping Days Fri Sat
Stores Open Evenings Fri dept & food nightly

13 - RETAIL OUTLETS Department Stores JCPenney Fisher's Big Wheel
Variety Stores G C Murphy
Discount Stores K mart Murphy Mart
Chain Drug Stores Rexall Cresway
Chain Supermarkets Shop 'n Save Valu King Golden Dawn Giant Eagle

14 - NEWSPAPERS LEDGER (e) 7,627 Mar 31 1985 ABC
Local Contact for Advertising and Merchandising Data Dom A Viccari Adv Dir LEDGER 835 Lawrence Ave Ellwood City PA 16117 Tel (412) 758-5573
National Representative Landon Associates

ERIE

1 - LOCATION Erie County (MSA) E&P Map B 1 County Seat On Lake Erie 100 mi E of Cleveland 90 mi W of Buffalo Rail water and motor freight shipping center Diversified industry College and resort center

2 - TRANSPORTATION Railroads New York Nickel Plate Conrail Bessemer & Lake Erie Norfolk & Western
Freight Steamship lines 24
Motor Freight Carriers 40
Intercity Bus Lines Greyhound Bluebird
Airlines USAir Vee Neal

3 - POPULATION
Corp City 80 Cen 119,123 E&P 85 Est 115,163
CZ-ABC (80) 199,551
RTZ-ABC (80) 110,595
County (MSA 80 Cen 279,780 E&P 85 Est 283,673
City & RTZ-ABC (80) 310,146

4 - HOUSEHOLDS
Corp City 80 Cen 43,639 E&P 85 Est 43,716
CZ-ABC (80) 70,803
RTZ-ABC (80) 36,809
County MSA 80 Cen 96,820 E&P 85 Est 101,282
City & RTZ-ABC (80) 107,612

5 - BANKS	NUMBER	DEPOSITS
Commercial	17	$710,503,000

6 - PASSENGER AUTOS County 126,953

7 - ELECTRIC METERS Residence 81,201

8 - GAS METERS Residence 73,741

9 - PRINCIPAL INDUSTRIES Industry No of Wage Earners (Av Wkly Wage)-Paper Printing & Pub 3,100 ($290) Plastics & Rubber 2,700 ($200) Primary Metals 4,800 ($283) Fab Metal Products 6,200 ($266) Furn Fixt 1,100 ($150) Non-elect Mach & Transp Equip 14,100 ($285) Electrical Mach 5,400 ($229) Food 1,800 ($216)
Principal Industrial Pay Days Thur Fri

10 - CLIMATE Min & Max Temp Spring 11-87 Summer 42-92 Fall 16-93 Winter -2-66 First killing frost Oct 1 last killing frost Apr 25

11 - TAP WATER Alkaline hard not fluoridated

12 - RETAILING Principal Shopping Centers State St from 6th to 18th 7th through 18th Sts between French & Peach Sts (two blocks)
Neighborhood Shopping Centers 5 blocks on Parade St 5 on W 8th St several shopping centers

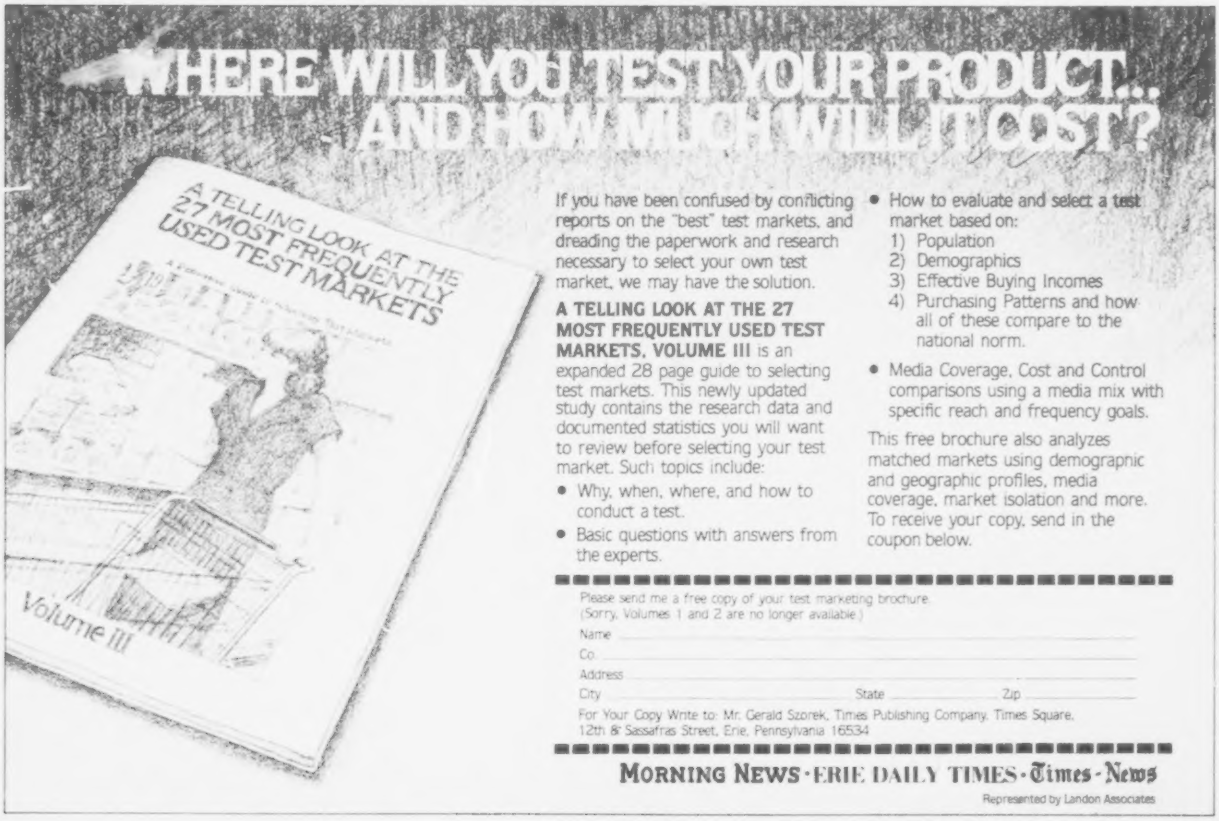
Nearby Shopping Centers

Name (No of stores)	Miles from Downtown	Principal Stores
West Erie Plaza(25)	3	Hornes
Perry Plaza(18)	2	Loblaw's
Liberty Plaza(27)	2	Carlisle
The Colony(26)	3	Colony Foodtown
Eastway Plaza(23)	5	Loblaw's K mart
Central Mall(27)	NA	Golden Dawn
Grandview(8)	3	Thrift Drug K mart
Park Plaza(18)	2	Arrow Giant Eagle
Zuck Rd Pl (2)	3	Loblaw's Eckerd
K[illegible] (2)	2	Loblaw's
Millcreek Mall(153)	5	Sears JCPenney Horne's Kaufmanns

Principal Shopping Days Sat Mon Fri Thur
Stores Open Evenings Dept Mon Fri

13 - RETAIL OUTLETS Department Stores Hornes Carlisle's Sears JCPenney Kaufman's
Discount Stores Value City 2 K mart 3 Hills 2
Variety Stores Murphy 2 Woolworth Scott's 2 McCrory
Chain Drug Stores Rea & Derick 5 Eckerd 8 Arrow 2 Sun White Cross 2 Thrift
Chain Supermarkets Loblaw's 10 Giant Eagle 3 Super Duper 7 Golden Dawn 10
Other Chain Stores Ladies Apparel Lynn's Fashion Flair Ormand's Men's Richman Bros Shoes Thom McAn 2 Kinney Nobil Giant Pick-Way Hanover Others Tagway Pittsburgh Plate Glass Sherwin-Williams Singer Co American Auto Firestone Goodrich Goodyear General Tire Uniroyal Radio Shack S&H Green Stamps

14 - NEWSPAPERS NEWS (m-mon to fri) 26,409 TIMES (e-mon to fri) 42,742 TIMES-NEWS (m-sat) 60,126 (S) 100,052 Mar 31 1985 ABC
Local Contact for Advertising and Merchandising Data Gerald J Szorek Natl Adv Mgr or Owen Toale Ret Adv Mgr TIMES-NEWS 205 W 12th St Erie PA 16534 Tel (814) 456-8531
National Representative Landon Associates


WHERE WILL YOU TEST YOUR PRODUCT...
...AND HOW MUCH WILL IT COST?
A TELLING LOOK AT THE 27 MOST FREQUENTLY USED TEST MARKETS
Volume III

If you have been confused by conflicting reports on the "best" test markets, and dreading the paperwork and research necessary to select your own test market, we may have the solution.

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- Basic questions with answers from the experts.
- How to evaluate and select a test market based on:
  1) Population
  2) Demographics
  3) Effective Buying Incomes
  4) Purchasing Patterns and how all of these compare to the national norm.
- Media Coverage, Cost and Control comparisons using a media mix with specific reach and frequency goals.

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Represented by Landon Associates

FARRELL
See SHARON

FRANKLIN
See OIL CITY

GETTYSBURG

1 - LOCATION: Adams County. E&P Map D-3 (In York MSA). 31 mi. SW of Harrisburg, 25 mi. W of York, 50 mi. N of Baltimore, MD, 25 mi. E of Chambersburg.

2 - TRANSPORTATION: **Railroads** Gettysburg (freight), Western Maryland (freight).

3 - POPULATION:
Corp. City 80 Cen. 7,194; E&P 85 Est. 7,713
CZ-ABC: (80) 11,992
RTZ-ABC: (80) 67,521
County 80 Cen. 68,292; E&P 85 Est. 73,687
MSA 80 Cen. 381,255; E&P 85 Est. 402,410
City & RTZ-ABC: (80) 79,513

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,523; E&P 85 Est. 2,725
CZ-ABC: (80) 4,075
RTZ-ABC: (80) 22,019
County 80 Cen. 22,897; E&P 85 Est. 25,516
MSA 80 Cen. 135,210; E&P 85 Est. 147,139
City & RTZ-ABC: (80) 26,094

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	14	$300,018,929
Savings & Loan	2	$73,516,829

6 - PASSENGER AUTOS: County 36,315

7 - ELECTRIC METERS: Residence 8,630

8 - GAS METERS: Residence 7,313

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Furniture 518; Shoes 1,950; Textile 974; Food Processing 1,775 full time and 10,500 seasonal; National Park 300; College and Religious Seminary 750; Appliance Mfg. 750; Printing 250; Paper Supplies 200.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-75; Summer 50-100; Fall 30-70; Winter 10-70.

11 - TAP WATER: Neutral, soft, not fluoridated, chlorinated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
No. Gettysburg(10)	1	Ames, Radio Shack, Rea & Derick
Springs Ave (9)	NA	Factory Outlet, Discount Fabric, Dollar General
N. Hanover Mall	14	K mart, Sears, Bon-Ton, JCPenney, Value City, Toytown
Chambersburg Mall	17	Hess, Gee Bees

Principal Shopping Days-Fri., Sat., Mon.

13 - RETAIL OUTLETS: **Department Stores**-Ames, Rea & Derick
Variety Store-Murphy Mart, Dollar General, Dollar Bargain
Chain Drug Stores-Rea & Derick 2, Peoples, Rite Aid
Chain Supermarkets-A&P, Kennies 2, Giant, Weis
Other Chain Stores-Automotive Supply Co., Benn's, K&W Tires, T&S Factory Outlet, Martins Shoes, Wall & Ochs, Get-Mor Factory Outlet, Radio Shack, McDonald's.

14 - NEWSPAPERS: TIMES (m) 9,109; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Richard N. Sanders, Adv. Mgr., TIMES, 18 Carlisle St., PO Box 370, Gettysburg, PA 17325; Tel. (717) 334-1131.
National Representative: Landon Associates.

GREENSBURG

1 - LOCATION: Westmoreland County (In Pittsburgh PMSA). E&P Map B-3. County Seat. M'fg., agric. and coal mining. On 2 U.S. & five State Hwys., 5 mi. to PA Tpke., 30 mi. E of Pittsburgh.

2 - TRANSPORTATION: **Railroads**-Amtrak.
Motor Freight Carriers-7
Intercity Bus Lines-Greyhound, Lincoln, Penn.

3 - POPULATION:
Corp. City 80 Cen. 17,558; E&P 85 Est. 18,827
NDM-ABC: (80) 284,774
County 80 Cen. 392,294; E&P 85 Est. 399,626
PMSA 80 Cen. 2,219,848; E&P 85 Est. 2,239,429
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,973; E&P 85 Est. 7,783
NDM-ABC: (80) 99,416
County 80 Cen. 139,233; E&P 85 Est. 146,397
PMSA 80 Cen. 885,070; E&P 85 Est. 847,049

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	18	N.A.
Commercial	19	N.A.

6 - PASSENGER AUTOS: County 185,028

7 - ELECTRIC METERS: Residence County Est. 125,000

8 - GAS METERS: Residence County Est. 90,000

9 - PRINCIPAL INDUSTRIES: Automobile Mfg., Primary Metal Prod., Fabricated Metal Prod., Elect. Mach., Stone, Clay and Glass Prod., Scientific Instruments and Automatic Temp. Controls, Non Elect. Mach., Food Prod., Rubber and Plastic Prod., Apparel, Printing and Publishing, Paper Prod., Bituminous Coal, Natural Gas.
Principal Pay Days-Fri., 1 & 15, 10 & 25.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 60-90; Fall 30-80; Winter 5-60. First killing frost, Sept. 20; last killing frost, May 10.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on both sides of Main St. & Pennsylvania Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Greengate Mall(90)	NA	JCPenney, Hornes, Montgomery Ward
Greensburg Plz (10)	NA	K mart, Foodland
Eastgate Plz.	NA	Gee Bee
Greensburg(20)	NA	Tile City
Latrobe	NA	K mart, Jamesway, Foodland
Westmoreland Mall(130)	NA	Troutman's, Sears, Murphy's Mart, Kaufman's, Shop-N-Save

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown Mon., Thur., Fri.; Shpg. Ctrs. every evening.

13 - RETAIL OUTLETS: **Department Stores**-Sears 3, Troutman 5 (Allied), Langs, Montgomery Ward, Hornes, JCPenney 3, Bon-Ton, Kaufmann's.
Variety Stores-G.C. Murphy 2
Discount Stores-Gee Bee 2, K mart 4, Murphy Mart 4, Jamesway, Hills 6, Fisher's Big Wheel.
Chain Drug Stores-Thrift 4, Widmann, Rite Aid 5.
Chain Supermarkets-Kroger, Foodland 6, Red & White 2, Davis Mkt., Giant Eagle 2, U-Save, Shop-N-Save 9.
Other Chain Stores-Thom McAn 3, Kinney 2, Gatling Auto 2, Wayne, Weil, Singer Co., S&H Green Stamps, Islays 2, Kamps Shoes 3, Son Tile, Joe Workman, Richman Bros., Firestone, Goodyear, Carlton Men's, Standard Sportswear 2, Father & Son Shoe, Mariann, Spencer Gift 2, Camera & Card Shop, National Record Mart 2, DeRoy Jewelers 2, Fulton Piano 2, Fashion Hosiery, Beltone, Barricini Candy, Kelley & Cohen 4, Hart's, Radio Shack 16, Fabric Fair, Baker Shoes 2, Misc. Shop, Suzy Boutique, Foxmoor Casuals, General Nutrition 2, Herrold Jewelers, Penn Furn., Wickes Lumber, Hickory Farms 2, Fabric Tree, Baskin-Robbins, Elizabeth Addams, Photocoral 2, Toy Mart, Waldenbooks 2, Watchmaker, Tobacco Vig 2, Busy Beaver, Fisher's Big Wheel 2, 84 Lumber, Widmann, Rite Aid 5, Hermans, York Steakhouse, Tagway Shoes, Kay Bee Toy, Fotomat, Anderson Little, Casual Corner.

14 - NEWSPAPERS: TRIBUNE-REVIEW (m) 52,433; (S) 80,349; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: H. Robert Schadewald, Mkt. Dir., TRIBUNE-REVIEW, Cabin Hill Dr., Greensburg, PA 15601; Tel. (412) 834-1151.
National Representative: Landon Associates.

GREENVILLE

1 - LOCATION: Mercer County (In Sharon MSA). E&P Map A-2. 75 mi. N of Pittsburgh; 75 mi. E of Cleveland, OH; 30 mi. E of Youngstown, OH; 60 mi. S of Erie PA. On State Hwys. 18, 58 and 358; 15 mi. from I-79; 16 mi. from I-80.

2 - TRANSPORTATION: **Railroads**-Conrail, Bessemer & Lake Erie, E&P Div.
Motor Freight Carriers-4
Intercity Bus Lines-1
Airlines-Youngstown, OH (25 mi.)

3 - POPULATION:
Corp. City 80 Cen. 7,730; E&P 85 Est. 7,370
CZ-ABC: (80) 7,730
RTZ-ABC: (80) 35,391
County/MSA 80 Cen. 128,299; E&P 85 Est. 131,520
City & RTZ-ABC: (80) 43,121

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,787; E&P 85 Est. 2,744
CZ-ABC: (80) 2,787
RTZ-ABC: (80) 11,897
County/MSA 80 Cen. 44,657; E&P 85 Est. 47,134
City & RTZ-ABC: (80) 14,684

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	N.A.
Savings & Loan	3	$286,000,000

6 - PASSENGER AUTOS: County 56,783

7 - ELECTRIC METERS: Residence 5,641

8 - GAS METERS: Residence 3,822

9 - PRINCIPAL INDUSTRIES: Iron Castings, Aluminum Ladders, Stainless Steel Pipe, Railroad Cars, Health, Tourism, Agriculture.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-94; Summer 30-98; Fall 6-86; Winter 9-68.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Downtown Shopping Center**-5 blocks.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Greenville Plz (22)	NA	Murphy, Jamesway, Riverside Mkt.
Colonial Plz (5)	NA	Valu King
Reynolds Plz (6)	3	

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-L. I. Keck, JCPenney, N. N. Moss, Jamesway.
Variety Store-Murphy Mart.
Chain Supermarkets-Golden Dawn, Valu King, Riverside.
Other Chain Stores-Sears (catalog), Montgomery Ward, King of Parts, NAPA, Radio Shack, Hallmark, Servistar, True Value, Firestone, Eastern Medical, Rexall, Carter, J. S. Raub.

14 - NEWSPAPERS: RECORD-ARGUS (e) 5,000; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Nickolas F. Monico, Adv. Mgr., RECORD-ARGUS, 10 Penn Ave., PO Box 711, Greenville, PA 16125; Tel. (412) 588-5000.
National Representative: Thomson Newspapers.

HANOVER

1 - LOCATION: York County (In York MSA). E&P Map D-3. 18 mi. W of York, 14 mi. E of Gettysburg, 40 mi. N of Baltimore and 40 mi. SE of Harrisburg.

2 - TRANSPORTATION: **Railroads**-Maryland-Penna., Western Maryland.
Motor Freight Carriers-23

3 - POPULATION:
Corp. City 80 Cen. 14,890; E&P 85 Est. 15,200
CZ-ABC: (80) 25,660
RTZ-ABC: (80) 193,068
County 80 Cen. 312,963; E&P 85 Est. 328,723
MSA 80 Cen. 381,255; E&P 85 Est. 402,410
City & RTZ-ABC: (80) 218,728

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,149; E&P 85 Est. 6,399
CZ-ABC: (80) 9,980
RTZ-ABC: (80) 62,653
County 80 Cen. 112,313; E&P 85 Est. 121,623
MSA 80 Cen. 135,210; E&P 85 Est. 147,139
City & RTZ-ABC: (80) 72,633

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$450,000,000
Savings & Loan	2	$53,000,000

6 - PASSENGER AUTOS: County 174,292

7 - ELECTRIC METERS: Residence 30,850

8 - GAS METERS: Residence & Commercial 9,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Leather 2,369; Paper & Printing 2,452; Textile & Apparel 1,249; Food Proc. 1,999; Primary & Fabricated Metal 3,705; Furn. 748; Chem., Rubber, Stone 625.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-90; Summer 55-98; Fall 17-87; Winter 5-75.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Clearview(16)	1	Rea & Derick, Woolworth, A&P
Hanover Plz (3)	2	Value City, Toytown U.S.A.
No. Hanover Mall(66)	2	Bon-Ton, Sears, K mart
South Hanover(8)	3	King's Dept., Nichols', Drug Fair

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown Mon., Fri., Sat.; Shpg. Ctrs. every night.

13 - RETAIL OUTLETS: **Department Stores**-Bon-Ton, Sears, JCPenney.
Discount Stores-Nichols, Value City, K mart.
Variety Stores-McCrory, Woolworth.
Chain Drug Stores-Rea & Derick (Rexall), Thrift Drug, Drug Fair, Rite Aid, Revco.
Chain Supermarkets-A&P, Weis, Giant, Co-op Consumers, Safeway.
Other Chain Stores-Columbia Jewelers, S&H Green Stamps, Super Shoes, Goodyear, Goodrich, Lowe's Lumber Yard, 84 Lumber, Ames, Dahnker.

14 - NEWSPAPERS: SUN (e) 21,801; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Michael A. Guidara, Adv. Mgr., SUN, 135 Baltimore St., PO Box 514, Hanover, PA 17331; Tel. (717) 637-3736.
National Representative: Thomson Newspapers.

HARRISBURG

1 - LOCATION: Dauphin County (In Harrisburg-Lebanon-Carlisle MSA). E&P Map D-3. State Capital and County Seat. On Eastern bank of Susquehanna River. 100 mi. from Phila., 81 mi. N of Baltimore, MD. Wholesale center for Central PA on Hwys. 22, 322, 422, 11, 15, 111, 230. Interstates 76, 81, 83, & 283.

2 - TRANSPORTATION: **Railroads**-Amtrak, Conrail Main Line. Largest freight classification yards on PA System.
Motor Freight-100 Carriers, 65 terminals.
Intercity Bus Lines-Greyhound, Trailways, Capitol Area Transit.
Airlines-TWA, USAir, United, American, Allegheny Commuter, Henson.

3 - POPULATION:
Corp. City 80 Cen. 53,264; E&P 85 Est. 48,231
CZ-ABC: (80) 310,597
RTZ-ABC: (80) 167,058
County 80 Cen. 232,317; E&P 85 Est. 242,344
MSA 80 Cen. 555,901; E&P 85 Est. 582,412
City & RTZ-ABC: (80) 477,655
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 22,024; E&P 85 Est. 22,562
County 80 Cen. 88,088; E&P 85 Est. 94,876
MSA 80 Cen. 200,990; E&P 85 Est. 217,949
CZ-ABC: (80) 116,427
RTZ-ABC: (80) 57,000
City & RTZ-ABC: (80) 173,427

5 - BANKS	**NUMBER**	**EST. DEP.**
All Banks	135	$4,140,199,000

6 - PASSENGER AUTOS: County 135,767

7 - ELECTRIC METERS: Residence 67,403

8 - GAS METERS: Residence 58,135

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Durable Goods 24,600 ($425); Primary Metals 7,500 ($507); Electric Mach. 2,700 ($323); Non-Durable Goods 26,800 ($308); Food Products 10,200 ($388); Transp. and Util. 17,400 ($322); Printing & Publ. 17,400 ($375); State-Local Govt. 50,600; Federal Service 14,600.
Principal Pay Days-Staggered.

10 - CLIMATE: Spring 21-68; Summer 61-92; Fall 43-78; Winter 10. First killing frost, Sept. 28; last killing frost, May 11.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Downtown, Strawberry Square Complex, Market Street, 1 block on Walnut Street.
Major Shopping Centers-Harrisburg East Mall (Paxtang), Capital City Mall (Camp Hill), Colonial Park Mall (Colonial Park), The Point (Union Deposit), Camp Hill Mall (Camp Hill).
Minor Shopping Centers-Derrytown Mall (Hershey), East Park Center (Lawnton), Carlisle Plaza (Carlisle), Summerdale Plaza Shopping Center (Summerdale), Windsor Park Plaza (Mechanicsburg), West Shore Plaza (Lemoyne).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Harrisburg East Mall(79)	3	John Wanamaker, Hess, JCPenney
Capital City Mall(83)	5	Hess, Sears, Murphy Mart
Kline Vlg (12)	1	Peoples Drug
West Shore Plz (29)	2	Mont. Ward
Camp Hill(68)	3	Peoples Drug
Colonial Pk (78)	6	Sears, Pomeroy's
Jamesway Plz (35)	7	Jamesway
Carlisle Plz (34)	17	JCPenney, Bon-Ton
Cedar Cliff Mall(14)	4	Rea & Derick
The Point(38)	5	VFO Fashions, Murphy Mart

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Shopping Centers every night.

13 - RETAIL OUTLETS: Department Stores-Pomeroy's 3; Sears 2; John Wanamaker; JCPenney 2; Hess 2; Montgomery Ward; Boscov.
Discount Stores-K mart 4; Hills 3; Murphy Mart 2; Jamesway.
Variety Stores-Woolworth; Kresge; Bills.
Chain Drug Stores-Rea & Derick 12; Peoples 9; Rite-Aid 5; Revco 5; Thrift Drugs 4; Drug Fair 2.
Chain Supermarkets-Handy Mkt. 12; Weis 16; A&P 2; Giant 13; Super Thrift 3; IGA 3; 7-Eleven 9; Pathmark 2; Pantry Fresh 2; Hattie Harris 6; Turkey Hill 8; Karns 3; Kohhaus 3; Fox's 3.
Other Chain Stores-Irvings; Kinney; Stuarts; Stephenson's; Moore's; Hickory Farms; Maternity Mart; Anderson-Little; Silo; Channel; Lowes; Hechinger; Wickes Lumber; Toys R Us.

14 - NEWSPAPERS: PATRIOT (m-mon. to fri.) 48,450; NEWS (e-mon to fri) 56,695; (sat) 91,685; PATRIOT-NEWS (S) 163,726; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Robert E. Cobaugh, Natl. Adv. Mgr., PATRIOT & NEWS, 812 Market St., PO Box 2265, Harrisburg, PA 17105; Tel. (717) 255-8277.
National Representative: Newhouse Newspapers Metro Suburbia.

HAZLETON

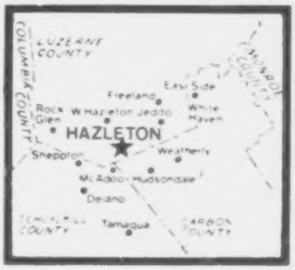
1 - LOCATION: Luzerne County (In Scranton-Wilkes-Barre MSA). E&P Map E-2. Southern portion of Luzerne County; shopping and wholesale center of a tri-county area (lower Luzerne and northern Carbon and Schuylkill). 125 mi. from N.Y. City; 102 mi. from Philadelphia.

2 - TRANSPORTATION: Motor Freight Carriers-34.
Intercity Bus Lines-Capitol; Continental Trailways; Luzerne & Carbon County Motor Transportation; Valley Transit.

3 - POPULATION:
Corp. City 80 Cen. 27,318; E&P 85 Est. 25,932
CZ-ABC: (80) 47,398
RTZ-ABC: (80) 38,066
County 80 Cen. 343,079; E&P 85 Est. 347,222
MSA 80 Cen. 728,796; E&P 85 Est. 745,419
City & RTZ-ABC: (80) 85,464

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,762; E&P 85 Est. 10,378
CZ-ABC: (80) 18,432
RTZ-ABC: (80) 12,211
County 80 Cen. 125,502; E&P 85 Est. 131,083
MSA 80 Cen. 263,271; E&P 85 Est. 277,874
City & RTZ-ABC: (80) 31,343



Hazleton Standard-Speaker (all day)
24,301 ABC 3/31/85

5 - BANKS	NUMBER	DEPOSITS
Savings	6	$4,191,491,000
Savings & Loan	3	$701,280,306

6 - PASSENGER AUTOS: County 166,365.

7 - ELECTRIC METERS: Residence 60,407.

8 - GAS METERS: Residence 5,317.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Machine Shops 1,567; Mining & Stripping 906.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-56; Summer 65-80; Fall 35-59; Winter 23-27. First killing frost, Sept. 20; last killing frost, June 1.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: Principal Shopping Center-6 blocks on Broad St., on Wyoming St., 2 on North Laurel St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Church Hill Mall(14)	2	McCrory, Gaylord's, Super Saver
Laurel Mall(40)	4	Boscov's, Martin's, McCrory
Hazleton(8)	1	Super Saver, Sears, McCrory

Principal Shopping Days-Department Stores-Wed., Fri., Sat.; Food-Wed., Thur., Fri.
Stores Open Evenings-Department Stores-Wed., Fri.; Food-daily.

13 - RETAIL OUTLETS: Department Stores-P. Deisroth's; Sears; Boscov's.
Discount Stores-Discountland U.S.A.; Gee Bee; K mart; Zayre.
Variety Stores-Kresge; McCrory.
Chain Drug Stores-Rea & Derick; Rite-Aid; Associated Druggist; General Nutrition Center; Consumer Value Stores.
Chain Supermarkets-Super-Saver 2; Martin's; Pantry Quik 4; Weis; Discountland USA; IGA 4; Joseph's Holiday Mkt.; Giant; Freeland Food Mart; Economy; Hazle Park Meats; A-1 Supermarket; Food Lane.
Other Chain Stores-Thom McAn; Triangle; Raub's; Glick's; Sherwin-Williams; Women's Apparel Shrivers; Junior Colony; Fashion Colony; Colony II; Fashion Bug; Men's Stores; The Hub; Sarno & Son; Metallo's; Furn. Stores; Nathan's; Powell's; Pitman's.

14 - NEWSPAPERS: STANDARD-SPEAKER (all day) 24,301; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Edwin Gunshore, Adv. Dir., STANDARD-SPEAKER, 21 N. Wyoming St., Hazleton, PA 18201; Tel. (717) 455-3636.
National Representative: Landon Associates.

HUNTINGDON-MOUNT UNION

1 - LOCATION: Huntingdon County. E&P Map C-3. On the Juniata River, 36 mi. E of Altoona, 90 mi. W of Harrisburg, on U.S. Rte. 22. Mount Union is on the Juniata River, 12 mi. E of Huntingdon, 78 mi. W of Harrisburg, on U.S. Rtes. 22 & 522. Location of Raystown Lake, largest man-made reservoir in PA, with boating, fishing, recreational facilities.

2 - TRANSPORTATION: Railroads-Conrail.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. Boroughs 80 Cen. 10,143; E&P 85 Est. 10,375
Huntingdon 80 Cen. 7,042; E&P 85 Est. 7,412
Mount Union 80 Cen. 3,101; E&P 85 Est. 2,963
County 80 Cen. 44,253; E&P 85 Est. 44,296

4 - HOUSEHOLDS:
Boroughs 80 Cen. 3,976; E&P 85 Est. 3,661
Huntingdon 80 Cen. 2,552; E&P 85 Est. 2,515
Mount Union 80 Cen. 1,244; E&P 85 Est. 1,146
County 80 Cen. 14,459; E&P 85 Est. 15,685

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	—$156,227,000
Savings & Loan	2	$2,740,000

6 - PASSENGER AUTOS: County 19,952.

7 - ELECTRIC METERS: Residence 8,275.

8 - GAS METERS: Residence 2,400.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Brick 300; Glass 700; Garment 940; Printing 475; Footwear 495; Electronics 500; Engrg. & Mach. Pts. 100; Railroad & Util. 325; State Govt. 450; Sand-Stone 265; Wood Prod. 400.
Principal Industrial Pay Days-Textiles, Thur.; Brick Refractories, Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-90; Summer 42-98; Fall 21-90; Winter 11-66. First killing frost, Oct. 6; last killing frost, May 12.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: Principal Shopping Center-14 blocks on 5 streets, 7 units.
Principal Shopping Days-Fri., Sat., Thur.
Stores Close-Wed. afternoons all year.
Stores Open Evenings-Huntingdon, Fri.; Mount Union, Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Poser's; Miller's.
Variety Stores-McCrory.
Chain Drug Stores-Hilly's; Rite-Aid 2; Widmann's; Health Mart.
Chain Supermarkets-Weis 2; IGA 4; Riverside 2; Food Rite.
Discount Stores-Widmann's.
Other Chain Stores-Sears (catalog) 2; Western Auto 2; Sherwin-Williams; Wolf Furn.; Montgomery Ward 2; Murphy Mart.

14 - NEWSPAPERS: NEWS (e) 10,757; June 30, 1984 CAC.
Local Contact for Advertising and Merchandising Data: Kenneth I. Smith, Adv. Dir., NEWS, 325 Penn St., Huntingdon, PA 16652; Tel. (814) 643-4040.
National Representative: Landon Associates.

INDIANA

1 - LOCATION: Indiana County. E&P Map B-2. County Seat. 60 mi. NE of Pittsburgh, 50 mi. W of Altoona.

2 - TRANSPORTATION: Railroads-Conrail; B&O.
Motor Freight Carriers-2.
Intercity Bus Lines-Fullington Trailways; Blue & White; Grove City.

3 - POPULATION:
Corp. City 80 Cen. 16,051; E&P 85 Est. 16,559
CZ-ABC: (80) 29,228
RTZ-ABC: (80) 63,053
County 80 Cen. 92,281; E&P 85 Est. 95,356
City & RTZ-ABC: (80) 92,281

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,473; E&P 85 Est. 4,663
CZ-ABC: (80) 9,054
RTZ-ABC: (80) 20,944
County 80 Cen. 29,998; E&P 85 Est. 32,031
City & RTZ-ABC: (80) 29,998

5 - BANKS	NUMBER	EST. DEP.
Savings	7	$878,593,000
Savings & Loan	3	over $100,000,000

6 - PASSENGER AUTOS: County 40,454.

7 - ELECTRIC METERS: Residence 19,000.

ANOTHER GREAT YEAR IN HAZLETON!

Northeastern Pennsylvania is the 60th SMSA in Population

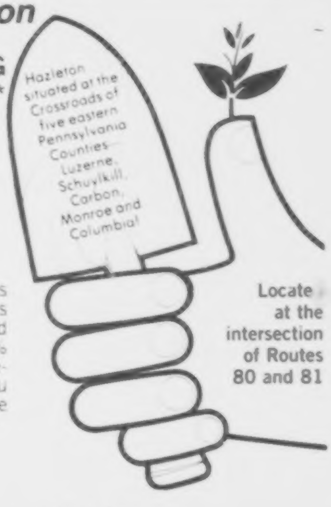
HAZLETON—WESTERN "GATEWAY TO THE POCONOS"—IS THE GROWING PART OF THAT MARKET—DISPOSABLE INCOME $250,805,000*

Hazleton, Pa.
Standard-Speaker

. . . is a metro market medium that has had a growth of 7% in advertising in the last few years. The first 9 months of 1985 show a continued growth of over 80,000 inches. Our lineage for 1984 was 1,524,676 inches or 21,345,464 lines. In metro market ranking Scranton/Wilkes-Barre/Hazleton ranks 50th in Suburban Population, 65th in Households, 72nd in Effective Buying Income (EBI), 59th in Suburban EBI and 75th in Total Retail Sales of $3,555,379,000. Hazleton is a viable part of this great market. In Auto Sales Hazleton sells $44,601,000 to Wilkes-Barre's $22,296,000 and EXCEEDS Wilkes-Barre in every category of EBI for % of Households by EBI Group PLUS Median Household Buying Power. Is that growth or isn't it? You should take a second look at Hazleton. We're the home of Cadbury Candy's Manufacturing Division.

Source: 1985 Survey of Buying Power Sales and Marketing Management

Edwin Gunshore, Advertising Director
21 N. Wyoming St., Hazleton, Pa. 18201 • 717-455-3636
Nationally Represented by Landon Associates


Hazleton situated at the Crossroads of five eastern Pennsylvania Counties-- Luzerne, Schuylkill, Carbon, Monroe and Columbia!

Locate at the intersection of Routes 80 and 81

*E&P 1986 Est.

8 - GAS METERS: Residence 7,700

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Weekly Wage)-Tires 345 ($351); Aluminum Doors 858 ($426); Medical Instruments 450 ($390); University 1,400 ($400); Coal Mining 4,389 ($552); Highway & Constr. 595 ($330); Generating 1,071 ($516); Riot Control 350 ($300); Mining Equipment 885 ($333); Chalkboards 127 ($275); Cardiac Pacemakers 60 ($300); Conveyors Equip. 700 ($325); Fabricated Metal 1,356 ($310); Electric-Gas-Telephone Employees 1,350 ($550)

10 - CLIMATE: Min. & Max. Temp.-Spring 31-65; Summer 60-90; Fall 25-70; Winter 10-42. First killing frost, Oct. 10; last killing frost, May 1st

11 - TAP WATER: Slightly acid, hard

12 - RETAILING: **Principal Shopping Center**-5 blocks on Philadelphia St.
Shopping Centers-Route 119 South; Wayne Ave. extension; Route 119 North-4th St.; Regency Mall; Indiana Mall

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Rt. 286 S.	NA	David Weis
Riverside Mini Mall(3)	NA	Woolworth, Eckerd, Riverside
Regency Mall(23)	NA	Riverside, Thrift Drug, Mont. Ward, Murphy's Mart, Hills
Indiana Mall(59)	NA	K mart, Bon Ton, Sears, JCPenney

13 - RETAIL OUTLETS: **Department Stores**-Brody Bros., Montgomery Ward, JCPenney, Hills, Sears, Bon Ton
Discount Stores-Distributors, Hills, David Weis, Murphy Mart, K mart, Heck's
Variety Stores-G.C. Murphy, Woolworth
Chain Drug Stores-Thrift, Eckerd, Revco, CVS, Rite Aid 3
Chain Supermarkets-Riverside 4, Shop & Save 2, Comet, Giant Eagle
Other Chain Stores-Ben Franklin, Brown's Boot, Penn Furniture, Heck's

14 - NEWSPAPERS: GAZETTE (e) 20,862, Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Russell Hickey, Adv. Dir., GAZETTE, 899 Water St., PO Box 10, Indiana, PA 15701; Tel. (412) 465-5555
National Representative: Landon Associates

IRWIN

1 - LOCATION: Westmoreland County, E&P Map B-3 (In Pittsburgh PMSA). Mfg., coal mining and agric. area. 20 mi. SW of Pittsburgh, near junction of US Hwys. 30 and I-76

2 - TRANSPORTATION: **Railroads**-Conrail
Motor Freight Carriers-10
Airlines-USAir, American, Eastern, Nordair Ltd., Northwest, TWA, United (all at Pittsburgh)

3 - POPULATION:
Corp. City 80 Cen. 4,995; E&P 85 Est. 5,603
County 80 Cen. 392,294; E&P 85 Est. 399,626
PMSA 80 Cen. 2,219,848; E&P 85 Est. 2,239,429

4 - HOUSEHOLDS:
City 80 Cen. 2,201; E&P 85 Est. 2,603
County 80 Cen. 139,233; E&P 85 Est. 146,397
PMSA 80 Cen. 885,070; E&P 85 Est. 847,049

5 - BANKS	NUMBER	DEPOSITS
Commercial	1	N.A.

6 - PASSENGER AUTOS: County 185,028

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg.: machine tools, elect. equip., mine cars, foundry and castings; farming

10 - CLIMATE: Min. & Max. Temp.-Spring 1-90; Summer 38-103; Fall 1-102; Winter 20-77. First killing frost Oct. 20; last killing frost, Apr. 20

11 - TAP WATER: Alkaline, hard

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Norwin(41)	NA	Thrift Drug, Foodland
Murphy's Mart	NA	Murphy's Mart, Giant Eagle, K mart
Norwin Hills(20)	NA	Hills, Shop N Save

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: STANDARD-OBSERVER (e) 14,924, sworn Mar. 31, 1985
Local Contact for Advertising and Merchandising Data: Bob Livorio, Adv. Dir., STANDARD-OBSERVER, PO Box 280, Irwin, PA 15642; Tel. (412) 863-3601
National Representative: Landon Associates; U.S. Suburban Press

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JERSEY SHORE
See LOCK HAVEN

JIM THORPE
See LEHIGHTON

JOHNSTOWN

1 - LOCATION: Cambria County (In Johnstown MSA). E&P Map B-3. In valley formed by the confluence of Stoney Creek and Little Conemaugh River. 78 mi. E of Pittsburgh, 38 mi. W of Altoona, 75 mi. N of Cumberland, MD. Steel, coal, regional health serv. ctr., Univ. of Pittsburgh at Johnstown

2 - TRANSPORTATION: **Railroads**-Amtrak, Conrail, Conemaugh & Blacklick, Johnstown & Stoney Creek
Motor Freight Carriers-10 local, 27 steel carriers, 23 general commodity carriers
Intercity Bus Lines-Blue & White, Greyhound, Cambria Co. Transit, De Bolt, Somerset
Airlines-USAir Commuter

3 - POPULATION:
Corp. City 80 Cen. 35,496; E&P 85 Est. 31,677
CZ-ABC: (80) 100,456
RTZ-ABC: (80) 250,712
County 80 Cen. 183,263; E&P 85 Est. 181,238
MSA 80 Cen. 264,506; E&P 85 Est. 264,407
City & RTZ-ABC: (80) 351,168
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,211; E&P 85 Est. 13,229
CZ-ABC: (80) 37,135
RTZ-ABC: (80) 84,111
County 80 Cen. 63,375; E&P 85 Est. 64,621
MSA 80 Cen. 91,924; E&P 85 Est. 94,777
City & RTZ-ABC: (80) 121,246

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$1,359,190,496
Savings & Loan	3	$641,534,916

6 - PASSENGER AUTOS: County 81,447

7 - ELECTRIC METERS: City Residence 13,853

8 - GAS METERS: City Residence 12,844

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Primary Metals and Metalworking Industries 5,500 ($357); Mining 5,400 (N.A.); Apparel 3,200 ($187); Health Services 7,200 (N.A.)
Principal Pay Days-Thur., Fri., 15 & 30

10 - CLIMATE: Min. & Max. Temp.-Spring 18-92; Summer 36-100; Fall 10-82; Winter -1-66. First killing frost, Oct. 31; last killing frost, Apr. 22

11 - TAP WATER: Acid, very soft

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main, 2 on Market, 2 on Clinton, 2 on Washington, 2 1/2 miles on Rt. 56
Neighborhood Shopping Centers-4 blocks on Central Ave., Moham, 3 on Fairfield Ave., Morrellville

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Geistown(11)	3	Ideal
Westmont(41)	3	Gee Bee, Cambria Hdwe.
Bel-Air(14)	3	Value City, Wolf's, Today's Living
Richland(60)	5	Riverside, Giant Eagle
Westwood(23)	3	Gee Bee, Hess
University Park(10)	7	JCPenney, Gee-Bee, Hills
Richland Mall(105)	7	Sears, Hess, K mart, Shop'N Save

Principal Shopping Days-Thur., Sun.
Stores Open Evenings-Downtown-Thur.; Shopping Ctrs.-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Glossers, Hess 2, Sears, JCPenney
Variety Stores-Woolworth, McCrory
Chain Drug Stores-Rite-Aid 2, Thrift 3, Eckerd, Rexall Group 4, Newman's, Revco 2
Chain Supermarkets-Giant Eagle 3, AG-Economy 9, Ideal Food 2, Shop-N-Save 4, Riverside 13, Gee-Bee 5
Discount Stores-Gee Bee, K mart, Hills, Value City
Other Chain Stores-Auto: Gatlings, Goodyear; Shoes: Kinney, Thom McAn, Hanover, Pic-Way; Clothing: Brooks, Burtons, Chess King, Fashion Bug, Foxmoor, LaRose, Motherhood Maternity, No Name, Reunion, Standard Sportswear, Susie Casuals, Ormond's; Jewelry: Kay Jewelers, Gordon's Jewelers; Furniture: Penn, Wolf

14 - NEWSPAPERS: TRIBUNE-DEMOCRAT (m) 52,092; (S) 51,978, Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Richard L. Trent, Nat'l Adv. Mgr., TRIBUNE-DEMOCRAT, 425 Locust St., Johnstown, PA 15907; Tel. (814) 536-7048
National Representative: Landon Associates

KANE

1 - LOCATION: McKean County, E&P Map B-1. 29 mi. SE of Warren, 29 mi. SW of Bradford. On U.S. Hwy. 6, Pa. Hwy. 321, 66

2 - TRANSPORTATION: **Railroads**-B&O, Chessie
Motor Freight Carriers-2
Bus Lines-Continental Trailways, Blue Bird
Airlines-USAir

3 - POPULATION:
Corp. City 80 Cen. 4,916; E&P 85 Est. 4,860
County 80 Cen. 50,635; E&P 85 Est. 50,668

4 - HOUSEHOLDS:
Borough 80 Cen. 1,919; E&P 85 Est. 1,792
County 80 Cen. 18,294; E&P 85 Est. 18,871

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: County 20,801

7 - ELECTRIC METERS: Residence 5,385

8 - GAS METERS: Residence 2,575

9 - PRINCIPAL INDUSTRIES: Elect. Components; Wood Prod.; Implement Handles; Wood Spec.; Luggage; Wood Dimension Milling; Detention Screens; Store Fixtures

10 - CLIMATE: N.A.

11 - TAP WATER: Spring and well water, fluoridated

12 - RETAILING: **Principal Shopping Center**-4 blocks on 8 St. Plz. Shpg. Ctr. (3 Stores-Market Basket) at west end of Kane on Rt. 6
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Food-Wed., Thur., Fri.; General-Fri.

13 - RETAIL OUTLETS: **Variety Stores**-McClellan, McCrory
Chain Drug Stores-Widmann, Eckerd, Rite-Aid
Chain Supermarkets-A&P, Market Basket, Quality

14 - NEWSPAPERS: REPUBLICAN (e) 2,753, sworn Sept. 30, 1984
Local Contact for Advertising and Merchandising Data: Kathy Schau, Adv.; Joseph C. Piccirillo, Gen. Mgr.; Richard Coleman, Editor, REPUBLICAN, 200 N. Fraley St., Kane, PA 16735; Tel. (814) 837-6000
National Representative: Landon Associates

KITTANNING

1 - LOCATION: Armstrong County, E&P Map B-2. County Seat. On the east bank of Allegheny River 45 mi. NE of Pittsburgh

2 - TRANSPORTATION: **Railroads**-Conrail, Pittsburgh & Shawmut, B&O with 3 mi. connects via Pittsburgh & Shawmut, Chessie System
Motor Freight Carriers-2
Intercity Bus Lines-Butler Motor Transit; Mid-County Transit Authority

3 - POPULATION:
Corp. City 80 Cen. 5,432; E&P 85 Est. 5,140
CZ-ABC: (80) 18,552
RTZ-ABC: (80) 67,506
County 80 Cen. 77,768; E&P 85 Est. 79,488
City & RTZ-ABC: (80) 86,058
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,287; E&P 85 Est. 2,157
CZ-ABC: (80) 7,283
RTZ-ABC: (80) 23,785
County 80 Cen. 28,066; E&P 85 Est. 29,636
City & RTZ-ABC: (80) 31,068

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	$353,000,000
Savings & Loan	3	$252,583,000

6 - PASSENGER AUTOS: County 41,667

7 - ELECTRIC METERS: Residence 29,400

8 - GAS METERS: Residence 12,632

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Plate Glass 500; Sanitary Ware 750; Ceramics 500; Coal Mining 1,200; Mushroom Mining 900
Principal Industrial Pay Days-1st, 15th, Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 68-100; Fall 45-70; Winter 15-40. First killing frost, Sept. 15; last killing frost, May 15

11 - TAP WATER: Neutral, soft, fluoridated

12 - RETAILING: **Principal Shopping Center**-4 blocks on Market, 4 on Jefferson, 3 on McKean, 2 on Grant
Neighborhood Shopping Centers-Ford City: 2 blocks on Ford; 3 on Fifth, 2 on Fourth. Kittanning: 2 on Orr; 12 stores in Kittanning Highlands; 26 stores in Franklin Village Shopping Center
Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Dept. Stores & Food-every night; Kittanning and Ford City-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Murphy, JCPenney (catalog), Montgomery Ward, Sears (catalog)
Discount Stores-Shoppers' Mart, Jamesway
Variety Store-Murphy
Chain Drug Stores-Thrift
Chain Supermarkets-Foodland, Shop 'N Save 2, Riverside
Other Chain Stores-Rocket Markets, Firestone, Sherwin-Williams, Radio Shack, Agway, JoAnn Fabrics

14 - NEWSPAPERS: LEADER-TIMES (e) 11,513, Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Lonnie L. Peppler, Adv. Mgr., LEADER-TIMES, 115-121 N. Grant Ave., Kittanning, PA 16201; Tel. (412) 543-1303
National Representative: Thomson Newspapers

LANCASTER

1 - LOCATION: Lancaster County (MSA), E&P Map D-3. County Seat. Widely diversified mfg., tourist and agric. area. College ctr. 64 hwy. mi. from Philadelphia, 159 hwy. mi. from New York, 67 hwy. mi. from Baltimore. On U.S. 30 (Lincoln Hwy.), U.S. Hwy. 283

2 - TRANSPORTATION: **Railroads**-Amtrak (passenger), Conrail (freight)
Intercity Bus Lines-Greyhound, Trailways
Motor Freight Carriers-19
Airlines-Suburban, Allegheny Commuter

3 - POPULATION:
Corp. City 80 Cen. 54,725; E&P 85 Est. 56,473
CZ-ABC: (80) 188,602
RTZ-ABC: (80) 247,509
County/MSA 80 Cen. 362,346; E&P 85 Est. 385,461
City & RTZ-ABC: (80) 436,111
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 24,746; E&P 85 Est. 22,422
CZ-ABC: (80) 67,178
RTZ-ABC: (80) 81,117
County/MSA 80 Cen. 123,864; E&P 85 Est. 136,095
City & RTZ-ABC: (80) 148,295

5 - BANKS	NUMBER	DEPOSITS
Commercial	13	N.A.
Savings & Loan	5	N.A.

6 - PASSENGER AUTOS: County 194,537

7 - ELECTRIC METERS: County 176,445

8 - GAS METERS: County 32,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Machinery & Elect. Equip. 10,800 ($487); Textiles 1,500 ($222); Apparel 5,200 ($199); Fab. Metal Prod. 7,400 ($387); Print & Pub. 5,400 ($364); Primary Metal Ind. 3,100 ($311); Stone, Clay, Glass Prods. 2,100 ($418); Lumber & Furniture 2,600 ($324); Food Prods. 6,500 ($426); Leather Prods. 800 ($150); Other Durable Goods 7,400 ($376); Other Non-Durable Goods 4,600 ($369); Contract Const. 7,400; Trans. & Public Util. 6,800; Wholesale & Retail Trade 38,400; Fin., Ins. & Real Estate 5,700; Services & Mining 30,000; Govt. 13,900
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-82; Summer 58-96; Fall 33-83; Winter 0-70. First killing frost, Oct. 21; last killing frost, Apr. 9

11 - TAP WATER: Alkaline, hard, fluoridated

12 - RETAILING: **Principal Shopping Area**-5 blocks on Queen St.; 5 on King St.; 4 on Prince St.; 3 on Duke St.; 4 on Orange St.; 3 on Chestnut St.; 1 on Market St.
Neighborhood Shopping Area-2 blocks on Columbia Ave., 3 blocks on Manor St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lancaster(32)	2	Weis, Kresge, Peoples, Giant
Wheatland(23)	3	Thrift Drug, Dollar General, Morgan & Mailman, Rebman's, Clothesline Fashions, Curtis Mathes
Manor(30)	2	Acme, Weis, Cloth World, Radio Shack, Maxwell's, Kinney
Lincoln Plaza(22)	3	Weis, Peoples, Jamesway, Stauffer's Mkt
Bridgeport(6)	2	Jewel T, Weis
Park City(160)	3	Sears, Gimbels, Woolworth, Watt & Shand, Peoples, JCPenney
K mart Plaza(17)	2	K mart, Rite-Aid, Cash & Carry, Mill Store, Weis
East Towne Mall(42)	4	Weis, Kinney, K mart, Radio Shack, Maxwell's, People's, Jamesway, Pearle Vision
Lancaster Outlet City(39)	5	Reading China & Glass, Manhattan Factory Outlet, Warners Knitwear
Willow Valley Square(24)	4	Willow Valley Farms, IGA, Peoples

Principal Shopping Days-Dept. Stores-Fri., Sat., Mon., Tues.; Food-Thur., Fri., Sat., Mon.
Stores Open Evenings-Downtown-Tues., Fri.; Shopping Centers & Food-6 nights.

13 - RETAIL OUTLETS: **Department Stores**-Watt & Shand 2; Sears; JCPenney; Gimbels; Clover.
Variety Stores-Woolworth 2; H.L. Green; McCrory; Kresge; Maxwell's.
Discount Stores-Nichols 2; K mart 4; Morgan & Mailman 2; Jamesway 2; Silo; Clover.
Chain Drug Stores-Peoples 12; Peoples 3; Sav-mart; Thrift; Thrift-D; Rite-Aid 2; White Shield 2; Drug Fair.
Chain Supermarkets-Acme 2; Weis 15; Jewel T 3; IGA 10; Food Rite 2; Giant 3; Jay's.
Other Chain Stores-Auto Supplies: Firestone 2; General; Miller's; Goodrich; Goodyear 2; Shoes: Endicott-Johnson, Hanover, Thom McAn 3, Buster Brown, Irving's, Father & Son, Kinney 4, Super Shoe; Men's Clothing: Hamburgers, Fillings, Anderson-Little, Chess King, Formal Affairs, National Shirt; Women's Apparel: Logan's, Ormond 2, Lerner's, Poser's, Feel Fine, Casual Corner, Fashion Flair, Susie's Casuals, Maxwell's 2, Marianne, Junior Colony 2, Fashion Bug, The Gap, A.S. Beck; Jewelry: Bash, Kay 2, Gordon's, Musselman's; Furniture: Harold's, Good's, Town & Country; Lumber: 84 Lumber, Wickes, Hechinger, Grossman's, Carter Cashway 2, Lowe's; Fabrics: So-Fro, Cloth World, Mill Store; Paint: MAB Paint, Best Bros., Sherwin-Williams 2, Glidden, PPG; Books: Provident 4, Waldenbooks, Anchor Christian, Coles; Catalog Stores: Jewelcor, S&H Green Stamps, Service Merchandise.

14 - NEWSPAPERS: INTELLIGENCER-JOURNAL (m) 43,348; NEW ERA (e) 57,515; NEWS (S) 142,650; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Melvin W. Williams, Gen. Adv. Mgr., INTELLIGENCER-JOURNAL, NEW ERA and SUNDAY NEWS, 8 W. King St., PO Box 1328, Lancaster, PA 17603; Tel. (717) 291-8700.
National Representative: None.

LANSDALE

1 - LOCATION: Montgomery County (In Philadelphia, PA-NJ PMSA). E&P Map E-3. 25 mi. N of Philadelphia.

2 - TRANSPORTATION:
Motor Freight Carriers-1.

3 - POPULATION:
Corp. City 80 Cen. 16,526; E&P 85 Est. 16,651
CZ-ABC: (80) 62,178
RTZ-ABC: (80) 64,821
PMSA 80 Cen. 4,716,818; E&P 85 Est. 4,865,110
County 80 Cen. 643,621; E&P 85 Est. 690,748
City & RTZ-ABC: (80) 126,999

4 - HOUSEHOLDS:
City 80 Cen. 6,216; E&P 85 Est. 6,484
County 80 Cen. 223,290; E&P 85 Est. 247,784
PMSA 80 Cen. 1,639,330; E&P 85 Est. 1,743,136
CZ-ABC: (80) 22,161
RTZ-ABC: (80) 21,444
City & RTZ-ABC: (80) 43,605

5 - BANKS	NUMBER	EST. DEP.
Commercial	21	$8,175,000,000
Savings & Loan	15	$185,755,000

6 - PASSENGER AUTOS: County 418,807.

7 - ELECTRIC METERS: Residence 5,800.

8 - GAS METERS: Residence 4,503.

9 - PRINCIPAL INDUSTRIES: Tile Mfg. 1,000; Electronic Equip. 2,500; Condiments, Food 600; Textile Mach. 250; Pharmaceuticals 4,000; Electrical Measuring & Recording Insts. 1,500; Microwave Equip. 400; Spring Mfg. 330; Materials Handling Equip. 550; Trailer Mfg. 400; Electronic Laboratories 1,000; Steel Desks, Shelving, etc. 400.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-75; Summer 60-90; Fall 50-75; Winter 20-60.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Montgemery Mall(122)	NA	Bamberger, JCPenney, Wanamaker, Sears
Hillcrest(14)	NA	
Pennwood Plz.(20)	NA	Stockade, Finnaren & Haley
South Broad(11)	NA	
Sumney Forge Sq.(15)	NA	Colonial Vlg. Meats, North Penn Drugs
Airport Sq.(15)	NA	K mart, Best, Marshall's

Neighborhood Shopping Centers-S. Broad St., Hillcrest Shpg. Ctr., E. Main St., English Vlg., Rts. 309 & 63, North Wales; Lansdale Shpg. Ctr., West Main St.; Snyder Sq., Hatfield Valley Rd., Hatfield; Spring House Vlg., Bethlehem Pike, Spring House; Pennwood Plz., N. Broad St., Lansdale; Chal-Britt Plz., Chalfont; Sumney Forge Sq., Upper Gwynedd; Souderton Shpg. Ctr.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Every evening, Sun.

13 - RETAIL OUTLETS: **Department Stores**-Clover; JCPenney; Wanamakers; Bambergers; Sears; Marshall's.
Variety Store-Woolworth.
Chain Drug Stores-Rite Aid 5; Sav-Rite; CVS 2; Thrift 3.
Discount Stores-Jamesway; Clover; K mart 3; Ames.
Chain Supermarkets-Acme 3; Clemens 6; Genuardi's; Stop 'N Shop; Shop N Bag; Super Fresh; Weiss.
Other Chain Stores-Penn-Jersey Auto; Firestone; Goodyear; Kinney Shoe; Singer Co.; Sherwin-Williams Paints; Finnaren & Haley Paints; Dee's; Lane Bryant; Bakers; Chandlers; Zale's; Anderson-Little.

14 - NEWSPAPERS: THE REPORTER (e) 18,489; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Adam Derengowski, Adv. Dir., THE REPORTER, 307 Derstine Ave., Lansdale, PA 19446; Tel. (215) 855-8440.
National Representatives: Gannett Media Sales, Robert Hitchings, U.S. Suburban Press.

LANSFORD
See LEHIGHTON

LATROBE

1 - LOCATION: Westmoreland County (In Pittsburgh PMSA). E&P Map B-3. 40 mi. E of Pittsburgh. Steel ctr. and misc. small mfg. plants.

2 - TRANSPORTATION:
Motor Freight Carriers-8.
Intercity Bus Lines-Westmoreland County Transit Authority.
Airlines-Westmoreland County Airport, Latrobe.

3 - POPULATION:
Corp. City 80 Cen. 10,799; E&P 85 Est. 10,463
CZ-ABC: (80) 18,003
RTZ-ABC: (80) 48,799
County 80 Cen. 392,294; E&P 85 Est. 399,626
PMSA 80 Cen. 2,219,848; E&P 85 Est. 2,239,429
City & RTZ-ABC: (80) 66,802

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,336; E&P 85 Est. 4,213
CZ-ABC: (80) 6,899
RTZ-ABC: (80) 16,508
County 80 Cen. 139,233; E&P 85 Est. 146,397
PMSA 80 Cen. 885,070; E&P 85 Est. 847,049
City & RTZ-ABC: (80) 23,407

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$30,367,000
Savings & Loan	3	$15,236,000

6 - PASSENGER AUTOS: County 185,028.

7 - ELECTRIC METERS: Residence 20,256.

8 - GAS METERS: Residence 6,454.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 3,819; Communications 73; Carbide 1,270; Constr. 950; Machine Tool & Die 337; Plastics 245; Trans. 250; Engineering & Related 47; Industrial related 467; Pattern Shops, Castings 275; Ceramics 302; Foams 310; Printing, adv. media 371.
Principal Industrial Pay Days-15 & 30; 10 & 25.

10 - CLIMATE: Min. & Max. Av. Temp. Est.-Spring 39-60; Summer 45-95; Fall 35-75; Winter 10-34.

11 - TAP WATER: Alkaline, very soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Ligonier St., 2 on Depot St., 2 on Main St., Latrobe.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Latrobe Shpg.(30) Plz.	3	Foodland Mkt., Thrift Drug, K mart, Giant Eagle
Lincoln Road(10) Lincoln Ave.	NA	Shop 'N Save, Thift Drug, Foodland Mkt., McCrory's
Unity	3	Giant Eagle, Rite Aid

Principal Shopping Days-Dept.-Thur., Sat.; Food & Shpg. Ctrs. Daily until 9 p.m.

13 - RETAIL OUTLETS: **Department Stores**-Troutmans.
Discount Stores-Keystone Candy; American Candy.
Variety Stores-G.C. Murphy's.
Chain Drug Stores-Walgreens; Thrift 2; Rite-Aid.
Chain Supermarkets-FoodTand; Shop 'N Save; Red & White.
Other Chain Stores-Shoes: Evans, Mendler; Furniture: Penn; Auto Supplies: Weiss, Goodyear, Goodrich, Airland, Lincoln Service, Montgomery Ward.

14 - NEWSPAPERS: BULLETIN (e) 10,169; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: George Caviggia, Adv. Mgr., BULLETIN, 1211 Ligonier St., Latrobe, PA 15650; Tel. (412) 537-3351.
National Representative: Landon Associates.

LEBANON

1 - LOCATION: Lebanon County (In Harrisburg-Lebanon-Carlisle MSA). E&P Map D-3. County Seat. Iron and steel, aluminum, textiles, miscellaneous manufacturing center and hub of rich farm area. S central part of state in heart of Pennsylvania Dutch country. 85 hwy. mi. from Philadelphia; 190 air mi. from Pittsburgh. 8 mi. S of Lebanon interchange of Penna. Tpke.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-29.
Intercity Bus Lines-Trailways; Colt.

3 - POPULATION:
Corp. City 80 Cen. 25,711; E&P 85 Est. 24,912
CZ-ABC: (80) 53,269
RTZ-ABC: (80) 55,313
County 80 Cen. 109,829; E&P 85 Est. 113,104
City & RTZ-ABC: (80) 108,582
MSA 80 Cen. 555,907; E&P 85 Est. 582,419

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,121; E&P 85 Est. 10,308
CZ-ABC: (80) 19,186
RTZ-ABC: (80) 18,747
County 80 Cen. 38,327; E&P 85 Est. 40,819
City & RTZ-ABC: (80) 37,933
MSA 80 Cen. 200,990; E&P 85 Est. 217,949

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$298,750,000

6 - PASSENGER AUTOS: County 57,767.

7 - ELECTRIC METERS: Residence 11,205.

8 - GAS METERS: Residence 4,640.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Metal Prod. 3,600 ($275); Apparel-Textiles 3,300 ($160); Food Prods. 1,900 ($140); Chem-Pharmaceuticals 1,000 ($180); Leather Prod. 1,100 ($140); Machine Industries 1,100 ($250).

10 - CLIMATE: Min. & Max. Temp.-Spring 32-86; Summer 53-93; Fall 24-72; Winter 0-55. First killing frost, Oct. 22; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Cumberland, 2 on 8th, 2 on 9th.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lebanon Plz.	3	Sears, JCPenney, Hess's
Lebanon Mall	4	Murphy Mart, Boscov's
Palmyra	10	Weis
Plz.	2	Giants, Hills

Principal Shopping Days-Wed., Fri., Sat., Sun.
Stores Open Evenings-Tue., Fri.; Shopping Centers every night and Sun. afternoon.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Boscov's; Murphy Mart; Sears; Nicols; Hess's.
Discount Stores-Hill's; Nichols.
Variety Store-Woolworth.
Chain Drug Stores-People's; Keystone 2; Rea & Derick; Thrift; Revco.
Chain Supermarkets-Weis 2; Giant.
Other Chain Stores-G.R. Kinney; Firestone; Miller's Auto; Gordon's Jewelry; Ormond's; Montgomery Ward; Waldenbooks; Radio Shack; Feel Fine; The Hub; Zale's Jewelry; Cole Book; Kay Jewelers; Hanover Shoes; Sherwin-Williams.

14 - NEWSPAPERS: NEWS (e) 27,375; (S) 29,136; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Ray C. Sites, Adv. Mgr., NEWS, S. 8th & Poplar Sts., Lebanon, PA 17042; Tel. (717) 272-5611.
National Representative: Landon Associates, Thomson Newspapers.

LEHIGHTON-JIM THORPE-PALMERTON

1 - LOCATION: Carbon County (In Allentown-Bethlehem, PA-NJ MSA). E&P Map E-2. Jim Thorpe is County Seat; close to Lehigh River, about 90 mi. NW of Philadelphia.

2 - TRANSPORTATION: **Intercity Bus Lines**-Continental Trailways; Lakes to Sea; Greyhound; East Penn.

3 - POPULATION:
Corp. Cities 80 Cen. 29,853; E&P 85 Est. 21,205
  Lehighton 80 Cen. 5,826; E&P 85 Est. 5,927
  Jim Thorpe 80 Cen. 5,263; E&P 85 Est. 5,382
  Lansford 80 Cen. 4,466; E&P 85 Est. 4,298
  Palmerton 80 Cen. 5,455; E&P 85 Est. 5,598
MSA 80 Cen. 636,714; E&P 85 Est. 666,673
NDM-ABC: (80) 107,930
County 80 Cen. 53,285; E&P 85 Est. 55,685
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 11,556; E&P 85 Est. 7,581
  Lehighton 80 Cen. 2,181; E&P 85 Est. 2,020
  Jim Thorpe 80 Cen. 1,880; E&P 85 Est. 1,803
  Lansford 80 Cen. 1,883; E&P 85 Est. 1,767
  Palmerton 80 Cen. 2,135; E&P 85 Est. 1,991
County 80 Cen. 19,642; E&P 85 Est. 21,213
NDM-ABC: (80) 38,954
MSA 80 Cen. 230,764; E&P 85 Est. 249,711

5 - BANKS	NUMBER	EST. DEP.
Commercial	9	$120,000,000

6 - PASSENGER AUTOS: County 28,984.

7 - ELECTRIC METERS: Residence Est. 17,300.

8 - GAS METERS: Residence Est. 5,000.

9 - PRINCIPAL INDUSTRIES: Garments; Pressure Castings; Dye Works; Plastics; Handbags; Furn. & Wood Working; Clothing & Textiles; Fur Proc.; Lamp Making; Chemicals; Furn.; Zinc Refinery.
Principal Pay Days-R.R. 15 & 30; others on Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 80-95; Fall 20-60; Winter 0-40. First killing frost, Sept. 10; last killing frost, June 17.

11 - TAP WATER: Neutral, very soft, not fluoridated.

12 - RETAILING: **Shopping Center**-Carbon Plz.-Lane's, Bright's; Walnutport Mall-K mart; Jamesway Plaza.
Principal Shopping Days-Tues., Fri., Sat.
Stores Open Evenings-Fri., Sat. Some Tues., Thu. & Sun.

13 - RETAIL OUTLETS: **Department Stores**-Bright's; Segel's; Jamesway; Bosco's.
Variety Stores-Newberry's; Spillanes.
Discount Stores-Lane; Mahoning Mart; K mart.

Chain Supermarkets-Food Lane; IGA; Golden Key A&P 2; Acme; Super Fresh
Other Chain Stores-G.C. Murphy; Allan's Shoes; Surefine Prods.; Keystone Discount Drug; Montgomery Ward; Sears; Thrift Drugs; Rea & Derick; 7-Eleven; Turkey Hill Stores; Kinney Shoes

14 - NEWSPAPERS: TIMES NEWS (e) 16,399; March 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: David P. Schlenker, Adv. Dir., TIMES NEWS, 1st & Iron Sts., Lehighton, PA 18235; Tel. (215) 377-2051
National Representative: Landon Associates

LEVITTOWN-BRISTOL-LANGHORNE

1 - LOCATION: Bucks County (In Philadelphia PA-NJ PMSA). E&P Map E-3. On Delaware River On U.S. 1 and 13.

2 - TRANSPORTATION: **Railroads**-Conrail, Reading; Amtrak; Septa
Motor Freight Carriers-21
Intercity Bus Lines-Burlington-Bristol; Trenton-Levittown; Septa Philadelphia to Levittown and Warminster; Greyhound; Bristol to N.Y.C.
Airlines-USAir at Mercer Airport and Northeast Philadelphia. All major Airlines through Philadelphia International Airport

3 - POPULATION:
Corp. Cities 80 Cen. 66,738; E&P 85 Est. 74,409
Bristol 80 Cen. 10,867; E&P 85 Est. 10,936
Langhorne 80 Cen. 1,697; E&P 85 Est. 1,828
Levittown 80 Cen. 54,174; E&P 85 Est. 61,645
CZ-ABC: (80) 148,723
RTZ-ABC: (80) 157,461
County 80 Cen. 479,211; E&P 85 Est. 512,160
PMSA 80 Cen. 4,716,818; E&P 85 Est. 4,865,110
City & RTZ-ABC: (80) 306,184
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 20,820; E&P 85 Est. 24,820
Bristol 80 Cen. 4,033; E&P 85 Est. 4,232
Langhorne 80 Cen. 542; E&P 85 Est. 588
Levittown 80 Cen. 16,245; E&P 85 Est. 20,040
CZ-ABC: (80) 48,026
RTZ-ABC: (80) 51,684
County 80 Cen. 156,648; E&P 85 Est. 172,848
PMSA 80 Cen. 1,639,330; E&P 85 Est. 1,743,136
City & RTZ-ABC: (80) 99,710

5 - BANKS	NUMBER	DEPOSITS
Savings	4	N.A.
Savings & Loan	16	N.A.
Commercial	20	N.A.

6 - PASSENGER AUTOS: County 282,803

7 - ELECTRIC METERS: Residence 28,690-Levittown 22,190; Fairless Hills 2,500; Bristol 4,000

9 - PRINCIPAL INDUSTRIES: Machine Shops, Metals; Plastics & Chemicals; Corrugated & Parchment; Steel; Construction; Fabrics; Food; Concrete; Explosives; Hardware; Electrical; Trucking; Transportation; Detergents; Lumber; Adhesives.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-70; Summer 70-100; Fall 30-88; Winter 0-45. First killing frost, Oct. 31; last killing frost, Apr. 7.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-Levittown Center; Bristol Mill St.; Oxford Valley Mall, Langhorne Pa.; Neshaminy Mall, Cornwells Heights.
Neighborhood Shopping Centers-Levittown; Fairless Hills; Morrisville; Mid-Way; Country Club; Bristol; Croydon; Feasterville; Glenview; Southampton; Pennsbury Plaza; Bucks County Mall; Feasterville; Neshaminy Mall; Cornwells Heights; Warminster Plaza; Davisville Shopg. Ctr.; Woodhaven Mall; Richboro; (Cornwells Heights); Richboro Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairless Hills(31)	2	Plus Foods McCrory Big C Auction
Falls(6)	3	Best, Clover, Super Fresh
Country Club(25)	6	Goodyear, Levine's, Jefferson Ward, Marshall's
Morrisville(25)	6	Acme
5-Points	3	Farm Mart
Leeper Village	2	Buckley Hdwr.
Croydon	7	Acme
Richboro Plaza	15	Great Scot, Shop 'N Bag, Thrift Drug
Southampton	14	Great Scot, Acme
Feasterville(20)	12	Clover, Channel
Neshamin Mall(100)	12	Woolworth, Sears, Pathmark, Strawbridge & Clothier, Pomeroy's
Levittown(60)	1	Woolworth, Thriftway, Pomeroy's
Oxford Valley(140)	4	Bamberger's, Acme, Woolworth, JCPenney, Gimbels, John Wanamaker

Principal Shopping Days-Mon., Thur., Sun.
Stores Open Evenings-Mon., Thur., Fri., Food nightly & Sun.

13 - RETAIL OUTLETS: **Department Stores**-Pomeroy's; JCPenney; Sears; Strawbridge & Clothier; John Wanamaker; Gimbels; Bamberger's
Discount Stores-Kiddie City 2; K mart 4; Levitz; Clover Stores; Best; Silo; Jefferson Ward 2; Jamesway 2
Variety Stores-Woolworth 3; McCrory 2
Chain Drug Stores-York 2; Thrift 7; Rite-Aid 2
Chain Supermarkets-Acme 11; Super Fresh 3; Great Scot 3; Pathmark 4; Thriftway 2; Nu-Way; Shop 'N Bag 10; Harvest; Gervardi
Convenience Food Stores-Cumberland Farms 11; 7-Eleven 22; Wawa Food Markets 7; other 32.
Other Chain Stores-Gordon Jewelers; Lerner's; Pep Boys; Waldenbooks; Thom McAn; Wilbur-Rogers; Penn-Jersey Auto; Lobel's; Father & Son; Hickory Farms; The Gap; Singer Co.; Lafayette Radio; Radio Shack

14 - NEWSPAPERS: BUCKS COUNTY COURIER TIMES (m-mon to fri) 61,288; (S) 66,939; Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: R.E. Moore, Jr., Nat'l Adv. Mgr., BUCKS COUNTY COURIER TIMES, Route 13, Levittown, PA 19057; Tel. (215) 752-6701
National Representatives: Sawyer-Ferguson-Walker Co.

LEWISTOWN

1 - LOCATION: Mifflin County. E&P Map C-2. County Seat. Shipping center for radius 30 mi. Agriculture and manufacturing. Center of state. 165 mi. from Philadelphia and 156 mi. from Pittsburgh. 60 mi. NW of Harrisburg.

2 - TRANSPORTATION: **Railroads**-Conrail
Intercity Bus Lines-Greyhound
Motor Freight Carriers-6
Airlines-New local airport with 32,000 ft. paved runway.

3 - POPULATION:
Corp. City 80 Cen. 9,830; E&P 85 Est. 9,211
CZ-ABC: (80) 15,471
RTZ-ABC: (80) 45,080
County 80 Cen. 46,908; E&P 85 Est. 47,132
City & RTZ-ABC: (80) 60,551
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,322; E&P 85 Est. 4,023
CZ-ABC: (80) 6,358
RTZ-ABC: (80) 15,332
County 80 Cen. 16,813; E&P 85 Est. 17,449
City & RTZ-ABC: (80) 21,690

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$162,000,000
Savings & Loan	2	$41,000,000

6 - PASSENGER AUTOS: County 19,828

7 - ELECTRIC METERS: County Residence 15,203

8 - GAS METERS: City Residence 1,800

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Polyester Mfg. 450 ($170); Steel & Metals 2,484 ($247); Machine 102 ($189); Shirt 1,073 (N.A.); Farm Mach. 1,100 ($192); Electronic 717(N.A.); Mobile Homes 320 ($181); Plastic 70 ($192); Carpet 120 ($236)

10 - CLIMATE: Min. & Max. Temp.-Spring 45-60; Summer 60-90; Fall 36-55; Winter 15-50. First killing frost, Sept. 15; last killing frost, Mar. 1.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Nearby Shopping Centers**-Burnham (2 mi. from city): Giant, Weis, Sears, Jamesway, People's, Millers, Fashion Bug, Radio Shack, JCPenney.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Fri., some Sat.

13 - RETAIL OUTLETS: **Department Stores**-Danks (operates branches in State College, Bellefonte & Lewistown); The Bon Ton; Jamesway 2; JCPenney
Variety Stores-McCrory; G.C. Murphy
Chain Drug Stores-People's; Rea & Derick; Rite Aid; Thift Drug
Discount Stores-Jamesway 2
Chain Supermarkets-Giant 2; Weis
Other Chain Stores-Glick; Diana; Arlene; Sears (catalog); Wolf

14 - NEWSPAPERS: SENTINEL (e) 13,778; Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Mark Conrad, Adv. Dir., SENTINEL, 6th at Summit Dr., Lewistown, PA 17044; Tel. (717) 248-6741
National Representative: Landon Associates

LOCK HAVEN-JERSEY SHORE

1 - LOCATION: Lock Haven in Clinton County and Jersey Shore in Lycoming County (Williamsport MSA). E&P Map C-2. County Seat. Dairy farming and industrial ctr. North central part of state. 200 mi. from Phila.; 220 mi. from N.Y. City; 170 mi. from Pittsburgh. On U.S. Hwy. 220; State Hwy. 120 and I-80 (Keystone Shortway).

2 - TRANSPORTATION: **Motor Freight Carriers**-6
Intercity Bus Lines-Continental Trailways; New York & Cleveland.

3 - POPULATION:
Corp. Cities 80 Cen. 14,248; E&P 85 Est. 13,173
Lock Haven 80 Cen. 9,617; E&P 85 Est. 8,884
Jersey Shore 80 Cen. 4,631; E&P 85 Est. 4,289
CZ-ABC: (80)15,467
RTZ-ABC: (80)23,504
Counties 80 Cen. 157,387; E&P 85 Est. 159,363
Clinton 80 Cen. 38,971; E&P 85 Est. 39,904
Lycoming/MSA 80 Cen. 118,416; E&P 85 Est. 118,889
City & RTZ-ABC: (81) 38,971

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 4,947; E&P 85 Est. 4,277
Lock Haven 80 Cen. 3,261; E&P 85 Est. 2,767
Jersey Shore 80 Cen. 1,686; E&P 85 Est. 1,510
Counties 80 Cen. 55,631; E&P 85 Est. 57,876
CZ-ABC: (80) 5,464
RTZ-ABC: (80) 8,070
Clinton 80 Cen. 13,534; E&P 85 Est. 14,310
Lycoming/MSA 80 Cen. 42,097; E&P 85 Est. 43,566
City & RTZ-ABC: (80) 13,534

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$242,066,792
Savings & Loan	1	$41,113,926

6 - PASSENGER AUTOS: Counties: Clinton 15,875; Lycoming 55,240

7 - ELECTRIC METERS: Residence 3,800

8 - GAS METERS: Residence 1,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Aircraft 1,000 ($320); Paper Prod. 2,000 ($325); Chem. 340 ($195); Textiles 310 ($240); Garment 1,500 ($250); Elect. Machy. 430 ($275); Mobile Homes 250 ($250); Steel 400 ($280); Shoeware 110 ($175).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-70; Summer 60-86; Fall 40-65; Winter 30-45. First killing frost, Oct. 15; last killing frost, Apr. 15.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Lock Haven: 3 blocks on Main St.; 2 on Bellefonte Ave.; Jersey Shore: S. Main, 2 blocks; Allegheny, 2 blocks.
Neighborhood Shopping Centers-One block at Mill Hall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Mill Hall	3	Roming's
Ames	NA	Thrift Drug, Sears, Mont. Ward
Clinton Plaza	NA	Acme, K mart, Rea & Derick
Plaza Mall(15)	30	Gee-Bee, Nichols
Lycoming Mall(40)	36	Sears, Hess
Nittany Mall(42)	30	Sears, Hess

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Most Mon., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney 2; Sears
Discount Stores-K mart; Ames
Variety Stores-Woolworth; Newberry 2
Chain Drug Stores-Widmann 4; Revco; Thrift; Rea & Derick; Weis
Chain Supermarkets-Weis 3; IGA; Acme
Other Chain Stores-Wolf; Regal & Blum; Agway; Firestone; Clasters

14 - NEWSPAPERS: EXPRESS (e) 11,555; Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Charles R. Ryan, Pub., EXPRESS, 9-11 W. Main St., Lock Haven, PA 17745; Tel. (717) 748-6791
National Representative: Thomson Newspapers

MAHANOY CITY
See SHENANDOAH

McKEESPORT-DUQUESNE-CLAIRTON

1 - LOCATION: Allegheny County. E&P Map B-3 (In Pittsburgh PMSA). On the Monongahela River at the junction of the Youghiogheny. 15 mi. SE of Pittsburgh. On State Hwy. 48 and 148.

2 - TRANSPORTATION: **Railroads**-B&O; C&O; P&LE
Motor Freight-Daily pickup and delivery
Intercity Bus Lines-Greyhound; Port Authority of Allegheny County
Airlines-TWA; Northwest; USAir; American; United; Eastern; Peoples; Delta; Nordair

ALLEGHENY CO
RT 22
MONROEVILLE
WESTMORELAND CO.
DUQUESNE
WEST MIFFLIN
McKEESPORT
IRWIN
RT 30
CLAIRTON
RT 51
WASHINGTON CO

McKeesport News (e)
31,867 ABC 3/31/85

3 - POPULATION:
Corp. Cities 80 Cen. 53,294; E&P 85 Est. 48,050
McKeesport 80 Cen. 31,012; E&P 85 Est. 27,758
Duquesne 80 Cen. 10,094; E&P 85 Est. 9,431
Clairton 80 Cen. 12,188; E&P 85 Est. 10,861
CZ-ABC: (80) 102,597
RTZ-ABC: (80) 123,885
County 80 Cen. 1,450,085; E&P 85 Est. 1,460,408
PMSA 80 Cen. 2,219,848; E&P 85 Est. 2,239,129
City & RTZ-ABC: (80) 226,482

4 - HOUSEHOLDS:
Cities 80 Cen. 21,179; E&P 85 Est. 20,026
McKeesport 80 Cen. 12,321; E&P 85 Est. 11,609
Duquesne 80 Cen. 4,069; E&P 85 Est. 3,972
Clairton 80 Cen. 4,789; E&P 85 Est. 4,445
CZ-ABC: (80) 39,777
RTZ-ABC: (80) 43,096
County 80 Cen. 540,547; E&P 85 Est. 561,780
PMSA 80 Cen. 885,070; E&P 85 Est. 847,049
City & RTZ-ABC: (80) 82,873

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$5,500,000,000
Savings & Loan	2	$225,000,000

5 - PASSENGER AUTOS: County 657,294

7 - ELECTRIC METERS: Residence 22,073

8 - GAS METERS: Residence 16,583

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Basic Steel 18,100 ($418); Pipe fabricating 4,070 ($400); Fabricated Metals 3,900 ($342); Atomic and Space 2,600 ($350); Ordnance 1,650 (N.A.); Construction 2,380 (N.A.); Tool and Die 830 (N.A.)
Principal Industrial Pay Days-Tues., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-91; Summer 33-95; Fall -5-80; Winter -18-77. First killing frost, Nov. 2; last killing frost, Apr. 11.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-all blocks on Fifth Ave.; 4 on Walnut St.

Neighborhood Shopping Centers-Duquesne: Two blocks on Grant Ave., 1 on First St.; Clairton: Two on St. Clair St., 4 on Miller Ave.; East McKeesport: Great Valley Center; Irwin: Norwin Center; Pleasant Hills: Southland Center; Duquesne: Hilltop Center and Duquesne Village; McKeesport: Olympia Center and Eastland Mall; Monroeville: Monroeville Mall; Garden City Plaza; Haymaker Square; Holiday Park; Miracle Mile; Parkway Center; Moss Side Plaza; West Mifflin Boro: Century III Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastland Plz.(68)	NA	Gimbels, Gee Bee, JCPenney
Olympia(37)	NA	Shop'N Save, Zayre, Murphy's
Rainbow Garden(18)	NA	Thrift Drug, Maraccini's
Rt. 30 Plz.(15)	NA	K mart, Revco
Southland(54)	NA	Shop & Save
Gold Circle(21)	NA	Gold Circle, Kroger
Century III(130)	NA	Gimbels, Sears, Kaufmann's, Mont. Ward, JCPenney
Hills Plz	NA	Hills

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Department Stores: Mon., Thur., Sat.; Food, every night.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Helmstadter Bros.; Gimbels; Kaufmann's; Sears; Horne's; Skapik's.
Variety Stores-Woolworth; Hills.
Discount Stores-Kelly & Cohen; K mart; Zayre; Claber; Murphy's Mart; Gee Bee.
Chain Drug Stores-Revco; Thrift Drug 2; Eckerd.
Chain Supermarkets-Giant Eagle 2; Foodland 2; Shop 'N Save 4; Haines 2; Marraccini 3; Payday; Super Dollar 4; Braum's Super Dollar 4; Markowitz 2.
Other Chain Stores-Goodrich; Firestone; Goodyear.

14 - NEWSPAPERS: NEWS (e) 31,867, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: D. M. Farley, Adv. Dir., NEWS, 409 Walnut St., McKeesport, PA 15134; (412) 664-9161.
National Representative: Landon Associates.

MEADVILLE

1 - LOCATION: Crawford County, E&P Map A-1. County Seat. Industrial, tourist & agricultural center; Allegheny College. On I-79, U.S. Hwys. 322, 6, 19, and State Hwys. 27, 77, 98. 90 mi. N of Pittsburgh; 90 mi. E of Cleveland.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 15,544; E&P 85 Est. 15,417
CZ-ABC: (80) 22,336
RTZ-ABC: (80) 48,761
County 80 Cen. 88,869; E&P 85 Est. 91,443
City & RTZ-ABC: (80) 71,097
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,972; E&P 85 Est. 5,230
CZ-ABC: (80) 8,315
RTZ-ABC: (80) 16,550
County 80 Cen. 30,960; E&P 85 Est. 32,935
City & RTZ-ABC: (80) 24,865

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$2,826,397,000
Savings & Loan	4	$789,014,956

6 - PASSENGER AUTOS: County 37,427.

7 - ELECTRIC METERS: Residence 20,878.

8 - GAS METERS: Residence 15,600.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage): Metal Forgings & Stampings 1,921 ($345); Flat Glass 750 ($320); Mfg. 6,400 ($360).

10 - CLIMATE: Min. & Max. Temp.-Spring 22-75; Summer 57-92; Fall 35-72; Winter 7-43.

11 - TAP WATER: Alkaline, very hard, not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Meadville Mall(31)	NA	K mart, Mont. Ward, Loblaw's
Park Ave. Plaza(26)	NA	Carlisle's, Jamesway, Dollar Bargain, Comet Warehouse
Downtown Mall(14)	NA	Riverside, Big Wheel, Weldon's
Saegertown Plz(5)	NA	Super Duper
Penn-Plaza(7)	NA	County Market

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Wolff's; JCPenney; Carlisle's.
Variety Stores-Murphy; K mart; Dahlkempers.
Discount Stores-Jamesway; Fisher's Big Wheel; K mart; CVS; Dollar Bargain.
Chain Drug Stores-Eckerd; Thrift; Peoples.
Chain Supermarkets-County Market; Golden Dawn; Riverside; Quality Mkt.; Loblaw's; Comet Warehouse.
Other Chain Stores-Firestone; Goodyear; Wickes Lumber; Radio Shack.

14 - NEWSPAPERS: TRIBUNE (m) 17,049, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: David C. Jones, Adv. Mgr., TRIBUNE, 947 Federal Ct., Meadville, PA 16335; Tel. (814) 724-6370.
National Representative: Thomson Newspapers.

MILTON

1 - LOCATION: Northumberland County, E&P Map D-2. On W. branch of the Susquehanna River, 19 mi. S of Williamsport.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-10.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 6,730; E&P 85 Est. 6,471
County 80 Cen. 100,381; E&P 85 Est. 104,501

4 - HOUSEHOLDS:
City 80 Cen. 2,628; E&P 85 Est. 2,518
County 80 Cen. 37,846; E&P 85 Est. 40,668

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$1,567,237,000
Savings & Loan	2	$33,225,000

6 - PASSENGER AUTOS: County 46,814.

7 - ELECTRIC METERS: Residence 3,374.

8 - GAS METERS: 2,000.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Tank Cars 450 ($400); Steel 575 ($300); Food Processing 1,400 ($280); Textiles 180 ($240); Furniture 900 ($280); Shoes 575 ($180).

10 - CLIMATE: Min. & Max. Temp.-Spring 38-60; Summer 58-82; Fall 42-63; Winter 21-36.

11 - TAP WATER: Acid, very soft, not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sunbury Plz.(18)	14	Acme, Mont. Ward, Zayre, McCrory
Plaza(15)	5	Acme, Super Saver, Murphy's Mart, Rea & Derick
Susquehanna Valley Mall(70)	18	Boscov's, Bon-Ton, JCPenney
Lycoming Valley(71)	16	Hess, Gee-Bee, Rea & Derick, Sears

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Shopping Centers daily.

13 - RETAIL OUTLETS: Department Stores-Famous.
Variety Stores-Newberry.
Discount Stores-Plaza Discount; K mart.
Chain Drug Stores-Rea & Derick; Rite-Aid.
Chain Supermarkets-Acme; Weis; Riverside Markets.
Other Chain Stores-Western Auto; Triangle Shoes; JCPenney; Woolworth; Montgomery Ward; Murphy's Mart; Fashion Bug; Bon Ton; Sears; Ames.

14 - NEWSPAPERS: STANDARD (e) 4,725; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Richard R. Rowe, Adv. Mgr., STANDARD, 17-35 Arch St., Milton, PA 17847; Tel. (717) 742-9671.
National Representative: Landon Associates.

MONESSEN-CHARLEROI-DONORA

1 - LOCATION: Westmoreland and Washington Counties (In Pittsburgh PMSA), E&P Map B-3. Monongahela River, 30 mi. SE of Pittsburgh. I-70 and State Hwys. 906, 88.

2 - TRANSPORTATION: **Railroads**-Amtrak; Pittsburgh & Lake Erie (NYC); Monessen Southwestern; Norfolk-Western.
Motor Freight Carriers-5.
Intercity Bus Lines-88 Transit Lines; Greater Charleroi; Hilltop.

3 - POPULATION:
Corp. Cities 80 Cen. 25,169; E&P 85 Est. 22,876
Monessen 80 Cen. 11,928; E&P 85 Est. 10,614
Charleroi 80 Cen. 5,717; E&P 85 Est. 5,290
Donora 80 Cen. 7,524; E&P 85 Est. 6,972
CZ-ABC: (80) 26,929
RTZ-ABC: (80) 46,641
PMSA 80 Cen. 2,219,848; E&P 85 Est. 2,239,429
Counties 80 Cen. 609,368; E&P 85 Est. 619,814
Washington 80 Cen. 217,074; E&P 85 Est. 220,188
Westmoreland 80 Cen. 392,294; E&P 85 Est. 399,626
City & RTZ-ABC: (80) 73,570

4 - HOUSEHOLDS:
Cities 80 Cen. 10,178; E&P 85 Est. 9,715
Monessen 80 Cen. 4,715; E&P 85 Est. 4,371
Charleroi 80 Cen. 2,552; E&P 85 Est. 2,510
Donora 80 Cen. 2,911; E&P 85 Est. 2,834
CZ-ABC: (80) 10,886
RTZ-ABC: (80) 17,127
PMSA 80 Cen. 885,070; E&P 85 Est. 847,049
Counties 80 Cen. 216,266; E&P 85 Est. 226,955
Washington 80 Cen. 77,033; E&P 85 Est. 80,558
Westmoreland 80 Cen. 139,233; E&P 85 Est. 146,397
City & RTZ-ABC: (80) 28,013

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	$261,928,000
Savings & Loan	3	$147,421,000
Credit Unions	9	$21,913,000

6 - PASSENGER AUTOS: Counties: Westmoreland 185,028; Washington 102,257.

7 - ELECTRIC METERS: Residence 15,706.

8 - GAS METERS: Residence 11,802.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Basic Steel and Coking 5,000 ($320); Glass Mfg. 1000 ($290); Mining 1000 ($320); Food Processing 842 ($282); Clothing Mfg. 360 (N.A.); Steel Fabrication 334 ($268).

10 - CLIMATE: Av. Temp.-Spring 50; Summer 70; Fall 53; Winter 29.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING: Principal Shopping Centers-Monessen: Downtown-3 blocks on Donner, 3 on Schoonmaker, Fourth, Fifth and Sixth Sts. Charleroi: Downtown-3 blocks on Fallowfield, 3 on McKean, Fourth, Fifth & Sixth Sts. Donora: 4 blocks on McKean, 3 on Meldon, Third, Fourth, Fifth & Sixth Sts.
Neighborhood Shopping Centers-Monessen: Eastgate, Park Plan, Grand Blvd.; Charleroi: Chamber Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
TriCounty(20)	3	Radio Shack, Murphy's, Revco, Hills, Shop 'N Save
K mart Plaza	3	Foodland, Thrift, K mart
Rostraver	8	American Hardware, Foodland
Mon-Valley Plaza(13)	1	Eckerd, Ben Franklin

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Monessen-Wed. & Fri.; Charleroi-Mon., Thur., & Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Montgomery Ward; Fisher's Big Wheel; Eisenberg's; Millers; Boston; Cox's; Roxs; David Israel; Oranges.
Discount Stores-Health Mart 3; Army & Navy; Atlas; K mart.
Variety Stores-G.C. Murphy 2; Ben Franklin; McCrory.
Chain Drug Stores-Eckerd; Thrift; Revco; Health Mart 3.
Chain Supermarkets-Foodland 4; Super Dollar; Shop & Save 4; Open Pantry (4).
Other Chain Stores-Sherwin-Williams; Singer; Radio Shack; Pic Way; Busy Beaver; 84 Lumber; Kelley and Cohen; Jo Ann Fabric.

14 - NEWSPAPERS: VALLEY INDEPENDENT (e) 17,152; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: John J. Bennati, Adv. Mgr., VALLEY INDEPENDENT, Eastgate 19, Monessen, PA 15062; Tel. (412) 684-5200.
National Representative: Thomson Newspapers.

MONONGAHELA-DONORA

1 - LOCATION: Washington County (In Pittsburgh PMSA), E&P Map B-3. On the Monongahela River, 28 mi. Southeast of Pittsburgh. On State Hwys. 136, 88, 837, I-70.

2 - TRANSPORTATION: Conrail; P&LE.
Motor Freight Carriers-7.
Intercity Bus Lines-88 Transit Lines, Inc.

3 - POPULATION:
Corp. Cities 80 Cen. 13,474; E&P 85 Est. 12,430
Donora 80 Cen. 7,524; E&P 85 Est. 6,972
Monongahela 80 Cen. 5,950; E&P 85 Est. 5,458
County 80 Cen. 217,074; E&P 85 Est. 220,188
PMSA 80 Cen. 2,424,289; E&P 85 Est. 2,239,429

4 - HOUSEHOLDS:
Cities 80 Cen. 5,323; E&P 85 Est. 5,170
Donora 80 Cen. 2,911; E&P 85 Est. 2,834
Monongahela 80 Cen. 2,412; E&P 85 Est. 2,336
County 80 Cen. 77,033; E&P 85 Est. 80,558
PMSA 80 Cen. 885,070; E&P 85 Est. 847,049

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	N.A.
Commercial	3	N.A.

6 - PASSENGER AUTOS: County 102,257.

7 - ELECTRIC METERS: Residence County 18,654.

8 - G"S METERS: Monongahela only 3,222.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel 7,800 ($235); Coal Mining 4,140 ($255); Build. Supplies 410 (N.A.); R.R. Yards 500 ($115); River Terminal 300 ($110); Trucking 80 ($110).
Principal Industrial Pay Days-Fridays.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-65; Summer 66-92; Fall 54-75; Winter 18-40. First killing frost, Sept. 30; last killing frost, Apr. 15.

11 - TAP WATER: Monongahela-Acid, hard; Donora-Alkaline, hard, not fluoridated.

12 - RETAILING: Principal Shopping Centers-Monongahela: 12 blocks on Main St., 4 on Chess St., 4 on Marne Ave., 2 on 2nd, 3rd & 4th Sts. Donora: 4 Blocks on McKean, 3 each on Meldon, Third, Fourth, Fifth and Sixth Streets.
Neighborhood Shopping Centers-3 blocks on Main St. in New Eagle.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Century III Mall(165)	11	Gimbel's, Kaufman's
South Hills Vlg.(12)		Gimbel's, Horne's
Southland(54)	9	JCPenney
Eastland(68)	15	Gimbel's, JCPenney
Greengate(95)	20	Horne's
Charleroi	6	Fisher, Wards, Shop & Save
Mon Valley	7	Shop 'N Save, Wards, Fisher's Big Wheel
Tri County Plz		Hills, K mart
Westmoreland Mall(120)	20	Kaufmans, Sears

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Evenings-Monongahela: Mon. & Fri.; Donora: Mon. & Fri. All Food every night.

13 - RETAIL OUTLETS: Department Stores-Abel's; Joseph's Fine Men's Clothing; Boston Store; Montgomery Ward; Fisher's Big Wheel; Eisenbergs; Miller's; Hill's.
Variety Stores-McCrory; G.C. Murphy 2; Family Dollar.
Chain Drug Stores-Span & Tayler (Rexall); Health Mart 2; West Main Phcy.; Cost's; Dierken's; Rite Aide.
Chain Supermarkets-Shop & Save 2; Foodland 2.
Other Chain Stores-Endicott-Johnson; Key Auto; Valley Cleaning; Sherwin-Williams; Singer Co.

14 - NEWSPAPERS: HERALD (e) 4,357; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Glen Cobb, Pub., HERALD, 440 W. Main St., Monongahela, PA 15063; Tel. (412) 258-7000.
National Representative: None.

MOUNT CARMEL

See SHAMOKIN

MOUNT UNION

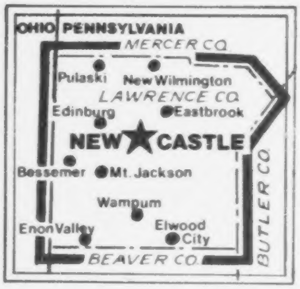
See HUNTINGDON

NEW CASTLE

1 - LOCATION: Lawrence County, E&P Map A-2. County Seat in W part of Pa. On U.S. Hwys. 422, 224; State 18, 88, 108, 168.

2 - TRANSPORTATION: **Railroads**-B & O, Conrail (freight), Lake Erie (N.Y.C.), Erie-Lackawanna (freight).
Motor Freight Carriers-11.
City Owned Intercity Bus Lines-Central Greyhound, Grove City.

3 - POPULATION:
Corp. City 80 Cen. 33,621; E&P 85 Est. 31,147
CZ-ABC: (80) 39,525
RTZ-ABC: (80) 68,420
County 80 Cen. 107,150; E&P 85 Est. 107,531
City & RTZ-ABC: (80) 107,945



New Castle News (e)
21,059 ABC 3/31/85

4 - HOUSEHOLDS:
Corp. City 80 Cen. 12,581; E&P 85 Est. 12,093
CZ-ABC: (80) 14,638
RTZ-ABC: (80) 23,155
County 80 Cen. 37,501; E&P 85 Est. 38,771
City & RTZ-ABC: (80) 37,793

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$884,838,484
Savings & Loan	2	$319,802,157

6 - PASSENGER AUTOS: County 50,824.

7 - ELECTRIC METERS: 37,433.

8 - GAS METERS: 23,630.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Primary Metal 157; Mach. 2,027; Stone, Glass & Clay 2,156; Fab. Metal 920; Mining 324.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-64; Summer 35-91; Fall 21-65; Winter 0-70. First killing frost, Oct. 7; last killing frost, May 2.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Washington St.; 3 on Mercer St.; 5 on Mill St.; 1 on North St.; 3 Towne Mall on Jefferson St.

Neighborhood Shopping Centers-4 blocks on Long Ave.; 1 on Liberty Ave., 7th Ward; 1 at Washington St. & Butler Ave.; Call's on Rt. 18 N. 1 mi. beyond city limits; Westgate Plaza, Rt. 224 W. of City; Union Plaza Rt. 224; Lawrence Village Rt. 65; North City Plaza, Rt. 18 N. 3 mi. beyond city limits.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Lawrence Vlg (30)	4	Radio Shack, Rocky's, K mart, Stambaugh's
Westgate Plz (14)	4	Eckerd, A&M Supermkt., Treasure Island
Call's Plz (8)	2	Thrift Drug, Ralph's
Towne Mall(31)	1	Thrift Drug, Sears
Neshannock Plz (8)	NA	Union Prescription, Betty's Bridal
North City Plz (11)	2	Radio Shack, K mart, Joseph's, Revco
Union Plz (8)	4	Spiegels

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Department Stores-Mon. and Thur.; Food-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Troutman's, Strouss-Hirshberg (May Co.), JCPenney, Sears.
Discount Stores-Fisher's Big Wheel 2, Treasure Island, K mart 2.
Variety Store-G.C. Murphy.
Chain Drug Stores-Eckerd 2, Thrift 2, Revco 3, Medical Center Phcy., Rite Aid.
Chain Supermarkets-A&M, J.J. Dean, Joseph's, Tic Toc 2, Ralph's, Valu King 2, Rocky's 2.
Other Chain Stores-Sears, Endicott Johnson, G.R. Kinney Shoes, Spiegel (Catalog).

14 - NEWSPAPERS: NEWS (e) 21,059, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Jack W. Bartholic, Adv. Dir., NEWS, 27-35 N. Mercer St., PO Box 60, New Castle, PA 16103; Tel. (412) 654-6651.
National Representative: Landon Associates.

NEW KENSINGTON-TARENTUM-VANDERGRIFT

1 - LOCATION: New Kensington & Vandergrift in Westmoreland County, Tarentum in Allegheny County (In Pittsburgh PMSA), E&P Map B-2. Allegheny-Kiski river valleys. Research and industrial center 20 mi. NE of Pittsburgh on Allegheny Valley Expressway. State Hwys. 28, 56, 88, 366 & 780, U.S. Hwy. 22 and Pennsylvania Turnpike.

2 - TRANSPORTATION: **Railroads**-Conrail, Conemaugh & West Penn Branches.
Motor Freight Carriers-3.
Intercity Bus Lines-Port Authority Transit.

3 - POPULATION:
Corp. Cities 80 Cen. 30,902; E&P 85 Est. 28,941
New Kensington 80 Cen. 17,660; E&P 85 Est. 16,597
Tarentum 80 Cen. 6,419; E&P 85 Est. 5,943
Vandergrift 80 Cen. 6,823; E&P 85 Est. 6,401
NDM-ABC: (80) 178,306
Counties 80 Cen. 1,842,379; E&P 85 Est. 1,860,034
Allegheny 80 Cen. 1,450,085; E&P 85 Est. 1,460,408
Westmoreland 80 Cen. 392,294; E&P 85 Est. 399,626
PMSA 80 Cen. 2,424,289; E&P 85 Est. 2,239,429

4 - HOUSEHOLDS:
Cities 80 Cen. 12,481; E&P 85 Est. 12,017
New Kensington 80 Cen. 7,147; E&P 85 Est. 6,827
Tarentum 80 Cen. 2,584; E&P 85 Est. 2,537
Vandergrift 80 Cen. 2,750; E&P 85 Est. 2,653
Counties 80 Cen. 679,780; E&P 85 Est. 708,177
Allegheny 80 Cen. 540,547; E&P 85 Est. 561,780
Westmoreland 80 Cen. 139,233; E&P 85 Est. 146,397
NDM-ABC: (80) 64,566
PMSA 80 Cen. 885,070; E&P 85 Est. 847,049

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	25	$697,800,000
Savings & Loan	9	$332,500,000

6 - PASSENGER AUTOS: Counties: Allegheny 657,294; Westmoreland 185,028.

7 - ELECTRIC METERS: Residence 31,693.

8 - GAS METERS: Residence 27,342.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aluminum Fabricator, Technical 293; Glass Products 763; Paint Products 357; Steelmaking, Fab. 9,286; Tool & Die 341; Plastic Mfg. 357; Nuclear Prod. 876; Research Centers & Labs 4,902; Garment Mfg. 263; Distilleries 519; Printing 368; Power Plants (2) and Utilities 981; Soft Coal Mines 990; Heavy Equip. & Bldg. 666; Foundries (2) 213; Limestone & Cement 101; Tile & Block 111; Mushroom Mines & Dist. 189.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-91; Summer 63-99; Fall 25-86; Winter 13-72. First killing frost, Oct. 31; last killing frost, May 15.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-Downtown New Kensington (13 blocks plus discount center); Vandergrift (9 blocks); Tarentum-Brackenridge (10 blocks); Leechburg (5 blocks); Apollo (3 blocks); Freeport (8 blocks).
Neighborhood Centers-New Kensington-Arnold-Lower Burrell, Leechburg Rd.; Parnassus District, New Kensington, Rte. 28; Natrona Heights, Pittsburgh St.; Springdale & Cheswick; Saxonburg; Russellton.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Hillcrest(30)	NA	Hills
Heights Plz (56)	NA	Joseph Horne Co.
Highlands Mall(25)	NA	Gee Bee
Kiskipark Plz (15)	NA	Ben Franklin
Riverview Plz (13)	NA	K mart
Allegheny Plz (10)	NA	Fisher's Big Wheel
Apollo Plz (10)	NA	
Cheswick(13)	NA	
Leechburg Plz	NA	K mart
Harmar Plz	NA	Murphy's Mart

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-All Major and Discount Stores, Food Stores.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward, Hart's, JCPenney, Joseph Hornes.
Discount Stores-Fisher's Big Wheel, K mart, Gee Bee, Murphy's Mart, Thrift City, Hills, Gold Circle.
Variety Stores-G.C. Murphy, Ben Franklin.
Chain Drug Stores-Thrift 3, Eckerd, Revco 2, Gil's 3, Rite Aid 3.
Chain Supermarkets-Shop 'N Save 7, Golden Dawn 2, Foodland 5, Gee Bee, Giant Eagle 2, IGA 3.
Other Chain Stores-Goodyear, Firestone, Uniroyal, Goodrich, American Hardware 3, Radio Shack, Sears (catalog) 2, Singer, Thom McAn, Nobil Shoes, Sherwin-Williams, Tile City, General Electric Appliances, PicWay Shoes, Color Tile, Fashion Bug, Grossman's.

14 - NEWSPAPERS: VALLEY NEWS DISPATCH (e) 39,869, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: George Scott, Ret. & Natl. Adv. Mgr., VALLEY NEWS DISPATCH, 210 Fourth Ave., Tarentum, PA 15084; Tel. (412) 224-4321.
National Representatives: Gannett Media Sales, U.S. Suburban Press.

NORRISTOWN

1 - LOCATION: Montgomery County (In Philadelphia, PA-NJ PMSA), E&P Map E-3. County Seat 17 mi. NW of Philadelphia; 95 mi. SW of NY City; 41 mi. W. of Trenton, NJ; 37 mi. SW of Reading; 91 mi. E. of Harrisburg; 35 m. NE of Wilmington. On U.S. Hwys. 422, 202, State Hwys. 23, 73, 123. On Schuylkill River, 5 1/2 mi. from Valley Forge, 4 mi. N. of PA Turnpike.

2 - TRANSPORTATION: **Railroads**-Reading, Phila. Western.
Motor Freight Carriers-13.
Intercity Bus Lines-SEPTA, Trailways, Greyhound, North Penn.

3 - POPULATION:
Corp. City 80 Cen. 34,684; E&P 85 Est. 35,223
NDM-ABC: (80) 194,895
County 80 Cen. 643,621; E&P 85 Est. 690,748
PMSA 80 Cen. 4,716,818; E&P 85 Est. 4,865,110
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 12,343; E&P 85 Est. 13,354
NDM-ABC: (80) 65,946
County 80 Cen. 223,290; E&P 85 Est. 247,784
PMSA 80 Cen. 1,639,330; E&P 85 Est. 1,743,136

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	24	$1,320,176,000
Savings	5	$42,720,000
Savings & Loan	15	$1,440,520,000

6 - PASSENGER AUTOS: County 418,807.

7 - ELECTRIC METERS: Residence 14,322.

8 - GAS METERS: Residence 7,800.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food and Beverages 6,501; Textile 8,598; Printing & Pub. 4,456; Chemical 7,240; Metal Industries 13,274; Wholesale Trade 12,172; Business of Repair 8,919; Insurance, Real Estate & Finance 11,072; Construction 12,964; Machinery, Equipment & Supplies 21,114.

10 - CLIMATE: Min. & Max. Temp.-Spring, 40-75; Summer 60-98; Fall 20-80; Winter 10-50. First killing frost, Oct. 10; last killing frost, April 20.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on W. Main; 4 on E. Main; 8 on Dekalb; 10 on W. Marshall.

NEW CASTLE NEWS

SERVING A SUPERBLY LOCATED MARKET FOR INDUSTRY, COMMERCE AND ADVERTISERS WITH AN E.B.I. OF $1,009,654,000*

E & P Market Guide '84 Est.

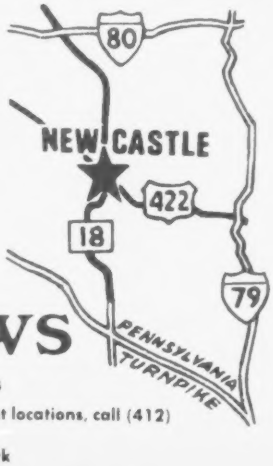
- ON U.S. ROUTE NEAR 3 VITAL SUPERHIGHWAYS
- 3 DEVELOPING INDUSTRIAL PARKS
- DOWNTOWN SHOPPING MALL
- CLOSE TO (But Independent of) PITTSBURGH, YOUNGSTOWN SMSA's.

NEW CASTLE NEWS

We sell all our advertising on a fair SINGLE RATE basis

* See trade map with survey. For data on putting New Castle on your map of store or plant locations, call (412) 654-6651.

National Representatives: LANDON ASSOCIATES, INC. New York



Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Logan Sq.(35)	1	Sears, Rite Aid
Plymouth Sq.(22)	2	Woolworth, Super Fresh
Valley Forge(55)	2	Marshall's, Kiddie City, Thriftway Foods
Norriton Sq.(17)	2	Shop-Rite, Silo, Dee's Appliance
Park Ridge(20)	3	Zummo's
Sandy Hill(9)	2	Genuardi's
King of Prussia (152)	4	Wanamaker, Acme, Woolworth, Gimbels, JCPenney, Sears, Bloomingdale's
Swede Sq.(24)	2	Genuardi's, Channel's
Plymouth Mall(116)	6	Hess, Woolworth, Strawbridge & Clothier

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Fri.; Food-every evening except Sat.; Shopping Centers-every evening.

13 - RETAIL OUTLETS: Department Stores-Sears, JCPenney, John Wanamaker, Gimbel's, Strawbridge & Clothier, Bamberger's, Abraham & Straus, Bloomingdale's, Hess.
Discount Stores-K mart, Clover, Silo's, Dee's Appliance.
Variety Stores-Woolworth 3, Berlin-Spilane 4.
Chain Drug Stores-Rite Aid 2; Thrift Drugs 4.
Chain Supermarkets-Acme 4, Super Fresh 3, Plus Discount, Genuardi's 8, Ficre's 3, Clemens, Shop-Rite, Jewel T 2.
Other Chain Stores-Channel, Grossmans, Clover.

14 - NEWSPAPERS: TIMES-HERALD (e) 30,983, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Laverne Lane, Adv. Dir., TIMES-HERALD, PO Box 591, Norristown, PA 19404; Tel. (215) 272-3830.
National Representatives: Landon Associates, Robert Hitchings & Co.

OIL CITY-FRANKLIN

1 - LOCATION: Venango County. E&P Map B-2. Adjacent cities in NW Penna. on Allegheny river at junction with French Creek and Oil Creek. 68 mi. S of Erie; 86 mi. N of Pittsburgh; 62 mi. E of Youngstown. On U.S. Hwys. 62, 322 (Lakes to Sea); State Hwys 8, 257, 428.

2 - TRANSPORTATION: Railroads-Conrail; Erie-Lackawanna.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Continental Trailways; Lincoln Coach.
Airlines-USAir.

3 - POPULATION:
Corp. Cities 80 Cen. 22,027; E&P 85 Est. 21,752
Franklin 80 Cen. 8,146; E&P 85 Est. 8,107
Oil City 80 Cen. 13,881; E&P 85 Est. 13,645
OIL CITY DERRICK NDM-ABC: (80) 102,377
FRANKLIN NEWS-HERALD NDM-ABC: (80) 70,807
County 80 Cen. 64,444; E&P 85 Est. 66,362
Total NDM-ABC: (80) 121,219
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Cities 80 Cen. 8,577; E&P 85 Est. 8,074
Franklin 80 Cen. 3,246; E&P 85 Est. 3,206
Oil City 80 Cen. 5,331; E&P 85 Est. 4,868
County 80 Cen. 22,700; E&P 85 Est. 24,144
OIL CITY DERRICK NDM-ABC: (80) 35,231
FRANKLIN NEWS HERALD NDM-ABC: (80) 24,649
Total NDM-ABC: (80) 41,387

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$2,155,787,867
Savings & Loan	3	$130,008,853

6 - PASSENGER AUTOS: County 26,432.

7 - ELECTRIC METERS: Residence 36,354.

8 - GAS METERS: Residence 21,821.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Emp. (Av. Wkly. Wage)-Petroleum 1,800 ($364); Steel 1,068 ($606); Glass 475 ($364); Printing 300 ($354); Chemical 191 ($354); Machine 3,123 ($381); Trans. & Pub. Utilities 1,000 ($364); Whol. & Retail 3,000 (N.A.); Services 2,500 ($230); Govt. 2,500 (N.A.); Misc. 7,043 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 65-97; Fall 35-75; Winter 0-45. First killing frost, Oct.; last killing frost, Apr.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Area-Franklin-Downtown, 4 blocks on Liberty St., 6 on 13th St., 1 on 12th St. Third Ward Area-3 blocks on 13th St. Oil City-Downtown: 6 blocks on Seneca St., 6 on Elm St., 3 on Center St. Southside District-4 blocks on Front St., 3 on First St., 2 on State St.
Shopping Centers-K mart Plaza, Rt. 8; Jamesway Plaza, Rt. 8; Cranberry Mall, Rt. 322.
Principal Shopping Days-Mon., Thur., Fri.
Stores Open Evenings-Dept. Fri.; Food nightly.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney 3; Brody's; Bon-Ton.
Variety Stores-Woolworth; G. C. Murphy; Oil City Variety; K mart; Hills.
Discount Stores-Buyers Fair, Jamesway, McCrory.
Chain Drug Stores-Thrift 3; Eckerd; Health Mart; Rite-Aid; General Nutrition.
Chain Supermarkets-Foodland 3; Riverside Mkts. 10; Golden Dawn 4; Comet Mkt.; Country Fair 6; Shop 'N Save 2.
Other Chain Stores-Isaly's; Sherwin-Williams; Western Auto; Brown's Boot 2; Printz Clothing 2; Penn Rubber & Supply 2; Pennsy Auto.

14 - NEWSPAPERS: FRANKLIN NEWS-HERALD (e) 8,339; OIL CITY DERRICK (m) 16,688, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Wm. Toy, Adv. Dir., Venango Newspapers Inc. NEWS-HERALD and DERRICK, 1510 W. First St., Oil City, PA 16301; Tel. (814) 676-7444.
National Representative: Landon Associates.

PALMERTON
See LEHIGHTON

PHILADELPHIA

1 - LOCATION: Coextensive with Philadelphia County (In Philadelphia, PA-NJ PMSA). E&P Map E-3. 14-County Primary Market hub of over 5.8 million people. 90 mi. from N.Y. City; 136 mi. from Washington, D.C. In SE Pennsylvania on Delaware River; 88 nautical mi. from Atlantic Ocean.

2 - TRANSPORTATION: Railroads-Chessie System; Conrail; Amtrak.
Motor Freight Carriers-100.
Freight Steamship Lines-28.
Intercity Bus Lines-SEPTA, Red Arrow; 19 smaller bus companies.
Airlines-37; Air Freight-13.

3 - POPULATION:
Corp. City/County 80 Cen. 1,688,210; E&P 85 Est. 1,668,990
NDM-ABC: (80) 1,688,210
Bal. in NDM-ABC: (80) 3,028,608
PMSA 80 Cen. 4,716,818; E&P 85 Est. 4,865,110
Total NDM-ABC: (80) 4,716,818

4 - HOUSEHOLDS:
City/County 80 Cen. 619,781; E&P 85 Est. 631,944
NDM-ABC: (80) 619,781
Bal. in NDM-ABC: (80) 1,019,549
PMSA 80 Cen. 1,639,330; E&P 85 Est. 1,743,136
Total NDM-ABC: (80) 1,639,330

5 - BANKS	NUMBER	DEPOSITS
Commercial	33	$81,752,000,000
Savings & Loan	21	$12,895,000,000

6 - PASSENGER AUTOS: County 540,561.

7 - ELECTRIC METERS: 1,343,100.

8 - GAS METERS: 1,500,000.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Furn. & Fixtures 8,700 ($376); Stone, Clay & Glass 11,000 ($440); Primary Metals 16,400 ($512); Fabricated Metals 32,900 ($457); Non-eletrical Mach. 47,000 ($465); Electrical Mach. 42,400 ($348); Instruments & Related Prod. 19,100 ($398); Other Durable Prod. 9,600 ($373); Food Prod. 32,400 ($367); Textiles 9,500 ($247); Apparel 26,400 ($233); Paper Prod. 17,300 ($378); Printing & Publishing 39,000 ($440); Chemical Prod. 35,300 ($502); Rubber & Plastics 13,300 ($373); Other Nondurable Goods 1,000 ($228).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-89; Summer 56-99; Fall 18-88; Winter 13-64. First killing frost, Nov. 16; last killing frost, Apr. 1.

11 - TAP WATER: Slightly acid, moderately hard (Schuylkill River); moderately soft (Delaware River); fluoridated.

12 - RETAILING: Principal Shopping Center-Philadelphia Central Business District-Vine Street to South Street between Front and 24th Streets (Includes The Gallery, Center City Enclosed Mall, with 3 dept. stores).
Major Regional Shopping Centers-(Philadelphia County) Roosevelt Mall; (Bucks County) Neshaminy Mall, Oxford Valley Mall; (Chester County) **Exton Sq.; Coventry Mall; (Delavare County) Granite Run Mall, Springfield Mall; (Montgomery County), King of Prussia Plz., Court at King of Prussia, Montgomery Mall, Plymouth Meeting Mall; Cheltenham Sq.; Suburban Sq.; Wynnewood** Ctr.; Abington/Jenkintown, Willow Grove Pk.; (Burlington County) Moorestown Mall; Burlington Ctr.; (Camden County) Cherry Hill Mall, Echelon Mall; (Gloucester County) Deptford Mall; plus approximately 300 district shopping places in the Philadelphia PMSA.
Principal Shopping Days-Department Stores-Wed., Sat., Sun. Food-Thur., Fri., Sat.
Stores Open Evenings-Major suburban stores open all evenings and Sun. Most chain groceries-Mon. through Sat. until 9 or 10 p.m. Limited hrs. on Sun.

13 - RETAIL OUTLETS: Department Stores-Abraham & Straus (2 in suburbs); Bamberger's (6 in suburbs); Bloomingdale's (2 in suburbs); Gimbels 9 (2 in Phila., 7 in suburbs); Hess (3 in suburbs); JCPenney 10 (1 in Phila., 9 in suburbs); Pomeroy's (4 in suburbs); Sears 12 (2 in Phila., 10 in suburbs); Strawbridge & Clothier, 10 (1 in Phila., 9 in suburbs); John Wanamaker, 10 (2 in Phila., 8 in suburbs); B. Altman, Bonwit Teller, Loehmann's; Lord & Taylor; Saks Fifth Avenue; Talbot's.
Major General Merchandise Stores-Clover; K mart; Jefferson-Ward; Bradlees.
Variety Stores-McCrory; Kress; Murphy's Mart; Newberry, Valu Stores, Woolworth.
Chain Drug Stores-Brooks; CVS; Eckerd; Medic-Fair; Peoples; Rite Aid; Thrift; Rexall.
Chain Supermarkets-Acme; Clemens; Colonial Village; Cumberland Farms; Fairlawn; Genuardi; Great Scot; IGA; Mister Grocer; Pathmark; Pickwell; 7-Eleven; Shop 'N Bag; Shop Rite; Super Fresh; Thriftway; Wawa.
Other Chain Stores-Women's Apparel-Cameo Stores; Casual Corner; Deb Shops; Fashion Bug; Frederick's of Hollywood; The Gap; Hit or Miss; Ladybug; Lerner's; The Limited; Marianne; Roaman's.
Men's Apparel-Adams; Anderson Little; Brooks Brothers; The Hub; Eugene Jacobs; Jack Lang; Mitchell Daroff; Morville; Today's Man.
Shoe Stores-Bakers; Bally; Beck's; Burt's; Chandler; Endicott-Johnson; Father & Son; Fayva; Flagg Brothers; Florsheim; Hahn Shoes; Hanover; Kinney; Knapp; Lloyd & Haig; Massey; Naturalizer; Pappagallo; Shoe Factory; Shoe Town; Steigerwalt; Stride-Rite; Thayer McNeil; Thom McAn.
Automotive-Avellino; Firestone; General Tire; Goodrich; Goodyear; Penn Jersey; Pep Boys; Royal Auto; Uniroyal.

14 - NEWSPAPERS: INQUIRER (m-mon to fri) 519,621; (sat) 459,854; (S) 1,011,837, Mar. 31, 1985 ABC.
NEWS (e-mon to fri) 284,253; (sat) 196,943, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: John Parichy, Adv. Dir., INQUIRER; Rod Wishart, Adv. Dir., NEWS, 400 N. Broad St., Philadelphia, PA 19101; Tel. (215) 854-5425 (Inquirer); (215) 854-5650 (News).
National Representatives: Metropolitan Publishers Representatives; Towmar (Mexico); Knight-Ridder Newspaper Sales.

PHOENIXVILLE

1 - LOCATION: Chester County (In Philadelphia, PA-NJ PMSA). E&P Map E-3. In Schuylkill Valley, 28 mi. W of Philadelphia; 12 mi. W of Norristown. On State Routes 23, 29 and 113.

2 - TRANSPORTATION: Railroads-Conrail; Reading.
Motor Freight Carriers-2.
Intercity Bus Lines-Werner; SEPTA; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,165; E&P 85 Est. 14,912
CZ-ABC: (80) 14,165
RTZ-ABC: (80) 62,774
County 80 Cen. 316,660; E&P 85 Est. 342,349
PMSA 80 Cen. 4,716,818; E&P 85 Est. 4,865,110
City & RTZ-ABC: (80) 76,939

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,415; E&P 85 Est. 5,926
CZ-ABC: (80) 5,415
RTZ-ABC: (80) 20,338
County 80 Cen. 104,752; E&P 85 Est. 117,211
PMSA 80 Cen. 1,639,330; E&P 85 Est. 1,743,136
City & RTZ-ABC: (80) 25,753

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$210,769,000

6 - PASSENGER AUTOS: County 173,528.

7 - ELECTRIC METERS: Residence 4,622.

8 - GAS METERS: Residence 2,978.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Steel N.A.; Pharmaceutical Supplies 507.

10 - CLIMATE: Min. & Max. Temp.-Spring 38.5-65; Summer 62-84.6; Fall 43-59; Winter 22.3-46. First killing frost, Sept. 20; last killing frost, Apr. 9.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-3 blocks on Bridge St., 2 on Main St., 1 on Gay St., 1 on Church St.
Neighborhood Shopping Centers-Nutt Road, Starr Hill, Gateway Shpg. Ctr., Phoenix/Kimberton Mall, Chesterbrook Shpg. Ctr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
King of Prussia Plz	10	Gimbels, JCPenney, Sears, Conran's, Wanamakers
Norco Mall(42)	8	Britts, Fields, Sears
Phoenix/Kimberton Mall	2	Jamesway, Thrift Drug, Super Fresh
King of Prussia Court	10	Bloomingdale's, A&S, Bamberger's

Principal Shopping Days-Dept.-Fri.; Food-Wed., Thur., Fri.
Stores Open Evenings-Fri. to 9; Food to 10.

13 - RETAIL OUTLETS: Variety Stores-Jamesway.
Chain Drug Stores-White Shield, Thrift.
Chain Supermarkets-Acme, Genuardi, Mad Grocer, Super Fresh.
Other Chain Stores-Sherwin-Williams, S.B. Harris, B.F. Goodrich.

14 - NEWSPAPERS: EVENING PHEONIX (e) 6,815, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Tim Biringer, Ret. Adv. Mgr., EVENING PHOENIX, 225 Bridge St., Phoenixville, PA 19460; Tel. (215) 933-8926.
National Representatives: Landon Associates, Robert Hitchings & Co.

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EDITOR & PUBLISHER

PITTSBURGH

1 - LOCATION: Allegheny County (PMSA) E&P Map B-3. At junction where Allegheny and Monongahela Rivers form Ohio River. 270 mi. W by N of Philadelphia. Harbor frontage 54 mi.

2 - TRANSPORTATION: **Railroads**-20 railroads including Conrail, Pittsburgh & Lake Erie, Chessie System, Bessemer & Lake Erie, Pittsburgh & Lake Erie.
Motor Freight Carriers-163
Intercity Bus Lines-Greyhound, Lenzner, Beaver Valley, Bamfford, Grove City, Continental Trailways, Butler Valley, Ritchey, Saber's United, Suburban, Lincoln, Debolt-Somerset, 88 Transit.
Airlines-American, Eastern, Nordair-Ltd., Northwest Orient, TWA, United, USAir, Piedmont, Pan Am, Delta, Air Wisconsin, People Express.

3 - POPULATION:
Corp. City 80 Cen. 423,959; E&P 85 Est. 379,114
CZ-ABC: (80) 1,136,038
RTZ-ABC: (80) 1,562,743
County 80 Cen. 1,450,085; E&P 85 Est. 1,460,408
PMSA 80 Cen. 2,219,848; E&P 85 Est. 2,239,429
City & RTZ-ABC: (80) 2,698,781
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 166,067; E&P 85 Est. 157,494
CZ-ABC: (80) 427,738
RTZ-ABC: (80) 551,861
County 80 Cen. 540,547; E&P 85 Est. 561,780
PMSA 80 Cen. 885,070; E&P 85 Est. 847,049
City & RTZ-ABC: (80) 979,599

5 - BANKS	NUMBER	DEPOSITS
Commercial	12	$21,270,640,000
Savings	2	$1,411,142,000
Savings & Loan	89	$7,878,554,000

6 - PASSENGER AUTOS: County 657,294

7 - ELECTRIC METERS: Residence 1,027,720 (Pittsburgh MSA)

8 - GAS METERS: Residence 391,837 (Pittsburgh MSA)

9 - PRINCIPAL INDUSTRIES: (Allegheny, Beaver, Fayette, Washington & Westmoreland Counties) Industry, No. of Wage Earners (Av. Wkly. Wage)-Food Prod. 10,300 ($381); Textile, Apparel 2,500 ($186); Paper Prod. 2,100 ($295); Printing & Pub. 9,200 ($353); Chemical Prod. 10,500 ($413); Oil & Coal Prod. 3,600 ($292); Stone, Clay & Glass 14,400 ($348); Primary Metal 77,400 ($492); Fabricated Metal 19,100 ($404); Non-Electrical Machy. 22,700 ($417); Electrical Machy. 20,900 ($382); Trans. Equip. 9,900 (N.A.); Instruments Rel. Equip. 6,300 (N.A.); Other Durable Goods 2,800 (N.A.); Other Nondurable Goods 200 (N.A.); Total All Mfg. 215,200 ($417).

10 - CLIMATE: Min. & Max. Temp. Spring -1-95; Summer 38-103; Fall -1-102; Winter -20-77. First killing frost Oct. 20; last killing frost Apr. 20.

11 - TAP WATER: Alkaline, soft 9 months; hard 3 months (June, July, Aug.); fluoridated.

12 - RETAILING: **Principal Shopping Center**-bounded by the Monongahela and the Allegheny Rivers and Grant St. This is the Downtown Triangle-300 acres.
Neighborhood Shopping Centers-Homewood-N. Homewood & Kelly St.; East Liberty Mall-Penn & Highland Aves.; Squirrel Hill-Murray; Bloomfield-Liberty & Edmond Ave.; Oakland-Forbes Ave. & Fifth and Atwood Ave.; Greenfield-Greenfield Ave. & Coleman St.; Hazelwood-Hazelwood Ave. to Second Ave.; Lawrenceville-34th & Butler, 52nd & Butler; Uptown-Fifth Ave. from Ross St. to Dinwiddie St.; South Side-E. Carson St. from S. 13th to S. 25th St.; Mt. Oliver-Brownsville Rd.; Allentown-Warrington Ave.; Mt. Washington-Southern Ave. & Shiloh St.; West End-Main St.; Manchester-Beaver & Franklin; North Side-East Ohio & Sandusky Sts. from Federal to Chestnut; Federal St. from Allegheny River to North Ave.; Brighton Road-Brighton Rd. & California Ave.; Shadyside-Walnut St. & S. Aiken Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Allegheny Center(70)	1	Sears, Zayre, Woolworth
Beaver Valley Mall(75)	23	Gimbels, Sears, Woolworth
Century III Mall(145)	8	Gimbels, JCPenney, Sears, Mont. Ward, Kaufmann's
East Hills(63)	8	Golden Dawn, Zayre, Giant Eagle
Eastland(68)	10	Eckerd, Foodland, Gee Bee, Gimbels
Franklin Mall(46)	35	Sears, Hills, Thrift Drug, Pomeroy's
Great Southern(47)	7	JCPenney, Thrift Drug
Greengate Mall(95)	23	Horne's, JCPenney, Mont. Ward, G.C. Murphy
Heights Plaza(56)	20	Horne's, Murphy's Mart, Shop 'N Save
Miracle Mile(47)	13	Thrift Drug
Monroeville Mall(125)	12	Gimbels, Horne's, JCPenney, Giant Eagle, Thrift Drug
Northern Lights	18	JCPenney, Hills
North Hills Vlg	7	Gimbels, Giant Eagle, Gee Bee
Northway Mall(35)	8	Horne's, Woolworth, Thrift Drug, G.C. Murphy
Parkway Ctr	NA	Giant Eagle, Gold Circle, Thrift Drug
Penn Ctr (10)	10	Sears, Thrift Drug
Penn Hills(60)	11	Giant Eagle, Gold Circle
South Hills Vlg (120)	8	Gimbels, Sears, Horne's, Woolworth, Eckerd
Southland(54)	9	Thrift Drug, Gee Bee
Washington Mall(100)	23	JCPenney, Giant Eagle, G.C. Murphy, Thrift Drug
Westmoreland Mall(90)	30	Kaufmann's, Sears, Rite Aid
Whitehall Terrace	6	Horne's, G.C. Murphy, Revco
Village Sq	NA	Giant Eagle, Hills

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Mon., Thur.

13 - RETAIL OUTLETS: **Department Stores**-Kaufmann's, Gimbels, Joseph Horne, Sears, JCPenney, Montgomery Ward.
Discount Stores-Gee Bee, Zayre, Murphy's Mart, K mart, Gold Circle, Hill's.
Variety Stores-McCrory, Murphy, Woolworth.
Chain Drug Stores-Thrift 55, Revco 52, Rite Aide 33, Leader 19, Eckerd 27.
Chain Supermarkets-Foodland 66, Giant Eagle 44, Shop 'N Save 57, Golden Dawn 10, Super Dollar 25.
Other Chain Stores-Firestone; Goodrich; Goodyear; General Tire; Kelly & Cohen; Lane Bryant; Lerner; Florsheim; A.S. Beck; Richman; Keystone Shoes; Spiegel (catalog); Standard Sportswear; Saks Fifth Avenue; Kinney; Bakers; Thom McAn; Pic-Way; Kamps; Children's Palace; Brooks Bros.; Anderson-Little; Anders; Bailey, Banks & Biddle; Designer Depot; T.J. Maxx; The Appliance Store; David Neis.

14 - NEWSPAPERS: POST GAZETTE (m-mon to fri) 174,982; (m-sat) 161,860; Mar. 31, 1985 ABC. PRESS (e-mon to fri) 247,784; (sat) 216,604; (S) 594,025; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Smith Purdum, Adv. Dir., POST-GAZETTE and PRESS, PO Box 566, Pittsburgh, PA 15230; Tel. (412) 263-1252.
National Representatives: Story & Kelley-Smith, Metropolitan Publishers Representives.

POTTSTOWN

1 - LOCATION: Montgomery County (in Philadelphia, PA-NJ PMSA), E&P Map E-3. Industrial ctr. 37 mi. NW of Phila., 26 mi. NW of King of Prussia, 18 mi. SE of Reading, 32 mi. S of Allentown, 20 mi. N of Exton, on Schuylkill River. On U.S. Hwy. 422, Benj. Franklin Hwy., State Hwys. 724, 100 & 663 (to Pa. Tpk. & I-80).

2 - TRANSPORTATION: **Railroads**-Rail freight only.
Intercity Bus Lines-Pottstown Transit, Inc., Werner, Trailways, SEPTA.
Motor Freight Carriers-11
Airlines-Limousine service to Phila. Intl. Airport; Air Freight & Charter at Pottstown Airport (Limerick); Municipal Airport (Pottstown).

3 - POPULATION:
Corp. City 80 Cen. 22,729; E&P 85 Est. 22,910
NDM-ABC: (80) 137,697
County 80 Cen. 643,621; E&P 85 Est. 690,748
PMSA 80 Cen. 4,716,818; E&P 85 Est. 4,865,110
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,867; E&P 85 Est. 9,448
NDM-ABC: (80) 47,458
County 80 Cen. 223,290; E&P 85 Est. 247,784
PMSA 80 Cen. 1,639,330; E&P 85 Est. 1,743,136

5 - BANKS	NUMBER	DEPOSITS
Commercial	13	$5,719,651,423
Savings & Loan	11	$112,500,000

6 - PASSENGER AUTOS: County 418,807

7 - ELECTRIC METERS: Residence 75,653

8 - GAS METERS: Residence 9,732

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Steel Fabrication 422; Food Equip. Products 1,328; Boilers, Heating 643; Automotive Products, Bodies 2,428; Die Castings 1,318; Pipe Fittings 1,183; Crane Hoists 130; Textiles, Clothing 4,025; Plastics, Rubber Products, Metal Products, Finishing 758; Pipe 270; Packaging 660; Burial Caskets, Funeral Supplies 615; Metal Tubing, Cathodes 1,089; Flags 255; Health Service 1,000.
Principal Industrial Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 51-75; Summer 73-90; Fall 55-68; Winter 12-40. First killing frost Dec. 1; last killing frost Feb. 15.

11 - TAP WATER: Acid, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-15 blocks on High St., Hanover St., Charlotte St., Washington St.
Neighborhood Shopping Centers-E. End (Moser Rd.); N. End (Mervine St.); W. End Rt. 100; Thriftway Suburbia Center Rt. 100; Coventry Mall Rt. 100 Bypass & 724; Boyertown Shpg. Ctr.; Gilbertsville Shpg. Ctr.; Park Towne, Royersford; Phoenix-Kimberton Mall, Rte. 724.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Ctr.	2	K mart
Coventry Mall(60)	1	Sears, Hess, Jefferson Ward, Pomeroys
North End Ctr (19)	1	Acme, Woolworth, Rea & Derick

Principal Shopping Days-Mon., Wed., Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon., Fri.; Food-Tues., Wed., Thur., Fri.; Shpg. Ctrs.-Mon. through Sun.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Sears, Jefferson Ward, Hess, LeFevre Bros., New York Store, Boscov's, Pomeroys.
Discount Stores-Ice City, K mart 2, Jamesway, Ames 2.
Variety Stores-Newberry, Woolworth 2.
Chain Drug Stores-Thrift 2, Rea & Derick 2, Rite Aid 4, CVS, Sunset Pharmacy, Canning's, Professional Pharmacy, Patton Pharmacy.
Chain Supermarkets-Super Fresh, Acme 2, Thriftway 3, Weis 3, Shop Rite, IGA, Wawa, 7-Eleven 3, Pathmark, Redner's 3, Genuardi 2, Jewel T.
Other Chain Stores-A.D. Moyer Lumber, Penn Jersey, Western Auto 2, Pep Boys, 84 Lumber, Singer Co., Endicott Johnson, Fecera, Grossman's, Father & Son, Radio Shack, Pet Carnival, Lippman's Jewelers, Hub, Feel Fine, Sherwin-Williams, M.A.B., Don Sand's, Glidden, Rickels, The Gap, Rax.

14 - NEWSPAPERS: MERCURY (m) 28,250; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Francis A. Schock, Adv. Dir., MERCURY, Hanover & King Sts., Pottstown, PA 19464; Tel. (215) 323-3000.
National Representatives: Landon Associates.

POTTSVILLE

1 - LOCATION: Schuylkill County, E&P Map D-2. 93 mi. NW of Philadelphia; 56 mi. NE of Harrisburg. On U.S. Hwy. 61, State Hwys. 209 & 183.

2 - TRANSPORTATION: **Railroads**-Conrail.
Motor Freight Carriers-9
Intercity Bus Lines-Schuylkill Transportation, Capital Trailways.

3 - POPULATION:
Corp. City 80 Cen. 18,195; E&P 85 Est. 17,406
NDM-ABC: (80) 97,470
County 80 Cen. 160,630; E&P 85 Est. 161,037
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 6,944; E&P 85 Est. 6,790
County 80 Cen. 59,948; E&P 85 Est. 62,027
NDM-ABC: (80) 35,589

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$1,698,423,033
Savings & Loan	5	$252,618,476

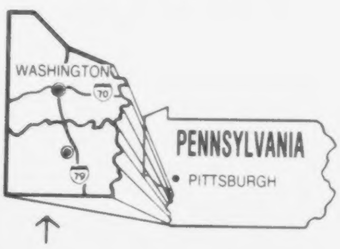
6 - PASSENGER AUTOS: County 78,203

7 - ELECTRIC METERS: Residence 7,214

8 - GAS METERS: Residence 2,199

9 - PRINCIPAL INDUSTRIES: Aluminum and Plastic Extrusion; Anthracite Mining; Bldg. Materials; Commercial Tanks; Elect. Appl. (lamps, etc.); Leather Prods. (shoes); Mirrors; Machine Tools; Metal Cabinets; Mobilehomes; Ball Point Pens; Apparel; Polyethelene Film; Screws & Anchors; Steel Doors, Frames; Trucks; Trailers.

Energy Rich Corner
Of Pennsylvania



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ABC
Daily Circulation
36,336

*Source: ABC Fas-Fax Mar. 31, 1985

Principal Industrial Pay Days-Thur., Fri.; 15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 65-80; Summer 70-98; Fall 40-70; Winter 0-50.

11 - TAP WATER: Neutral, very soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Centre St.; 1 on Mahantongo St.; 3 on Norwegian St.; 4 on Market St.; 2 on Arch St.; 5 on Second St.; 3 on Pottsville Boulevard.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pottsville Plz (6)	1	Miller Auto, Acme
Pottsville-Minersville(4)	3	A&P
Cressona Mall(26)	3	Hills, Acme, Rea & Derrick
Fairlane Mall(60)	1	Boscov's, Weis, Gee Bee, Rea & Derick
Schuylkill Mall(90)	8	Sears, Hess, Weis, Rea & Derick, Radio Shack, K mart, Pomeroy's

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Downtown: Thur., Fri.; Food: Mon. through Sat.; Shpg. Ctrs.: Mon. through Sat. Most malls and food mkts. open Sundays.

13 - RETAIL OUTLETS: **Department Stores**-Pomeroy's, Sears, Boscov's, Hess.
Discount Stores-Hills, Gee Bee, K mart.
Variety Store-McCrory.
Chain Drug Stores-Rite-Aid 2; Rea & Derrick 3.
Chain Supermarkets-Acme 6; A&P; UGA 2; Weis 2; IGA 3; Giant Food.
Other Chain Stores-Firestone; Miller Auto; Fashion Colony; Junior Colony; Radio Shack; Kays; Zale's; Kinney; Glick; Thom McAn; Listening Post.

14 - NEWSPAPERS: REPUBLICAN (e) 28,643; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Russell A. Farley, Adv. Mgr., REPUBLICAN, PO Box 209, Pottsville, PA 17901; Tel. (717) 622-3456.
National Representative: Landon Associates.

PUNXSUTAWNEY

1 - LOCATION: Jefferson County. E&P Map B-2. New industrial site, 86 mi. NE of Pittsburgh, 68 mi. NW of Altoona.

2 - TRANSPORTATION: **Railroads**-B&O. Shops of B&O are located here.
Motor Freight Carriers-4.

3 - POPULATION:
Corp. City 80 Cen. 7,479; E&P 85 Est. 7,392
County 80 Cen. 48,303; E&P 85 Est. 48,879
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,950; E&P 85 Est. 2,752
County 80 Cen. 17,260; E&P 85 Est. 17,968

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$310,000,000

6 - PASSENGER AUTOS: County 22,729.

7 - ELECTRIC METERS: Residence 6,206.

8 - GAS METERS: Residence 3,182.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textile 300; Carbon 650; Metal Stamping & Plating; Loud Speakers 758.

10 - CLIMATE: N.A.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on 2 streets.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Punxy Plz (10)	NA	Sears, Thrift Drug
Jamesway(5)	NA	Rea & Derick

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Department Stores-Mon., Fri.; Food-6 nights.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Variety Stores-Murphy's Mart; Jamesway.
Chain Drug Stores-Thrift; Rite-Aid.
Chain Supermarkets-Comet Mkt. 2; Riverside; Keystone.
Other Chain Stores-Wolf; Western Auto; Brown's.

14 - NEWSPAPERS: SPIRIT (m) 6,007; sworn Sept. 17, 1984.
Local Contact for Advertising and Merchandising Data: William C. Anderson, Adv. Mgr., SPIRIT, 107-109 N. Findley, Punxsutawney, PA 15767; Tel. (814) 938-8740.
National Representative: Landon Associates.

QUAKERTOWN

1 - LOCATION: Bucks County. (In Philadelphia, PA-NJ PMSA). E&P Map E-3. 45 mi. N of Phila.; 20 mi. S of Allentown-Bethlehem.

2 - TRANSPORTATION: **Airlines**-At Philadelphia International Airport; A.B.E. Airport.
Motor Freight Carriers-3.
Intercity Bus Lines-Trailways; Edwards; Reading.

3 - POPULATION:
Corp. City 80 Cen. 8,867; E&P 85 Est. 10,435
NDM-ABC: (80) 80,511
County 80 Cen. 479,211; E&P 85 Est. 512,160
PMSA 80 Cen. 4,716,818; E&P 85 Est. 4,865,110
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,415; E&P 85 Est. 4,138
NDM-ABC: (80) 27,609
County 80 Cen. 156,648; E&P 85 Est. 172,848
PMSA 80 Cen. 1,639,330; E&P 85 Est. 1,743,136

5 - BANKS	NUMBER	EST. DEP.
Commercial	7	NA
Savings & Loan	3	NA

6 - PASSENGER AUTOS: County 282,803.

7 - ELECTRIC METERS: Residence 3,897.

8 - GAS METERS: Residence 3,585.

9 - PRINCIPAL INDUSTRIES: Clothing; Hosiery; Tile Foundry; Pipe Foundry; Paper; Garage Doors; Elect. Equip.; Paper business forms; Ametek; Georgia Pacific; Fasson; Standard Steel; French's. Median household wkly. income ($258).

10 - CLIMATE: N.A.

11 - TAP WATER: Not fluoridated.

12 - RETAILING: **Principal Shopping Center**-Downtown-83 stores on 10 blocks.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Quaker Vlg (15)	NA	Rite-Aid, Acme
Richland Mall(35)	NA	Clemens, Hess
Montgomery Mall(160)	NA	JCPenney, Sears, Wanamaker, Jamesway
Country Sq (12)	NA	Sears, Budco

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Sundays; Food: Open Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Saul's; Hess; H. Leh; Wanamaker; Bamberger's; Strawbridge; JCPenney; Ames.
Discount Stores-K mart; Laneco; Jamesway.
Chain Drug Stores-Thrift; Rea & Derick; Rite-Aid.
Chain Supermarkets-Acme; IGA; Moyers Mkts.; Laneco; Genuardi; Weiss; Clemens.
Other Chain Stores-Western Auto.

14 - NEWSPAPERS: FREE PRESS (e-mon to fri) 6,296; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Phyllis A. Meyers, Adv. Dir., FREE PRESS, 312 W. Broad St., Quakertown, PA 18951; Tel. (215) 536-6820.
National Representatives: Landon Associates; Robert Hitchings & Co.; U.S. Suburban Press.

READING

1 - LOCATION: Berks County (In Reading MSA). E&P Map E-3. County Seat. Industrial center. SE part of state. On banks of Schuylkill River, 56 mi. NNW of Philadelphia, 120 mi. W of New York City.

2 - TRANSPORTATION: **Motor Freight Carriers**-39.
Intercity Bus Lines-Trailways; Bieber.
Airlines-USAir; Suburban; General Aviation; Air Pennsylvania.

3 - POPULATION:
Corp. City 80 Cen. 78,686; E&P 85 Est. 76,931
CZ-ABC: (80) 187,934
RTZ-ABC: (80) 126,549
County/MSA 80 Cen. 312,509; E&P 85 Est. 325,196
City & RTZ-ABC: (80) 314,483
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 31,902; E&P 85 Est. 33,023
CZ-ABC: (80) 72,493
RTZ-ABC: (80) 42,777
County/MSA 80 Cen. 114,544; E&P 85 Est. 123,118
City & RTZ-ABC: (80) 115,270

5 - BANKS	NUMBER	EST. DEP.
Commercial	6	$75,000,000,000
Savings	2	$27,000,000
Savings & Loan	4	$5,973,758,373

6 - PASSENGER AUTOS: County 174,635.

7 - ELECTRIC METERS: County 131,537.

8 - GAS METERS: County 44,823.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Primary Metals 8,300 ($513); Iron & Steel Foundries 2,400 ($354); Fabricated Metal Prods. 2,600 ($307); Non-Electric Mach. & Trans. Equip. 6,200 ($525); Electric & Electronics Equip. 9,800 ($469); Food & Kindred Prods. 4,700 ($306); Sugar & Confectionery 1,700 ($272); Textile Mill Prods. 4,200 ($240); Knitting Mills 3,000 ($224); Apparel & Other Textile Prods. 4,400 ($208); Women's & Misses' Outerwear 1,700 ($191); Paper & Allied Prods. 1,500 ($523); Printing & Pub. 1,200 ($365); Chemical & Allied Prods. 1,500 ($422); Petroleum, Rubber & Misc. Plastic Prods. 2,100 ($323; Leather & Leather Prods. 1,000 ($275).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-65; Summer 66-82; Fall 44-65; Winter 17-31. First killing frost, Nov. 6; last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Penn St.; 3 blocks on N. 5th St.; 3 blocks on N. 9th St.
Neighborhood Shopping Centers-Penn Ave. in West Reading.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Antietam Valley(7)	2	Thrift Drug
Berkshire Mall(90)	3	Sears, Pomeroy's, Wanamaker
Berkshire Mall West(14)	3	Acme
Fairgrounds Sq (61)	3	JCPenney, Boscov's
Maderia Plz (28)	3	Nichol's
Muhlenberg(20)	3	McCrory, Weis, Channel Home Ctr.
Reading Mall(17)	3	Boscov's, Weis
Shillington(12)	2	Nichol's, Channel, Thriftway

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Downtown Stores-Mon., Thur.; Shopping Centers every night.

13 - RETAIL OUTLETS: **Department Stores**-Pomeroy's 2 (Allied); Sears; Wanamakers; JCPenney.
Discount Stores-Nichols 3; Boscov's 3; K mart 3.
Variety Stores-Kresge; Woolworth; McCrory 3.
Chain Drug Stores-W. B. Boyer 4; Revco 4; Rite Aid 5; Peoples 2; Thrift 4; Keystone; Reading; Rundle's 3; Saylor-Weaver 2; Medicine Shoppe.
Chain Supermarkets-Redner's 9; Weis 6; Acme 7; IGA 10; Shop-Rite; Thriftway 5; Wawa; Pathmark 2; Arco; Turkey Hill 15; Mr. Food; Jewel T.

14 - NEWSPAPERS: TIMES (m) 45,275; EAGLE (e) 36,800; EAGLE (S) 111,986; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: John L. Kurtz, Gen. Adv. Mgr., EAGLE-TIMES, 345 Penn St., Reading, PA 19603; Tel. (215) 373-4221.
National Representative: Story & Kelly-Smith.

RIDGWAY

1 - LOCATION: Elk County. E&P Map C-2. County Seat. Residential center. 125 mi. N of Pittsburgh, 127 mi. S of Buffalo, NY. Hwys. 219, 120, 948, 949.

2 - TRANSPORTATION: **Railroads**-Baltimore & Ohio.
Motor Freight Carriers-4.
Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 5,604; E&P 85 Est. 5,418
County 80 Cen. 38,338; E&P 85 Est. 38,736

4 - HOUSEHOLDS:
City 80 Cen. 2,142; E&P 85 Est. 1,733
County 80 Cen. 12,902; E&P 85 Est. 13,475

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	NA
Savings & Loan	3	NA

6 - PASSENGER AUTOS: County 16,906.

7 - ELECTRIC METERS: Residence 4,680.

8 - GAS METERS: Residence 4,890.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Brake Lining 300; Powdered Metal 400; Color for Ink 135; Tool & Die 50.
Principal Pay Days-Wkly., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-87; Summer 43-94; Fall 20-89; Winter 10-67. First killing frost, Oct. 1.

11 - TAP WATER: Neutral, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Main St.; 2 blocks on N. Broad.
Neighborhood Shopping Centers-St. Marys Shopping Plz.; St. Marys Downtown; Johnsonburg.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Variety Store**-G.C. Murphy.
Chain Supermarkets-Riverside; Market Basket; Gateway Market.

14 - NEWSPAPERS: RECORD (e) 3,624; sworn Sept. 29, 1984.
Local Contact for Advertising and Merchandising Data: Debbie Imhof, Adv. Mgr., RECORD, PO Box T, Ridgway, PA 15853; Tel. (814) 773-3161.
National Representative: Landon Associates.

ROCHESTER
See BEAVER

ST. MARYS

1 - LOCATION: Elk County. E&P Map C-2. Carbon, powder metal, and light mfg. center. 135 mi. N of Pittsburgh; 122 mi. SE of Erie; 120 mi. W of Williamsport; 52 mi. SE of Bradford.

2 - TRANSPORTATION: **Railroads**-Conrail.
Intercity Bus Lines-Trailways; A.T.A.
Motor Freight Carriers-2.
Airlines-American; United; USAir; BAT Air.

3 - POPULATION:
Corp. City 80 Cen. 6,417; E&P 85 Est. 5,939
NDM-ABC: (80) 33,433
County 80 Cen. 38,338; E&P 85 Est. 38,736

4 - HOUSEHOLDS:
City 80 Cen. 2,321; E&P 85 Est. 1,806
NDM-ABC: (80) 11,196
County 80 Cen. 12,902; E&P 85 Est. 13,475

5 - BANKS	NUMBER	EST. DEP.
Banks	4	NA
Savings & Loan	3	NA

6 - PASSENGER AUTOS: County 16,906.

7 - ELECTRIC METERS: Residence 11,233.

8 - GAS METERS: Residence County 10,648; City 5,633.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Carbon Prod. 4,969 ($350); Light Bulbs 515 ($380); Powder Metal Prod. 678 ($350).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 45-92; Fall 40-85; Winter 15-67.

11 - TAP WATER: Acidic, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-8 blocks in center of town; St. Mary's Plz. on Rt. 255.
Neighborhood Shopping Centers-Rt. 255.
Principal Shopping Days-Tues., Thur., Fri., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Mon., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Ames; Big Wheel.
Variety Store-G. C. Murphy.
Chain Drug Stores-Thrift Drug.
Chain Supermarkets-Nation Wide 4; Riverside; Pfaffs; Loblaws; Market Basket.

14 - NEWSPAPERS: PRESS (e) 5,489; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Thomas E. Miller, Natl. Adv. Mgr., PRESS, 245 Brussels St., St. Marys, PA 15857; Tel. (814) 781-1596.
National Representative: Landon Associates.

SAYRE-ATHENS, PA-WAVERLY, NY

1 - LOCATION: Sayre and Athens in Bradford County, PA; Waverly in Tioga County, NY. E&P Map D-1. 17 mi. SE of Elmira, NY. Home of Robt. Packer Hospital, Guthrie Clinic & Medical Ctr.

2 - TRANSPORTATION: **Railroads**-Conrail.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. Cities 80 Cen. 15,311; E&P 85 Est. 15,212
Sayre 80 Cen. 6,951; E&P 85 Est. 7,033

Athens 80 Cen. 3,622; E&P 85 Est. 3,528
Waverly 80 Cen. 4,738; E&P 85 Est. 4,651
Counties 80 Cen. 112,731; E&P 85 Est. 118,372
Bradford, PA 80 Cen. 62,919; E&P 85 Est. 66,469
Tioga, NY 80 Cen 49,812; E&P 85 Est. 51,903

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 5,791; E&P 85 Est. 5,536
Sayre 80 Cen. 2,572; E&P 85 Est. 2,437
Athens 80 Cen. 1,427; E&P 85 Est. 1,290
Waverly 80 Cen. 1,792; E&P 85 Est. 1,809
Counties 80 Cen. 37,969; E&P 85 Est. 41,224
Bradford Co., PA 21,449; E&P 85 Est. 23,398
Tioga Co., NY 16,520; E&P 85 Est. 17,826

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: Counties: Bradford, PA 26,945; Tioga, NY 25,396.

7 - ELECTRIC METERS: Residence 9,640.

8 - GAS METERS: Residence 3,500.

9 - PRINCIPAL INDUSTRIES: Textiles; Lumber; Tools and Dies; Labels; Pumps & Foundry; Feed Mills; Varnishes; Electric Motors; Railroad Car Repair; Compressors; Health Care Services; Cheese Proc.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft, not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Sayre Plz (4)	NA	K mart
Valley(3)	NA	P&C Foods

Principal Shopping Days-Thur., Fri.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Ames; K mart.
Variety Store-Newberry.
Chain Drug Stores-Rite-Aid; Fay's; Rea & Derick; Widmann's.
Chain Supermarkets-Acme; Great American 2; P&C Foods.
Other Chain Stores-National Auto; Firestone; Western Auto; Sears (catalog); Montgomery Ward.

14 - NEWSPAPERS: TIMES (e) 8,169; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: LaVerra Parfrey, Adv. Mgr., TIMES, 201 N. Lehigh Ave., Sayre, PA 18840; Tel. (717) 888-9643.
National Representative: Landon Associates.

SCRANTON

1 - LOCATION: Lackawanna County (In Scranton-Wilkes Barre MSA). E&P Map E-2. County Seat and trading center. On Interstate Hwys. 80, 81, 84, 380, U.S. 6 and 11, State Hwys. 106, 611, 11 and 307; Penna. Tpke.

2 - TRANSPORTATION: Railroads-D&H; Conrail.
Motor Freight Carriers-50.
Intercity Bus Lines-Colts; Martz; Greyhound; Capitol Trailways; Price Bus Co.
Airlines-Eastern; USAir; Freedom; Air Vermont; Alleghany Commuter.

3 - POPULATION:
Corp. City 80 Cen. 88,117; E&P 85 Est. 80,386
CZ-ABC: (80) 118,843
RTZ-ABC: (80) 233,888
County 80 Cen. 227,908; E&P 85 Est. 228,859
MSA 80 Cen. 728,796; E&P 85 Est. 745,419
City & RTZ-ABC: (80) 352,731

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 36,189; E&P 85 Est. 31,247
CZ-ABC: (80) 44,730
RTZ-ABC: (80) 82,002
County 80 Cen. 89,572; E&P 85 Est. 84,990
MSA 80 Cen. 263,271; E&P 85 Est. 277,874
City & RTZ-ABC: (80) 126,732

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	15	$3,220,595,000
Savings & Loan	5	$435,231,000

-**6 - PASSENGER AUTOS:** County 105,839.

7 - ELECTRIC METERS: Residence 100,000.

8 - GAS METERS: Residence 45,000.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees (Av. Wkly. Wage)-Fabricated Metal Prod. 2,500 ($374); Electrical Machinery and other durable goods 10,600 ($404); Food Prod. 1,600 ($295); Textile Prod. 1,200 ($232); Apparel Prod. 7,300 ($182); Printing & Pub. 2,400 ($345); Other Non-Durables 2,000 ($315); Total All Mfg. 27,600 ($277).
Principal Pay Days-8th, 9th, 10th, 21st, 22nd, 23rd.

10 - CLIMATE: Min. & Max. Temp.-Spring 27-70; Summer 57-83; Fall 42-80; Winter 19-48. First killing frost, Oct. 6; last killing frost, Apr. 14.

11 - TAP WATER: Spring and mountain water. Slightly acid, very soft, neutral.

12 - RETAILING: Principal Shopping Centers-5 blocks on Lackawanna Ave.; 6 on Spruce St.; 4 on Adams Ave.; 4 on N. Washington Ave.; 3 on Penn Ave.; 4 on Linden St.; 3 on Wyoming Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Viewmont(60)	4	Sears, JCPenney, Hess
IMA Plz	7	Shop Rite, Revco, Rolane, NBO
South Side	1	IGA, Super Saver, Rea & Derick, Rite Aid, General Nutrition
Keyser Oak	3	Giant, Thrift Drug, Woolworth, Maxwells, Fays Drug, Price Chopper
Abington	6	Super Saver, Weis
Dunmore Plz (7)	3	Jamesway, Super Saver, Picway, Rea & Derick
Eynon Plz (20)	7	Sugarman's
Pittston Plz (31)	8	Giant Food, Thrift Drug, K mart, McCrory
Birney Plz (20)	3	K mart, Radio Shack, Super Saver
West Side Plz (2)	2	Price Chopper, Fays Drug

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Downtown-Mon., Thur.; Shopping Centers-every evening except Sun.

13 - RETAIL OUTLETS: Department Stores-Globe/Wanamakers; Maxwell's; Racusin's; Sears; JCPenney; Hess.
Discount Stores-Sugarman's; Jamesway; K mart; Murphy's Mart; Jewelcor; Wes Freedman.
Variety Stores-McCrory; Woolworth.
Chain Drug Stores-Rea & Derick 6; Thrift 4; Thrif-D 3; Rite-Aid 4; Kwik-Save; Revco 3; Fays Drug 2.
Chain Supermarkets-American (Acme/Super Saver) 7; Giant 8; IGA 3; Doma 3; Affiliated Food (co-op) 195; Weis; Convenient Foods 9; Price Chopper 3.
Other Chain Stores-Gertrude Hawk Candy 2; J.D. Williams Candy; Fanny Farmer; Hanover Shoe; Endicott-Johnson; Grossman's; SherwinWilliams; Mary Carter Paint; S&H Green Stamps; Kinney; Miles; Father & Son Shoes; Shoetown; MAB Paint; Lafayette Electronics; Lerner's; Spencer Gifts; 84 Lumber Co.; Radio Shack; Triangle Shoes; General Nutrition; Gallenkamp Shoes; A.S. Beck; Hickory Farms; Paperback Booksmith; Gordon Jewelers; Gemstone Jewelry; National Shirt Shops; Service Merchandise Co.; Pic-Way Shoes; Maxwell's.

14 - NEWSPAPERS: TIMES (e) 55,813; (S) 58,616; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Hal Marion, Adv. Mgr., TIMES, 149 Penn Ave., Scranton, PA 18505; Tel. (717) 348-9100.
National Representative: Sawyer-Ferguson-Walker Co.
TRIBUNE (m) 39,020; SCRANTONIAN (S) 52,739; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Joseph J. McDonald, Adv. Dir., TRIBUNE and SCRANTONIAN, 338 N. Washington Ave., Scranton, PA 18503; Tel. (717) 344-7221.
National Representative: Landon Associates.

SHAMOKIN-MOUNT CARMEL

1 - LOCATION: Northumberland County. E&P Map D-2. 135 mi. NW of Philadelphia; 60 mi. N of Harrisburg. Farm and diversified industrial area. On State Hwys. 61, 125, 225, 901 off I-81.

2 - TRANSPORTATION: Motor Freight Carriers-10.
Intercity Bus Lines-Shamokin & Mt. Carmel; King Coal Trailways; Catawese Coach Lines.

3 - POPULATION:
Corp. Cities 80 Cen. 18,547; E&P 85 Est. 17,949
Shamokin 80 Cen. 10,357; E&P 85 Est. 10,036
Mt. Carmel 80 Cen. 8,190; E&P 85 Est. 7,913
County 80 Cen. 100,381; E&P 85 Est. 104,501

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 8,873; E&P 85 Est. 8,272
Shamokin 80 Cen. 4,457; E&P 85 Est. 4,677
Mount Carmel 80 Cen. 4,416; E&P 85 Est. 3,595
County 80 Cen. 37,846; E&P 85 Est. 40,668

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	N.A.
Saving & Loan	3	N.A.

6 - PASSENGER AUTOS: County 46,814.

7 - ELECTRIC METERS: Residence 22,902.

8 - GAS METERS: Residence 2,734.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Garment 1,741; Paper Products 210; Meat & Poulty 465; Recreation Vehicles 445; Tickets 155; Coal Mining 858; Wood 110.
Principal Pay Days-1st, 15th, 2nd, 4th Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-85; Summer 60-95; Fall 32-90; Winter -5-70. First killing frost, Nov. 1; last killing frost, Mar. 30.

11 - TAP WATER: Very soft, not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Anthra Plz (10)	2	Jamesway, Sears (catalog)
Ames Big N Mall(3)	1	Ames, Acme, Rea & Derick
Susquehanna Valley Mall(66)	NA	JCPenney, Boscov's, Bon Ton, Acme
Schuylkill Mall(100)	NA	Sears, K mart, Hess, Weis, Pomeroy's
Fairlane Vlg Mall(52)	NA	Boscov's, Weis, GeeBee

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; Food-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Jamesway; Ames; K mart.
Variety Stores-Newberry; Woolworth; Jupiter; Dollar General.
Drug Stores-Sun Ray; Rea & Derick 3; Rite Aid; White Shield.
Chain Supermarkets-Acme 2; Weis; Riverside.
Other Chain Stores-Sears (catalog); Kinney; Montgomery Ward; Brozman's; Radio Shack.

14 - NEWSPAPERS: NEWS-ITEM (e) 14,603; sworn Apr. 11, 1985.
Local Contact for Advertising and Merchandising Data: John Kaminski, Adv. Dir., NEWS-ITEM, 707 N. Rock St., P.O. Box 587, Shamokin, PA 17872; Tel. (717) 648-4641.
National Representative: Landon Associates.

SHARON-FARRELL-SHARPSVILLE-WHEATLAND

1 - LOCATION: Mercer County (MSA). E&P Map A-2. Trucking terminal. 14 mi. from Youngstown, OH; 70 mi. from Pittsburgh, Erie & Cleveland, OH; 460 mi. from NY & Chicago, IL. On Hwys. 18, 60, 62, I-79 and I-80.

2 - TRANSPORTATION: Motor Freight Carriers-22.
Intercity Bus Lines-Grove City; Trailways.
Airlines-United; Allegheny Commuter; Skyline Commuter.

3 - POPULATION:
Corp. Cities 80 Cen. 34,209; E&P 85 Est. 31,473
Sharon 80 Cen. 19,057; E&P 85 Est. 17,646
Farrell 80 Cen. 8,645; E&P 85 Est. 7,717
Sharpsville 80 Cen. 5,375; E&P 85 Est. 5,091
Wheatland 80 Cen. 1,132; E&P 85 Est. 1,019
CZ-ABC: (80) 50,574
RTZ-ABC: (80) 90,896
County/MSA 80 Cen. 128,299; E&P 85 Est. 131,520
City & RTZ-ABC: (80) 141,470

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 12,912; E&P 85 Est. 12,210
Sharon 80 Cen. 7,310; E&P 85 Est. 6,943
Farrell 80 Cen. 3,146; E&P 85 Est. 2,954
Sharpsville 80 Cen. 2,027; E&P 85 Est. 1,914
Wheatland 80 Cen. 429; E&P 85 Est. 399
CZ-ABC: (80) 18,782
RTZ-ABC: (80) 30,463
County/MSA 80 Cen. 44,657; E&P 85 Est. 47,134
City & RTZ-ABC: (80) 49,245

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	8	$889,000,000
Savings & Loan	4	$207,000,000
Credit Unions	13	$25,000,000

6 - PASSENGER AUTOS: County 56,783.

7 - ELECTRIC METERS: Residence County 55,497.

8 - GAS METERS: Residence County 35,307.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Primary Metals 5,200; Trans. Equip. 2,000; Non-electrical Mach. 1,900; Fab. Metal Prods. 1,100; Food Wholesaling N.A.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 70-90; Fall 40-75; Winter -5-50.

11 - TAP WATER: Neutral, fluoridated.

12 - RETAILING: Principal Shopping Centers-6 blocks on State St., 1 each side on 6 cross sts. One downtown mall, 5 shopping centers.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Hermitage Sq (12)	3	Treasure Island
Hickory Plz (26)	2	Zayre
Middlesex Vlg (4)	4	Lil Shopper Foods
Hermitage Hills(6)	3	Hills
Shenango Mall(47)	3	Sears, Strouss, JCPenney

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Close-Mon. morning.
Stores Open Evenings-until 9 or 10.

13 - RETAIL OUTLETS: Department Stores-Strouss; Hills; JCPenney; Sears.
Discount Stores-Warehouse Sales; Valley View; Treasure Island; Zayre; Heck's.
Chain Drug Stores-Eckerd; Thrift; Medicine Shoppe; Rite-Aid; Revco; Big & Small Lots.
Chain Supermarkets-Valu Plus; Golden Dawn 9; Valu-King; Donofrio's; County Market.
Other Chain Stores-Firestone; Goodyear; Western Auto.

14 - NEWSPAPERS: HERALD (e) 27,089; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: D.R. Armstrong, HERALD, S. Dock & E. State Streets, PO Box 51, Sharon, PA 16146; Tel. (412) 981-6100.
National Representative: Branham Newspaper Sales.

SHENANDOAH-ASHLAND-MAHONOY CITY

1 - LOCATION: Schuylkill County. E&P Map D-2. Industrial ctr. 18 mi. S of Hazleton; 12 mi. N of Pottsville.

2 - TRANSPORTATION: Railroads-Conrail.
Intercity Bus Lines-Greyhound; Edwards Lakes-to-Sea; Reading; East Penn; Trailways.
Motor Freight Carriers-Branch Motor Express.

3 - POPULATION:
Corp. Cities 80 Cen. 17,991; E&P 85 Est. 16,849
Shenandoah 80 Cen. 7,589; E&P 85 Est. 7,228
Ashland 80 Cen. 4,235; E&P 85 Est. 3,981
Mahanoy City 80 Cen. 6,167; E&P 85 Est. 5,640
NDM-ABC: (80) 46,124
County 80 Cen. 160,630; E&P 85 Est. 161,037

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 7,653; E&P 85 Est. 7,678
Shenandoah 80 Cen. 3,327; E&P 85 Est. 3,407
Ashland 80 Cen. 1,654; E&P 85 Est. 1,629
Mahanoy City 80 Cen. 2,672; E&P 85 Est. 2,642
NDM-ABC: (80) 17,907
County 80 Cen. 59,948; E&P 85 Est. 62,027

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$11,186,000
Savings	3	$39,463,000
Savings & Loan	1	$84,426,000

6 - PASSENGER AUTOS: County 78,203.

7 - ELECTRIC METERS: Residence 1,701.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Anthracite coal 231; Women's Apparel 2,031; Shirts 720; Beverages N.A.; Scrap Metals 85; Plastics 422; Frozen Foods 150; Broadmore Homes 180; Wenco 80.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 50-100; Fall 15-75; Winter 0-45.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Frackville(90)	NA	Anthony's IGA, Acme
Mahanoy City	NA	Stop & Go, Acme
Fairlane Vlg.(60)	NA	Boscovs
Cressona Mall(30)	NA	Acme Mkt., Hills
Schuylkill Mall(125)	NA	Sears, Hess, K mart, Pomeroy's

Principal Shopping Days-Mon., Fri., Sat., Sun.
Stores Open Evenings-Fri., Sat., Mon.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Hess; Sears; K mart; Pomeroy's
Variety Stores-Woolworth; McCrory
Chain Drug Stores-F. C. Nesbitt 4; Health Mart; Rite Aid; Rea & Derrick
Chain Supermarkets-IGA; Acme 4; Capitol; Weis Mart 2
Other Chain Stores-Anderson-Little; Barbara Moss; Cole Books; Docktor Pet Ctr.; Fashion Bug; Endicott Johnson; Foxmoor; General Nutrition Ctr.; Hanover Shoes; Harmony Hut; Hickory Farms; Jean Nicole; Fashion Colony; Junior Colony; Kay Jewelers; Jay Jewelers; Kay-Bee Toys; Kinney Shoes; Liberty Travel; Radio Shack; Recordtown; Spencer Gifts; Thom McAn; Waldenbooks; Zale's Jewelers; Taxi; United Artists; Prints'N Things; Pearle Vision Ctr.; American Vision Ctr.

14 - NEWSPAPERS: HERALD (e) 10,631; Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Bob Kane, Adv. Mgr., HERALD, Ringtown Blvd., Shenandoah, PA 17976; Tel. (717) 462-2777
National Representative: Landon Associates

SOMERSET

1 - LOCATION: Somerset County (In Johnstown MSA). E&P Map B-3. County Seat. In SW Penna. 30 mi. from Johnstown; 68 mi. from Pittsburgh. On U.S. Hwy 219; State Hwys. 31, 281 & Turnpike.

2 - TRANSPORTATION: Railroads-Chessie; Conrail
Motor Freight Carriers-3
Intercity Bus Lines-Somerset; Greyhound; Schrock; Cambria County Transit Authority

3 - POPULATION:
Corp. City 80 Cen. 6,474; E&P 85 Est. 6,746
CZ-ABC: (80) 6,474
RTZ-ABC: (80) 74,769
County 80 Cen. 81,243; E&P 85 Est. 83,169
MSA 80 Cen. 264,506; E&P 85 Est. 264,407
City & RTZ-ABC: (80) 81,243
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,787; E&P 85 Est. 2,760
CZ-ABC: (80) 2,787
RTZ-ABC: (80) 25,762
County 80 Cen. 28,549; E&P 85 Est. 30,156
MSA 80 Cen. 91,924; E&P 85 Est. 94,777
City & RTZ-ABC: (80) 28,549

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$315,248,217
Savings & Loan	2	$89,320,000

6 - PASSENGER AUTOS: County 39,191

7 - ELECTRIC METERS: Residence County 28,058

8 - GAS METERS: Residence County 4,247

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Durable Goods 6,700 ($393); Primary, Fabricated Metals & 2nd Machinery 5,300 ($425); Other Durable Goods 1,400 ($373); Nondurable Goods 5,400 ($225); Food & Kindred Prod. 1,200 ($354); Apparel & Other Textile Prod. 3,100 ($183); Other Nondurable Goods 1,100 ($288)
Principal Industrial Pay Days-Fri., Sat.

10 - CLIMATE: Av. Summer, low 70's. Growing season, 105-115 days. First frost Sept. 21; last frost May 28. Rainfall 44''; snowfall 90''.

11 - TAP WATER: Alkaline, soft

12 - RETAILING: Principal Shopping Center-4 blocks E. and W. on Main, 4 blocks N. and S. on Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Somerset Mall(12)	3	Riverside, Raub Shoes, Rite-Aid, Radio Shack, Hess
Somerset Plz.	2	Revco, Penn Furn., County Market
Jamesway	2	Jamesway, Giant Eagle, Sears, Revco
Laurel Hill Vlg.(4)	1	Gatling's, Revco, Fisher's Big Wheel, Foodland
Community	NA	Latshaw's Dairy

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Newberry
Discount Stores-K mart; Jamesway; Fisher's Big Wheel
Chain Drug Stores-Health Mart; Somerset; Revco; Healthland; Rite-Aid
Chain Supermarkets-Giant Eagle; Foodland; Riverside; Discount Food Outlet; Gee Bee; County Market
Other Chain Stores-Sears; Penn Furniture; Montgomery Ward; Morton's

14 - NEWSPAPERS: AMERICAN (m) 10,778; Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Donald Bruner, Adv. Mgr., AMERICAN, 334 W. Main St., Somerset, PA 15501; Tel. (814) 445-9621
National Representative: Landon Associates

STATE COLLEGE-BELLEFONTE

1 - LOCATION: Centre County (In State College MSA). E&P Map C-2. Geographical center of State. 200 mi. NW of Philadelphia; 150 mi. NE of Pittsburgh.

2 - TRANSPORTATION: Railroads-Bellefonte-Central
Motor Freight Carriers-4
Intercity Bus Lines-Greyhound; Fullington; Continental Trailways
Airlines-Allegheny

3 - POPULATION:
Corp. Cities 80 Cen. 42,430; E&P 85 Est. 42,752
State College 80 Cen. 36,130; E&P 85 Est. 36,559
Bellefonte 80 Cen. 6,300; E&P 85 Est. 6,193
County/MSA 80 Cen. 112,760; E&P 85 Est. 116,032
NDM-ABC: (80) 112,760

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 12,217; E&P 85 Est. 12,618
State College 80 Cen. 9,830; E&P 85 Est. 10,228
Bellefonte 80 Cen. 2,387; E&P 85 Est. 2,390
County/MSA 80 Cen. 36,122; E&P 85 Est. 38,356
NDM-ABC: (80) 36,112

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$733,102,000
Savings & Loan	1	$312,209,000
Commercial Branches	37	$519,685,000
Savings Branches	9	$232,683,000
Credit	7	$14,078,000

6 - PASSENGER AUTOS: County 46,029

7 - ELECTRIC METERS: Residence County 35,166

8 - GAS METERS: Residence 3,601

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Metal Mfg. 1,670 ($380); University/Education 13,690 ($350); Engineering 2,080 ($400)
Principal Pay Days-1st, 15th

10 - CLIMATE: Average Temp.-Spring 46; Summer 69; Fall 51; Winter 31. First killing frost Oct. 18; last killing frost May 28.

11 - TAP WATER: Hard

12 - RETAILING: Principal Shopping Centers-3 blocks on Allegheny & High, Bellefonte; 3 on Allen, Beaver & College, State College. Also several Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Nittany Mall(71)	6	Sears, Hess, Gee Bee
University Pk. Plz.(11)	1	Goodyear, IGA
Westerly Pkwy. Plz.(22)	1	Weis Mkt., Thrift, Scott's, Wolf
Hill's Plz.	3	Riverside, Hill's, Firestone

Principal Shopping Days-Bellefonte-Tues., Thur. eves.; State College-Thur. eve.; Shopping Centers, Nightly

13 - RETAIL OUTLETS: Department Stores-O.W. Houts; Danks; Hess; Hills; Sears; K mart
Variety Stores-G.C. Murphy
Discount Stores-Hills; Gee Bee; David Weis; Wilson's Sporting Goods
Chain Drug Stores-Rea & Derick; Widman; Thrift 3; Peoples; McLanahan's 4; Rite Aid 2
Chain Supermarkets-Weis 4; Riverside 4; IGA; U-Save
Other Chain Stores-Brown's Boot Shop; Glick Bros.; Wolf Furniture; Montgomery Ward; S&H Green Stamps; Fashion Bug; Hickory Farms; Kinney Shoes; Thom McAn; Brooks; Spencer Gifts; Foxmoor; Merle Norman; Athlete's Foot; Record Bar; Gordon's Jewelers; Caryle & Co.; JoAnn Fabrics; Kay Jewelers

14 - NEWSPAPERS: CENTRE DAILY TIMES (e) 22,123; (S) 27,292; Dec. 31, 1984 ABC
Local Contact for Advertising and Merchandising Data: Jim Bretzuis, Adv. Dir., CENTRE DAILY TIMES, 3400 E. College Ave., PO Box 89, State College, PA 16804; Tel. (814) 238-5000
National Representative: Knight-Ridder Newspaper Sales; Landon Associates

STROUDSBURG-EAST STROUDSBURG

1 - LOCATION: Monroe County (In Scranton-Wilkes-Barre MSA). E&P Map E-2. County Seat. Resort. Metal Trades Center. 4 mi. from Delaware Water Gap; 14 mi. from Mt. Pocono; 28 mi. from Easton; 90 mi. from NYC; 84 mi. from Philadelphia. On State Hwys. 191, 115, 209, 611. Eastern terminals of Cross-State Sharon to Stroudsburg Keystone Shortway (Interstate 80).

2 - TRANSPORTATION: Railroads-Conrail
Motor Freight Carriers-7
Intercity Bus Lines-Greyhound; Martz; Delaware Valley

3 - POPULATION:
Corp. Cities 80 Cen. 13,187; E&P 85 Est. 14,691
Stroudsburg 80 Cen. 5,148; E&P 85 Est. 5,586
E. Stroudsburg 80 Cen. 8,039; E&P 85 Est. 9,105
CZ-ABC: (80) 22,33[illegible]
RTZ-ABC: (80) 48,5[illegible]
County 80 Cen. 69,409; E&P 85 Est. 77,823
MSA 80 Cen. 728,796; E&P 85 Est. 745,419
City & RTZ-ABC: (80) 70,857

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 4,760; E&P 85 Est. 3,950
Stroudsburg 80 Cen. 2,282; E&P 85 Est. 1,894
E. Stroudsburg 80 Cen. 2,478; E&P 85 Est. 2,056
CZ-ABC: (80) 8,078
RTZ-ABC: (80) 17,638
County 80 Cen. 25,170; E&P 85 Est. 29,250
MSA 80 Cen. 263,271; E&P 85 Est. 277,874
City & RTZ-ABC: (80) 25,716

5 - BANKS	NUMBER	EST. DEP.
Savings	4	$160,000,000
Savings & Loan	2	$25,000,000

6 - PASSENGER AUTOS: County 41,694

7 - ELECTRIC METERS: Residence 7,300

8 - GAS METERS: Residence 2,954

9 - PRINCIPAL INDUSTRIES: Industries, No. of Wage Earners-Resort and Services 5,200; Textiles 318; Apparel 900; Furniture and Fixtures 186; Printing and Publishing 500; Chemical Prod. 225; Fabricated Metal Prod. 1,005; Machy. Mfg. 200; Elect. Machy., Equip. and Supplies 401; Misc. Mfg. 633; 101 Industries (Total Annual Payroll $550 million)
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-65; Summer 65-90; Fall 30-70; Winter 0-39

11 - TAP WATER: Acid, soft, not fluoridated

12 - RETAILING: Principal Shopping Centers-3 blocks on Main; 2 on 7th; 2 on 6th
Neighborhood Shopping Areas-Stroudsburg, Lower Main St., W. Main St., Crystal, Washington & Courtland Sts., Arlington Heights

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pocono Plz.(14)	NA	Rite Aid, K mart, Weiss Mkt.
Stroud Mall(50)	NA	Hess, JCPenney

Principal Shopping Days-Department Stores-Mon., Thur., Fri.; Food-Sun., Wed., Thur.
Stores Open Evenings-Dept.-Mon., Thur., Fri.; Food-every night

13 - RETAIL OUTLETS: Department Stores-Routzahn's; Sears; JCPenney; Ames-Big N 2; Hess
Discount Stores-Big N; Jamesway; K mart
Chain Drug Stores-Rea & Derick; Rexall; Rite Aid; Fay's
Chain Supermarkets-A&P 2; Acme 2; IGA 3; Weiss Mkt.; Shoprite
Other Chain Stores-Endicott-Johnson; Firestone; Dunlop; Community Jewelers

14 - NEWSPAPERS: POCONO RECORD (m) 18,550; (S) 19,704; Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Henry Nyce, Adv. Mgr., POCONO RECORD, 511 Lenox St., Stroudsburg, PA 18360; Tel. (717) 421-3000
National Representative: Branham/Newspaper Sales

SUNBURY

1 - LOCATION: Northumberland County. E&P Map D-2. County Seat. NE part of State; industrial, transportation and mercantile center. 54 mi. N of Harrisburg.

2 - TRANSPORTATION: Railroads-Conrail; Reading and Erie-Lackawanna (freight)
Motor Freight Carriers-8
Intercity Bus Lines-Greyhound; Trailways

3 - POPULATION:
Corp. City 80 Cen. 12,292; E&P 85 Est. 12,351
Total NDM-ABC: (80) 139,907
County 80 Cen. 100,381; E&P 85 Est. 104,501

4 - HOUSEHOLDS:
City 80 Cen. 5,030; E&P 85 Est. 5,225
County 80 Cen. 37,846; E&P 85 Est. 40,668
Total NDM-ABC: (80) 46,963

5 - BANKS	NUMBER	EST. DEP.
Savings	NA	$75,000,000
Savings & Loan	1	$18,500,000

6 - PASSENGER AUTOS: County 46,814

7 - ELECTRIC METERS: Residence 5,600

8 - GAS METERS: Residence 2,954

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textile 800; Metal Prods. 700; Bldg. Mats. 600; Wire Rope 160
Principal Industrial Pay Days-Mon., Fri.

10 - CLIMATE: Min. & Max. Temp. N.A. First killing frost, Oct. 25; last killing frost, Apr. 15

11 - TAP WATER: Alkaline, soft, fluoridated

12 - RETAILING: Principal Shopping Centers-5 blocks on Market St.; Sunbury Plaza, N. 4th St. (17 stores): Montgomery Ward, McCrory, Rea & Derick, Zayre, Acme

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Susquehanna Valley Mall(64)	5	Boscovs, Acme, Bon Ton, JCPenney
Weis Plaza(5)	1	Weis
Plaza 15(12)	14	Murphy Mart, Super Saver
Lycoming Mall(95)	12	Sears, Hess, Gee Bee

Principal Shopping Days-Fri., Sat., Sun.
Stores Close-Some on Wed. afternoon
Stores Open Evenings-Every eve.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Boscov's; Bon Ton; Hess
Discount Stores-Murphy Mart; K mart; Gee Bee
Variety Stores-Newberry; Dollar General Store
Chain Drug Stores-Rea & Derick 5; Rite Aid
Chain Supermarkets-Weis 7; A&P; Super Saver 4
Other Chain Stores-Sears; Walker's; Firestone; Singer Co.; Glick; J.S. Raub; S&H Green Stamps; Kinney Shoes; Sherwin-Williams; Wolf Furniture; Wahl-Braun

14 - NEWSPAPERS: ITEM (e) 27,283; Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Calvin R. Lake, Adv. Mgr., ITEM, 200 Market St., Sunbury, PA 17801; Tel. (717) 286-5671
National Representative: Branham/Newspaper Sales

TARENTOM

See NEW KENSINGTON

TAMAQUA

See LEHIGHTON

TITUSVILLE

1 - LOCATION: Crawford County. E&P Map B-1. SE part of County; on State Hwys. 8, 27.
Intercity Bus Lines-Grove City
Airlines-USAir

3 - POPULATION:
Corp. City 80 Cen. 6,884; E&P 85 Est. 6,833
CZ-ABC: (80) 9,679
RTZ-ABC: (80) 15,542

County 80 Cen. 88,869; E&P 85 Est. 91,443
City & RTZ-ABC (80) 25,221

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,566; E&P 85 Est. 2,168
CZ-ABC (80) 3,530
RTZ-ABC (80) 4,966
County 80 Cen. 30,960; E&P 85 Est. 32,935
City & RTZ-ABC (80) 8,496

5 - BANKS

Commercial	2	$1,414,900,000
Savings & Loan	1	$519,100,000

6 - PASSENGER AUTOS: County 37,427

7 - ELECTRIC METERS: Residence 5,200

8 - GAS METERS: Residence 4,400

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Specialty Steel 1,000; Elect. Parts 320; Oil 750; Lumber 150

10 - CLIMATE: Min. & Max. Temp.-Spring 12-72; Summer 36-88; Fall 9-80; Winter 11-69. First killing frost, Oct. 13; last killing frost, May 7

11 - TAP WATER: Alkaline, hard, not fluoridated

12 - RETAILING: **Principal Shopping Centers**-7 blocks on 4 sts. in center of town
Principal Shopping Days-Thur., Fri.
Stores Open Evenings-Mon., Fri.

13 - RETAIL OUTLETS: **Discount Stores**-Ellis Day Buyers Fair; Big Wheel
Chain Drug Store-Eckerd
Variety Stores-G.C. Murphy; McCrory
Chain Supermarkets-Quality Mkts.; Foodland; Riverside

14 - NEWSPAPERS: HERALD (m) 5,030, Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Margaret Wescoat, Adv. Mgr., HERALD, 209 W. Spring St., Titusville, PA 16354; Tel. (814) 827-3634
National Representative: Landon Associates

TOWANDA

1 - LOCATION: Bradford County, E&P Map D-1, County Seat. Shopping center for 20 mi. radius. 200 mi. from New York City; 60 mi. from Scranton; 38 mi. from Elmira, N.Y.

2 - TRANSPORTATION: **Railroads**-Conrail
Motor Freight Carriers-3
Intercity Bus Lines-Greyhound; Trailways

3 - POPULATION:
Corp. City 80 Cen. 3,526; E&P 85 Est. 3,364
County 80 Cen. 62,919; E&P 85 Est. 66,469

4 - HOUSEHOLDS:
City 80 Cen. 1,723; E&P 85 Est. 1,222
County 80 Cen. 21,449; E&P 85 Est. 23,398

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$110,581,666

6 - PASSENGER AUTOS: County 26,945

7 - ELECTRIC METERS: Residence 8,618

8 - GAS METERS: Residence 2,771

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Chemicals 1,550; X-Ray Screens 600; Fabrics & Women's Garments; Paper Boxes; Wood Prods. 250; Hardboard Products 700
Principal Pay Days-Fri., 1st & 15th

10 - CLIMATE: Min. & Max. Temp.-Spring 36-59; Summer 55-81; Fall 38-61; Winter 20-39. First killing frost, Sept. 12; last killing frost, May 12

11 - TAP WATER: Neutral, soft, not fluoridated

12 - RETAILING: **Principal Shopping Center**-4 blocks on Main St. and Shopping Plazas

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Monrocton Rd.	2	Ames
Colonial Plaza(9)	1	A&P

Principal Shopping Days-Mon., Thur., Fri.
Stores Open Evenings-Department-Fri.; Food-Mon. through Fri.
Department Stores-Hoffman's; The Hub
Variety Stores-Ben Franklin
Discount Store-Ames
Chain Drug Stores-Widman & Teah; Medicine Shoppe 3
Chain Supermarkets-A&P 6; American (Acme) 8; Red & White 10; Clover Farms 4
Other Chain Stores-Thom McAn; True Value; Sears (catalog); Montgomery Ward; Village Casuals; Harold's Army & Navy

14 - NEWSPAPERS: REVIEW (m) 8,468, Sept. 30, 1984 CAC
Local Contact for Advertising and Merchandising Data: James E. Towner, Vice Pres. & Gen. Mgr., REVIEW, 116 Main St., Towanda, PA 18848; Tel. (717) 265-2151
National Representative: Landon Associates

TYRONE

1 - LOCATION: Blair County (In Altoona MSA) E&P Map C-2. Residential and industrial ctr. 128 mi. east of Pittsburgh; 213 mi. west of Phila. On U.S. Hwys. 220, 453

2 - TRANSPORTATION: **Railroads**-Amtrak
Motor Freight Carriers-6
Intercity Bus Lines-Logan Valley; Greyhound; Fullington; Blue & White
Airlines-USAir (Blair Co. Airport); Altoona Aviation Corp.

3 - POPULATION:
Corp. City 80 Cen. 6,346; E&P 85 Est. 6,043
County/MSA 80 Cen. 136,621; E&P 85 Est. 138,660

4 - HOUSEHOLDS:
City 80 Cen. 2,445; E&P 85 Est. 2,397
County/MSA 80 Cen. 49,088; E&P 85 Est. 51,464

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$267,135,000
Savings & Loan	1	$10,321,000

6 - PASSENGER AUTOS: County 64,500

7 - ELECTRIC METERS: Residence 7,568

8 - GAS METERS: Residence 1,782

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Pulp & Paper 400 ($300); Railroad 660 ($425); Rivet 300 ($355); Garment 349 ($185); Food 89 ($160); Misc. 40 ($175); Constr. 125 ($355); Windshields 550 ($425)

10 - CLIMATE: Min. & Max. Temp.-Spring 25-80; Summer 50-100; Fall 20-70; Winter 18-45. First killing frost, Oct. 1; last killing frost, May 5

11 - TAP WATER: Neutral, soft, not fluoridated

12 - RETAILING: **Principal Shopping Centers**-6 blocks on 2 streets. Shopping Ctr. at 3rd & Washington Ave. (11 units) including Foodland, Bee Gee Jr.
Principal Shopping Days-Fri., Thur., Sat.
Stores Close-Wed. afternoon
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Bee Gee Jr.; Boutique; Ames
Variety Stores-Dollar General
Chain Drug Stores-Widmann's; Kopp's; Rite-Aid
Chain Supermarkets-Riverside; Foodland; Sheetz; Uni-Mart; IGA
Other Chain Stores-Wolf Furn.; Sears (catalog); Montgomery Ward; Claster's Lumber & Building Supplies

14 - NEWSPAPERS: HERALD (e) 3,758, sworn Oct. 1, 1984
Local Contact for Advertising and Merchandising Data: John C. Chamberlain, Co-Pub., HERALD, 1018 Penna. Ave., Tyrone, PA 16686; Tel. (814) 684-4000
National Representative: Landon Associates

UNIONTOWN

1 - LOCATION: Fayette County (In Pittsburgh PMSA). E&P Map B-3. County Seat. Coal and coke producing; manufacturing; agriculture and meat packing

2 - TRANSPORTATION: **Railroads**-B&O; Conrail
Intercity Bus Lines-Eastern Greyhound
Motor Freight Carriers-4
Air Express-1

3 - POPULATION:
Corp. City 80 Cen. 14,510; E&P 85 Est. 13,478
CZ-ABC (80) 40,842
RTZ-ABC (80) 85,256
County 80 Cen. 160,395; E&P 85 Est. 159,207
City & RTZ-ABC (80) 126,098
PMSA 80 Cen. 2,219,848; E&P 85 Est. 2,239,429

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,864; E&P 85 Est. 5,626
CZ-ABC (80) 15,197
RTZ-ABC (80) 29,659
County 80 Cen. 56,925; E&P 85 Est. 58,314
City & RTZ-ABC (80) 44,856
PMSA 80 Cen. 885,070; E&P 85 Est. 847,049

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$969,197,890
Savings & Loan	3	$212,579,371

6 - PASSENGER AUTOS: County 76,232

7 - ELECTRIC METERS: County 59,100

8 - GAS METERS: County 25,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Coal and Steel 6,000; Brick 150; Textiles 755; Meters 670; Steel Scaffolding 250; Glass 500; Trailers 530; Lumber 2,000; Malsbury Mfg. 150; Glass & Closures 2,158
Principal Industrial Pay Days-Every other Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 31-72; Summer 60-84; Fall 35-76; Winter 22-40. First killing frost, Oct. 18; last killing frost, Apr. 28

11 - TAP WATER: Alkaline, very soft, not fluoridated

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main St.; 2 on Morgantown St.; 5 on Beeson Blvd.; 2 on South St.; 3 on Peter; 3 on Gallatin Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Uniontown Ctr.(27)	NA	Super Dollar; K mart
Fayette Plz.(10)	NA	Hill's
Uniontown Mall(66)	NA	Sears; Bon Ton Gee Bee; Hess's
Laurel Mall(30)	NA	Mont. Ward; Murphy's

Principal Shopping Days-Mon., Fri.
Stores Open Evenings-Mon., Fri.; Shopping Centers nightly

13 - RETAIL OUTLETS: **Department Stores**-Metzler's; JCPenney; Montgomery Ward; Sears; Hills; Gee Bee; Bon Ton
Variety Stores-Murphy's; McCrory
Discount Stores-Moss; K mart; Rite-Aid; Hills
Chain Drug Stores-Health Mart 3; Thrift 2; Sun; Revco; Blumenscheins' 3; Rite-Aid
Chain Supermarkets-Super Dollar 2; Foodland 3; Shop 'N Save
Other Chain Stores-Thom McAn; Kinney; Fashion Bug; Pic Way Shoes; Gatlings; Western Auto; Bauer Lumber; Hickory Farms; Biggs Hardware; General Nutrition Center; Hanover Shoes; Lippman Jewelers; Kay Jewelers; 84 Lumber; Teek's; Hess's

14 - NEWSPAPERS: HERALD-STANDARD (m-mon to fri) 28,635; (S) 29,569, Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: David S. Renne, Adv. & Mktg., HERALD-STANDARD, PO Box 848, Uniontown, PA 15401; Tel. (412) 439-7520
National Representative: Landon Associates

VANDERGRIFT

1 - LOCATION: Westmoreland County (In Pittsburgh PMSA). E&P Map B-2. Residential Ctr. 42 mi. NE of Pittsburgh; 15 mi. E of New Kensington; 24 mi. N of Greensburg

2 - TRANSPORTATION: **Railroads**-Conrail Main Line
Motor Freight Carriers-3
Intercity Bus Lines-Continental Trailways

3 - POPULATION:
Corp. City 80 Cen. 6,823; E&P 85 Est. 6,401
PMSA 80 Cen. 2,219,848; E&P 85 Est. 2,239,429
County 80 Cen. 392,294; E&P 85 Est. 399,626

4 - HOUSEHOLDS:
City 80 Cen. 2,750; E&P 85 Est. 2,653
County 80 Cen. 139,233; E&P 85 Est. 146,397
PMSA 80 Cen. 885,070; E&P 85 Est. 847,049

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	$117,000,000
Savings & Loan	2	$212,000,000

6 - PASSENGER AUTOS: County 185,028

7 - ELECTRIC METERS: Residence 3,422

8 - GAS METERS: Residence 2,792

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Steel 3,720 ($550); Foundries 1,120 ($550); Coal 4,320 ($470); Machine Shops 130 ($312); Needle Trades 140 ($140)
Principal Industrial Pay Days-Wed., Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-60; Summer 70-87; Fall 40-60; Winter 10-40. First killing frost, end of Sept.; last killing frost, middle of April

11 - TAP WATER: Neutral, soft, not fluoridated

12 - RETAILING: **Neighborhood Shopping Centers**-Leechburg; Saltsburg
Principal Shopping Centers-4 blocks on Grant; 3 on Washington; 2 on Columbia

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Apollo Plz.	3	Ben Franklin Armitage Super Mkt.
Kiski Valley	1	Pisone Pharmacy Foodland
Kiski Park Plz.	5	Foodland
Allegheny Plz.(10)	3	Shop 'N Save Fisher's Big Wheel
K mart Plz.	3	K mart; Giant Eagle

Principal Shopping Days-Thur., Mon.
Stores Open Evenings-Department Stores-Mon., Thur.; Food-every evening

13 - RETAIL OUTLETS: **Department Stores**-Sears
Variety Stores-Murphy's; Ben Franklin; K mart; Fisher's Big Wheel
Chain Drug Stores-Rexall 2; Rite Aid; Revco; Leechburg; Vandergrift
Chain Supermarkets-Miller's; Blairton; Red & White; Shop 'N Save 3; Foodland 2; Giant Eagle; IGA; Super Dollar; Wagners
Other Chain Stores-Bob Miller Shoes

14 - NEWSPAPERS: NEWS-CITIZEN (e) 2,648, sworn Sept. 27, 1984
Local Contact for Advertising and Merchandising Data: Howard W. Grimes, Pub., NEWS-CITIZEN, 203 Walnut St., PO Box 90, Vandergrift, PA 15690; Tel. (412) 567-5656
National Representative: None

WARREN

1 - LOCATION: Warren County, E&P Map B-1. On the Allegheny River, 90 mi. SW of Buffalo, 160 mi. NNE of Pittsburgh. On U.S. Hwy. 6; State Hwys. 62 and 59

2 - TRANSPORTATION: **Motor Freight Carriers**-4
Intercity Bus Lines-Greyhound

3 - POPULATION:
Corp. City 80 Cen. 12,146; E&P 85 Est. 12,227
CZ-ABC (80) 15,639
RTZ-ABC (80) 31,810
County 80 Cen. 47,449; E&P 85 Est. 49,701
City & RTZ-ABC (80) 47,449

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,898; E&P 85 Est. 4,102
CZ-ABC (80) 6,159
RTZ-ABC (80) 10,560
County 80 Cen. 16,719; E&P 85 Est. 18,045
City & RTZ-ABC (80) 16,719

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	2	$944,156,000
Commercial	2	$645,529,206

6 - PASSENGER AUTOS: County 19,900

7 - ELECTRIC METERS: Residence 15,377

8 - GAS METERS: Residence 13,170

9 - PRINCIPAL INDUSTRIES: Electronic Parts & Equip.; Wire & Cable; Steel Fabrication; Steel Tanks; Soft Goods Mail Order; Petroleum Refining; Forgings; Metal Furniture & Shelving; Plastic Molding; Large Valves
Principal Industrial Pay Days-1st and 15th

10 - CLIMATE: Min. & Max. Temp.-Spring 20-73; Summer 50-85; Fall 33-75; Winter 16-40. First killing frost, Nov. 1; last killing frost, Apr. 15. Rainfall 42.73 in.

11 - TAP WATER: Alkaline, soft, not fluoridated

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Penna. Ave. West; 2 on Penna. Ave. East; 2 on Liberty St.; 2 on 2nd Ave.
Neighborhood Shopping Centers-Penna. Ave. East; Market Street

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Warren Mall(40)	2	K mart; JCPenney Bon Ton; Mont. Ward
Market St.(2)	1	Sears
North Warren	1	Jamesway

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Department Stores-Mon., Fri.; Food-Mon., Tue., Wed., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Levinson Bros.; Betty Lee; JCPenney; Bon Ton; Montgomery Ward
Variety Stores-G.C. Murphy; K mart
Discount Stores-Jamesway
Chain Drug Stores-Cowdrick's; CVS; Eckerd; Thrift
Chain Supermarkets-Anderson's; Super Duper; Holiday Market; Quality; County Fair

14 - NEWSPAPERS: TIMES-OBSERVER (m) 12,545, Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Kevin Mead, Gen. Mgr.; Robert Fordonski, Adv. Dir., TIMES-OBSERVER, Box 188, Warren, PA 16365; Tel. (814) 723-8200
National Representative: Landon Associates

W[illegible]GTON

1 - LOCATION: Washington County (In Pittsburgh PMSA) E&P Map A-3. County Seat. SW corner of state 26 mi. S of Pittsburgh

2 - TRANSPORTATION: **Railroads**-B&O Amtrak (freight only)
Motor Freight Carriers-14
Intercity Bus Lines-Greyhound Suburban

3 - POPULATION:
Corp. City 80 Cen. 18 363; E&P 85 Est. 17 802
CZ-ABC (80) 28 809
RTZ-ABC (80) 160 350
County 80 Cen. 217 074; E&P 85 Est. 220 188
PMSA 80 Cen. 2 219 848; E&P 85 Est 2 239 429
City & RTZ-ABC (80) 189 159
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7 137; E&P 85 Est. 7 239
CZ-ABC (80) 11 213
RTZ-ABC (80) 55 005
County 80 Cen. 77 033; E&P 85 Est. 80 558
PMSA 80 Cen. 885 070; E&P 85 Est. 847 049
City & RTZ-ABC (80) 66 218

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$333 441 000
Savings & Loan	4	$226 265 000
Credit Union	NA	$16 726 000

6 - PASSENGER AUTOS: County 102 257

7 - ELECTRIC METERS: Residence 9 700

8 - GAS METERS: Residence 6 195

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-Stone Clay Glass 1 239 ($493); Primary Metals 2 709 ($640); Electrical Machy. 1,827 ($588); Fabricated Metals 630 ($483); Non-Electrical Machy. 1,827 ($588); Printing & Allied 435 ($305); Chemical 595 ($515)
Principal Pay Days-Every other Thur.; 1st and 15th

10 - CLIMATE: Min. & Max. Temp.-Spring 37-61; Summer 56-88; Fall 39-67; Winter 24-43

11 - TAP WATER: Alkaline, moderately soft; not fluoridated

12 - RETAILING: **Principal Shopping Centers**-Downtown: 2 blocks on Chestnut St.; 5 on Main St.; 1 on Beau St.; 1 on Wheeling
Neighborhood Shopping Centers-Tylerdale (1 block both sides); Jefferson Court Plaza (adjacent downtown) 14 units

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Washington Plz	2	K mart
Washington Mall	2	JCPenney
Northgate Plz (8)	3	Gee Bee
Franklin Mall	3	Sears

Principal Shopping Days-Dept.: Fri., Sat., Thur., Mon.; Food: Fri., Sat., Tues.
Stores Open Evenings-Downtown: Fri.; Shopping centers & supermarkets nightly and Sunday

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Pomeroy's
Discount Stores-Seig's; K mart; Gee Bee; Hills
Variety Store-G.C. Murphy
Chain Drug Stores-Thrift 2; Revco 2
Chain Supermarkets-Giant Eagle; U-Save; Shop 'N Save 2; Foodland 7; PX Super Mkts. 17
Other Chain Stores-Richman Bros.; Murphy Mart; Tire America; Ben Franklin; Color Tile; Hanover Shoes; Lerner's Shop; Gordon Jewelry; Radio Shack; Kelly & Cohen; Walden Book; Kinney Shoes; Fashion Bug; PPG Industries; Goodyear; Sherwin-Williams; Goodrich; Associated Hardware; Hofheimer's Shoes

14 - NEWSPAPERS: OBSERVER-REPORTER (m) 36 336; Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Ralph W. Stepp, Adv. Dir., OBSERVER-REPORTER, 122 S. Main St., Washington, PA 15301; Tel. (800) 222-NEWS
National Representative: Landon Associates

WAYNESBORO

1 - LOCATION: Franklin County. E&P Map C-3. 75 mi. NW of Washington, DC; 62 mi. NW of Baltimore, MD; 52 mi. SW of Harrisburg. Industrial and farming center. On PA Hwys. 16, 316, 997. 8 mi. E of I-81; 15 mi. S of U.S. Rt. 30; 12 mi. N of U.S. Rt. 40

2 - TRANSPORTATION: **Railroads**-Western Maryland (freight only)
Motor Freight Carriers-8
Airlines-USAir (Hagerstown Airport)

3 - POPULATION:
Corp. City 80 Cen. 9 726; E&P 85 Est. 9 998
CZ-ABC (80) 19 342
RTZ-ABC (80) 38 365
County 80 Cen. 113 629; E&P 85 Est. 118 817
City & RTZ-ABC (80) 57 707

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3 981; E&P 85 Est. 4 128
CZ-ABC (80) 7 324
RTZ-ABC (80) 12 152
County 80 Cen. 39 952; E&P 85 Est. 43 152
City & RTZ-ABC (80) 19 476

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$150 511 366
Savings & Loan	1	$15 898 000

6 - PASSENGER AUTOS: County 57 658

7 - ELECTRIC METERS: Residence 5 000

8 - GAS METERS: Residence 1 456

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Precision Tool 1 750; Specialty Ptg. 100; Refrigeration-Air Condit.; Farm Machy. 1 300; Textiles 510
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-74; Summer 57-98; Fall 35-54; Winter 23-42. First killing frost Oct. 15; last killing frost May 12

11 - TAP WATER: Very soft; fluoridated

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main St., 2 on Potomac

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Potomac(10)	NA	Super Thrift
Wayne Hghts (13)	NA	Murphy's, Thrift Drug, Martin's Food
Waynesboro Mall(25)	NA	A&P, K mart, Radio Shack

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Department Stores-every day, Food-Thur.

13 - RETAIL OUTLETS: **Variety Stores**-McCrory
Discount Stores-K mart; G.C. Murphy
Chain Drug Stores-Hy-Lo; Thrift Drugs; Drug Fair; Rea & Derick
Chain Supermarkets-A&P; Super Thrift; Henicle; Martin's
Other Chain Stores-Glick; Western Auto; Radio Shack; Sidney's; J.S. Raub Shoes; JCPenney; Routzahn's

14 - NEWSPAPERS: RECORD HERALD (e) 10 395; Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Robert Garnes, Adv. Mgr., RECORD HERALD, 30 Walnut St., Waynesboro, PA 17268; Tel. (717) 762-2151
National Representative: Landon Associates

WAYNESBURG

1 - LOCATION: Greene County. E&P Map A-3. County Seat. 50 mi. SW of Pittsburgh

2 - TRANSPORTATION: **Railroads**-Monongahela
Motor Freight Carriers-3
Intercity Bus Lines-Greyhound

3 - POPULATION:
Corp. City 80 Cen. 4 482; E&P 85 Est. 4 280
County 80 Cen. 40 355; E&P 85 Est. 41 672

4 - HOUSEHOLDS:
Corp. City 80 Cen. 1 731; E&P 85 Est. 1 707
County 80 Cen. 14 109; E&P 85 Est. 15 040

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$1 431 826 430
Savings	1	$175 435 431

6 - PASSENGER AUTOS: County 17 143

7 - ELECTRIC METERS: Residence 10 982

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Waynesburg College; Coal Mines; Walnut & Locust Timber; Farming; Dairy; Wool; Sheep; Beef Cattle; Paper Boxes; Textiles; Livestock Auction; Gas & Oil; Veneer Mfg.; Mfg. Mobile Homes; Commercial Fencing

10 - CLIMATE: N.A.

11 - TAP WATER: Neutral, hard

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Greene Plaza(15)	NA	Murphy's Mart, Shop 'N Save
Waynesburg Plaza(13)	NA	Fisher's Big Wheel
Mountaineer Mall(55)	NA	G.C. Murphy, Mont. Ward
Union Town(23)	NA	K mart, A&P
Washington Mall(70)	NA	JCPenney

Principal Shopping Days-Sat., Sun.
Stores Open Evenings-Mon. through Sat. All major stores

13 - RETAIL OUTLETS: **Variety Stores**-Ben Franklin; Fisher's Big Wheel; Heck's; Murphy's Mart
Chain Drug Stores-Health Mart; Rite-Aid; Revco
Chain Supermarkets-Foodland; Shop 'N Save; IGA; Red & White
Other Chain Stores-Firestone; Goodyear; Gatlings; Western Auto; Sears; Montgomery Ward; Agway

14 - NEWSPAPERS: DEMOCRAT-MESSENGER (m) 5,021 sworn Sept. 29, 1984
Local Contact for Advertising and Merchandising Data: Linda Capellini, Adv. Dir., DEMOCRAT MESSENGER, 32 Church St., Waynesburg, PA 15370; Tel. (412) 627-6166
National Representative: None

WEST CHESTER

1 - LOCATION: Chester County (In Philadelphia PA-NJ PMSA) E&P Map E-3. In SE part of county 25 mi. W of Philadelphia, 16 mi. N of Wilmington, DE. On U.S. Hwys. 202, 322; State Hwys. 3, 29, 52, 100

2 - TRANSPORTATION: **Railroads**-Conrail
Motor Freight Carriers-4
Intercity Bus Lines-SEPTA; Reeder

3 - POPULATION:
Corp. City 80 Cen. 17,435; E&P 85 Est. 17,789
CZ-ABC (80) 33 599
Bal. in NDM-ABC (80) 137 564
County 80 Cen. 316,660; E&P 85 Est. 342 349
PMSA 80 Cen. 4 716 818; E&P 85 Est. 4 865 110
Total NDM-ABC (80) 171 163

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5 761; E&P 85 Est. 6 098
CZ-ABC (80) 11 254
Bal. in NDM-ABC (80) 44 270
County 80 Cen. 104 752; E&P 85 Est. 117 211
PMSA 80 Cen. 1 639 330; E&P 85 Est. 1 743 136
Total NDM-ABC (80) 55 524

5 - BANKS	NUMBER	EST. DEP.
Commercial	19	N.A.
Savings	3	N.A.
Savings & Loan	11	N.A.

6 - PASSENGER AUTOS: County 173 528

7 - ELECTRIC METERS: Residence 101 057

8 - GAS METERS: Residence County 15 765

9 - PRINCIPAL INDUSTRIES: Type of Industry. No. of Wage Earners-Electronic 3 277; Plastics 2 404; Paper Prod. 2 146; Food Packing 3 684; Chem. 5 591; Platinum 650; Appliances 300; Fire Protection 157; Printing 843; Newspaper & Magazine 256

10 - CLIMATE: Min. & Max. Temp.-Spring 45-60; Summer 60-95; Fall 38-55; Winter 20-50

11 - TAP WATER: Neutral, hard

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Gay St.; 3 on Church St.; 3 on High St.; 4 on Market St.; W. Goshen, Rt. 202

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Exton Sq	7	Strawbridge & Clothier, K mart
West Goshen(18)	1	K mart, Sears, Acme
King of Prussia(150)	12	Gimbels, JCPenney, Wanamakers, A&S, Bloomingdale's, Bamberger's
Granite Run(131)	12	Gimbels, JCPenney, Sears
Thorndale(13)	9	Jamesway, K mart

Principal Shopping Days-N.A.
Stores Open Evenings-N.A.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Gimbels; Wanamakers; Bamberger's; Bloomingdale's; Abraham & Straus; Sears; Strawbridge & Clothier
Discount Stores-K mart
Variety Stores-Woolworth
Chain Drug Stores-Rite Aid; Thrift
Chain Supermarkets-Acme 14; Shop-Rite; Shop 'N Bag 2; Thriftway 2; IGA 4; Super Fresh
Other Chain Stores-Agway; Wickes; Pep Boys; Penn Jersey Auto Stores; Sears Surplus; Channel

14 - NEWSPAPERS: LOCAL NEWS (e) 38,481; Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: James W. Stewart, Adv. Dir., LOCAL NEWS, 250 N. Bradford Ave., West Chester, PA 19382; Tel. (215) 696-1775
National Representatives: Story & Kelly-Smith; Robert Hitchings & Co.

WHEATLAND
See SHARON

WILKES-BARRE

1 - LOCATION: Luzerne County (In Scranton-Wilkes-Barre MSA) E&P Map E-2. On E bank of Susquehanna River. 132 mi. W of NYC; 130 mi. NW of Philadelphia; I-81; I-80; NE extension of Pennsylvania Turnpike

2 - TRANSPORTATION: **Railroads**-Conrail; Pocono Northeast; Delaware & Hudson
Motor Freight Carriers-12
Intercity Bus Lines-Greyhound; Martz Trailways; John Murray Coach; Williams; Central Florida; Yatesville; Valley
Airlines-Eastern; USAir; Freedom; (Henson) Peidmont; (Pocono) Allegheny Commuter; Brockway

3 - POPULATION:
Corp. City 80 Cen. 51 551; E&P 85 Est. 48 279
CZ-ABC (80) 124 509
RTZ-ABC (80) 218 570
County 80 Cen. 343 079; E&P 85 Est. 347 222
City & RTZ-ABC (80) 343 079
MSA 80 Cen. 728 796; E&P 85 Est. 745 419

4 - HOUSEHOLDS:
Corp. City 80 Cen. 21 606; E&P 85 Est. 19 096
CZ-ABC (80) 47 542
RTZ-ABC (80) 77 960
County 80 Cen. 125 502; E&P 85 Est. 131 083
City & RTZ-ABC (80) 125 502
MSA 80 Cen. 263 271; E&P 85 Est. 277 874

5 - BANKS	NUMBER	EST. DEP.
Commercial	19	$4 491 692 211
Savings & Loan	2	$638 821 039

6 - PASSENGER AUTOS: County 166 365

7 - ELECTRIC METERS: Residence 142 570

8 - GAS METERS: Residence 41 504

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-Apparel & Other Textile Prod. 10 147 ($180); Health Services 9 060 ($289); Restaurants 6 103 (N.A.); General Constr. 5,172 ($628); Food Stores 3,612 ($205); Durable Goods Wholesaling 3 130 ($299); General Mdse. Stores 2 972 ($146); Fabricated Metal Prod. 2 562 ($375); Electric, Gas & Sanitary Services 2 551 ($549); Rubber and Misc. Plastic Prod. 2 524 ($319); Banking 2 439 ($233); Food and Kindred Prod. 2 303 ($268); Non-Durable Goods Wholesaling 2 270 ($288); Communications 2 078 ($410); Stone, Clay & Glass Prod. 2 063 ($392); Business Services 2 062 ($183); Machy. (except electrical) Mfg. 2 017 ($343)

10 - CLIMATE: Min. & Max. Temp.-Spring 32-61; Summer 60-85; Fall 48-66; Winter 24-36. Annual snowfall 40 inches

11 - TAP WATER: Neutral, very soft; not fluoridated

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Main St., 4 blocks on Market St. and 8 blocks on Northampton St.; Wyoming Valley Mall (95 stores)

Neighborhood Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Downtown Pittston(40)	8	Mark Data
Downtown Nanticoke(40)	9	Rea & Derick, Rite Aid, Woolworth
Narrows Shpg Ctr (32)	3	Bergman's, Woolworth
Gateway Shopping Ctr	3	Jewelcor, McCrory
Pittston Plz (25)	8	K mart, Thrift Drug
Dallas Shopping Ctr (20)	9	IGA, Humphrey's
Midway Shopping Ctr (17)	9	Pomeroy's, McCrory
United Penn Plz (15)	2	B. Levy
Hanover Mall(10)	6	K mart, Thrift Drug
Luzerne Shopping Ctr	5	Jamesway, Fay's Drug
Mark Plz (9)	5	K mart, Fay's Drug
Shavertown Shopping Ctr (7)	8	Acme, McCrory
Blackman Plz (6)	2	K mart
Crestwood Plz (6)	9	Weis Market, Thrift Drug

Principal Shopping Days-Retail: Thur. through Sat.; Food: Tue. through Thur.
Stores Open Evenings-Dept. Stores & Mall: Mon. through Sat.; Downtown: Mon., Thur.

13 - RETAIL OUTLETS: Department Stores-Bergman's; Boscov's; Hess; JCPenney; Pomeroy's 3; Sears.
Discount Stores-Argo Factory Outlet; Clothing Warehouse; Everything Wholesale; Wes Freedman; Jamesway; Jay Dee Department Store; Jewelcor; Hills; K mart 6; Keefer's Army & Navy 2; Leslie Fay 4; Main Liquidation; Mark Data Outlet; Mountaintop Liquidation; Outlet Army Navy; Stroud's Distributing; Suburban Casuals; Unclaimed Freight.
Variety Stores-Woolworth; McCrory; Kauffer Brothers.
Chain Drug Stores-Cook's 2; Fay's 3; Rea & Derick 4; Revco 2; Rite Aid 4; Stapinski's 4; Thrift 4.
Chain Supermarkets-Acme 14; Shur Save 10; IGA 4; Shoprite; Sunshine Markets 3; Weis 4.
Other Chain Stores-84 Lumber; A.T. & T. Phone Stores; A.S. Beck; Big Sky Catherine's Stout Shc 2; Computerland; Corner House; B. Dalton Books; Endicott-Johnson 3; Entre Computers; Famous Maid; Fashion Bug 6; Foxmoor Casuals; Gallery of Sound 5; The Gap; General Nutrition; Grant Floor and Wall; Gino's Shoes 2; Glidden Paint; Hanover Shoe; Gertrude Hawks; Hickory Farms; The Hub; Father & Son Shoes; Firestone 2; Goodyear 2; Hart Electronics; Humphrey's Shoes 4; Jean King 2; Jo Ann Fabrics; Junior Colony; Kost Tires; Lady Oris; Listening Booth; Thom McAn; Jean Nicole; Kay Bee Toy & Hobby; Kinney Shoes; Lerner's; MAB Paint; McCarthy Tire 2; Musselman Jewelers; National Shirt Shop; Naturalizer Shoes 3; Pearle Vision Centers 3; Pic Way 3; Radio Shack 8; J.S. Raub Shoes 3; Scranton Fabric; Sherwin-Williams 2; Sixteen Plus; Spencer Gifts; Stark's Children Clothing; Susie's Casuals; Mary Taylor; Toy R Us; Triangle Building & Hardware; Waldenbooks; Waterbed Gallery; Jack Williams Tire 3; VIP Yarn.

14 - NEWSPAPERS: CITIZENS' VOICE (m) 46,049 Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Robert Manganello, Mkt. Dir., CITIZENS' VOICE, 75 N. Washington Ave., Wilkes-Barre, PA 18771; Tel. (717) 821-2000.
National Representative: U.S. Suburban Press.
TIMES LEADER (m) 44,953, Sept. 30, 1984 CAC
Local Contact for Advertising and Merchandising Data: Robert Kellagher, Retail Adv. Mgr., 15 N. Main St., Wilkes-Barre, PA 18711; Tel. (717) 829-7101.
National Representative: Story & Kelly-Smith.

WILLIAMSPORT

1 - LOCATION: Lycoming County (MSA). E&P Map D-2. County Seat. Shipping Center for N Central PA. Diversified manufacturing. On Susquehanna River. 200 mi. from NY, Philadelphia, Pittsburgh, Buffalo, and Washington, DC.

2 - TRANSPORTATION: Railroads-Conrail (freight).
Motor Freight Carriers-17.
Intercity Bus Lines-Fullington; King Koal; Trailways; Susquehanna Trailways; Capitol Trailways.
Airlines-USAir; Altair.

3 - POPULATION
Corp. City 80 Cen. 33,401; E&P 85 Est. 31,140
CZ-ABC: (80) 57,366
RTZ-ABC: (80) 249,519
County/MSA 80 Cen. 118,416; E&P 85 Est. 118,389
City & RTZ-ABC: (80) 306,885

4 - HOUSEHOLDS
Corp. City 80 Cen. 12,554; E&P 85 Est. 11,656
CZ-ABC: (80) 21,314
RTZ-ABC: (80) 84,572
County/MSA 80 Cen. 42,097; E&P 85 Est. 43,566
City & RTZ-ABC: (80) 105,886

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$1,621,374,000
Savings & Loan	2	$288,362,000

6 - PASSENGER AUTOS: County 55,240

7 - ELECTRIC METERS: Residence 39,000

8 - GAS METERS: Residence 13,064

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Chem. Prod. 351; Clay, Glass & Stone 2,078; Food 827; Leather & Rubber Gds. 805; Lumber & Prod. 1,619; Metal Prod. 4,228; Paper Prtg. 1,194; Textiles 2,585; Misc. 354.

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THE YORK DISPATCH
CIRCULATION OVER 51,000
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Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-60; Summer 56-83; Fall 40-61; Winter 21-38. First killing frost, Oct. 14; last killing frost, Apr. 29.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-7 blocks on 3rd St., 5 on 4th St., 3 on Pine St., 3 on Market St.
Neighborhood Shopping Centers-1 block on W. 4th & Campbell Sts., 4 on W. 4th & Arch Sts., 1 on W. 3rd & Arch Sts., 4 on Washington Blvd. & Penn St., 1 on W. Southern Ave. & Market St., 4 on Broad St. & E. Broad in Montoursville, River Ave. (E. Williamsport), W. 4th St. (W. Williamsport).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Giant Plaza	NA	Revco, Giant Mkts.
Garden View Plz (2)	NA	Rea & Derick, Weis Foods
Loyal Plaza (29)	NA	K mart, Acme, Nichols
Lycoming Mall(72)	NA	Hess, Gee Bee, Woolworth, Sears

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Close-Wed. (Some aft., some all day).
Stores Open Evenings-Fri., Mon.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Hess; Deisroth's; Wilson's.
Discount Stores-Tops-All; Nichols; Hill's; Gee Bee; K mart.
Variety Stores-Woolworth; Kresge's.
Chain Drug Stores-Widman 4; Thrift 3; Revco 2; Rea & Derick 3; Community Drug.
Chain Supermarkets-Acme 3; Weis 6; Handy 5; Zippy 4; Riverside 3; Giant.
Other Chain Stores-Ormond; Endicott-Johnson; Hanover; Kinney; Glick; Triangle; S&H Green Stamps; General Tire; Goodyear.

14 - NEWSPAPERS: SUN-GAZETTE (e) 33,569 Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: James G. Norris, Dir. Sales & Mkt., SUN-GAZETTE, 252 W. 4th St., Williamsport, PA 17701; Tel. (717) 326-1551.
National Representative: Landon Associates.

WILSON
See EASTON

YORK

1 - LOCATION: York County (MSA). E&P Map D-3. County Seat. Industrial center. 50 mi. N of Baltimore, MD; 95 mi. W of Philadelphia; 26 mi. S of Harrisburg.

2 - TRANSPORTATION: Railroads-Conrail; Western Maryland (freight); M&P.
Motor Freight Carriers-41.
Intercity Bus Lines-Greyhound; York Area Transit Authority.

3 - POPULATION
Corp. City 80 Cen. 44,619; E&P 85 Est. 43,754
CZ-ABC: (80) 129,735
RTZ-ABC: (80) 186,631
County 80 Cen. 312,963; E&P 85 Est. 328,723
MSA 80 Cen. 381,255; E&P 85 Est. 402,410
City & RTZ-ABC: (80) 316,366
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS
Corp. City 80 Cen. 24,108; E&P 85 Est. 18,692
CZ-ABC: (80) 49,273
RTZ-ABC: (80) 63,921
County 80 Cen. 112,313; E&P 85 Est. 121,623
MSA 80 Cen. 135,210; E&P 85 Est. 147,139
City & RTZ-ABC: (80) 113,194

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$1,298,547,854
Savings & Loan	5	$453,702,000

6 - PASSENGER AUTOS: County 174,292

7 - ELECTRIC METERS: County 93,087

8 - GAS METERS: City 25,500; County 51,000

9 - PRINCIPAL INDUSTRIES: Chain & Cable; Refrig. Machy.; Office Equip.; Water Turbines; Caskets; Wire Screen; Furn.; Wall Paper; Paper & Pub.; Ordnance Equip.; Electronic Equip.; Clothing; Heating Equip.; Baker Equip.; Cigars; Recreational Vehicles; Motorcycles; Parts for Earth-Moving Equip.

10 - CLIMATE: Min. & Max. Temp.-Spring 2-74; Summer 50-91; Fall 34-94; Winter 12-64. First killing frost, Nov. 17; last killing frost, May 2.

11 - TAP WATER: Nearly neutral, moderately soft, not fluoridated.

12 - RETAILING: Principal Shopping Center-5 blocks on 2 Sts., 2 on George, 3 on Market.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Colonial(14)	NA	Super Thrift Mkt.
Delco Plaza(12)	NA	Hill's, Pathmark, K mart
Haines Acres(6)	NA	Jay's Super Thrift
Haines Road(7)	NA	K mart, Weis Mkt.
Loucks Road(6)	NA	Weis Mkt.
Northgate(12)	NA	Weis Mkt., McCrory, Peoples
North Mall(12)	NA	Burlington Coat, Mailman's
Queensgate(43)	NA	Mailman's, People's, Weis Mkt.
Randolph Park(6)	NA	Cloth World, York Outlet, Kiddietown
York County(37)	NA	Sears, Jewelcor, York Food Warehouse
York Hills(11)	NA	Hill's Dept.
The York Mall(60)	NA	Mont. Ward, JCPenney, Bon Ton
Edgar Street(4)	NA	Jewel T, Peoples
Village Green(9)	NA	Epco
West Manchester	NA	Bon Ton, Hess, Gee Bee
Meadowbrook Vlg	NA	Pfaltzgraff, Danskin

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Department Stores daily, Food daily.

13 - RETAIL OUTLETS: Department Stores-Bon Ton; Sears; Hill's; Smith Village; Montgomery Ward; JCPenney; Hess.
Discount Stores-Mailman's; K mart; Gee Bee.
Variety Stores-G.C. Murphy; McCrory; Woolworth.
Chain Drug Stores-People's; Thrift Drug 2; Lincoln Park 2; Randolph Park; Minnich's 2; Revco 2; Rite-Aid 2.
Chain Supermarkets-AG 150; Community 75; A&P; Weis 7; Safeway; CHR Corp. 6; Jay's 3; P.A. & S. Small 10; Pathmark; Giant 2.
Other Chain Stores-Thom McAn; Kay Jewelry; Best; Gordon's Jewelers; Limited; Orman's; S&H Green Stamps; Anders; Anderson Little; Jewelcor; Kinney's; Silo.

14 - NEWSPAPERS: DISPATCH (e) 51,278, Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Donna J. Hamm, Adv. Mgr., DISPATCH, 15 E. Philadelphia St., York, PA 17405; Tel. (717) 845-1575.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.
RECORD (m) 38,639, Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Gary Graff, Adv. Mgr., RECORD, 1750 Industrial Hwy., York, PA 17402; Tel. (717) 757-4842.
National Representative: Story & Kelly-Smith.

RHODE ISLAND SURVEYS

METROPOLITAN STATISTICAL AREA

New London-Norwich, Conn.-R.I.-New London and Norwich cities; Bozrah, East Lyme, Franklin, Griswold, Groton, Ledyard, Lisbon, Montville, North Stonington, Old Lyme, Preston, Salem, Sprague, Stonington and Waterford towns in New London County, Conn.; Canterbury town in Windham County, Conn.; Hopkinton and Westerly towns in Washington County, R.I.

PRIMARY METROPOLITAN STATISTICAL AREAS

Fall River, Mass.-R.I.-Fall River city; Somerset, Swansea and Westport towns in Bristol County, Mass.; Little Compton and Tiverton towns in Newport County, R.I.
Pawtucket-Woonsocket-Attleboro, R.I.-Mass.-Attleboro city; North Attleboro, Rehoboth and Seekonk towns in Bristol County, Mass.; Plainville town in Norfolk County, Mass.; Blackstone and Millville towns in Worcester County, Mass.; Central Falls, Pawtucket and Woonsocket cities; Burrillville, Cumberland, Lincoln, North Smithfield and Smithfield towns in Providence County, R.I.
Providence-Barrington, Bristol and Warren towns in Bristol County; Warwick city; Coventry, East Greenwich and West Warwick towns in Kent County; Jamestown town in Newport County;

Cranston, East Providence and Providence cities; Foster, Glocester, Johnston, North Providence and Scituate towns in Providence County; Exeter, Narragansett, North Kingstown, Richmond and South Kingstown towns in Washington County.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Providence-Pawtucket-Fall River, R.I.-Mass.-Includes Fall River, Mass.-R.I. PMSA; Pawtucket-Woonsocket-Attleboro, R.I.-Mass. PMSA; and Providence, R.I. PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1986
Under 5 Years	76	57	59
5-14 Years	175	135	139
15-24 Years	174	180	185
25-44 Years	211	245	253
45-64 Years	210	203	210
65 and Over	104	127	131
TOTAL	950	947	979

Based on U.S. Census.

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1986 Est.
Bldg. Mat. Hdwr.	138	171	254
General Mdse.	337	445	605
Food	626	901	1,152
Automobiles	472	621	1,084
Gasoline Stations	216	362	419
Apparel	144	153	180
Furniture	106	138	230
Eat Drink Places	255	356	545
Drugs	96	172	238
TOTAL SALES	2,902	4,163	5,577

CENTRAL FALLS
See PAWTUCKET

NEWPORT

1 - LOCATION: Newport County. E&P Map D-3. Naval Base and Summer Resort. 30 mi. from Providence; 65 mi. from Boston; 200 mi. from New York.

2 - TRANSPORTATION: **Railroads**-Amtrak.
Intercity Bus Lines-Bonanza, Greyhound.
Motor Freight Carriers-15.
Airlines-Air New England.

3 - POPULATION:
Corp. City 80 Cen. 29,259; E&P 85 Est. 25,455
CZ-ABC: (80) 46,475
RTZ-ABC: (80) 18,297
County 80 Cen. 81,383; E&P 85 Est. 80,820
City & RTZ-ABC: (80) 64,772

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,601; E&P 85 Est. 9,072
CZ-ABC: (80) 16,174
RTZ-ABC: (80) 6,355
County 80 Cen. 28,246; E&P 85 Est. 28,854
City & RTZ-ABC: (80) 22,529

5 - BANKS	NUMBER	DEPOSITS
Commercial	15	NA
Savings	4	NA
Savings & Loan	2	NA
Credit Union	4	NA

6 - PASSENGER AUTOS: County 46,366.

7 - ELECTRIC METERS: Residence 24,655.

8 - GAS METERS: Residence 5,014.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees-Elect. Parts 400; U.S. Navy Depot 3,262; Electronics 3,400; Wire Fabrication 1,600; Computer Sciences 3,000; Shipyards 800.
Principal Pay Days-Fri., 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 65-90; Fall 30-65; Winter 10-55. First killing frost Nov. 14; last killing frost Apr. 13.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Center**-Thames St., Newport.
Neighborhood Shopping Centers-Broadway and Bellevue Ave., Newport; Two Mile Corner, Middletown; & West Main Road, Middletown; Connell Hwy., Newport.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Bellevue(12)	NA	Almacs, A&P, CVS
Aquidneck(23)	NA	Anderson-Little, Sears, Stop & Shop, Woolworth
Connell Plz (14)	NA	JCPenney, Shop Rite
Zayre Plz.	NA	Radio Shack, Sherwin-Williams, Star Mkt., Zayre
Main Plz (5)	NA	Almacs, K mart
Long Wharf Mall(15)	NA	

Principal Shopping Days-Dept. Sat., Fri.; Food Fri.
Stores Open Evenings-Department-Fri.; Supermarkets-9 pm daily.

13 - RETAIL OUTLETS: **Department Stores**-Levy's Century, Sears, Cherry & Webb, Zayre, K mart, JCPenney.
Variety Stores-Newberry, Woolworth, Charles.
Discount Stores-Zayre, K mart, NHD.
Chain Drug Stores-Adams, CVS 2, Brooks-Adams 3.
Chain Supermarkets-A&P, Stop & Shop, Almacs 2, Star Mkt., Big G, IGA, Food Mart.
Other Chain Stores-Goodyear, Endicott-Johnson Shoes, S&H Green Stamps, Firestone, Radio Shack, Sherwin-Williams, Narragansett Clothing, Donnelly's Men's Wear, Talbot's.

14 - NEWSPAPERS: NEWS (e) 15,803, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: J. Leo Deveau, Adv. Dir., NEWS, 101 Malbone Rd., Newport, RI 02840; Tel. (401) 849-3300.
National Representative: Landon Associates.

PAWTUCKET-CENTRAL FALLS

1 - LOCATION: Providence County (in Pawtucket-Woonsocket-Attleboro, RI-MA PMSA). E&P Map D-2. On Blackstone River at head of Narragansett Bay tidewaters, adjacent to Providence. 39 mi. from Boston, 44 mi. from Worcester. On U.S. Hwys. 1 & 95.

2 - TRANSPORTATION: **Railroads**-Conrail, Moshassuck Valley, Providence & Worcester, Amtrak.
Intercity Bus Lines-Bonanza, Shortline, R.I. Public Transit.
Motor Freight Carriers-81.
Airlines-USAir, Eastern, TWA, United, Air New England, Pilgrim, Piedmont.

3 - POPULATION:
Corp. Cities 80 Cen. 88,199; E&P 85 Est. 87,335
Pawtucket 80 Cen. 71,204; E&P 85 Est. 70,645
Central Falls 80 Cen. 16,995; E&P 85 Est. 16,690
CZ-ABC: (80) 88,199
RTZ-ABC: (80) 83,763
County 80 Cen. 571,349; E&P 85 Est. 594,531
PMSA 80 Cen. 307,403; E&P 85 Est. 403,090
City & RTZ-ABC: (80) 171,962

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 34,733; E&P 85 Est. 35,611
Pawtucket 80 Cen. 28,147; E&P 85 Est. 28,543
Central Falls 80 Cen. 6,586; E&P 85 Est. 7,068
CZ-ABC: (80) 34,733
RTZ-ABC: (80) 28,790
County 80 Cen. 209,698; E&P 85 Est. 225,442
PMSA 80 Cen. 110,014; E&P 85 Est. 147,014
City & RTZ-ABC: (80) 63,523

5 - BANKS	NUMBER	DEPOSITS
Commercial	12	N.A.
Savings	3	N.A.
Savings & Loan	4	N.A.
Credit Unions	10	N.A.

6 - PASSENGER AUTOS: County 300,055; Pawtucket 37,116; Central Falls 7,631.

7 - ELECTRIC METERS: Residence 45,838.

8 - GAS METERS: Residence 42,739.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textiles 6,534 ($238); Apparel 1,758 ($155); Fabric. Metals 1,422 ($180); Food 968 ($218); Jewelry 4,051 ($168); Mach. 587 ($238); Plastics 1,242 ($208); Primary Metals 3,102 ($212).

10 - CLIMATE: Min. & Max. Temp.-Spring 38-57; Summer 63-82; Fall 55-73; Winter 22-37. First killing frost Oct. 24; last killing frost Apr. 14.

11 - TAP WATER: Neutral, very soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main, 2 on Broad, 1 on East Ave.
Neighborhood Shopping Centers-Barton St., East Ave., South Woodlawn Station, Broad St., Dexter St., in Central Falls; Newport and Armistice in Darlington Section; Smithfield Ave., Fairlawn Section; Central Ave. in Darlington; Broadway at Mass. State Line; Benefit St. in Darlington Section; Washington St. in So. Attleboro, Mass.; Baker's Corner, Seekonk, Mass.; Route 1, No. Attleboro, Mass.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Barton St.	1	Star Market
Narragansett(17)	4	Star Mkt., Burlington Factory Outlet
Wompinoag(24)	3	Almac's Mkt.
Shopperstown(11)	3	Zayre, Star Mkt.
Cumberland Plz (12)	6	Almac's Mkt.
Lincoln Ctr.	5	Nayco
Seekonk	5	K mart, Valueland
Central Plz.	3	Food Mart
Walnut Hill(26)	15	Sears
Mineral Spring(9)	NA	Almac's Mkt.
Woonsocket Plz.(20)	15	Child World, Radio Shack
Lincoln Mall(65)	8	Caldor, Almac's

Principal Shopping Days-Tues., Thur., Fri., Sat. & Sun.
Stores Open Evenings-Thur., Fri.; Shopping Ctrs. & discount stores every evening except Sunday.

13 - RETAIL OUTLETS: **Department Stores**-Peerless, Burlington Factory Outlet, Sears, Apex.
Discount Stores-Zayre, Ann & Hope, K mart, Caldor.
Variety Stores-Nayco, CVS, Ben Franklin.
Chain Drug Stores-Adams 7, Ann & Hope Pharmacy 2, CVS 6, Brooks, Granite Drug, Douglas Drug 4.
Chain Supermarkets-Almac's 7, Stop & Shop, Star Mkts. 4, Cumberland Farms Dairy, IGA 3, Food Mart, Valueland.
Other Chain Stores-Thom McAn, Firestone, Goodyear, Goodrich, Singer Co., Dutchland Farms Dairy, Peerless, Dairy Mart, Kinney Shoes, Fashion Gallery, Radio Shack, Anderson Little, Merchant Tires, Diamond National, The Fair, Benny's, Zale's, Grossman's, Hickory Farms.

14 - NEWSPAPERS: TIMES (e) 27,833, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Raymond H. Lacaillade, Adv. Dir., TIMES, 23 Exchange St., Pawtucket, RI 02862; Tel. (401) 722-4000.
National Representative: Landon Associates.

PROVIDENCE

1 - LOCATION: Providence County (PMSA). E&P Map D-3. State Capital and County Seat. Industrial, wholesale and education center. 43 mi. S of Boston. On U.S. Hwys. 1, 6, 44, 95, 295; Hwys. 2, 3, 5, 14, 101, 102, 112, 117, 146, 295.

2 - TRANSPORTATION: **Railroads**-Amtrak.
Motor Freight Carriers-400.
Freight Steamship Lines-2.
Intercity Bus Lines-R.I. Transit Authority, Arrow, Bonanza.
Interstate Bus Lines-Greyhound, Bonanza, Providence-Hartford-Norwich Line.
Airlines-Eastern, Ransome, United, USAir, Piedmont, American, Pilgrim, Buffalo Airways, Skystar.

3 - POPULATION:
Corp. City 80 Cen. 156,804; E&P 85 Est. 150,947
CZ-ABC: (80) 505,171
RTZ-ABC: (80) 591,195
County 80 Cen. 571,349; E&P 85 Est. 594,531
PMSA 80 Cen. 618,514; E&P 85 Est. 936,088
City & RTZ-ABC: (80) 1,096,366
Demographic information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 60,157; E&P 85 Est. 62,831
CZ-ABC: (80) 183,614
RTZ-ABC: (80) 207,790
County 80 Cen. 209,698; E&P 85 Est. 225,442
PMSA 80 Cen. 211,406; E&P 85 Est. 331,522
City & RTZ-ABC: (80) 391,404

5 - BANKS	NUMBER	DEPOSITS
Commercial	16	$4,823,585,000
Savings	7	$3,040,261,000
Savings & Loan	4	$789,613,000

6 - PASSENGER AUTOS: Providence-City 63,683; County 300,055.

7 - ELECTRIC METERS: Residence 63,904.

8 - GAS METERS: Residence 51,072.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Metal & Mach. 37,800 ($330); Textiles 11,000 ($314); Jewelry & Silver 22,500 ($241); Rubber & Plastics 6,300 ($311); Food & Beverage 3,200 ($241); Printing & Publishing 6,000 ($404).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-65; Summer 58-76; Fall 33-50; Winter 23-39. First killing frost Nov. 3; last killing frost Apr. 14.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: **Principal Shopping Center**-Washington St., Exchange Place, Exchange St., Weybosset St. and Empire.
Neighborhood Shopping Centers-Olneyville Sq., Wayland Sq., Federal Hill, 2 mi. on N. Main St.

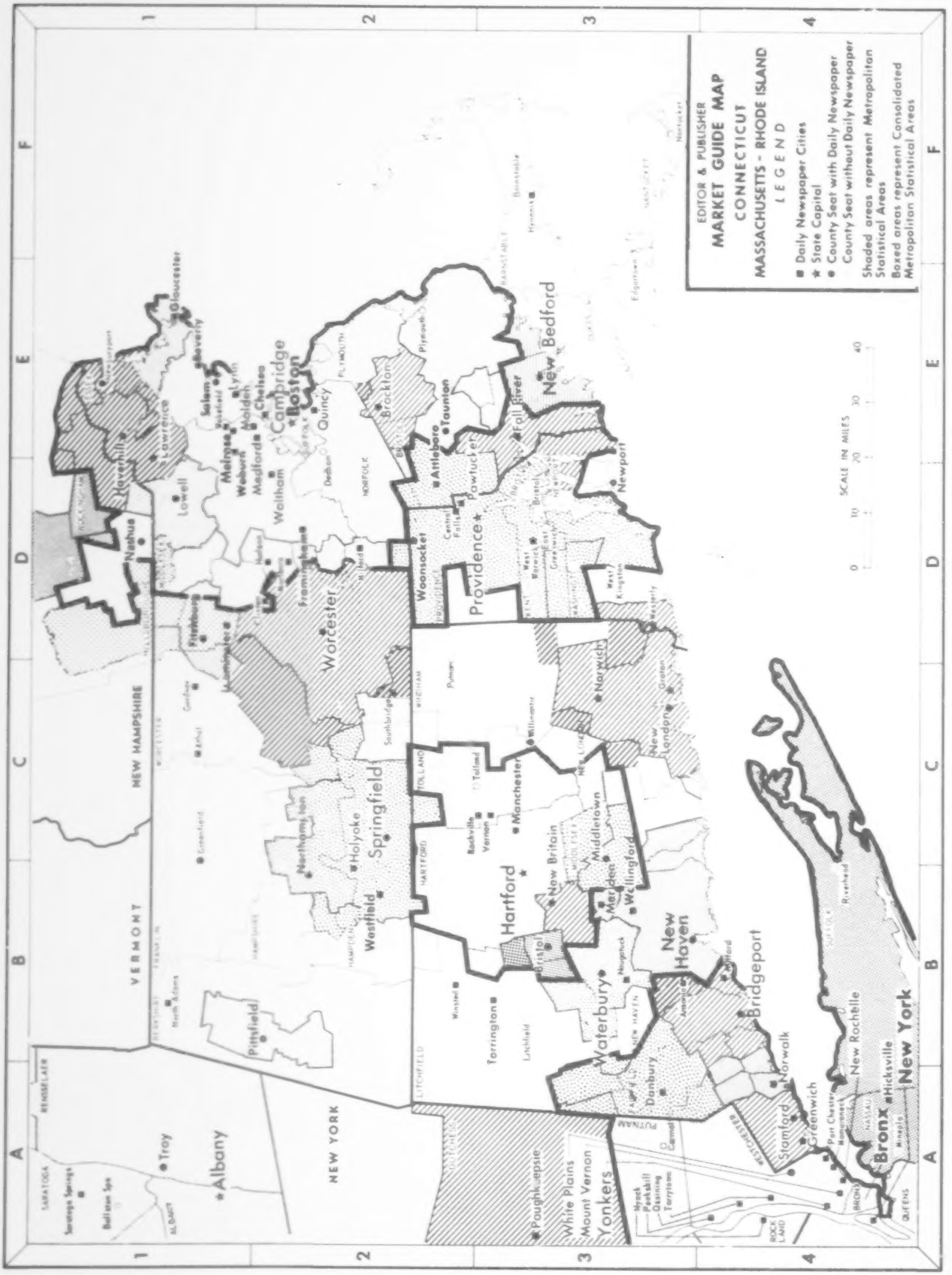
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ann & Hope (Cumberland)(3)	8	Ann & Hope, Stop & Shop
Ann & Hope (Seekonk)(3)	8	Ann & Hope, Stop & Shop
Ann & Hope (Warwick)(3)	8	Ann & Hope
Apple Valley Mall(7)	10	CVS, Almacs
Barrington(22)	8	Cherry & Webb, Almacs
East Greenwich	12	Silverman's, Almacs
Garnett(18)	5	Star, Save Rite
Garden City(60)	5	Donnelly's, Almacs, Woolworth, Cohoes
Governor Francis(18)	8	Save Rite, IGA, Adams
K mart (Johnston)	3	K mart
K mart (Seekonk)	5	K mart
K mart (Swansea)	10	K mart
K mart (Warwick)	8	K mart
Lincoln Mall(70)	7	Cherry & Webb, Almacs, Donnelly's, Peerless, Caldor
Midland Mall (76)	8	Sears, Cherry & Webb, G. Fox
Olneyville	1	Atlantic Thrift, Star
Pawtucket	4	Peerless
Swansea Mall(50)	13	Sears, Edgars, Cherry & Webb, Caldor, Apex
Shopperstown(12)	3	Zayre, Stop & Shop
Walnut Hill Plaza(26)	13	Sears, McCarthy's, Stop & Shop
Wampanoag Mall(24)	3	Almacs, Cherry & Webb
Warwick Mall(52)	8	Filene's, JCPenney, Peerless, Caldor, Kennedy's, Jordan Marsh, Woolworth
Wayland Square(24)	2	Giddings, Weybosset
Westgate(13)	5	Almacs
Providence Plaza(8)	NA	Zayre
Seekonk Sq.(3)	NA	Lechmere, T.J. Maxx, Heartland
University Hts.(13)	NA	Star Mkt.

Principal Shopping Days-Department Stores Sat., Tues., Thur.; Food-Thur., Fri., Sat.
Stores Open Evenings-Department Stores Mon., Thur.; Food-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sears 5, Jordan Marsh, Filene's, JCPenney 4, G. Fox.
Discount Stores-Ann & Hope 3, Apex 3, Edgars 2, K mart 8, Murray's 2, Zayre 10, Caldor 4, Lechmere 2, Save Rite 4.
Leading Apparel Stores-Cherry Webb & Touraine, Peerless, Casual Corner, Briggs Ltd., Donnelly's, Marshall's 2.
Variety Stores-Newberry, Woolworth.
Chain Drug Stores-Adams 42, CVS 31, Douglas 8.
Chain Supermarkets-A&P 4, Almac's 30, Edwards, Food City, Food Mart 6, IGA Foodliners 14, Mass. Ruggen's 2, Star 12, Stop & Shop 9, Valueland 7, Wonder.
Other Chain Stores-Clothing: Anderson Little, Harvey Ltd., Squire Shop, Briggs Ltd., Lane Bryant, Wallachs, Helen Gleuson, Weathervane, Casual Corner, Chess King, Donnelly's, Hillhouse Ltd.; Kennedy's. Shoes: Baker's, Florsheim, Kay's Newport, Kinney's, Regal, Thom McAn. Hosiery: Albert, Park Lane. Auto Supplies: Benny's, Shalet's, Midas, Western Auto, Sears. Milk: Hood, Cumberland Farms, Newport Creamery, Dairy Mart. Furniture: Castro Convertible. Singer. Dance Studios: Arthur Murray. Candy: Fanny Farmer, Russell Stover.

14 - NEWSPAPERS: JOURNAL (m-mon to fri) 84,866; BULLETIN (e-mon to fri) 125,321; (m-sat) 190,050; (S) 255,425; Mar. 31, 1985 ABC.


EDITOR & PUBLISHER
MARKET GUIDE MAP
CONNECTICUT
MASSACHUSETTS - RHODE ISLAND
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas
SCALE IN MILES
0 10 20 30 40
A B C D E F
1 2 3 4
VERMONT
NEW HAMPSHIRE
NEW YORK
Albany
Troy
Pittsfield
North Adams
Greenfield
Athol
Gardner
Fitchburg
Leominster
Nashua
Haverhill
Lawrence
Lowell
Gloucester
Beverly
Salem
Lynn
Melrose
Woburn
Malden
Medford
Chelsea
Cambridge
Boston
Quincy
Waltham
Dedham
Framingham
Milford
Worcester
Southbridge
Northampton
Holyoke
Springfield
Westfield
Brockton
Plymouth
Taunton
Attleboro
Fall River
New Bedford
Barnstable
Hyannis
Edgartown
Nantucket
Woonsocket
Pawtucket
Central Falls
Providence
West Warwick
Warwick
East Greenwich
Bristol
Newport
West Kingston
Westerly
Putnam
Willimantic
Norwich
New London
Groton
Tolland
Rockville
Vernon
Manchester
Hartford
New Britain
Bristol
Middletown
Meriden
Wallingford
New Haven
Naugatuck
Waterbury
Torrington
Winsted
Litchfield
Danbury
Bridgeport
Milford
Ansonia
Norwalk
Stamford
Greenwich
Port Chester
Mamaroneck
New Rochelle
Bronx
New York
Hicksville
Mineola
Riverhead
White Plains
Mount Vernon
Yonkers
Poughkeepsie
Carmel
Nyack
Peekskill
Ossining
Tarrytown
QUEENS

Local Contact for Advertising and Merchandising Data: William H. Peckham, Mgr. Gen. Adv., BULLETIN and JOURNAL, 75 Fountain St., Providence, RI 02902. Tel. (401) 277-7000.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

WEST WARWICK

1 - LOCATION: Kent County (In Providence PMSA). E&P Map D-3. Industrial center. 10 mi. S of Providence. 4 mi. to State Airport. On U.S. Hwys. 3 & 117.

2 - TRANSPORTATION: **Railroads**-Conrail.

3 - POPULATION:
Corp. Town 80 Cen. 27,026; E&P 85 Est. 29,742
PMSA 80 Cen. 631,204; E&P 85 Est. 936,088
County 80 Cen. 154,163; E&P 85 Est. 163,133

4 - HOUSEHOLDS:
Town 80 Cen. 9,936; E&P 85 Est. 11,262
County 80 Cen. 54,137; E&P 85 Est. 59,121
PMSA 80 Cen. 211,406; E&P 85 Est. 331,522

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.
Savings	2	N.A.
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: Town 15,757; County 96,179.

7 - ELECTRIC METERS: Residence 9,983.

8 - GAS METERS: Residence 9,000.

9 - PRINCIPAL INDUSTRIES: Textiles, Medical Supply, Energy.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-65; Summer 58-76; Fall 33-50; Winter 23-39. First killing frost, Nov. 1; last killing frost, Apr. 14.

11 - TAP WATER: Acid, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gateway(30)	NA	Ben Franklin
Governor Francis(18)	NA	
Midland Mall(76)	NA	Sears, G. Fox, Zale's
Warwick Mall(52)	NA	Jordan Marsh, JCPenney

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Filenes, Jordan Marsh, JCPenney, G. Fox, Sears.
Variety Store-Newberry's.
Discount Stores-Ann & Hope Factory Outlet, Apex, Pontiac Mills Outlet, Lechmere Sales.
Chain Drug Stores-Adams, Davis Cut Rate, CVS, Douglas.
Chain Supermarkets-Stop & Shop, Almacs 2, Valueland, Jerry's 3, IGA 2.

14 - NEWSPAPERS: PAWTUXET VALLEY TIMES (e) 9,099; sworn Feb. 1, 1985.
Local Contact for Advertising and Merchandising Data: Ted Holmberg, Pub., PAWTUXET VALLEY TIMES, 1353 Main St., W. Warwick, RI 02893. Tel. (401) 821-7400.
National Representative: Landon Associates.

WESTERLY

1 - LOCATION: Washington County (In New London-Norwich, CT-RI MSA). E&P Map D-3. On R.I.-Conn. line. 45 mi. SW of Providence; 150 mi. NE of New York. At head of navigation of Pawcatuck River which opens into Long Island Sound. On U.S. Hwy. 1; Conn. 2; R.I. 3. 3 mi. S of Interstate 95.

2 - TRANSPORTATION: **Railroads**-Amtrak.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound, Rhode Island Coach, New Haven & Shore Line, RIPTA.
Airlines-R.I. Coastal Airways, USAir, Pilgrim, Viking Airways; Westerly State Airport.

3 - POPULATION:
Corp. City 80 Cen. 18,580; E&P 85 Est. 19,773
CZ-ABC: (80) 26,224
RTZ-ABC: (80) 64,505
County 80 Cen. 93,317; E&P 85 Est. 96,603
MSA 80 Cen. 250,839; E&P 85 Est. 256,470
City & RTZ-ABC: (80) 90,729

4 - HOUSEHOLDS:
City 80 Cen. 6,599; E&P 85 Est. 6,856
CZ-ABC: (80) 9,266
RTZ-ABC: (80) 21,737
County 80 Cen. 31,081; E&P 85 Est. 33,166
MSA 80 Cen. 88,758; E&P 85 Est. 92,547
City & RTZ-ABC: (80) 31,003

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$198,054,000
Savings & Loan	1	$7,386,853
Credit Unions	4	$13,586,323

6 - PASSENGER AUTOS: Town 12,741; County 57,394.

7 - ELECTRIC METERS: Residence 11,497.

8 - GAS METERS: Residence 4,235.

9 - PRINCIPAL INDUSTRIES: Braided Synthetic Specialty Cords, Surgical Threads, Fishing Lines, Elastic Braid, Knitted Rubber Goods, Concrete Blocks, Silk Screen Printing on Linens, Fine Laces, Felts, Granite Monuments, Woolen Fabrics, Velvets, Tools & Dies, Dyers & Finishers, Textile Chemical Specialties, Printing Press Mfrs., Cable Grips, Custom-Built Hotel & Office Furn., Electronic Coils & Transformers, Paper Mill Machy., Plastic Moldings, Electric Batteries, Plastic Extrusion Machinery, Investment Casting.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-57; Summer 61-79; Fall 45-62; Winter 23-38. First killing frost, Oct. 10; last killing frost, Apr. 10.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: **Principal Shopping Centers**-7 streets in center of town; 5 diversified shopping centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Franklin Plaza(14)	NA	Almac Mkt., JCPenney
Granite Plaza	NA	Sunrise Market
Granite Street(18)	NA	Walgreen
Main Street(15)	NA	E-Z Package Store

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Close-Wed. afternoon downtown.
Stores Open Evenings-Fri. Food and Shpg. Ctrs. nightly. Many stores open Sunday including Discount Stores. Some markets until midnight.

13 - RETAIL OUTLETS: **Department Stores**-McCormick's, Sears (catalog), Montgomery Ward, Reid & Hughes, JCPenney.
Discount Stores-Fisher's Big Wheel.
Chain Drug Stores-Higgins (Liggett-Rexall), Granite Walgreen, Brooks 2.
Chain Supermarkets-A&P 2, Super Finast, Almac's, Universal 4, Gentile's, Big M, IGA, Sunrise, Cumberland Farms 2, Scott's.

14 - NEWSPAPERS: SUN (e-mon to fri) 11,527; (S) 11,791; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Leon F. Williams, Gen. Adv. Mgr., SUN, 56 Main St., Westerly, RI 02891. Tel. (401) 596-7791 and (203) 443-3307.
National Representative: Landon Associates.

WOONSOCKET

1 - LOCATION: Providence County (In Pawtucket-Woonsocket-Attleboro, RI-MA PMSA). E&P Map D-2. On the Blackstone River, at Woonsocket Falls. 39 mi. SW of Boston, Mass. and 16 mi. N by W of Providence. On State Hwys. 122, 146, 114 and 104.

2 - TRANSPORTATION: **Railroads**-Conrail, P&W.
Motor Freight Carriers-18.
Intercity Bus Lines-R.I. Public Transit Authority, ABC.
Airlines-Eastern, United, USAir, Pilgrim, Ransome, Midway, Altair (T.F. Green Airport, 25 mi. distance).

3 - POPULATION:
Corp. City 80 Cen. 45,914; E&P 85 Est. 47,079
CZ-ABC: (80) 78,287
RTZ-ABC: (80) 91,515
County 80 Cen. 571,349; E&P 85 Est. 594,531
PMSA 80 Cen. 307,403; E&P 85 Est. 403,093
City & RTZ-ABC: (80) 169,802

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,328; E&P 85 Est. 18,188
CZ-ABC: (80) 28,315
RTZ-ABC: (80) 29,110
County 80 Cen. 209,698; E&P 85 Est. 225,442
PMSA 80 Cen. 110,014; E&P 85 Est. 147,014
City & RTZ-ABC: (80) 57,425

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	N.A.
Savings & Loan	NA	$497,807,481

6 - PASSENGER AUTOS: City 22,015; County 300,055.

7 - ELECTRIC METERS: Residence 15,187.

8 - GAS METERS: Residence 11,257.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Constr. 393 ($347); Mfg. 4,849 ($304); Trans., Elec., Gas 496 ($450); Wholesale Trade 1,450 ($309); Retail Trade 3,747 ($181); Fin., Ins. & R.E. 829 ($280); Serv. 3,282 ($233).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-55; Summer 65-85; Fall 48-60; Winter 10-40.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Neighborhood Shopping Centers**-3 blocks at Social Corner, Walnut Hill Plaza, Woonsocket Plaza, Park Square, Zayre, Slatersville Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Square(6)	2	Almac's, Star Mkt., Mars, Adap
Walnut Hill Plaza(26)	2	Sears, McCarthy's, Woolworth
Woonsocket Plaza(20)	2	Radio Shack, Caldor, Child World
Bellingham	1	Zayre, Almac's
Social Corner	1	Social Dept. Store
Slatersville Plaza(15)	4	Eddie's Mkt., Western Auto, Williams 5 & 10
Lincoln Mall(65)	4	Caldor, Zayre

Principal Shopping Days-Dept. Stores Thur., Fri., Sat.; Food Stores Thur., Fri., Sat.
Stores Open Evenings-All on Thur.; Sun. 12-5 Dept. Tue., Thur.; Food Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-McCarthy's Dry Goods, Social Dept. Store, Sears, Caldor 2.
Discount Stores-Rathbun Factory Outlet, National Hardgoods Dist. 2, Zayre 2, Save Rite 2, Mars.
Variety Store-Woolworth.
Chain Drug Stores-CVS 5, Adams, Brooks 6.
Chain Supermarkets-Almac's 6, Star Market 2.
Other Chain Stores-Firestone, Benny's, Goodyear, Adap, Grossman's, Radio Shack 3, Child World, Western Auto, Anderson Little 2.

14 - NEWSPAPERS: CALL (e) 31,263; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Harold R. Belknap, Mkt. Mgr., or Richard H. McGee, Nat'l Adv. Mgr., 75 Main St., Woonsocket, RI 02895. Tel. (401) 762-3000.
National Representative: Landon Associates.

SOUTH CAROLINA SURVEYS

METROPOLITAN STATISTICAL AREAS

Anderson-Anderson County.
Augusta, Ga.-S.C.-Columbia, McDuffie and Richmond Counties, Ga.; Aiken County, S.C.
Charleston-Berkely, Charleston and Dorchester Counties.
Charlotte-Gastonia-Rock Hill, N.C.-S.C.-Cabarrus, Gaston, Lincoln, Mecklenburg, Rowan and Union Counties, N.C.; York County, S.C.
Columbia-Lexington and Richland Counties.
Florence-Florence County.
Greenville-Spartanburg-Greenville, Pickens and Spartanburg Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1986
Under 5 Years	236	238	257
5-14 Years	552	520	562
15-24 Years	519	629	680
25-44 Years	607	867	938
45-64 Years	487	578	625
65 and Over	190	287	311
TOTAL	2,591	3,119	3,373

Based on U.S. Census.

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1986 Est.
Bldg. Mat./Hdwr	536	709	1,092
General Mdse	989	1,235	1,681
Food	2,022	3,096	3,954
Automobiles	1,766	2,169	3,785
Gasoline Stations	722	1,201	1,366
Apparel	414	677	957
Furniture	368	556	927
Eat/Drink Places	587	1,078	1,482
Drugs	264	412	596
TOTAL SALES	8,350	12,498	17,158

AIKEN

1 - LOCATION: Aiken County (In Augusta, GA-SC MSA). E&P Map B-3. 17 1/2 mi. NE of Augusta, GA. 120 mi. NW of Charleston. On U.S. 1, 78; State 19, 302, 126.

2 - TRANSPORTATION: **Railroads**-Southern, Seaboard, Georgia & Florida.
Motor Freight Carriers-1.
Intercity Bus Lines-Greyhound, Trailways, Southeastern Stages.

3 - POPULATION:
Corp. City 80 Cen. 14,978; E&P 85 Est. 16,934
NDM-ABC: (80) 105,713
MSA 80 Cen. 345,918; E&P 85 Est. 369,657
County 80 Cen. 105,625; E&P 85 Est. 112,795

Demographic Information available from Aiken Chamber of Commerce

4 - HOUSEHOLDS:
City 80 Cen. 5,757; E&P 85 Est. 6,591
NDM-ABC: (80) 36,491
County 80 Cen. 36,456; E&P 85 Est. 40,181
MSA 80 Cen. 115,061; E&P 85 Est. 126,922

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	139,581,790
Savings & Loan	3	$169,081,506

6 - PASSENGER AUTOS: County 60,049.

7 - ELECTRIC METERS: Residence 8,011.

8 - GAS METERS: Residence 6,838.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textiles & Fabrics 10,443; Clay Prods. 291; Fiberglass 1,725; Nuclear Power Materials 5,000; Lumber 160; Paper Prods. 625; Food 100; Metal Fabrication 138; Motor Protectors & Therm. 650; Construction 1,860; Printing & Publishing 310.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Mean Jan. Temp. 47; Mean July Temp. 79. First killing frost, Nov. 14; last killing frost, Mar. 20.

11 - TAP WATER: N.A.

12 - RETAILING: **Neighborhood Shopping Centers**-Graniteville, Midland, Rich Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart(5)	1	K mart, Bi-Lo
Kalmia Plaza(45)	1	Belk's
Mitchell(10)	2	
N. Augusta Plz.	16	Belk's, Rose's
Heritage Sq.(20)	2	Revco, Wal-Mart, Whites, Food Lion

Principal Shopping Days-Thur., Fri., Sat.
Stores Close-6 p.m.; 9 p.m. Fri.

13 - RETAIL OUTLETS: **Department Stores**-White's, Belk's, B. C. Moore.
Variety Store-McCrory.
Chain Drug Stores-Aiken 2, Revco 3, Eckerd.
Discount Stores-K mart, Wal-Mart, Roses.
Chain Supermarkets-Winn-Dixie 2, Piggly Wiggly 2, Bi-Lo 2, Kroger, Food Town, Gurleys 3.
Other Chain Stores-Moore, Goodyear, Western Auto, Goodrich, Lowe's.

14 - NEWSPAPERS: STANDARD (e-mon to fri) 13,664; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: A. B. Cubbedge, Adv. Dir., STANDARD, 124 Rutland Dr., Aiken, SC 29801. Tel. (803) 648-2311.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

ANDERSON

1 - LOCATION: Anderson County (MSA). E&P Map A-2. County Seat. Industrial center. 123 mi. NE of Atlanta, GA; 127 mi. SW of Charlotte. On U.S. Hwys. 29, 76 and 178; I-85; State Hwys. 24, 28, 81 and 243.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line, Southern.
Motor Freight Carriers-32.
Intercity Bus Lines-Greyhound, Continental Trailways.

3 - POPULATION
Corp City 80 Cen 27 965 E&P 85 Est 30 040
CZ-ABC (80) 47 689
RTZ-ABC (80) 312 327
County/MSA 80 Cen 133 235, E&P 85 Est 141-950
City & RTZ-ABC (80) 360 016
Demographic information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS
Corp City 80 Cen 10 308 E&P 85 Est 11 025
CZ-ABC (80) 17 458
RTZ-ABC (80) 107 535
County/MSA 80 Cen 46 944 E&P 85 Est 51 675
City & RTZ-ABC (80) 124 993

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$270 356 000
Savings & Loan	5	$332 615 000

6 - PASSENGER AUTOS: County 75 146

7 - ELECTRIC METERS: Residence 27 218

8 - GAS METERS: Residence 10 120

9 - PRINCIPAL INDUSTRIES: Industry No of Wage Earners (Av Wkly Wage)-Textile 12 318 ($256) Fiberglass Motor Prod; Metal Working Plastics, Fertilizer Rubber Products Apparel 21 700, 56 3-70 persons employed in County
Principal Industrial Pay Days-Thur & Fri

10 - CLIMATE: Min & Max Temp -Spring 45-82, Summer 65-98, Fall 52-88, Winter 15-75 First killing frost Nov 9 last killing frost Mar 25

11 - TAP WATER: Neutral soft fluoridated

12 - RETAILING: **Principal Shopping Center**-6 blocks on Main St & Square; 3 on N Main; 2 on S Main Ext

Nearby Shopping Centers

Name (No of stores)	**Miles from Downtown**	**Principal Stores**
Anderson Mall(38)	NA	JCPenney, Meyers-Arnold Sears
Belvedere Plz (21)	NA	Bi-Lo Rhodes
Camp(5)	NA	Professional Phcy
Hanks(6)	NA	Hanks Jewelry Wal-Mart
Lakeside Sq (5)	NA	Bi-Lo Winn-Dixie Wal-Mart
Lyons Center(5)	NA	Dillard Manne & Sport
Market Place(10)	NA	Winn-Dixie Cosmo Spa
Pruitt(17)	NA	Sullivan Hdwe
Watson Village	NA	White-Jones Winn-Dixie Sterchis Ingles Pic-N-Pay
Windsor Plaza	NA	Revco Winn-Dixie
New South	NA	Revco Sky City A&P
East Point(3)	NA	Bi-Lo Revco Family Dollar

Principal Shopping Days Mon, Thur, Fri, Sat
Stores Open Evenings-Fri, Downtown & Shopping Centers nightly

13 - RETAIL OUTLETS: **Department Stores**-Gallant-Belk Sears Meyers/Arnold JCPenney
Discount Stores-K mart Sky City Wal-Mart
Variety Store-Woolworth
Chain Drug Stores-Revco 5 Bi-Lo Eckerd 2
Chain Supermarkets-A&P 2 Winn-Dixie 4 Fast-Fare Stores 14 Bi-Lo 4 Ingles 3 Kroger 2
Other Chain Stores-Kimbrell's Furniture Maxwell Furn, Merit Shoes Lerner's Hammond-Brown Jennings Furn, Jewelry Kingoff's Jewel Box Pic N Pay Shoes S&H Green Stamps Radio Shack Farr Music John B Lee

14 - NEWSPAPERS: INDEPENDENT-MAIL (m) 43 443; (S) 45 667; Mar 31, 1985 ABC
Local Contact for Advertising and Merchandising Data David W Barton Adv Dir Sales INPEPENDENT-MAIL, 1000 Williamstown Rd, PO Box 2507 **Anderson**, SC 29622 Tel (803) 224-4321
National Representatives Landon Associates Harte-Hanks Communications

BEAUFORT

1 - LOCATION: Beaufort County E&P Map C-4 Diversified Farming Pine and Ash timber Port on Port Royal River 50 mi SW of Charleston on U.S. Hwy 21

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line
Motor Freight Carriers-6

3 - POPULATION
Corp City 80 Cen 8 634 E&P 85 Est 9 748
CZ-ABC (80) 39 258
RTZ-ABC (80) 32 179
County 80 Cen 65 364 E&P 85 Est 77 600
City & RTZ-ABC (80) 71 437

4 - HOUSEHOLDS
Corp City 80 Cen 3 245 E&P 85 Est 3 071
CZ-ABC (80) 10 680
RTZ-ABC (80) 11 386
County 80 Cen 20 112 E&P 85 Est 24 965
City & RTZ-ABC (80) 22 066

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$90 000 000

6 - PASSENGER AUTOS: County 33 638

7 - ELECTRIC METERS: County Est 24 000

8 - GAS METERS: N A

9 - PRINCIPAL INDUSTRIES: Farming Lumber Milling Military Tourism Shrimping

10 - CLIMATE: Min & Max Temp -Spring 57-82 Summer 60-95 Fall 42-82 Winter 27-75 First killing frost Nov 30, last killing frost Mar 2

11 - TAP WATER: Alkaline soft

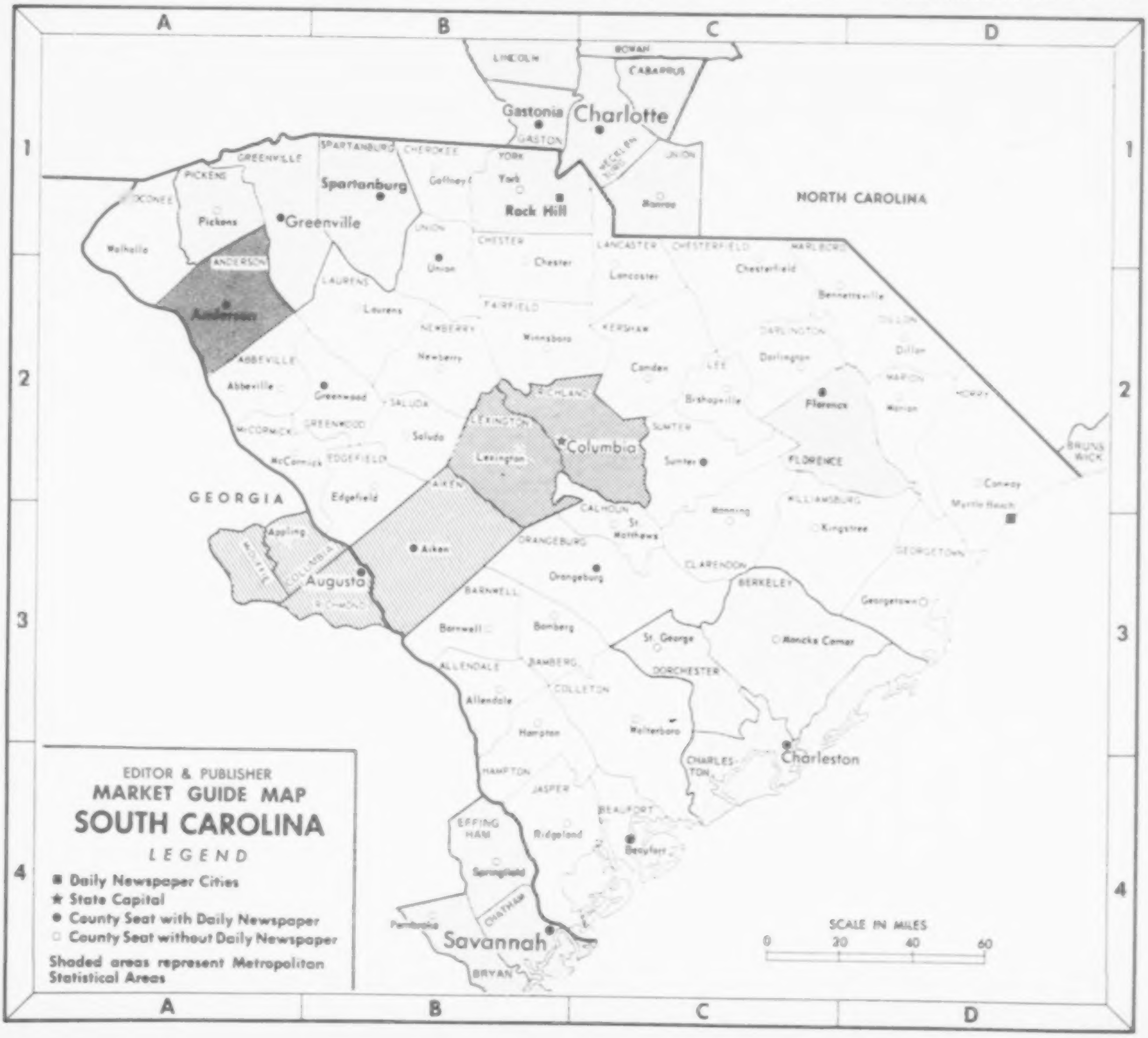
12 - RETAILING:

Nearby Shopping Centers

Name (No of stores)	**Miles from Downtown**	**Principal Stores**
Beaufort Plaza(10)	3	Roses Eckerd Winn-Dixie
Royal Oaks(6)	NA	A&P Mack's 5 & 10 Revco
Ribaut Center(18)	2	K mart Revco BiLo Belk's
Island Center(6)	1	Winn-Dixie Eckerd
Bi-Lo Center(3)	5	Bi-Lo Sky City Revco

13 - RETAIL OUTLETS: **Discount Stores**-K mart Rose's Sky City
Dept Stores-Belk-Simpson
Chain Drug Stores-Eckerd Revco
Chain Supermarkets-A&P Winn-Dixie Big Star Bi-Lo Piggly Wiggly

14 - NEWSPAPERS: GAZETTE (e-mon to fri) 8 111 Mar 31 1985 ABC
Local Contact for Advertising and Merchandising **Data John Heath Publisher GAZETTE PO Box** 399 Beaufort SC 29902 Tel (803) 524-3183
National Representative Landon Associates


A
B
C
D
1
2
3
4
EDITOR & PUBLISHER
MARKET GUIDE MAP
SOUTH CAROLINA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
□ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
NORTH CAROLINA
GEORGIA
Charlotte
Gastonia
Spartanburg
Greenville
Rock Hill
Anderson
Columbia
Augusta
Aiken
Florence
Sumter
Orangeburg
Charleston
Beaufort
Savannah
Pickens
Walhalla
York
Union
Chester
Lancaster
Chesterfield
Bennettsville
Laurens
Newberry
Winnsboro
Camden
Darlington
Dillon
Marion
Abbeville
Greenwood
Saluda
McCormick
Edgefield
Lexington
Bishopville
Manning
Kingstree
Conway
Myrtle Beach
Georgetown
St Matthews
Barnwell
Bamberg
St George
Moncks Corner
Allendale
Hampton
Walterboro
Ridgeland
Springfield
Pembroke
Appling
SCALE IN MILES
0
20
40
60

CHARLESTON

1 - LOCATION: Charleston County. (In Charleston MSA). E&P Map C-3. Center of state's sea coast. On peninsula bet. Ashley and Cooper Rivers. Excellent deep water harbor with important world commerce. Large U.S. Naval Base & U.S. Air Base. County Seat.

2 - TRANSPORTATION: **Railroads**-Southern, Seaboard Coast Line.
Motor Freight Carriers-75.
Airlines-Delta, Eastern, Piedmont, United, American, Bankair.

3 - POPULATION:
Corp. City 80 Cen. 69,510; E&P 85 Est. 72,448
NDM-ABC: (80) 542,809
County 80 Cen. 277,308; E&P 85 Est. 289,030
MSA 80 Cen. 430,301; E&P 85 Est. 466,049

4 - HOUSEHOLDS:
Corp. City 80 Cen. 25,267; E&P 85 Est. 26,616
NDM-ABC: (80) 172,842
County 80 Cen. 90,717; E&P 85 Est. 97,529
MSA 80 Cen. 137,875; E&P 85 Est. 153,852

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	NA
Savings & Loan	4	NA

6 - PASSENGER AUTOS: County 132,523.

7 - ELECTRIC METERS: Residence 95,901.

8 - GAS METERS: Residence 46,080.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Construction 11,750; Durable Goods 11,300; Lumber and Wood prod. 1,700; Stone & Glass 1,950; Machines exc. elect. 3,500; Nondurable Goods 9,930; Apparel 1,800; [illegible]; Paper & Allied Products 1,850; Chemicals 2,300; Trans., comm. & P.U. 8,810; Wholesale and retail trade 35,800; Fin., Ins. & Real Estate 7,300; Services 27,200; Government 43,600.
Principal Pay Days-1st, 15th, Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-80; Summer 60-95; Fall 40-80; Winter 25-75. First killing frost, Nov. 30; last killing frost, Mar. 2.

11 - TAP WATER: Alkaline, very soft, not fluoridated.

12 - RETAILING: **Principal Downtown Shopping Area**-13 blocks on King St. from Cannon to Market Sts., with Shops and Stores on side streets from Calhoun to Broad St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Berkeley(25)	18	TG&Y
Shannon(6)	21	Bi-Lo, Eckerd
North(52)	15	Bi-Lo, Revco
Yeaman's Hall(18)	10	Piggly Wiggly
King's Plz (9)	NA	Revco, Piggly Wiggly
Ashley Plz (42)	5	Revco, Condon's, Brendles
Citadel(81)	6	Thalhimer's, Sears, Belk's
Cross Creek(15)	3	Harris Teeter, Eckerd
Folly Rd (25)	3	Red & White
Harborview(13)	5	Winn-Dixie, Harris-Liggett, Rexall Drugs
James Is (16)	3	Piggly Wiggly
Meyer Pk (8)	4	Red & White
Northbridge(5)	5	Piggly Wiggly, Harris
Shoppers Port(11)	6	Bi-Lo, Revco, Family Dollar
St. Andrews(10)	4	Rite Aid, Winn-Dixie, Kerrison's
S Windermere(47)	3	Belk's, Piggly Wiggly
Village Sq (12)	4	Western Auto, Lechmann's
Celebration Station(16)	15	Rack Room, Linens 'n Things
Wespanee(13)	7	EZSupermarket
Westwood Plz (15)	4	Eckerd, Handy City, Marshall's
Center Oak(7)	5	Revco, Food Lion
E Cooper Plz (10)	6	Piggly Wiggly, Eckerd, Wal-Mart
Moultrie(11)	5	Rite Aid, Gwynn's
Sea Island(15)	6	Piggly Wiggly, Eckerd, Western Auto, Belk's
Patriot's Plz (15)	5	Kroger
Brentwood Plz (17)	7	Piggly Wiggly, Bi-Lo, Revco
Charles Towne Sq (54)	8	JCPenney, Mont. Ward
Charleston Hgts(11)	8	Piggly Wiggly
Evanston Plz (26)	9	Doscher's, Ace Hardware
Fabian(10)	8	Piggly Wiggly, Rite Aid
Gaslite(26)	7	Kuppenheimer
N Charleston(18)	10	T.J. Maxx, Handy City, Eckerd
Northwood(132)	13	Belk's, Sears, Kerrisons, Thalhimer's
Oakridge Plaza(25)	8	Piggly-Wiggly, TG&Y
Pinehaven(25)	6	Winn-Dixie, Western Auto
Bi-Lo(10)	22	Bi-Lo, Revco, Sky City
Heritage(13)	21	Big Star, Revco, K mart
Oakbrook(13)	18	Piggly Wiggly, Eckerd, Revco, Kroger
Palmetto Plz (18)	21	Simmon's Appliance
Summerville Plz (5)	22	Wal-Mart, Eckerd, Doscher's

Principal Shopping Days-Department: Mon., Wed., Fri., Sat. Food: Thur., Fri., Sat., Sun.
Stores Open Evenings-Food, Dept. & Discount.

13 - RETAIL OUTLETS: **Department Stores**-Condon's, Kerrisons, Belk's, JCPenney, Sears, Montgomery Ward, Thalhimer's.
Discount Stores-Service Mdse., TG&Y, K mart, Wal-Mart, T.J. Maxx, Marshall's, Rolane's, Loehmann's, Brendel's, Sam's Wholesale.
Variety Stores-Kress, Woolworth, Family Dollar.
Chain Drug Stores-Eckerd, Scotties, Rite Aid, Harris Drugs, Medicine Shoppes, Revco, Treasury, K mart Pharmacies.
Chain Supermarkets-Winn-Dixie 7, Red & White 7, Piggly Wiggly 24, Bi-Lo 9, Doschers 14, Harris Teeter 3, Kroger 6, Food Lion 7.
Other Chain Stores-Women's Apparel: Kaybee, Diana, My Shop. Men's: Fines, Waltons. Shoes: Hanover, Thom McAn, Butler Shoe Mart, Baker's, Hardy Jarman, Hahn, Kinney. Auto Supplies: Advance Auto, Allens, Western Auto, Firestone, Goodyear. Furniture Appl.: Rhodes, Haverty, Maxwell, Singer Co. Misc.: Friedman's Jewelry, Sherwin-Williams, Wickes, S&H Green Stamps, Russell Stover, Top Value Stamps, Lerner's Shops, Jewel Box, Hickory Farms, Radio Shack, 7-Eleven, Magic Market, Pantry.

14 - NEWSPAPERS: NEWS & COURIER (m-mon to fri) 72,010; THE EVENING POST (e-mon to fri) 39,340; NEWS & COURIER-THE EVENING POST (sat) 107,204 (S) 116,280 Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: D.G. Diasourakis, Gen. Adv. Mgr., NEWS & COURIER-THE EVENING POST, 134 Columbus St., Charleston, SC 29403; Tel. (803) 577-7111.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

COLUMBIA

1 - LOCATION: Richland County (MSA). E&P Map B-2. County Seat. State capital and largest city in state. Mfg.: textiles, concrete, elec. & non-elec. machy., chemicals, metal prods., lumber, dairying, cotton and misc. smaller industries. Ft. Jackson (U.S. Army). College center. 94 mi. from Charlotte, Spartanburg NW 96 mi., Greenville NW 107 mi., Augusta SW 72 mi., Charleston SE 114 mi. On U.S. 1, 21, 76, 176, 321, 378, I-20, I-26 and I-77. State Hwys. 12, 48, 215, 262, 555, 602.

2 - TRANSPORTATION: **Railroads**-Seaboard Coast Line, Southern, Columbia, Newberry & Laurens.
Intercity Bus Lines-Greyhound, Trailways.
Airlines-Delta, Eastern, Piedmont, American, United, People Express.

3 - POPULATION:
Corp. City 80 Cen. 99,969; E&P 85 Est. 99,071
CZ-ABC: (80) 257,888
RTZ-ABC: (80) 600,034
County 80 Cen. 267,823; E&P 85 Est. 286,017
MSA 80 Cen. 408,176; E&P 85 Est. 441,543
City & RTZ-ABC (80) 857,922
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 30,422; E&P 85 Est. 30,794
CZ-ABC: (80) 84,510
RTZ-ABC: (80) 190,934
County 80 Cen. 85,461; E&P 85 Est. 93,917
MSA 80 Cen. 133,078; E&P 85 Est. 148,408
City & RTZ-ABC: (80) 275,444

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	$6,918,608,000
Savings & Loan	4	$1,608,121,000

6 - PASSENGER AUTOS: County 134,883.

7 - ELECTRIC METERS: County Residence 93,276.

8 - GAS METERS: County Residence 50,478.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 25,400; Trade 37,700; Transp. & Util. 9,400; Finance, Ins. & Real Est. 14,600; Const. 10,300; Services & Govt. 82,400.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-98; Summer 53-98; Fall 16-91; Winter 14-80. First killing frost, Nov. 3; last killing frost, Mar. 30.

11 - TAP WATER: Alkaline, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-7 blocks on Main St., 4 on Assembly St., 3 on Sumter St., 3 on Hampton, 3 on Taylor.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Five Points	2	Eckerd, Revco
Rosewood(24)	3	Dodd's, Bits 'N Pieces, Giant Food World
Trenholm Plz (31)	4	Rite Aid, Piggly Wiggly, Ben Franklin
Richland Mall(28)	2	J.B. White's, Winn-Dixie, Eckerd
Cedar Terrace(24)	5	Piggly Wiggly
Landmark Square(20)	6	Winn-Dixie, Treasury Drugs, Cloth World, Rite Aid
Decker Plaza(9)	5	Rite Aid, Food World
Decker Village(5)	5	Food Lion, Eckerd
Midlands(16)	4	Food Lion, Giant Food, Western Auto
Columbia East(10)	6	Bi-Lo Foods, Family Dollar, K mart, Revco
Northway Plaza(12)	5	A&P, Cloth World
Northside Plaza(12)	6	Giant Food, Sentry Drug, Radio Shack, Pic 'N Pay
Beltline Village	6	Otasco, Bi-Lo Foods, Pic 'N Pay, Family Dollar
Boozer(37)	7	Winn-Dixie, Western Auto, Key Distributors
Dutch Square(56)	7	A&P, J.B. White's, Eckerd
Seven Oaks(17)	7	Eckerd, Radio Shack
St. Andrews(10)	7	Treasury Drugs, JCPenney
Widewater Sq (12)	7	Bi-Lo Foods, Pic 'N Pay, Revco
Whitehall(16)	9	Winn-Dixie, Dodd's
Parkland Plz (25)	2	Dodd's, Pic 'N Pay
Capitol Square(12)	2	Bi-Lo, Revco, Cloth World, Family Dollar
Intersection Ctr (33)	8	Service Merchandise, Robin's Menswear
Columbia Mall(11)	6	JCPenney, Sears, Rich's, Belk
Bush River Mall(17)	7	Richway, Kroger
Decker Mall(11)	6	Richway, Kroger
Woodhill Mall(45)	5	Richway, Food Lion
Woodberry Plaza	7	Winn-Dixie, Revco
Saluda Plaza(7)	4	Piggly Wiggly, Scottie
Sunset Plaza(11)	6	Winn-Dixie, Eckerd
Lexington Square(7)	10	Food Town, Eckerd
Edenwood Square(6)	6	Bi-Lo, Sky City, Revco

Principal Shopping Days-Department Stores: Mon., Tues., Fri., Sat. Food: Wed., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-James L. Tapp, Belk's, JCPenney, Sears, J.B. White, Rich's, Howard's, Davidson's.
Discount Stores-K mart 4, Lowe's 2, Wickes 2, White's Auto 2, Service Merchandise, Richway 3, Key Distributors.
Variety Stores-Kress, Silver's, Dodd's 8, United 2, Crest, Emery 2, Family Dollar 8, G & H Warehouse World.
Chain Drug Stores-Eckerd 10, Rite Aid 6, Revco 4, Treasury 2.
Chain Supermarkets-A & P 3, Winn-Dixie 11, Piggly Wiggly 16, Giant Food World, Red & White 7, Bi-Lo 7, Food Lion 11, Kroger SavOn 5, Family Mart 2, 3 Guys.
Other Chain Stores-Women's Apparel: Mangel's, Lerners, Garber's, The Limited, Brook's Fashions, Size 5-7-9, Paul Harris, Stuarts, Body Shop, Ormond's, Foxmoor, Casual Corner, Susie's Casuals, The Ranch. Shoes: Butler's, Marilyn Slipper Shop, Thom McAn, Kinney's, Pic-N-Pay, Miles, Top Dollar Stores, Ford, Endicott Johnson, Father & Son, Hanover, Baker, Varman. Men's Clothing: National Shirt Shop, Silverman's, J. Riggins, Bill's London Transit, Fine's, Richmond Bros., Robins. Jewelry: Friedman's 5, Litwin, D.P. Paul, Keepsakes, Osterman's. Auto Accessories: Otasco 2, Goodyear 5, Goodrich, Firestone 3, Miller Tire 2, Western Auto 6, Kenney 2, General Tires. Furniture: Haverty 2, Bridges 2, Maxwell Bros., Gilbert's, Rhodes 2, Jefferson, Furniture World. Others: S & H Green Stamps, Greenbax Stamp.

14 - NEWSPAPERS: STATE (m) 113,832; RECORD (e) 30,864; STATE (S) 147,929 Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: J.W. Holton Jr., Asst. Gen. Mgr. & Adv. Dir.; William H. Duncan, Gen'l. Adv. Mgr., STATE and RECORD, PO Box 1333, Columbia, SC 29202; Tel. (803) 771-6161.
National Representative: Story & Kelly-Smith.

FLORENCE

1 - LOCATION: Florence County (MSA). E&P Map C-2. County Seat. 84 mi. NE of Columbia.

2 - TRANSPORTATION: **Railroads**-Seaboard Coastline.
Motor Freight Carriers-32.
Intercity Bus Lines-Greyhound, Queen City Trailways, Pee Dee Coaches.
Airlines-Atlantis Airlines, Trans Southern Airlines.

3 - POPULATION:
Corp. City 80 Cen. 29,176; E&P 85 Est. 32,226
CZ-ABC: (80) 40,918
RTZ-ABC: (80) 199,638
County MSA 80 Cen. 110,163; E&P 85 Est. 114,556
City & RTZ-ABC: (80) 240,556

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,370; E&P 85 Est. 11,336
CZ-ABC: (80) 13,983
RTZ-ABC: (80) 62,603
County MSA 80 Cen. 35,705; E&P 85 Est. 38,304
City & RTZ-ABC: (80) 76,586

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$364,883,000
Savings & Loan	3	$254,431,000

6 - PASSENGER AUTOS: County 53,219.

7 - ELECTRIC METERS: Residence Est. 25,761.

8 - GAS METERS: Residence Est. 2,334.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Woodworking 900; Textiles 2,500; Bakeries 1,000; Railroads 800; Bottling 275; Metal Fabrication 1,942; Dairies 170; Film Plant 1,000; Electronics 1,750; Transportation & Public Utilities 2,400; Paper Mill 1,300; Truck Motor Lines 341; Office Services in general 6,200.
Principal Industrial Pay Days-15th and 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-84; Summer 66-92; Fall 41-86; Winter 35-58. First killing frost, Nov. 12; last killing frost, Mar. 19.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-16 blocks on 4 streets; several shopping centers.
Neighborhood Shopping Center-1500 block, W. Palmetto.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Florence Mall(55)	1	JCPenney, Peebles
Florence Plz (2)	1	Wal-Mart, Winn-Dixie
Hallmark Sq (20)	7	Bi-Lo Food, Family Dollar, Alexander's
K mart Plz		K mart, Food Lion
Magnolia Mall(68)	3	Belk's, Sears
Palmetto(7)	1	Big Star
South Park(9)	1	Rose's, Winn-Dixie
Sweetbriar(9)	2	Doschers

Principal Shopping Days-Sat., Fri., Mon.
Stores Open Evenings-Downtown-Fri.; Mall, K mart, Wal-Mart-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Belks, Sears, JCPenney, Peebles, Tomlinson.
Variety Stores-S.H. Kress, Rose's, Wood's.
Discount Stores-Family Dollar, Tomlinson's, K mart, Rose's, Sky City, Alexander's, Wal-Mart.
Chain Drug Stores-Walgreens, Eckerd, Valu-rite, Revco.

Chain Supermarkets-Kroger Sav-On, Winn-Dixie 2, Big Star (Colonial), Thriftway 4, INS 7, Piggly Wiggly 3, Doschers, Food Town 2, Bi-Lo, IGA.
Other Chain Stores-Jewel Box, Friedman's, Singer Co., Sherwin-Williams, Western Auto, Goodyear, Firestone, Advance, Kimbrell's, Florence Marilyn (Shoes), Sterchi's Furniture, Eleanor Shop, Cash & Carry Outlet, Style Center, Wicks Bldg. Mat., Cato's, 7-Eleven, Green Bax Stamps, Haverty's, Lowe's Bldg. Mat., Lerner's, Brooks, Casual Corner, Ormands, Foxmoor, Susie's Casuals, Thom McAn, Kinney, Athlete's Foot, Singer Co., Just Pants, B. Dalton, LoveShop, American Seam Reeds, Zale's, Kay Jewelers, Mill Fabrics, Maxwell Furniture.

14 - NEWSPAPERS: NEWS (m) 30,767; (S) 32,100 Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Betty Squires, Adv. Mgr., NEWS, 141 S. Irby St., P.O. Box F-11, Florence, SC 29501; Tel. (803) 669-1771.
National Representative: Thomson Newspapers.

GREENVILLE

1 - LOCATION: Greenville County. (In Greenville-Spartanburg MSA). E&P Map A-1. County Seat. Northwestern corner of state; in center of Piedmont industrial area, foothills of Blue Ridge Mts.

99 mi. SW of Charlotte; 150 mi. NE Atlanta. College center. On U.S. Hwys. 85, 26, 2, 29.

2 - TRANSPORTATION: Railroads-Southern, Seaboard Coast Line; Greenville & Northern.
Motor Freight Carriers-50.
Intercity Bus Lines-Atlantic Greyhound; Continental Trailways.
Airlines-Eastern; Republic; Delta; Piedmont; Atlantic Southeast; American.

3 - POPULATION:
Corp. City 80 Cen. 58,242; E&P 85 Est. 60,928
CZ-ABC: (80) 209,121
RTZ-ABC: (80) 518,840
County 80 Cen. 287,913; E&P 85 Est. 310,584
MSA 80 Cen. 568,758; E&P 85 Est. 611,513
City & RTZ-ABC: (80) 727,961
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 22,170; E&P 85 Est. 23,865
CZ-ABC: (80) 74,767
RTZ-ABC: (80) 178,524
County 80 Cen. 101,579; E&P 85 Est. 113,278
MSA 80 Cen. 171,417; E&P 85 Est. 219,361
City & RTZ-ABC: (80) 253,291

5 - BANKS	NUMBER	DEPOSITS
Commercial	19	$813,496,000
Savings & Loan	6	$1,048,325,000

6 - PASSENGER AUTOS: County 170,446.

7 - ELECTRIC METERS: County 122,000.

8 - GAS METERS: County 28,806.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Total 276,900; Mfg. (textiles, apparel) 101,300 ($286.78); Construction 18,400 (N.A.); Transportation 9,600 (N.A.); Trade 589,300 (N.A.); Finance 11,100 (N.A.); Services 42,200 (N.A.); Government 34,600 (N.A.).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-97; Summer 57-97; Fall 20-81; Winter 9-78. First killing frost, Oct. 3; last killing frost, April 7.

11 - TAP WATER: Alkaline, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Main St., 4 on Washington St., 2 each on McBee Ave., Coffee St., E North St., Pendleton St. and Augusta St., 4 to 6 mi. E of Central Business District includes 3 regional malls.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Greenville Mall(65)	6	Mont. Ward, J.B. White
McAlister Sq.(50)	3	Belk-Simpson, Ivey's, Meyers Arnold, Winn-Dixie
Haywood Mall(100)	5	Rich's, JCPenney, Sears, Belk-Simpson, Meyers Arnold
Greer Plz.(15)	12	Belk-Simpson, Winn-Dixie, Eckerd, Otasco
Wade Hampton Mall(25)	2	Eckerd
University Sq.	NA	Winn-Dixie, Revco
Pleasantburg(30)	3	Belk-Simpson
Nichols	3	Bi-Lo
North Hills(17)	3	Winn-Dixie, Rite Aid, Wal-Mart
Westowne(5)	5	Wal-Mart, Ingles, Whites Auto, Eckerd
K mart	2	K mart
Ashby's Vlg.(NA)	5	Ashby's
Haywood Plz.(NA)	5	T.J. Maxx
K mart (Mills Ave.)	5	K mart
K mart (Sulphur Spr.-Boca)	4	K mart, Winn-Dixie, Wade Hampton
Mauldin Plz.(4)	8	K mart, Sky City, Bi-Lo
K mart(Greer)	NA	Community Cash, Revco, K mart
Town & Country Plaza	NA	Belk-Simpson, Tory

Principal Shopping Days-Dept. Stores Fri., Sat., Mon., Tues.; Food Thur., Fri., Sat., Sun.
Stores Open Evenings-Mon., Thur. & Fri.; shopping centers 6 nights a week.

13 - RETAIL OUTLETS: Department Stores-Belk-Simpson 4; Meyers-Arnold; JCPenney; Sears; Ivey's; Montgomery Ward; Rich's; J.B. White.
Discount Stores-K mart 4; Sky City 3; Family Dollar 5; Alexander's; Nichols; Wal-Mart 4; Service Mdse.
Chain Drug Stores-Eckerd 9; Family Mart 2; Rite-Aid 11; Revco 13; Shaw's 2; Colonial; K mart 4; Ind. Drug Stores 40.
Chain Supermarkets -Winn-Dixie 13; Kash & Karry; Duckworth 2; Bi-Lo 10; Ike's; Ingles 7; 7-Eleven 4; Community Cash; Family Mart 2.
Other Chain Stores-Butler's 2; Lerner's 2; Maxwell Bros. 2; Thom McAn 3; Haverty; Kimbrell Furn.; S & H Green Stamps; Friedman Jewelry 3; Western Auto; Rhodes Furn.; Carriage House; Handee Mart 6; Ashby's; Loehman's; S-Mart; S-K Outlets; Kuppenheimer; Fast Fare 3; Majik Market 6; Starvin' Marvin 3; Pic 'N Pay 6; The Pantry 12; Kinney3.

14 - NEWSPAPERS: NEWS (m-mon to fri) 87,914; PIEDMONT (e-mon to fri) 24,209; (sat) 110,844; (S) 127,701; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Steven Brandt, Gen. Mgr. or Lawson Hayes, Mkt. Dir., NEWS and PIEDMONT, 305 S. Main St., PO Box 1688, Greenville, SC 29602; Tel. (803) 298-4100.
National Representative: Sawyer-Ferguson-Walker.

GREENWOOD

1 - LOCATION: Greenwood County. E&P Map B-2. County Seat. Shopping center for large textile, agriculture and cattle raising area. 76 mi. from Columbia; 124 mi. from Charlotte; 158 mi. from Atlanta; 54 mi. from Augusta; on U.S. Hwys. 25,221,178; State Hwys. 10,22 and 72.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line; Georgia & Florida; Southern.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Carolina Scenic.

3 - POPULATION:
Corp. City 80 Cen. 21,613; E&P 85 Est. 23,352
CZ-ABC: (80) 21,613
RTZ-ABC (80) 79,537
County 80 Cen. 57,847; E&P 85 Est. 61,634
City & RTZ-ABC: (80) 101,150

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,902; E&P 85 Est. 8,654
CZ-ABC: (80) 7,902
RTZ-ABC: (80) 26,580
County 80 Cen. 20,308; E&P 85 Est. 22,398
City & RTZ-ABC: (80) 34,482

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$9,300,000
Savings & Loan	3	$117,500,000

6 - PASSENGER AUTOS: County 32,300.

7 - ELECTRIC METERS: Residence 25,987.

8 - GAS METERS: Residence 10,120.

9 - PRINCIPAL INDUSTRIES: Industry-Cotton Mills; Nylon; Print; Surgical Dressings; Garment Mfg.; Lbr. & Wood Prod.; Meat Processing & Packing; Tooling Mfg.; Brick & Tile Mfg.; Flower Seeds & Bulbs; Electronics; Robots.

10 - CLIMATE: Min. & Max. Temp.-Spring 49-89; Summer 63-90; Fall 40-75; Winter 34-57. First killing frost, Nov. 13; last killing frost, Mar. 22.

11 - TAP WATER: Alkaline, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-5 blocks on Main St., 3 on Maxwell Ave., 2 on Waller Ave., 1 on Phoenix Ave.; several Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Crosscreek(50)	NA	Belk's, JCPenney, Meyers-Arnold, Service Mdse.
Montague St.(16)	NA	Rose's, Winn-Dixie
Hwy. 72 By-Pass(6)	NA	Sky City, Revco
Hampton(6)	NA	Bowling's, Wharton's
K mart(12)	NA	K mart, Radio Shack

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun. 1:30-6:30.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Belk's; JCPenney; Eckerd; Meyers-Arnold.
Variety Stores-Rose's; Family Dollar; TG&Y.
Discount Stores-Sky City; S-mart; Family Dollar; K mart.
Chain Drug Stores-Eckerd; Revco; Cambridge 3; Treasury Drug.
Chain Supermarkets-Winn-Dixie 2; Bi-Lo; Community Cash; Piggly Wiggly; 3-Guys Ltd; Food Lion 2.
Other Chain Stores-Goodyear; Firestone; Diana (appa[illegible] Marilyn (shoes); Sears (catalog); Eleanor Shop; S&H Green Stamps; Pic 'N Pay Shoes; Quickway; Helig Meyers; Rhodes; T.E. Jones; Western Auto; Wickes; Service Mdse.

14 - NEWSPAPERS: Service Merchandise. INDEX-JOURNAL (e-mon to fri) 16,381; (S) 16,351; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Harry Garrett, Mkt. Dir., INDEX-JOURNAL, Phoenix & Fair, Greenwood, SC 29646; Tel. (803) 223-1414.
National Representative: Landon Associates.

MYRTLE BEACH

1 - LOCATION: Horry County. E&P Map D-3. Center of Grand Stand, a long coastal beach area 50 mi. long. The coastline is oriented NE-SW on the Atlantic Ocean and Myrtle Beach is about 23 mi. S of the North Carolina boundary. Central part of state. Resort center on US Hwy. 17.

2 - TRANSPORTATION: Railroads-Seaboard Coast Line.
Motor Freight Carriers-19.
Intercity Bus Lines-Greyhound; Continental Trailways.
Waterway-Intercoastal Waterway.
Airlines-Piedmont; Atlantis; USAir.
Private Air Service-Southern Air Charter.

3 - POPULATION:
Corp. City 80 Cen. 18,758; E&P 85 Est. 21,547
CZ-ABC: (80) 41,394
RTZ-ABC: (80) 48,198
County 80 Cen. 101,419; E&P 85 Est. 116,436
City & RTZ-ABC: (80) 89,592

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,725; E&P 85 Est. 7,717
CZ-ABC: (80) 15,370
RTZ-ABC: (80) 15,560
County 80 Cen. 34,798; E&P 85 Est. 41,245
City & RTZ-ABC: (80) 30,930

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$195,000,000
Commercial	9	$325,000,000

6 - PASSENGER AUTOS: County 62,060.

7 - ELECTRIC METERS: Residence 6,000.

8 - GAS METERS: Residence 2,550.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Resort 22,000; Electronic Components 2,156; Hydraulic Cranes 725; Brass Finishing 180; Air Base 3,500.
Principal Pay Days-Fri., 1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 69-75; Summer 83-89; Fall 55-76; Winter 38-60. First killing frost, Nov. 9; last killing frost, Mar. 23.

11 - TAP WATER: Milligrams per litre-Alkalinity 416; Hardness 7.0; Chloride Content 76 (PH8.6).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Myrtle Sq.(67)	NA	Belk's, Sears, Peebles
Village Sq.(16)	NA	Revco, Winn-Dixie, Wal- Mart
K mart(5)	NA	K mart
Deerfield Plz.(11)	NA	Revco
Surfwood Ctr.(8)	NA	A&P, Macks
Northstrand Ctr.(15)	NA	Colonial Super Mkt.
Eckerd Plaza(8)	NA	Eckerd
Outlet Park(18)	NA	Outlet Stores

13 - RETAIL OUTLETS: Department Stores-Sears; Belk's 2; Chapin; Jerry Cox 2; Peebles 2; Tad's; Coker; Macks 7.
Discount Stores-Revco 4; K mart 2; Wal-Mart 4; Family Dollar 4; J.P. Stevens; Towel Town; RDR.
Variety Stores-Rose's; Wood's 2.
Chain Drug Stores-Treasury 2; Eckerd 5; Revco Discount Drug Ctr. 4.
Chain Supermarkets-A&P 6; Winn-Dixie 4; Piggly Wiggly 5; Big Star 2; Food Lion 3; Minit Mart; 7-Eleven 7; Harris Teeter 2; Fast-Fare 3; Scottsmans IGA; Bilo 2; Kroger 2.
Other Chain Stores-Goodyear; Western Auto; Sherwin-Williams; Dardin's; Friedman Jewelers; Hickory Farms; Southern Coatings; Morrison Cafeteria; K&W Cafeteria; Carrie Nations; Western Sizzlin; Shoney's; Sambos; Slugs Rib; Brooks; Stuarts; Casual Corner; Cato's.

14 - NEWSPAPERS: SUN NEWS (m) 23,924; (S) 28,534; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Gary West, Adv. Dir., SUN NEWS, PO Box 406, Myrtle Beach, SC 29577; Tel. (803) 448-8351.
National Representative: Story & Kelly-Smith.

ORANGEBURG

1 - LOCATION: Orangeburg County. E&P Map C-3. Near center of state. Columbia 42 mi., Charleston 75 mi. On 6 major highways in rich agricultural area.

2 - TRANSPORTATION: Railroads-Southern Railway; Seaboard Coast Line.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,933; E&P 85 Est. 16,600
CZ-ABC: (80) 31,333
RTZ-ABC: (80) 65,661
County 80 Cen. 82,276; E&P 85 Est. 85,910
City & RTZ-ABC: (80) 96,944

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,719; E&P 85 Est. 5,275
CZ-ABC: (80) 9,913
RTZ-ABC: (80) 20,480
County 80 Cen. 25,643; E&P 85 Est. 27,666
City & RTZ-ABC: (80) 30,393

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$145,388,792
Savings & Loan	2	$85,500,000

6 - PASSENGER AUTOS: County 39,097.

7 - ELECTRIC METERS: Residence 17,641.

8 - GAS METERS: Residence 8,235.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 8,506; Nonmanufacturing 6,282; Agric., Forestry, Fisheries 64; Constr. 994; Transportation, Communications 616; Retail 4,022; Wholesale 997; Finance, Insur., Real Estate 713; Services 2,630.

10 - CLIMATE: Min. & Max. Temp.-Spring 64-78; Summer 75-80; Fall 48-65; Winter 28-57.

11 - TAP WATER: Alkaline, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main (Russell) St., 4 on Broughton, 5 on John C. Calhoun Dr., 2 on Boulevard.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northgate(3)	NA	Food Shops, Drug
Orangeburg Mall(21	NA	Rose's, Eckerd, Winn-Dixie, Belk-Hudson
Red & White(5)	NA	Food, Drug, Shoes
Edisto Village(6)	NA	Sky City, Bi-Lo
K mart Center(4)	NA	K mart
Chestnut Square(5)	NA	Bi-Lo, Revco, Family Dollar, Wal-Mart

Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Chain Stores nightly.

13 - RETAIL OUTLETS: Department Stores-Belks 2; JCPenney; Wal-Mart.
Variety Stores-Rose's; Ferse; K mart; Sky City; Family Dollar.
Chain Drug Stores-Scotties; Eckerd; Revco; Rite Aid.
Chain Supermarkets-Winn-Dixie 2; Piggly Wiggly 2; Red & White; Bi-Lo 2; Food Lion 2.
Other Chain Stores-Goodyear; Firestone; Sears (catalog); Eleanor Shop; Pic-N-Pay Shoes; Cato's.

14 - NEWSPAPERS: TIMES & DEMOCRAT (m) 15,699; (S) 16,315; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Catherine C. Hughes, Adv. Dir., TIMES & DEMOCRAT, PO Drawer 1766, Orangeburg, SC 29115; Tel. (803) 534-3352.
National Representative: Landon Associates.

ROCK HILL

1 - LOCATION: York County (In Charlotte-Gastonia-Rock Hill, NC-SC MSA). E&P Map B-2. Textile mfg. center, farming (cotton, livestock, peaches, poultry) area. Education center. 75 mi. E of Spartanburg; 28 mi. S of Charlotte, NC; 75 mi. N of Columbia. On U.S. Hwy. 21; State Hwys. 5, 322, 72 and 901; I-77.

2 - TRANSPORTATION: Railroads-Southern, Seaboard.
Motor Freight Carriers-31.
Intercity Bus Lines-Greyhound; Carolina Stages.
Airlines-Eastern; Southern; Delta; Piedmont; United. (Douglas Airport-Outside Charlotte).

3 - POPULATION:
Corp. City 80 Cen. 35,344; E&P 85 Est. 39,423
NDM-ABC: (80) 90,520
RTZ-ABC: (80) 42,366
County 80 Cen. 106,720; E&P 85 Est. 116,235
MSA 80 Cen. 97[illegible],391; E&P 85 Est. 1,040,857
NDM & RTZ-ABC: (80) 132,886

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,722; E&P 85 Est. 13,377
NDM-ABC: (80) 29,488
RTZ-ABC: (80) 13,836
County 80 Cen. 34,861; E&P 85 Est. 39,242
MSA 80 Cen 342,344; E&P 85 Est. 378,894
NDM & RTZ-ABC: (80) 43,324

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$1,057,712,000
Savings & Loan	2	$222,602,049

6 - PASSENGER AUTOS: County 60,177.

7 - ELECTRIC METERS: Residence 15,807.

8 - GAS METERS: Residence 6,793.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textile Finishing & Syn. Yarns 6,874; Truck Bodies 30.

10 - CLIMATE: Min. & Max. Temp.-Spring 61-89; Summer 62-100; Fall 31-80; Winter 15-64. First killing frost, Nov. 10; last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main St.; 4 on Black; 3 on White; 1 each on Oakland, Caldwell, Hampton & Elk; Cherry Plaza Shpg. Ctr.; Rock Hill Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cherry Plz	2	Community Cash, Erin's Clothing, Sullivan Music
Beaty(42)	2	Harris Teeter, Revco, Queen City TV, Tart's
Saluda(5)	1	Three Guys, Smith Drugs
Rock Hill Mall(36)	3	Belk, Sears, Eckerd, JCPenney
York Plz.(15)	4	Revco, Wal-Mart
Bi-Lo Plz	2	Bi-Lo, Sky City, Family Dollar
K mart Plz.(4)	3	K mart, Bi-Lo
Village Sq.	NA	Eckerd, Winn-Dixie
Town Ctr. Mall	NA	Belk
Shiland Hills	5	Food Lion, Winn Dixie, Rite Aid
Northeast Plz	3	
Southgate	NA	

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Belk, JCPenney, Sears.
Variety Stores-Woolworth, McCrory.
Chain Drug Stores-Tollison-Neal 3, Eckerd 2, Revco 3, Smith Drugs 3, Rite-Aid.
Discount Stores-Family Dollar Stores 2, Pic 'N Pay, Sky City, K mart, Wal-Mart.
Chain Supermarkets-Winn-Dixie 4, Bi-Lo Foods 2, Community Cash 2, Food Lion 2, Kroger Sav-On, Harris Teeter, Three Guys, A & P.
Other Chain Stores-Sidney's, Eleanors, Friedman's Jewelers, Furniture, Kimbrell's, Heilig Meyers, Harper Bros. (office supply), Sherwin-Williams, Singer Co., Top Value Stamps, Pic 'N Pay Shoes, Eckerd Drugs, Kinney Shoes, Royce Shoes, Ormond's Shop, Radio Shack, Judi Smart Shops, Wrangler Wranch, Brook's, Marion Davis, Uniroyal, Carolina Tire, Firestone, Lowe's, Wickes, Ace Hardware.

14 - NEWSPAPERS: EVENING HERALD (e) 26,082, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Jack Harless, Retail Mgr., EVENING HERALD, 132-136 W. Main, PO Box 11707, Rock Hill, SC 29730; Tel. (803) 329-4000.
National Representative: Landon Associates.

SPARTANBURG

1 - LOCATION: Spartanburg County (In Greenville-Spartanburg MSA). E&P Map B-1. County Seat. Industrial, agric. and rail ctr. 96 mi. NNW of Columbia, in the NW part of the state. On U.S. Hwys. 29, 176, 221; State Hwys. 9, 56, 296, 417; I Rts. 85 and 26.

2 - TRANSPORTATION: **Railroads**-Main line of Southern Ry., Cincinnati-Charleston Div.; Clinchfield (C.C.&O.); Amtrak; SCL.
Motor Freight Carriers-31.
Intercity Bus Lines-Greyhound, Trailways.
Airlines-Eastern, NYAir, Atlantic Southeast, Piedmont, USAir.

3 - POPULATION:
Corp. City 80 Cen. 43,826; E&P 85 Est. 46,204
CZ-ABC: (80) 107,704
RTZ-ABC: (80) 215,144
County 80 Cen. 201,553; E&P 85 Est. 214,460
MSA 80 Cen. 568,758; E&P 85 Est. 611,513
City & RTZ-ABC: (80) 322,848
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 16,050; E&P 85 Est. 17,301
CZ-ABC: (80) 37,831
RTZ-ABC: (80) 74,313
County 80 Cen. 69,838; E&P 85 Est. 76,726
MSA 80 Cen. 171,417; E&P 85 Est. 219,361
City & RTZ-ABC: (80) 112,144

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$1,575,000,000
Savings & Loan	4	$89,640,000

6 - PASSENGER AUTOS: County 116,452

7 - ELECTRIC METERS: Residence 67,211

8 - GAS METERS: Residence 9,928

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Rubber & Plastic 2,000; Paper Prod. 1,700; Textile 20,300; Garments 2,500; Food Prod. 1,100; Chem. Prod. 3,600; Mach. 3,100; Other Metal Prod. 2,300.

10 - CLIMATE: Min. & Max. Temp.-Spring 58-76; Summer 66-85; Fall 43-62; Winter 37-56. First killing frost, Nov. 5; last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on Main St.; 3 on Dunbar St.; 1 on Broad St.; 6 on Church St.; 2 on Magnolia St.
Neighborhood Shopping Centers-1 block each on Pine St., E. Main, Union St., W. Main, Reidville Rd., Pine St. North, Spartan Plz., New 76-Westgate Mall, Hillcrest.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Westgate Mall(75)	4	Sears, JCPenney, Belk, K mart, Meyers-Arnold
W. Main St.	3	Community Cash
E. Main St.	2	Community Cash
Hillcrest(30)	2	Ivey's, Eckerd, Belk-Hudson
Pinewood(39)	2	Rose's, Com. Cash
Whitney Rd.	2	Sky City, Bi-Lo, Revco, Family Dollar
Asheville Hwy.	3	Community Cash, Ace Hardware, Rite-Aid, Alexander's
Asheville Hwy.	6	Northside, Ingles, Super Dollar
Duncan Park	1	Community Cash, Carolina Cash, Rite Aid
K mart Plaza	2	K mart, Eckerd

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-most on Fri.; Sears, K mart, Rose's every evening.

13 - RETAIL OUTLETS: **Department Stores**-Aug. W. Smith, Belk-Hudson, The Leader, Carolina Cash, The Bargain Ctr., Sears, JCPenney, John Graham Whol., Meyers Arnold, Ivey's.
Chain Drug Stores-Eckerd 3, Revco 9, Henitsh-Walker 2, Rite-Aid 14, Medicine Shoppe.
Discount Stores-Rose's, Sky City, K mart, Family Dollar, Super Dollar.
Variety Stores-Woolworth, Silvers.
Chain Supermarkets-A&P, Community Cash 39, Winn-Dixie 4, Bi-Lo 5, Pik-Quick Shoppe 2, Fast Fare 26, Speedy Marts 6, Pantry 6, Ingles 4.
Other Chain Stores-Firestone, Goodyear, Western Auto, Sherwin-Williams, DeVoe & Reynolds, Alexander's, Ace Hardware, Lerner's, Kimbrell's (furn.), Otasco, Singer Co., S&H Green Stamps, Top Value Stamps, Glidden, Royce (shoes), Bridges (furn.), B.F. Goodrich, Zale's, Gordon's, D.P. Paul, Ford Shoes, Anderson Little, Hanover Shoes, Building Materials, Lowes, Moores, Circle Lumber, Wikes Carter, 84 Lumber.

14 - NEWSPAPERS: HERALD-JOURNAL (m) 47,476; (S) 50,538, Mar. 30, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Frank Smith, National Adv. Mgr., HERALD-JOURNAL, PO Box 1657, Spartanburg, SC 29304; Tel. (803) 582-4511.
National Representative: Landon Associates.

SUMTER

1 - LOCATION: Sumter County. E&P Map C-2. County Seat. Site of Shaw Air Force Base. 44 mi. from Columbia; 98 mi. from Charleston; 7 mi. E of Shaw AFB. On U.S. Hwys. 15, 76, 378, and 521; State Hwys. 54, 120, 763.

2 - TRANSPORTATION: **Railroads**-Seaboard Coastline.
Motor Freight Carriers-18.
Intercity Bus Lines-Sumter Transit, Atlantic Greyhound, Queen City, Carolina Scenic, Trailways.

3 - POPULATION:
Corp. City 80 Cen. 24,890; E&P 85 Est. 26,080
CZ-ABC: (80) 70,263
RTZ-ABC: (80) 64,373
County 80 Cen. 88,243; E&P 85 Est. 91,779
City & RTZ-ABC: (80) 134,636
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,634; E&P 85 Est. 9,189
CZ-ABC: (80) 23,541
RTZ-ABC: (80) 17,695
County 80 Cen. 27,268; E&P 85 Est. 29,294
City & RTZ-ABC: (80) 41,236

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	15	$140,000,000
Savings & Loan	5	$120,000,000

6 - PASSENGER AUTOS: County 42,631

7 - ELECTRIC METERS: Residence 39,000

8 - GAS METERS: Residence 8,400

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-TV Frozen Dinners, Poultry Prods. 1,500; Storage Batteries 450; Rug Fabrics 90; Fertilizer 40; Electrical 500; Furniture, Plywood, Paint & Lumber 2,325; Children's Dresses 850; Textile Printing & Finishing 450; Steel Fabrication 225; Wool Top Dyeing 158; Machine Shop, Iron Castings 130; Chenille Prdts. 75; Burial Caskets 65; Meat Prdts. 78; Draperies, Quilt Covers & Bedspreads 118; Surgical Needles 450; Hand Tools 850; Ball Bearings 200.
Principal Pay Days-Industrial Thur. and Fri.; Military-1st & 15th of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 64-84; Summer 74-82; Winter 47-59. First killing frost, Nov. 1; last killing frost, Apr. 12.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Main St.; 5 on Liberty; 2 on Harvin; 3 on Sumter; 6 on Broad.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Palmetto Plz.(19)	NA	Food Lion, S.H. Kress
Wesmark Plz.(34)	NA	Rose's, Eckerd, Sav-U
Sumter Sq.(10)	NA	K mart, Winn-Dixie, Revco, Bi-Lo, Kroger, Wal-Mart
Jessamine(45)	NA	Belk-Stroman, JCPenney, Wilson

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Plaza (Thur.); Some Downtown (Fri.); Shpg. Ctr. nightly; Sun. 1:30-6.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Belk-Stroman, Sumter Dry Goods, Brody's, Jack's, Wilsons, Inc.
Variety Stores-McLellan's, S.H. Kress, Family Dollar, Wood's.
Discount Stores-Wal-Mart, K mart, Rose's.
Chain Drug Stores-Walgreens, Sibert's Rexall, Eckerd, Revco.
Chain Supermarkets-A&P, Piggly Wiggly 3, Food Lion, Winn-Dixie 3, Bi-Lo, Sav-U 2, Kroger.
Other Chain Stores-Advance, Firestone, OK Tire, Western Auto, Diana Shop, Sears, Eleanor Shop, Darling Shop, Chess King, Times, Ltd., Fines, Casual Corner, Lerner's, Brook's, Stuart's Jeweler's, Loves, Friedman's, Kay's, Osterman, Reed's Furniture, Maxwell Bros., Kimbrell's, Alsbrooks, Hurst-Sexton, Galloway & Moseley Shoes, Branford Bootery, Footscene, Thom McAn, Sugarfoot, Kinney's, Butler's, Children's Bootery, Rochester Imports.

14 - NEWSPAPERS: ITEM (e) 20,802, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: R.E. Bratham, Adv. Dir., ITEM, 20 N. Magnolia, Sumter, SC 29150; Tel. (803) 775-6331.
National Representative: Landon Associates.

UNION

1 - LOCATION: Union County. E&P Map B-1. County Seat. Textile center. 68 mi. from Columbia; 27 mi. from Spartanburg; 66 mi. from Charlotte, NC.

2 - TRANSPORTATION: **Railroads**-Southern.
Motor Freight Carriers-40.
Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,523; E&P 85 Est. 10,633
County 80 Cen. 30,751; E&P 85 Est. 31,471
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,861; E&P 85 Est. 3,951
County 80 Cen. 10,562; E&P 85 Est. 11,139

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$85,100,000
Savings & Loan	2	$42,500,000

6 - PASSENGER AUTOS: County 15,066

7 - ELECTRIC METERS: Residence: City 5,753

8 - GAS METERS: Residence: City 4,027

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 5,300 ($210); Hosiery 130 ($200); Pulp Wood $200; Plastic Holders 65 ($275); Bearings Mfg. 750 ($300); Garment & Sewing 365 ($200).
Principal Industrial Pay Days-Thur. and Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-74; Summer 65-90; Fall 43-74; Winter 33-57. First killing frost, Oct. 30; last killing frost, Apr. 5.

11 - TAP WATER: Alkaline, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Main St.; 2 blocks on Gadberry St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Merchant Walk(8)	8	Community Cash, Eckerd
East Main (6)	1	A&P
Jonesville(3)	9	Keiths, Western Auto
Union Sq.(5)	1	Revco, Wal-Mart, Winn-Dixie
Union Plaza(3)	NA	Revco, Bi-Lo

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Belk's, Wilburn's, Cato's, Graham Cash, Harry Froms, Fincher's Shoppe, Waco's, Gregory's.
Discount Stores-Family Dollar, Drug Mart, Pic 'N Pay Shoes, Wal-Mart.
Variety Stores-McClellan's.
Chain Drug Stores-Revco, Eckerd.
Chain Supermarkets-A&P, Winn-Dixie, Community Cash 2, Bi-Lo.
Other Chain Stores-Western Auto, Sears.

14 - NEWSPAPERS: TIMES (e) 7,002, sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Don Wilder, Adv. Mgr., TIMES, 414 S. Pinckney St., Drawer 749, Union, SC 29379; Tel. (803) 427-1234.
National Representative: General Advertising Service.

SOUTH DAKOTA SURVEYS

METROPOLITAN STATISTICAL AREA

Sioux Falls-Minnehaha County
Rapid City-Pennington County

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1986
Under 5 Years	54	59	61
5-14 Years	143	107	111
15-24 Years	119	136	140
25-44 Years	136	167	173
45-64 Years	134	130	134
65 and Over	80	91	94
TOTAL	666	690	713

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1986 Est.
Bldg. Mat. Hdw.	202	194	299
General Mdse.	193	254	326
Food	406	593	713
Automobiles	479	576	948
Gasoline Stations	241	357	382
Apparel	106	143	191
Furniture	94	107	167
Eat Drink Places	190	266	345
Drugs	82	108	147
TOTAL SALES	2,184	2,989	3,859

ABERDEEN

1 - LOCATION: Brown County. E&P Map C-1. NE part of state. County Seat. Shopping ctr. of 14-county farming, ranching and dairying area. Grocery, drug, liquor whol. ctr. for Northern South Dakota and Southern North Dakota. College town. Miscellaneous light manufacturing. 274 mi. W of Minneapolis and St. Paul. On U.S. Hwys. 12, 281.

2 - TRANSPORTATION: **Railroads**-Chicago & North Western, Burlington Northern.
Motor Freight Carriers-6.
Intercity Bus Line-Jack Rabbit, Greyhound.
Airlines-Republic (4 flights daily).

3 - POPULATION
Corp. City 80 Cen. 25,851; E&P 85 Est. 26,620
CZ-ABC: (80) 27,324
RTZ-ABC: (80) 80,286
County 80 Cen. 36,962; E&P 85 Est. 38,572
City & RTZ-ABC: (80) 107,610

4 - HOUSEHOLDS
Corp. City 80 Cen. 9,655; E&P 85 Est. 10,057
CZ-ABC: (80) 10,096
RTZ-ABC: (80) 27,800
County 80 Cen. 13,357; E&P 85 Est. 14,446
City & RTZ-ABC: (80) 37,896

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$662,449,000
Savings & Loan	3	$124,656,000

6 - PASSENGER AUTOS County 31,133 (includes trucks)

7 - ELECTRIC METERS Residence 10,458

8 - GAS METERS Residence 7,687

9 - PRINCIPAL INDUSTRIES Industry, No. of Wage Earners (Av. Wkly. Wage) Auto Supplies 135 ($162); Tools 190 ($167); Wood Prod. 63 ($178); Concrete & Marble Prod. 115 ($153); Farm Prod. 89 ($190); Precision Vehicle Prod. 289 ($220); Welding 39 ($162); Component Computer Parts 488 ($194); Respir. Masks 522 ($202).
Principal Pay Days Wed. and Sat.

10 - CLIMATE Min. & Max. Temp.-Spring 12-84; Summer 36-103; Fall 2-94; Winter -25-52. First killing frost, Sept. 6; last killing frost, May 9.

11 - TAP WATER Alkaline, soft, fluoridated.

12 - RETAILING **Principal Shopping Centers** 8 blocks on Main St., 3 on Lincoln St., 3 on 1st St., 3 on 2nd St.; Super City Shpg. Ctr. (10 stores) SE Aberdeen on U.S. Hwy. 12; Gibson ShopKo Ctr. NW Aberdeen on U.S. Hwy. 281; K mart Ctr. SE Aberdeen on U.S. Hwy. 12.
Principal Shopping Days Mon., Fri., Sat.
Stores Open Evenings Mon.

13 - RETAIL OUTLETS **Department Stores** JCPenney.
Variety Stores Ben Franklin, Coast-to-Coast, Sandvig's, Mac's, Bostwick's.
Discount Stores Gibson, K mart, Pamida, Shop-Ko.
Chain Drug Stores White, Osco.
Chain Supermarkets Super Valu, Gibson, Fairway, Red Owl, Prairie Market.
Other Chain Stores Goodyear, Firestone, Northwest Fabrics, Sherwin-Williams, Singer Co., Tradehome, Pittsburgh Plate Glass, Our Own Hardware, Sharons, Maurice's, Pred's, Feinstein's, Kinney, Pay Less, Osborn's, Vanity, Radio Shack.

14 - NEWSPAPERS AMERICAN NEWS (m-mon to fri) 20,465; (S) 22,077; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Larry Knoll, Adv. Dir., AMERICAN NEWS, PO Box 4430, Aberdeen, SD 57401; Tel. (605) 225-4100.
National Representative Knight-Ridder Newspaper Sales.

BELLE FOURCHE

1 - LOCATION Butte County, E&P Map A-2. County Seat. 56 mi. NW of Rapid City. At junction of U.S. Hwys. 212, 85 and 34.

2 - TRANSPORTATION **Railroads** C&NW.

3 - POPULATION
Corp. City 80 Cen. 4,692; E&P 85 Est. 4,903
County 80 Cen. 8,372; E&P 85 Est. 8,302
Demographic Information (Partial) available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS
City 80 Cen. 1,780; E&P 85 Est. 1,897
County 80 Cen. 3,048; E&P 85 Est. 3,160

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$87,400,000

6 - PASSENGER AUTOS County 7,842

7 - ELECTRIC METERS Residence 2,537

8 - GAS METERS Residence 1,875

Bentonite; Clay Prod.; Wholesale Wool; Livestock; Irrigation; Agric.; Bakery; Lumber; Oil Exploration; Retail Sales $55,900,000.

10 - CLIMATE Av. Temp.-Spring 60; Fall 70; Winter 10.

11 - TAP WATER 19 Grains.

12 - RETAILING **Principal Shopping Center** Downtown.

13 - RETAIL OUTLETS **Department Stores** JCPenney, Sears, Montgomery Ward, Snoozys.
Variety Stores Ben Franklin, Gamble's, Western Drug Stores, Convenience 3.
Chain Supermarkets Safeway, Piggly Wiggly.
Other Chain Stores Coast-to-Coast, Pamida.

14 - NEWSPAPERS POST (m-tues to sat) 3,497; sworn Sept. 21, 1984.
Local Contact for Advertising and Merchandising Data: Laurence Weyler, Adv. Mgr., POST, 1004 Fifth Ave., Belle Fourche, SD 57717; Tel. (605) 892-2528.
National Representative American Newspaper Representatives.

BROOKINGS

1 - LOCATION Brookings County, E&P Map D-2. County Seat. 48 mi. N of Sioux Falls. On Hwys. I-29, U.S. 14, 77. Home of South Dakota State University.

2 - TRANSPORTATION **Railroads** Chicago & Northwestern, Burlington Northern.
Motor Freight Carriers 5.
Intercity Bus Lines Jackrabbit, Commuter Shuttle to S.F. Airport.

3 - POPULATION
Corp. City 80 Cen. 14,951; E&P 85 Est. 16,321
County 80 Cen. 24,332; E&P 85 Est. 25,459

4 - HOUSEHOLDS
Corp. City 80 Cen. 4,797; E&P 85 Est. 5,199
County 80 Cen. 8,033; E&P 85 Est. 8,714

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	3	$20,000,000
Commercial	2	$50,000,000

6 - PASSENGER AUTOS County 18,257 (includes trucks)

7 - ELECTRIC METERS Residence 4,115

8 - GAS METERS Residence 2,849

9 - PRINCIPAL INDUSTRIES Govt. 1,955; Medical Prod. 616; Farming & Seed Proc. (corn, oats, barley); Other Small Industries 200; Fans and Blowers 125; Distribution Ctr. 400; Electronic Message Centers 200; Door and Windows 100; Other 500.

10 - CLIMATE Min. & Max. Temp.-Spring 23-100; Summer 32-100; Fall 13-98; Winter 30-42.

11 - TAP WATER Alkaline, hard, fluoridated.

12 - RETAILING **Principal Shopping Centers** 7 blocks along Main Ave., 2 blocks along 3rd, 4th, 5th, 6th and other areas along 6th St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brookings Mall(25)	NA	Hy-Vee, White Mart
University Mall(25)	2	K mart, JCPenney, Bostwick's

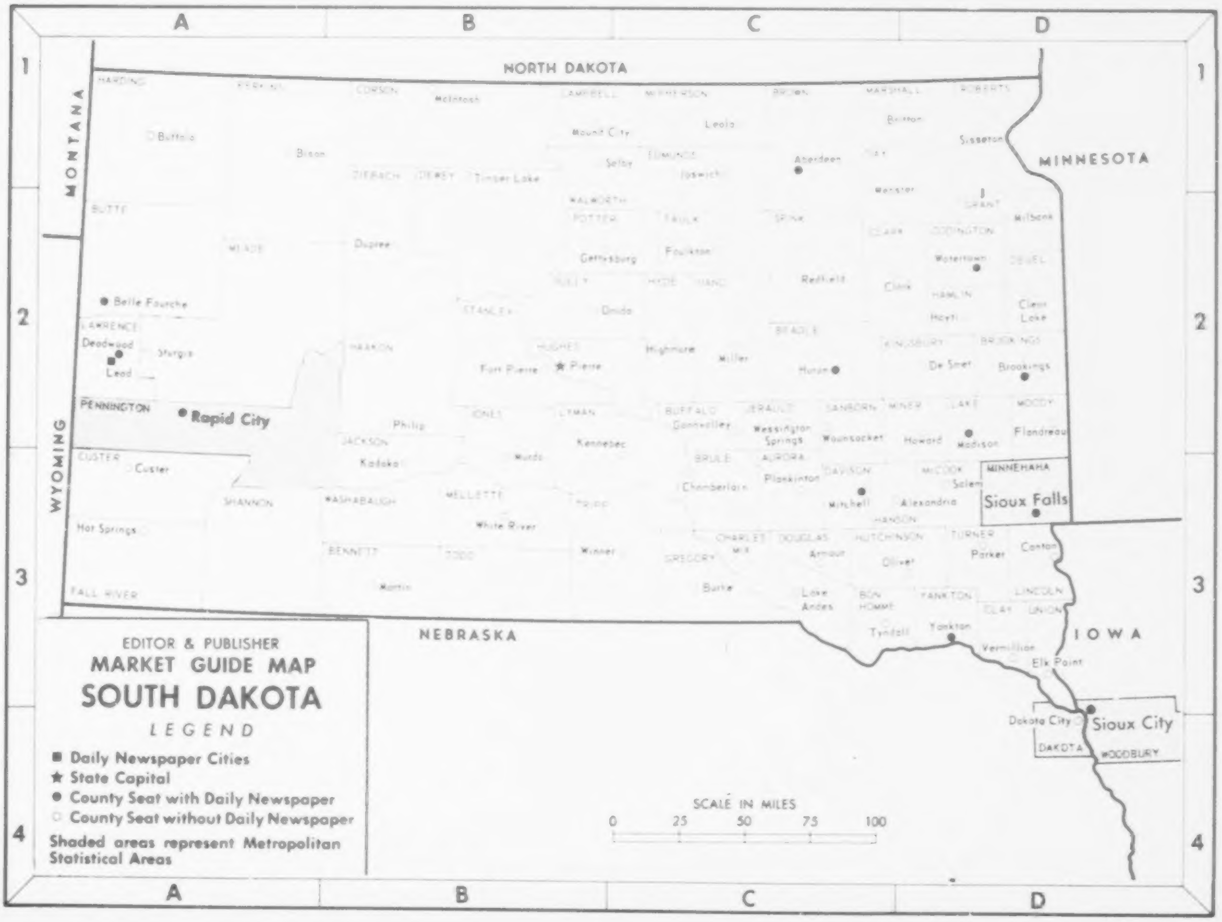
Principal Shopping Days Fri., Sat., Mon.
Stores Open Evenings Thur.

13 - RETAIL OUTLETS **Department Stores** JCPenney, Cole's.
Discount Stores Pamida, Runnings Farm & Home, Holiday Stations, White Mart.
Variety Stores Ben Franklin.
Chain Supermarkets Super Value, Red Owl, Hy-Vee.
Other Chain Stores Coast-to-Coast, Snyder Drug, General Nutrition Center, Hallmark, Harold's Camera, Stuarts, Waldenbooks, Zale's, Kinney Shoes, Musicland, The Wardrobe, Duling Optical, Morrey A. Gallenkamp Shoes, JoAnn Fabrics, Maurice's.

14 - NEWSPAPERS REGISTER (e-mon to fri) 5,356; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Thomas Weber, Adv. Mgr., REGISTER, 306 Fourth St., Brookings, SD 57006; Tel. (605) 692-6271.
National Representative Branham/Newspaper Sales.

DEADWOOD

See LEAD


A
B
C
D
1
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4
NORTH DAKOTA
MONTANA
WYOMING
MINNESOTA
IOWA
NEBRASKA
Belle Fourche
Deadwood
Lead
Sturgis
Rapid City
Custer
Hot Springs
Buffalo
Bison
Dupree
Timber Lake
McIntosh
Mound City
Selby
Gettysburg
Onida
Fort Pierre
Pierre
Philip
Kadoka
Murdo
Kennebec
White River
Winner
Martin
Leola
Ipswich
Aberdeen
Britton
Sisseton
Webster
Milbank
Faulkton
Redfield
Clark
Watertown
Clear Lake
Hayti
Highmore
Miller
Huron
De Smet
Brookings
Gannvalley
Wessington Springs
Woonsocket
Howard
Madison
Flandreau
Chamberlain
Plankinton
Mitchell
Alexandria
Salem
Sioux Falls
Armour
Olivet
Parker
Canton
Burke
Lake Andes
Tyndall
Yankton
Vermillion
Elk Point
Dakota City
Sioux City
DAKOTA
WOODBURY
HARDING
PERKINS
CORSON
CAMPBELL
McPHERSON
BROWN
MARSHALL
ROBERTS
BUTTE
MEADE
ZIEBACH
DEWEY
WALWORTH
POTTER
EDMUNDS
FAULK
SPINK
DAY
CLARK
GRANT
CODINGTON
DEUEL
SULLY
HYDE
HAND
HAMLIN
STANLEY
HUGHES
BEADLE
KINGSBURY
BROOKINGS
LAWRENCE
PENNINGTON
HAAKON
JONES
LYMAN
BUFFALO
JERAULD
SANBORN
MINER
LAKE
MOODY
JACKSON
BRULE
AURORA
DAVISON
McCOOK
MINNEHAHA
HANSON
CUSTER
SHANNON
WASHABAUGH
MELLETTE
TRIPP
CHARLES MIX
DOUGLAS
HUTCHINSON
TURNER
GREGORY
BENNETT
TODD
FALL RIVER
BON HOMME
YANKTON
LINCOLN
CLAY
UNION
EDITOR & PUBLISHER
MARKET GUIDE MAP
SOUTH DAKOTA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0 25 50 75 100

HURON

1 - LOCATION: Beadle County, E&P map C-2. County Seat. Shipping ctr. for 15 county agricultural area. Wholesale ctr. for central part of state. 300 mi. SW of Minneapolis. 125 mi. NW of Sioux Falls.

2 - TRANSPORTATION: **Railroads**-Chicago & North Western; Burlington Northern.
Motor Freight Carriers-16.
Intercity Bus Lines-Jack Rabbit.
Airlines-Mesaba; Northwest Orient.

3 - POPULATION:
Corp. City 80 Cen. 13,000; E&P 85 Est. 12,180
CZ-ABC: (80) 13,427
RTZ-ABC: (80) 55,742
County 80 Cen. 19,195; E&P 85 Est. 19,039
City & RTZ-ABC: (80) 69,169
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,211; E&P 85 Est. 4,900
CZ-ABC: (80) 5,361
RTZ-ABC: (80) 19,977
County 80 Cen. 7,337; E&P 85 Est. 7,544
City & RTZ-ABC: (80) 25,338

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$183,857,068
Savings & Loan	1	$54,435,009

6 - PASSENGER AUTOS: County 16,420 (includes trucks).

7 - ELECTRIC METERS: Residence 5,225.

8 - GAS METERS: Residence 4,241.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food Proc.: Meat Packing (food & kindred products) 662 ($430); Metal Fabrication 190 ($350); Cement Prod. 18 ($275); Wood Products 38 ($250); Constr. 238 ($342); Mfg. 1,051 ($379); Trans. & Publ. Utilities 459 ($388); Wholesale, Retail Trade 1,901 ($178); Fin., Insur., Real Estate 332 ($277); Services & Misc. 1,361 ($203).

10 - CLIMATE: Min. & Max. Temp.-Spring 43-57; Summer 57-87; Fall 33-61; Winter 5-27. First killing frost, Sept. 29; last killing frost, May 6.

11 - TAP WATER: Fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Dakota Ave. S.; 4 on Third St. SE & SW.
Neighborhood Shopping Centers-Southgate, Dakota Ave. S.; Supercity, Dakota Avenue N.; Huron Mall (40 stores) Lincoln and 21st.
Principal Shopping Days-Department Stores: Sun., Mon., Fri., Sat.; Food: Fri., Sat., Sun., Thur.
Stores Open Evenings-Food & Shopping Centers, Every night.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Lewis.
Discount Stores-Pamida; K mart.
Variety Store-Ben Franklin.
Chain Drug Stores-Osco; Lewis.
Chain Supermarkets-Randall's; Red Owl; Holiday Warehouse.
Other Chain Stores-Firestone; Stevenson's; Osborns; Coast-to-Coast; Our Own Hardware; Sandvig's Farm Supply.

14 - NEWSPAPERS: PLAINSMAN (e-mon. to fri.) 13,052; (S) 13,434, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Darrell Walker, Adv. Mgr., PLAINSMAN, 49 E. 3rd St. SE, Huron, SD 57350, Tel. (605) 352-6401.
National Representative: Branham/Newspaper Sales.

LEAD-DEADWOOD

1 - LOCATION: Lawrence County, E&P Map A-2. County Seat. 43 mi. NW of Rapid City. On Hwys. 14, 85 and 385.

2 - TRANSPORTATION: **Railroads**-BN.
Motor Freight Carriers-All American; Barber.
Intercity Bus Lines-Continental.

3 - POPULATION:
Corp. Cities 80 Cen. 6,365; E&P 85 Est. 5,908
Deadwood 80 Cen. 2,035; E&P 85 Est. 1,927
Lead 80 Cen. 4,330; E&P 85 Est. 3,981
County 80 Cen. 18,339; E&P 85 Est. 19,257

4 - HOUSEHOLDS:
Cities 80 Cen. 2,482; E&P 85 Est. 2,289
Lead 80 Cen. 1,655; E&P 85 Est. 1,505
Deadwood 80 Cen. 827; E&P 85 Est. 784
County 80 Cen. 6,738; E&P 85 Est. 7,281

5 - BANKS	**NUMBER**	**EST. DEP.**
Comm./Savings & Loan	3	$31,200,000

6 - PASSENGER AUTOS: County 16,357 (includes trucks).

7 - ELECTRIC METERS: Residence 3,362.

8 - GAS METERS: Residence 2,900.

9 - PRINCIPAL INDUSTRIES: Gold Mining; Timbering; Jewelry Mfg.; Post Treating; Agric.; Steel Fabrication; Tourist Bus.; Milk Proc.; Pulpwood.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-61; Summer 50-90; Fall 24-80; Winter 15-60.

11 - TAP WATER: Alkaline, semi-hard.

12 - RETAILING: **Principal Shopping Days**-Thur., Fri. & Tues. after pay day.

13 - RETAIL OUTLETS: **Department Stores**-Anthony's; JCPenney.
Discount Stores-Pamida; Ben Franklin.
Chain Drug Stores-Rexall 4.
Chain Supermarkets-Safeway; Piggly Wiggly; Circle Foods.
Other Chain Stores-Coast-to-Coast; Montgomery Ward; Sears (catalog).

14 - NEWSPAPERS: CALL-PIONEER-TIMES (e-mon to fri, m-sat) 2,920; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Bill Kemper, Pub., CALL-PIONEER-TIMES, S. Main, Lead, SD 57754, Tel. (605) 584-2303.
National Representative: Landon Associates.

MADISON

1 - LOCATION: Lake County, E&P Map D-3. County Seat. 58 mi. NW of Sioux Falls.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-3.
Intercity Bus Lines-Jack Rabbit.

3 - POPULATION:
Corp. City 80 Cen. 6,210; E&P 85 Est. 6,416
County 80 Cen. 10,724; E&P 85 Est. 11,201
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,374; E&P 85 Est. 2,131
County 80 Cen. 3,938; E&P 85 Est. 4,305

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Comm	3	$90,000,000
Savings & Loan	1	$40,000,000

6 - PASSENGER AUTOS: County 9,171 (includes trucks).

7 - ELECTRIC METERS: Residence 3,148.

8 - GAS METERS: Residence 1,748.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Poultry Packing 125; Elec. Pwr. Coop. 75; Machine Tools 50; Dakota State College 160; Farm Mach. 100; Cabinets 50; Pumps 50; Auto Parts 50; Sewing 50; Street Equip. 75.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-58; Summer 56-81; Fall 34-58; Winter 4-25. First killing frost, Sept. 28; last killing frost, May 5.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: **Principal Shopping Days**-Tues., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Variety Store-Ben Franklin.
Chain Drug Stores-Walgreens; Rexall.
Chain Supermarkets-Jack & Jill; Super Valu.
Other Chain Stores-Montgomery Ward; Sears; Coast-to-Coast; Our Own Hardware; Holiday; Pamida.

14 - NEWSPAPERS: LEADER (e-mon to fri) 3,657, sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Merrill D. Hunter, Pub., LEADER, 218 S. Egan Ave., Madison, SD 57042, Tel. (605) 256-4555.
National Representative: American Newspaper Representatives.

MITCHELL

1 - LOCATION: Davison County, E&P Map C-3. Commercial center of highly developed farm area. 253 mi. from Omaha; 310 mi. from Minneapolis; 76 mi. from Sioux Falls.

2 - TRANSPORTATION: **Motor Freight Carriers**-4.
Intercity Bus Lines-Jack Rabbit Intercity.
Airlines-Mesaba.

3 - POPULATION:
Corp. City 80 Cen. 13,916; E&P 85 Est. 14,444
CZ-ABC: (80) 13,916
RTZ-ABC: (80) 81,573
County 80 Cen. 17,820; E&P 85 Est. 18,170
City & RTZ-ABC: (80) 95,489

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,402; E&P 85 Est. 5,708
CZ-ABC: (80) 5,402
RTZ-ABC: (80) 28,481
County 80 Cen. 6,656; E&P 85 Est. 6,948
City & RTZ-ABC: (80) 33,883

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$188,716,000
Savings & Loan	2	$23,500,000

6 - PASSENGER AUTOS: County 14,942 (includes trucks).

7 - ELECTRIC METERS: Residence 5,470.

8 - GAS METERS: Residence 3,601.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Gen. Industry 475 ($271); Public Utility 66 ($305); Public Schools 250 ($225); Computer Ind. 140 ($220); Other Ind. 50 ($260).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-69; Summer 57-86; Fall 27-81; Winter 1-49. First killing frost, Oct. 6; last killing frost, May 5.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Centers**-13 blocks on Main; 4 on 1st; 2 on 2nd; 3 on 3rd; 2 on 4th; Super City.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Super City of Mitchell(14)	NA	Super Value, JCPenney, ShopKo, Hallmark

Principal Shopping Days-Mon., Thur., Sat.; Food: Wed. & Sat.
Stores Open Evenings-Dept. stores: Mon.; Food, Drug & Discount: nightly.

13 - RETAIL OUTLETS: **Department Stores**-Buche; JCPenney; Guyermans; Feinsteins.
Variety Stores-Woolworth.
Chain Drug Stores-State/Snyder; ShopKo Phcy.
Discount Stores-ShopKo; K mart.
Chain Supermarkets-Randall Super Valu; Sunshine Mkt.; Prairie Market.
Other Chain Stores-Firestone; Goodyear; Radio Shack; Sherwin-Williams; Singer; Bostwick's; Tractor Supply; Campbell Supply; Fullerton Lumber; United Building Center.

14 - NEWSPAPERS: REPUBLIC (e) 12,427, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Craig R. Ehinger, Adv. Dir., REPUBLIC, 120 S. Lawler, Mitchell, SD 57301, Tel. (605) 996-5514.
National Representative: Thomson Newspapers.

PIERRE

1 - LOCATION: Hughes County, E&P Map B-2. State Capital. On U.S. Hwys. 14, 83; State Hwy. 34.

2 - TRANSPORTATION: **Railroads**-Chicago & NW.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.
Airlines-Masaba.

3 - POPULATION:
Corp. City 80 Cen. 11,973; E&P 85 Est. 13,263
County 80 Cen. 14,220; E&P 85 Est. 14,867

4 - HOUSEHOLDS:
City 80 Cen. 4,447; E&P 85 Est. 4,953
County 80 Cen. 5,180; E&P 85 Est. 5,535

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$338,000,000
Savings & Loan	1	(incl. above)

6 - PASSENGER AUTOS: County 12,423 (includes trucks).

7 - ELECTRIC METERS: Residence 4,850.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Ret. 570; Constr. 1,700; Store House 975; Serv. & Others 2,272.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-80; Summer 60-105; Fall 32-75; Winter 25-32. First killing frost, Sept. 29; last killing frost, Mar. 20.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on Pierre St; Pierre Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Pierre Mall(34)	1	K mart, Bostwicks, JCPenney
Red Owl	NA	

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Thur.
Stores Open Sundays-Drug, supermarkets & Red Owl Shopping Center; Stores in Pierre Mall.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Lucas & Theim; K mart; Bostwicks.
Variety Stores-Ben Franklin; Coast-to-Coast; Hogans Hardware.
Discount Stores-Red Owl.
Chain Drug Stores-Rexall 2; Corner Drugs; Snyder.
Chain Supermarkets-Red Owl; Sooper Dooper; Sutleys Town & Ranch.
Other Chain Stores-S&H Green Stamps; Goodyear; Montgomery Ward; Sears (catalog); Coast-to-Coast.

14 - NEWSPAPERS: CAPITAL JOURNAL (e-mon to fri) 3,793, sworn Oct. 2, 1984.
Local Contact for Advertising and Merchandising Data: Terry Hipple, Adv. Mgr., CAPITAL JOURNAL, 404 E. Sioux, Pierre, SD 57501, Tel. (605) 224-7301.
National Representative: American Newspaper Representatives.

RAPID CITY

1 - LOCATION: Pennington County, E&P Map A-2. County Seat. Tourist area-Mt. Rushmore. 30 mi. from western border of S. Dakota; Minneapolis, MN 650 mi.; Denver, CO 400 mi.; Sioux City 464 mi.; Billings 410 mi. Elevation 3,247 ft. Vacation and resort ctr. On I-90.

2 - TRANSPORTATION: **Railroads**-Chicago & Northwestern.
Motor Freight Carriers-Barber Trans.; Salt Creek; American Freight System.
Intercity Bus Lines-Black Hills Stage Lines; Continental Trailways; Jack Rabbit.
Airlines-Western; Frontier; Republic; Mesaba; Continental Commuter; United.

3 - POPULATION:
Corp. City 80 Cen. 46,492; E&P 85 Est. 48,518
CZ-ABC: (80) 46,492
RTZ-ABC: (80) 104,381
County 80 Cen. 70,133; E&P 85 Est. 73,189
City & RTZ-ABC: (80) 150,873

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,233; E&P 85 Est. 17,940
CZ-ABC: (80) 17,223
RTZ-ABC: (80) 35,542
County 80 Cen. 25,186; E&P 85 Est. 27,051
City & RTZ-ABC: (80) 52,765

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	N.A.
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 67,860 (includes trucks).

7 - ELECTRIC METERS: Residence 21,505.

8 - GAS METERS: Residence 18,375.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Forestry and Fishing 105; Mining and Quarrying 205; Constr. 1,275; Mfg. 2,340; Railroads 90; Other Util. 500; Wholesale Trade 909; Retail Trade 4,208; Finance, Ins. & R.E. 841; Serv. 2,175; Private Household 500; Govt. 5,050; Military personnel 6,277; Tourism 10,000.
Principal Pay Days-Sat., Tues.

10 - CLIMATE: Min. & Max. Temp.-Spring-Summer 44-86; Fall-Winter 34-49. First killing frost, Sept. 13; last killing frost, June 1.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main St.; 5 blocks on St. Joe St.; connecting streets from Fourth to Ninth; Rushmore Mall Shpg. Ctr. Anchor stores-Sears, JCPenney, Herberger's, Target.
Neighborhood Shopping Centers-East Boulevard; Baken Park area; Canyon Lake area; Ellsworth Air Force Base Villa Ranchero; Robbinsdale Ctr.; North Rapid Ctr.; Family Thrift Ctr.; K mart; Northgate Shpg. Ctr.; Time Sq.; Sturgis Road Strip.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Baken Park(28)	2	
Northgate(7)	3	K mart
North Rapid	2	North Rapid Drugs
Robbinsdale	2	
Rushmore Mall(66)	5	JCPenney, Sears, Herberger, Target
Villa Ranchero(17)	NA	

Principal Shopping Days-Department and Apparel: Sat., Fri., Mon.; Food: Sat., Fri.
Stores Open Evenings-Thur.; Malls: Mon.-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Sears, Montgomery Ward
Variety Stores-Woolworth, Kresge
Chain Drug Stores-Mill's 3, Osco
Discount Stores-Family Thrift Ctr., La Belles, K mart, Target
Chain Supermarkets-Safeway 3, Sooper Dooper 2, Thrift Ctr. 2, Prairie Mkt., Albertson's
Other Chain Stores-Singer, Cook's Paint, Three Sisters, Firestone, Sherwin-Williams, Ace Hdwe., Sweetbriar Shop, Kinney Shoes, Pay N Pack, Haggerty's

14 - NEWSPAPERS: JOURNAL (e) 32,075; (S) 35,075 Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Dave Winegarden, Adv. Dir., JOURNAL, 507 Main St., Rapid City, SD 57709; Tel. (605) 342-0280
National Representative: Cresmer, Woodward, O'Mara & Ormsbee

SIOUX FALLS

1 - LOCATION: Minnehaha County (MSA), E&P Map D-3. SE South Dakota. Wholesale center. Rich agricultural area. 90 mi. NW of Sioux City, 240 mi. SW of Minneapolis. On U.S. Hwys. 42, 77, I-29, I-90, I-229, State Hwy. 38.

2 - TRANSPORTATION: **Railroads**-Chicago & Northwestern, Burlington Northern, Illinois Central Gulf (I.C.G.)
Motor Freight Carriers-38
Intercity Bus Lines-Jack Rabbit, Greyhound, Springfield, Midwest Coach
Airlines-Western, Republic, Ozark, Frontier, United

3 - POPULATION:
Corp. City 80 Cen. 81,343; E&P 85 Est. 86,965
CZ-ABC: (80) 81,343
RTZ-ABC: (80) 161,910
County/MSA 80 Cen. 109,435; E&P 85 Est. 116,998
City & RTZ-ABC: (80) 243,253

4 - HOUSEHOLDS:
Corp. City 80 Cen. 30,883; E&P 85 Est. 34,154
CZ-ABC: (80) 30,883
RTZ-ABC: (80) 56,707
County/MSA 80 Cen. 40,054; E&P 85 Est. 44,193
City & RTZ-ABC: (80) 87,590

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$1,833,876,000
Savings & Loan	5	$312,682,987

6 - PASSENGER AUTOS: County 97,707 (includes trucks)

7 - ELECTRIC METERS: Residence 29,595

8 - GAS METERS: Residence 29,095

9 - PRINCIPAL INDUSTRIES: No. of Wage Earners (Av. Wkly. Wage)-Food 4,010 ($281); Small Mfrs. 7,070 ($232)
Principal Industrial Pay Days-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-68; Summer 56-81; Fall 23-45; Winter 11-32. Last killing frost, May 5. Growing season is 152 days.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Phillips Ave., 4 on Main Ave., 4 on Tenth St. Downtown; Western Mall, 41st St.; Empire Mall, 41st St.; New Town Mall, Louise Ave.
Neighborhood Shopping Areas-26th St. & Minnesota Ave., 18th St. & Minnesota Ave., 18th St. & Grange Ave., 8th St. & Indiana Ave., 10th St. & Blauvelt Ave., 26th & Western Ave., 34th & Minnesota Ave., 39th & Minnesota Ave., 10th St. & Franklin Ave., 10th St. & Cleveland Ave., 10th St. & Kiwanis, 10th & Cliff Ave., 41st & Minnesota Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Ridge(11)	NA	Hank's
Southgate	NA	Lewis Drug
Southway(15)	NA	Sam's Meat Market **Payless Shoes**
Western Mall(69)	NA	1/2 Price Store Walgreens, Shriver's
The Empire(89)	NA	Younkers JCPenney, Osco
New Town Mall(20)	NA	Target

Principal Shopping Days-Dept. Stores: Mon., Fri., Sat., Sun.; Food: Thur., Fri., Sat.
Stores Open Evenings-Mon., Fri.; Super Mkts., Major Shopping Centers: Every night Mon. to Sat. & Sun. 11 to 6

13 - RETAIL OUTLETS: **Department Stores**-Shriver's (Idano Dept. Stores), JCPenney, Sears, Younkers, Dayton's
Discount Stores-K mart 3, Target, 1/2 Price Store
Chain Drug Stores-Walgreens, Osco, Lewis
Chain Supermarkets-Sunshine 6, Super Valu 2, Hy Vee 3, Albertson's
Other Chain Stores-Women's Apparel: Vanity, Maurices, Mode O'Day, Geyerman's, Susies Casuals, Three Sisters; Shoes: Baker's, Kinney, **Caldwell, National Payless Shoes, Gallenkamp**, Woderfour; Auto Supply: Champion Auto, Firestone; Paint: Cook, Pittsburgh, Sherwin-Williams; Misc.: Fanny Farmer, Singer Co., Team Electronics 3, Radio Shack 3, Zale's Jewelry, Osborn's Mens Wear, N.W. Fabrics, Russell Stover Candy, Hallmark 3, Scheels Hardware, Pay 'N Pak, LaBelles

14 - NEWSPAPERS: ARGUS LEADER (m) 43,050; (S) 59,747 Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Gary Husman, Adv. Dir., ARGUS LEADER, PO Box 5034, Sioux Falls, SD 57117; Tel. (605) 331-2200
National Representative: Gannett Media Sales

WATERTOWN

1 - LOCATION: Codington County, E&P Map D-2. County Seat. Retail shopping, wholesale distributing and agricultural center. 190 mi. W of Minneapolis, MN and 89 mi. NW of Sioux Falls, SD.

2 - TRANSPORTATION: **Railroads**-Burlington Northern, C&NW
Motor Freight Carriers-7
Intercity Bus Lines-Zephyr, Jack Rabbit
Airlines-Republic

3 - POPULATION:
Corp. City 80 Cen. 15,649; E&P 85 Est. 16,928
CZ-ABC: (80) 16,200
RTZ-ABC: (80) 55,683
County 80 Cen. 20,885; E&P 85 Est. 22,592
City & RTZ-ABC: (80) 71,883

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,051; E&P 85 Est. 6,694
CZ-ABC: (80) 6,209
RTZ-ABC: (80) 19,751
County 80 Cen. 7,675; E&P 85 Est. 8,541
City & RTZ-ABC: (80) 25,960

5 - BANKS	NUMBER	DEPOSITS
Comm. & Savings	3	$196,776,000
Savings & Loan	1	$154,476,148

6 - PASSENGER AUTOS: County 18,543 (includes trucks)

7 - ELECTRIC METERS: Residence 6,933

8 - GAS METERS: Residence 5,362

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Rubber Molding 315($290); Welding Equipment 180 ($230); Poultry Processing 230 ($170); Mobile Homes 102 ($285); Hydraulic Digger Derricks 180 ($290); Bakery Goods 60 ($360); Granite Memorials 45 ($310); Down Filled Outerwear 54 ($192)
Principal Industrial Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-53; Summer 55-80; Fall 33-57; Winter 4-24. Spring killing frost, May 16. Fall killing frost, Sept. 27.

11 - TAP WATER: Neutral, very hard, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Kemp Ave., N & S Broadway, N & S Maple St., 4 blocks on 1st Ave. N, 1 block on 2nd St. NE
Shopping Centers-Watertown Mall (E on U.S. Highway 212)-44 stores: K mart, JCPenney, Herberger's, Osco Drug, Hy-Vee, Spurgeons; Miracle Mall (5 firms located on Highway 212); Fleet Wholesalers. Four block area at Junction of U.S. Hwys. 212 and 81. Five block area Hwy. 20 to Lake Kampeska.
Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Townwide Thur.; Food and Shopping Center, nightly

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Herberger's, Spurgeons
Chain Drug Store-Osco
Discount Stores-Fleet Wholesale (hardware), Pamida, K mart, Tractor Supply (TSC), Mac's
Variety Store-Woolworth
Chain Supermarkets-Red Owl Country Store, O.P. Skaggs, Spies, Hy-Vee, Prairie Market
Other Chain Stores-Sears (catalog), Goodyear, Firestone, House of Fabrics, Coast-to-Coast, Radio Shack, Olympic Village, Spurgeons, Express Photo, Extra Touch, House of Wood, Musicland, Pay Less Shoes

14 - NEWSPAPERS: PUBLIC OPINION (e) 16,563, Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: A.W. Johnson, Adv. Mgr., PUBLIC OPINION, 120 Third Ave., NW, Watertown, SD 57201; Tel. (605) 886-6901
National Representative: Branham/Newspaper Sales

YANKTON

1 - LOCATION: Yankton County, E&P Map D-3. County Seat. Located on the Missouri River near the confluence of the James River. Agric. and mfg. area. Ret. trade ctr. 165 mi. NW of Omaha, NE. Juncture of U.S. Hwy 81, South Dakota 50.

2 - TRANSPORTATION: **Railroads**-Burlington Northern (freight only)
Motor Freight Carriers-3
Bus Lines-Jack Rabbit
Airlines-AAA

3 - POPULATION:
Corp. City 80 Cen. 12,011; E&P 85 Est. 12,728
County 80 Cen. 18,952; E&P 85 Est. 19,967

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,463; E&P 85 Est. 4,755
County 80 Cen. 6,624; E&P 85 Est. 7,178

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$143,348,000
Savings & Loan	2	$47,150,000

6 - PASSENGER AUTOS: County 15,665 (includes trucks)

7 - ELECTRIC METERS: Residence 4,482

8 - GAS METERS: Residence 4,314

9 - PRINCIPAL INDUSTRIES: 49 mfg. establishments; Seeds; Trees; Machine Tools; Electricity; Poultry Prod. and Feeds; Steel Scaffolding; Conveyors; Meat Proc.; Aluminum Extrusion; Airplane Parts; Printing and Binding; Sheet Metal Works; Electronic Components; Quartz Crystals; Livestock Trailers; Fork Lifts; Front End Loader; Health industry (clinics, hospitals, nursing homes, etc.)

10 - CLIMATE: Min. & Max. Temp.-Spring 34-59; Summer 69-76; Fall 35-64; Winter 18-24. First killing frost, Oct. 11; last killing frost, Apr. 22.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on 3rd St., 3 on Broadway, 2 on Walnut, 2 on Douglas

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Yankton Mall(56)	2	Spurgeons, JCPenney, TG&Y
Yankton Plaza(9)	2	Alco, Hinky Dinky

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Department Stores-Fri.; Food-Mon. through Sun.; Shopping Mall-Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-Fantle Bros., JCPenney, Spurgeons
Variety Stores-TG&Y, Ben Franklin
Discount Stores-K mart, Alco
Chain Supermarkets-Sunshine, Don's Super Saver, Haskers, Hinky-Dinky, Save-U-More
Chain Drug Stores-Rexall, White Drug
Other Chain Stores-Coast to Coast, Firestone, Clem's Goodyear, Singer Co., Tradehome Shoes, Bomgaars, Stevensons, Radio Shack, Kinneys, One Hour Martinizing, Maurice's, The Closet, Sears (catalog), Montgomery Ward

14 - NEWSPAPERS: PRESS & DAKOTAN (e) 9,947 sworn Sept. 30, 1984
Local Contact for Advertising and Merchandising Data: Mike Johnson, Adv. Mgr., PRESS & DAKOTAN, 319 Walnut St., Yankton, SD 57078; Tel. (605) 665-7811
National Representative: Branham/Newspaper Sales

TENNESSEE SURVEYS

METROPOLITAN STATISTICAL AREAS

Chattanooga, Tenn.-Ga.-Hamilton, Marion and Sequatchie Counties, Tenn.; Catoosa, Dade and Walker Counties, Ga.
Clarksville-Hopkinsville, Tenn.-Ky.-Montgomery County, Tenn.; Christian County, Ky.
Jackson, Tenn.-Madison County.
Johnson City-Kingsport-Bristol, Tenn.-Va.-Carter, Hawkins, Sullivan, Unicoi and Washington Counties, Tenn.; Bristol City, Scott and Washington Counties, Va.
Knoxville-Anderson, Blount, Grainger, Jefferson, Knox, Sevier and Union Counties.
Memphis, Tenn.-Ark.-Miss.-Shelby and Tipton Counties, Tenn.; Crittenden County, Ark.; De Soto County, Miss.
Nashville-Cheatham, Davidson, Dickson, Robertson, Rutherford, Sumner, Williamson and Wilson Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1986
Under 5 Years	325	326	343
5-14 Years	773	720	757
15-24 Years	701	854	898
25-44 Years	939	1,278	1,344
45-64 Years	807	895	942
65 and Over	382	518	545
TOTAL	3,926	4,591	4,829

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1986 Est.
Bldg. Mat. Hdwr.	816	865	1,272
General Mdse.	1,764	2,345	3,045
Food	3,007	4,548	5,543
Automobiles	3,323	3,741	6,230
Gasoline Stations	1,151	1,958	2,125
Apparel	611	960	1,296
Furniture	599	773	1,228
Eat Drink Places	990	1,643	2,155
Drugs	412	640	882
TOTAL SALES	13,692	19,605	25,740

ALCOA
See MARYVILLE

ATHENS

1 - LOCATION: McMinn County, E&P Map D-2. County Seat. Educational, industrial and agricultural center. 57 mi. NE of Chattanooga, 56 mi. SW of Knoxville. On Lee Hwy., U.S. Hwy. 11, I-75.

2 - TRANSPORTATION: **Railroads**-L. & N., Southern
Intercity Bus Lines-Trailways

3 - POPULATION:
Corp. City 80 Cen. 12,080; E&P 85 Est. 12,839
CZ-ABC: (80) 12,080
RTZ-ABC: (80) 35,119
County 80 Cen. 41,878; E&P 85 Est. 43,891
City & RTZ-ABC: (80) 47,199

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,445; E&P 85 Est. 4,910
County 80 Cen. 14,727; E&P 85 Est. 15,993
CZ-ABC: (80) 4,445
RTZ-ABC: (80) 12,115
City & RTZ-ABC: (80) 16,560

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 27,013

7 - ELECTRIC METERS: Residence 9,300

8 - GAS METERS: Residence 2,047

9 - PRINCIPAL INDUSTRIES: Type of Industry, No. of Wage Earners-Disc Plows 300; Table 150; Plastics 150; Photo Finishing 100; Gas and Elec. Stoves 200; Process Milk 200; Chair Mfg. 200; Hosiery 750; Bed Mfg. 150; Paper Box Mfg. 100; Newsprint 1,200; Elect. Motors 500; Clothing 350; Elect. Light Metal 300; Refrigerated Trucks 200.

10 - CLIMATE: N.A.

11 - TAP WATER: N.A.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
McMinn	NA	Wal-Mart, Ingles, JCPenney
Madison Park(14)	NA	Revco, Proffitts
Whiteway(10)	NA	Fuller Shoe
Athens Plz.(8)	NA	Red Food, Pic-N-Pay, Rose's, K mart

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Proffitts; Goody's Outlet; Wal-Mart; Goodfriends; House of Renown; Sterling Shop.
Discount Stores-Big K; Rose's; K mart; Goody's Outlet.
Chain Drug Stores-Revco; SupeRx; Rite Aid.
Chain Supermarkets-White Stores; Red; Krogers; Ingles.
Other Chain Stores-Otasco; Goodyear; Merle Norman Cosmetics; Family Dollar.

14 - NEWSPAPERS: POST-ATHENIAN (e-mon to fri) 10,130; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Nilla Rineheart, Adv. Dir., POST-ATHENIAN, 320 S. Jackson St., PO Box 340, Athens, TN 37303; Tel. (615) 745-5664.
National Representative: Landon Associates.

BRISTOL, TN
See BRISTOL, VA

CHATTANOOGA

1 - LOCATION: Hamilton County (In Chattanooga, TN-GA MSA). E&P Map D-3. County Seat. On Tennessee River. On U.S. Hwys. 11, 27, 41, 64, 76, 127, I-24, I-59, I-75; Lookout Mountain Scenic Hwy. Near Chickamauga Dam.

2 - TRANSPORTATION: **Railroads**-Family Lines System; Southern; Tenn., Ala. & Ga.
Motor Freight Carriers-38.
Intercity Bus Lines-Greyhound; Continental Trailways.
Airlines-Delta; Republic; Tennessee Airways.

3 - POPULATION:
Corp. City 80 Cen. 164,344; E&P 85 Est. 166,468
NDM-ABC: (80) 346,864
RTZ-ABC: (80) 447,509
MSA 80 Cen. 426,540; E&P 85 Est. 433,704
County 80 Cen. 287,740; E&P 85 Est. 291,408
Total NDM & RTZ-ABC: (80) 794,373
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 62,139; E&P 85 Est. 65,225
County 80 Cen. 103,319; E&P 85 Est. 108,011
MSA 80 Cen. 150,760; E&P 85 Est. 158,059
NDM-ABC: (80) 123,912
RTZ-ABC: (80) 153,461
Total NDM & RTZ-ABC: (80) 277,373

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$1,150,329,894
Savings & Loan	3	$712,975,478

6 - PASSENGER AUTOS: County 192,338.

7 - ELECTRIC METERS: Residence 124,657.

8 - GAS METERS: Residence 25,409.

9 - PRINCIPAL INDUSTRIES: No. of Wage Earners (Av. Wkly. Wage)-Durable Goods 23,400 ($291); Nondurable Goods 29,200 ($255); Nonmfg. 121,600.

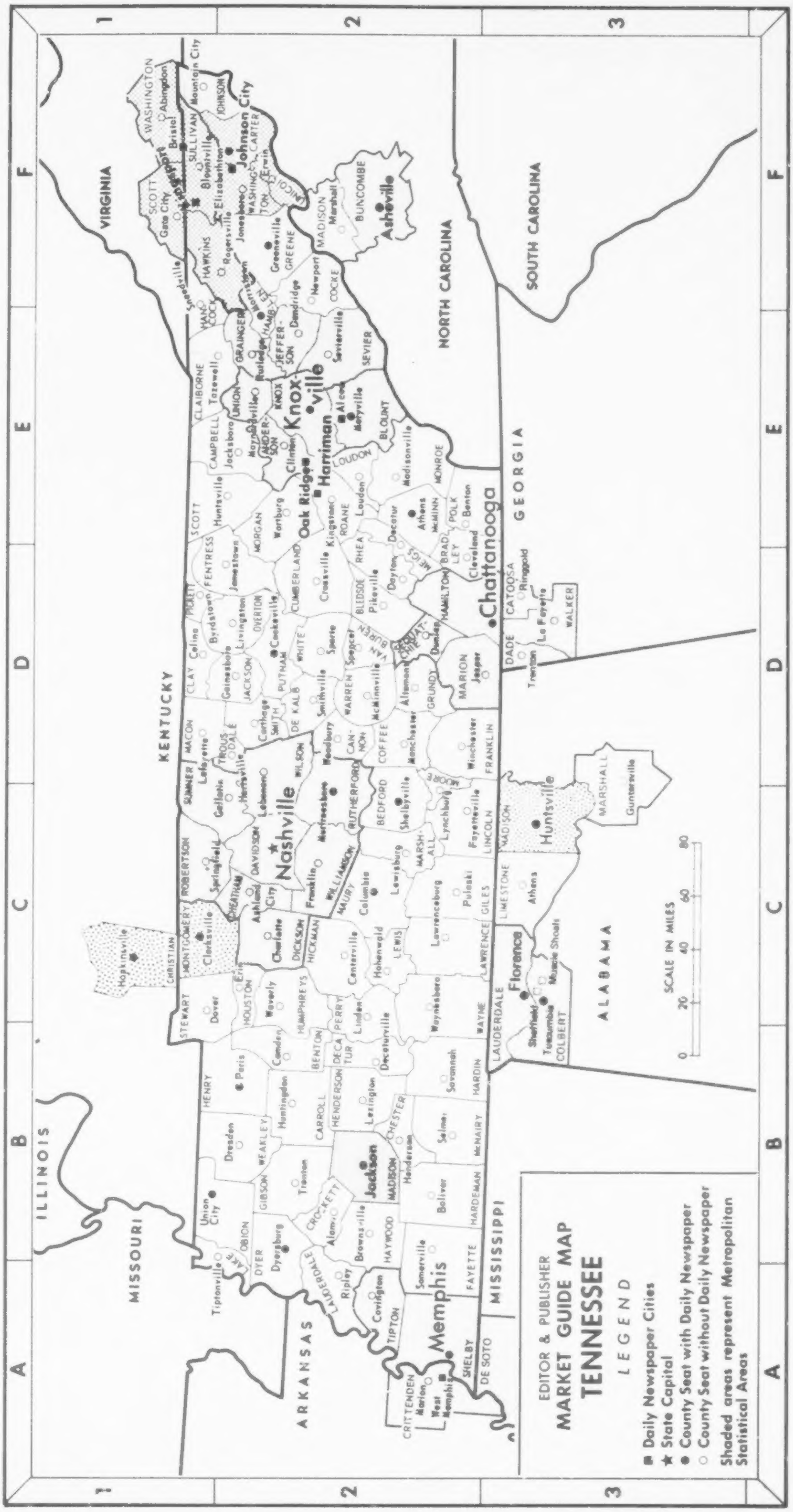
10 - CLIMATE: Av. Temp.-Spring 59; Summer 78; Fall 64; Winter 38. Av. Precipitation 51.33 in.

11 - TAP WATER: Alkaline, moderately hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belvoir Ctr.(5)	6	Radio Shack, Bates Carpets
Belvoir Plz.(8)	NA	Beverage Mart, Roy's Shoe Serv.
Brainerd Vlg.(24)	8	Western Auto, Fabric World, Ace Hdwe.
Dallas Hollow(5)	15	Red Food
Dallas Plz.(3))	15	Drug Store
Dayton Blvd. & Browntown Rd.	NA	Red Food Store
Dayton Plz.(11)	NA	Retail Stores
E. Brainerd Rd.	NA	Red Food, Eckerd
Eastgate Ctr.(39)		Eckerd, Toy City, Revco, JCPenney, Woolworth
East Ridge (6)	8	Red Food, Zayre
Four Squares Mall (28)	NA	Gateway, Harvey's Touch, Brass Register
Ft. Oglethorpe Ctr.(6)	NA	Palmer Drug, Singer, Red Food
Golden Gateway Ctr.(12)	NA	Zayre, Red Food
Hickory Valley Ctr.	15	Red Food, Shallowford Prescriptions


EDITOR & PUBLISHER
MARKET GUIDE MAP
TENNESSEE
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0
20
40
60
80
KENTUCKY
VIRGINIA
NORTH CAROLINA
SOUTH CAROLINA
GEORGIA
ALABAMA
MISSISSIPPI
ARKANSAS
MISSOURI
ILLINOIS
Nashville
Memphis
Knoxville
Chattanooga
Jackson
Johnson City
Kingsport
Bristol
Oak Ridge
Clarksville
Huntsville
Florence
Asheville
A
B
C
D
E
F
1
2
3

Highland Plz. Ctr (20)	26	Loveman's, A&M Toys, Otasco, Revco
Highway 58 Ctr (4)	9	Pruett Food Town, Eckerd, Pic-N-Pay
Hill's Plz. E (4)	NA	Allstate Ins.
Jones Plz (4)	9	Bea's Ceramics, Canvas & Yarn
K mart-Hixson Pike	6	K mart
K mart-McBrien Rd.	NA	K mart
K mart 101 Hwy. 2(14)	NA	K mart, Revco
K mart-Hwy 58(2)	NA	Kroger, Pay-Less
Kroger Plaza(10)	4	Pic-N-Pay, Plateau Mfg.
Lake Hills(4)	8	Red Food
Lee Plz. East(7)	NA	Kroger, Revco
Mountain View(8)	5	Red Food
Northgate Mall(90)	10	Anderson Little, Kroger, Sears, Miller's, JCPenney
Northwoods Plz (8)	NA	Boot Den, Abe Shavin Hdwe.
Oakwood Plz (15)	NA	
Oglethorpe Plz (12)	11	K mart, Revco, Moore-Handley
Osborn Ctr (69)	6	Red Food, Lovemans, Redford's
Park Plz. Ctr (15)	NA	Consumer Warehouse
Parkway Ctr (20)	NA	Kroger, Eckerd, Hills, Radio Shack, Pic-N-Pay
Plaza 58 Ctr (20)	8	Factory Pants, Radio Shack
Red Food Ctr (5)	NA	Red Food, Revco
Regency Square	NA	Reflections
Ridgewood Vlg. (18)	NA	Brass Bed Shop, Shoe Villa
Signal Plz (13)	10	Pruett Food Town, Tucker's Pharm.
Town & Country Center (15)	1	J.B. & Friends Deli, Bonds Drugs

Principal Shopping Days-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Miller's 4; Loveman's 4; Sears 2; JCPenney 3.
Discount Stores-Hamilton Distributors 2; K mart 4; Zayre 2; Payless 4; Dollar General Stores 5; Service Mdse.
Variety Stores-Woolworth 2; Kress; Redford 11; Kresge; G.C. Murphy 2.
Chain Drug Stores-Eckerd 7; Drew; Revco 5; Moore & King 4; The Drug Shop; O'Neals; Mill Discount 2.
Chain Supermarkets-Kroger 5; Red Food 21; Golden Gallon 33; Gooldlet 3; Pruett Food Town 15; Piggly Wiggly; Consumer Warehouse Foods 2.
Other Chain Stores-Clothing: National Shirt, 5-7-9 Shop, Lillie Rubin, Bottom Half, Brooks, Casual Corner, Paraphernalia, Lerners, Anderson-Little, J. Miller Fashion; Shoes: Thom McAn, Jarman, Baker's, Hardy's; Confectionery: Russell Stover; Others: G.C. Murphy, Western Auto, Economy Auto, Otasco, Pier 1, Record Bar, Swiss Colony, Wicks'n Sticks, Zale's, Kays, Oshman's.

14 - NEWSPAPERS: TIMES (m-mon to fri) 45,444; (m-sat) 44,431; NEWS-FREE PRESS (e-mon to fri) 55,479; (e-sat) 51,954; (S) 105,784; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Roy McDonald, Pub.; Frank McDonald, Adv. Dir., NEWS-FREE PRESS and TIMES, 400 E. 11th St., Chattanooga, TN 37401; Tel. (615) 756-6900.
National Representative: Landon Associates.

CLARKSVILLE

1 - LOCATION: Montgomery County (In Clarksville-Hopkinsville, TN-KY MSA), E&P Map C-1, County Seat. Agricultural and military, mfg., university center 45 mi. NW of Nashville, where Cumberland and Red Rivers meet, on U.S. Hwy. 41A, 79, and Interstate 24.

2 - TRANSPORTATION: **Railroads**-Seaboard System.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Allegheny Commuter, a division of USAir.

3 - POPULATION:
Corp. City 80 Cen. 54,777; E&P 85 Est. 54,499
CZ-ABC: (80) 67,891
RTZ-ABC: (80) 28,166
County 80 Cen. 83,342; E&P 85 Est. 90,526
MSA 80 Cen. 150,220; E&P 85 Est. 157,617
City & RTZ-ABC: (80) 96,057
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,817; E&P 85 Est. 19,971
CZ-ABC: (80) 22,142
RTZ-ABC: (80) 9,599
County 80 Cen. 27,198; E&P 85 Est. 30,581
MSA 80 Cen. 46,844; E&P 85 Est. 50,781
City &RTZ-ABC: (80) 31,741

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$458,030,431
Savings & Loan	2	$29,000,000

6 - PASSENGER AUTOS: County 72,269

7 - ELECTRIC METERS: Residence 21,486

8 - GAS METERS: Residence 4,560

9 - PRINCIPAL INDUSTRIES: Rubber Goods; Air Conditioning, Heating Units; Snuff, Cigars, Foods, Work Clothing; Western Boots; Electrical Instruments; Fertilizer; Shoes; Paper Containers; Appliance Components; Yearbooks; Commercial printing; Metalized Paper Labels; Tool & Die, Newspaper Publishing; Stainless Steel Cookware, Zinc Processing; Bicycle Parts Mfg.; Military Reservation (Ft. Campbell) 46,000 (total).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Franklin St.; 19 blocks on Riverside Dr.; 1 block Madison St.; 10 blocks Ft. Campbell Blvd.
Neighborhood Centers-7 blocks on New Providence Blvd., includes 14 stores and mart Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Clarksville Plz (12)	1	Mont. Ward, Harvey's, Ray Batt's Furn.
Two Rivers Mall(29)	1	Sears, Walgreens, Stuarts, Brooks, Parks Belk
Tradewinds Sq.(15)	4	TG&Y, Winn-Dixie, Revco, Radio Shack
Tradewinds	NA	TG&Y, Winn-Dixie
Madison Circle	NA	Mid South Furn. World, Revco, Hills
Kroger Center	2	Kroger, SupeRx
Mart Shop	2	Dollar General
St. Bethlehem	3	Dollar General, Curtis Mathis
Clarksville Sq.(6)	4	Pic N'Pay, Wal-Mart, Foodtown
K mart Plz (7)	2	K mart, Kroger, Walgreens
Northgate(4)	10	
Markland Plz (16)	20	Dollar General

Principal Shopping Days-Mon., Wed., Fri., Sat., Sun.
Stores Open Evenings-Shopping Centers until 9. Kroger's & SupeRx Drugs all night.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; Parks Belk; Frech-Jones; Harveys; Sears; Sullivan's.
Discount Stores-TG&Y 2; Grandpa's; Dollar General Stores 3; K mart; Wal-Mart.
Chain Drug Stores-Walgreens 2; Revco 2; SupeRx; TWD.
Chain Supermarkets- Kroger 2; Winn-Dixie 2; CB Stores 3; Foodtown 3; IGA 2; 7-Eleven 7; SDI 4; Minit Mart 4; Bi-Rite; Kwick-Stop 3; ShopRite 2; Majik Markets 3; Sack 'N' Pack 2; Save-A-Lot; Worthams.
Other Chain Stores-Firestone; Goodyear; Lowe's; Moore's; Radio Shack; Shoe World; PicWay Shoes; Pic 'N Pay.

14 - NEWSPAPERS: LEAF-CHRONICLE (m) 17,798; (S) 21,704; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Gene Washer, Gen. Mgr., LEAF-CHRONICLE, 200 Commerce St.; PO Box 829, Clarksville, TN 37041-0829; Tel. (615) 552-1808.
National Representative: Branham/Newspaper Sales.

CLEVELAND

1 - LOCATION: Bradley County, E&P Map D-2, County Seat. 25 mi. NE of Chattanooga; 80 mi. SW of Knoxville; 123 mi. NW of Atlanta; 180 mi. SE of Nashville. Industrial and agricultural center. On U.S. Hwys. 11, 64, I-75, State Hwys. 74, 60, 40, 2.

2 - TRANSPORTATION: **Railroads**-Southern.
Motor Freight Carriers-8.
Intercity Bus Lines-Trailways; Greyhound.
Airlines-Delta; Republic; Piedmont; Tenn. Airways. (airport-22 miles).

3 - POPULATION:
Corp. City 80 Cen. 26,415; E&P 85 Est. 30,659
CZ-ABC: (80) 32,430
RTZ-ABC: (80) 44,161
County 80 Cen. 67,547; E&P 85 Est. 70,552
City & RTZ-ABC: (80) 76,591

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,946; E&P 85 Est. 11,748
CZ-ABC: (80) 11,790
RTZ-ABC: (80) 14,272
County 80 Cen. 23,026; E&P 85 Est. 24,802
City & RTZ-ABC: (80) 26,062

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$316,375,000
Savings & Loan	2	$225,011,379

6 - PASSENGER AUTOS: County 56,459

7 - ELECTRIC METERS: Residence 18,645

8 - GAS METERS: Residence 3,058

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Stoves, Ranges 3,200; Textiles 2,500; Furniture 1,800; Chemicals 1,200.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-82; Summer 58-94; Fall 20-100; Winter 7-77. First killing frost, Nov. 2; last killing frost, Apr. 1.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Neighborhood Shopping Centers**-Holiday Shopping Plaza (7 stores); Keith Street (7 stores); Cloverleaf 1 and 2; N Keith St (13 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Keith St. Plz (40)	NA	Radio Shack, Sherwin-Williams, Auto Shack
Cleveland Mall(36)	2	JCPenney, Sears, Rose's
Village Mall(36)	NA	Kresges, Millers, Parks Belk
Stuart Park	NA	Hallmark

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Millers; Parks-Belk.
Variety Stores-Lay's; Kresge; Wal-Mart; Rose's; K mart.
Chain Drug Stores-Moore's; Eckerd; Revco; Rite Aid.
Chain Supermarkets-Red Food 3; Watson's & Pruitt's Food Town; Cooke's 3.
Other Chain Stores-Firestone; Sterchi's; Goodyear; Eleanor Shops; Bottom Half; Butler Shoes; Ace Hardware; Behr's.

14 - NEWSPAPERS: BANNER (e-mon to fri) 15,796; (S) 16,921; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Gary Davis, Natl. Adv. Mgr., BANNER, PO Box 3600, Cleveland, TN 37311; Tel. (615) 472-5041.
National Representatives: Landon Associates.

COLUMBIA

1 - LOCATION: Maury County, E&P Map C-2, County Seat. Rail shipping center. Agricultural, mining and mfg. area, whol. grocery center. 43 mi. S of Nashville. Medical Center for South Central TN. Regional Retail Shopping area.

2 - TRANSPORTATION: **Railroads**-L&N.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 26,571; E&P 85 Est. 30,305
CZ-ABC: (80) 26,372
RTZ-ABC: (80) 107,719
County 80 Cen. 51,095; E&P 85 Est. 53,105
City & RTZ-ABC: (80) 134,091

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,200; E&P 85 Est. 10,981
CZ-ABC: (80) 9,666
RTZ-ABC: (80) 37,736
County 80 Cen. 18,180; E&P 85 Est. 19,459
City & RTZ-ABC: (80) 47,402

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	$380,000,000
Savings & Loan	1	$110,000,000

6 - PASSENGER AUTOS: County 37,068

7 - ELECTRIC METERS: Residential County 19,630

8 - GAS METERS: County 5,364

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Chemicals 1,800 ($425); Textiles & Apparel 1,300 ($200); Mach. & Metals 1,300 ($250); Food 185 ($180); Other Mfg. 1,200 ($260); Mining 204 ($270); Constr. 475 ($240); Elemental Phosphorus; Carbon Electrodes; Sponges; Garments; Dairy Prods.; Flour & Agricultural Chemicals; Truck Springs; Air Conditioners; Moulton Plastics.
Principal Industrial Pay Days-Thur., Fri. 1st, 3rd, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-95; Summer 60-104; Fall 25-84; Winter 17-80.

11 - TAP WATER: Alkaline, medium hard, fluoridated.

12 - RETAILING: **Downtown Shopping Areas**-3 blocks on 7th St.; 7 on Garden; 3 on 8th St.; 4 on Main; 4 on Public Square; 2 on 6th St.; 1 on Woodland.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
West End(7)	1	Central Lime
Cambell Pl (18)	1	Piggly Wiggly, Western Sizzlin
Northway(13)	1	Gibson, Sears
Maury County(13)	4	Rose's, Parks-Belk
Columbia Plz (4)	NA	Hill's, Fred's
Carmack Plaza(4)	1	Columbia Paint & Wallpaper
Shady Brook Mall(44)	3	JCPenney, Harvey's, Wal-Mart
K mart Plaza(5)	3	K mart, Krogers
Red Food Plaza(6)	NA	Red Food Store

Principal Shopping Days-Sat., Fri., Sun.
Stores Open Evenings-Mon. through Sun.

13 - RETAIL OUTLETS: **Department Stores**-Sullivan's; Harvey; JCPenney; Behrs-Gordon; Parks-Belk; Wilma's.
Discount Stores-Gibson's; Dollar General; Fred's; Wal-Mart; K mart; Rose's; Family Dollar.
Chain Drug Stores-Reynolds 2; Woldridge; Revco 2; Derryberry's 2; SupeRx; Medicine Shoppe; Eckerd.
Chain Supermarkets-Harris & Prince; Kroger; Giant Foods; SuperRama; Piggly Wiggly 2; Lovetts; BiRite; Sav-A-Lot.
Other Chain Stores-Goodyear; Sherwin-Williams; Firestone; Royce Shoe; Homecrafter; Payless Shoes; Baretts; Zale's Jewelry; Gordons Jewelry; Sterchi's; Jones Home Furnishings.

14 - NEWSPAPERS: HERALD (e-mon to fri) 12,500; (S) 13,546; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: James W. Dickey, Adv. Dir., HERALD, 1115 S. Main St., PO Box 1425, Columbia, TN 38401; Tel. (615) 388-6464.
National Representative: Papert Companies.

COOKEVILLE

1 - LOCATION: Putnam County, E&P Map D-2, County Seat. Tenn. Technological University, industrial cultural and education & shopping center for Upper Cumberland. U.S. Hwys. 42, 70, I-40 & Corridor J (Hwy. 111). 80 mi. E of Nashville, 100 mi. W of Knoxville, 80 mi. N of Chattanooga.

2 - TRANSPORTATION: **Railroads**-L & N.
Intercity Bus Lines-Continental Trailways.
Airlines-Tenn. Airways; Skyways.
Motor Freight Carriers-Mason & Dixon; Potter Freight; Ryder; Thurston; UPS; Averitt Express; Merchant's Freight Lines; Tenn.-Carolina Transport; Warrior Transport; Purolator.

3 - POPULATION:
Corp. City 80 Cen. 20,350; E&P 85 Est. 21,930
CZ-ABC: (80) 20,535
RTZ-ABC: (80) 27,155
County 80 Cen. 47,601; E&P 85 Est. 51,298
City & RTZ-ABC: (80) 47,690
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,087; E&P 85 Est. 7,857
CZ-ABC: (80) 7,087
RTZ-ABC: (80) 9,619
County 80 Cen. 16,706; E&P 85 Est. 18,619
City & RTZ-ABC: (80) 16,706

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$332,405,000
Savings & Loan	3	$55,261,000

6 - PASSENGER AUTOS: County 33,726

7 - ELECTRIC METERS: City Residence 7,631

8 - GAS METERS: City Residence 1,659

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Furniture 1,272; Auto Access 549; Elect. Mach. 798; Sporting Goods 680; Candy 295; Apparel 1,375; Boots 307.
Principal Industrial Pay Days-Fri., 15th, 30th.

10 - CLIMATE: Mild Temp., mean 57; precipitation 51 1/2; 200-day growing season.

11 - TAP WATER: Soft, fluoridated.

12 - RETAILING: **Principal Shopping Area**-Broad St. between Willow and Washington; Spring St. between Willow and Maple; S Jefferson between I-40 and 1st St.; Willow Ave. between Stevens St. and 1st St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Willow Tree(22)	NA	Rose's, Eckerd, Bestway
Towne Plaza(4)	NA	K mart, Radio Shack
Cookeville Mall(35)	NA	JCPenney, Harvey's
North Side Ctr (12)	NA	Big Star, Super D
Village Ctr (6)	NA	Foodtown
West Side Ctr (20)	NA	Jaysil's, McAddo's, Dollar General
Jackson Square(5)	NA	Kroger, SupeRx
Green Acres(4)	NA	Leo's Food Ctr.
Red Food(4)	NA	Red Food, Lickety Split

Principal Shopping Days-Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-McAddo's, McMurray-Roberson, Rose's, Washington Mfg. Co., Outlet Stores, Grady's, Sears (catalog), JCPenney, Harvey's.
Discount Stores-Wal-Mart, Howard Bros., K mart, Dollar General, Ashley's.
Variety Stores-Variety Fair.
Chain Drug Stores-Super D, Eckerd, SupeRx, Rexall.
Chain Supermarkets-Kroger, Red Food, Big Star, Cee Bee, Foodtown, Drive-In Markets, 7-Eleven, Kwik-Stop 2, IGA, Lickety Split, Bread Box.
Other Chain Stores-Shoes, Pay Less, Pic N Pay, Yunney Paints, Dutch Boy, Sherwin-Williams, Porter, Pittsburgh, Olympic, Martin-Senour, Auto Supply, Goodyear, Goodrich, One Price Tire Store, Auto Shack, Jewelry & Optical, Homer Rauch, Cumberland Vision Care, C & H Rauch, Clothing, Artley's, Handmacher, Cato's, Other, Hancock Fabric, Singer Co., Orkin, Radio Shack, Roto-Rooter.

14 - NEWSPAPERS: HERALD-CITIZEN (e-mon. to fri.) 7,999; (S) 8,316; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Joseph P. Albrecht, Pub.; Allan Protant, Mkt. Mgr., HERALD-CITIZEN, 124 S. Dixie, PO Box 2729, Cookeville, TN 38501. Tel. (615) 526-9715.
National Representative: Landon Associates.
DISPATCH (m) 10,594; (S) 10,594; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Joe Potum, Adv. Dir., DISPATCH, PO Box 2848, Cookeville, TN 38502. Tel. (615) 528-5405.
National Representative: General Advertising Service.

DYERSBURG

1 - LOCATION: Dyer County, E&P Map A-2. County Seat. 13 mi. E of Mississippi River, 78 mi. NE of Memphis, 165 mi. W of Nashville and 230 mi. S of St. Louis. On Hwys. 51, 412. State Hwys. 20, 78, 104, 3, I-155.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf (Piggy back), Amtrak (passenger).
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.
Airlines-Municipal Airport, Flight Service Station.

3 - POPULATION:
Corp. City 80 Cen. 15,856; E&P 85 Est. 17,083
CZ-ABC: (80) 15,856
RTZ-ABC: (80) 35,178
County 80 Cen. 34,663; E&P 85 Est. 35,658
City & RTZ-ABC: (80) 51,034

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,089; E&P 85 Est. 6,798
CZ-ABC: (80) 6,089
RTZ-ABC: (80) 12,436
County 80 Cen. 12,696; E&P 85 Est. 13,500
City & RTZ-ABC: (80) 18,525

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$233,617,128
Savings & Loan	1	$61,336,769

6 - PASSENGER AUTOS: County 22,286.

7 - ELECTRIC METERS: Residence 9,521.

8 - GAS METERS: Residence 6,738.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Knitted Textiles 1,004; Molded Sponge Rubber, Custom Mixing, Thermoplastic Proc., Rubber Roll Roofing 1,075; Exhaust System Clamps, Ammunition Metal Parts, Auto Steering Stabilizers 310; Beverage Containers 250; Lighting Fixtures 135; Materials & Ready Mixed Concrete 75.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-75; Summer 68-98; Fall 60-80; Winter 10-70.

11 - TAP WATER: Alkaline.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dyersburg Sq (6)	2	Wal-Mart, Revco
Green Vlg (20)	2	Walgreens, Otasco
Forcum Oaks(8)	2	Mar-Lek
Northgate(12)	2	Fantastic Sam's

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney, Sears (catalog).
Variety Stores-Ben Franklin.
Chain Drug Stores-Gibson, Kroger, Walgreens, Revco.
Discount Stores-Wal-Mart, Gibson's, K mart.
Chain Supermarkets-Kroger, Big Johns, Pay Less, Save-A-Lot.
Other Chain Stores-Goodyear, Firestone, Singer Co., B.F. Goodrich, Western Auto, Otasco, Hancock Fabrics.

14 - NEWSPAPERS: STATE GAZETTE (e-mon. to fri.) 7,346; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Paul Miller, Pub., STATE GAZETTE, Hwy. 51 Bypass, Dyersburg, TN 38024. Tel. (901) 285-4091.
National Representative: Landon Associates.

ELIZABETHTON

1 - LOCATION: Carter County. (In Johnson City-Kingsport-Bristol, TN-VA MSA). E&P Map F-2. County Seat. Industrial center, in heart of Appalachians. On U.S. Hwys. 19E, 321. State Hwys. 67, 91. 20 mi. from Bristol, TN-VA, 5 mi. from Johnson City, 104 mi. from Knoxville.

2 - TRANSPORTATION: Railroads-ET&WNC.
Motor Freight Carriers-4.
Airlines-Piedmont, Southern, United. Charter service at local municipal airport.

3 - POPULATION:
Corp. City 80 Cen. 12,431; E&P 85 Est. 13,338
County 80 Cen. 50,205; E&P 85 Est. 53,470
MSA 80 Cen. 433,638; E&P 85 Est. 452,521
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 4,763; E&P 85 Est. 5,198
County 80 Cen. 17,868; E&P 85 Est. 19,620
MSA 80 Cen. 154,169; E&P 85 Est. 165,890

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$141,000,000
Savings & Loan	1	$127,000,000

6 - PASSENGER AUTOS: County 32,905.

7 - ELECTRIC METERS: Residence 16,145.

8 - GAS METERS: Residence 954.

9 - PRINCIPAL INDUSTRIES: Corrugated Boxes, Furn., Undergarments, Musical Strings, Rayon Yarn & Fabric for Tires, Rayon And Cloth, Vycron (Polyester), Rayon Staple & Tow, Chem. Res. Bldg. Blocks, Industrial Tool Mfg., Air Filters, Aluminum Extrusions, Sportswear. Employment: Mfg. 5,500; Retail 1,500; Transp. 88; Wholesale 100; Services 1,000.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-67; Summer 63-85; Fall 45-69; Winter 34-55. First killing frost, Nov.; last killing frost, Mar.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Ce[illegible] blocks on Elk Ave., 4 on E St., 2 on F St.
Neighborhood Shopping Centers-1 block on W.G St., Paramount and Westtown Square Shopping Centers on W. Elk Ave., Bemberg Shopping Center, Betsytowne Shopping Center.
Principal Shopping Days-Dept. stores Mon., Fri., Sat.; Food Tues., Wed., Fri., Sat.
Stores Open Evenings-Dept. Fri.; Food Every night until 7 except Fri.; Shopping Centers until 9 p.m.

13 - RETAIL OUTLETS: Department Stores-Ira A. Watson, JCPenney, Parks-Belk.
Variety-Dollar Stores, Family Dollar, Heck's.
Discount Stores-Scottie's, Wal-Mart, TG&Y.
Chain Drug Stores-Eckerd, Burgies (McKesson) Rexall, SupeRx, Revco.
Chain Supermarkets-Winn-Dixie, Giant, Publix, A&P.
Other Chain Stores-Sterchi Furn., Firestone, Free Service Tire (Goodyear), Advance, Goodrich, Women's Apparel, Nettie Lee, Edna's, George-Carols Ltd., Cato's.

14 - NEWSPAPERS: STAR (e-mon. to fri.) 7,986; (S) 7,986; Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Jack Campbell, Adv. Dir., STAR, 300 Sycamore St., Elizabethton, TN 37643. Tel. (615) 928-4151.
National Representatives: Landon Associates.

GREENEVILLE

1 - LOCATION: Greene County, E&P Map F-2. County Seat. 59 mi. SW of Bristol, 65 mi. NE of Knoxville. On I-81, U.S. Hwys. 11E, 70 and 411, State Hwys. 34, 35, 70 and 93.

2 - TRANSPORTATION: Railroads-Southern.
Motor Freight Carriers-6.
Intercity Bus Lines-Tennessee, Queen City, Tenn. Coach, Trailways.

3 - POPULATION:
Corp. City 80 Cen. 14,097; E&P 85 Est. 15,125
CZ-ABC: (80) 14,097
RTZ-ABC: (80) 41,146
County 80 Cen. 54,406; E&P 85 Est. 57,498
City & RTZ-ABC: (80) 55,243

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,447; E&P 85 Est. 5,815
CZ-ABC: (80) 5,447
RTZ-ABC: (80) 14,019
County 80 Cen. 19,151; E&P 85 Est. 20,937
City & RTZ-ABC: (80) 19,466

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$191,481,000
Savings & Loan	3	$93,980,053

6 - PASSENGER AUTOS: County 37,803.

7 - ELECTRIC METERS: Residence 23,382.

8 - GAS METERS: Residence 643.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Electronics 4,500; Tobacco 1,000; Dairy 500; Textile 400; Furniture 450; Metal Working 2,000; Chemicals 350; Tool & Die 700; Paper Products 800; Other 1,000.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: Principal Shopping Center-Downtown-Parks Belk, JCPenney, Watson's, Woolworth.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastgate (12)	2	Winn-Dixie, Revco
Food City(10)	2	Eckerd, Food City
West Greene	3	Food City, Emery's
Spencer Sq		I&R Drug
Greeneville Plz	2	Food Lion, Wal-Mart, Revco, K mart, Ingles
Greeneville Sq	NA	Revco, Winn-Dixie, Goody's

Principal Shopping Days-Fri., Sat., Tues.

13 - RETAIL OUTLETS: Department Stores-JCPenney, Park-Belk, Watson's, Nettie Lee.
Discount Stores-Watson's, Scotties, Howard Bros., Wal-Mart, K mart.
Variety Stores-Woolworth, Emery's.
Chain Drug Stores-Revco, Scottie's, Eckerd.
Chain Supermarkets-White 2, Winn-Dixie 2, Ingles 2, Food City 2, Food Lion.

14 - NEWSPAPERS: SUN (e) 14,531; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Edwin Harmon, Natl. Adv. Dir., SUN, PO Box [illegible]30, Greeneville, TN 37744. Tel. (615) 638-4181.
National Representative: Landon Associates.

JACKSON

1 - LOCATION: Madison County, E&P Map B-2. Mfg., medical, college, farming and trade ctr. for Western Tenn. Midwest portion of state 85 mi. NE of Memphis, 125 mi. SW of Nashville. On U.S. Hwys. 70, 45, I-40. State Hwys. 1, 5, 18, 20.

2 - TRANSPORTATION: Railroads-Illinois Central Gulf, L&N.
Airlines-Air Mid-West.
Motor Freight Carriers-39.
Intercity Bus Lines-Greyhound, Continental Trailways, Gulf Transport.

3 - POPULATION:
Corp. City 80 Cen. 49,131; E&P 85 Est. 50,719
CZ-ABC: (80) 50,534
RTZ-ABC: (80) 228,395
County 80 Cen. 74,546; E&P 85 Est. 76,955
City & RTZ-ABC: (80) 278,929

4 - HOUSEHOLDS:
Corp. City 80 Cen. 18,800; E&P 85 Est. 19,124
CZ-ABC: (80) 18,585
RTZ-ABC: (80) 80,323
County 80 Cen. 27,600; E&P 85 Est. 28,449
City & RTZ-ABC: (80) 98,908

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$315,786,000
Savings & Loan	2	$64,964,198

6 - PASSENGER AUTOS: County 53,238.

7 - ELECTRIC METERS: Residence 21,811.

8 - GAS METERS: Residence 16,237.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.): Mfg. 8,200; Fiberglass Materials 943; Lumber & Hardware 796; Ceramic Tile 200; Bldg. Materials 124; Aluminum Prod. 631; Chemicals 80; Ptg. & Pub. 290; Carbonated Bev. 300; Power Tools 899; Misc. Mfg. 481; Sheeting for Bags 328; Dairy, Food Farm Prod. 600; Dresses 480; Frozen Foods 440; Food Products 1200; Plastic Pipe 200; Furniture Mfg. 132; Packaging 621; Automotive Parts 505; Printing 200.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-79; Summer 64-105; Fall 22-85; Winter 2-54. Frost free period Apr. 6-Oct. 23.

11 - TAP WATER: Neutral, very soft, fluoridated.

12 - RETAILING: Principal Shopping Centers-Downtown 10 blocks, 48 stores.
Neighborhood Shopping Centers-Highland Park-9, Highland & Campbell Sts.; E. Chester-6, E. Chester St. at city Limits; Hollywood on Hollywood Dr.-10; South Gate-10, Hwy. 45N; Knight Sq.-7, Hwy. 45 N; Casey Jones Vlg.-8, Hwy. 45 Bypass.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Old Hickory Mall(66)	4	Sears, JCPenney, Kisber's, Goldsmiths
Jackson Plz(13)	4	Parks-Belk, Service Mdse.
Oak Hill(4)	4	Sunflower, Fleming Fine Furn.
Hamilton Hills(14)	4	Gibson, Liberty, Sterchis, Scott Appliances
South Gate(6)	3	Super D, Big Star
Hollywood(10)	2	E.W. James, Fred's
Madison South(27)	4	Gibson, Liberty
Highland Park	2	Highland Park Food
McKnight Sq (21)	4	Goodyear
Casey Jones Vlg	5	Old Country Store
North Plz (10)	5	Wal-Mart, Revco, Sunflower
K mart Ctr (2)	NA	K mart, Kroger
Bemis Sq (12)	NA	Wal-Mart, Kroger

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores-Sears, JCPenney, Kisber's, Parks-Belk, Marks Rothenberg, Goldsmiths.
Discount Stores-Gibson 2, K mart, Dollar General, Super D, Wal-Mart 2.
Variety Stores-Woolworth, McCrory, Fred's.
Chain Drug Stores-Walgreens, Super D 2, Gibson, Rexall 3, Revco.
Chain Supermarkets-Piggly Wiggly 2, Liberty 4, Camp's, Kroger 2, Sunflower 7, Q-Mart 10, Pic-Pac, E.W. James 2.
Other Chain Stores-Firestone, Goodyear, Western Auto, Brodnax Jewelry, Sterchi Furniture, Mam'selle, Singer Co., Pittsburgh Plate Glass, Hancock Fabrics, Wickes Lumber, Lowes Lumber.

14 - NEWSPAPERS: SUN (e-mon. to fri.) 36,902; (S) 37,641; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Roy W. Heatherly, Adv. Dir., SUN, 245 W. Lafayette, Jackson, TN 38301. Tel. (901) 427-3333.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

JOHNSON CITY

1 - LOCATION: Washington County. (In Johnson City-Kingsport-Bristol, TN-VA MSA). E&P Map F-2. 22 mi. SW of Bristol, 97 mi. from Knoxville, 65 mi. NE of Asheville, NC. Shopping center, mfg., wholesale grocery, drug and hardware center. Medical Center, College center, Medical School, VA Hospital Mountain Home. On Hwys. 11E, 19W, 23, 321, 411 and 137.

2 - TRANSPORTATION: Railroads-Southern, Clinchfield.
Motor Freight Carriers-17.
Intercity Bus Line-Trailways, Greene County.
Airlines-Piedmont, USAir, Appalachian Flying Service (Charter), Tri City Aviation, Tennessee Airways, ASA.

3 - POPULATION:
Corp. City 80 Cen. 39,753; E&P 85 Est. 41,068
CZ-ABC: (80) 60,[illegible]64
RTZ-ABC: (80) 107,164
County 80 Cen. 88,755; E&P 85 Est. 91,690
City & RTZ-ABC: (80) 167,928
MSA 80 Cen. 433,638; E&P 85 Est. 452,521
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,031; E&P 85 Est. 14,847
CZ-ABC: (80) 21,528
RTZ-ABC: (80) 37,932
County 80 Cen. 31,191; E&P 85 Est. 33,259
City & RTZ-ABC: (80) 59,460
MSA 80 Cen. 154,169; E&P 85 Est. 165,890

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$523,614,855
Savings & Loan	5	$672,227,739

6 - PASSENGER AUTOS: County 66,211

7 - ELECTRIC METERS: Residence 41,950

8 - GAS METERS: Residence 3,500

9 - PRINCIPAL INDUSTRIES: Hardwood Flooring, Metal Prod., Brick, Concrete Blocks, Baking Prod., TV-Radio Cabinets, Tool Mfg., Food Prod., Women's Lingerie, Men's Trousers, Mens-Women's Clothing, Textiles, Foundry, Machine Prod., Paint Rollers & Trays, Fine Furn., Auto Brakes & Parts, Plastics, Elec. Heaters, Water Tanks, Mattresses, Dairy Prod., Bottler's, Sheet Metal Prod., Electronic & Appliance Components, Aluminum Windows, Doors, Cement Prod., Hospital Supplies, Flour, Meal, Concrete Pipe, Pipes & Valves, Chemicals, Gaskets, Surgical Supplies, Steel Cabinets, Metal Fab., Tub & Showers, Cheese. Payroll $65,000,000 annually, 14,500 employees.
Principal Pay Days-Wkly., 1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-85; Summer 54-90; Fall 35-80; Winter 5-79.

11 - TAP WATER: Alkaline, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-12 blocks on Market St., 9 on Main, 3 on Wilson Ave., 3 blocks on Oakland at Bristol and Kingsport Highways.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Central(40)	NA	Anderson's, Wallace Shoes
K mart Plaza(3)	3	K mart, Food Lion, Revco
Ken's Plaza(5)	5	Magic Mart, Winn-Dixie
Hills Plaza(3)	3	Hills, Kroger, Eckerd
The Mall(80)	3	Parks-Belk, Sears, Miller's, JCPenney
Shopper City(6)	5	Food Lion, Food City
Southside Plz (5)	2	Food Lion, Revco
Center South(7)	1	Kroger, K mart, SupeRx
Food City Plaza(5)	2	Food City, Eckerd

Principal Shopping Days-Dept. Stores-Mon., Thur., Fri., Sat. Food-Thur., Fri., Sat.
Stores Open Evenings-Fri., Mon.; Shopping centers nightly.

13 - RETAIL OUTLETS: **Department Stores**-Parks-Belk, Sears, Nettie Lee, JCPenney, Millers.
Variety Stores-Woolworth, McCrory.
Discount Stores-Howard Bros., Magic-Mart, K mart, Hills.
Chain Drug Stores-Hospital Phcy., SupeRx, Revco, Eckerd, Hills.
Chain Supermarkets-Food Lion 6, Kroger 2, Publix, Jiffy 6, Winn-Dixie 2, Food City 2.
Other Chain Stores-Sears, Singer Co., Advance Auto Access, Firestone, Ball Bros. (Furn.), Sterchi Bros (Furn), Free Service Tires, Zale's, Ormonds, Anderson-Little, Chess King, Foxmoors, Brooks, Spencer's Gifts, Sherwin-Williams, Mary Carter Shoes, Lerners, Rhodes Furniture, Fifth Avenue Card Shop, Butler Shoes, Endicott-Johnson, Hofheimer's Shoes, Nettie Lee Boy & Girl Shop, Gateway Books, Motherhood Maternity, Famous Footwear, Auto Shack.

14 - NEWSPAPERS: PRESS-CHRONICLE (m-tues to fri) 3,216; (e-mon to fri) 25,251; (m-sat) 27,273; (S) 31,228; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Bill J. Breeden, Adv. Dir., PRESS-CHRONICLE, 204 W. Main St., Johnson City, TN 37601; Tel. (615) 929-3111.
National Representative: Branham/Newspaper Sales.

KINGSPORT

1 - LOCATION: Sullivan County. (In Johnson City-Kingsport-Bristol, TN-VA MSA). E&P Map F-1. Industrial center in the upper eastern tip of state 95 mi. E of Knoxville. On U.S. Hwys. 23 and 11 W, State Hwy. 81, I-81.

2 - TRANSPORTATION: **Railroads**-Clinchfield, Southern.
Motor Freight Carriers-17.
Intercity Bus Lines-Washington County Bus, Trailways, Suburban, Greyhound, S.W. Coach, Green Coach, Baileyton Bus.
Airlines-Piedmont, Republic, USAir, Atlantis, Appalachian.

3 - POPULATION:
Corp. City 80 Cen. 32,027; E&P 85 Est. 33,245
CZ-ABC: (80) 83,520
RTZ-ABC: (80) 139,619
County 80 Cen. 143,968; E&P 85 Est. 149,186
MSA 80 Cen. 433,638; E&P 85 Est. 452,521
City & RTZ-ABC: (80) 223,139
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 12,665; E&P 85 Est. 13,460
CZ-ABC: (80) 30,468
RTZ-ABC: (80) 47,881
County 80 Cen. 52,022; E&P 85 Est. 55,590
MSA 80 Cen. 154,169; E&P 85 Est. 165,890
City & RTZ-ABC: (80) 78,349

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	$642,723,532
Savings & Loan	5	$957,641,547

6 - PASSENGER AUTOS: County 112,331

7 - ELECTRIC METERS: Residence 31,002

8 - GAS METERS: Residence 3,154

9 - PRINCIPAL INDUSTRIES: Chemicals, Printing, Paper, Cotton Cloth, Glass, Leather Belting, Munitions, Oxygen, Bookbinding, Corrugated Cartons, Trucking, Brick. Est. Local Payroll $363,220,000.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-92; Summer 45-100; Fall 4-90; Winter 5-76. First killing frost, Nov. 1; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, medium, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-16 blocks on Broad, Center, Market, Commerce, Cherokee, Sulivan and Main Sts.; Kingsport's Golden Mile, 2 mi. on E. Stone Dr. from Lynn Garden Dr. to John B. Dennis By-Pass, Fort Henry Mall Fort Henry Drive.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fort Henry Mall (77)	NA	Parks-Belk, Sears, JCPenney, Millers
Greenacres(12)	NA	Rose's, Oakwood Mkt.
Kings Giant Plaza(16)	NA	Radio Shack, Food Lion, Revco
Kingsport Mall(36)	NA	Hills, Mont. Ward, K mart
Midtown(22)	NA	Oakwood
Parkway Plaza(6)	NA	Kroger, Eckerd
Southland(4)	NA	Food Lion, Revco, Wal Mart
Colonial Hts	NA	Food Lion, Ingles, Oakwood, Wal-Mart
Mt. Carmel	NA	Winn-Dixie, Eckerd, Ben Franklin

Principal Shopping Days-Mon. through Sat. Groceries-Mon., Sat.
Stores Open Sunday-K mart, Wal-Mart, Hills, Montgomery Ward, Revco Drugs, Food City, Kroger, Eckerd, Hickory Farms, Sears, JCPenney, Food Lion Mkt., Rose's, Parks-Belk, Millers, Winn-Dixie.
Stores Open Evenings-Most stores.

13 - RETAIL OUTLETS: **Department Stores**-Miller's, JCPenney, Parks-Belk, Montgomery Ward, Sears, Rose's.
Discount Stores-Wal-Mart, Hill's, K mart, Service Merchandise, Brendles.
Variety Stores-Woolworth, Family Dollar.
Chain Drug Stores-Revco 3, Eckerd 5.
Chain Supermarkets-Food Lion 6, Oakwood 6, Minute Mkts. 9, Quik Trips, Kroger 2, Food City 3, 7-Eleven 9, Winn-Dixie 2.
Other Chain Stores-Jewel Box, Goodrich, Firestone, Free Service Tire, Ball Bros., Advance Store 2, Dollar General, Sterchi, Zale's, Pic-N-Pay, Singer Co., Glidden Paint, Sherwin-Williams, Mary Carter, Lowe's, Pittsburgh Paints, Paty Lumber, Oakwood Mkts., Food Lion, New York Carpet, Lerner, Ford Shoes, Hickory Farms, B. Dalton Booksellers, General Nutrition, Fashion Leader, World of Clothing, Radio Shack, Carlyle and Co.

14 - NEWSPAPERS: TIMES-NEWS (all day-mon to fri) 47,344; (m-sat) 45,757; (S) 47,802; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Charles Sigmon, Adv. Dir., TIMES-NEWS, 701 Lynn Garden Dr., Kingsport, TN 37662; Tel. (615) 246-8121.
National Representative: Landon Associates.
DAILY NEWS, SUNDAY POST (m-mon to fri) 2,232; (S) 2,232; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Steve Dykes, Adv. Mgr., DAILY NEWS, 320 E. Sullivan St., Kingsport, TN 37660; Tel. (615) 246-4800.
National Representative: None.

KNOXVILLE

1 - LOCATION: Knox County (MSA). E&P Map I-2. County Seat. Industrial, whol., and energy ctr. At the junction of the Holston and French Broad Rivers, which form Loudon Lake of TVA System (Tennessee River). 112 mi. from Chattanooga, 285 mi. S of Cincinnati OH, 198 mi. E of Nashville, 191 mi. N of Atlanta GA. U.S. Hwys. 11, 70, 129, 141, 25-W, I-40, I-75, I-81. State Hwys. 33, 71, 127, 139.

2 - TRANSPORTATION: **Railroads**-Southern, Louisville & Nashville (L&N).
Motor Freight Carriers-39.
Intercity Bus Lines-Knoxville Transit Corp. (City), Suburban, Greyhound, Trailways.
Airlines-United, Delta, Republic, Tenn. Airways, Nelson Aviation, Eastern.

3 - POPULATION:
Corp. City 80 Cen. 175,045; E&P 85 Est. 184,178
CZ-ABC: (80) 252,520
RTZ-ABC: (80) 739,539
County 80 Cen. 319,694; E&P 85 Est. 335,867
MSA 80 Cen. 565,970; E&P 85 Est. 599,847
City & RTZ-ABC: (80) 992,059
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 71,640; E&P 85 Est. 78,154
CZ-ABC: (80) 95,466
RTZ-ABC: (80) 258,192
County 80 Cen. 117,951; E&P 85 Est. 127,981
MSA 80 Cen. 205,749; E&P 85 Est. 225,847
City & RTZ-ABC: (80) 353,658

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$1,594,000,000
Savings & Loan	7	$788,719,000

6 - PASSENGER AUTOS: County 209,338

7 - ELECTRIC METERS: Residence 136,480

8 - GAS METERS: Residence 19,984

9 - PRINCIPAL INDUSTRIES: Industry-No. of Wage Earners (Av. Wkly. Wage)-Textiles 2,400 ($183); Food 3,900 ($289); Stone & Clay Products 900 ($479); Apparel 6,400 ($214); Mach. 1,900 ($316).
Principal Industrial Pay Days-Fri., 1st, 15th, 26th.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-84; Summer 44-93; Fall 25-90; Winter 11-69. First killing frost, Oct. 20; last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Gay St., 2 on Market St., 1 on Clinch, 1 on Henley St., 1 on State St.
Neighborhood Shopping Centers-2 blocks on Chapman Hwy. at Vestal; 1 on Chapman Hwy. at Colonial Vlg.; 1 on Chapman Hwy. at Green and Nixon Rds.; 1 on Kingston Pike at Bearden; 1 on Kingston Pike at West Hills; 2 on Kingston Pike at Lyons View Rd.; 1 on Kingston Pike at Morrell Rd.; 1 on Kingston Pike at Winston Rd.; 1 on Kingston Pike at Walker Springs Rd.; 1 on Kingston Pike at Cedar Bluff Rd.; 1 on Kingston Pike at Downtown West Blvd.; 1 on Executive Park Dr. at Cedar Bluff Rd.; 1 on Kingston Pike at Lovell Rd.; 1 on Broadway at Edgewood; 1 on B'way at Mineral Springs; 1 on B'way at Cecil St., also at Hillcrest; one on Broadway at Tazwell Pike; 2 on Magnolia; 2 on Clinton Hwy.; 2 on Oak Ridge Hwy.; 1 on Asheville Hwy. at Yankee St.; 1 on Maynardville Pk. at Norris Freeway; 1 on Maynardville Pk. at Doris Circle; 1 on Northshore Dr.; 1 on I-40 at Cedar Bluff; Washington Pike at I-640.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bearden(24)	6	Whiteway
Broadway (28)	3	Woolworth, Kroger, White Store
Broadway Sq	6	Hills, Giant, Revco
Black Oak	10	K mart, Kroger
Chapman Hwy (15)	12	K mart, Kroger
Clinton Hwy (15)	6	K mart, Revco, Winn-Dixie, A&P
McClain Center	6	Kroger
Cumberland(16)	6	White Store
Fountain City(14)	6	IGA
Plaza(18)	9	Kroger, Winn-Dixie
Holston(18)	4	Hall-Brown, White Store
Kingston(10)	4	Long's, White Store
Northgate(7)	5	Winn-Dixie, Revco, White Store
Southgate(12)	7	White Store
Suburban(27)	8	Toys-R-Us, Rauch Jewelry
West Haven(15)	7	Munford, White's, Bradley Drug
Western Plz (33)	5	Hall-Brown, Woolworth
West Town(90)	8	Miller's, JCPenney, Proffit's, Sears
Walker Springs(8)	12	Kroger, SupeRx
Rocky Hill(12)	9	IGA
Cedar Springs	10	Winn-Dixie, Revco
Cedar Bluff	10	White Stores, Todd & Armstead
Knox Plz	4	Kroger, SupeRx
Halls(10)	10	White's, Whiteway
Hall's Plz (11)	10	Winn-Dixie, Revco
East Towne Mall	6	Millers, JCPenney, Sears, Proffitts, Serv. Mdse.

Principal Shopping Days-Department Stores-Sun., Mon., Fri., Sat. Foods-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon., Thur.; Sears, Discount Stores and West Town-Mon. through Sat.; Food-Every night until 9 p.m.
Stores Open Sundays-Some food & supermarkets, K mart, Millers (West Town), East Towne Mall.

13 - RETAIL OUTLETS: **Department Stores**-Millers 5, Sears 4, JCPenney 6, Ira A. Watson 2, Proffitt's 5, Hills 3.
Discount Stores-K mart 11, Service Mdse. 2, United General Prods., Target 2, Wal-Mart 2.
Variety Stores-Woolworth, Whiteway, Emery.
Chain Drug Stores-Revco, SupeRx 7, Comers 3, Walgreens 2, Rite Aid 2, Eckerd 2.
Chain Supermarkets-White 28, Kroger 14, Winn-Dixie 8, A&P, Ingles 2, Bi-Lo 3, Pilot 12, Red Lion 6, Red Foods.
Other Chain Stores-Firestone, Western Auto, Sterchi's Furn., National Shirt, Lerner's, Shoes: Hill Bros., Hardy, Jarman, Bell Bros., Kinney, Baker's; Zale's Jewelers, Richman Bros., General Nutrition, Hickory Farms, Merle Norman, Brooks Fashions, Casual Corner, Singer Co., Lillie Rubin, Ups & Downs, Radio Shack, Spencer Gifts.

14 - NEWSPAPERS: JOURNAL (m) 60,344; NEWS-SENTINEL (e) 94,596; (S) 162,425; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Fred Griffith, Gen. Adv. Mgr., NEWS-SENTINEL and JOURNAL, PO Box 80, Knoxville, TN 37901; Tel. (615) 521-8199.
National Representative: Story & Kelly-Smith.

LEBANON

1 - LOCATION: Wilson County. (In Nashville MSA). E&P Map D-2. County Seat. Home of Cumberland Univ. & Castle Heights Military Academy. 30 mi. NE of Nashville.

2 - TRANSPORTATION: **Railroads**-L&N.
Bus Lines-Trailways.
Airlines-Most at Metro Airport (17 mi.).

3 - POPULATION:
Corp. City 80 Cen. 11,872; E&P 85 Est. 12,398
MSA 80 Cen. 850,505; E&P 85 Est. 895,684
County 80 Cen. 56,064; E&P 85 Est. 60,268

4 - HOUSEHOLDS:
City 80 Cen. 4,334; E&P 85 Est. 4,657
County 80 Cen. 18,863; E&P 85 Est. 20,978
MSA 80 Cen. 319,907; E&P 85 Est. 327,464

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$245,000,000
Savings & Loan	2	$79,000,000

6 - PASSENGER AUTOS: County 39,760

7 - ELECTRIC METERS: Residence 5,726

8 - GAS METERS: Residence 1,704

9 - PRINCIPAL INDUSTRIES: Industry-No. of Wage Earners-Blankets & Fabics 300; Gears 525; Clocks 435; Televisions & Microwave 480; Candy 150; Western Boots 425; Luggage 459; Rubber Seals 385; Jeans 213; Pipe 119.

10 - CLIMATE: Mild. Min. & Max. Temp.-Av. Min. 48; Av. Max. 72.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cedars of Lebanon (15)	1/2	IGA, Mary Lee's, Rone Jewelry
Center of Lebanon (5)	NA	Wal-Mart, Cowan's, Foodtown
Nokes(5)		Lynn Flowers
Village(8)	NA	Buckeye Drugs, Save-A-Lot
West Hill(6)	2	Dick's Market, Cox's
West Main(10)	3	Kroger, SupeRx, K mart, Radio Shack

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-McAdoo's, Cowan's, Draper & Darwin, Montgomery Ward.
Discount Stores-Fred's, K mart, Wal-Mart, Cato's.
Variety Stores-Dollar General, Fred's.
Chain Drug Stores-Eckerd 3, SupeRx.
Chain Supermarkets-Kroger, Cee Bee's, Bi-Rite, IGA 2, Moser's 2, Foodtown.
Other Chain Stores-Goodyear, Western Auto, Sears, Mary Lee's, Sherwin-Williams, Ace Hardware, Lowe's.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 7,939; sworn Jan. 2, 1985.
Local Contact for Advertising and Merchandising Data: David Beasley, Adv. Mgr., DEMOCRAT, 402 N. Cumberland St., PO Box 430, Lebanon, TN 37087; Tel. (615) 444-3952.
National Representative: Landon Associates.

MARYVILLE-ALCOA

1 - LOCATION: Blount County (in Knoxville MSA), E&P Map E-2. 15 mi. from Knoxville. On U.S. Hwys. 129, 321 and 411; State Hwys. 33, 35, 73 & 95.

2 - TRANSPORTATION: Railroads-L&N.
Intercity Bus Lines-Greyhound, Trailways.
Airlines-Delta, Republic, Tennessee Airways, United, USAir, Atlantis, Eastern.

3 - POPULATION:
Corp. Cities 80 Cen. 24,350; E&P 85 Est. 25,632
Alcoa 80 Cen. 6,870; E&P 85 Est. 6,891
Maryville 80 Cen. 17,480; E&P 85 Est. 18,741
CZ-ABC: (80) 51,692
RTZ-ABC: (80) 29,237
County 80 Cen. 77,700; E&P 85 Est. 83,439
MSA 80 Cen. 565,970; E&P 85 Est. 599,847
City & RTZ-ABC: (80) 80,929

4 - HOUSEHOLDS:
Cities 80 Cen. 9,300; E&P 85 Est. 9,823
Alcoa 80 Cen. 2,615; E&P 85 Est. 2,598
Maryville 80 Cen. 6,685; E&P 85 Est. 7,225
CZ-ABC: (80) 19,187
RTZ-ABC: (80) 10,104
County 80 Cen. 28,177; E&P 85 Est. 31,150
MSA 80 Cen. 205,749; E&P 85 Est. 225,021
City & RTZ-ABC: (80) 29,291

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$627,495,246
Savings & Loan	2	(incl. above)

6 - PASSENGER AUTOS: County 78,805

7 - ELECTRIC METERS: County 35,661

8 - GAS METERS: Residence 8,288

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees-Aluminum Smelting & Fab. 3,863; Engineering 123; Boats 98; Clothing 700.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-70; Summer 67-89; Fall 37-59; Winter 15-38.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Midland Center	NA	Winn-Dixie, Revco, JCPenney
Fair Park	NA	Food Lion, Revco, Family Dollar
Brown's Creek	NA	BiLo
Foothills Mall(63)	NA	
Foothills Plaza	NA	Hills, Eckerd, Pic N Pay, BiLo

Principal Shopping Days-Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-Profitt's, JCPenney, Mosers, Minton's, Sears, Miller's.
Discount Stores-Sky City, Wynn's, K mart, Wal-Mart, Family Dollar.
Variety Stores-Fred's.
Chain Drug Stores-Revco 2, SupeRx, Lowe's, Walgreens, Eckerd.
Chain Supermarkets-White 3, Winn-Dixie 2, Kroger, Food Lion 2, BiLo, Red Foods, South Galaxy.

14 - NEWSPAPERS: TIMES (e-mon to fri) 21,227; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Jerome F. Moon, Pub., TIMES, 307 E. Harper Ave., PO Box 568, Maryville, TN 37803; Tel. (615) 981-1100.
National Representative: Landon Associates.

MEMPHIS

1 - LOCATION: Shelby County (in Memphis, TN-AR-MS MSA), E&P Map A-2. County Seat. On Mississippi River between St. Louis, MO (305 mi.) and New Orleans, LA (394 mi.). Commercial, agribusiness and shipping center for the Mid-South area. Food processing & distribution center. College, medical center, cotton and hardwood lumber markets.

2 - TRANSPORTATION: Railroads-Burlington Northern, Illinois Central Gulf Railroad, Louisville & Nashville, Missouri Pacific, Southern Pacific, Southern Railway System.
Motor Freight Carriers-200 motor freight companies; 100 freight terminals.
Intercity Bus Lines-Greyhound, Continental Trailways, Gulf Transport, Bridge Transit, Great Southern.
Airlines-American, United, Delta, Eastern, TWA, USAir, Piedmont, Republic, Federal Express, Flying Tiger, Airborne, Emery. 8 major/national, 5 regional/commuter, 42 air freight.

3 - POPULATION:
Corp. City 80 Cen. 646,174; E&P 85 Est. 671,663
NDM-ABC: (80) 913,472
Bal. in ADI-ABC: (80) 725,223
County 80 Cen. 777,113; E&P 85 Est. 807,792
MSA 80 Cen. 912,887; E&P 85 Est. 947,222
Total ADI-ABC: (80) 1,538,695
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 230,474; E&P 85 Est. 246,652
County 80 Cen. 269,186; E&P 85 Est. 289,019
MSA 80 Cen. 311,796; E&P 85 Est. 334,198
NDM-ABC: (80) 311,996
Bal. in ADI-ABC: (80) 241,441
Total ADI-ABC: (80) 553,437

5 - BANKS	NUMBER	DEPOSITS
Commercial	14	$2,229,400,000

6 - PASSENGER AUTOS: County 477,796

7 - ELECTRIC METERS: Residence 318,882

8 - GAS METERS: Residence 237,493

9 - PRINCIPAL INDUSTRIES: Industry, No. of Employees (MSA)-Govt. 63,300; Constr. 15,900; Mfg. 53,300; Transp./Comm. 30,300; Wholesale Trade 33,600; Retail Trade 69,000; Finance/Insurance/Real Estate 21,400; Services 86,800.
Principal Pay Days-15th, 30th, Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-61; Summer 70-100; Fall 50-74; Winter 20-51.

11 - TAP WATER: Neutral, very soft, fluoridated.

12 - RETAILING: Principal Downtown Area is approx. 4 blocks x 12 blocks (Riverside Dr. to Fourth; Poplar Ave. to Vance Ave.).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Chickasaw Oaks(16)	5	Pier 1, Super D
City Center(19)	3	Zayre, Skaggs
Cloverleaf(21)	9	Goodyear, Big Star
Eastgate(45)	10	Skaggs, Piggly Wiggly, Super D
Factory Outlet(51)	15	Kids Port USA
Frayser Plaza(22)	5	Sears, Walgreens
Gateway(25)	8	Kroger, Walgreens
Germantown Vlg.(55)	15	M.M. Cohn, Radio Shack
Hickory Commons (20)	18	Kroger, K mart, Walgreens
Hickory Ridge(105)	18	Sears, Goldsmiths, M.M. Cohn, Dawahare
Kirby Woods	15	Woolf Bros., Casual Corner, Gus Mayer
Lamar Airways(17)	5	Skaggs, Goodyear
Laurelwood(13)	9	M.M. Cohn, Sears, Walgreens
Macon Plaza	10	Radio Shack, Big Star
Mall of Memphis(127)	14	JCPenney, Dillard, Thalhimer's, Service Mdse.
Mendenhall Sq.(38)	8	Kroger, Skaggs, Fleming Furn.
Mid-America(99)		Goldsmith's
Northgate(50)	5	Skaggs, Kroger, Walgreens, Zayre
Oak Court(10)	9	Goldsmith, Oak Hall
Overton Sq.(20)	5	40 Carrots, Yesteryear
Park Center(16)	8	Peaches Records, Pic-Pac
Park Place Mall(36)	NA	Loehamn's, Oshman, James Davis
Parkway Vlg.(33)	10	Big Star, Walgreens, TG&Y
Perimeter Mall(15)	9	Skaggs, Sears, Fleming Furn.
Poplar Plaza(43)	6	Dillard, JCPenney, Kroger
Raleigh Springs(82)	12	Sears, JCPenney, Walgreens, Dillard's, Goldsmith's
South Plaza(26)	8	Skaggs, Megamarket
Southbrook Mall(29)	8	Service Mdse.
Southgate(65)	4	Skaggs, JCPenney, Kroger, Zayre
Southland(60)	8	Goldsmith's, Sears, M.M. Cohn
Summer Ctr.(18)	8	Kroger, Walgreens, Steinmart, Zayre
Whitehaven(45)	8	Walgreens, Dillard's

Stores Open Evenings-Mon., Thur. (some Shopping Centers until 9:30 6 nights a week).

13 - RETAIL OUTLETS: Department Stores-M.M. Cohn 4, Goldsmith's 5, Sears 4, JCPenney 3, Dillard's 4, Thalhimers.
Discount Stores-Zayre 5, Fred P. Gattas 3, Service Merchandise 4, Fred's 8, Bargain Center USA 8, Dollar General Stores 14, K mart 7, Target 4, Family Dollar Store 10.
Variety Stores-McCrory 2, S. H. Kress, Woolworth 2, TG&Y Family Centers 2, TG&Y 2.
Chain Drug Stores-Walgreens 24, Skaggs 9, Super D 19.
Chain Supermarkets-Hogue & Knott 3, Kroger 16, Pic-Pac 8, Seessel's 6, Big Star 20, Food Rite 12, Liberty 3, Megamarket 3, Food Depot, Piggly Wiggly 5.
Other Chain Stores-Baker Shoes 6, Burk Hall Paint 4, Florsheim Shoe 5, Haverty Furn. 6, Thom McAn 4, Sherwin Williams 4, Glidden, United Paint 8, Lerner's 5, Firestone 12, Goodyear 7, Western Auto, National Tire Wholesale, Levitz 2, Ethan Allen, Kinney Shoes 7, Radio Shack 19, Scott Appliances 7, Scott Sound Center 7, Central Hardware 4, Lowe's Hardware 2, 84 Lumber 3, Butler's Shoes 6, Waldenbooks 3, Gordon's Jewelers 6, CMC Stereo Centers 4, Hallmark 8, Circus World, Toys by Roy, Marshalls 2, Homecrafters Hardware 3, B. Dalton 2, Children's Palace 2, Naturalizer Shoes 4, Payless Shoe 9.

14 - NEWSPAPERS: COMMERCIAL APPEAL (m) 235,961; (S) 294,529; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Louis Bargiacchi, Natl. Adv. Mgr., THE COMMERCIAL APPEAL, 495 Union Ave., Memphis, TN 38103; Tel. (901) 529-2237.
National Representative: Story & Kelly-Smith, Metropolitan Publishers Representatives.

MORRISTOWN

1 - LOCATION: Hamblen County, E&P Map E-2. County Seat. In the E Tennessee Valley, 38 mi. NE of Knoxville. On U.S. Hwys. 11E & 25E & 3 mi. from intersection of I-81 & 12 mi. to intersection of I-81 & I-40.

2 - TRANSPORTATION: Railroads-Norfolk Southern (Main line, westen terminus of the Carolina division).
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways, Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 19,683; E&P 85 Est. 20,237
CZ-ABC: (80) 38,308
RTZ-ABC: (80) 81,005
County 80 Cen. 49,300; E&P 85 Est. 51,628
City & RTZ-ABC: (80) 119,313
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,376; E&P 85 Est. 7,782
CZ-ABC: (80) 13,639
RTZ-ABC: (80) 27,689
County 80 Cen. 17,257; E&P 85 Est. 18,657
City & RTZ-ABC: (80) 41,328

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$259,977,974
Savings & Loan	4	$165,616,613

6 - PASSENGER AUTOS: County 43,898

7 - ELECTRIC METERS: Residence City 10,239 (County 21,853)

8 - GAS METERS: Residence County 3,900

9 - PRINCIPAL INDUSTRIES: Poultry, Furn., Upholstered, Wood & Commercial Furn., Synthetic Fibers, Automotive Metal Prods., Plastics, Printing, Rubber. 14,000 Mfg. employees.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 70-95; Fall 45-80; Winter 10-50.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Buffalo Trail(10)	NA	Buffalo Trail Mkt.
Eastgate(12)	NA	Winn-Dixie
Morristown Plz.(21)	NA	JCPenney, Sears, Rose's, Parks-Belk
Plz. Terrace(10)	NA	Radio Shack
Radio Ctr.(30)	NA	Teague Drugs
Sky City	NA	Sky City, Food Lion
Food City(15)	NA	Bradley's, Howe

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Parks-Belk 2, JCPenney, Sears (catalog).
Variety Stores-Eagle, Dollar Shop, Rose's.
Chain Supermarkets-George's, Food Lion 2, Winn-Dixie 2, Food City 2, Buffalo Trail Mkt., BiLo, Ingles, Red Foods.
Discount Stores-Howard Bros., Sky City, K mart, Wal-Mart, Rises.
Chain Drug Stores-Revco 3, Freel's, Minnis, Eckerd 2, Rite Aid.

14 - NEWSPAPERS: CITIZEN TRIBUNE (e-mon to fri) 19,684; (S) 22,773; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: C. Reece Sexton, Adv. Dir., CITIZEN TRIBUNE, 1609 W. 1st North St., Box 625, Morristown, TN 37814; Tel. (615) 581-5630.
National Representative: Landon Associates.

MURFREESBORO

1 - LOCATION: Rutherford County (in Nashville MSA), E&P Map C-2. County Seat. Residential education center (Middle Tennessee State Univ.). 32 mi. SE of Nashville, 115 mi. NW of Chattanooga; geographic center of state. On U.S. Hwys. 41, 231, 70S, I-24; State Hwys. 10, 96, 99.

2 - TRANSPORTATION: Railroads-L&N.
Intercity Bus Lines-Greyhound, Continental Trailways.
Airlines-Major airlines at Nashville Municipal Airport (26 mi.).
Motor Freight Carriers-Murf. Frt., S&W Frt.

3 - POPULATION:
Corp. City 80 Cen. 32,845; E&P 85 Est. 37,733
CZ-ABC: (80) 32,845
RTZ-ABC: (80) 51,213
County 80 Cen. 84,058; E&P 85 Est. 96,566
MSA 80 Cen. 850,505; E&P 85 Est. 895,684
City & RTZ-ABC: (80) 84,058

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,517; E&P 85 Est. 13,586
CZ-ABC: (80) 11,517
RTZ-ABC: (80) 16,485
County 80 Cen. 28,002; E&P 85 Est. 33,369
MSA 80 Cen. 201,945; E&P 85 Est. 327,464
City & RTZ-ABC: (80) 28,002

5 - BANKS	NUMBER	DEPOSITS
Savings	5	$167,000,000
Commercial	6	$288,000,000

6 - PASSENGER AUTOS: County 60,143

7 - ELECTRIC METERS: County Residence 32,669

8 - GAS METERS: Residence 7,876

9 - PRINCIPAL INDUSTRIES: Hospital Equip., Hosiery, Motors, Elect. Heating Equip., Dairy Proc., Clothing, Folding Tables & Chairs, Tire Mfg., Electric Signs, Corrugated Boxes, Pneumatic Trucks, Plastic Bags, Records, Lighters, Rail Car Mfg., Form Printing, Food Mfg., Boat Mfg., Truck & Car Mfg.

10 - CLIMATE: N.A.

11 - TAP WATER: Neutral, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Jackson Heights(18)	NA	Sullivan's, Dollar General
Mercury Plz.(18)	NA	Rose's, Harvey's
Memorial Vlg.(10)	NA	Wal-Mart, Giant Foods
Northside Plz.	NA	Frank's IGA, Saveway Pharmacy
Stones River Plz.	NA	K mart, Kroger, Walgreens
Outlets Limited Mall	NA	Brand Name Fashions, Handmacher's

Plaza South	NA	Kroger, Goody's
Northfield Crossing	NA	Winn-Dixie, Eckerd
	NA	
Northfield Court	NA	Red Food

Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Harvey's, Sullivan's, Handmachers.

Discount Stores-Wal-Mart, K mart, Rose's, Fred's, Goody's, Walgreens.

Chain Drug Stores-Revco 2, Super D, SupeRx, Walgreens, Eckerd.

Chain Supermarkets-Bi-Rite, IGA 2, Kroger 2, Giant Food, Winn-Dixie, Red Food.

14 - NEWSPAPERS: NEWS-JOURNAL (e-mon to fri, m sat) 13,897; (S) 16,135; Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: Carol Powell, Adv. Dir., NEWS-JOURNAL, 224 N. Walnut St., Murfreesboro, TN 37130. Tel. (615) 893-5860.

National Representative: Landon Associates; US Suburban Press.

NASHVILLE

1 - LOCATION: Davidson County. In Nashville MSA. E&P Map C-2. State Capital; industrial, financial, education, recreational and distribution center; river terminal; 6-spoke hub on interstate highways.

2 - TRANSPORTATION: Railroads-Louisville & Nashville, Southern.

Motor Freight Carriers-Over 100.

Intercity Bus Lines-Continental Trailways, Greyhound, Tennessee Trailblazers.

Airlines-Eastern, American, Ozark, TWA, Republic, CimAir, USAir, Piedmont, Delta, Capitol, United, Pan Am.

3 - POPULATION:
Corp. City 80 Cen. 455,651; E&P 85 Est. 464,269
NDM-ABC: (80) 850,505
County 80 Cen. 477,811; E&P 85 Est. 483,293
MSA 80 Cen. 850,505; E&P 85 Est. 895,684

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 169,674; E&P 85 Est. 178,410
NDM-ABC: (80) 301,945
County 80 Cen. 177,737; E&P 85 Est. 185,377
MSA 80 Cen. 301,945; E&P 85 Est. 327,464

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$4,500,000,000
Savings & Loan	7	$1,900,000,000

6 - PASSENGER AUTOS: County 355,455.

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Printing, Shoes, Paper Prod., Hosiery, Stoves, Food Prod., Glass, Appliances, Dacron, Cellophane, Barges, Boats, Tires, Music, Cortam, Tourism, Truck Manufacturing.

Principal Industrial Pay Day-Fri.

10 - CLIMATE: Av. Temp. Winter 38, Summer 80. First killing frost: Oct. 22; last killing frost: Mar. 29.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Downtown Shopping Area-3 blocks on Union St., 6 on Church St., 5 on Broadway, 4 on Third Ave. North, 3 on Fourth Ave. North, 2 on Fifth Ave. N., 1 on Sixth Ave. N.

Nearby Shopping Centers-Bellemeade Plaza, Harding Rd. at Woodmont Blvd.; Hillsboro Village, 21st Ave. S at Belcourt; Green Hills, Hillsboro Rd. at Abbott Martin Rd.; Bavarian Village, at Hillsboro Rd.; Northgate, Clarksville Hwy.; Hickory Hollow, I-24 and Bell Rd.; Hickory Plaza, Murfreesboro Rd.; Due West, Gallatin Rd. and Due West; Westgate, Hwy. 100 at Harding Rd.; Madison Square, Gallatin Rd. near Madison; Old Hickory, Merry Oaks, Lebanon Rd. near McGavock; Elysian Fields, Nolensville Rd.; Donelson Plaza, Donelson; 100 Oaks, Thompson Lane & Powell Ave.; Harding Mall, Nolensville Rd. at Harding Rd.; Hillwood Plaza, Charlotte Pike at Old Hickory Blvd.; Rivergate at 2-Mile Pike; Lion's Head Village, White Bridge Rd. & Post Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Belle Meade	6	Leader, Kroger
Melrose(13)	3	Kroger
Old Hickory(10)	13	Sullivan's, Kroger
Westgate(12)	7	Bi-Rite
Green Hills(50)	6	Castner-Knott, Cain-Sloan
Madison Sq.(27)	9	Winn-Dixie, Harvey's
Elysian Fields(6)	7	Kroger, Hill Groc.
Seven Oaks	7	Hill Grocer
Merry Oaks	7	Kroger
Donelson Plz.(22)	8	Castner-Knott
Harding Mall(38)	5	Castner-Knott
100 Oaks(90)	3	JCPenney, Harvey's
Rivergate(98)	10	Castner's, JCPenney, Cain-Sloan
Bavarian Vlg.(14)	NA	Village Store
Belle Meade(4)	NA	Moon Drug, Theatre
Charlotte Sq.(26)	NA	Wal-Mart
Due West	8	Zayre, Big Star
Northgate	5	
Hickory Hollow(11)	15	Cain-Sloan, Sears, Castner-Knott, JCPenney
Hickory Plaza(12)	8	Kroger, SupeRx, Handy City
Lion's Head Vlg.	6	Handy City, Target

Principal Shopping Days-Sun., Wed., Fri., Sat.

Stores Open Evenings-Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores-Harvey's, Castner-Knott, Cain-Sloan, Sears, JCPenney, Leader, Marshalls, McClures.

Discount Stores-K mart, Zayre, Hills, Target, Wal-Mart.

Variety Stores-Woolworth.

Chain Drug Stores-Wilson Quick, Walgreens, Rexall, SupeRx, Revco 9, Payless of Tenn., Blankenship, Medicine Shoppe, Eckerd.

Chain Supermarkets-H.G. Hill, Kroger, Winn-Dixie, Sunflower.

Drive-In Markets-EZ Food Shops 10, Jim Dandy 19, 7-Eleven 18, Stop-N-Go 9, Hot Stop 18, Quik Sak, Hot Stop, SDE.

Other Chain Stores-Mr. How, Service Merchandise, Lowes, Dollar General; Shoes: Hill Bros., Baynhams, Bakers, Burts, Bell Bros., Flagg Bros., Jarman, Florsheim, Family Booteries, The Athlete's Foot, Jensen, Banister, Foot Scene, Karls, Naturalizer, Payless, Stride Rite, Pic 'n Pay; Auto Supplies: Midas Mufflers, Karco, Western Auto, Auto Shack, Honeys, Autowize, Firestone, Goodyear, K mart, Sears; Clothing: T.J. Maxx, Designer Depot, National Shirt, Toggery; Jewelry & Optical: Zimms, Pearle, Lenscrafters, Milams, Homer Rausch, Gordons, Kay, Zale's; Others: Singer Co., Genesco Sales, Gus Mayer, Radio Shack Corp., Sterchi, Handy City, Homecrafters.

14 - NEWSPAPERS: BANNER (e) 70,279; Mar. 31, 1985 ABC. TENNESSEAN (m) 123,909; (S) 249,473; Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: Steve Harper, Adv. Dir., or Bill Davis for market info., TENNESSEAN and BANNER, 1100 Broadway, Nashville, TN 37202. Tel. (615) 259-8000.

National Representative: Gannett Media Sales.

OAK RIDGE

1 - LOCATION: Anderson and Roane Counties. (In Knoxville MSA). E&P Map E-2. In industrialized eastern part of state, 24 mi. from Knoxville, 65 mi. from Great Smoky Mtn. Natl. Park, 22 mi. from TVA Norris Dam. On U.S. Hwy. 25W, I-40, I-75; State Hwys. 58, 61, 62, 95.

2 - TRANSPORTATION: Railroads-Louisville & Nashville, Norfolk Southern.

Motor Freight Carriers-3.

Intercity Bus Lines-Greyhound.

Airlines-American, Delta, Piedmont, Southern, United, Eastern, Tenn. Airways, Atlantis, Republic, US Air.

3 - POPULATION:
Corp. City 80 Cen. 27,662; E&P 85 Est. 28,260
CZ-ABC: (80) 37,084
RTZ-ABC: (80) 80,634
Counties 80 Cen. 115,771; E&P 85 Est. 120,018
Anderson 80 Cen. 67,346; E&P 85 Est. 69,768
Roane 80 Cen. 48,425; E&P 85 Est. 50,250
MSA 80 Cen. 565,970; E&P 85 Est. 599,847
City & RTZ-ABC: (80) 117,718

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,021; E&P 85 Est. 11,540
CZ-ABC: (80) 14,298
RTZ-ABC: (80) 27,599
Counties 80 Cen. 41,694; E&P 85 Est. 44,642
Anderson 80 Cen. 24,616; E&P 85 Est. 26,313
Roane 80 Cen. 17,078; E&P 85 Est. 18,329
MSA 80 Cen. 205,749; E&P 85 Est. 225,021
City & RTZ-ABC: (80) 41,897

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$383,000,000
Savings & Loan	4	$180,000,000

6 - PASSENGER AUTOS: Anderson County 69,498; Roane County 30,850.

7 - ELECTRIC METERS: Residence 11,362.

8 - GAS METERS: Residence 4,696.

9 - PRINCIPAL INDUSTRIES: Three major Federal (Department of Energy) installations involved in energy, conservation research and development and production of enriched uranium fuel for nuclear reactors. 16,500 employees, $460 av. wkly. wage.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-70; Summer 65-87; Fall 48-70; Winter 32-52. First killing frost: Oct. 30; last killing frost: Apr. 1.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-on Oak Ridge Tpke. bet. Rutger's Ave. and Tulane Ave. Modern shopping (100 retail outlets, parks 7,000 cars).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Illinois Ave.(25)	1	Howard's, K mart
Security Sq.(6)	2	Security Trust
Ridgeway(30)	2	
Grove Ctr.(15)	1	
Jackson Sq.(45)	2	Watson's
Four Oaks, Bruner		Bruner
TriCounty (15)	6	Heck's

Neighborhood Shopping Areas-Elm Grove, 5 miles on E. Tennessee Ave.; Fairbanks, 4 miles on Fairbanks Rd.; Glenwood, 8 miles on Alabama; Hilltop, 3 miles on Illinois Ave. at Outer Dr.; Pine Valley, 2 miles on New York Ave. at Utah Ave.; W. Village, 3 miles on Jefferson Circle at Jefferson Ave.; Woodland, 1 on Northwestern Ave.

Principal Shopping Days-Fri., Sat., Mon.

Stores Open Evenings-Fri., Mon.

13 - RETAIL OUTLETS: Department Stores-Miller's, JCPenney, Proffitt's, Watson's.

Variety Stores-McCrory, Whiteway, Woolworth.

Discount Stores-Watson's, Howard Bros., K mart, Heck's, Goody's.

Chain Drug Stores-Eckerd, Revco.

Chain Supermarkets-A&P, Kroger, White, Ingle's, Winn-Dixie, Weigels 2, Mini-Mart 3, Minit Check, Pantry 2.

Other Chain Stores-Brown's Bootery, Nettie Lee, Nancy Lynn Fashions, Merle Norman, Sherwin-Williams, Pittsburgh Plate Glass, Royal Jewelers, Jo Ann Fabrics, Federal Bake Shop, Singer Co., Sterchi Bros. (furn.), Western Auto, Goodyear, Firestone, Sears, Otasco.

14 - NEWSPAPERS: OAK RIDGER (e-mon to fri) 11,857; Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: David L. McCoy, Adv. Mgr., OAK RIDGER, 785 Oak Ridge Turnpike, PO Box 3446, Oak Ridge, TN 37831. Tel. (615) 482-1021.

National Representative: Landon Associates.

PARIS

1 - LOCATION: Henry County. E&P Map B-2. County Seat. 130 mi. NE of Memphis, 105 mi. NW of Nashville.

2 - TRANSPORTATION: Railroads-Seaboard Systems.

Motor Freight Carriers-5.

Intercity Bus Lines-Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,728; E&P 85 Est. 11,795
County 80 Cen. 28,656; E&P 85 Est. 30,154

4 - HOUSEHOLDS:
City 80 Cen. 4,397; E&P 85 Est. 4,337
County 80 Cen. 10,914; E&P 85 Est. 11,896

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$176,493,000
Savings & Loan	1	$122,871,129

6 - PASSENGER AUTOS: County 20,238.

7 - ELECTRIC METERS: County 13,574.

8 - GAS METERS: Residence 2,080.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Carburetors 1,090; Rubber Prod. 439; Clay Mining & Processing 213; Auto Brake Parts 300; Power Tools 454; Brick Making Eqpt. 28; Lamps 200; Mobile Homes 147; School Furniture 51; Meat Products 65; Hardboard 174; Electric Motors 393.

10 - CLIMATE: Annual av. temp. 57.9, monthly av. Jan. 36.6-July 77.5. Av. annual precipitation 54.46 in. Av. annual snowfall-10.5 in.

11 - TAP WATER: Hardness 60.0 PPM, iron 0.1 PPM, calcium 22.0 PPM, turbidity 0.1 PPM, ph 8.6.

12 - RETAILING: Principal Shopping Center-Downtown two blocks each way from court square (64 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Paris (8)	1	Kroger, SupeRx, Coast to Coast Hdwe., Family Dollar
Lakeway Vlg.(9)	2	Uncle Lee's, Odom's
Lee Greer (5)	1	Radio Shack, Nan Robbins
Paris Sq. (6)	1	IGA Foodliner, Ace Hardware
Paris Plaza (6)	1	Wal-Mart, Warehouse Foods

Principal Shopping Days-Fri., Sat.

Stores Open Evenings-Fri. till 8; Groceries-Fri. & Sat. til 8; some supermarkets open 24 hours weekdays.

Stores Open Sundays-Some supermarkets, department, drug.

13 - RETAIL OUTLETS: Department Stores-JCPenney, National, Howard & Jobe.

Discount Stores-Wal-Mart, Uncle Lee's, Family Dollar.

Variety Stores-Pay-Less.

Chain Drug Stores-Pay-Less, Rexall, SupeRx, Super D.

Chain Supermarkets-Kroger, Jim Adams, IGA, Odom's, Warehouse Foods.

Other Chain Stores-Goodyear, Western Auto, Sherwin-Williams, Pic-N-Pay, Radio Shack, Catos, Campbells, Ashleys Outlet, Pay-Less Shoes, Auto Shack, Ace Hardware, Coast to Coast Hardware.

14 - NEWSPAPERS: POST-INTELLIGENCER (e-mon to fri) 8,565; sworn Mar. 31, 1985.

Local Contact for Advertising and Merchandising Data: Bill Williams, Pub., POST-INTELLIGENCER, 208 E. Wood St., PO Box 310, Paris, TN 38242. Tel. (901) 642-1162.

National Representative: Papert Companies.

SHELBYVILLE

1 - LOCATION: Bedford County. E&P Map C-2. County Seat. Ret. ctr. Misc. light mfg. and dairy ctr. 52 mi. S of Nashville in South Central part of state. On U.S. Hwys. 41A, 231.

2 - TRANSPORTATION: Railroads-Seaboard System.

Motor Freight Carriers-5.

Intercity Bus Lines-Continental Trailways, Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 13,530; E&P 85 Est. 15,130
County 80 Cen. 27,916; E&P 85 Est. 29,692

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,031; E&P 85 Est. 5,717
County 80 Cen. 9,943; E&P 85 Est. 10,888

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$175,000,000
Savings & Loan	2	$261,000,000

6 - PASSENGER AUTOS: County 20,680.

7 - ELECTRIC METERS: Residence: City 2,797.

8 - GAS METERS: Residence 2,013.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Building constr. 170; Road constr. 300; Plumbing-elect. 200; Food proc. 500; Textile & garment 550; Printing & publishing 85; Plastics 300; Leather & leather goods 120; Machine shops 75; Trans. equip. 680; Pencil Mfg. 1,220; Metals proc. 200; Ret. & Whol. trade 268; Miscellaneous ret. workers 305; Food serv. 400; Automobile serv. 135; Fin. & banking 125; Ins. 40; Repair shops 40; Serv. 230; Auto Accessories Mfg. (Japan) 125.

Principal Pay Days-Fri., 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-80; Summer 65-90; Fall 25-80; Winter 10-75. First killing frost: Nov. 1; last killing frost: Apr. 1.

11 - TAP WATER: Neutral, medium hard, fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on main sq., 1 on Depot St., 5 on Main St., Madison St.

Neighborhood Shopping Centers-Edgemont, Big Springs, Madison St., K mart Plz.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Big Springs(15)		SupeRx, Burkhart's, Wal-Mart, Kenwin
Madison(7)		K mart, Kroger, Revco

Principal Shopping Days-Sat., Mon., Fri.

Stores Close-Some-Wed. aft., Jan. through Nov.

Stores Open Evenings-Dept.-Food Daily.

13 - RETAIL OUTLETS: Department Stores-Sears; McKees; Carolyn's; Tip Thompson's; Sullivan's; Burkhart's.
Chain Drug Stores-SupeRx; Revco; Renegar's.
Variety Stores-Scottie's; Fred's.
Discount Stores-Wal-mart; K mart; Family Dollar; Dollar General; Fred's.
Chain Supermarkets-Day Bros.; Kroger; Guy's Mkt.; Shelbyville Super; Riverview; Dial's Superett; Kwik Stop 2; Sav-A-Lot; D&D Foods.
Other Chain Stores-Crocker's-Rone Jewelers; Simmons Jewelers; Lambert's Jewelers; Bootery; Artley's; Montgomery Ward (local franchise); Clifford Furn.; John F's Furn.; Kenwin's.

14 - NEWSPAPERS: TIMES-GAZETTE (e-mon to fri) 8,085; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Mrs. Ruth Coop, Adv. Mgr., TIMES-GAZETTE, P.O. Box 380, Shelbyville, TN 37160; Tel. (615) 684-1200.
National Representative: Landon Associates.

SOUTH FULTON, TN
See FULTON, KY

UNION CITY

1 - LOCATION: Obion County. E&P Map B-6. 120 mi. N of Memphis.

2 - TRANSPORTATION: **Railroads**-Illinois Central Gulf.
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Gulf Transport.
Airlines-Taylor Charter; Pioneer Aviation Charter.

3 - POPULATION:
Corp. City 80 Cen. 10,436; E&P 85 Est. 9,794
County 80 Cen. 32,781; E&P 85 Est. 33,267

4 - HOUSEHOLDS:
City 80 Cen. 4,273; E&P 85 Est. 3,840
County 80 Cen. 12,979; E&P 85 Est. 12,660

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$167,000,000
Savings & Loan	1	$100,000,000
Obion County	8	$242,000,000

6 - PASSENGER AUTOS: County 21,178.

7 - ELECTRIC METERS: Residence 5,415.

8 - GAS METERS: Residence 3,879.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 1,172 ($200); Leather & Shoes 756 ($240); Metal Fabrication 1,243 ($329); Food Packing 800 ($300); Tire 3,200 ($560); Lumber 211 ($210). Over 7,700 industrial jobs in Obion County.
Principal Industrial Pay Days-Thur.

10 - CLIMATE: First killing frost, Nov. 12; last killing frost, Mar. 20.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Center**-4 blocks on First St.; 1 on Washington; 3 on Second St.; 3 on Main; 2 on Church.
Neighborhood Shopping Centers-Edwards Additions; Garden Road Additions; 5th & Jackson Sts.; E. Main Terminus; **Reelfoot Shopping Center**-**Reelfoot & 1st St.**; Obion Sq., **Reelfoot Ave.**
Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Shatz; Falkoff's; Brights; Dollar General; Roth's; Behrs.
Variety Stores-Fred's $1 Store; Dollar General.
Chain Drug Stores-Revco Drugs; Super D; K&D; Gibson.
Chain Supermarkets-Kroger; E. W. James; Sav-A-Lot; Pic-Pac.
Discount Stores-Gibson's; Wal-Mart; K mart.
Other Chain Stores-Libby's; Goodyear; Sears; Singer Co.; Otasco; Gibson Discount; Sherwin-Williams; Homestead; Pick 'N Pay Shoe; Ashleys Outlet; Scott Hallmark; Brooks Sewing & Vacuum.

14 - NEWSPAPERS: MESSENGER (e) 8,482; sworn Sept. 28, 1984.
Local Contact for Advertising and Merchandising Data: Dave Critchlow, Pub., MESSENGER, Box 430, 613 Jackson St., Union City, TN 38261; Tel. (901) 885-0744.
National Representatives: Papert Companies.

Editor & Publisher
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TEXAS SURVEYS

METROPOLITAN STATISTICAL AREAS

Abilene-Taylor County.
Amarillo-Potter and Randall Counties.
Austin-Hays, Travis and Williamson Counties.
Beaumont-Port Arthur-Hardin, Jefferson and Orange Counties.
Brownsville-Harlingen-Cameron County.
Bryan-College Station-Brazos County.
Corpus Christi-Nueces and Sand Patricio Counties.
El Paso-El Paso County.
Killeen-Temple-Bell and Coryell Counties.
Laredo-Webb County.
Longview-Marshall-Gregg and Harrison Counties.
Lubbock-Lubbock County.
Midland-Midland County.
McAllen-Edinburg-Mission-Hidalgo County.
Odessa-Ector County.
San Angelo-Tom Green County.
San Antonio-Bexar, Comal and Guadalupe Counties.
Sherman-Denison-Grayson County.
Texarkan, Tex.-Ark.-Bowie County, Tex., Miller County, Ark.
Tyler-Smith County.
Victoria-Victoria County.
Waco-McLennan County.
Wichita Falls-Wichita County.

PRIMARY METROPOLITAN STATISTICAL AREAS

Brazoria-Brazoria County.
Dallas-Collin, Dallas, Denton, Ellis, Kaufman and Rockwall Counties.
Fort Worth-Arlington-Johnson, Parker and Tarrant Counties.
Galveston-Texas City-Galveston County.
Houston-Fort Bend, Harris, Liberty, Montgomery and Waller Counties.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Dallas-Fort Worth-Includes Dallas PMSA and Fort Worth-Arlington PMSA.
Houston-Galveston-Brazoria-Includes Brazoria PMSA; Galveston-Texas City PMSA; and Houston PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1986
Under 5 Years	1,001	1,169	1,377
5-14 Years	2,330	2,350	2,768
15-24 Years	2,053	2,773	3,266
25-44 Years	2,686	4,029	4,746
45-64 Years	2,142	2,536	2,987
65 and Over	987	1,371	1,615
TOTAL	11,199	14,228	16,759

Based on U.S. Census

POPULATION ESTIMATES
(Thousands)

Places of 50,000 or more and central cities of MSA's with 10% or more of Spanish Origin Population

Cities	Total Pop.	Spanish Origin	Percent
Abilene	98	12	12.6
Austin	345	65	18.7
Baytown	57	9	16.4
Brownsville	85	71	83.7
Bryan-College Station	82	12	15.1
Corpus-Christi	232	108	46.6
Dallas	904	111	12.3
El Paso	425	266	62.5
Fort Worth	385	49	12.6
Galveston	62	11	17.7
Grand Prairie	71	10	14.0
Houston	1,594	281	17.6
Laredo	91	85	93.0
Lubbock	174	33	18.8
McAllen	67	48	71.5
Midland	71	11	15.9
Odessa	90	21	23.2
Pasadena	113	19	17.0
San Angelo	73	17	23.1
San Antonio	786	422	53.7
Victoria	51	17	33.8
Waco	101	11	11.1

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1986 Est.
Bldg. Mat./Hdw.	2,295	4,273	6,313
General Mdse.	5,884	9,109	11,858
Food	9,737	18,625	22,812
Automobiles	11,259	17,653	29,441
Gasoline Stations	3,444	6,600	7,212
Apparel	2,445	4,793	6,478
Furniture	2,044	3,585	5,714
Eat/Drink Places	3,678	7,306	9,625
Drugs	1,311	2,008	2,782
TOTAL SALES	45,816	82,272	109,123

ABILENE

1 - LOCATION: Taylor County (MSA). E&P Map D-3. 80 mi. NW of geographical ctr. of Texas. County Seat. Cattle, oil ind., education & transp. ctr.

2 - TRANSPORTATION: **Railroads**-Abilene Southern; Burlington; Missouri-Pacific; Ft. Worth & Denver.
Motor Freight Carriers-14.
Intercity Bus Lines-Arrow Coach; Burlington Trailways; Southwest Greyhound; Sunset Stages.
Airlines-Chaparral; American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 98,315; E&P 85 Est. 113,154
CZ-ABC: (80) 99,761
Bal. in NDM-ABC: (80) 39,431
Total NDM-ABC: (80) 139,192
County/MSA 80 Cen. 110,932; E&P 85 Est. 123,747
RTZ-ABC: (80) 121,622
NDM & RTZ-ABC: (80) 260,814

4 - HOUSEHOLDS:
Corp. City 80 Cen. 33,939; E&P 85 Est. 40,392
CZ-ABC: (80) 34,442
Bal. in NDM-ABC: (80) 14,590
Total NDM-ABC: (80) 49,032
County/MSA 80 Cen. 38,515; E&P 85 Est. 44,520
RTZ-ABC: (80) 46,184
NDM & RTZ-ABC: (80) 95,216

5 - BANKS	NUMBER	DEPOSITS
Commercial	9	$1,566,809,261
Savings & Loan	5	$427,143,348

6 - PASSENGER AUTOS: County 113,348 (all vehicles).

7 - ELECTRIC METERS: Residence 45,813.

8 - GAS METERS: Residence 32,480.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Feed, Cottonseed Oil Products 250; Aerospace Structures 400; Meat Products 448; Newspaper 300; Oil & Gas Processing 500; Bakery Products 300; Soft Drinks 300; Steel Fabrication 250; Plumbing Fixtures, Fitting & Trim 300; Band Instruments 350; Tire Retreading 100; Electronics 800; Soft Drink Containers 200.

10 - CLIMATE: Min. & Max. Temp.-Spring 52-72; Summer 72-105; Fall 54-78; Winter 21-55. Last frost, Mar. 25.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-2 blocks on Oak St.; 6 on Pine St.; 6 on Cypress St.; 6 on Cedar St.; 6 on Walnut St.; 3 on N. 3rd St.; 4 on N. 4th St.; 2 on N. 5th St.; 10 on S. 14th; 12 on N. Mockingbird; 5 on N. 6th; S. 23 & Barrow; 1 on Judge Ely Blvd.; Hi-way 80 & Buffalo Gap Road.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
8th & Hickory(5)	NA	
Brook Hollow(12)	NA	Safeway
Burro Alley(16)	NA	
Crossroads(25)	NA	
Edgewood(4)	NA	M System
Elmwood West(28)	NA	Piggly Wiggly
Frenchman's Creek(17)	NA	Albertson's
Hillcrest(5)	NA	
Mall of Abilene(96)	NA	JCPenney, Sears, Dillard
Meads Suburban(9)	NA	Luskey's
Merchant Park(9)	NA	Furr's Mkt., TG&Y
Oakwood Vlg.(95)	NA	Super Duper Food
Park Terrace(8)	NA	
River Oaks(20)	NA	Super Duper, TG&Y
Rose Park(9)	NA	
Radford Hills(23)	NA	Gibson
Southwest Park(12)	NA	
Westgate(42)	NA	Mont. Ward, Minters, Beall's, Thornton

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Major malls to 9 pm.

13 - RETAIL OUTLETS: Department Stores-Grissoms; Minters; Thornton's 2; Sears; Montgomery Ward; Dillard; Beall's 2; Anthony's 2.
Discount Stores-Wal-Mart 2; K mart 2; Pay-Less Cashways; McCoy's; Highway 84 Lumber; TG&Y 5; Wilsons.
Chain Drug Stores-Eckerd 6.
Chain Supermarkets-M-System 3; Safeway 3; Furr's Food 2; Piggly Wiggly 2; Super Duper 6; Skinnys 23; Colonial 14; Albertson's.
Other Chain Stores-JCPenney; Sears; Kinney; White's; Firestone; Goodyear; Sherwin-Williams; Zale's 3; Jewel Box; S&Q Clothiers; Baker's; Lerner's; S&H Green Stamps; Wilson's.

14 - NEWSPAPERS: REPORTER-NEWS (m-mon to fri) 37,021; (e-mon to fri) 14,772; (m-sat) 46,368; (S) 58,456; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Gregory Shrader, Adv. Dir., REPORTER-NEWS, 100 Block Cypress St., Abilene, TX 79604; Tel. (915) 673-4271.
National Representatives: Harte-Hanks Communications; Landon Associates.

ALVIN

1 - LOCATION: Brazoria County (in Brazoria PMSA). E&P Map E-5. Located in the SE portion of state. 25 mi. S of Houston. On State Hwy. 35.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific.
Intercity Bus Lines-Continental Trailways; Texas.
Airlines-Served by all major airlines through Houston Airport.

3 - POPULATION:
Corp. City 80 Cen. 16,515; E&P 85 Est. 21,472
County/PMSA 80 Cen. 169,587; E&P 85 Est. 190,486

4 - HOUSEHOLDS:
City 80 Cen. 5,660; E&P 85 Est. 7,461
County/PMSA 80 Cen. 53,907; E&P 85 Est. 67,749

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$199,976,412
Savings & Loan	4	$66,271,043

(Three Savings & Loan are branch offices.)

6 - PASSENGER AUTOS: County 152,539 (all vehicles).

7 - ELECTRIC METERS: Residence 6,060.

8 - GAS METERS: Residence 4,836.

9 - PRINCIPAL INDUSTRIES: Rice; Oil; Cattle; Chemicals; Nurseries.
Principal Industry Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 65-80; Summer 75-90; Fall 62-78; Winter 62-75.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-2500 Hwy. 35 Bypass; Gordon & Coombs; N Taylor & Willis; Gordon & E House St.; Rosharon Rd.; Loop & Hwy. 35.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alvin Bottom Dollar(1)	NA	Bottom Dollar
Alvin Ctr.(6)	NA	Sears, Brockman's
Highland Sq.(6)	NA	Lewis & Coker
Stanton Ctr.(6)	NA	
Meadowpark(12)	NA	Krogers, Eckerd, Weiners
Wrights Corner(4)	NA	Eckerd
Town Oaks(3)	NA	K mart

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Shopping Centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores-Brockman's; Montgomery Ward; Wellborn's; Sears; Cato's; Weiners.
Discount Stores-Bottom Dollar; K mart; Wal-Mart; U.S. Factory Outlet Store; The Apparel Mart.
Variety Stores-Perry's; TG&Y.
Chain Drug Stores-Revco; K mart; Medicine Man; Eckerd.
Chain Supermarkets-Minimax; Super Warehouse Grocery; Kroger.
Other Chain Stores-Alvin Tire & Automotive (Firestone); Foto Mat; Stop & Go Grocery; 7-Eleven; Tick-Tock Grocery; Hi-Low Auto Supply; Brand's Western Wear; Radio Shack.

14 - NEWSPAPERS: SUN (m) 2,681; (S) 1,260; sworn Sept. 28, 1984.

Local Contact for Advertising and Merchandising Data: Sue Whitely, Adv. Mgr., SUN, 201 E. House, PO Box 431, Alvin, TX 77511; Tel. (713) 331-4421.
National Representative: None.

AMARILLO

1 - LOCATION: Potter & Randall Counties (MSA). E&P Map C-1. Geographic ctr. of the Texas Panhandle. 264 mi. W of Okla. City, 335 mi. NW of Ft. Worth, 384 mi. NW of Dallas, 454 mi. SE of Denver, 450 mi. NE of El Paso. On U.S. Hwys. 66, 87, 60, 287, I-40; State Hwys. 117, 136, 51.

2 - TRANSPORTATION: **Railroads**-Burlington Santa Fe.
Motor Freight Carriers-27.
Intercity Bus Lines-Greyhound, Trailways.
Airlines-Aspen Airways, Air Midwest, Southwest, American, Delta.

3 - POPULATION:
Corp. City 80 Cen. 149,230; E&P 85 Est. 191,624
CZ-ABC: (80) 149,230
RTZ-ABC: (80) 380,853
Counties/MSA 80 Cen. 173,699; E&P 85 Est. 191,624
Potter 80 Cen. 98,637; E&P 85 Est. 105,464
Randall 80 Cen. 75,062; E&P 85 Est. 86,160
City & RTZ-ABC: (80) 530,083

4 - HOUSEHOLDS:
Corp. City 80 Cen. 56,216; E&P 85 Est. 73,434
CZ-ABC: (80) Cen. 56,216
RTZ-ABC: (80) Cen. 133,049
Counties/MSA 80 Cen. 64,476; E&P 85 Est. 73,434
Potter 80 Cen. 37,769; E&P 85 Est. 41,726
Randall 80 Cen. 26,707; E&P 85 Est. 31,708
City & RTZ-ABC: (80) 189,265

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	10	$1,860,951,000
Savings & Loan	6	$594,486,909

6 - PASSENGER AUTOS: Counties (All Vehicles) Potter 102,243; Randall 76,645.

7 - ELECTRIC METERS: Residence 69,621.

8 - GAS METERS: Residence 55,585.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Mfg. 9,950; Mining, Oil 2,900; Const. 5,800; Utilities 7,100; Services 13,950; Trade 23,550; Finance 4,150.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-69; Summer 62-89; Fall 43-71; Winter 23-51. First killing frost, Nov. 1; last killing frost, Apr. 14.

11 - TAP WATER: Alkaline, very hard, not fluoridated.

12 - RETAILING: **Downtown Area**-5 blocks on Polk, Taylor & Tyler.
Neighborhood Shopping Centers-34th & Georgia; Wolflin & Georgia (69); 3600 W 15th; NE 24th & Grand; I-40 & Western; 45th & Western; 34th & Bell; 34th & Western.
Stores Open Evenings-Mon.-Sat.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Wolflin-Village	NA	Colbert's, TG&Y
Wolflin-Georgia(69)	4	K mart, Albertson's, Blackburn Bros.
Martindale(14)	3	K's Thriftstore, United Foods
Sunset(15)	3	JCPenney
Trades Fair	5	K mart, TG&Y, Furr's Food
So. Lawn Plz.	6	United Foods, TG&Y, C.R. Anthony
Western Plaza(32)	5	Mont. Ward, Sakowitz, Wilson's
Western Square	6	United Foods, Albertson's
Puckett Plaza(30)	7	United, Hardy Dan, Revco
Spanish Crossroads	NA	Furr's Family Ctr.
Georgia Terrace	6	Furr's Food
Lawndale	6	Furr's Food, TG&Y, C.R. Anthony
Bell Plaza	8	Wal-Mart
Wellington Sq.(26)	4	Garaski's Loft, Swiss Colony Cheese
Westgate Mall(120)	8	Sears, Dillard, Monnig's, Mervyn's, Beall's, Target
Interstate Village	6	Albertson's

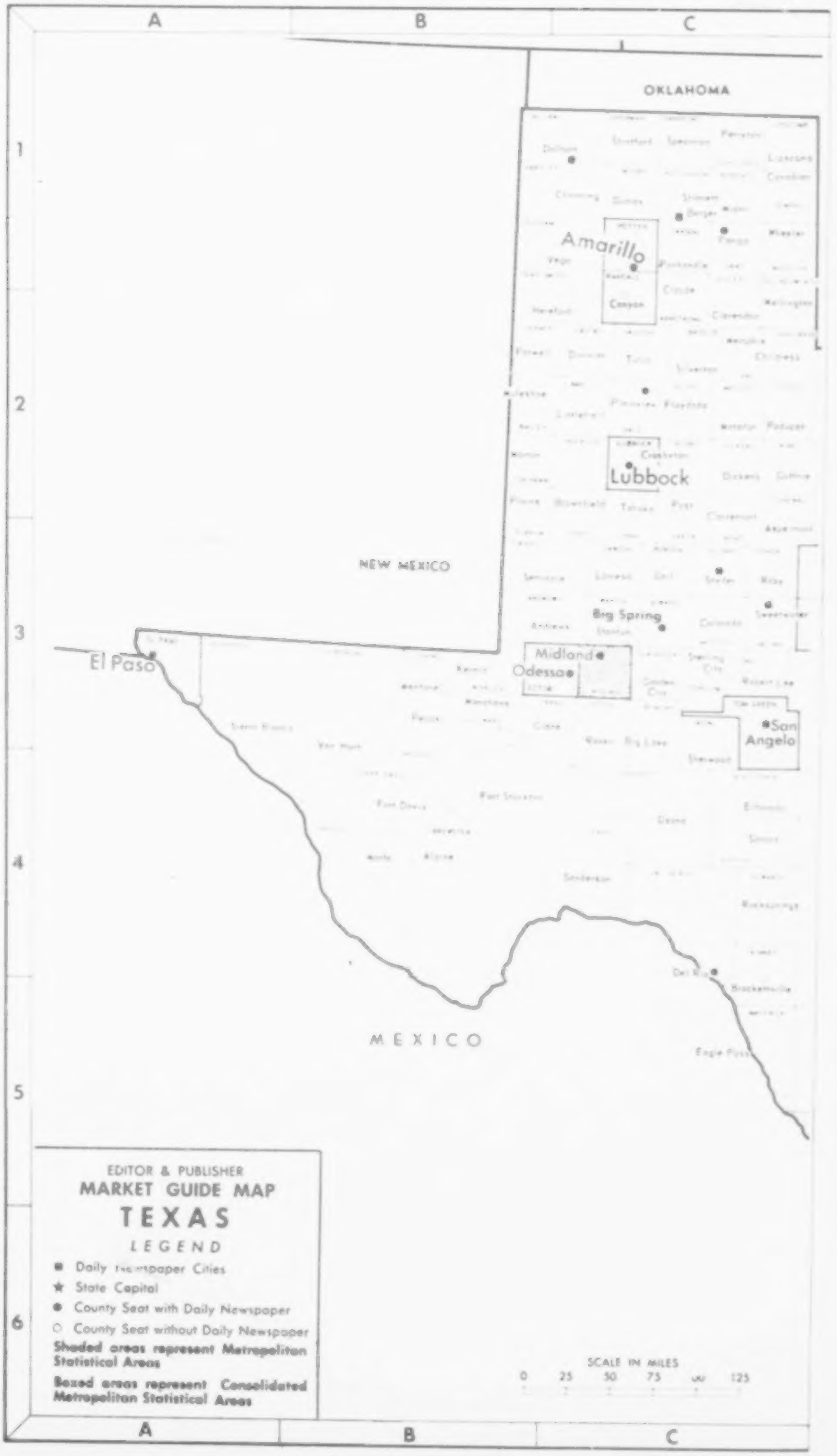
Stores Open Evenings-Dept.-Thur.

13 - RETAIL OUTLETS: **Department Stores**-C. R. Anthony 4; Sakowitz; Sears; Blackburn Bros.; Montgomery Ward; JCPenney; Colbert's 2; Harry Holland; Monnig's.
Discount Stores-K mart; Best; Wilson's; Wal-Mart; Target.
Variety Stores-Woolworth; TG&Y 6; Thrift Stores 2.
Chain Drug Stores-Albertson's 3; D&S 4; Maxor 2; S&M 2; Sav-On 5; Revco.
Chain Supermarkets-Furr's Food 10; Safeway 4; Food Bonanza; United 7; Toot-N-Totum 40; Circle K Stores 7; 7-Eleven 16.
Other Chain Stores-Lerner's; Whites Auto; Western Auto; Zale's; S&H Green Stamps; Firestone; B. F. Goodrich.

14 - NEWSPAPERS: NEWS (m) 45,426; (e-mon to fri) 28,742; (S) 78,547; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: George M. Guy, Adv. Dir., GLOBE-NEWS, 900 Harrison St., PO Box 2091, Amarillo, TX 79166; Tel. (806) 376-4488.
National Representative: Papert Companies.

ANGLETON

1 - LOCATION: Brazoria County, (in Brazoria PMSA). E&P Map E-5. County Seat. Chem., oil &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OKLAHOMA
NEW MEXICO
MEXICO
Dalhart
Stratford
Spearman
Perryton
Lipscomb
Canadian
Channing
Dumas
Stinnett
Borger
Pampa
Wheeler
Amarillo
Vega
Panhandle
Claude
Canyon
Hereford
Clarendon
Wellington
Memphis
Farwell
Dimmitt
Tulia
Silverton
Childress
Muleshoe
Plainview
Floydada
Littlefield
Matador
Paducah
Crosbyton
Lubbock
Dickens
Guthrie
Plains
Brownfield
Tahoka
Post
Clairemont
Aspermont
Seminole
Lamesa
Gail
Snyder
Roby
Big Spring
Sweetwater
Andrews
Stanton
Colorado
Midland
Odessa
Sterling City
Garden City
Robert Lee
San Angelo
Kermit
Monahans
Pecos
Crane
Rankin
Big Lake
Sherwood
El Paso
Sierra Blanca
Van Horn
Fort Stockton
Fort Davis
Marfa
Alpine
Ozona
Eldorado
Sonora
Sanderson
Rocksprings
Del Rio
Brackettville
Eagle Pass
EDITOR & PUBLISHER
MARKET GUIDE MAP
TEXAS
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed areas represent Consolidated Metropolitan Statistical Areas
SCALE IN MILES
0
25
50
75
100
125

gas industries. Agric.: cotton, rice, soybeans, cattle. Located 45 mi. S of Houston on Hwy. 288 on the Gulf Coast.

2 - TRANSPORTATION: Railroads-Missouri Pacific.
Motor Freight Carriers-Alamo, Merchants, UPS.
Intercity Bus Lines-Trailways.
Airlines-Served by all major airlines through Houston Airport.

3 - POPULATION:
Corp. City 80 Cen. 11,091; E&P 85 Est. 13,877.
County/PMSA 80 Cen. 169,587; E&P 85 Est. 190,486.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,678; E&P 85 Est. 4,605.
County/PMSA 80 Cen. 53,907; E&P 85 Est. 62,749.

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	2	N.A.
Commercial	3	$95,000,000

6 - PASSENGER AUTOS: County 152,539 (all vehicles).

7 - ELECTRIC METERS: Residence 5,500.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Chem., Farming.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.: Spring 67-78; Summer 72-88; Fall 67-78; Winter 60-67.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Centers-N. Downing Rd. & Hwy. 35 (9 stores); County Rd. (Cedar St.) & State Hwy. 35 (13 stores); SWC Hwys. 35 & 288 (9 stores); K mart Hwy 288.
Neighborhood Shopping Centers-Four Corners, Angleton Plz., Angleton Palm Ctr., K mart Plz.

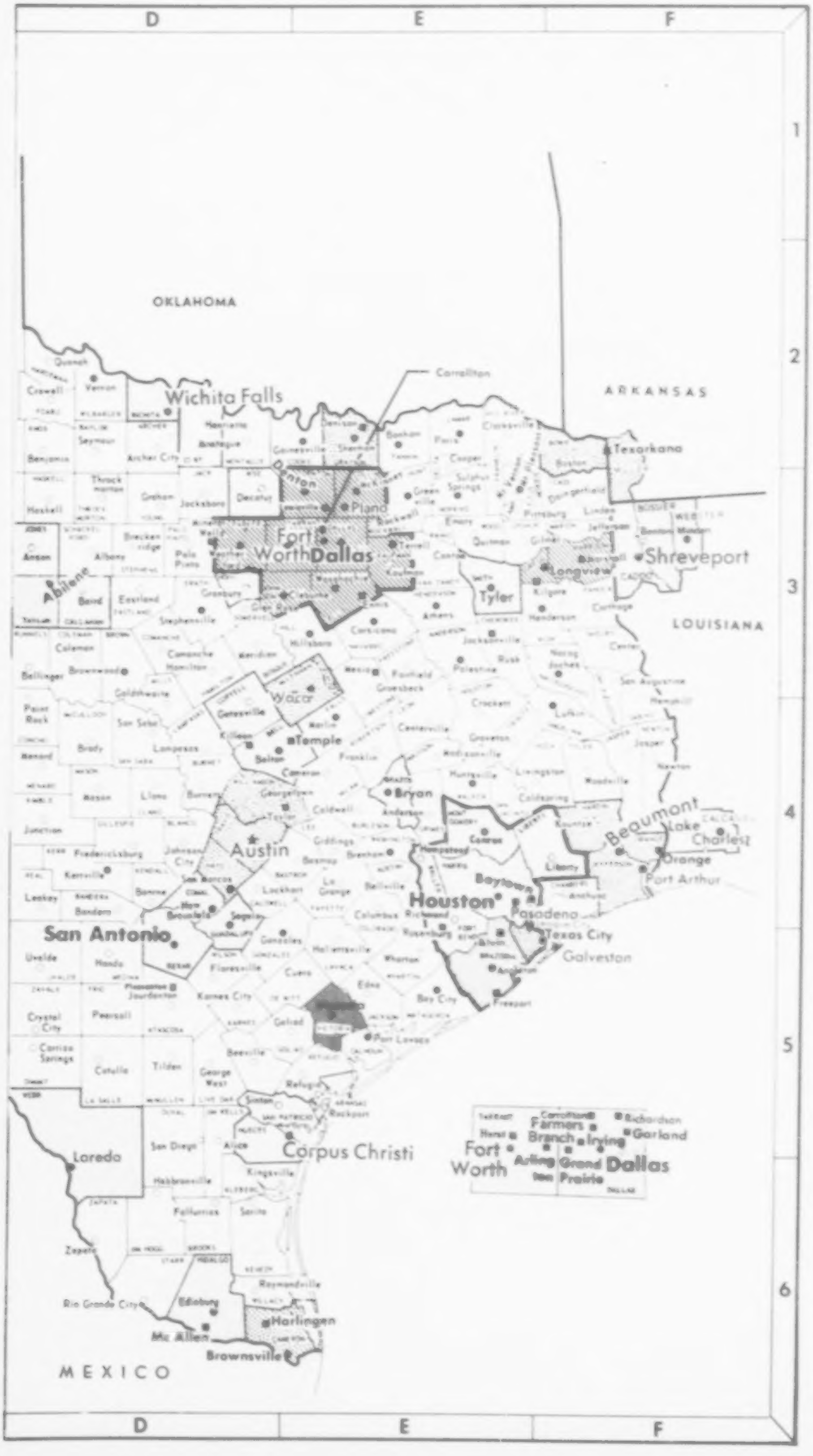
Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brazos Mall	9	Sears, Wilsons, JCPenney, Joske's
Lacks Plantation	12	Lacks Ctr.

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Shpg. Ctrs. every evening to 9.

13 - RETAIL OUTLETS: Department Stores: Brookmans, Weiners.
Discount Stores-Wal-Mart, K mart.
Variety Stores-TG&Y, Perry Bros.
Chain Drug Stores-Eckerd, Walgreens.
Chain Supermarkets-Safeway, Kroger.
Other Chain Stores-Firestone, World of Fabrics, Merle Norman.

14 - NEWSPAPERS: ANGLETON TIMES (m-tues to fri) 3,557; (S) 3,557 June 30, 1984 VAC.
Local Contact for Advertising and Merchandising Data: Dwight L. Moody Jr., Pub., or Bruce Page, Ret. Adv. Mgr., ANGLETON TIMES, 700 Western Ave., PO Box 936, Angleton, TX 77515; Tel. (409) 849-8581.
National Representative-U.S. Suburban Press.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OKLAHOMA
ARKANSAS
LOUISIANA
MEXICO
Carrollton
Wichita Falls
Quanah
Vernon
Crowell
Seymour
Benjamin
Archer City
Henrietta
Bowie
Gainesville
Denison
Sherman
Bonham
Paris
Clarksville
Texarkana
Haskell
Throckmorton
Graham
Jacksboro
Decatur
Denton
McKinney
Plano
Greenville
Sulphur Springs
Cooper
Mt. Pleasant
Daingerfield
Linden
Boston
Anson
Albany
Breckenridge
Palo Pinto
Weatherford
Fort Worth
Dallas
Rockwall
Terrell
Kaufman
Canton
Emory
Quitman
Gilmer
Pittsburg
Jefferson
Marshall
Shreveport
Longview
Abilene
Baird
Eastland
Stephenville
Granbury
Glen Rose
Cleburne
Waxahachie
Ennis
Athens
Tyler
Kilgore
Henderson
Carthage
Coleman
Brownwood
Comanche
Hamilton
Meridian
Hillsboro
Corsicana
Jacksonville
Rusk
Nacogdoches
Center
Ballinger
Goldthwaite
Gatesville
Waco
Mexia
Fairfield
Groesbeck
Palestine
Crockett
Lufkin
San Augustine
Hemphill
Paint Rock
San Saba
Lampasas
Killeen
Belton
Temple
Marlin
Centerville
Groveton
Jasper
Menard
Brady
Burnet
Cameron
Franklin
Madisonville
Huntsville
Livingston
Woodville
Newton
Mason
Llano
Georgetown
Caldwell
Bryan
Anderson
Coldspring
Junction
Fredericksburg
Johnson City
Austin
Taylor
Giddings
Bastrop
Brenham
Conroe
Kountze
Beaumont
Lake Charles
Orange
Port Arthur
Kerrville
San Marcos
Lockhart
La Grange
Bellville
Hempstead
Liberty
Baytown
Anahuac
Leakey
Bandera
Boerne
New Braunfels
Seguin
Columbus
Richmond
Houston
Pasadena
Texas City
Galveston
San Antonio
Uvalde
Hondo
Floresville
Gonzales
Hallettsville
Rosenberg
Wharton
Angleton
Freeport
Cuero
Edna
Bay City
Crystal City
Pearsall
Pleasanton
Jourdanton
Karnes City
Goliad
Victoria
Port Lavaca
Carrizo Springs
Cotulla
Tilden
George West
Beeville
Refugio
Sinton
Rockport
Laredo
San Diego
Alice
Corpus Christi
Kingsville
Hebbronville
Falfurrias
Sarita
Zapata
Rio Grande City
Edinburg
Raymondville
Mc Allen
Harlingen
Brownsville
Carrollton
Richardson
Farmers Branch
Irving
Garland
Fort Worth
Arlington
Grand Prairie
Dallas

ARLINGTON

1 - LOCATION: Tarrant County (in Fort Worth-Arlington PMSA). E&P Map E-3. Midway between Fort Worth and Dallas. On U.S. Hwy. 80; State Hwys. 303, 157, 360; Ft. Worth Tpke.; Interstate Hwy. 20.

2 - TRANSPORTATION: Railroads-Texas and Pacific, Great Southwest.
Motor Freight Carriers-45.
Intercity Bus Lines-Texas Motor Coaches, Continental Trailways.
Airlines-Dallas-Ft. Worth Regional Airport, Arlington Municipal Airport.

3 - POPULATION:
Corp. City 80 Cen. 160,123; E&P 85 Est. 196,141.
City of Pub.-ABC: (80) 163,644.
County 80 Cen. 860,880; E&P 85 Est. 997,807.
PMSA 80 Cen. 973,138; E&P 85 Est. 1,135,535.
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 58,650; E&P 85 Est. 72,087.
City of Pub.-ABC: (80) 59,813.
County 80 Cen. 310,272; E&P 85 Est. 371,714.
PMSA 80 Cen. 349,034; E&P 85 Est. 420,992.

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$474,654,010
Savings & Loan	9	$6,625,486,014

6 - PASSENGER AUTOS: County 879,385 (all vehicles).

7 - ELECTRIC METERS: Residence 61,197.

8 - GAS METERS: Residence 27,000.

9 - PRINCIPAL INDUSTRIES: Widely diversified-Auto Assembly; Medical Products; Aerospace; Electronics; Helicopters; Sprocket & Gears; Plastics; Oil Field Equipment. (Av. hourly wage $6.69).

10 - CLIMATE: Av. Temp.-Summer 88; Winter 34.

11 - TAP WATER: Well water-very soft, alkaline; lake water-medium.

12 - RETAILING: Downtown Shopping Area plus 15 major centers in outlying area; 785 retail outlets (C of C).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Arlington Plaza(8)	NA	Buddies
Ashbury(12)	NA	Cloth World, Skaggs-Alpha Beta

Fielder North(25)	NA	Buddies
Forum 303 Mall(60)	NA	Mont. Ward, Dillard, Kinney
Four Corners(7)	NA	Kroger
French Market(5)	NA	Buddies, Motts, J Brannam
Galleria Plaza(5)	NA	
Overland Stage	NA	
Park Plaza(4)	NA	Buddies
Parkway Central(15)	NA	Tom Thumb
Randol Mill West(2)	NA	
Royal Park(5)	NA	Skaggs-Alpha Beta
Six Flags Mall(72)	NA	Sears, JCPenney, Sanger-Harris
Sylvan Heights(16)	NA	Piggly Wiggly
Town North(40)	NA	Buddies, Ben Franklin
Westbury Sq.(5)	NA	Monnigs
Woodland West(28)	NA	Safeway

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. to Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Anthony's, Sears, Mitchell's, Watsons, Dillard, Sanger-Harris, Montgomery Ward, Joske's.
Variety Stores-Ben Franklin 3, Motts, M.E. Moses, McCrory.
Discount Stores-Gibson, K mart, Treasure City, Target, Edison's, Best.
Chain Drug Stores-Arlington, Baker 2, Skillerns 2, SupeRx 2, Gibson 2, Skaggs-Alpha Beta, Eckerd, Revco.
Chain Supermarkets-Buddies 7, Safeway 4, Allied Foods, Minyards, Lee's 2, Piggly Wiggly, Kroger 2, Skaggs-Alpha Beta, Jewel T, Tom Thumb.
Other Chain Stores-Western Auto, Singer Co., White Auto, Cook Paint, Sherwin-Williams, Firestone, Goodyear.

14 - NEWSPAPERS: NEWS (e-mon to fri) 13,359; (S) 13,876; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Bernard Petrich, Adv. Mgr., NEWS, 4880 Alpha Rd., Farmer's Branch, TX 75234; Tel. (817) 277-5511.
National Representative: U.S. Suburban Press.

ATHENS

1 - LOCATION: Henderson County, E&P Map E-3. County Seat. Industrial and agricultural center in eastern Texas. 72 mi. SE of Dallas, 110 mi. SE of Ft. Worth, 175 mi. N of Houston, 190 mi. NE of Austin, 230 mi. NW of New Orleans. On U.S. Hwy. 175; State Hwys. 19, 31.

2 - TRANSPORTATION: **Railroads**-St. L. SW.
Motor Freight Carriers-3.
Intercity Bus Lines-Central Texas Trailways, Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 10,197; E&P 85 Est. 12,509
County 80 Cen. 42,606; E&P 85 Est. 51,318

4 - HOUSEHOLDS:
City 80 Cen. 3,777; E&P 85 Est. 3,732
County 80 Cen. 16,087; E&P 85 Est. 19,762

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$177,528,571
Savings & Loan	3	$118,265,632

6 - PASSENGER AUTOS: County 47,230 (all vehicles).

7 - ELECTRIC METERS: Residence 4,245.

8 - GAS METERS: Residence 3,553.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 200 ($200); Oil & Gas 372 ($255); Television Cabinetry & Assembly 1,100 ($300); Mobile Homes 176 ($220).

10 - CLIMATE: Jan. av. temp. 47; July av. temp. 83. First killing frost, Nov. 18; last killing frost, Mar. 15. Growing season 245 days; rainfall 37 in. annually.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Center**-On Courthouse Square & two blocks in all directions.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Highland(4)	NA	JCPenney, Perry Bros., Brookshire
South Park(4)	NA	Holiday Cleaners
Heritage Sq.(6)	NA	Sears, Daniels' Super Drug, True Value Hdwe.
Athens Ctr.(5)	NA	Wal-Mart, Beall's, Pay-Less Shoes

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, K. Wolens, Beall Bros. 3.
Variety Stores-Perry Bros.
Discount Stores-K mart, Wal-Mart.
Chain Supermarkets-Safeway, Winn-Dixie, Brookshire's.
Other Chain Stores-Western Auto, White, Singer.

14 - NEWSPAPERS: REVIEW (e-mon to fri, S) 6,817; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Marion Archer, Nat'l Adv. Mgr., REVIEW, 201 S. Prairieville, Box 32, Athens, TX 75751; Tel. (214) 675-5626.
National Representative: Papert Companies.

AUSTIN

1 - LOCATION: Travis County (MSA), E&P Map D-4. State capital. County Seat. 200 hwy. mi. from Dallas & Ft. Worth, 75 mi. from San Antonio, 160 mi. from Houston.

2 - TRANSPORTATION: **Railroads**-Mo. Pacific, Southern Pacific, Mo. Kansas & Texas, Amtrak.
Motor Freight Carriers-25.
Intercity Bus Lines-Transportation Enterprises, Greyhound, Kerrville, Arrow Lines, Trailways.
Airlines-Emerald, United, Continental, Southwest, Delta, Eastern, USAir, American.

3 - POPULATION:
Corp. City 80 Cen. 345,496; E&P 85 Est. 391,638
CZ-ABC: (80) 394,669
RTZ-ABC: (80) 270,408
County 80 Cen. 419,335; E&P 85 Est. 475,338
MSA 80 Cen. 536,450; E&P 85 Est. 624,658
City & RTZ-ABC: (80) 665,077
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 133,934; E&P 85 Est. 155,745
CZ-ABC: (80) 149,645
RTZ-ABC: (80) 92,374
County 80 Cen. 158,341; E&P 85 Est. 186,072
MSA 80 Cen. 195,856; E&P 85 Est. 236,075
City & RTZ-ABC: (80) 242,019

5 - BANKS	NUMBER	EST. DEP.
Commercial	33	$3,984,000,000
Savings & Loan	6	$1,600,000,000

6 - PASSENGER AUTOS: County 415,292 (All Vehicles).

7 - ELECTRIC METERS: Residence 185,000.

8 - GAS METERS: Residence 118,000.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Gov't 82,500; Trade 61,400; Serv. & Misc. 53,500; Mfg. 33,000; Constr. 14,800; Fin., Ins. and Real Estate 17,200; Trans. and Comm. and Util. 7,700; Mining 800.
Principal Pay Days-Fri. and last day of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-80; Summer 70-100; Fall 60-70; Winter 32-70. First killing frost, Nov. 28; last killing frost, Mar. 3.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Barton Creek Mall(185)	6	Dillard, Foley's, Mont. Ward, Sears, Scarbrough's
Capital Plaza(31)	4	Mont. Ward, Beall's, HEB
Hancock Center(38)	3	Dillard, Sears, HEB
Highland Mall(84)	3	Joske's, JCPenney, Scarbrough's, Foley's
Northcross Mall(55)	5	Frost Bros., Beall's
Westgate Mall(31)	4	HEB, Lacks, Beall's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-Beall's 6; Dillard 2; Foley's 2; Frost Bros.; JCPenney 2; Joske's; Leon's 4; Montgomery Ward 2; Sears 2; Weiner's 5; Yaring's 9.
Discount Stores-K mart 4; Target 2.
Variety Stores-TG&Y; Winn's 15.
Chain Drug Stores-Ace 7; Eckerd 14; Revco 14; Sommers 10; Walgreens 6.
Chain Supermarkets-Foodland 3; HEB 15; Kash-Karry 6; MiniMax 4; Safeway 17; Tom Thumb 9; Skaggs 3; Mkt. Basket 7.
Other Chain Stores-Baker's 3; Franklin's 3; Lerner's; Mission Jewelry 2; S&H Green Stamps 2; Thom McAn 2; Western Auto 5; White's; Zale's 4; McCoy's; Handy Dan.

14 - NEWSPAPERS: AMERICAN-STATESMAN (all day-mon to fri) 167,307; (m-sat) 166,346; (S) 200,183; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: George Spaulding, Adv. Dir., AMERICAN-STATESMAN, 166 E. Riverside Dr., PO Box 670, Austin, TX 78704; Tel. (512) 445-3748.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

BAY CITY

1 - LOCATION: Matagorda County, E&P Map E-5. County Seat. On the Colorado River, 150 mi. NE of Corpus Christi, 80 mi. SW of Houston and Galveston and 20 mi. N of Matagorda Riv. to the Gulf of Mexico.

2 - TRANSPORTATION: **Railroads**-AT&SF, Mo. Pac. (GCL), SP.
Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 17,837; E&P 85 Est. 21,155
County 80 Cen. 37,828; E&P 85 Est. 39,035
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,313; E&P 85 Est. 6,834
County 80 Cen. 13,110; E&P 85 Est. 13,918

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$204,123,763
Savings & Loan	2	$142,923,359

6 - PASSENGER AUTOS: County 32,268 (all vehicles).

7 - ELECTRIC METERS: Residence 6,143.

8 - GAS METERS: Residence 4,963.

9 - PRINCIPAL INDUSTRIES: Cattle, Rice, Maize, Cotton, Soy Beans, Fishing, Packing, Shell, Meat, Dairy Prods., Poultry, Oil Refining, Petrochemicals, Port, Welding, Nuclear Power Plant, Grass Farms.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-89; Summer 66-100; Fall 45-94; Winter 31-84.

11 - TAP WATER: Fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Matagorda Plaza, Lacks Center, Gulf Bay Plaza.

13 - RETAIL OUTLETS: **Department Stores**-Beall's, JCPenney, Oshman's, Weiners, Clothes Inc.
Chain Drug Stores-Matagorda Phcy., Discount Pharmacy, Houston, Eckerd.
Discount Stores-Gibson, K mart, Bottom Dollar.
Variety Stores-Ben Franklin, Perry's.
Chain Supermarkets-Bay City Food, Stanley 3, Duffy's, HEB, Safeway.
Other Chain Stores-Firestone, Goodyear, Goodrich, Western Auto, Montgomery Ward, Sears.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri, S) 6,657; sworn June 30, 1984 VAC.
Local Contact for Advertising and Merchandising Data: Al Green, Natl. Adv. Mgr., TRIBUNE, 2901 16th St., PO Box 1551, Bay City, TX 77414; Tel. (409) 245-5555.
National Representative: None.

BAYTOWN

1 - LOCATION: Harris County (In Houston PMSA), E&P Map E-4. 22 mi. E of Houston on Houston Ship Channel. On State Hwy. 146, I-10.

2 - TRANSPORTATION: **Railroads**-SP branch, Union Pacific.

3 - POPULATION:
Corp. City 80 Cen. 56,923; E&P 85 Est. 74,165
County 80 Cen. 2,409,544; E&P 85 Est. 2,812,760
PMSA 80 Cen. 2,735,763; E&P 85 Est. 3,241,189

4 - HOUSEHOLDS:
Corp. City 80 Cen. 20,731; E&P 85 Est. 25,969
County 80 Cen. 869,880; E&P 85 Est. 1,048,638
PMSA 80 Cen. 973,162; E&P 85 Est. 1,189,195

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$360,166,848
Savings & Loan	6	$292,226,626

6 - PASSENGER AUTOS: County 2,203,766 (all vehicles).

7 - ELECTRIC METERS: Residence 21,865.

8 - GAS METERS: Residence 21,819.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Refining 6,300 ($330); Rubber 482 ($429); Chemical Research 1,000 ($495); Chemical Prod. 1,400 ($440); Carbon Black 180 ($275); Space Lab 3,000 ($440); Steel 1,700 ($220); Steel Administration 150 ($412).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-89; Summer 62-98; Fall 46-88; Winter 27-75.

11 - TAP WATER: Neutral (Artesian), semi-soft, not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bay Plaza(35)	NA	TG&Y, The Fair, Food King
K mart(4)	NA	K mart
West Town(28)	NA	Beall's, Safeway
Wood Creek(9)	NA	Weiners, Holiday Foods
Garth Plaza(5)	NA	Style Shop, Eurotan
San Jacinto Mall(160)	NA	JCPenney, Sears, Mont. Ward, Mervyn's, Foleys, Wilsons
Bay Village	NA	Diamond C
West Town II	NA	TG&Y
Goose Creek Plz.	NA	United
Willowcreek	NA	Kroger, Walgreens

Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-All to 9 p.m.

13 - RETAIL OUTLETS: **Department Stores**-Sears, Beall Bros. 2, Montgomery Ward, JCPenney, Weiners, Foleys, Wilsons, Palais Royale, The Fair 2, Oshman's, Craig's, Mervyn's.
Discount Stores-K mart, TG&Y 2, United Jewelers, Wal-Mart.
Variety Stores-TG&Y 2, Heidi's.
Chain Drug Stores-Gray, Gulf Coast, Lakewood, Medic, Eckerd 2, Walgreens, Scarborough's.
Chain Supermarkets-Hathaways 2, Kroger 2, Lyons 2, Safeway 2, Food King 2, Super-O, Holiday, Sac & Sav.
Other Chain Stores-Jewelry: Gordon's, Sweeney, Zale's, Whitehall, Marquis, Cross, Kay, Mission. Auto: Goodyear, Firestone 2. Clothing: Foxmoor, The Gap, Gingiss Formalwear, 5-7-9, Lane Bryant, Lerner's Shops, Limited, Casual Corner. Shoes: Pay-Less, Naturalizer, Stride Rite, Thom McAn, Hanover, Kinney, Regal, Baker, Butler's. Furn.: Cargo, Furniture Etc., Wilkenfeld. Misc.: Singer, Team Electronics, Waldenbooks, Radio Shack 3, Royal Optical, Sherwin-Williams, Texas State Optical 2. Building Supplies: 84 Lumber, McCoys, Lowe's, Furrow's, Woods Home Ctr.

14 - NEWSPAPERS: SUN (e-mon to fri, S) 17,102 paid; June 30, 1984 VAC.
Local Contact for Advertising and Merchandising Data: Bill Cornwell, Adv. Dir., SUN, 1301 Memorial Dr., PO Box 90, Baytown, TX 77520; Tel. (713) 422-8302.
National Representative: U.S. Suburban Press.

BEAUMONT

1 - LOCATION: Jefferson County (In Beaumont-Port Arthur MSA), E&P Map F-4. County Seat. Shipping Ctr., large oil refining ctr., wholesale & small mfg. ctr. Extreme SE corner of the State. 80 mi. E of Houston, 277 mi. W of New Orleans. 40 foot channel to the sea.

2 - TRANSPORTATION: **Railroads**-Southern Pacific, Missouri Pacific, Kansas City & Southern, AT&SF.
Motor Freight Carriers-12.
Freight Steamship Lines-9.
Intercity Bus Lines-Continental, Continental Southern, Continental Dixie, Greyhound, Texas.
Airlines-Metro, Royale, Texas Air.

3 - POPULATION:
Corp. City 80 Cen. 118,102; E&P 85 Est. 125,059
CZ-ABC: (80) 141,215
RTZ-ABC: (80) 485,967
County 80 Cen. 250,938; E&P 85 Est. 263,184
MSA 80 Cen. 375,497; E&P 85 Est. 398,749
City & RTZ-ABC: (80) 627,182
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 43,082; E&P 85 Est. 47,456
CZ-ABC: (80) 50,648
RTZ-ABC: (80) 166,374
County 80 Cen. 90,245; E&P 85 Est. 97,709
MSA 80 Cen. 131,890; E&P 85 Est. 144,470
City & RTZ-ABC: (80) 217,022

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$1,108,894,000
Savings & Loan	6	$822,793,000

6 - PASSENGER AUTOS: County 216,920 (all vehicles).

7 - ELECTRIC METERS: Residence 51,564.

8 - GAS METERS: Residence 36,924.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Petroleum 14,500; Chemicals 11,250; Constr. 15,800; Food 1,050; Machinery 1,550;

Transp. Equip. 4,750; Mining 1,300; Paper Lumber, Wood Products 1,550; Transp. 7,400; Fabricated Metal Products 3,200.
Principal Shopping Days-Thur., Fri., Sat., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-91; Summer 60-100; Fall 35-92; Winter 14-82.

11 - TAP WATER: Fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Pearl, 5 on Orleans, 2 on Liberty, Broadway, Crockett, Fannin, Bowie & Forsythe, 3 on Park St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gateway(52)	4	White House, Weiner's, Beall's, Market Basket
Gavlynn(12)	3	Beall's, Fair
Parkdale Mall(84)	6	JCPenney, Beall's, Joske's, Mont. Ward
Stadium(9)	3	Market Basket, Beall's
23rd St.(8)	4	Market Basket
Village(30)	4	Weiner, Market Basket
Parkway Plaza(12)	5	Handy Dan, Best
Forest Park(5)	7	Market Basket
11th St. Plaza(23)	2	
Westmont	6	Eckerd, Safeway
Colonnade(21)	6	The Fair
Phelan Center(17)	4	Albertson's
The Oaks(21)	6	Walgreens, King Saver

Principal Shopping Days-Dept. Stores-Mon., Fri., Sat.; Food Stores-Thur., Fri., Sat. Food Stores open 24 hours daily.
Stores Open Evenings-Food Daily; Gateway, Parkdale Daily except Sunday.

13 - RETAIL OUTLETS: **Department Stores**-White House, Fair Store, Beall's, Palais Royal, Sears, JCPenney, Joske's.
Discount Stores-Gibson, Giant Food Center, Best Services, K mart, Target, Wal-Mart, Weiner's.
Variety Stores-Murphy's, McCrory.
Chain Drug Stores-Walgreens 3, Albertson's Phmy., Kroger Phmy., Eckerd 7.
Chain Supermarkets-Kroger, King Saver 2, Hometown, 7-Eleven 15, O'Bannion's 14, Market Basket 11, Albertson's, Safeway 4, Country Pantry 12, Fertitta's 5, Kwik Pantry 3, Sak-N-Pak 5.
Other Chain Stores-Firestone, Goodyear, Western Auto, National Shirt, Thom McAn, Baker's, Lane's, Gordon's Jewelry, Kinney Shoes, Zale's Jewelry, Oshman's (sporting goods), Candle Shop, Casual Corner, Chess King, Craig's, B. Dalton, Flagg Bros., Fox Photo, Foxmoor, Frederick's, General Nutrition, Hickory Farms, House of Jeans, Jarman Shoes, Jean's West, Kinderphoto, Motherhood and Maternity, Musicland, The Ranch, Singer, Size 5-7-9, So-Fro Fabric, Spencer Gifts, Stover Candy, Merle Norman, Stride-Rite Shoes, Waldenbooks, Cloth World, Gordon's, Kinney, Hancock Fabrics, Catherine's Stout Shoppe, Hallmark, Gem, Zale's.

14 - NEWSPAPERS: ENTERPRISE (m) 70,332; (S) 79,525; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Don Taylor, Nat. Adv. Mgr., ENTERPRISE, 380 Walnut, P.O. Box 3071, Beaumont, TX 77701; Tel. (409) 838-2842.
National Representative: Branham/Newspaper Sales.

BIG SPRING

1 - LOCATION: Howard County, E&P Map C-3. County Seat. In Midwest Texas. At intersection of IS 20, U.S. Hwys. 80 & 87. Ind. mfg. & refining ctr. Major medical ctr. with V.A. Hospital, State Hospital & four private clinic hospitals. Center of livestock, agricultural & oil production & processing, petrochemicals, carbon black. 290 mi. W of Dallas & 333 mi. E of El Paso.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific.
Motor Freight Carriers-3.
Intercity Bus Lines-Southwestern, Greyhound, Continental.

3 - POPULATION:
Corp. City 80 Cen. 24,804; E&P 85 Est. 26,012
CZ-ABC: (80) 24,804
Bal. in NDM-ABC: (80) 8,338
County 80 Cen. 33,142; E&P 85 Est. 38,102
Total NDM-ABC: (80) 33,142
Demographic Information available from Newspaper. See pargraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,089; E&P 85 Est. 9,928
CZ-ABC: (80) 9,089
Bal. in NDM-ABC: (80) 2,876
County 80 Cen. 11,965; E&P 85 Est. 14,202
Total NDM-ABC: (80) 11,965

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$317,007,480
Savings & Loan	2	$226,765,388

6 - PASSENGER AUTOS: County (all vehicles) 34,288.

7 - ELECTRIC METERS: Residence 10,356.

8 - GAS METERS: Residence 9,020.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Refining & Petrochemical 869 ($250); Railroad 235 ($210); Gas Processing 57 ($250); Carbon Black 151 ($230); Garment Sewing 150 ($185); Pipe Mfg. 69 (N.A.); VA Hospital 312 ($185); State Hospital 454 ($200); Private Hospitals 464 (N.A.); Nursing Home 95 (N.A.); Data Processing 11 ($260); Plastic Moulding 70 (N.A.).

10 - CLIMATE: Min. & Max. Temp.-Spring 44-71; Summer 70-96; Fall 51-72; Winter 28-57. First killing frost, Nov. 17; last killing frost, Mar. 24.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-18 blocks on Second, Third, Fourth, Gregg, Scurry, Main & Runnels Sts.
Neighborhood Shopping Centers-Gregg, 13th to 21st St., State & 11th Place, Airport Addition, Lamesa Hwy., FM 700 & Birdwell Lane.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
College Park(21)	1	TG&Y, Safeway, Anthony's
Highland South(24)	2	Dunlaps
Coronado Plz.(5)	2	Winn Dixie, Wal Mart
Big Spring Mall(14)	3	JCPenney, Beall's

Principal Shopping Days-Department Stores-Sat., Mon., Fri.; Food Stores-Fri., Sat., Wed.
Stores Open Evenings-Food stores, K mart, JCPenney, Beall's, TG&Y, all stores in Big Spring Mall.

13 - RETAIL OUTLETS: **Department Stores**-Dunlap's, C.R. Anthony, JCPenney, Beall's.
Discount Stores-K mart, Wal-Mart, TG&Y.
Chain Drug Stores-Leonard's 3, Revco.
Chain Supermarkets-Safeway 2, Winn Dixie, Furr's, Giant Discount, Newsom's.
Other Chain Stores-Beall's, Zale's, Barnes-Pelletier, Firestone, White's (home & auto), Goodyear, Connies, Emphasis (clothing), Gordon's Jewelry, Peanut Shack, Alladin's Castle, Cowtown Boots, Radio Shack, Sherwin-Williams, Sears (catalog), Payless Shoes, Sleep Haven.

14 - NEWSPAPERS: HERALD (e-mon to fri) 9,493; (m-sat) 9,317; (S) 10,581; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Richard White, Adv. Dir., HERALD, P.O. Box 1431, Big Spring, TX 79720; Tel. (915) 263-7331.
National Representatives: Landon Associates, Harte-Hanks Communications.

BONHAM

1 - LOCATION: Fannin County, E&P Map E-2. County Seat. Agricultural and manufacturing center. NE part of state.

2 - TRANSPORTATION: **Railroads**-Texas & Pacific (freight).
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 7,338; E&P 85 Est. 7,691
County 80 Cen. 24,285; E&P 85 Est. 26,156

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,877; E&P 85 Est. 3,002
County 80 Cen. 9,267; E&P 85 Est. 10,286

5 - BANKS	NUMBER	EST. DEP.
Commercial	2	$61,799,000

6 - PASSENGER AUTOS: County 22,085 (All Vehicles).

7 - ELECTRIC METERS: Residence 4,410.

8 - GAS METERS: Residence 4,268.

9 - PRINCIPAL INDUSTRIES: Pumps, Trailers, Fertilizer, Agriculture, Meat Packing, Cable.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-70; Summer 85-104; Fall 51-81; Winter 5-55. First killing frost, Nov. 23; last killing frost, Mar. 15.

11 - TAP WATER: Lake water, medium hardness, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks surrounding City Square; Sav-Park Plaza (4 stores).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Food-Sat.

13 - RETAIL OUTLETS: **Department Stores**-J.B. White, Hunt.
Variety Stores-Ben Franklin, Bewley's.
Discount Stores-Wal-Mart.
Chain Supermarkets-Safeway, Brookshires.
Other Chain Stores-Babcock Bros., Otasco, Western Auto, Goodyear.

14 - NEWSPAPERS: FAVORITE (e-tues to fri., S) 3,288; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Jimmie R. Stephenson, Pub., FAVORITE, 314 N. Center, Box 550, Bonham, TX 75418; Tel. (214) 583-2124.
National Representative: Papert Companies.

BORGER

1 - LOCATION: Hutchinson County, E&P Map C-1. 50 mi. N of Amarillo, 27 mi. W of Pampa.

2 - TRANSPORTATION: **Railroads**-Santa Fe.
Motor Freight Carriers-3.
Intercity Bus Lines-Continental Panhandle.

3 - POPULATION:
Corp. City 80 Cen. 15,837; E&P 85 Est. 19,957
CZ-ABC: (80) 17,566
RTZ-ABC: (80) 21,619
County 80 Cen. 26,304; E&P 85 Est. 31,437
City & RTZ-ABC: (80) 39,185

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,093; E&P 85 Est. 7,752
CZ-ABC: (80) 6,768
RTZ-ABC: (80) 7,733
County 80 Cen. 9,837; E&P 85 Est. 12,180
City & RTZ-ABC: (80) 14,501

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	$70,846,477
Commercial	2	$250,000,136

6 - PASSENGER AUTOS: County 35,670.

7 - ELECTRIC METERS: Residence 7,400.

8 - GAS METERS: Residence 6,646.

9 - PRINCIPAL INDUSTRIES: Petroleum, Carbon Black, Synthetic Rubber, Printing Ink Devel. & Res., Anhydrous Ammonia Fertilizer, Tool & Mach. Shops.

10 - CLIMATE: Av. Temp.-Summer 74; Winter 40; annual 58. First killing frost, Nov. 10; last killing frost, Mar. 10.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Center**-15 blocks on Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Coronado(6)	0	Food Bonanza, TG&Y
Downtown	NA	Whites
Bunavista	NA	Fairlanes Mkt.
Borger Plaza	1	K mart, United Foods
North Park Center	1	TG&Y

Principal Shopping Days-Mon., Wed., Thur., Sat.
Stores Open Evenings-JCPenney, Thur.; Food-daily.

13 - RETAIL OUTLETS: **Department Stores**-C.R. Anthony, JCPenney, Beall's.
Variety Stores-M.E. Moses, TG&Y.
Chain Drug Stores-Heard & Jones, Harris 3, H&M Lee, Revco.
Chain Supermarkets-Furr, Safeway, 7-Eleven, Holt, Allsups 5, Quick Stop 6, Jim's 2, Venture Foods, Taylor and Sons.
Discount Stores-K mart, TG&Y.
Other Chain Stores-Hasting Books & Records, White's, Zale's Oklahoma Tire, Hub Clothiers, Singer Co., Montgomery Ward, Sears (catalog), Pay-Less Shoes.

14 - NEWSPAPERS: NEWS-HERALD (e-mon to fri) 7,759; (S) 8,634; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Ken Dulaney, Adv. Mgr., NEWS-HERALD, PO Box 5130, 207-209 N. Main, Borger, TX 79008; Tel. (806) 273-5611.
National Representative: Papert Companies.

BRENHAM

1 - LOCATION: Washington County, E&P Map E-4. County Seat. Agricultural center. 84 mi. E of Austin and 74 mi. W of Houston.

2 - TRANSPORTATION: **Railroads**-Gulf, Colorado & Santa Fe.
Motor Freight Carriers-4.
Intercity Bus Lines-Kerrville, Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,966; E&P 85 Est. 14,291
County 80 Cen. 21,998; E&P 85 Est. 26,147

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,798; E&P 85 Est. 4,597
County 80 Cen. 7,817; E&P 85 Est. 9,676

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$140,000,000
Savings & Loan	3	$80,000,000

6 - PASSENGER AUTOS: County 22,978 (all vehicles).

7 - ELECTRIC METERS: Residence 4,200.

8 - GAS METERS: Residence 3,400.

9 - PRINCIPAL INDUSTRIES: Ice Cream Mfg., Textiles, Cotton Seed Prods., Mattresses, Wood Prods., Upholstered Furniture.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline.

12 - RETAILING: **Downtown**-5 block square.
Shopping Centers-H.E.B., Brookshire's, Four Corners, Market Square.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, New York, Lou's, Cato's, Wenier's, Marsh-Bode & Tonn, Bealls.
Discount Stores-Wal-Mart, Eckerd.
Variety Stores-Perry Bros.
Chain Supermarkets-Food City, Brookshire Bros., H.E.B., Safeway, Stanley's.
Other Chain Stores-Goodyear, White Auto, Western Auto, Sears, Montgomery Ward.

14 - NEWSPAPERS: BANNER-PRESS (e-mon to fri) 5,952; Dec. 31, 1984 VAC.
Local Contact for Advertising and Merchandising Data: Charles Moser, Pub., or Don R. Chandler, Asst. Pub., BANNER PRESS, 2000 Stringer, PO Box 585, Brenham, TX 77833; Tel. (409) 836-7956.
National Representative: U.S. Suburban Press.

BROWNSVILLE

1 - LOCATION: Cameron County (In Brownsville-Harlingen MSA), E&P Map E-6. Extreme SE part of Texas. 271 mi. SE of San Antonio, 22 mi. from Gulf of Mexico. Port of entry into Mexico. Ship channel 16 mi. inland to Port of Brownsville.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific, Southern Pacific, National Railways of Mexico.

Motor Freight Carriers-17.
Intercity Bus Lines-Continental Trailways, Valley Transit, Circulo Rojo Matamoros, Transportes del Norte, S.A.
Airlines: Ozark, Royale.

3 - POPULATION:
Corp. City 80 Cen. 84,997; E&P 85 Est. 102,145
CZ-ABC: (80) 84,997
RTZ-ABC: (80) 190,437
County/MSA 80 Cen. 209,680; E&P 85 Est. 252,068
City & RTZ-ABC: (80) 275,434
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 22,882; E&P 85 Est. 26,856
CZ-ABC: (80) 22,882
RTZ-ABC: (80) 49,328
County/MSA 80 Cen. 58,409; E&P 85 Est. 72,497
City & RTZ-ABC: (80) 72,210

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$650,883,660
Savings & Loan	3	$174,905,894

6 - PASSENGER AUTOS: County 132,698 (all vehicles).

7 - ELECTRIC METERS: Residence 25,804.

8 - GAS METERS: Residence 12,541.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Fishing & Shrimping 4,000; Cotton Proc. 2,200; Natural Gas Proc. 600; Port of Brownsville 2,200; Aviation 200; Clothing Mfg. 2,600; Import-Export 1,000; Electronics 400; Clothing 100; Mfg. Oil Drilling Rigs 3,200; Ship Dismantling 450; Misc. Dockside 500.
Principal Pay Days-Sat., 1 & 15.

10 - CLIMATE: Min. & Max. Temp.-Spring 68-84; Summer 76-92; Fall 67-85; Winter 54-73. First killing frost, Dec. 23; last killing frost, Mar. 14.

11 - TAP WATER: Alkaline, medium hard.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on E. Elizabeth, Levee, Washington & Adams Sts.; 46 acres on Mexico St. between Palm Blvd. & Sixth St.
Neighborhood Shopping Centers-W. 2nd to 8th on Eliz.; Junction Boca Chica & Los Fresnos Hwys.; Palm Blvd. & Old Alice Rd.; 14th St. & Boca Chica Blvd.; Fort Brown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Amigoland Mall(52)	1	Dillard, JCPenney, Mont. Ward
Hospital(10)	2	Ransome's
N Park Plz (40)	3	Kroger
Palm Vlg (18)	2	King Mart
Sunrise Mall(85)	4	Sears, Beall's, K mart

Principal Shopping Days-Mon.-Sat.
Stores Open Evenings-Dept.-Sat. Some Discount Stores, Supermarkets, Amigoland Mall, and Sunrise Mall-Daily.

13 - RETAIL OUTLETS: Department Stores-Anthony, Beall's, JCPenney, Terry-Farris, Sears, Montgomery Ward, Dillard.
Discount Stores-K mart, Gibson, Wal-Mart, Ardans.
Variety Stores-Kress, Woolworth, McCrory.
Chain Drug Stores-Walgreens, Rexall, Medico.
Chain Supermarkets-H.E. Butt 3, El Centro, Kroger, King Mart 2, Lopez 7, Valley Mart 3, Warehouse Grocery.
Other Chain Stores-Tires, Auto Accessories, Goodyear, Goodrich, Western Auto 2, Firestone; Shoes, Thom McAn, Baker's, Kinnney's, Pat's Show Box, Wally's; Women's Clothing, Lerner Shops, Vogue, Santi's, Advance Shop, Village Casuals, Popular, Mangel's; Jewelry, Sweeney's, Weldon's, Zale's, Gordon's; Other, Edelstein's Furn., Singer Co., Handy Dan, Hickory Farms, Lack's Furniture, National Shirts, The Ranch, Strouds Furniture.

14 - NEWSPAPERS: HERALD (e-mon to fri) 16,727; (S) 19,811; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Dale Pearson, Nat'l Adv. Dir., HERALD, 1135 E. Van Buren, PO Box 351, Brownsville, TX 78520; Tel. (512) 542-4301.
National Representative: Papert Companies.

BROWNWOOD

1 - LOCATION: Brown County. E&P Map D-3. County Seat. Residential, college, wholesale ctr. near geographical ctr. of Texas. On U.S. Hwys. 67, 84 & 183, State Hwys. 10 & 279.

2 - TRANSPORTATION: Railroads-Santa Fe.
Motor Freight Carriers-7.
Intercity Bus Lines-Arrow Coach Lines, Continental Trailways.
Airlines-Eagle Commuter.

3 - POPULATION:
Corp. City 80 Cen. 19,203; E&P 85 Est. 23,418
CZ-ABC: (80) 21,709
RTZ-ABC: (80) 70,712
County 80 Cen. 33,057; E&P 85 Est. 38,334
City & RTZ-ABC: (80) 92,241
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,203; E&P 85 Est. 8,532
CZ-ABC: (80) 8,098
RTZ-ABC: (80) 27,916
County 80 Cen. 12,308; E&P 85 Est. 14,834
City & RTZ-ABC: (80) 36,014

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$236,087,355
Savings & Loan	1	$193,277,277

6 - PASSENGER AUTOS: County (All Vehicles) 34,011.

7 - ELECTRIC METERS: Residence 8,260.

8 - GAS METERS: Residence 6,825.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-RR 356; Needlecraft 165; 3M 600; Cable 273; Woolen Mill, Wellhead Division, 80.
Principal Pay Days-Fri., 1, 5, 20.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 80-100; Fall 50-80; Winter 30-75. First killing frost, Nov.; last killing frost, Mar.

11 - TAP WATER: Neutral, soft, not fluoridated.

12 - RETAILING: Principal Shopping Centers-11 blocks on Center; 12 on Fisk; 4 on Main.
Neighborhood Shopping Centers-Austin Ave., Coggin Ave., Melwood Ave., W. Commerce, Fort Worth Hwy., Woodland Heights; Main St.; Commerce Square 14 units; Village Shopping Center; Heartland Mall (40 units).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Heartland Mall(40)	1	K mart, Beall's, JCPenney
Sav-On-Food		Palace Drug
Austin Ave.	NA	Winn-Dixie, Motts, Eckerd
Melwood Ave.	NA	Village Market
Commerce Sq (22)	NA	Safeway, TG&Y, Singer Sewing Ctr.
Village	NA	Pin Ball Wizard

Principal Shopping Days-Mon., Wed., Sat.

13 - RETAIL OUTLETS: Department Stores-Gregory's 5th Season, JCPenney, Montgomery Ward, Sears, Beall's, Thornton's, Stevenson's, Worth's, Connies.
Discount Stores-Jordan's, Thompson Surplus, K mart, Wal-Mart.
Variety Stores-TG&Y, Motts.
Chain Drug Stores-Gibson, Walgreens, Eckerd, Revco.
Chain Supermarkets-Safeway, Winn-Dixie, Sav-On Food 2, Kroger.
Other Chain Stores-Western Auto, Sherwin Williams, Goodyear, Firestone, Colonial, Pizza Inn, Pizza Hut, Higginbotham Bros., Nathan's, Affiliated Foods (3), Allsups, Weakly-Watson, S&H Green Stamps, Radio Shack, Wendy's, Camelot Music, Jo Ann Fabric, Zale's, Kay Jewelers, McDonald's, Kinney Shoes, Gallenkamp Shoes, Burger King, Dairy Queen, Mr. Gattis, Gateway Cards, B. Dalton Bookseller, Shop, Taco Bell, Peanut Shack, Circus World Toys, Pay-Less Shoe, Kentucky Fried Chicken, Church's Fried Chicken.

14 - NEWSPAPERS: BULLETIN (e-mon to fri) 10,073; (S) 12,017; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Gene Bigham, Adv. Mgr., BULLETIN, 700 Carnegie, PO Box 1188, Brownwood, TX 76804; Tel. (915) 646-2541.
National Representative: Papert Companies.

BRYAN-COLLEGE STATION

1 - LOCATION: Brazos County (In Bryan-College Station MSA). E&P Map E-4. County Seat (Bryan). Midway between Houston & Dallas, 106 mi. NE of Austin; 97 mi. NW of Houston; 89 mi. SE of Waco. Site of Texas International Raceway.

2 - TRANSPORTATION: Railroads-Texas & New Orleans, Missouri Pacific, Southern Pacific.
Motor Freight Carriers-6.
Intercity Bus Lines-Greyhound.
Airlines-Rio Airways, Royale.

3 - POPULATION:
Corp. Cities 80 Cen. 81,609; E&P 85 Est. 104,764
Bryan 80 Cen. 44,337; E&P 85 Est. 56,917
College Station 80 Cen. 37,272; E&P 85 Est. 47,847
NDM-ABC: (80) 93,588
RTZ-ABC: (80) 51,434
County/MSA 80 Cen. 93,588; E&P 85 Est. 120,142
NDM & RTZ-ABC: (80) 145,022
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 35,592; E&P 85 Est. 37,307
Bryan 80 Cen. 16,081; E&P 85 Est. 21,359
College Station 80 Cen. 11,967; E&P 85 Est. 15,948
NDM-ABC: (80) 32,488
RTZ-ABC: (80) 19,062
County/MSA 80 Cen. 32,488; E&P 85 Est. 43,846
NDM & RTZ-ABC: (80) 51,550

5 - BANKS	NUMBER	EST. DEP.
Commercial	10	$721,900,000
Savings & Loan	6	$551,200,000

6 - PASSENGER AUTOS: County (all vehicles) 78,958.

7 - ELECTRIC METERS: Bryan 19,461; College Station 14,448.

8 - GAS METERS: 21,156.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Furniture 475; Rubber Slabs & Sales 275; Alum. Windows 593; Poultry Proc. 115; Agri. Chemicals 146; University Education (College Station) 9,200; Military Academy (Bryan); Oil Well Products 150; Computer Terminals 300; Electric Appliances 500; Electronic 500.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-75; Summer 70-100; Fall 54-80; Winter 15-65.

11 - TAP WATER: Very soft.

12 - RETAILING: Principal Shopping Areas-Downtown Bryan Area, 10 blocks long, 5 blocks wide; Manor East Mall; Post Oak Mall; Townshire Center; 18 Shopping Centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Texas Ave (40)	NA	Kroger, Safeway
Culpepper Plaza(26)	NA	Safeway, Weiner's, Eckerd
Manor East(20)	NA	JCPenney, Fair, Mont Ward
University Sq (16)	NA	Alpha-Beta
Sunnyland(7)	NA	
Townshire(14)	NA	Safeway
Villa Maria(12)	NA	Merle Norman
Redmond Terr (10)	NA	Academy
Briar Crest Drive(16)	NA	Ardans, Star Furn., Woodstone
Post Oak Mall(88)	NA	Sears, Dillard

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Mon., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward, JCPenney, Sears, Beall's(2), K Wolen's, Edge's, Weiner's(2), J.B. White, Margo La Mode, Skagg's, Dillard, Foley's.
Variety Stores-Woolworth, Perry Bros.
Chain Drug Stores-Eckerd, Skaggs.
Discount Stores-TG&Y, K mart, Wal-Mart.
Chain Supermarkets-Safeway 4, Piggly Wiggly 3, Kroger 2, Skaggs, Winn-Dixie 2.
Other Chain Stores-Western Auto, Sherwin-Williams, Texas State Optical, Firestone, National Cash Register, Franklin's, Star Furn., Pay-Less, Fair, Cloth World, Hancocks, Ardans, Academy, Wilsons, Goodyear.

14 - NEWSPAPERS: EAGLE (m) 26,839; (S) 30,348; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Christian R. Schilt, Adv. Dir., EAGLE, PO Box 3000, Bryan, TX 77805; Tel. (409) 776-4444.
National Representatives: Harte-Hanks Communications; Landon Associates.

CARROLLTON

1 - LOCATION: Dallas & Denton Counties (in Dallas PMSA). E&P Map E-2. County Seat 2 mi. S of Carrollton, TX. On I-35, 635.

2 - TRANSPORTATION: Railroads-N.A.
Motor Freight Carriers-P.I.E., Santa Fe.
Intercity Bus Lines-N.A.
Airlines-Dallas Fort Worth Airport: Air Canada, Eastern, Ozark, SWAir.

3 - POPULATION:
Corp. City 80 Cen. 40,591; E&P 85 Est. 44,318
Counties 80 Cen. 1,699,675; E&P 85 Est. 1,881,318
Dallas 80 Cen. 1,556,549; E&P 85 Est. 1,703,304
Denton 80 Cen. 143,126; E&P 85 Est. 178,014
PMSA 80 Cen. 1,957,451; E&P 85 Est. 2,200,656

4 - HOUSEHOLDS:
City 80 Cen. N.A.; E&P 85 Est. 16,116
Counties 80 Cen. 626,887; E&P 85 Est. 716,348
Dallas 80 Cen. 577,753; E&P 85 Est. 652,677
Denton 80 Cen. 49,134; E&P 85 Est. 63,671
PMSA 80 Cen. 711,093; E&P 85 Est. 824,511

5 - BANKS	NUMBER	DEPOSITS
Commercial	15	NA
Savings & Loan	7	NA

6 - PASSENGER AUTOS: County N.A.

7 - ELECTRIC METERS: Residence N.A.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Light industry; Banking; Retail.

10 - CLIMATE: Av. Temp.-Summer 95; Winter 40.

11 - TAP WATER: N.A.

12 - RETAILING: Principal Shopping Center-Galleria; North Town Mall; Valley View Mall; Preston Wood Mall.
Neighborhood Shopping Centers-Surneaux, Carrollton Park, Preston Wood Mall.

13 - RETAIL OUTLETS: Department Stores-locke's, Dillards, Hangers, Sears, Marshall, Saks Fifth Ave., JCPenney.
Discount Stores-K mart, Target, TG&Y, Gibsons, Moses.
Chain Drug Stores-Eckerd, Skaggs, Alpha-Beta, Tom Thom Page.
Chain Food Supermarkets-Safeway, Skaggs, Alpha-Beta, Winn-Dixie, Kroger.

14 - NEWSPAPERS: CHRONICLE (e-tues to fri; S) 2,600; sworn Sept. 5, 1985.
Local Contact for Advertising and Merchandising Data: Judy Terry, Pub., CHRONICLE-TODAYS NEWSPAPERS, 1712 Beltline Rd., Carrollton, TX 75006; Tel. (214) 446-0303.
National Representative: U.S. Suburban Press.

CLEAR LAKE CITY

1 - LOCATION: Harris County (In Houston PMSA). E&P Map F-4. Clear Lake consists of 8 cities around the Bay Area, including northern portion of Galveston County; subdivision of Houston. N.A.S.A. Johnson Space Center (4 mi.). Shrimping, fishing & sailing center of SE Texas. 30 mi. S of Houston.

2 - TRANSPORTATION: Railroads-Galveston-Houston Henderson.
Motor Freight Carriers-All Houston based freight lines.
Airlines-10 mi. from Houston's Hobby Airport; 1 mi. from Metro Airlines.

3 - POPULATION:
Retail Trading Zone E&P 85 Est. 80,000
County 80 Cen. 2,409,544; E&P 85 Est. 2,812,760
PMSA 80 Cen. 2,735,763; E&P 85 Est. 3,241,189
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Retail Trading Zone E&P 85 Est. 31,000
County 80 Cen. 869,880; E&P 85 Est. 1,048,638
PMSA 80 Cen. 973,162; E&P 85 Est. 1,189,195

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$148,990,000
Commercial	6	$352,970,000

6 - PASSENGER AUTOS: County (All Vehicles) 2,203,766.

7 - ELECTRIC METERS: Residence 43,512.

8 - GAS METERS: Residence 12,913.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-80; Summer 80-100; Fall 40-75; Winter 20-45.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Center-I-45 at Bay Area Blvd., Baybrook Mall (110 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Camino South(27)	3	Eagle, Walgreens
Town Plaza(20)	5	Kroger, SupeRx
Nassau Bay(21)	5	Weingarten's, TG&Y
Village Real(24)	3	Kroger, Palais Royal
Miramar(27)	7	Kroger, Gibson
Clear Lake(17)	3	Safeway, Weiner
Dickinson Plaza(18)	6	Weingarten's
League City	2	Eckerd
Armand Center	4	Gerlands
Baybrook Terrace	2	R B Furniture

13 - RETAIL OUTLETS: Department Stores-Beall's, Palais Royal, Weiner's, Sears, Montgomery Ward, Joske's.
Discount Stores-Gibson, K mart, Target.
Variety Stores-TG&Y, Perry Bros.
Chain Drug Stores-Walgreens, Eckerd, SupeRx.
Chain Supermarkets-Eagle, Kroger, Safeway, Randalls, Gerland's.
Other Chain Stores-Radio Shack, Firestone, Goodrich, Sherwin-Williams, Western Auto, White Auto.

14 - NEWSPAPERS: CITIZEN (m-tues to sat; S) 7,215; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Lonnie Clement, Pub., CITIZEN, PO Box 57907, Webster, TX 77598; Tel. (713) 488-1108.
National Representative: U.S. Suburban Press.

CLEBURNE

1 - LOCATION: Johnson County (In Fort Worth-Arlington PMSA). E&P Map D-3. County Seat. 28 mi. S of Fort Worth; 57 mi. W of Dallas; 68 mi. N of Waco. On U.S. Hwy. 67 (E&W); State Hwy. 174 (N&S).

2 - TRANSPORTATION: Railroads-Amtrak (on Santa Fe), Passenger; Atchison, Topeka & Santa Fe, Freight.
Intercity Bus Lines-Central Texas Trailways.
Motor Freight-Central; Western Tex-Pac Express; Santa Fe Transpt.
Airlines-60 mi. to DFW Int'l. Airport-Air Canada; American; Continental; Delta; Eastern; Frontier; Mexicana; Ozark; Peidmont; Texas Int'l.

3 - POPULATION:
Corp. City 80 Cen. 19,218; E&P 85 Est. 23,900
County 80 Cen. 67,649; E&P 85 Est. 84,129
PMSA 80 Cen. 973,138; E&P 85 Est. 1,135,535

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,290; E&P 85 Est. 9,335
County 80 Cen. 23,122; E&P 85 Est. 29,800
PMSA 80 Cen. 349,034; E&P 85 Est. 420,992

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$309,387,000
Savings & Loan	3	$88,716,069

6 - PASSENGER AUTOS: County 72,990 (all vehicles)

7 - ELECTRIC METERS: Residence 8,581

8 - GAS METERS: Residence 6,842

9 - PRINCIPAL INDUSTRIES: R.R. Shops, Locomotive Repair and Mfg.; Furn.; Dairy Prods.; Cotton Ginning; Clothing; Batteries; Air Conditioners; Optical Goods; Feed Mills & Mixers; Stove Hoods; Wiping Cloths; Intercom Systems; Meat Proc.; Building Trusses; Commercial Displays; Rubber Prod.; Corrugated Boxes & Wood Pallets; Redwood Planters & Cabinets; Lithograph; Offset Printing; Refuse Containers; Silica Sand & Flour; Explosives; Fiberglass Prod. & Insulation; Concrete Products; Portable Buildings; Radio & Electronic Equip.; Crushed Limestone; Lime Prod.; Soft Drink Bottling; Diesel Additives.

10 - CLIMATE: Jan avg. 34; July avg. 97.4; Annual avg. 66.4

11 - TAP WATER: Neutral, soft (Artesian wells) & surface reservoir.

12 - RETAILING: **Principal Shopping Centers**-N.A.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bellevue Crest(6)	NA	Gibson
Cleburne(6)	NA	JCPenney
Meadowbrook(6)	NA	Beall's, Wacker's
Ridgeway(4)	NA	True Value Hdwe.
Nolan River(33)	NA	K mart, Beall's, JCPenney

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Lintz; Howells; JCPenney; Montgomery Ward; Sears; Mr. Gus; Beall's; K. Wolens.
Variety Stores-Ben Franklin.
Discount Stores-Gibson; Winn's; Wal-Mart; K mart.
Chain Drug Stores-Rexall 4; Gibson; Eckerd; Revco; Safeway.
Chain Supermarkets-Piggly Wiggly; Safeway Super Store; Winn-Dixie; Thrift Mart; 7-Eleven 2.
Other Chain Stores-Goodyear; Firestone; Radio Shack; Western Auto; Sherwin-Williams; Texas State Optical; Mode O' Day; True Value Hdwe.; Zale's; Austin Shoes; White's Auto; Jo Ann; Stewarts Womens Wear; T-shirts Plus; Musicland; Kays Jewelers; Regis Hairstyling; Kinney; Pearl Vision; Stevensons; Giovanni's; Aladins Castle; Walden II; Jewel-T; Marr's Short Stop 4; Chief Auto Parts; Scotty's Auto; Higginbothams Lumber; Direct Factory Outlet; Singer Co.; The Tire Store; Merle Norman; Handy Man Hardware; Hallmark Cards; Fayva.

14 - NEWSPAPERS: TIMES-REVIEW (e-mon to fri; S) 9,510; sworn Sept. 28, 1984.
Local Contact for Advertising and Merchandising Data: Bill Rice, Adv. Dir., TIMES REVIEW, PO Box 1620, Cleburne, TX 76031; Tel. (817) 645-2441.
National Representative: Papert Companies.

CLUTE

See LAKE JACKSON

CONROE

1 - LOCATION: Montgomery County. (In Houston PMSA) E&P Map E-4. County Seat. Oil well, timber, diversified farming, manufacturing area. 36 mi. N of Houston. On State Hwy. 105; U.S. Hwy 75; I-45.

2 - TRANSPORTATION: **Railroads**-Atcheson, Topeka & Santa Fe; Missouri Pacific.
Motor Freight Carriers-3.
Intercity Bus Lines-Continental Trailways.
Airline-All major airlines, 25 mi. from the Houston Inter-Continental Airport.

3 - POPULATION:
Corp. City 80 Cen. 18,034; E&P 85 Est. 27,682
CZ-ABC: (80) 18,034
RTZ-ABC: (80) 110,453
County 80 Cen. 128,487; E&P 85 Est. 171,106
PMSA 80 Cen. 2,735,763; E&P 85 Est. 3,241,189
City & RTZ-ABC: (80) 128,487
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,660; E&P 85 Est. 10,228
CZ-ABC: (80) 6,660
RTZ-ABC: (80) 34,827
County 80 Cen. 41,487; E&P 85 Est. 57,065
PMSA 80 Cen. 973,162; E&P 85 Est. 1,189,195
City & RTZ-ABC: (80) 41,487

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$667,251,208
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 127,702 (all vehicles)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg.; Hardwood Lumber; Timber; Gasoline; Creosote; Foundry Products; Farming Area (Cotton, Corn, Truck Crops), Chemical, Mining Trucks; Oil Field Equip.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-75; Summer 72-100; Fall 55-80; Winter 15-65

11 - TAP WATER: Alkaline, hard

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Conroe(14)	NA	Sears
Greenspoint	NA	Beall's
East Davis(8)	NA	Piggly Wiggly
Edgewood	NA	Weingarten
Montgomery Plz	NA	Randall, Wal-Mart, Weiner, Handy Dan
Crossroads	NA	Eckerd, Winns, Safeway
Woodwinds	NA	Kroger, Wal-Mart

Principal Shopping Days-Wed., Fri., Sat.

13 - RETAIL OUTLETS: Chain **Supermarkets**-Kroger; Safeway 3; Piggly Wiggly 2; Brookshire Bros. 2; Jamail's 2.
Other Chain Stores- Radio Shack 2; Weiners 2; JCPenney; Montgomery Ward; Western Auto; Amato's 2; Randall's; Wal-Mart 2; Beall Bros.; Freedom Store; Kinney's; Payless Shoes; SAS Shoes; Walgreens 2; Eckerd 4; Handy Dan 2.

14 - NEWSPAPERS: COURIER (e) 10,153; (S) 11,616; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Gloria Westbrook, Adv. Dir., COURIER, 100 Ave. A, PO Drawer 609, Conroe, TX 77305; Tel. (713) 756-6671.
National Representative: U.S. Suburban Press.

CORPUS CHRISTI

1 - LOCATION: Nueces County (In Corpus Christi MSA). E&P Map E-5. On Gulf of Mexico in S Texas, 210 mi. SW of Houston, 145 mi. SE of San Antonio, 160 mi. N of Brownsville, which is on border of Mexico. On U.S. Hwys. 77 & 181; State Hwys. 9, 44, 286. Av. Altit. is 35 ft. above sea level.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Missouri Pacific; Texas-Mexican.
Motor Freight Carriers-Alamo Express; Brown Express; ETMF Systems; Central; Lee Way Motor; Missouri Pacific Truck Lines; Rodeway Express; Ryder Truck Lines; Red Arrow; Southern Pacific; Southwestern Motor; Tex-Pack Express; Yellow System.
Airlines-American; Eagle; Eastern; Texas International; Southwest; Continental; Emerald Air; Pan Am.

3 - POPULATION:
Corp. City 80 Cen. 231,999; E&P 85 Est. 254,263
CZ-ABC: (80) 236,561
Bal. in NDM-ABC: (80) 89,667
Bal. in RTZ-ABC: (80) 146,091
County 80 Cen. 268,215; E&P 85 Est. 293,975
MSA 80 Cen. 326,228; E&P 85 Est. 357,912
Total NDM-ABC: (80) 326,228
CZ-NDM & RTZ-ABC: (80) 472,319
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 76,661; E&P 85 Est. 85,142
CZ-ABC: (80) 77,878
Bal. in NDM-ABC: (80) 26,662
Bal. in RTZ-ABC: (80) 46,047
County 80 Cen. 86,989; E&P 85 Est. 98,442
MSA 80 Cen. 104,540; E&P 85 Est. 118,453
Total NDM-ABC: (80) 104,540
CZ-NDM & RTZ-ABC: (80) 150,587

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	15	$1,500,000,000
Savings & Loan	9	$580,000,000

6 - PASSENGER AUTOS: County 243,314 (all vehicles)

7 - ELECTRIC METERS: Residence 86,000

8 - GAS METERS: Residence 56,000

9 - PRINCIPAL INDUSTRIES: Chem.; Metals; Dextrose; Oil; Iron Prod.; Milk Prod.; Petroleum Prod.; Steel Bars; Fab.; Cement; Liquid Gas; Aluminum; Cadmium; Zinc Sulphate; Util.; Stone, Clay & Glass; Allied Products; Garment Mfg.

Principal Pay Days-1st, 15th, 20th.

10 - CLIMATE: Min. & Max. Temp.-Av. 63.7-78.6; mean av. 71.2

11 - TAP WATER: Neutral, hard; fluoridated

12 - RETAILING: **Principal Shopping Centers**-Sunrise Mall, S. Padre Island Dr. & Airline Rd.; Padre-Staples Mall, S. Padre Island Dr. & Staples; Staples Ctr., S. Padre Island Dr. & Staples.
Neighborhood Shopping Centers-Airline Pk., 5900 Williams; Bel-Aire, 2700 Staples at Annapolis; Carmel, 4100 S Staples; Commerce I, 4455 S Padre Island Dr.; Country Club Plz., 5800 Everhart; Country Vlg., 5810 S Staples; The Crossings, Staples & Holly; Crossroads Shpg. Vlg., 5830 McArdle at Airline Rd.; Cullen Mall, 4800 S Alameda At Airline; Downtown, 10 blocks on Chaparral & 10 on Mesquite; Gaslight Sq., 1016 Santa Fe at Hancock & Third; Kingsberry Sq., 6400 Weber at Saratoga; Meadowbrook, 4700 S Alameda at Airline; Oakbrook, 5100 Everhart; Plaza Del Sol, 5300 Everhart; Portairs, 4100-4200 Ayers; Pueblo Park Mall, 4600 S Padre Island Dr.; Saxet, 3900 Leopard; Six Points, 1700 S Alameda at Staples 7 Ayers; South Park, 3800 S Padre Island Dr.; Stonegate, 5400 Everhart; Village Park Sq., 5500 Everhart; Windsor Pk., 4300 S Alameda; Ridgewood, 5800 S Staples; Boardwalk, 5433 S Staples.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Alameda(17)	NA	H.E.B., Winn's
Arcadia Vlg.(12)	NA	Handy Andy
Ayres St.(14)	NA	H.E.B.
Gulfway(42)	NA	Sun Harvest
Hamin Place	NA	Hamlin Phcy.
Copperfield Mall(11)	NA	Entre Computer Center
Five Points(45)	NA	Beall's, K mart, Eckerd
Wal-Mart(3)	NA	Wal-Mart
K mart(8)	NA	K mart
Lamar Park(4)	NA	Womans Shop
Mission(8)	NA	K mart, Walgreens
Padre Staples(87)	NA	Beall's, Dillard, JCPenney, Zale's
Parkdale Plaza(38)	NA	Appliance Mart
Portairs(35)	NA	Beall's, Eckerd
Saratoga Oaks	NA	Memo's
Shell Ctr.(9)	NA	Super-Mex
Shoppers World	NA	Foodland
Stonewall Mall(4)	NA	Model Market
Suburban City	NA	Huff's Foodtown
Sunrise Mall(95)	NA	Frost, Joske's, Sears, Eckerd
The Village(11)	NA	Jack English, Apropos
Town & Country(30)	NA	H.E.B., Bill's Shoes
Village Park(15)	NA	Waterbed Gallery, Jr. Foodmart
Weber Square(16)	NA	HEB, White's
Westwood City(5)	NA	HEB
Woodlawn(21)	NA	Beall's, Eckerd
Staples Ctr.	NA	Solo Serve, Wilson's

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Every night until 9.

13 - RETAIL OUTLETS: **Department Stores**-Beall's; Dillard; Frost Bros.; Joske's; JCPenney; Oshman's; Sears; Weiner's; Wilson's; Solo Serve.
Variety Stores-Woolworth 2; Kress; Winn's 7; Ben Franklin.
Chain Drug Stores-Walgreens; Eckerd 9; Parr's; Nichols 3; Rexall 5; City Pharmacy; Economical Clinic; Lamar Park; Port Avenue.
Chain Supermarkets-H. E. Butt 13; Model Mkt.; Kroger 3; Foodtown 7; Maverick Mkts. 58; Super-D; Super-Mex 5; Circle K 27; 7-Eleven 20; Warehouse Groc. 2; Albertson's.

14 - NEWSPAPERS: CALLER (m-mon to fri) 60,825; TIMES (e-mon to fri) 22,369; (sat) 69,116; (S) 90,543; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Jane Merritt, Nat'l Adv. Coordinator, CALLER and TIMES, 820 Lower Broadway, PO Box 9136, Corpus Christi, TX 78469; Tel. (512) 884-2011.
National Representatives: Branham Newspaper Sales; Harte-Hanks Communications.

CORSICANA

1 - LOCATION: Navarro County. E&P Map E-3. 49 mi. S of Dallas, 80 mi. SE of Ft. Worth, 75 mi. W of Tyler, 52 mi. E of Waco; 187 mi. to Houston. On U.S. Hwys. 31, 75, 287; State Hwys. 14, 22, 31, 75; I-45.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Rock Island; Burlington; St. Louis & Southwestern.
Motor Freight Carriers-19.
Intercity Bus Lines-Continental.
Airlines-Charter Air Service.

3 - POPULATION:
Corp. City 80 Cen. 21,712; E&P 85 Est. 25,919
County 80 Cen. 35,323; E&P 85 Est. 40,450

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,323; E&P 85 Est. 9,937
County 80 Cen. 13,331; E&P 85 Est. 15,852

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$287,650,000
Savings & Loan	4	$310,690,000

6 - PASSENGER AUTOS: County (all vehicles) 34,030

7 - ELECTRIC METERS: Residence 9,332

8 - GAS METERS: Residence 7,794

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Soft Drink Bottles 270; Pastries & Cakes 326; Slacks 400; Cotton Duck 206; Men's Hats 894; Gloves 182; Insulation Materials 380; Potato Chips 225; Steel 483; Fertilizer Complex & Ammonia Mfg. 250; Oil Production 531; Insurance 165; Mobile Homes 400; Plastic Prod. 300; Oil Field Equip. 1,000; Drilling Equip. 480; Glass 700.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 70-100; Fall 60-75; Winter 28-40. First killing frost, about Nov. 15; last killing frost, Mar.

11 - TAP WATER: Neutral, soft, not fluoridated.

12 - RETAILING:

Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
College Park Mall	NA	Wal-Mart, Beall's, JCPenney, United Jewelry
Golden Circle(7)	NA	Gibson, Winn's
Novarro Mall(18)	NA	Beall's, Woolworth
Seventh Ave.	NA	Eckerd, Minyard
Westgate(6)	NA	Sears, Mont. Ward

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sears; J.M. Dyer; JCPenney; Miles; Tekell's; Beall's; Montgomery Ward.
Discount Stores-Gibson; K mart; K. Wolens; Woolworth; Wal-Mart.
Chain Supermarkets-Brookshire; Safeway; Buddie's; Minyard.
Other Chain Stores-Singer Co.; Goodyear; Sherwin-Williams; Western Auto; White Auto; Radio Shack; Zale's; Cato; United Jewelry.

14 - NEWSPAPERS: SUN (e-mon to fri) 10,444; (m-sat) 10,242; (S) 11,217; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: A. J. Keeney, Pub., SUN, 405 E. Collin, PO Box 622, Corsicana, TX 75110; Tel. (214) 872-3931.
National Representatives: Landon Associates; Harte-Hanks Communications.

DALHART

1 - LOCATION: Dallam and Hartley Counties. E&P Map C-1. At intersection of Hwys. 51, 54, and 87. 88 mi. from Amarillo. Shipping and trading center for NW Panhandle of Texas, Oklahoma and NE New Mexico.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Cotton Blt.; Burlington Northern.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 6,854; E&P 85 Est. 6,765
Counties 80 Cen. 10,518; E&P 85 Est. 10,441
Dallam 80 Cen. 6,531; E&P 85 Est. 6,709
Hartley 80 Cen. 3,987; E&P 85 Est. 3,732
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,545; E&P 85 Est. 2,562
Counties 80 Cen. 3,747; E&P 85 Est. 3,878
Dallam 80 Cen. 2,386; E&P 85 Est. 2,558
Hartley 80 Cen. 1,361; E&P 85 Est. 1,320

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	4	$156,607,000

6 - PASSENGER AUTOS: Counties: Dallam 7,022; Hartley 4,288 (All Vehicles)

7 - ELECTRIC METERS: Residence 2,759

8 - GAS METERS: Residence 2,937

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage

Earners (Av. Wkly. Wage)-R.R. 150 ($650); Electric Power 48 ($200); Feed Proc. 75 ($150); Commercial Feed Lots (cap. 150,000 head of cattle) ($175)

Principal Industrial Pay Day-Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-95; Summer 40-110; Fall 20-95; Winter 17-90. First killing frost, Sept. 20; last killing frost, Apr. 15.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Denrock; 4 on Denver; 3 on Rock Island; 12 on Hwys. 54 & 87; Shopping Ctr. on 7th St.; Apache Shopping Ctr. on 16th and Tennessee (Furr's, United Food Store, Furr. Fashions).
Principal Shopping Days-Thur., Wed.

13 - RETAIL OUTLETS: **Department Stores**-C.R. Anthony, Sears, Montgomery Ward.
Variety Stores-H&B, Franklin's.
Discount Stores-Alco.
Chain Supermarkets-Jack & Jill, United Food, Allsup's 2, Southland 2, 7-Eleven.

14 - NEWSPAPERS: TEXAN (e-tues to fri) 2,740; (S) 2,790; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: J. Kenneth Hogue, Pub., TEXAN, 410 Denrock St., Dalhart, TX 79022; Tel. (806) 249-4511.
National Representative: Papert Companies.

DALLAS

1 - LOCATION: Dallas County (PMSA), E&P Map E-3. NE portion of Texas on Trinity River 32 mi. from Fort Worth, 240 mi. NW of Houston and 300 mi. NE of San Antonio. On Interstate Hwys. 20, 30, 35E, and 45. Also U.S. Hwys. 67, 75, 77, 80, and 175; State Hwys. 78, 114, 121, 183, 289, 342, 352, 356. County Seat. A fin., distrib., educ., mktg. and insur. center. Mfg., wholesale and retail trade, R.E., trans. and convention trade add to Dallas' economy.

2 - TRANSPORTATION: **Railroads**-Amtrak; Atchison Topeka & Santa Fe; Burlington Northern; Kansas City Southern Lines; Fort Worth and Denver; Missouri-Kansas-Texas; Missouri Pacific; St. Louis Southwestern; Southern Pacific.
Motor Freight Carriers-61 lines.
Intercity Bus Lines-Central Texas Trailways; Arrow Trailways; Greyhound; Transportation Enterprises; Metropolitan Service; Dallas Transit.
Airlines-Air Canada; American; Braniff; Air Midwest Skyways; Altus; American Eagle; Best; General Aviation; Midwest Express; British Caledonian; Continental; Delta; Republic; People's Express; Texas Airlines; Eagle; Eastern; Frontier; Jet America; Lufthansa; Mexicana; Midway; Muse Air; Northeast Orient; Ozark; Piedmont; Pan Am; Rio; Southwest; Thai International; Transamerica; TWA; United; USAir; Western; and over 12 air cargo shippers and 4 rental firms.

3 - POPULATION:
Corp. City 80 Cen. 904,078; E&P 85 Est. 987,093
County 80 Cen. 1,556,549; E&P 85 Est. 1,703,304
PMSA 80 Cen. 1,957,392; E&P 85 Est. 2,200,656
DALLAS MORNING NEWS
CZ-ABC: (80) 1,556,390
Bal. in NDM-ABC: (80) 2,417,167
Total NDM-ABC: (80) 3,973,557
DALLAS TIMES HERALD
CZ-ABC: (80) 1,556,390
RTZ-ABC: (80) 1,237,481
City & RTZ-ABC: (80) 2,793,871
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 355,073; E&P 85 Est. 407,188
County 80 Cen. 577,753; E&P 85 Est. 652,677
PMSA 80 Cen. 711,093; E&P 85 Est. 842,511
DALLAS MORNING NEWS
CZ-ABC: (80) 577,701
Bal. in NDM-ABC: (80) 863,627
Total NDM-ABC: (80) 1,441,328
DALLAS TIMES HERALD
CZ-ABC: (80) 577,701
RTZ-ABC: (80) 439,257
City & RTZ-ABC: (80) 1,016,958

5 - BANKS	**NUMBER**	**DEPOSITS**
(Dallas County)		
Commercial	173	$22.9 billion
Savings & Loan	35	$6.8 billion

6 - PASSENGER AUTOS: County 1,528,308 (all vehicles).

7 - ELECTRIC METERS: Res., Ind. & Comm. 387,956 (Av. monthly chg. 500 KWH $40).

8 - GAS METERS: Res., Ind. & Comm. 234,783 (Av. monthly chg. 1000 cu. ft. $4.25).

9 - PRINCIPAL INDUSTRIES: Dallas Fort Worth MSA (State of Texas Av. Wkly. Wage)-Wholesale and Retail Trade 430,000 ($226); Mfg. 309,000 ($356); Serv. and Misc. 305,000 (N.A.); Govt. 182,700 (N.A.); Fin., Insur., R.E. 119,800 (N.A.); Trans. and Util. 96,200 ($385); Constr. 80,400 (N.A.); Mining 33,000 ($440). Total Labor Force 1,676,000.

10 - CLIMATE: Min. & Max. Temp.-Daily mean temp. An. Av. 66 F. Hottest month (Av. 24 hr. temp.) 86 F. Coldest month (Av. 24 hr. temp.) 44 F. Record temps. (highest) 113 F. (lowest) 4 F. Precipitation: Av. An. 29 in.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Major Shopping Centers**-Northpark, Valley View, Prestonwood, Galleria, Red Bird Mall, Collin Creek Mall, Town East, Richardson Sq., Downtown Dallas, Preston Ctr., Big Town, Preston Forest, Wynnewood, Irving Mall, Northtown Mall, Abrams-Forest, Bruton Rd. Vlg., Bruton Terrace, Buckingham Plz., Broadway Vlg., Canyon Creek, Carrollton Ctr., Caruth Plz., Casa Linda Plz., Casa View, Custer Sq., Central Pk., Custer Pk., Chapel Forest Vlg., Cimarron Plz., Lake Pk., Meadow Glsn., Mesquite Vlg., No. East Mall, No. Hills Mall, NW Junction, Outlet Malls of America, Plano Walnut Ctr., Plz. of the Americas, The Promenade, Cedar Crest, Duncanville Vlg., Hampton Sq., Hampton Vlg., Highland Pk. Vlg., Hillcrest Vlg., Independence Sq., Inwood Vlg., Keystone Pk., Kiest-Polk Vlg., Knox Street Vlg., Lancaster-Kiest, Lochwood Mall, MacArthur Ctr., Marsh Lane Plz., Meadow Central Mall, Medallion Ctr., Mirale Mile, Northlake, Northwood Hills, Oak Lawn, Old Town in the Vlg., Olla Podrida, Parker Plz., Park Forest, Pepper Sq., Pleasant Grove, Plymouth Pk., Preston Royal, Richardson Hts., Sakowitz Vlg., Snider Plz., South Pk., Spanish Vlg., Spring Creek Vlg., Spring Valley, Stevens Pk., The Corner, The Quadrangle, Valwood Vlg., Turtle Creek Vlg., Walnut Hill Vlg., Walnut Plz., plus over 125 smaller ctrs. throughout Dallas and suburban area.
Major Retail Shopping Areas-Preston Rd., Lovers Lane, Mockingbird Lane, Dallas N. Pkwy., Beltline Rd., Northwest Hyw., Buckner Blvd., Garland Rd., W. Jefferson, I-30, I-20, I-35E, North Central Exprwy., Inwood Rd., Lemmon Ave., Oak Lawn, Plano Rd., Greenville Ave., McKinney Ave., Hampton Rd., Kiest Blvd., Lake June Rd., Forest Lane, Josey and Marsh Lanes, Gus Thomasson, Royal Lane, Walnut Hill Lane, Ferguson Rd., Coit Rd., Arapaho Rd., Zangs Blvd., Illinois and the Downtown area.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Many stores open until 9 PM every evening except Sun. Most stores open until 9 PM Thur. Food stores open late every night.

13 - RETAIL OUTLETS: **Department Stores**-Sanger-Harris 12, Joske's 9, Dillard 11, Neiman Marcus 4, Lord & Taylor 3, JCPenney 14, Sears 13, Montgomery Ward 11, Myers 11, Macy's, Sakowitz, Marshall Field, Saks Fifth Avenue, Bloomingdale's, Mervyn's 5.
Discount Stores-K mart 30, Target 14, Gibson 14. Jewelry: Sterling 3, Wilson's Showrooms 2, Best Products 3, O.G. Wilson's 2.
Variety Stores-M. E. Moses 27, Mott 18, Ben Franklin 5, TG&Y 6, Duke & Ayers 4, H.L. Green 2, McCrory 3, Hall's 3.
Chain Drug Stores-Revco 70, Eckerd 40, Myatt's 7, Drug Mart 6, Page/Tom Thumb 29, Skaggs-Alpha Beta 14, Treasury 20, Myers & Rosser 6, Safeway 10, Dougherty's 4, Gibson 6, K mart 8, Raven's 4, Target Stores 3, Kroger 2.
Chain Supermarkets-Safeway 53, Tom Thumb 37, Albertsons 7, Minyard's 41, Kroger 28, Skaggs-Alpha Beta 13, Winn-Dixie 11, Piggly Wiggly 4, 7-Eleven 157, Stop 'N Go 36, Schepps 19, Mr. M 18, Affiliated.
Other Chains-Women's Apparel: J. Brannum Co., Colbert's, County Seat, The Gap, Jeans West, John's Jeans, Lerner, Margo's, Margies, Mervyn's, Lane Bryant; Men's Apparel: Brooks Brothers, Chess King, Clyde Campbell, Dads and Lads, Designers Den, Irby Mayes, John Mabry, Reynolds-Penland, J. Riggins, Western Junction; Family Clothing Stores: Jas. K. Wilson, Woolf Bros., Scheplers, Coopers, Culwell and Son, Longhorn; Shoe Stores: Baker's, Butler's, Fayva, Florsheim, Foot Locker, Hardy's, Jarman, Kinney, Larry's, Knapp, Naturalizer, PayLess, Red Cross, Thom McAn, Vandy's, Boot Town, Nicks, Morgan Boots; Auto Repair and Parts: Goodyear, Firestone, Goodrich, General Tire, Eaton, Exxon Car Care Centers, Shell Car Care, Gulf Car Care, Midas, Tune-up Masters, All-Pro Parts, Checker, Chief Auto Parts, Ken's Green Light, Jack's Auto Supply, Western Auto, White's Auto; Jewelry Stores: Adelstein's, Bachendorf's, Corrigans, Everts, Fullers, Gordon's, Linz, Ounce 'O Gold, Rings and Things, Semor, J.C. Sloan, Tabers, Sterlings, Wilsons, Zales; Cleaners: Fishburns, Holiday, One-Hour Martinizing, Oriental Glo, Comet, Barton-Howell, Town & Country, White Star; Home Centers: Handy Dan, Homers, Pay-Less Cashways, Sutherland Lumber, Ivy Lumber, Simms-Moore, Ace Hdwe., Blue Grass, C&S Sharp Hdwe., Olympic Paint Stores, Glidden, Jones Blair Stores, Dalworth Paints, Sherwin-Williams Decorating Centers, Colony Paints, Dutch Boy, Pittsburgh Paints, Tru-Test; Furniture Stores: Haverty's, Home, Baggarts, Freed, Drexel, Eathan Allen, Kennyon's, Hart, La-Z-Boy Stores, Rick Levitz, Sleep Country, Duffey's, Weirs; TV-Stereo: I.G. Boyd's, Curtis Mathes TV Centers, Videoland, Video of Texas, CMC Stereo, Custom Hi Fi, Sound Climax, Thompson Sound, Radio Shack.

14 - NEWSPAPERS: DALLAS MORNING NEWS (m) 368,683; (S) 476,004; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Jack Freudenfeld, Display Adv. Dir., DALLAS MORNING NEWS, Communication Center, Dallas, TX 75265; Tel. (214) 977-8222.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.
DALLAS TIMES-HERALD (all day) 241,055; (S) 345,932; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Tim Vickery, Mktg./Sales Dev. Mgr., DALLAS TIMES-HERALD, 1101 Pacific, Dallas, TX 75202; Tel. (214) 744-6340.
National Representative: Times Mirror Natl. Mktg.
DALLAS WALL STREET JOURNAL (Southwest Edition) (m-mon to fri) 231,320; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Dave Manchee, Southwest Adv. Mgr., DALLAS WALL STREET JOURNAL, 1233 Regal Row, Dallas, TX 75247; Tel. (214) 631-7250.
Representative: Direct through branch offices.

DEL RIO

1 - LOCATION: Val Verde County, E&P Map C-5. County Seat. 153 mi. W of San Antonio, 422 mi. E of El Paso, 2 mi. NE of Rio Grande-bridge to Ciudad Acuna, Mexico.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Amtrak.
Motor Freight Carriers-8.
Intercity Bus Lines-Painter (Greyhound Affiliate), Continental Trailways, Oil Field.
Airlines-Texas National.

3 - POPULATION:
Corp. City 80 Cen. 30,034; E&P 85 Est. 33,562
County 80 Cen. 35,910; E&P 85 Est. 40,128
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 8,724; E&P 85 Est. 9,489
County 80 Cen. 10,355; E&P 85 Est. 11,985

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$196,722,119
Savings & Loan	2	$37,804,064
Credit Unions	3	$20,814,411

6 - PASSENGER AUTOS: County 27,802 (all vehicles).

7 - ELECTRIC METERS: Residence 13,266.

8 - GAS METERS: Residence 7,168.

9 - PRINCIPAL INDUSTRIES: Sheep & Goat Raising, Air Force Base, Tourist, Railroad, Clothing, Winery, Electronics, Bottling, Construction.
Principal Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-43-73; Summer 56-88; Fall 41-71; Winter 21-51. First killing frost, Nov. 29; last killing frost, Feb. 26.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-9 blocks on S. Main St., 6 on Pecan St., 2 on Losoya St., 2 on Garfield St., 2 on Broadway, 5 mi. on Avenue F, 1 mi. on Gibbs St.
Neighborhood Shopping Centers-Las Vacas St. & Chihuahua Ave., F extending approx. 5 mi. toward Amistad Dam & N. Main, E. Gibbs St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
La Paloma(8)	NA	Omaha Ins.
La Villita(30)	NA	Anthony's, Food City
Plaza del Sol(48)	NA	Beall's, K mart, JCPenney

Principal Shopping Days-Thur., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Guarantee Store, Beall's, Terry-Farris, Anthony.
Variety Stores-Kress, Perry Bros. 2.
Discount Stores-Shoppers World, K mart, Wal-Mart.
Chain Drug Stores-PayLess 2.
Chain Supermarkets-M Systems, H. E. Butt 2, Foodway, Food City, Warehouse Grocery.
Other Chain Stores-Charm, Firestone, Goodyear, Western Auto, Goodrich, True Value Hardware, Radio Shack, Montgomery Ward, Sears (catalog), Lacks, Zale's, Gordon.

14 - NEWSPAPERS: NEWS-HERALD (e) 5,854; (sat) 5,740; (S) 6,462 sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: Richard P. Mathauer, Adv. Dir., NEWS-HERALD, 321 S. Main St., Del Rio, TX 78840; Tel. (512) 775-1551.
National Representative: Landon Associates.

DENISON

1 - LOCATION: Grayson County (In Sherman-Denison MSA), E&P Map E-2. Industrial & recreational center. 3 mi. S of Denison Dam on Red River, 8 mi. NE of Sherman, 73 mi. from Dallas. On U.S. Hwys. 69, 75; State Hwys. 6, 84, 169.

2 - TRANSPORTATION: **Railroads**-Missouri-Kansas-Texas; Frisco; Texas & Pacific; Southern Pacific.
Motor Freight Carriers-15.
Intercity Bus Lines-Greyhound, Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 23,884; E&P 85 Est. 25,628
CZ-ABC: (80) 23,884
Bal. in NDM-ABC: (80) 65,912
County/MSA 80 Cen. 89,796; E&P 85 Est. 98,745
Total NDM-ABC: (80) 89,796
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,304; E&P 85 Est. 9,748
CZ-ABC: (80) 9,304
Bal. in NDM: (80) 24,688
County/MSA 80 Cen. 33,972; E&P 85 Est. 38,670
Total NDM-ABC: (80) 33,972

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$193,077,014

6 - PASSENGER AUTOS: County 87,732 (all vehicles).

7 - ELECTRIC METERS: Residence 9,309.

8 - GAS METERS: Residence 7,924.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Medicare Claims Processing 159; Evaporative Coolers 125; Infant Wear 175; Non-Ferrous Aluminum Castings 511; Transit and Plastic Pipe 420; Men's Slacks 400; Box Cars 800; Refrigerated Dough Products 287; Earth Augers 313; Edible Oil Products 400; Creosote Timbers and Poles 103; Margarine 147; Architectural Alum. Prod. 350.

10 - CLIMATE: Min. & Max. Temp.-Spring 61-81; Summer 71-92; Fall 45-65; Winter 38-58. First killing frost, Nov. 14; last killing frost, Mar. 21.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-7 blocks on Main St.
Neighborhood Shopping Centers-100 to 600 Blocks S. Armstrong, Main & Tone, Morton & Fairbanks, 1000 to 1300 S. Austin Ave.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Midway	5	Sears
Sher-Den Mall(68)	6	JCPenney, Beall's, Mont. Ward
West Park	11	Piggly Wiggly, Winns

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Shopping centers every evening. Downtown-Thur. until 8 p.m.

13 - RETAIL OUTLETS: **Department Stores**-Sears, JCPenney, Montgomery Ward, Beall's, Lilley's.
Chain Supermarkets-Piggly Wiggly, Safeway, Bestyet, Kroger, Skaggs-Alpha Beta.
Discount Stores-Winn's, Wal-Mart, K mart, Barrett's.

14 - NEWSPAPERS: HERALD (e-mon to fri) 13,794; (S) 15,433; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Robert Blake, Adv. Dir., HERALD, 331 W. Woodard, Denison, TX 75020; Tel. (214) 465-7171.
National Representatives: Landon Associates.

DENTON

1 - LOCATION: Denton County (In Dallas PMSA), E&P Map E-2. County Seat. Educational, manufacturing, retail & shipping ctr. N central part of State. 38 mi. from Dallas, 35 mi. from Ft. Worth. Junction of Interstate 35W and I-35E 35E. State Hwys. 377 & 380.

2 - TRANSPORTATION: Railroads-Missouri-Pacific; Santa Fe; Texas & Pacific; Atchison Topeka; Missouri-Kansas-Texas
Motor Freight Carriers-12
Intercity Bus Lines-Continental Trailways

3 - POPULATION:
Corp. City 80 Cen. 48,063; E&P 85 Est. 60,000
CZ-ABC: (80) 58,261
RTZ-ABC: (80) 117,309
County 80 Cen. 143,126; E&P 85 Est. 178,014
PMSA 80 Cen. 1,957,451; E&P 85 Est. 2,200,656
City & RTZ-ABC: (80) 175,570
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,522; E&P 85 Est. 22,402
CZ-ABC: (80) 21,058
RTZ-ABC: (80) 39,302
County 80 Cen. 49,134; E&P 85 Est. 63,671
PMSA 80 Cen. 711,093; E&P 85 Est. 824,511
City & RTZ-ABC: (80) 60,360

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$480,179,372
Savings & Loan	2	$235,421,690

6 - PASSENGER AUTOS: County 141,864 (all vehicles)

7 - ELECTRIC METERS: Residence 25,572

8 - GAS METERS: Residence 14,811

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Annual Payroll)-University Education 5,147 ($74,782,000); Denton State School 1,600 ($19,000,000); Welding Equip. & Suppl. 710 ($12,000,000); Business Forms 580 (over $10,000,000); Flour, Corn Meal, Convenience Foods 165 ($2,700,000); Diesel Trucks 365 (N.A.); Clothing 321 (over $7,000,000); Bricks 250 ($2,600,000); Microwave Antennae 300 ($4,400,000); Rings 315 ($6,000,000)
Principal Industrial Pay Day-Fri

10 - CLIMATE: Min. & Max. Temp.-Spring 52-80; Summer 75-98; Fall 54-82; Winter 31-62. First killing frost, Nov. 10; last killing frost, Mar. 26.

11 - TAP WATER: Hardness 140; Alkalinity 105; ph 7.8

12 - RETAILING: Principal Shopping Centers-5 blocks on Hickory; 4 on Oak; 8 on Elm; 6 on Locust
Neighborhood Shopping Centers-Golden Triangle Mall, 35 at Loop 288; Denton Center, 3 blocks on University Dr. at Carroll Blvd.; 4 blocks E. on University Drive; Picadilly, 2 blocks at Malone & University; 2 on W Hickory; 1 on Ave. A at Hickory; 1 on Fry at Hickory; 4 on U.S. Hwy. 377; Carriage Square 35 at Ave. B; 4 blocks on Sunset St. at Alice; 6 blocks on W. University at Bonnie Brae; Golden Triangle Mall 93 stores; 1 block on 288; 1 block on 35E

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carriage Square(18)	1	Revco
Denton Center(19)	1	Zale's, Revco, Eckerd
Sunset(10)	1	Sherwin-Williams
University Ctr (8)	1	S&H Green Stamps, Lee Optical

Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Thur., Sat.

13 - RETAIL OUTLETS: Department Stores-Russells; JCPenney; Sears; Beall's; Craven; Dillard; Montgomery Ward; Wilsons; Mervyn's
Discount Stores-Wal-Mart; K mart; Target
Variety Stores-M.E. Moses; McCrory
Chain Drug Stores-Revco 2; Eckerd 2
Chain Supermarkets-Safeway; Kroger 2; Piggly Wiggly 4; Buddies 2; Skaggs 2; Minyards
Other Chain Stores-B. Dalton; Baker's Shoes; Brooks Fashion Store; Butler Shoes; Casual Corner; Chess King; Connie Shoes; Claire's Boutique; Corrigan's Jewelers; Oshman's; Docktor Pet Center; El Chico; Jarman's Shoes; Florsheim Shoes; Foxmoor; General Nutrition Center; Gingiss Formal Wear; Gordon's Jewelers; Handy Dan; Hastings Records; Coach House Gifts; Jean Nicole; Jeans West; Jo Ann Fabrics; K-G Men's Wear; Kinney Shoes; Lerner Shops; Linz Jewelers; Margo's La Mode; Merle Norman; Mission Jewelers; Mothercare Maternity; Motherhood Maternity; Musicland; Naturalizer Shoes; Richman Brothers; Spencer's Gifts; Stuarts; Thom McAn; Toys by Roy; Sweetbriar; Singer Co.; Goodyear; Margie's; Pay-Less Shoes; Wyatt's Cafeteria; White's Auto; Uniroyal; Handy Dan; Athlete's Foot; County Seat; Grate Fireplace; Jarman Shoes; Love Shop; Pearle Vision Center; Radio Shack; Waldenbooks; Women's World; World Bazaar; Wolfe Nursery

14 - NEWSPAPERS: RECORD-CHRONICLE (e-mon to fri) 16,856; (S) 19,660; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Bill Patterson, Mktg. Dir., RECORD-CHRONICLE, 314 E. Hickory, Denton, TX 76201; Tel. (817) 387-3811
National Representative: Landon Associates

EDINBURG

1 - LOCATION: Hidalgo County (In McAllen-Edinburg-Mission MSA), E&P Map D-6. County Seat. Agric., indust. & govt. ctr. At Southern tip of Texas, in Rio Grande Valley, 220 mi. S of San Antonio; 340 mi. SW of Houston. On U.S. Hwy 281, State Hwy. 107.

2 - TRANSPORTATION: Railroads-Southern Pacific; Missouri Pacific
Motor Freight Carriers-4
Intercity Bus Lines-Valley Transit; Greyhound; Continental Trailways
Airlines-Continental; Muse Air

3 - POPULATION:
Corp. City 80 Cen. 24,075; E&P 85 Est. 33,907
County/MSA 80 Cen. 283,229; E&P 85 Est. 351,706

4 - HOUSEHOLDS:
City 80 Cen. 6,755; E&P 85 Est. 9,003
County/MSA 80 Cen. 75,816; E&P 85 Est. 97,212

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$373,985,373
Savings & Loan	2	$619,773,096

6 - PASSENGER AUTOS: County 188,444 (All Vehicles)

7 - ELECTRIC METERS: Residence 5,940

8 - GAS METERS: Residence 4,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agriculture 2,300; Mineral Extraction, Oil N.A.; Mfg. and Const. N.A.; Govt. Service 1,090; Non-Ag. 2,900; University Education 820
Principal Pay Days-Sat., 1st & 15th

10 - CLIMATE: Min. & Max. Temp.-Spring 66-87; Summer 74-96; Fall 63-87; Winter 53-78. First killing frost, Dec. 1; last killing frost, Feb. 15.

11 - TAP WATER: Alkaline, hard

12 - RETAILING: Principal Shopping Centers-2 blocks on 12th St.; 2 on Cano St.; 7 on University Dr.; 6 on Closner St.
Neighborhood Shopping Centers-3 blocks on S. Closner St.; 1 on E. University Dr.; Palm Plz. (6 stores); University Plz. (11 stores); Ebony Hills Shopping Center
Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; C.R. Anthony; Beall's; J&V Mart
Variety Stores-Winn's; TG&Y; K mart; Wal-Mart
Chain Drug Stores-Rexall; Medico; Eckerd
Chain Supermarkets-H.E. Butt; Scurlock's; Valley Mart; Rivas 2; Trevino's Drive In 3
Other Chain Stores-Lack's Home & Auto; Goodyear; Billups Oil; Firestone; Osment's; Hoff Auto Parts; Minyard Auto Parts; NAPA Auto; Bull Parts; Pay-Less Shoe Source; Shamrock Oil; Edelstein's; Brand X; Risica & Sons; Radio Shack; Edinburg True Value; M&S Trustworthy; Sonic; Sherwin-Williams; Zale's

14 - NEWSPAPERS: REVIEW (e-tues to fri, S) 5,165; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: James V. Mathis, Pub., REVIEW, 215 E. University Dr., PO Box 148, Edinburg, TX 78539; Tel. (512) 383-2705
National Representative: None

EL PASO

1 - LOCATION: El Paso County (MSA), E&P Map A-3. County Seat. SW tip of Texas. Wholesale & mfg. ctr. Home of Fort Bliss Air Defense Center, Fort Bliss (U.S. Army), W. Beaumont Army Medical Center.

2 - TRANSPORTATION: Railroads-Mexico North-western & Mexican Central; Santa Fe; Southern Pacific; Missouri Pacific; Amtrak
Motor Freight Carriers-27
Intercity Bus Lines-Greyhound; New Mexico Transp.; Continental Trailways; Autobuses Internacionales; El Paso-Los Angeles; Limousine Express Inc.; Omnibus De Mexico; Tex. N.M. / Okla. Coaches Inc.; Geronimo; Chihuahua; Sun City Area Transit
Airlines-American; Delta; Aeronaves de Mexico; Frontier; Southwest; Eastern; Texas Int'l; Permian Airways; Western; America West

3 - POPULATION:
Corp. City 80 Cen. 425,259; E&P 85 Est. 480,314
CZ-ABC: (80) 437,946

There's more to Texas than Dallas/Ft. Worth and Houston ...

there's Austin!

- ☆ 657,000 Texans
- ☆ 245,800 Households
- ☆ $7.7 Billion Buying Income
- ☆ $4.1 Billion Retail Sales
- ☆ 65% Daily Reach
- ☆ 75% Sunday Reach
- ☆ 84% Net Daily/Sunday Reach

Austin MSA

- ☆ Daily circulation 169,727 (up 8.6% over 1984)
- ☆ Sunday circulation over 200,168 (up 9.4% over 1984)
- ☆ Over 2,000,000 classified ads in 1984

Austin American-Statesman

Telling Austin's story proudly

©1985 S&MM Survey of Buying Power   ABC Publisher's Statement, March 31, 1985   1985 Scarborough Market Study

RTZ-ABC: (80) 355,248
County/MSA 80 Cen. 479,899; E&P 85 Est. 542,028
City & RTZ-ABC: (80) 793,194

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 128,167; E&P 85 Est. 149,354
CZ-ABC: (80) 130,019
RTZ-ABC: (80) 116,370
County/MSA 80 Cen. 147,806; E&P 85 Est. 164,466
City & RTZ-ABC: (80) 246,389

5 - BANKS: Dep. $2,656,354,000

6 - PASSENGER AUTOS: County 323,429 (all vehicles)

7 - ELECTRIC METERS: Residence 157,627

8 - GAS METERS: Residence 120,919

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-(Total Civilian Work Force 196,700) Textiles 14,600; Metals 3,500; Oil Refining 1,200; Government 33,800; Durable Goods 34,400; Non-Durable Goods 23,700.
Principal Pay Days-Fort Bliss, 1st; Others 1st and 15th & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-64; Summer 67-98; Fall 51-64; Winter 42-55.

11 - TAP WATER: Soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Downtown 5 blocks on Mills St., 6 on Texas & San Antonio Sts., 7 on Mesa, Stanton & Oregon Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bassett(72)	NA	Safeway, Popular, Walgreens, Kresge, Mervyn's
Chelmont(33)	NA	Woolworth, White House, C.R. Anthony
Cielo Vista Mall(136)	NA	Mont. Ward, JCPenney, Joske's, Beall's, Sears, Dillard
Country Club	NA	Shur-Sav, Winn's, C.R. Anthony, Safeway
Fox Plaza (37)	NA	JCPenney, Winn's
Eastgate(7)	NA	Safeway, Walgreens
El Mercado Mesa	NA	Safeway, Revco
Kern Plaza(15)	NA	Walgreens
Lakeside(15)	NA	Food Market, Woolworth
Northgate(48)	NA	Safeway, Popular, JCPenney, American Furn.
Northland(19)	NA	Furr's
Pebble Hills(16)	NA	Safeway, Revco
Ranchland(17)	NA	Winns Variety, Food City
Rushfair(24)	NA	Revco
Scottsdale(14)	NA	Winn Variety
Sunrise(43)	NA	Anthony's, Zale's
Valley	NA	Big 5, Ben Franklin
Viscount(15)	NA	
Morningside(25)	NA	Furr's Cafeteria
Montwood Sq.(27)	NA	Ben Franklin, Skaggs
Pepper Tree Sq.(25)	NA	Charlotte's
Trawood(14)	NA	7-Eleven
Lee Trevino Outlet Mall(33)	NA	J. Brannam
Vista Hills(26)	NA	Mervyn's
Yarbrough Ctr.(11)	NA	Mervyn's

Principal Shopping Days-Dept.-Mon., Fri., Sat. Food-Wed., Fri., Sat. Furn.-Mon., Sat.
Stores Open Evenings-Shpg. Ctrs.-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Popular Dry Goods 3; White House; Sears; JCPenney 4; C.R. Anthony 5; Levines; Del Norte; Montgomery Ward; Dillard; Joske's; Beall's 3; Mervyns 2.
Discount Stores-K mart 6; Wal-Mart.
Variety Stores-Kress; Woolworth 2; Winn 15; Springers Center; Sprouse-Reitz 4.
Chain Drug Stores-Walgreens 9; Coleman's 4; McCrory 1; Bank Phcy. 2; Thrifty 3; Tigua; Revco 20.
Chain Supermarkets-Shur-Sav 12; Furr's 5; Safeway 12; Skaggs Alpha-Beta 3.
Other Chain Stores-Singer Co. 5; Ladies Apparel: Franklin's 2; Lerner's 4; White's Auto 4; Western Auto 3; Goodyear 7; Goodrich; Firestone 3; Zale's 2; Thom McAn 3; Pay Less Shoes 10; Kinney 6; Gordon's 5.

14 - NEWSPAPERS: TIMES (m) 56,052; HERALD-POST (e) 31,562; TIMES (S) 87,827; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Paul Ashworth, Mgr. Gen. Adv., TIMES and HERALD-POST, 401 Mills Ave., El Paso, TX 79901; Tel. (915) 747-6700.
National Representatives: Gannett Media Sales; Story & Kelly-Smith.

ENNIS

1 - LOCATION: Ellis County (in Dallas PMSA), E&P Map E-3. In Eastern half of Ellis County, 33 mi. SE of Dallas, 54 mi. SE of Ft. Worth.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Motor Freight Carriers-3.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 12,110; E&P 85 Est. 14,822
County 80 Cen. 59,743; E&P 85 Est. 69,727
PMSA 80 Cen. 1,957,451; E&P 85 Est. 2,200,656

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,112; E&P 85 Est. 5,134
County 80 Cen. 19,866; E&P 85 Est. 24,090
PMSA 80 Cen. 711,093; E&P 85 Est. 824,511

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$17,327,355
Savings & Loan	1	$4,500,000

6 - PASSENGER AUTOS: County 58,714 (all vehicles)

7 - ELECTRIC METERS: Residence 38,243

8 - GAS METERS: Residence 3,612

9 - PRINCIPAL INDUSTRIES: Business Forms, Carbon, Bed Springs, Doors, Garment Mfg., Metal Tanks, Sheet Metal Prods., Cotton Oil, Concrete Pipe, Paper Bags, Carbon Paper, Ladies & Children's Clothing, Oil Well & Chem. Equip., Roofing Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 80-110; Fall 70-95; Winter 20-70.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: **Shopping Center**-Willow Creek S. C. 15 stores; South Main Plaza, 12 stores.
Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Wolens.
Discount Stores-Holmes Discount Salvage; Wal-Mart.
Variety Stores-Perry Bros.
Chain Supermarkets-Safeway; Piggly Wiggly; HEB.

14 - NEWSPAPERS: NEWS (e-mon to fri; S) 4,800 sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Roger N. Gentry, Adv. Dir., NEWS, 231 N. Dallas St., Ennis, TX 75119; Tel. (214) 875-3801.
National Representative: Papert Companies.

FORT WORTH

1 - LOCATION: Tarrant County (in Fort Worth-Arlington PMSA), E&P Map D-3. County Seat. In N. Central Texas. Railroad, air travel. Auto & aircraft mfg., distribution, commercial & education center.

2 - TRANSPORTATION: **Railroads**-Amtrak; Burlington Northern; Missouri-Kansas-Texas; Missouri Pacific; Santa Fe; Texas & Pacific; The Rock.
Motor Freight Carriers-36.
Intercity Bus Lines-Southwestern Greyhound; Texas Motor Coaches.
Airlines-American; Frontier; Ozark; Delta; Continental; Texas International; Southwest; Eastern; Pan American; Frontier.

3 - POPULATION:
Corp. City 80 Cen. 385,141; E&P 85 Est. 442,275
NDM-ABC: (80) 860,880
RTZ-ABC: (80) 422,577
County 80 Cen. 860,880; E&P 85 Est. 997,807
PMSA 80 Cen. 973,138; E&P 85 Est. 1,135,535
Total NDM & RTZ-ABC: (80) 1,283,457

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 144,025; E&P 85 Est. 169,999
County 80 Cen. 310,372; E&P 85 Est. 371,714
PMSA 80 Cen. 349,034; E&P 85 Est. 420,992
NDM-ABC: (80) 310,272
RTZ-ABC: (80) 150,951
Total NDM & RTZ-ABC (80) 461,223

5 - BANKS	NUMBER	DEPOSITS
Commercial	70	$7,557,532,000
Savings & Loan	22	$2,124,519,000

6 - PASSENGER AUTOS: County 878,385 (all vehicles)

7 - ELECTRIC METERS: Total 284,019

8 - GAS METERS: Residence 206,513

9 - PRINCIPAL INDUSTRIES: Automobile, Aircraft, Machinery, Food Processing, Containers.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-75; Summer 73-94; Fall 53-74; Winter 37-54. First killing frost, Nov. 1; last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: There are 71 shopping centers in the metropolitan area, with a total of 1,196 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Northeast(98)	NA	Dillard, Mont. Ward, Sears, JCPenney
Ridgmar(137)	NA	Dillard, JCPenney, Neiman-Marcus, Sears
Seminary South(68)	NA	Dillard, JCPenney, Sears, Striplings
Forum 303(65)	NA	Dillard, Mont. Ward
Hulen Mall(92)	NA	Sangers, Mont. Ward
North Hills(56)	NA	Sangers, Cox's, Dillard
Tandy Center	NA	
Monnig's Oaks(20)	NA	Monnig's, Motts
Park Plaza(60)	NA	Joske's, Minyard
Tandy Town(20)	NA	Mitchell's
Town & Country(27)	NA	Eckerd
Fielder Plaza(41)	NA	Buddies, Eckerd
Mayfair Vlg.	NA	Monnig's
Lincoln Sq.	NA	Stripling & Cox

Principal Shopping Days-Sat., Fri., Mon.
Stores Open Evenings-Dept.-Fri.; Food daily.

13 - RETAIL OUTLETS: **Department Stores**-Stripling & Cox 8; Dillard's 5; Neiman-Marcus; Sanger-Harris 3; Sears 4; Montgomery Ward 5; Mitchell & Myers 20; JCPenney 4; Monnig's 7; Margo's 6.
Discount Stores-K mart 12; Best 3; Edisons 4; Target 4; White's 7; Wilson's 3.
Variety Stores-Woolworth; Mott's; Ben Franklin.
Chain Drug Stores-Eckerd 33; Revco 41; Town & Country 9.
Chain Supermarkets-Big Value 6; Diamond 4; Jewel T 4; Kroger 12; minyeard 7; Safeway 32; Stricks 7; Skaggs 9; Tom Thumb 4; Winn Dixie 36; Wyatts 5.
Convenience Stores-7-Eleven 102; Stop N Go 31; Mr. M 19; U-Tote-M 16; Quick Sak 15; Quickway 11; McCloud's 5.

14 - NEWSPAPERS: STAR-TELEGRAM (m-mon to fri) 121,691; (e-mon to fri) 130,118; (m-sat) 255,516; (S) 292,384; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Mike Petrak, Natl. Adv. Mgr., STAR-TELEGRAM, PO Box 1870, Fort Worth, TX 76101; Tel. (817) 390-7400.
National Representative: Sawyer-Ferguson-Walker Co.

FREEPORT

See LAKE JACKSON

GAINESVILLE

1 - LOCATION: Cooke County, E&P Map E-2. County Seat. Small manufacturing center. N. part of state, 68 mi. from Dallas and Fort Worth, 140 mi. from Oklahoma City. I-35 & U.S. Hwy. 82.

2 - TRANSPORTATION: **Railroads**-Santa Fe.
Motor Freight Carriers-2.
Intercity Bus Lines-Trailways; American.

3 - POPULATION:
Corp. City 80 Cen. 14,077; E&P 85 Est. 16,615
County 80 Cen. 27,656; E&P 85 Est. 32,277

4 - HOUSEHOLDS:
City 80 Cen. 5,568; E&P 85 Est. 6,506
County 80 Cen. 10,078; E&P 85 Est. 12,249

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	3	$73,889,000
Commercial	4	$216,933,222

6 - PASSENGER AUTOS: County 28,840 (all vehicles)

7 - ELECTRIC METERS: Residence-County 13,662

8 - GAS METERS: Residence-City 5,397; County 6,295

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil Field Equip. 830 ($350); Aircraft 1,455 ($250); Paint Mfg. 150 ($175); Machine Tools 200 ($275).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-98; Summer 53-107; Fall 25-90; Winter 14-86. First killing frost, Oct. 20; last killing frost, Mar. 30.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: **Principal Shopping Centers**-20 blocks on 4 streets. Shopping center, Highway 82 at Grand Avenue, 25 units.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Dept. & Groc.-Sat.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; Chick's; JCPenney; Beall's.
Discount Stores-Wal-Mart; Dollar General; K mart.
Chain Drug Stores-Page Super; Eckerd.
Chain Supermarkets-Tom Thumb; Safeway; AG 4; Piggly Wiggly.
Other Chain Stores-Sherwin Williams; Babcock Bros.; Sears (catalog); Osborne; Zale's; Radio Shack; McCoys; M.E. Moses.

14 - NEWSPAPERS: REGISTER (e) 8,415; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: David Scott, Adv. Mgr., REGISTER, 306 E. California, Gainesville, TX 76240; Tel. (817) 665-5511.
National Representative: Papert Companies.

GALVESTON

1 - LOCATION: Galveston County (in Galveston-Texas City PMSA), E&P Map F-4. County Seat. Seaside resort, heavy industry. University of Texas Medical School. Six oil refineries and chemical plants. Only tin smelter in U.S. Shipyards. Interstate Hwy. 45. 50 mi. S of Houston, 300 mi. S of Dallas.

2 - TRANSPORTATION: **Railroads**-Atchison, Topeka & Santa Fe; Burlington Northern; Galveston, Houston & Henderson; Galveston Wharves Terminal Railway; Missouri-Kansas-Texas Railroad; Missouri Pacific; Southern Pacific.
Motor Freight Carriers-12.
Intercity Bus Lines-Texas Bus Lines.
Airlines-American; Frontier; Muse Air; Ozark; Republic; Southwest; Delta.

3 - POPULATION:
Corp. City 80 Cen. 61,902; E&P 85 Est. 69,144
CZ-ABC: (80) 61,902
RTZ-ABC: (80) 87,777
County/PMSA 80 Cen. 195,940; E&P 85 Est. 218,206
City & RTZ-ABC: (80) 149,679

4 - HOUSEHOLDS:
Corp. City 80 Cen. 24,013; E&P 85 Est. 26,969
CZ-ABC: (80) 24,013
RTZ-ABC: (80) 30,345
County/PMSA 80 Cen. 69,284; E&P 85 Est. 79,831
City & RTZ-ABC: (80) 54,358

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$526,474,000
Savings & Loan	4	$392,045,400

6 - PASSENGER AUTOS: County 161,390 (all vehicles)

7 - ELECTRIC METERS: Residence 23,665

8 - GAS METERS: Residence 16,520

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Fishing & Agriculture 2,555; Construction 9,288; Manufacturing 15,848; Transportation 5,588; Public Utilities 3,099; Wholesale Trade 4,817; Retail Trade 13,711; Finance, Insurance & Real Estate 5,528; Business & Repair Services 4,162; Personal, Entertainment & Recreation 3,568; Health Services 10,186; Education 7,602; Professional & Related 3,699; Public Administration 4,058.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 61-75; Summer 81-83; Fall 63-80; Winter 54-57.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Center**-16 blocks on D, E and F Streets.
Neighborhood Shopping Centers-61st & Broadway; 61st & Stewart Rd.; 400 Strand.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Galvez Mall(45)	NA	Sears, Beall's
Port Holiday(28)	NA	TG&Y, The Fair
Westgate(12)	NA	Safeway, Eckerd
K mart(10)	NA	K mart
Central Cities Plz.	NA	Wal-Mart, Randall's, Walgreens

Principal Shopping Days-Sat., Fri., Mon.
Stores Open Evenings-Shopping centers every evening until 9 p.m.
Stores Open Sundays-Most.

13 - RETAIL OUTLETS: **Department Stores**-The Fair; Eibands; Sears; Schwartz's; Weiners; Beall's; Craigs
Variety Stores-S.H. Kress; McCrory; Perry's; TG&Y
Discount Stores-K mart; Mr. Thrifty; Wal-Mart
Chain Drug Stores-Walgreens 3; Wright's 3; Texas 4; Eckerd
Chain Supermarkets-Gerland's 3; Kroger; Randall's; Safeway 2; 7-Eleven 11; Stop-N-Go 5; UtoteM-7; Micheletti's 2
Other Chain Stores-Athletic Attic; Butler; Fayva; Kinney; Morse; Cook Paint; Firestone; Goodyear; Mangel's; Pittsburgh Plate Glass; Walter Pye; Sherwin-Williams; Singer Co.; Texas State Optical; True Value Hardware; Zale's; Goodrich; Grahams; Western Auto; Margos La Mode; B. Dalton; Evenson's; General Nutrition Center; Graves Fashions; Junction; Kay Jewelers; Mr. Music; So-Fro Fabrics; World Bazaar; McCoy's Bldg. Supplies; Color Tile; Radio Shack; Pay-Less; Kid's Mart

14 - NEWSPAPERS: NEWS (m) 28,485; (S) 28,983, Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: David Lyons, Adv. Dir., NEWS, 8522 Teichman Rd., PO Box 628, Galveston, TX 77551; Tel. (713) 744-3611
National Representative: Landon Associates

GARLAND

1 - LOCATION: Dallas County (In Dallas PMSA) E&P Map E-3. 12 mi. NE of Dallas

2 - TRANSPORTATION: **Railroads**-MKT of Texas; Santa Fe
Motor Freight Carriers-41
Intercity Bus Lines-Trailways; Greyhound

3 - POPULATION:
Corp. City 80 Cen. 138,857; E&P 85 Est. 151,607
CZ-ABC: (80) 138,857
RTZ-ABC: (80) 10,812
County 80 Cen. 1,556,549; E&P 85 Est. 1,703,304
PMSA 80 Cen. 1,957,451; E&P 85 Est. 2,200,656
City & RTZ-ABC: (80) 149,669

4 - HOUSEHOLDS:
Corp. City 80 Cen. 45,978; E&P 85 Est. 50,403
CZ-ABC: (80) 45,978
RTZ-ABC: (80) 3,369
County 80 Cen. 577,753; E&P 85 Est. 652,677
PMSA 80 Cen. 711,093; E&P 85 Est. 824,511
City & RTZ-ABC: (80) 49,347

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$436,267,856
Savings & Loan	7	$169,867,181

6 - PASSENGER AUTOS: County 1,528,308 (all vehicles)

7 - ELECTRIC METERS: Residence 46,109

8 - GAS METERS: Residence 29,700

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil Equip. 1,240; Food Prods. 4,032; Clothing 800; Electronics 5,365; Paint, Varnish 600.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-76; Summer 75-94; Fall 57-78; Winter 38-58

11 - TAP WATER: Alkaline, soft, fluoridated

12 - RETAILING: **Principal Shopping centers**-6 blocks on W. Garland Ave., 3 on State St., 3 on Fifth St., 3 on Sixth St., 2 on Seventh St., 2 on Eighth St., all in Downtown area; 4 in Skillern Plaza Center; 2 in Ridgewood Shpg. Cntr; Meadowcreek, Lakeview Village
Neighborhood Shopping Centers-4 blocks on First St.; 2 in Orchard Hills Ctr.; 2 on N. Star Rd.; 3 in Duck Creek Ctr.; 3 on S. Garland Ave.; 2 on Fifth St. & Ave. G; 4 corners Kingsley & First

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Buckingham Plz.(20)	NA	Tom Thumb, Cloth World
North Star Plz.(22)	NA	Rexall
K mart Plaza(8)	NA	K mart
Walnut Village(21)	NA	Minyards
Walnut Plaza(25)	NA	Revco, Kroger
Walnut Creek(10)	NA	Safeway
Jupiter Plaza(24)	NA	Radio Shack
Walnut Park(12)	NA	Pizza Inn
Plano/Walnut(17)	NA	Yardbirds
Duckcreek(9)	NA	Safeway
Meadowcreek(37)	NA	Safeway, Tom Thumb
Ridgewood(70)	NA	Minyards, Sears
Orchard Hills(14)	NA	Rexall
Oakridge	NA	
Club Hills(30)	NA	Safeway
Broadway Vlg.(35)	NA	Tom Thumb
Garland(27)	NA	JCPenney
Eastgate(20)	NA	Radio Shack
Centerville Crossroads(22)	NA	Target, Kroger, Homers
Lakeview Vlg.(21)	NA	Winn-Dixie
Richardson Sq.(110)	NA	Dillard, Ward's Drug, Joske's
Town East(145)	NA	Sears, Joske's
Faulkner(30)	NA	

Principal Shopping Days-Thur. evening, Fri. day & evening, Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Mervyn's
Discount Stores-K mart; Manufacturer's Outlet
Chain Drug Stores-Drug Mart 2; Skaggs; Revco 5; Eckerd 4; Garland Phcy. 3; Garview
Chain Supermarkets-Safeway 4; Kroger 3; Tom Thumb 3; Minyards 3; Skaggs/Albertson's; Gerland's Food Fair; Winn-Dixie
Other Chain Stores-Babcock Bros.; Sherwin-Williams; Goodyear; TG&Y; Myers; Sears; Satellite Store; Zale's; Sears (catalog); M. E. Moses; Target

14 - NEWSPAPERS: NEWS (e-mon to fri) 14,434; (S) 15,131, Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Robert Keeter, Adv. Mgr., NEWS, 4800 Alpha Rd., Farmers Branch, TX 75234; Tel. (214) 661-8100
National Representative: U.S. Suburban Press

GONZALES

1 - LOCATION: Gonzales County, E&P Map D-5. County Seat. On the Guadalupe River. 90 mi. from coast in S central part of state. 65 mi. S of Austin; 70 mi. E of San Antonio; 140 mi. SW of Houston

2 - TRANSPORTATION: **Railroads**-Galveston, Harrisburg & San Antonio (Southern Pacific)
Motor Freight Carriers-6
Interstate Bus Lines-Kerrville; Greyhound; Continental Trailways

3 - POPULATION:
Corp. City 80 Cen. 7,152; E&P 85 Est. 9,324
County 80 Cen. 16,883; E&P 85 Est. 20,045

4 - HOUSEHOLDS:
City 80 Cen. 2,480; E&P 85 Est. 3,020
County 80 Cen. 5,949; E&P 85 Est. 7,281

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$141,451,000
Savings & Loan	3	$14,521,491

6 - PASSENGER AUTOS: County 14,699 (all vehicles)

7 - ELECTRIC METERS: 3,275

8 - GAS METERS: 2,280

9 - PRINCIPAL INDUSTRIES: Southern Clay Prod.; Egg Packing; Feed Mill; Hatcheries; Purina Products Plant; Meat Pkg.; Cattle Buyers; Holly Farms
Principal Pay Days-1st and 15th

10 - CLIMATE: Min. & Max. Temp.-Spring 33-74; Summer 56-98; Fall 48-85; Winter 20-65. First killing frost, Nov. 11-26; last killing frost, Feb. 27

11 - TAP WATER: Alkaline, medium hard, fluoridated

12 - RETAILING: **Principal Shopping Center**-13 blocks on 5 sts.; Country Village Shopping Center-5 stores.
Principal Shopping Days-Mon., Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Gindler's; Mom 'N Me; Ladies First; Toggery; J.B. White; Bill's Dollar Store; Shoe Bar; The Corral Western Wear; Donnie's Western Wear; The Clothes Tree; C.J. Shoes
Variety Stores-Perrys
Chain Drug Stores-Wal-Mart; Rexall
Chain Supermarkets-United Supers; Boysen's; Circle K; Wuest's; H.E.B.; Food City
Other Chain Stores-Goodyear; Western Auto; Sears; Montgomery Ward; Boothe & Lewis; Johnson's; True Value

14 - NEWSPAPERS: INQUIRER (e-mon to fri) 2,615, sworn Sept. 20, 1984
Local Contact for Advertising and Merchandising Data: Pearl Robertson, Adv. Dir., INQUIRER, 620 N. St. Paul; Box 616, Gonzales, TX 78629; Tel. (512) 672-2861
National Representative: None

GRAND PRAIRIE

1 - LOCATION: Dallas County (In Dallas PMSA), E&P Map E-3. Manufacturing; North Central Texas; 15 min. from Dallas & 17 min. from Ft. Worth

2 - TRANSPORTATION: **Railroads**-T&P
Intercity Bus Lines-Texas Motor Coaches
Motor Freight Lines-15
Airports-Love Field Dallas/Ft. Worth Airport

3 - POPULATION:
Corp. City 80 Cen. 71,462; E&P 85 Est. 88,377
City of Pub.-ABC: (80) 71,462
County 80 Cen. 1,556,549; E&P 85 Est. 1,703,304
PMSA 80 Cen. 1,957,451; E&P 85 Est. 2,200,656

4 - HOUSEHOLDS:
Corp. City 80 Cen. 23,714; E&P 85 Est. 29,641
City of Pub.-ABC: (80) 23,714
County 80 Cen. 577,753; E&P 85 Est. 652,677
PMSA 80 Cen. 711,093; E&P 85 Est. 824,511

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$44,904,162
Savings & Loan	2	$38,874,954

6 - PASSENGER AUTOS: County 1,528,308 (all vehicles)

7 - ELECTRIC METERS: Residence 16,000

8 - GAS METERS: Residence 15,000

9 - PRINCIPAL INDUSTRIES: Mfg., Industrial Supply; Tanks; Pipes; Steel; Bottling; Trailers; Aerospace; Warehousing

10 - CLIMATE: Av. Temp.-Jan. 46; June 85

11 - TAP WATER: Artesian Wells plus water main connection with Dallas

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Carrier Pkwy.(9)	NA	Mitchell's, Thrifty Drug
Dalworth Ctr.(2)	NA	Buddies, Winn-Dixie
Grand Central(4)	NA	JCPenney
Indian Hills(10)	NA	B&W Foods
Inglewood(3)	NA	Dairy Mart
Marshall Plz.(25)	NA	Piggly Wiggly, TG&Y
Midway Mall	NA	Goodyear

Principal Shopping Days-Fri., Sat. All Stores open on Thur., Fri. nights.

13 - RETAIL OUTLETS: **Department Stores**-Watson Bros.; Meyer's; Dillard; Montgomery Ward
Variety Stores-Woolworth; Mott's; TG&Y
Discount Stores-Gibson; K mart
Chain Drug Stores-Skillern's 2; Millar; Walgreens; Rexall; Baker's; Thrifty; SupeRx
Chain Supermarkets-Kroger 2; Safeway; 7-Eleven 3; Cabell's 2; Buddies; Piggly Wiggly; Eddelman's 3; Jefferson St. Drive In 2; Mack 2; Skaggs-Albertson's; Minyards
Other Chain Stores-Firestone; Goodyear; Western Auto; Sherwin-Williams Paint

14 - NEWSPAPERS: NEWS (e-mon to fri) 9,105; (S) 9,657, Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Wanda Lund, Adv. Mgr., NEWS, 4880 Alpha Rd., Farmers Branch, TX 75234; Tel. (214) 661-8100
National Representative: U.S. Suburban Press

GREENVILLE

1 - LOCATION: Hunt County, E&P Map E-3. County Seat. 42 mi. NE of Dallas

2 - TRANSPORTATION: **Railroads**-MKT; KCS-L&A; StLSW
Intercity Bus Lines-Greyhound; Continental
Motor Freight Carriers-7

3 - POPULATION:
Corp. City 80 Cen. 22,161; E&P 85 Est. 26,018
CZ-ABC: (80) 22,161
Bal. in NDM-ABC: (80) 33,087
County 80 Cen. 55,248; E&P 85 Est. 64,699
Total NDM-ABC: (80) 55,248
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,271; E&P 85 Est. 9,700
County 80 Cen. 20,331; E&P 85 Est. 24,723
CZ-ABC: (80) 8,271
Bal. in NDM-ABC: (80) 12,060
Total NDM-ABC: (80) 20,331

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$301,004,517
Savings & Loan	1	$473,605,943
Savings	1	$79,088,728

6 - PASSENGER AUTOS: County 50,651 (all vehicles)

7 - ELECTRIC METERS: Residence 9,903

8 - GAS METERS: Residence 8,089

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Needlecraft 2,500 ($135); Aircraft 2,800 ($350); Electrical 165 ($225); Rail 275 ($175); Wood Mfg. 400 ($190-$265)

10 - CLIMATE: Min. & Max. Temp.-Spring 61-82; Summer 70-92; Fall 44-67; Winter 38-59

11 - TAP WATER: Alkaline, hard, fluoridated

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Crossroads(26)	NA	Wal-Mart, Beall's, JCPenney
Rolling Hills(15)	NA	Martin Theatres, Woody's Mkt.
South Gate(8)	NA	Jewel-T, Harvey's TV, Kingsaver
Town South(15)	NA	TG&Y, Eckerd, White's

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; Beall's; Sears; Swartz
Variety Stores-Dollar General
Discount Stores-Wal-Mart; General Distributors; TG&Y; Howards; K mart
Chain Supermarkets-Safeway; Piggly Wiggly; Brookshire; Kroger; Woody's 12; E-Z Mart 2; Jewel-T; Kingsaver
Other Chain Stores-White's Auto; S&H Green Stamps; Eckerd; Hallmark; Revco

14 - NEWSPAPERS: HERALD-BANNER (m) 12,282; (S) 13,004, Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Bill Hunsucker, Adv. Dir., HERALD BANNER, 2305 King St., PO Box 1047, Greenville, TX 75401; Tel. (214) 455-4220
National Representatives: Landon Associates; Harte-Hanks Communications

HARLINGEN

1 - LOCATION: Cameron County (In Brownsville-Harlingen MSA), E&P Map D-6. Junction of Federal Hwys. 77, 83. 245 mi. SE of San Antonio

2 - TRANSPORTATION: **Railroads**-Missouri Pacific; Southern Pacific
Motor Freight Carriers-8
Intercity Bus Lines-Continental Trailways; Valley Transit
Airlines-Southwest; American; Continental; Muse; Texas National

3 - POPULATION:
Corp. City 80 Cen. 43,543; E&P 85 Est. 52,329
CZ-ABC: (80) 64,399
RTZ-ABC: (80) 241,638
County/MSA 80 Cen. 209,680; E&P 85 Est. 252,068
City & RTZ-ABC: (80) 306,037
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 13,091; E&P 85 Est. 15,967
CZ-ABC: (80) 18,873
RTZ-ABC: (80) 64,383
County/MSA 80 Cen. 58,409; E&P 85 Est. 72,497
City & RTZ-ABC: (80) 83,256

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$421,805,541
Savings & Loan	5	$261,203,247

6 - PASSENGER AUTOS: County 132,698 (all vehicles)

7 - ELECTRIC METERS: Residence 20,877

8 - GAS METERS: Residence 7,989

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Dairy Proc. 175; Bakery 600; Fruit & Veg. Mach. 200; Food Proc. 1,700; Cotton Proc. 600; Chem. Plants 350; Bottlers 250; Publishing 300; Clothing Mfg. 800; Aircraft 300.
Principal Pay Days-Fri.; 1st, 15th

10 - CLIMATE: Av. Annual Temp.-Spring 75; Summer 84; Fall 75; Winter 62

11 - TAP WATER: Alkaline, medium hard; not fluoridated

12 - RETAILING: **Principal Shopping Centers**-(Downtown); 5 blocks on E Jackson St.; 3 on Van Buren; 3 on Monroe.
Neighborhood Shopping Centers(No. of Sq. Ft.)-7th St. & 77 Sunshine Strip; Ed Carey Dr. & Highway 83/77 North 77 Sunshine Strip; Jackson St. & Third St. W to Commerce; Morgan Blvd. & 77 Sunshine Strip; South 77 Sunshine Strip; North 77 Sunshine Strip & 13th St.; 77 Sunshine Strip at Arroyo Colorado.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Colonial Square	NA	Brooks & Brooks, Suburban Casuals
Commerce Plz. So.	NA	Hair Affair
Coronado Village	NA	Winn's
El Mercado	NA	Thom McAn, Kwik Copy
Laurel Park	NA	C.R. Anthony's, Pay Less Shoes
Sun Valley Mall	NA	JCPenney, Beall's, Radio Shack
Treasure Hills Plz.	NA	Curtis Mathes, Winn's, Hallmark
Valle Viste Mall	NA	Dillards, JCPenney, Sears, Service Mdse.

Principal Shopping Days-Sat., 1st Mon. of month

Stores Open Evenings-All on Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sears, Terry Farris, JCPenney, TG&Y, Gibson Discount, Beall's, K mart.

Variety Stores-McClellan's.

Chain Drug Stores-Rexall 2; Walgreens, Medico.

Chain Supermarkets-H.E. Butt 3; Scurlocks, Kroger; Valley Mart.

Other Chain Stores-State Farm Insurance; Suburban Casuals; Brooks & Brooks; Allstate Insurance; Hair Affair; Winn's; Sherwin-Williams; Thom McAn Shoes; Kwik Copy; C.R. Anthony's; Zale's Jewelers; Radio Shack; Curtis Mathes; Hallmark; Shoes: Baker, Connie, Kinney, Payless, Naturalizer, Bealls, Butlers; Camelot Music; Casual Corner; Chess King; Chez Choclat; Chic Fil A; Cookie Co.; Cone Dog 7; Dillard's; Food Action; Food Locker; General Nutrition; Gold Mine; Gordon's; Hit or Miss; Jean Nicole; Kaleidoscope; Kinderfoto; Lerners; Luca Pizza; Mission Jewelers; Morrow's Nut House; O'Bannon's Ice Cream; One Potato Two; Orange Julius; Parklane Hosiery; Serv. Mdse.; Sunglass Co.; Sweeney's; Tin Can Alley; Video Sq.; Waldenbooks; Walgreens; Wyatt's.

14 - NEWSPAPERS: VALLEY STAR (m) 28,883; (S) 30,300; Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: Dale Pearson, Mktg. Dir., VALLEY STAR, PO Box 511, Harlingen, TX 78550; Tel. (512) 423-5511.

National Representative: Papert Companies.

HENDERSON

1 - LOCATION: Rusk County, E&P Map E-3, County Seat. Residential ctr. 138 mi. E of Dallas; 78 mi. W of Shreveport, LA; 185 mi. N of Houston. On U.S. Hwys. 259, 79. State Hwys. 64, 43, 323, 322.

2 - TRANSPORTATION: **Railroads**-M.P.

Intercity Bus Lines-Continental Trailways.

Motor Freight Lines-5; Central Freight.

3 - POPULATION:

Corp. City 80 Cen. 11,473; E&P 85 Est. 13,481

County 80 Cen. 41,382; E&P 85 Est. 45,706

4 - HOUSEHOLDS:

City 80 Cen. 4,335; E&P 85 Est. 4,958

County 80 Cen. 15,011; E&P 85 Est. 17,125

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$94,657,206
Commercial	3	$226,631,121

6 - PASSENGER AUTOS: County 37,820 (All Vehicles)

7 - ELECTRIC METERS: Residence 5,442

8 - GAS METERS: Residence 4,670

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-N.A.-Oil 3,000; Bricks 400; Mobile Homes 150; Lignite Generating Plant 1,950; Office Furn. 225; Lumber 225; Garment 300.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-80; Summer 65-95; Fall 36-70; Winter 28-65.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Henderson Plz.(11)	NA	Wal-Mart, Beall's
South Main Plz.(8)	NA	K mart, Eckerd
Circle Plz.	NA	Winn-Dixie

Principal Shopping Days-Mon., Thur., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Beall's; J.B. White.

Variety Stores-M.E. Moses; Duke & Ayers.

Discount Stores-United Dollar; Wal-Mart; K mart.

Chain Drug Stores-Drug-Sav; Gibson; Eckerd; Revco; Safeway.

Chain Supermarkets-Safeway; Brookshire; Piggly Wiggly; Griffith; Gibson; Winn-Dixie.

Other Chain Stores-Goodyear; White's Auto; Singer Co.; Western Auto; Regan's; Sears; Montgomery Ward; Otasco; Margo's.

14 - NEWSPAPERS: NEWS (e-mon to fri; S) 6,315; sworn Oct. 1, 1984.

Local Contact for Advertising and Merchandising Data: Jim S. Robertson, Pub., NEWS, 1711 Hwy. 79 South, PO Box 30, Henderson, TX 75653; Tel. (214) 657-2501.

National Representative: None.

HEREFORD

1 - LOCATION: Deaf Smith County, E&P Map C-1, County Seat. Agricultural & manufacturing panhandle section of state, 46 mi. SW of Amarillo on US-60, 95 mi. N of Lubbock.

2 - TRANSPORTATION: **Railroads**-Sante Fe.

Motor Freight Carriers-2.

Intercity Bus Lines-Greyhound.

3 - POPULATION:

Corp. City 80 Cen. 15,853; E&P 85 Est. 16,313

County 80 Cen. 21,165; E&P 85 Est. 20,417

4 - HOUSEHOLDS:

City 80 Cen. 4,969; E&P 85 Est. 5,133

County 80 Cen. 6,487; E&P 85 Est. 6,410

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$156,308,000
Savings & Loan	2	$110,000,000

6 - PASSENGER AUTOS: County 18,578 (all vehicles)

7 - ELECTRIC METERS: Residence 5,900

8 - GAS METERS: Residence 4,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Meat Packing 446; Sugar Plant 360; Clothing 162.

Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-80; Summer 60-100; Fall 30-85; Winter 0-70. First killing frost, Oct. 22; last killing frost, April 15.

11 - TAP WATER: Hard, natural fluoridation.

12 - RETAILING: **Principal Shopping Center**-8 blocks downtown, 20 other on principal highways.

Neighborhood Shopping Centers-West Park Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Plz.(12)	1	Jack & Jill, TG&Y
Sugarland Mall(25)	2	Furr's, JCPenney, C.R. Anthony

Principal Shopping Days-Wed., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; C.R. Anthony 2; Gaston's; Harman's 2; Rutherford's.

Discount Stores-Gebo's; Farm Discount & Lumber.

Variety Stores-M.E. Moses; TG&Y; Winn's.

Chain Supermarkets-Furr's; Thriftway; PriceLess; Jack & Jill.

Other Chain Stores-Sherwin-Williams; Montgomery Ward; Sears (catalog); Western Auto; White's Auto; Mode O'Day; Sweetbriar.

14 - NEWSPAPERS: BRAND (e-tues to fri); (S) 3,397; sworn Oct. 1, 1984.

Local Contact for Advertising and Merchandising Data: Mauri Montgomery, Adv. Mgr., BRAND, 313 N. Lee; PO Box 673, Hereford, TX 79045; Tel. (806) 364-2030.

National Representative. Papert Companies.

HOUSTON

1 - LOCATION: Harris County (PMSA), E&P Map E-4. On Houston Ship Channel; 23 mi. from Galveston Bay; 50 mi. from Gulf of Mexico; 252 mi. SE of Dallas; 219 mi. E of San Antonio; 50 mi. NW of Galveston; 95 mi. W of Beaumont. On U.S. Hwys. 59, 75, 90, 290, I-10, I-45; State Hwys. 35, 73, 225, 288.

2 - TRANSPORTATION: **Railroads**-Santa Fe; Southern Pacific; Missouri-Kansas-Texas; Katy; Amtrak; Burlington Northern; Galveston Houston Henderson; Soo Line; Brit Rail; German Rail.

Motor Freight Carriers-50 Common Carriers. Over 72 Regulated Special Carriers. Over 200 Local Delivery Trucking Firms.

Intercity Bus Lines-Trailways; Greyhound; Kerrville; Texas; Valley Transit; Transportation Enterprises.

Freight Steamship Lines-Over 200.

Airlines-Aeronica; ALM Antillean; AER Lingus-Irish; Aero Peru; Aerolineas Argentina; Aeromexico; Aerotal Columbian; Air Atlanta; Air Canada; Air France; Air India; Air Jamaica; Air New Zealand; Air 1; Airwest; Alaska; Alia The Royal Jordanian; Alitalia; American; Andes; Australian Intl.; Avianca; Aviateca; B W I A Intl.; Bahamasair; Braniff; British Airways; British Caledonian; Cathay Pacific; Cayman; Chaparral; China; Continental; Czechoslovak; Delta; Eastern; Ecuatorian; El Al Israel; Emerald Air; Executive Air Link; Finnair; Frontier; Gulf; Air; Iberia; Icelandair; Japan Air; KLM Royal Dutch; Korean Air; Kuwait Airways; Lan-Chile; Lineas Aereas Paraguayas; Lloyd Aero Boliviano; Lufthansa German; Metro; Middle East; Muse Air; National; Northwest; Olympic; Ozark; Pakistan; Pan Am; People Express; Philippine; Piedmont; Quantas; Republic; Rio Airways; Royale; Sabena Belgian; Sahsa Honduras; Saudi Arabian; Scandinavian; Singapore; South African; Southwest; Swissair; TACA; Tan Sahsa; Texas Intl.; Thai Airways; Trans World; Transamerica; USAIR; UTA French; United; Viasa Venequelan Intl.; Western.

3 - POPULATION:

Corp. City 80 Cen. 1,594,086; E&P 85 Est. 1,862,122

County 80 Cen. 2,409,544; E&P 85 Est. 2,812,760

PMSA 80 Cen. 2,735,763; E&P 85 Est. 3,241,189

HOUSTON CHRONICLE

CZ-ABC: (80) 2,425,836

RTZ-ABC: (80) 964,486

City & RTZ-ABC: (80) 3,390,322

HOUSTON POST

CZ-ABC: (80) 2,425,836

RTZ-ABC: (80) 964,486

City & RTZ-ABC: (80) 3,390,322

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:

Corp. City 80 Cen. 602,242; E&P 85 Est. 722,451

County 80 Cen. 896,880; E&P 85 Est. 1,048,638

PMSA 80 Cen. 973,162; E&P 85 Est. 1,189,195

HOUSTON CHRONICLE

CZ-ABC: (80) 874,652

RTZ-ABC: (80) 318,911

City & RTZ-ABC: (80) 1,193,563

HOUSTON POST

CZ-ABC: (80) 874,652

RTZ-ABC: (80) 318,911

City & RTZ-ABC: (80) 1,193,563

5 - BANKS	NUMBER	DEPOSITS
Commercial	229	$38,100,659,000
Savings & Loan	42	$9,738,188,011

6 - PASSENGER AUTOS: County 2,203,766 (all vehicles)

7 - ELECTRIC METERS: Residence County 1,194,986

8 - GAS METERS: Residence County 593,501

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Total Number 1,473,800)-Manufacturing 174,300; Durable Goods 96,700; Lumber & Wood Prods. 3,300; Furn. & Fixtures 1,700; Stone, Clay & Glass 7,000; Primary Metals 4,700; Fabricated Metal Prods. 22,800; Mach. excl. Elect. 37,700; Electr. Mach. & Equip. 8,800; Trans. Equip. 3,600; Prof. & Sci. Goods 4,900; Other Durable Goods 2,200; Nondurable Goods 77,600; Food & Kindred Prods. 12,700; Textile & Apparel 1,500; Paper & Allied Prods. 3,900; Printing & Pub. 15,900; Chem. and Allied Prods. 22,700; Petroleum & Coal Prods. 15,000; Other Nondurable Goods 5,900; Total Non mfg. 1,299,500; Mining 96,800; Contract Constr. 109,600; Trans. Comm. & Utils. 101,000 (Trans. & Allied Services 61,500; Commun. 18,500; Utilities 25,000); Trade 370,400 (Wholesale 117,800; Retail 252,600); Fin., Ins. & Real Estate 110,600; Serv., Excl. Priv. Hsld. 324,300 (Bus. & Personal Serv. 156,200; Med. & Prof. Serv. 168,100); Govt. 180,700; Educ. (230 schools, 29 colleges & univ.)-hotels & motels; Agic. Serv., Forestry & Fishing 6,100.

10 - CLIMATE: Min. & Max. Temp.-Spring 59-80; Summer 73-92; Fall 59-80; Winter 45-65.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-9 blocks on Main St., 9 on Fannin St., 9 on Travis St.

Neighborhood Shopping Centers-There are about 200 shopping centers in the area.

SHOPPING CENTERS

50 or More Stores-Almeda; Baybrook; Bender Sq.; Brazos Mall; Carillon Ctr.; Champion Vlg. III; Deerbrook; Fondren Southwest; Galleria; Greenspoint; Gulfgate; Highland Vlg.; Long Point; Memorial City; Meyerland Plz.; North Oaks; Northline Mall; Northwest; Pasadena Plz.; Pasadena Town Sq.; Post Oak/San Felipe; River Oaks; San Jacinto; Sharpstown Ctr.; The Park; The Village; Town & Country; West Oaks; Westbury Sq.; Westwood; Willowbrook; Woodlake Sq.

31 to 50 Stores-Champion Forest; Champion Vlg. I; Clear Lake Sq.; Gessner-Harwin Plz.; Greenbriar; Greenway Plz.; Humblewood Plz.; Kingwood Ctr.; Lakeside Vlg.; Mason Vlg.; Merchants Pk.; North Junction Plz.; Northland; Northtown Plz.; Northwest Vlg.; Oak Forest; Park Plz.; Pasadena Oaks; Pasadena Plz.; Popolo Vlg.; Southway; The Underground; Weslayan Plz.; Westchase; Westheimer/Ashford Oaks; Woodland Acres.

21 to 30 Stores-5900 North Freeway; Almeda Sq.; Ashford Sq.; Atascocita; Bay Plz.; Bear Creek; Bellwood; Belt/West; Braesner Vlg.; Braeswood Ctr.; Braeswood Sq.; Briargrove Plz.; Bunker Hill; Camino South; Clear Lake Ctr.; Cypress Landing; Cypress Plz.; Cypress Station; Cypress Vlg.; Dashwood; Deauville Sq.; Deauville Plz.; Echo Lane; Fondren Plz.; Fondrenwood Ctr.; Forest West; Four Corners West; Greenspoint Gallery; Greenspoint Sq.; Hammerly Plz.; Keegan's Vlg.; Kempwood Plz.; Lantern Lane; Maplewood; Mariner Vlg.; Miramar Ctr.; Nassau Bay; Northbrook; Northeast Lakewood; Northshore Ctr.; Northwood Plz.; Palm Ctr.; Parkland West; Parkshire Ctr.; Ponderosa Ctr.; Post Oak Plz.; Saks Ctr.; Stafford Plz.; Stella Link Ctr.; The Corners; The Jones Road Plz.; The Oaks of Inwood; Timberwood Ctr.; Town Plz.; Village Green; Village Real; West Junction; West Town; Westchase; Westhille Vlg.; Willow Pk.; Wind Chimes; Windsor Plz.; Woodway Sq.; York Plaza.

15 to 20 Stores-Allen Ctr.; Almeda Genoa; Argyle Plz.; Armand Ctr.; Baybrook Terr.; Bellaire Triangle; Bellford Crossing; Bellwood Plz.; Beltway Ctr.; Braesgate; Briarwest Ctr.; Broadway; Country Club; Countryside Vlg.; Cypress Sq.; Cypresswood Plz.; Deauville East; Deauville West; Fairbanks Ctr.; Garden Oaks; Gessner Sq.; Goose Creek; Gulf Point; Gulfway; Hudson Vlg.; Huntington Vlg.; Huntwick Vlg.; Inwood Forest; Jacinto City; Jester Vlg.; Kingsland Vlg.; Klein Sq.; Kuykendahl Vlg.; Laura Koppe; Levitz Plz.; Long Point Ctr.; Long Point Plz.; Loop Ctr.; MacGregor Plz.; Mainhill; Maplewood Sq.; Meyerland Plz. Annex; Mission Bend; Northshore Vlg.; Northwood Ctr.; Oak Vlg.; Parkland Humble; Piney Point; Point West; Post Oak Ctr.; Prestonwood Forest Vlg.; Rummel Creek; South Main Ctr.; Southpoint; Spencer Sq.; Sylvan Plz.; Synott Pl.; Tanglewilde; Township Ctr.; Westheimer Vlg.; White Plz.; Willowcreek; Woodforest Ctr.

11 to 15 Stores-Allendale; Bayshore; Bayway; Beechcrest Ctr.; Bellaire Theatre Ctr.; Bellfort East; Blalock Sq.; Braes; Briar Hollow; Cluc Creek; Cypress Trails; Edgebrook Plz.; El Camino Ctr.; El Dorado Bend; Galena Pk.; Glenbrook; Breenridge Plz.; Griggs Road Ctr.; Gulfway Plz.; Hillcroft Vlg.; Homestead Plz.; Inwood Central; Inwood Vlg.; Jensen Sq.; Kirby Glen; Little York Plz.; Memorial/Dairy Ashford; Miracle Corners; Monroe Plz.; Northborough Sq.; Orchard Green; Owens Sq.; Parkland North; Pine Forest Vlg.; Red Bluff Mall; Red Bluff Vlg.; Sheldon Forest; Southgate; Spencer Hwy. Ctr.; Sylvan Plz.; The Gessner Ctr. II; Town Centre; West Oak; Westbury Triangle; Westheimer Sq.

10 or Less Stores-7000 North Freeway; Alabama; Antoine Sq.; Brookhollow Vlg.; Champion Forest; Country Pl.; Graywood; Heights Plz.; Hermitage Oaks; High Meadows; Homestead Vlg.; North Shepherd; Northpark Ctr.; Northwood Vlg.; Nottingham Ctr.; Parkland East; Parktown; Pinemont; Riedel Ctr.; Rolling Wood; Savon Sq.; Southmore Plz.; Spencerwood; Spring Plz.; Spring Vlg.; Steeplechase; The Crossroads; University Plz.; Williamstown Ctr.; Winfield Ctr.; Woodcreek.

13 - RETAIL OUTLETS: **Department Stores**-Beall's 10; Foley's 12; Frost Bros. 3; J C Penney 10; Joske's 9; Lord & Taylor 4; Macy's 1; Marshall Field 2; Mervyn's 5; Montgomery Ward 8; Neiman-Marcus 3; Palais Royal 17; Sakowitz 9; Saks Fifth Avenue 2; Sears 10.

Discount Stores-Best Products 5; Houston Jewelry 2; K-mart 23; Target 10; United Jewelers 8; W. Bell & Co. 4; Wilson Catalog Store 5; Winn's 6.

Variety Stores-Ben Franklin 2; Gemco 4; Kresge; TG&Y 16; Variety Value 4; Woolworth 7.

Chain Drug Stores- Cunningham's 5; Doyles; Eckerd 101; Jones Apothecary 8; Medic Pharmacy 2; Ralston's 21; Sav-On-Drugs 11; Walgreen's 88.

Chain Supermarkets-Baby Giant 10; Clayton's 3; Eagle-Gemco 21; Fiesta 10; Food City 7; Food Giant 5; Gerland's 16; Kroger 58; Lucky Seven 57; Minimax 25; M&M Foods 3; Randall's 25; Rice 32; Safeway 66; 7-Eleven 387; Stop'N Go 300; Sunny's 10; Utotem/Circle K 233.

Other Chain Stores-Men's Clothing: Al's Formal Wear 14; Bond's 2, Buck's 3, Chess King 10; Front Row 5; Graham's 2; Kuppenheimer's 6, Leopold Price & Rolle 13, The Men's Warehouse 12, Norton Ditto 2, J. Riggin's 8, Rodneys 2, Ventura's 9, Zindler's 2; Women's Clothing: Casual Corner 13, Charles Ford 2, Esther Wolf, Everitt Buelow 3, Fashion Conspiracy 6, Finder's Keepers 4, Foxmoor 9, Frederick's 3, Isabell Gerhart 3, Judy's 6, Kinda Krazy 3, Lane Bryant 10, Lerner's 13, The Limited 15, Margies 4, Margos 11, Pic-A-Dilly 15, Shelly's Tall Girls 4, 5-7-9 Shops 3, The Woman's

TOTAL PAID CIRCULATION

Sunday: 536,585

Chronicle lead over Houston's other newspaper:

Sunday: 169,767 or 46%

Daily: 123,270 or 40%

Saturday: 101,430 or 33%

CHEEZ.

Extraordinary, these figures.

The paid circulation. The advertising volume. The key demographic groups.

All boast figures that'll make you whistle.

To put these eye-opening numbers to work for you, call Joycelyn Marek, Research Manager, collect at (713) 220-7401.

DEMOGRAPHICS

% of daily newspaper readers who read The Chronicle:

Adults 18–54: 65%

College graduates: 70%

$50,000 + households: 70%

Professional occupations: 67%

Houston Chronicle
Houston's primary advertising investment.

AD VOLUME

Total advertising: #3 nationally. Share: 60%. Chronicle leads Houston's other newspaper by 52%.

Classified: #3 nationally. Share: 68%. Lead: 111%.

Retail advertising: #6 nationally. Share: 56%. Lead: 25%.

General: #7 nationally. Share: 56%. Lead: 30%.

Sources: Calculations computed by The Chronicle from the March 31, 1985 Publisher's Statements for The Houston Chronicle and The Houston Post. 1985 Belden Continuing Market Study, Houston PMSA. Media Records, First Three Months, 1985 (includes full and part-run linage). Represented by Sawyer Ferguson Walker.

Shop 9, Family Clothing: Beall's 10, Craig's 13, County Seat 6, The Fair 3, Frost Brothers 3, The Gap 18, J. Brannam 4, Jean Connection, Jean Machine, Jeans West 10, Leonard's 10, Marshall's 3, Palais Royal 17, Walter Pye 5, Way Out West 9, Weiner's 42; Shoes: Athlete's Foot 4, Baker's 12, Bally 2, Brucals 3, Burt's 3, Butlers 8, Chandler's 5, Church's, Cowtown 3, El Bee 8, Ellis, Fayva 20, 5 & 10 Shoe Store 3, Flagg Brothers 4, Florsheim 14, Florsheim Thayer McNeil 4, Footgear 3, French Bootery 3, Hanover 7, Hardy's 7, Hopper's, Jarman 6, Johnston Murphy 4, Joyce Selby 2, Just Boots 6, Kinney 28, Knapp 3, National Brand 4, Naturalizer 11, Pay-Less 20, Pix 2, Red Cross 9, Red Wing 8, Saks 2, Shoe Box 10, The Shoe Fair 4, Shoe Gallery 5, Shoe Hut 3, The Shoe Rack 6, Shoes N' Such 4, Shoe Warehouse, Sofwear Shoes 4, Shoe World, Standard Shoes 12, Thom McAn 13, Wild Pair 8; Furniture: Blum's 3, Brittain's 5, Carolina, Denhome 5, Dinettes N' Barstools 4, Fingers 12, Furniture Clearance Center, Furniture Idea 2, Georgetown Manor 2, Haverty's, Hilsher's 2, Lazy Boy Showcase Shoppers 3, Leather & Oak 2, Leon's, Levitz 3, Metropolitan 4, Modern Furniture Rentals 6, R&B Furniture 4, Sleep-N-Aire 9, Star 9, Storehouse 4, Suniland 2, W&J Sloane 3, Waddell's 3; Miscellaneous: Academy 16, Firestone 20, Goodyear 27, Whites 17, Front Row 5, T.H. Mandy 2, Mervyn's 7.

14 - NEWSPAPERS: HOUSTON CHRONICLE (all day-mon to fri) 433,380; (m-sat) 411,540; (S) 536,585, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Vern Zastrow, Adv. Admin. Dir., CHRONICLE, 801 Texas Ave., Houston TX 77002, Tel. (713) 220-7148.
National Representative: Sawyer-Ferguson-Walker Co.
POST (m) 310,110; (S) 366,818, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Jerry D. Burton, Adv. Dir., POST, 4747 Southwest Freeway, Houston, TX 77001; Tel. (713) 621-7000.
National Representative: Branham/Newspaper Sales.

HUNTSVILLE

1 - LOCATION: Walker County, E&P Map E-4; County Seat. Sam Houston State University. 70 mi. N of Houston; on U.S. Hwy. 190; State Hwy. 30, 94; I-45.

2 - TRANSPORTATION: **Railroads**-Missouri-Pacific.
Motor Freight Carriers-4.
Intercity Bus Lines-Continental Trailways.
Airlines-Most national, some international lines at Houston.

3 - POPULATION:
Corp. City 80 Cen. 23,936; E&P 85 Est. 34,862
CZ-ABC: (80) 23,936
RTZ-ABC: (80) 17,853
County 80 Cen. 41,789; E&P 85 Est. 54,477
City & RTZ-ABC: (80) 41,789

4 - HOUSEHOLDS:
City 80 Cen. 6,558; E&P 85 Est. 9,952
County 80 Cen. 11,813; E&P 85 Est. 17,335
CZ-ABC: (80) 6,558
RTZ-ABC: (80) 5,255
City & RTZ-ABC: (80) 11,813

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$272,161,162 (County)

6 - PASSENGER AUTOS: County 27,492 (all vehicles).

7 - ELECTRIC METERS: 14,378.

8 - GAS METERS: 5,152.

9 - PRINCIPAL INDUSTRIES: Tank Trailer Repair; Beer Dist.; Chemicals; Rock Quarries; Lumber & Timber; Cottonseed Oil Mills; Farming; Oil Field Equipment; Lignite Coal; Oil; Gas; Ranching; Texas Dept. of Corrections.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-73; Summer 70-100; Fall 42-72; Winter 24-65. First killing frost, Oct. 10; last killing frost, Mar. 28.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Northwest Shopping Ctr**-11th St. (9 stores); Timber Hills.
Neighborhood Shopping Centers-Downtown (Ave. L & 13th St.); University Hts. (5 stores); South Plaza (4 stores); Brookhaven (12 stores).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Some in Northwest Shopping Center.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears (catalog); Montgomery Ward.
Discount Stores-Howard's; Wal-Mart; K mart.
Variety Stores-Wiener's; Perrys.
Chain Drug Stores-Eckerd; Walgreens.
Chain Supermarkets-Mini-Max; Safeway; Rice; Kroger.
Other Chain Stores-Zale's; Firestone; Goodyear; Western Auto; TSO; Radio Shack.

14 - NEWSPAPERS: ITEM (m) 5,697; (S) 6,527, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Arlena McLaughlin, Adv. Dir., ITEM, 1409 Tenth St., PO Box 539, Huntsville, TX 77340, Tel. (713) 295-5407.
National Representatives: Landon Associates.

HURST

1 - LOCATION: Tarrant County (In Fort Worth-Arlington PMSA). E&P Map E-3. 12 mi. NE of Fort Worth; 17 mi. NW of Dallas; North Central Texas. Near Hwys. 121, 183, 337.

2 - TRANSPORTATION: **Railroads**-Rock Island; T&P; MK&T; St. Louis & Southwestern.
Intercity Bus Lines-Continental Trailways; Greyhound; Texan Motor Coach.
Airlines-American; Frontier; Continental; Delta; Eastern; Trans-Texas (Adjoins new Dallas-Fort Worth International Airport).

3 - POPULATION:
Corp. City 80 Cen. 31,420; E&P 85 Est. 39,337
CZ-ABC: Cities of Hurst, Bedford, Euless, and towns of North Richland Hills and Richland Hills (80) 114,812
County 80 Cen. 860,880; E&P 85 Est. 997,807
PMSA 80 Cen. 973,138; E&P 85 Est. 1,135,535

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,111; E&P 85 Est. 14,600
CZ-ABC: (80) 40,241
County 80 Cen. 310,2[illegible] E&P 85 Est. 371,714
PMSA 80 Cen. 349,034; E&P 85 Est. 420,992

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$278,199,990

6 - PASSENGER AUTOS: County 878,385 (all vehicles).

7 - ELECTRIC METERS: Residence 31,514.

8 - GAS METERS: Residence 23,444.

9 - PRINCIPAL INDUSTRIES: Metals; Helicopters.; Welding Supplies; Galvanizing; Sand & Gravel; Refining; Forges; Builders Supplies; Mattresses; Refrigerators; Plastics; Paper Prod.; Auto Air Conditioners; Paint Mfg.; Furniture; Bag & Box Mfg.; Tile; Tower Const.; Fiberglass Engrg.; Neon Signs; Felt; Pet Foods; Hermetics; Aircraft Component.

10 - CLIMATE: Mild; Av. Annual Temp. 66; Av. Annual Rainfall 33 in.

11 - TAP WATER: Artesian wells, fluoridated.

12 - RETAILING: **Nearby Shopping Centers**-Belaire; Richland Plaza; Richland Center; Wilshire; Norrich; North Hills Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bellvue(11)	NA	
Euless Town Ctr	NA	Handy Dan
Hill's(8)	NA	Buddies
Hurst Belaire(34)	NA	Moses Variety
Hurstgate(15)	NA	
Hurst Plaza(8)	NA	Town & Country Drugs
Hurstview(9)	NA	
Mayfair Village	NA	Tom Thumb, Monnig's
Myers(7)	NA	Myers
North East(100)	NA	JCPenney, Sears, Mont. Ward
Pipeline Road(6)	NA	
Plaza Grande(11)	NA	Tom Thumb
Shady Oaks(29)	NA	Safeway
Stonegate(8)	NA	Thrifty Drug
Uptown Medical Plz.	NA	
Village Square(22)	NA	Safeway, Skillerns
White's Plaza(7)	NA	Whites
Val Oaks(21)	NA	Cloth World, Eckerd
Willows(12)	NA	Safeway
North Hills(60)	NA	Sanger-Harris, Cox

Principal Shopping Days-Thur., Fri., Sat.; Most stores open evenings.

13 - RETAIL OUTLETS: **Department Stores**-Myers; Montgomery Ward; JCPenney; Lerner; Anthony's; Mitchell's; Watson Bros.; Dillard; Striplings; Sears; Cox's; Sanger-Harris.
Variety Stores-M.E. Moses; Mott's.
Discount Stores-Gibson; K mart; Treasure City; Best; H.S. Wilson; Target.
Chain Drug Stores-Revco; Treasury; Eckerd; Skillern's; Town & Country; Skagg's.
Chain Supermarkets-Winn-Dixie; Safeway; Kroger; Tom Thumb; Skagg's; Alpha Beta; Jewel T; Affiliated; Minyards.
Other Chain Stores-White's; Goodyear; Firestone.

14 - NEWSPAPERS: MID-CITIES NEWS (e-mon to fri) 10,051; (S) 10,244, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: John Limsky, Adv. Mgr., MID-CITIES NEWS, 728 Brown Trail, Hurst, Texas 76053, Tel. (817) 268-1411.
National Representative: U.S. Suburban Press.

IRVING

1 - LOCATION: Dallas County (In Dallas PMSA). E&P Map E-3. Light manufacturing. North Central Texas. 10 min. from Dallas and 20 min. from Fort Worth.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-40.
Intercity Bus Lines-Continental.
Airlines-American; Continental; Delta; Ozark; Eastern; Frontier; Mexicana; Texas Int'l.

3 - POPULATION:
Corp. City 80 Cen. 109,943; E&P 85 Est. 120,038
City of Pub.-ABC: (80) 109,943
County 80 Cen. 1,556,549; E&P 85 Est. 1,703,304
PMSA 80 Cen. 1,957,451; E&P 85 Est. 2,200,656

4 - HOUSEHOLDS:
Corp. City 80 Cen. 40,184; E&P 85 Est. 44,951
City of Pub.-ABC: (80) 40,184
County 80 Cen. 577,753; E&P 85 Est. 652,677
PMSA 80 Cen. 711,093; E&P 85 Est. 824,511

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$190,000,000
Savings & Loan	5	$110,000,000

6 - PASSENGER AUTOS: County 1,528,308 (all vehicles).

7 - ELECTRIC METERS: Residence 23,275.

8 - GAS METERS: Residence 22,844.

9 - PRINCIPAL INDUSTRIES: Petroleum Distribution; Chemicals; Aluminum Prods.; Heavy Equipment; Precision Tools; Food Distribution; Asphalt; Tool & Dies; Sash & Doors; Trailers; Oil Refining; Truck Transport; Food Processing.

10 - CLIMATE: Min. & Max. Temp.-Spring 62-82; Summer 72-100; Fall 48-68; Winter 41-61.

11 - TAP WATER: From wells and lakes.

12 - RETAILING: **Neighborhood Shopping Centers**-Downtown; Ridgecrest; Irving Plaza; K mart; Northgate Plaza.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Carvel Square(10)	NA	Safeway
Central Pk. Plz.(33)	NA	Ward Drug
Citizens Center(20)	NA	Pulido's, Tom Thumb
Cortez Plaza(20)	NA	Page Drug, Tom Thumb
Freeway(9)	NA	Sears
Irvingate(10)	NA	Nichols
Irving Mall(78)	NA	Sears, JCPenney, Joske's
Irving North	NA	Food Basket
Irving Shopping Village(17)	NA	TG&Y, Skillern's
MacArthur	NA	Minyards
Martinique	NA	Jewel T
Plymouth Pk. No.(15)	NA	Ward Drug, Minyards
Plymouth Park(100)	NA	Kroger, Dillard
2nd & Jefferson	NA	Buddies

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Mon., Thur.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; White Stores; Neal's Dry Goods; Sanger-Harris; Western Auto; Dillard; Joske's.
Variety Stores-Duke & Ayres 2; M. E. Moses 2; TG&Y; Motts; Ben Franklin.
Chain Drug Stores-Big State 3; Ward Cut Rate; Dekoven; Page; SupeRx; Skaggs; Skillern's 2.
Discount Stores-Gibson; K mart.
Chain Supermarkets-Safeway 2; Worth; Buddies 2; Reese's; Minyard's 3; Morris; Kroger 2; L & M 5; Tom Thumb; Skaggs; Albertson's.

14 - NEWSPAPERS: NEWS (e-mon to fri) 11,657; (S) 12,946, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Greg Fox, Adv. Mgr., NEWS, 4880 Alpha Rd., Farmers Branch, TX 75234; Tel. (214) 661-8100.
National Representative: U.S. Suburban Press.

JACKSONVILLE

1 - LOCATION: Cherokee County, E&P Map E-3. Shipping and distribution Ctr. for E Texas Agric., Mfg. and lumber area. College Ctr. in E central Texas. 110 mi. SE of Dallas; 110 mi. SW of Shreveport, LA; 180 mi. N of Houston; 145 mi. SE of Texarkana.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific; Southern Pacific (freight).
Motor Freight Carriers-9.
Intercity Bus Lines-Continental; Central Texas; Texas Lines.

3 - POPULATION:
Corp. City 80 Cen. 12,264; E&P 85 Est. 13,140
County 80 Cen. 38,127; E&P 85 Est. 40,849

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,501; E&P 85 Est. 4,703
County 80 Cen. 13,627; E&P 85 Est. 15,112

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$126,982,247
Savings & Loan	3	$180,254,968

6 - PASSENGER AUTOS: County 33,067 (all vehicles).

7 - ELECTRIC METERS: Residence 6,988.

8 - GAS METERS: Residence 4,527.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Charcoal 75 ($140); Plastic 722 ($170); Monuments 15 ($160); Needlecraft & Clothing 627 (N.A.); Fiberglass 40 ($165); Wood 900 (N.A.); Metal 300 ($145); Printing 72 ($145); Mobile Homes 140 ($180); Signs 50 ($185); Plants 350 ($145).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-90; Summer 70-110; Fall 30-90; Winter 15-85. First killing frost, Nov. 1; last killing frost, Mar. 25.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: **Principal Shopping Centers**-18 blocks on 6 Sts.; Jackson Sq.(15 Units).
Principal Shopping Days-Thur., Fri., Sat., Mon.

13 - RETAIL OUTLETS: **Department Stores**-Beall's; J.B. White; Sears; JCPenney; Montgomery Ward.
Variety Stores-Perry; Duke & Ayres.
Chain Supermarkets-Safeway; Brookshires; Piggly Wiggly 2; Winn-Dixie.
Discount Stores-Discount City; Wal-Mart.
Chain Drug Stores-Drug-Sav; Revco.
Other Stores-Bearden Furn.; Goodyear; Sport Shop; Lynell's; Groom Furn.; Murphy Bros. Furn.; Linda Kay; Ron Moore's Man Shop; Lang Jewelry; Diamond Shop; Otasco.
Jacksonville is hdqtrs. for following chains: Beall's; White & Mayes; Cherokee Hardware.

14 - NEWSPAPERS: PROGRESS (e-mon to fri; S) 7,390, sworn Sept. 28, 1984.
Local Contact for Advertising and Merchandising Data: Bob Riney, Adv. Mgr., PROGRESS, 201 Austin St., Jacksonville, TX 75766; Tel. (214) 586-2236.
National Representative: Papert Companies.

KERRVILLE

1 - LOCATION: Kerr County, E&P Map D-4; County Seat. Tourism, retirement Ctr. 65 mi. NW of San Antonio. On I-10; State Hwys. 27, 16.

2 - TRANSPORTATION: **Intercity Bus Lines**-Kerrville.
Motor Freight Carriers-5.

3 - POPULATION:
Corp. City 80 Cen. 15,276; E&P 85 Est. 18,649
CZ-ABC: (80) 21,782
RTZ-ABC: (80) 28,501
County 80 Cen. 28,780; E&P 85 Est. 35,135
City & RTZ-ABC: (80) 50,283

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,955; E&P 85 Est. 6,937
CZ-ABC: (80) 8,471
RTZ-ABC: (80) 11,056
County 80 Cen. 11,171; E&P 85 Est. 14,190
City & RTZ-ABC: (80) 19,527

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$475,466,000
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 29,575 (all vehicles).

7 - ELECTRIC METERS: Corp. City 8,531.

8 - GAS METERS: Residence 4,575.

9 - PRINCIPAL INDUSTRIES: Airplane Mfg.; Tourism; Agr. & Livestock; Health Ctr.; Youth Camps; Entomology.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-96; Summer 49-105; Fall 29-98; Winter 10-90.

11 - TAP WATER: Alkaline.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
River Hills(40)	1	Beall's, K mart, JCPenney
River Oaks(30)	1	Anthony's, Winn's Super S
Town Plz.(9)	1	Crafts Etc

Principal Shopping Days-Mon. Sat.

13 - RETAIL OUTLETS: **Department Stores**-Schreiner's; JCPenney; C.R. Anthony; Beall's; Weiners.

Variety Stores-Winn's.

Discount Stores-Gibson's; K mart; Wal-Mart.

Chain Drug Stores-Rexall; Gibson; Revco.

Chain Supermarkets-Food City; HEB; Colonial; United Super; Stop & Shop 3; Circle K 3; Super-S.

Other Chain Stores-Goodyear; Western Auto; Radio Shack; Baskin-Robbins.

14 - NEWSPAPERS: TIMES (e-mon to fri) 8,159; (S) 9,901; Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: Wm. H. Klumeier, Adv. & Mktg. Dir., TIMES, 429 Jefferson St.; PO Box 1428, Kerrville, TX 78028; Tel. (512) 896-7000.

National Representative: Landon Associates.

KILGORE

1 - LOCATION: Gregg and Rusk Counties. E&P Map E-3. 125 mi. E of Dallas, 70 mi. W of Shreveport, LA. State Hwys. 31, 42, 135, 349; U.S. 259; I-20.

2 - TRANSPORTATION: **Railroads**-Mo. Pac.

Intercity Bus Lines-Continental Trailways; Greyhound.

Motor Freight Carriers-3.

Airlines-Metro.

3 - POPULATION:
Corp. City 80 Cen. 11,006; E&P 85 Est. 13,676
Counties 80 Cen. 140,860; E&P 85 Est. 160,330
Gregg 80 Cen. 99,487; E&P 85 Est. 114,624
Rusk 80 Cen. 41,382; E&P 85 Est. 45,706

4 - HOUSEHOLDS:
City 80 Cen. 4,265; E&P 85 Est. 5,338
Counties 80 Cen. 50,895; E&P 85 Est. 59,734
Gregg 80 Cen. 35,884; E&P 85 Est. 42,609
Rusk 80 Cen. 15,011; E&P 85 Est. 17,125

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$251,495,000
Savings & Loan	2	$113,662,318

6 - PASSENGER AUTOS: Counties (all vehicles): Gregg 121,569; Rusk 37,820.

7 - ELECTRIC METERS: Residence 6,036.

8 - GAS METERS: Residence 6,115.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil & Gas 4,500 ($265); Plumbing Fixtures 415 ($340); Boat Mfg. 120 ($245).

10 - CLIMATE: Min. & Max. Temp.-Spring 36-98; Summer 60-108; Fall 36-95; Winter 18-80.

11 - TAP WATER: Akialine, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Kilgore Plz. Shopping Center: Between Hwy. 42 & 259. Margaret Downs Jewelry; Otasco; Beall's; The New Yorker; Hurwitz; Revco; Brookshire's; J.B. White Co.
Mid-Town Shopping Ctr.: Safeway; Eckerd; TG&Y; Margie's; Kilgore First Nat'l. Mini-Bank; Joyce's Hair Fashions.

Principal Shopping Days-Mon., Fri., Sat.

Stores Open Evenings-Sat.

13 - RETAIL OUTLETS: **Department Stores**-Beall's; J.B. White Co.

Variety Stores-TG&Y.

Discount Stores-Dollar General; Howard's Discount; Wal-Mart.

Chain Drug Stores-Longhorn; Revco; Safeway; Eckerd; K&B.

Chain Supermarkets-Safeway; AG; Brookshire's; Piggly Wiggly.

Other Chain Stores-The Automotive; Western Auto; Montgomery Ward; Collegiate Shoppe; Mode O'Day; Hurwitz; Otasco; Murphy Furn.; E-Z Mart; 7-Eleven 2; Thriftyman Foods 2; The New Yorker; Kenwin; Revco; Radio Shack; Singer Sewing Machine; Merle Norman.

14 - NEWSPAPERS: NEWS HERALD (e-mon to fri; S) 5,952; sworn Oct. 1, 1984.

Local Contact for Advertising and Merchandising Data: Mrs. Mary Ann Anderson, Nat. Adv. Mgr., NEWS HERALD, 610 E. Main St.; PO Box 1210, Kilgore, TX 75662; Tel. (214) 984-2593.

National Representative: None.

KILLEEN

1 - LOCATION: Bell County (In Killeen-Temple MSA). E&P Map D-4. Home of Fort Hood (largest U.S. Army Post). American Educational Complex: Central Texas College, American Technological University, American Preparatory Institute. 160 mi. SW Dallas-Ft. Worth; 198 mi. NW Houston; 65 mi. NE Austin; 146 mi. NE San Antonio. On U.S. Hwy. 190.

2 - TRANSPORTATION: **Railroads**-Santa Fe.

Motor Freight Carriers-3.

Intercity Bus Lines-Trailways, Kerrville.

Airlines-Rio Airlines: daily to Dallas.

3 - POPULATION:
Corp. City 80 Cen. 46,296; E&P 85 Est. 54,681
CZ-ABC: (80) 84,891
RTZ-ABC: (80) 43,615
County 80 Cen. 157,889; E&P 85 Est. 167,466
MSA 80 Cen. 214,656; E&P 85 Est. 226,701
City & RTZ-ABC: (80) 128,506

4 - HOUSEHOLDS:
Corp. City 80 Cen. 16,672; E&P 85 Est. 21,025
CZ-ABC: (80) 21,823
RTZ-ABC: (80) 13,355
County 80 Cen. 52,661; E&P 85 Est. 57,701
MSA 80 Cen. 66,751; E&P 85 Est. 72,865
City & RTZ-ABC: (80) 35,178

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	$452,842,268
Savings & Loan	8	$2,348,331,630

6 - PASSENGER AUTOS: County 138,530 (all vehicles).

7 - ELECTRIC METERS: City & RTZ 39,570.

8 - GAS METERS: City & RTZ 16,413.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Food & Beverages 300; Printing & Pub. 600; Personal Servs. 650; Constr. 3,700; Packing & Moving 100; Data Proc. 300; Govt. Emp. 18,500; Vending 50; Education 2,500; Military Troops 41,968; Dependents 48,770.

Principal Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-71; Summer 62-104; Fall 58-78; Winter 29-58. First killing frost, Nov. 25; last killing frost, Mar. 10.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Killeen: Killeen Mall (100 stores, Dillard, Sears, O.G. Wilson, Beall's, JCPenney), 40 Blocks Business 190, Downtown, 440 Plz., Wendland Plz., Mid-town Mall, 40 Blocks Rancier St. Copperas Cove: 25 Blocks Business 190, Downtown, Cove Terrace S.S., West Park S.S. Harker Heights: 20 Blocks Business 190, Downtown, Heights Plz.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Cove Terrace(42)	10	Piggly Wiggly
Killeen Business Center	6	
Killeen Plaza	6	
West Park(18)	10	Winn-Dixie, TG&Y
E. Rancier(5)	1	Minimax
HEB Center(2)	1	Winn's, HEB
Eastlake(12)	1	Piggly Wiggly, Winn's
Highland Park(8)	1	Winn's, Minimax
Midtown Mall(7)	NA	HEB, Woolworth, Weiner's
440 Plaza(36)	3	Winn-Dixie
Wendland(10)	3	K mart, HEB
Heights(5)	NA	Piggly Wiggly
Heights Plaza(9)	NA	TG&Y, Winn-Dixie

Principal Shopping Days-Wed., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Beall's; Sears; Dillard; JCPenney; Weiner's; Miller's Outpost.

Discount Stores-Ft. Hood Commissary & Post Exchange 3; Revco 3; K mart; Wal-Mart 2; O.G. Wilson.

Variety Stores-Winn's 3; TG&Y 2; Woolworth.

Chain Supermarkets-Affiliated 2; Minimax 2; Safeway; HEB 4; Winn-Dixie 3; Piggly Wiggly 3.

Other Chain Stores-White Auto; Firestone 2; Western Auto 2; Goodyear; Sherwin-Williams; S&H Green Stamps; Zale's; Lack's Furniture; Radio Shack 3; Gordon Jewelers; Carlyle & Co.; Walgreens; Baker Shoes; Gallenkamp Shoes; Linz Jewelry; Waldenbooks; Kinney; Thom McAn; Pic-N-Save.

14 - NEWSPAPERS: HERALD (m) 16,891; (S) 20,411; Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: Ray Townsend, Pub., HERALD, PO Box 1300, TX 76540; Tel. (817) 634-2125.

National Representative: Papert Companies.

LAKE JACKSON-FREEPORT-CLUTE

1 - LOCATION: Southern three-fourths of Brazoria County. (In Brazoria PMSA). E&P Map E-5. Five mi. from Gulf coast. 45 mi. S of Houston. Area of heavy petrochemical and refining industry. Major U.S. seaport. Major cities: Lake Jackson, Freeport, Angleton, Clute, West Columbia. Other cities: Oyster Creek, Surfside, Richwood, Sweeny, Brazoria, Jones Creek, Danbury, Old Ocean.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific.

Motor Freight Carriers-Alamo Express; Merchants; Roadway Express; Missouri Pacific Truck Line; UPS; Tex Pack.

Waterway-Intercoastal Canal; Brazos River; Port of Freeport.

Airlines-Connecting with all major airlines in Houston.

3 - POPULATION:
Corp. Cities 80 Cen. 42,123; E&P 85 Est. 50,185
Lake Jackson 80 Cen. 19,102; E&P 85 Est. 21,563
Freeport 80 Cen. 13,444; E&P 85 Est. 16,116
Clute 80 Cen. 9,577; E&P 85 Est. 12,506
CZ-ABC: (80) 44,714
RTZ-ABC: (80) 67,297
County 80 Cen. 169,587; E&P 85 Est. 190,486
PMSA 80 Cen. 169,587; E&P 85 Est. 190,486
City & RTZ-ABC: (80) 112,011

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Cities 80 Cen. 19,090; E&P 85 Est. 16,977
Lake Jackson 80 Cen. 6,549; E&P 85 Est. 7,269
Freeport 80 Cen. 4,536; E&P 85 Est. 5,504
Clute 80 Cen. 3,327; E&P 85 Est. 4,204
CZ-ABC: (80) 15,333
RTZ-ABC: (80) 20,104
County 80 Cen. 53,907; E&P 85 Est. 62,749
PMSA 80 Cen. 53,907; E&P 85 Est. 62,749
City & RTZ-ABC: (80) 35,437

5 - BANKS	NUMBER	DEPOSITS
Commercial	15	$575,652,000
Savings & Loan	5	$533,259,000
Credit Union	2	$64,000,000

6 - PASSENGER AUTOS: County 152,902 (all vehicles).

7 - ELECTRIC METERS: Residence 22,000.

8 - GAS METERS: Residence 18,000.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Chem. 8,800 ($540); Constr. 3,700 ($490); Mfg. 850 ($375); Comm. Fishing 1,000 ($300); Shipping & Trans. 400 ($350).

Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 62-78; Summer 72-88; Fall 62-78; Winter 60-67.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Downtown Shopping Areas**-Lake Jackson: 3 blocks on Circle Way, 3 on Parking Way, 3 on That Way, 3 on This Way. Freeport: 2 blocks on W. Park, 6 on 2nd St., 2 on W. Broad. Angleton: 8 blocks on Hwy. 288, 10 on Hwy. 35. Clute: 10 blocks on S. Hwy. 288, 5 on S. Main, 8 on Dixie Dr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brazos Mall (100)	NA	Sears, JCPenney, Beall's, Joske's, Eckerd
Freeport 4 Corners(10)	NA	Kroger, Eckerd, Weiner's
Lake Jackson 4 Corners(12)	NA	Stanley's, Wacker, Eckerd
Angleton 4 Corners(4)	NA	Kroger, Weiner's, TG&Y
Angleton Safeway Plaza(14)	NA	Safeway, Eckerd
Palm Center(7)	NA	Perry's, Firestone, Brockman's
Brazosport Village (20)	NA	Mont. Ward, Newman's, Weiner's
Lack's Plantation Center(27)	NA	Lack's, Baron's, American Savings
Kroger Center(10)	NA	Kroger, Walgreens, True Value
K mart Center(1)	NA	K mart
Oyster Creek Ctr.(15)	NA	Safeway, Mr. Gatti

Principal Shopping Days-Wed., Fri., Sat.

Stores Open Evenings-Grocery; Brazos Mall; most discount.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Joske's; Beall's; Fair; Brockman's.

Variety Stores-Perry's 2; Winn's; Ben Franklin; TG&Y.

Discount Stores-K mart; Howard's; Bottom Dollar; Wilson's; Wal-Mart.

Chain Drug Stores-Eckerd 3; Walgreens 2.

Chain Supermarkets-Kroger 3; Safeway 3; Gerland's 2; Stanley's; Lucky 7 (2); Albertson's.

Other Chain Stores-Firestone 2; Goodyear 3; Western Auto 5; White's Auto; Craig's; Gordon's; Kinney Shoes; Lerner's; National Shirt; Zale's; Thom McAn; Waldenbooks; Spencer Gifts; Naturalizer Shoes; Radio Shack; Baker's; Singer; Goodrich; Sherwin-Williams; County Seat; Flagg Shoes; Hanover Shoes; B. Dalton; Montgomery Ward.

14 - NEWSPAPERS: BRAZOSPORT FACTS (e) 20,125; (S) 21,723; Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: Gilbert C. Vetters, Adv. Dir., BRAZOSPORT FACTS, 720 S. Main; PO Box 547, Clute, TX 77531; Tel. (409) 265-7411.

National Representative: U.S. Suburban Press.

LAREDO

1 - LOCATION: Webb County (MSA). E&P Map D-6. County Seat. An export & import inland port. 155 mi. from San Antonio; 138 mi. from Corpus Christi on new Hwy; 150 miles from Monterrey, Mexico. Main port of entry from Mexico. On U.S. Hwys. 59, 81, 83; State Hwy. 359; I-35.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific; Texas Mexican. Both connect with Ferrocarriles Nacional de Mexico at Laredo.

Motor Freight Carriers-23.

Intercity Bus Lines-Continental Trailways; Greyhound; Transports del Norte; Valley Transit.

Airlines-Royale.

3 - POPULATION:
Corp. City 80 Cen. 91,449; E&P 85 Est. 113,750
CZ-ABC: (80) 91,499
RTZ-ABC: (80) 180,026
County/MSA 80 Cen. 99,258; E&P 85 Est. 118,720
City & RTZ-ABC: (80) 271,475

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 23,903; E&P 85 Est. 30,416
CZ-ABC: (80) 23,903
RTZ-ABC: (80) 36,412
County/MSA 80 Cen. 25,896; E&P 85 Est. 31,959
City & RTZ-ABC: (80) 60,315

5 - BANKS	NUMBER	EST. DEP.
Commercial	6	$1,303,611,000
Savings & Loan	3	$90,565,100

6 - PASSENGER AUTOS: County 61,622 (All Vehicles).

7 - ELECTRIC METERS: Residence 27,676.

8 - GAS METERS: Residence 18,177.

9 - PRINCIPAL INDUSTRIES: Mach., Smelting; Mattresses; Frocks; Cement Prod.; Hats; Chairs; Furn.; Export-Import; Glass Specialties; Electronics; Tire-Testing; Tourism; Meat Packing; Trans. (freight forwarding/warehousing); Coal Mining; Automotive Radiator; Mfg. Plant.

10 - CLIMATE: Min. & Max. Temp.-Spring 56-97; Summer 74-105; Fall 56-90; Winter 33-76.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Salinas; 7 on Convent; 7 on Flores; 5 on San Augustine; 4 on Farragut; 4 on Hidalgo; 4 on Lincoln and 4 on Iturbide.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Del Mar	NA	HEB
Laredo Mall(25)	NA	
Las Lomas(8)	NA	Perry Variety
Mall Del Norte(120)	NA	Sears, Dillard, Mont. Ward
Riverdrive Mall(60)	NA	JCPenney, Frost Bros., McCrory, Wal-Mart

Principal Shopping Days-Dept. Stores: Mon., Tues., Fri. & Sat.; Food: Wed., Fri. & Sat.

Stores Open Evenings-Dept.: Sat.; Food nightly.

13 - RETAIL OUTLETS: **Department Stores**-Richter's; Hachar's; Sears; JCPenney; Beall's; Montgomery Ward.

Men's Wear-Joe Brand's; Sande Fashions; I. Alexander; Don Antonio's; Portofino; Juvencio's.

Specialty-La Feria; Dillard; Las Novedades; Polly Adams; Frontier Dept. Stores; Carrousel; Jacqueline; Cindy Fashions (Ladies); Frontier Western Wear; Lico Western Wear; Mike's Western Wear.

Shoes-Guarantee; Kinney Shoes 2; Scooti; Sam Sullivan; Bell Bros.; Dalton; Thom McAn 2.

Discount Stores-Santos; Munden; Kroger's; Dr Ike's Economy Center; Wal-Mart
Variety Stores-S.H. Kress; Woolworth; McClellan's; Perry's
Chain Drug Stores-Walgreens; Continental Rexall; City Drug
Chain Supermarkets-El Rio Family Center; Kroger; Tony's 2; HEB 4; Jitney Jungle; Narvaez Grocery
Other Chain Stores-O. Tamez; Red & White; Maverick Markets 8; Winnie Lee; Charm; Vogue; La Mode; Farragut's; Lane's; Sherwin-Williams; Firestone; Western Auto; White's Auto; Singer Co.; Zale's Jewelers; Gordon's Jewelers; PFAU Tire; Radio Shack; City Service; Goodyear; Laredo Furn. Distributors; Star Beauty Supply; 7-Eleven; Ardans; K mart; Wal-Mart; McCoy's; Alamo Enterprise

14 - NEWSPAPERS: TIMES (m) 17,816; (S) 18,963 Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Soco Garza, Natl. Adv. Dir., TIMES, PO Box 2129, Laredo, TX 78041; Tel. (512) 723-2901
National Representative: Branham/Newspaper Sales
NEWS (bilingual) (m) 17,469; (S) 17,944, June 30, 1984 CAC
Local Contact for Advertising and Merchandising Data: Gil Lopez, Adv. Dir., NEWS, 2920 Saunders Ave.; PO Box 1928, Laredo, TX 78041; Tel. (512) 724-8386
National Representative: Landon Associates

LEWISVILLE

1 - LOCATION: Denton County (In Dallas PMSA). E&P Map E-3. Light industry and agriculture. In north central part of state, 25 mi. NW of Dallas on I35 E; 7 mi. E of Dallas-Fort Worth Int'l. Airport. On State Hwy. 121.

2 - TRANSPORTATION: **Railroads**-Atchison, Topeka & Santa-Fe; Mo.-Kansas-Texas
Motor Freight Carriers-50
Intercity Bus Lines-Continental Trailways
Airlines-American; Delta; Continental; Eastern; Frontier; Mexicana; Ozark; Texas Intl. (Dallas-Fort Worth Airport)

3 - POPULATION:
Corp. City 80 Cen. 24,273; E&P 85 Est. 30,189
County 80 Cen. 143,126; E&P 85 Est. 178,014
PMSA 80 Cen. 1,957,451; E&P 85 Est. 2,200,656

4 - HOUSEHOLDS:
City 80 Cen. 7,986; E&P 85 Est. 10,098
County 80 Cen. 49,134; E&P 85 Est. 63,671
PMSA 80 Cen. 711,093; E&P 85 Est. 824,511

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: County 141,864 (all vehicles)

7 - ELECTRIC METERS: Residence 10,000

8 - GAS METERS: Residence/City 9,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Metal Fabrication 205 ($200); Clothing 57 (N.A.); Boats 51 (N.A.); Electronics-Computer N.A. ($300).
Principal Industrial Pay Days-1st, 15th, Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-75; Summer 75-95; Fall 57-79; Winter 35-56. First killing frost, Nov. 22; last killing frost, Mar. 18

11 - TAP WATER: Slightly alkaline, hard.

12 - RETAILING: **Principal Shopping Center**-Main Valley 33 stores; Lakeland Plaza 28 stores; Old Orchard Village 22 stores; Valley Square 20 stores.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Golden Triangle Mall(100)	10	Denton, Sears, Mont.Ward, Dillard, Beall's
Irving Mall(77)	12	Sears, JCPenney
Northtown Mall	13	Mont. Ward
Valley View Mall	16	Sears, Sanger-Harris

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Shopping centers, every evening.

13 - RETAIL OUTLETS: **Department Stores**-C.R. Anthony; Sears; Miller's Outpost.
Variety Stores-M.E. Moses 2.
Discount Stores-Wal-Mart; Gibson; K mart.
Chain Drug Stores-Revco; Eckerd.
Chain Supermarkets-Piggly Wiggly; Minyard's; Tom Thumb; Safeway; Kroger; Winn-Dixie; The Colony
Other Chain Stores-Goodyear; Firestone; Zale's; Chief Auto Parts

14 - NEWSPAPERS: LEADER (e-tues to fri; S) 3,881; Dec. 31, 1984 VAC.
Local Contact for Advertising and Merchandising Data: Lynn Dickerson, Pub., LEADER, 591 Main St.; PO Box 308, Lewisville, TX 75067; Tel. (214) 436-3566
National Representative: U.S. Suburban Press

LONGVIEW

1 - LOCATION: Gregg County (In Longview-Marshall MSA). E&P Map E-3. County Seat. Oil field & industrial ctr. On U.S. Hwys. 80, 259 & I-20. 65 mi. W of Shreveport, La., 126 mi. E of Dallas, 210 mi. N of Houston.

2 - TRANSPORTATION: **Railroads**-Union Pacific; Santa Fe
Motor Freight Carriers-6
Intercity Bus Lines-Continental Trailways; Greyhound; Mooney Motor Coach, Carthage
Airlines-Metro Flight Airlines

3 - POPULATION:
Corp. City 80 Cen. 62,762; E&P 85 Est. 72,276
CZ-ABC: (80) 69,568
RTZ-ABC: (80) 148,563
County 80 Cen. 99,487; E&P 85 Est. 114,624
MSA 80 Cen. 151,752; E&P 85 Est. 174,058
City & RTZ-ABC: (80) 218,131

4 - HOUSEHOLDS:
Corp. City 80 Cen. 22,934; E&P 85 Est. 27,031
CZ-ABC: (80) 25,224
RTZ-ABC: (80) 52,823
County 80 Cen. 35,884; E&P 85 Est. 42,809
MSA 80 Cen. 53,933; E&P 85 Est. 63,828
City & RTZ-ABC: (80) 78,047

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	11	$784,943,000
Savings & Loan	6	$263,060,000

6 - PASSENGER AUTOS: County 122,207 (All Vehicles)

7 - ELECTRIC METERS: Residence 29,506

8 - GAS METERS: Residence 22,609

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Total Employment 46,142; Oil & Gas 1,980 ($298); Chem. & Refiner (NA); Machine Shop 2,480 ($301); Construction 3,680 ($225); Apparel 1,180 ($133); Food & Bev. 1,020 ($321); Fabricated Metals 2,801 ($284); Transport Equip. 600 ($250); Other Mfg. 6,690 ($375). Total Employees 46,142 ($438).
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-97; Summer 72-106; Fall 31-70; Winter 30-70. First killing frost, Nov. 15-20; last killing frost, Mar. 15

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Tyler St., 4 on Fredonia; 5 on Methvin; 4 on Ctr.; 10 on Marshall; 4 on High; 4 on Cotton; 3 on Green; 4 on South; 8 in Greggton (W. Longview); 2 at Pine Tree; 2 on Alpine; 5 on McCann; 4 on Loop 281; 2 on Mobberly.
Neighborhood Shopping Centers-Pinewood; Earlee; High; Colonial; Brookwood; Southview; Greggton; Pine Tree; The Village; Chapparal; Alpine; High St.; Colonial Shops (2); Longview Mall; Northwest Vlg.; Royal Forest; Alpine Vlg.; Spring Hill; Towne Lake; Point North; Park Pl.; Oak Forest; Triple Creek; North Lake Plaza
Principal Shopping Days-Department Stores-Mon., Fri., Sat.; Food-Thur., Fri., Sat., Mon., Tues.
Stores Open Evenings-Department Stores-Thur., Sat.; Food-Fri., Sat.; Longview Mall 10 a.m.-9 p.m.

13 - RETAIL OUTLETS: **Department Stores**-Dillard; Beall's; Sears; K. Wolens; Anthony 3; JC Penney; Seller Bros.; Wilson's.
Discount Stores-Howard's; Wacker's; Kroger Family Ctr.; Zale's; Cook Paint; Radio Shack; Kelly-Moore Paint; Singer Sewing Machine; TG&Y; K mart; Otasco 2; Wal-Mart 2.
Variety Stores-Moses 2; Perry Bros. 3.
Chain Drug Stores-Skaggs 2; Skillern's; Louis Morgan 4; McIntosh; Eckerd 3.
Chain Supermarkets-Safeway 3; Brookshire 6; Kroger 2; Tom Thumb; Winn-Dixie 3.
Other Chain Stores-Franklin's (women's); Sherwin-Williams; Mary Carter Paint; Regan's (women's); Auto Supplies: H. & S. 555, Owen, Western, Firestone, Goodrich, Bill Day Tire Store, General Tire, Goodyear, Kelly-Springfield Tire, General Auto, Otasco, ABC Auto Parts 3, Rally Auto Parts 1 & 2, The Automotive, East Texas; S&H Green Stamps; Gold Bond Stamps; Fox Photo; Gordon's Jewelers; County Seat; Fashion Conspiracy; Spencer Gifts; Waldenbooks; Circus World; General Nutrition; Haverty's Fine Furn.; Merwyn's; Ross Stores; Weiner's; Pay Less Cashways; Michael's; Wilson's; Radio Shack; Shoes: Austin, Thom McAn, Kinney, Buster Brown, Bakers; Optical: Texas State, Royal; Lee; Bldg. Materials: Lowes, McCoy's

14 - NEWSPAPERS: JOURNAL (m-mon to fri) 19,419; NEWS (e-mon to fri) 14,738; NEWS-JOURNAL (m-sat) 32,713; (S) 42,521, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: David Timmons, Adv. Dir., JOURNAL and NEWS, 310-16 E. Methvin, Longview, TX 75601; Tel. (214) 747-3311
National Representative: Cresmer, Woodward, O'Mara & Ormsbee

LUBBOCK

1 - LOCATION: Lubbock County (MSA). E&P Map C-2. County Home of Texas Tech University. 300 mi. NW of Ft. Worth; San Antonio 390 mi.; Oklahoma City 365 mi.; El Paso 350 mi.; Wichita Falls 209 mi. Trade and wholesale distributing ctr.

2 - TRANSPORTATION: **Railroads**-AT&SF; FW&D.
Motor Freight Carriers-15
Intercity Bus Lines- Texas, New Mexico & Oklahoma Coaches.
Airlines-Southwest; Delta; American.

3 - POPULATION:
Corp. City 80 Cen. 173,979; E&P 85 Est. 181,175
CZ-ABC: (80) 175,913
RTZ-ABC: (80) 238,755
County/MSA 80 Cen. 211,651; E&P 85 Est. 220,405
City & RTZ-ABC: (80) 414,668
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 60,783; E&P 85 Est. 64,912
CZ-ABC: (80) 61,124
RTZ-ABC: (80) 79,413
County/MSA 80 Cen. 72,627; E&P 85 Est. 78,057
City & RTZ-ABC: (80) 140,537

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	12	$1,827,888,000
Savings & Loan	6	$686,735,480

6 - PASSENGER AUTOS: County 194,821 (All Vehicles)

7 - ELECTRIC METERS: Residence 80,556

8 - GAS METERS: Residence 56,376

9 - PRINCIPAL INDUSTRIES: Cotton Oil Mills; Food; Machy. & Equip.; Steel & Steel Fab.; Meat, Poultry Packing; Cottonseed Oil; Feed Mills; Bottling.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-70; Summer 75-100; Fall 20-70; Winter 0-60. First killing frost, Oct. 25; last killing frost, Apr. 13

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: Principal Shopping Centers-10 on Main; 8 on Aves. G., H., Texas Ave., Aves J, K, L & M all in downtown section; 8 on 50th & Ave. H.; South Plains Mall.
Neighborhood Shopping Centers-8 blocks on Ave. Q and Broadway; 4 at 34th St. Vlg.; 3 in Green Acres Shopping Ctr.; 10 on E. Broadway; 10 in Arnett-Benson Ctr.; 2 in Highland Pl.; 18 on 19th St.; 6 on College Ave.; 2 at 34th St. and Ave. Q; 2 in Modern Manors; 4 at Traffic Circle; 4 at Ave. Q & 4th St.; 3 at Town & Country Shopping Ctr.; 4 on Indiana Gardens; 4 at Ave. H and 34th St.; 19 on 34th St.; Monterey, 10 on 50th; Caprock, 11 on 50th; Oakwood Vlg.; 4 on 50th; Mackenzie Terrace; 4 on Parkway Dr.; 2 on Slide & 13th; Winchester; 4 on 50th; Gibson; 2 on 50th & Slide.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mackenzie Terr.	2	TG&Y, Furr's
Family Park	2	TG&Y, Furr's, Raff & Hall Drug
Caprock	4	Dunlap's, Furr's, Mont. Ward, TG&Y
Monterey(28)	4	Halsey Drug
Town & Country(32)	2	TG&Y, Furr's
Red Bud Sq.(15)	NA	Furr's, TG&Y
So. Plains Mall(115)	9	JCPenney, Sears, Hemphill-Wells, Dillard
Briercroft(15)	NA	TG&Y, United, Pay-Less Shoes
Cactus Alley(12)	NA	
Flintwood(4)	NA	Latham's Dept.
Green Acres(19)	NA	Furr's Mkt.
Indiana Gdns.(4)	NA	Lena Stephen's
Mardi Gras(4)	NA	Furr's
Oakwood(13)	NA	Sound Warehouse
Parkway Mall(15)	NA	Furr's
Sunshine Square	NA	Skibells

Principal Shopping Days-Dept. Stores Thur. evg.; Food Tues. even.; Wed. morn. & Thur. even., Fri. morn.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Mervyn's; Montgomery Ward; S&O Clothiers; Hemphill-Wells; Dunlap's; JCPenney; Skibell's; Lena Stephen's; Dillard; Margaret's; Anthony's.
Variety Stores-TG&Y 8.
Chain Drug Stores-John Halsey 3; L & H 4; Prescription Laboratory 2; Raff & Hall 2; Fee Phcy. 2; Eckerd 31.
Discount Stores-Furr's; White Stores Family Ctr.; K mart; Albertson's; TG&Y Family Center; Best Products; Target; H.J. Wilson; Wal-Mart; Ross.
Chain Supermarkets-Furr's 11; United 10; Independents 67; 7-Eleven 12; Albertson's 3.
Other Chain Stores-Thom McAn; White Stores; S&H Green Stamps; Gold Bond Stamps; Jones-Roberts; The Cloth World; Pier 1; Radio Lab; Payless Cashway; McCoys; Builder's Square.

14 - NEWSPAPERS: AVALANCHE-JOURNAL (m-mon to fri) 59,290; (e-mon to fri) 13,727; (m-sat) 67,373; (S) 81,689, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Steve Beasley, Adv. Dir., AVALANCHE-JOURNAL, 8th St. & Ave. J, Lubbock, TX 79408; Tel. (806) 762-8844
National Representative: Papert Companies.

LUFKIN

1 - LOCATION: Angelina County. E&P Map F-4. E Central part of state, midway between Houston & Shreveport. On U.S. Hwys. 59, 69; State Hwys. 94, 103.

2 - TRANSPORTATION: **Railroads**-St. Louis Southwestern; Angelina & Neches River; Texas Southeastern; Southern Pacific
Motor Freight Carriers-8
Intercity Bus Lines-Trailways, Kerriville

3 - POPULATION:
Corp. City 80 Cen. 28,562; E&P 85 Est. 31,463
CZ-ABC: (80) 28,562
RTZ-ABC: (80) 109,807
County 80 Cen. 64,172; E&P 85 Est. 70,690
City & RTZ-ABC: (80) 138,369
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,180; E&P 85 Est. 11,005
CZ-ABC: (80) 10,180
RTZ-ABC: (80) 38,002
County 80 Cen. 21,781; E&P 85 Est. 24,751
City & RTZ-ABC: (80) 48,182

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$226,115,300
Savings & Loan	3	$154,739,285

6 - PASSENGER AUTOS: County 58,953 (all vehicles)

7 - ELECTRIC METERS: Residence 27,000

8 - GAS METERS: Residence 11,880

9 - PRINCIPAL INDUSTRIES: Foundries; Paper Mill; Lumber; Total 5,134 employees

10 - CLIMATE: Av. Temp.-Spring 66; Summer 82; Fall 68; Winter 51.

11 - TAP WATER: Alkaline, soft, fluoridated

12 - RETAILING: **Principal Shopping Centers**-2 blocks on First St.; 2 blocks on Lufkin Ave.
Neighborhood Shopping Centers-900 block on Ellis Ave.; 1200 block of S. Chestnut; Timberland Dr.; 600 block S. First.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Angelina Mall(23)	NA	Clark Dept.
Chestnut Vlg.(18)	NA	Mont. Ward, Eckerd
Judson(12)	NA	Brookshire Groc.
Lufkin Mall(71)	NA	JCPenney, Sears
Timberland(7)	NA	
Towne Square(20)	NA	Wal-Mart

Principal Shopping Days-Department Stores: Wed. through Sat. Food: Tues., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-**Mathews-Miller**; **Clark's**; **JCPenney**; **Sears**; **The** Fair.
Discount Stores-Howard's; **Wal-Mart**; **K mart**; Dollar General Store.
Chain Drug Stores-Cavanagh; Peden 10; Thompson Phcy.; Eckerd 3; Medical Discount 2.
Chain Supermarkets-Brookshire 31; O-Kay 10; Boles 2; Safeway 2.
Other Chain Stores-Beall's; The Fair; Sears; S&H Green Stamps; Weiner's; Brown's Shoe Fit; Regans; Perry Bros; Lerners; Stuarts; Foxmoor; Zale's; Missions; Corrigans; Goldfinger; Brooks;

Spencers, Bakers Shoes, Kinneys, Thom McAn, Naturalizer.

14 - NEWSPAPERS: NEWS (e-mon to fri) 14,865; (m-sat) 14,844; (S) 16,748, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Joe Murray, Pub., NEWS, PO Box 1089, Lufkin, TX 75901; Tel. (409) 632-6631.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee

MARLIN

1 - LOCATION: Falls County. E&P Map E-4. County Seat. Agric., Mfg., Livestock and Geothermal heat ctr. 222-bed VA Admin. Hosp. midway between Dallas & Houston. Hwys 6, 7.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,099; E&P 85 Est. 8,032
County 80 Cen. 17,946; E&P 85 Est. 19,200

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,810; E&P 85 Est. 3,215
County 80 Cen. 6,920; E&P 85 Est. 7,608

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$110,521,000
Savings & Loan	1	$169,926,634

6 - PASSENGER AUTOS: County 16,180 (all vehicles)

7 - ELECTRIC METERS: Residence 5,375

8 - GAS METERS: Residence 5,328

9 - PRINCIPAL INDUSTRIES: Carpet; Glass; Sand Mining & Proc.; Soap & Candles; Business Forms Printing; Silk Flowers & Arrangements; Mfg. Business Clothing/Apparel; Day-Nite Wild Game Feeders; Agric.; Boats; Agri-Business; Geothermal Energy; Private Hospital & Clinic; Patient Care Ctrs.; VA Hospital; Lignite & Coal Strip Mining; Onion Ring Processing; Manufactured Housing; Oil; Mesquite Wood; Natural Gas; Printing.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-85; Summer 70-103; Fall 38-92; Winter 10-75. First killing frost, early Nov.; last killing frost, early Apr.

11 - TAP WATER: Surface lake, alkaline.

12 - RETAILING: **Principal Shopping Center**-Downtown 3 blocks on Live Oak St. and eastward. Shopping area at intersection of Hwy. 6 bypass and Hwy. 7. Stores open Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sears (catalog); Radio Shack.
Variety Stores-Wal-Mart; Perry's.
Chain Drug Stores-Majestic; Shelton; Sanitarium.
Chain Supermarkets-Live Oak; Kash Way; HEB.
Other Chain Stores-Rush's True Value; Lonnie Hicks Shoe; RJ's; Perry Bros.; Barnett's; Rae's Jewelry; Threadgill's Jewelers; Lewis Bros.; Brown Radio & TV; Fashion Fabrics; Western Auto; Kewin Shop; Genie's of Marlin; Career Shop; Kerr Appliance; Roppolo Gifts; Style Shop; Career Girl; Sims Furn.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri, S) 3,222; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Robert N. Groff, Adv. Mgr., DEMOCRAT, 211 Fortune St., Marlin, TX 76661; Tel. (817) 883-2554.
National Representative: None.

MARSHALL

1 - LOCATION: Harrison County (In Longview-Marshall MSA). E&P Map F-3. County Seat. Railroad division point, system-wide general stores site and shops. Shipping and mfg. center. U.S. Army pyrotechnics center. 150 mi. E of Dallas; 225 mi. N of Houston. On U.S. Hwys. 80, 59, I-20. State Hwys. 15, 43, 155.

2 - TRANSPORTATION: **Railroads**-Texas & Pacific; Missouri-Pacific; Kansas City Southern; Santa Fe; Amtrak.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 24,921; E&P 85 Est. 29,603
CZ-ABC: (80) 27,324
Bal. in NDM-ABC: (80) 61,188
County 80 Cen. 52,265; E&P 85 Est. 59,434
MSA 80 Cen. 151,752; E&P 85 Est. 174,058
Total NDM-ABC: (80) 88,512

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,818; E&P 85 Est. 10,464
CZ-ABC: (80) 9,665
Bal. in NDM-ABC: (80) 21,479
County 80 Cen. 18,049; E&P 85 Est. 21,219
MSA 80 Cen. 53,933; E&P 85 Est. 63,828
Total NDM-ABC: (80) 31,144

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$250,133,575
Savings & Loan	3	$212,325,415

6 - PASSENGER AUTOS: County 44,604 (all vehicles)

7 - ELECTRIC METERS: Residence 9,550

8 - GAS METERS: Residence 8,766

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Pyrotechnics Munitions 1,700; Plastics and Organic Chemicals 2,300; Petroleum Equipment and Pumps 800; Agricultural Prod. 725; Lignite Mining and Processing to Activated Carbon 500; Steel Castings and Foundry 250; Lumber Saw Mill 200; Ceramic Wall Tile 240; Bricks 100; Pottery and Stoneware 259; Industrial Abrasives 250; Lumber Mfg. 200; Aluminum Electric Cables 400; Chemical Plastics 100.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-97; Summer 56-102; Fall 25-98; Winter 0-50. First killing frost, Nov. 12; last killing frost, Mar. 19.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Houston; 5 on Austin; 5 on Rusk; 4 on Burleson; 22 on Grand; 4 on S Washington; 5 on N Washington; 4 on Wellington; 1 on Franklin; 6 on Bolivar; 3 on Lafayette.
Neighborhood Shopping Centers-4 blocks on S Washington, from Pope to Nathan; 4 on S Washington at Hwy. 43; 3 on W Grand, from Bishop to Highbridge; 5 on E Grand, from Alamo to Hwy. 43; 1 on N Franklin at East Ave.; 1 on N Bolivar at East Ave.; 3 mi. on East End Blvd. from E Houston to I-20; 1 on S Grove; Marshall Mall (36 stores); Pinecrest Dr. S.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
South Side	2	Brookshire's
W Grand	2	Sure Way Food
Parkview(6)	NA	
Pinecrest(7)	NA	Safeway, Singer, Eckerd
Marshall Mall(36)	3	JCPenney, Beall's, K mart, K&B Drug
East End Blvd	2	Howard's
Grand Plaza(9)	1	Pay-Less Shoes, Brookshire's, Weiner's
Eastpark(5)	1	Otasco, Anthony's
Kroger Family Center	1	Hancock Fabrics, Radio Shack

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon. through Sat.
Stores Open Sundays-All main stores.

13 - RETAIL OUTLETS: **Department Stores**-Joe Weisman; JCPenney; Beall's; Sears.
Discount Stores-Howard's; K mart; Wal-Mart.
Variety Stores-McClelland's; Ben Franklin; Dollar General.
Chain Supermarkets-Kroger; Safeway 2; Brookshire 2.
Other Chain Stores-Firestone; Goodyear; Singer Co.; Montgomery Ward; Otasco; C.R. Anthony; Weiner's.

14 - NEWSPAPERS: NEWS MESSENGER (e-mon to fri) 10,574; (S) 12,245, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Bill Lindemann, Adv. Dir., NEWS MESSENGER, 309 E. Austin; PO Box 730, Marshall, TX 75670. Tel. (214) 935-7914.
National Representatives: Harte-Hanks Communications.

McALLEN

1 - LOCATION: Hidalgo County (In McAllen-Edinburgh-Mission MSA). E&P Map D-6. On U.S. Hwy. 83, 3 mi. W of 281, at Pharr; 235 mi. SE of San Antonio; 7 mi. N of Mexican border.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Missouri Pacific.
Intercity Bus Lines-Valley Transit; Continental Trailways.
Motor Freight Line-10.
Airlines-Continental; Muse; Texas National; Southwest; American.

3 - POPULATION:
Corp. City 80 Cen. 67,042; E&P 85 Est. 83,377
CZ-ABC: (80) 141,934
RTZ-ABC: (80) 168,655
County/MSA 80 Cen. 283,229; E&P 85 Est. 351,706
City & RTZ-ABC: (80) 310,589
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 19,628; E&P 85 Est. 24,049
CZ-ABC: (80) 40,143
RTZ-ABC: (80) 42,531
County/MSA 80 Cen. 75,816; E&P 85 Est. 97,212
City & RTZ-ABC: (80) 82,674

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	$1,250,507,071
Savings & Loan	5	$1,017,336,804

6 - PASSENGER AUTOS: County 188,444 (all vehicles)

7 - ELECTRIC METERS: Residence 26,217

8 - GAS METERS: Residence 9,677

9 - PRINCIPAL INDUSTRIES: Canning; Shipping; Packing; Apparel; Chemical & Fertilizer Mfg.; Bottling; Refining Natural Gas; Bakeries; Sheet Metal Fab.; Pest Control Ctr.; Tourism; Importing & Exporting; Citrus & Vegetable; Cotton.

10 - CLIMATE: Av. Annual Temp.-Spring 78; Summer 88; Fall 77; Winter 63.

11 - TAP WATER: Alkaline, medium hard.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main & Bway.; 5 on State Hwy.
Neighborhood Shopping Centers-9 blocks on N 10th St.; 5 on S 17th St.; Gateway S 10th St.; E Hwy. 83; 4 on S 10th St.; 1 at 3 mi. E Expressway.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
El Centro Mall(50)	NA	Mont. Ward
La Plaza Mall(103)	NA	Beall's, Dillard, JCPenney, Sears, Jones & Jones
Palm Valley Mall(69)	NA	JC Penney, Sears, Zale's
Weslaco	NA	
University Plz (7)	NA	TG&Y, Anthony's, Beall's

Principal Shopping Days-Mon. (especially 1st Mon. each month), Thur., Fri., Sat.
Stores Open Evenings-Sat.; Groc. to 7 Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Anthony; Terry-Farris; Sears; Valley Mercantile; Barkers; Montgomery Ward; Beall's; Dillard; Jones & Jones; Weiners; Kroger Family Ctr.; HEB Family Ctr.
Variety Stores-Woolworth; McCrory; McClellan; Hanshaws; Kress.
Discount Stores-Bargain World; Shoppers World; Globe; Discount House, Inc.; Gibson 2; Kroger; Whalen's; K mart.
Chain Drug Stores-Klinck's; Walgreens 2; Rexall 2; Medico.
Chain Supermarkets-HEB 3; Kroger; Globe; M. Rivas; Carl's; King Mart; Valley Mart; Warehouse Grocery.
Other Chain Stores-Ardans; Barkers; Osment's Applicance; Strouds Furn.; J. Edelstein's; Edelstein's Better; Radio Shack; Sweeneys; Gordens; Firestone; Goodyear; Parisian; PayLess Shoes; Man's Shop; Franklin's; Lack's; Puryear's; Thom McAn; Whalen's; Vogue; Amigo Store; Advance; Zale's; Winn's; White's Auto; Service Mdse.

14 - NEWSPAPERS: THE MONITOR (e) 28,079; (S) 37,689; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Dale R. Pearson, Mktg. Dir., THE MONITOR, PO Box 511, Harlingen, TX 78550. Tel. (512) 423-5511.
National Representative: Papert Companies.

McKINNEY

1 - LOCATION: Collin County (In Dallas PMSA). E&P Map E-3. County Seat. Mfg. ctr. 30 min. N of Dallas, 55 mi. NE of Ft. Worth. Ctr. of highly productive agricultural area, in Metropolitan Dallas Area.

2 - TRANSPORTATION: **Railroads**-Southern Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 16,249; E&P 85 Est. 20,440
County 80 Cen. 144,490; E&P 85 Est. 181,758
PMSA 80 Cen. 1,957,451; E&P 85 Est. 2,200,656

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,612; E&P 85 Est. 7,360
County 80 Cen. 46,344; E&P 85 Est. 60,292
PMSA 80 Cen. 711,093; E&P 85 Est. 824,511

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$277,000,000
Savings & Loan	3	$125,000,000

6 - PASSENGER AUTOS: County 141,615 (all vehicles)

7 - ELECTRIC METERS: Residence 6,030

8 - GAS METERS: Residence 5,604

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Garments 435 ($175); Gas Valves 450 ($260).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 54-74; Summer 73-92; Fall 57-77; Winter 35-57. First killing frost, Oct. 1; last killing frost, Apr. 1.

11 - TAP WATER: Soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Louisiana & Virginia St.; 14 on Tennessee St.; 4 on Ken St.; McKinney Plaza; Westgate; Virginia Square.

13 - RETAIL OUTLETS: **Department Stores**-Beall Bros.; The Annex; JCPenney; McKinney; Gibson's; Wal-Mart.
Chain Drug Stores-North Side 2; Eckerd; Revco.
Variety Stores-Ben Franklin.
Chain Supermarkets-Safeway 2; Cabell's; Piggly-Wiggly; Moseleys; Birds; Brookshire.

14 - NEWSPAPERS: COURIER-GAZETTE (e-mon to fri, S) 6,942; sworn Sept. 27, 1984.
Local Contact for Advertising and Merchandising Data: Jerry Strader, Pub., COURIER-GAZETTE, 4005 W. University, McKinney, TX 75069; Tel. (214) 542-2631.
National Representative: U.S. Suburban Press.

MEXIA

1 - LOCATION: Limestone County. E&P Map E-3. Agricultural and oil center. 85 mi. from Dallas, 175 mi. from Houston.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Chicago, R.I. Pacific; Ft. Worth; Denver.
Bus Lines-Continental Trailways; Central Texas.
Motor Freight Carriers-2.

3 - POPULATION:
Corp. City 80 Cen. 7,094; E&P 85 Est. 8,543
County 80 Cen. 20,224; E&P 85 Est. 22,347

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,862; E&P 85 Est. 3,314
County 80 Cen. 7,421; E&P 85 Est. 8,565

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	1	$92,015,000
Commercial	2	$56,343,000

6 - PASSENGER AUTOS: County 16,933 (all vehicles)

7 - ELECTRIC METERS: Residence 4,401

8 - GAS METERS: Residence 2,775

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-State School 915; Furniture Mfg. 100.

10 - CLIMATE: First killing frost, Nov. 20; last killing frost, Mar. 14.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Commerce; 3 on Palestine St.; 2 on Main St.; 2 on Railroad St.; 3 on Sherman; 2 on McKinney; 1 on Milam.
Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Karner-Phillips; K. Wolens.
Variety Stores-Perry Bros.
Discount Stores-Wal-Mart.
Chain Drug Stores-Rexall.
Chain Supermarkets-Safeway; Brookshire.

14 - NEWSPAPERS: NEWS (e) 3,975; sworn Sept. 24, 1984.
Local Contact for Advertising and Merchandising Data: Blake Smith, Jr., Pres., NEWS, 214 Railroad; PO Box 431, Mexia, TX 76667; Tel. (817) 562-2868.
National Representative: None.

MIDLAND

1 - LOCATION: Midland County (MSA). E&P Map C-3. County Seat. Oil, mfg., financial, computer, trans., livestock, agric., shpg. ctr. More than 800 oil and oil servicing firm offices. 140 mi. SW of Abilene; 300 mi. from Ft. Worth; 306 mi. E of El Paso. On U.S. Hwy. 80; I-20; State Hwys. 158, 349; F.M. 307, 868.

2 - TRANSPORTATION: **Railroads**-Union Pacific.
Motor Freight Carriers-7.
Intercity Bus Lines-Greyhound; Continental.
Airlines-Muse; Frontier; Mesa; Southwest; American.

3 - POPULATION:
Corp. City 80 Cen. 70,525; E&P 85 Est. 94,401
CZ-ABC: (80) 71,011
RTZ-ABC: (80) 197,318

County/MSA 80 Cen. 82,636; E&P 85 Est. 110,612
City & RTZ-ABC: (80) 268,329
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 25,558; E&P 85 Est. 35,214
CZ-ABC: (80) 25,719
RTZ-ABC: (80) 68,770
County/MSA 80 Cen. 29,650; E&P 85 Est. 40,980
City & RTZ-ABC: (80) 94,489

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	11	$1,604,761,321
Savings & Loan	5	$562,486,431

6 - PASSENGER AUTOS: County 104,655 (all vehicles)

7 - ELECTRIC METERS: Residence 43,665

8 - GAS METERS: Residence 26,887

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Petroleum (Adm.) 11,690 ($369); Mfg. 3,700 ($229); Constr. 2,790 ($253); Trade 9,830 ($233); Services 6,820 ($216); Gov't. 4,720 ($290).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-90; Summer 57-104; Fall 61-94; Winter 25-68. Annual rainfall 13 in.

11 - TAP WATER: Alkaline, very hard, fluoridated.

12 - RETAILING: **Neighborhood Shopping Areas**-Dodson St., Secor Street, W Ohio, N Big Spring St., E Florida St., W Florida St., Rankin Hwy., W Wall St., E Wall St., Andrews Hwy., Cuthbert & Midkiff, North A & Scharbauer Dr., W Illinois; Midkiff Drive, Midland Dr. & Illinois; Lamesa Road, Midland Dr. & Neely, 4 blocks on Main St., 4 on Lo[illegible], 5 on Wall, 3 on Colorado, 5 on Texas St., Andrews Hwy. Illinois; Village Shpg. Ctr., Midkiff & Wadley; Garfield & Wadley; S Garfield S. Big Spring; Racquet Club Dr.; Midkiff & F.M. 868; Cloverdale Rd., Garden City Hwy.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Permian	1	Mid Tex of Midland
The Village(25)	1	Walgreens, White's Auto, TG&Y
Village Annex(8)	1	Mont. Ward
Brunson Village(7)	1	Carter's Market
Mulberry Mall	2	Albertson's, Handy Dan
Oakridge Square(25)	3	Pappagallo
Highland	1	
Town & Country(12)	2	Furr's, Anthony's
Northland (12)	1	Wolfe Nursery, M. System
Dellwood Plz.(31)	2	Dunlap's
The Strip(16)	2	Tull's Drug
The Plaza(25)	2	Safeway, Revco
North Park(8)	3	Wal-Mart, Skaggs Alpha-Beta
Regency(7)	1	Western Auto
Imperial	3	Imperial Market
San Miguel Square	NA	Sports Place
Midland Mall(80)	NA	Sears, JCPenney, Dillard
Tiara Del Sol	NA	U.A. Cine 4

Principal Shopping Days-Sat., Mon., Thur.

13 - RETAIL OUTLETS: **Department Stores**-Dunlap; Skibell's; JCPenney; Sears; S&Q; Anthony's; Dillard; Sakowitz.
Chain Drug Stores-Walgreens; Tull's 3; Revco.
Discount Stores-White's; K mart; Albertson's.
Variety Stores-Kresge's; Sprouse Reitz; TG&Y.
Chain Supermarkets-Furr's 2; Safeway 3; M. System 3; 7-Eleven 12; Albertson's; Carter's 2; Colonial 4; Handy Hut 2; Skaggs Alpha-Beta.
Other Chain Stores-Shoes: Austin, Barnes 2, J&K, Pay-Less; Krugers Jewelry; Balie Griffith Firestone 2; White's Stores; Singer; Southwestern Drug; Pittsburgh Plate Glass; Julian Gold; Grisby's Rag Doll; Zale's Jewelers 2; Skibell's; Good Housekeeping Shop; Goodyear; The Rag Doll; Heath Furn.; Dunlap's; Pappagallo; Sherwin-Williams; TCI Paint Stores.

14 - NEWSPAPERS: REPORTER-TELEGRAM (e-mon to fri) 23,426; (m-sat) 23,230; (S) 28,919; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Richard D. Hardin, Adv. Dir., REPORTER-TELEGRAM, 201 E. Illinois St.; PO Box 1650, Midland, TX 79701; Tel. (915) 682-5311.
National Representative: Papert Companies.

MINERAL WELLS

1 - LOCATION: Palo Pinto County, E&P Map D-3. 50 mi. W of Fort Worth.

2 - TRANSPORTATION: **Railroads**-Weatherford Mineral Wells & NW.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 14,468; E&P 85 Est. 14,146
County 80 Cen. 24,062; E&P 85 Est. 27,348
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,257; E&P 85 Est. 4,500
County 80 Cen. 8,977; E&P 85 Est. 10,557

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$134,952,811
Savings & Loan	2	$20,000,000

6 - PASSENGER AUTOS: County 25,738 (all vehicles)

7 - ELECTRIC METERS: Residence 5,155

8 - GAS METERS: Residence 5,014

9 - PRINCIPAL INDUSTRIES: Aluminum Prod.; Kitchen Fixtures & Cabinets; Plastic Prod.; Oil & Gas Drilling & Related Industries; Resistors; Bricks; Agriculture; Tourism.

10 - CLIMATE: Av. Annual Temp.-Spring 74; Summer 83; Fall 55; Winter 50.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Principal Shopping Days**-Mon., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Postons; JCPenney; Mitchell's.
Variety Stores-Perry Bros.
Chain Drug Stores-Hilley's.
Discount Stores-Buy-Rite; Buddies; Handyman; Alco; Wal-Mart.
Chain Supermarkets-Southside; Safeway; Piggly Wiggly; Winn-Dixie; Marr's Short Stop 8; Joyners; Mr. C's 3.
Other Chain Stores-Goodyear; Montgomery Ward; White Auto; Western Auto; Sears.

14 - NEWSPAPERS: INDEX (e-mon to fri, S) 5,536; sworn Mar. 1, 1984.
Local contact for Advertising and Merchandising Data: Gary Adkisson, Pub./Gen. Mgr., INDEX, 300 SE First St.; PO Box 370, Mineral Wells, TX 76067; Tel. (817) 325-4466.
National Representative: Papert Companies.

MOUNT PLEASANT

1 - LOCATION: Titus County, E&P Map E-3. County Seat. 61 miles SW of Texarkana. On U.S. Hwys. 271, I-30.

2 - TRANSPORTATION: **Railroads**-St. Louis Southwestern; Cotton Belt.
Intercity Bus Lines-Greyhound; Trailways.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 11,003; E&P 85 Est. 13,463
CZ-ABC: (80) 11,003
RTZ-ABC: (80) 38,430
County 80 Cen. 21,442; E&P 85 Est. 23,911
City & RTZ-ABC: (80) 49,433

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,056; E&P 85 Est. 4,961
CZ-ABC: (80) 4,056
RTZ-ABC: (80) 13,799
County 80 Cen. 7,740; E&P 85 Est. 8,884
City & RTZ-ABC: (80) 17,855

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$248,000,000
Savings & Loan	2	$56,000,000

6 - PASSENGER AUTOS: County 21,095 (all vehicles)

7 - ELECTRIC METERS: Residence 5,558

8 - GAS METERS: Residence 5,932

9 - PRINCIPAL INDUSTRIES: Whol. Meat Proc.; Saw Mills; Furniture Mfg.; Chicken Proc.; Meat Pkg. Cannery; Mattresses; Hardwood Timber; Clay Prod.; Lignite; Coal; Women's Wear; Electrical Generating; Ind. Cable and Tubing; Feed Processing; Machinery; Sulphur Processing.

10 - CLIMATE: Min. & Max. Temp.-35-95.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Centers**-Town & Country (2 stores-Piggly Wiggly, Perry Bros. Variety); Jefferson Park-Safeway, Revco, TG&Y, Beall's, Sears; South Town-sixteen small shops downtown; Airport Road Shopping Center-Wal-Mart, Winn-Dixie, Anthony's.

13 - RETAIL OUTLETS: **Department Stores**-West's; Beall Bros.; Marshall's; S&H Green Stamps; Gold Bond Stamps; Montgomery Ward; Sears; Anthony's.
Variety Stores-Perry's.
Discount Stores-Howard's; Wal-Mart; TG&Y.
Chain Drug Stores-Drug-Sav; Revco; Eckerd.
Chain Supermarkets-Safeway; Piggly Wiggly 4; Brookshire's; Winn-Dixie.
Other Chain Stores-White Auto; Western Auto; Radio Shack; True Value Hdwe. 2.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri) 5,354; (S) 5,766; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Robert B. Palmer, Pres./Pub., TRIBUNE, 1705 Industrial; PO Drawer 1177, Mount Pleasant, TX 75455; Tel. (214) 572-1705.
National Representative: Landon Associates.

NACOGDOCHES

1 - LOCATION: Nacogdoches County, E&P Map F-3. County Seat. 97 mi. from Shreveport LA; 140 mi. N of Houston; 168 mi. SE of Dallas; 135 mi. NW of Beaumont. On U.S. Hwy. 59; State Hwys. 21, 26, 7, 204.

2 - TRANSPORTATION: **Railroads**-HE & WT; T & NO.
Intercity Bus Lines-Continental Trailways; Kerrville Lines.

3 - POPULATION:
Corp. City 80 Cen. 27,149; E&P 85 Est. 29,903
County 80 Cen. 46,786; E&P 85 Est. 51,532

4 - HOUSEHOLDS:
City 80 Cen. 9,268; E&P 85 Est. 10,309
County 80 Cen. 16,457; E&P 85 Est. 18,770

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$376,802,350
Savings & Loan	3	$155,201,140

6 - PASSENGER AUTOS: County 38,338 (all vehicles)

7 - ELECTRIC METERS: Residence 11,452

8 - GAS METERS: Residence 7,166

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Feed & Fertilizer 400; Brass Valves 300; Women's Dresses 200; Wood Wkg. 300; Poultry Processing 600; Chairs 400; State University 13,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 50-95; Fall 30-75; Winter 20-80.

11 - TAP WATER: Neutral, very soft, not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Northview Plaza(20)	20	Mont. Ward, Otasco
North St.(6)	NA	Safeway, Buddies, Sears
University Mall(14)	NA	Beall's
Univ. Park Plaza	8	Food-4-Less

Principal Shopping Days-Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Mize; JCPenney; Beall's; J.B. White; Weiners.
Variety Stores-McCrory; Dollar Store.
Discount Stores-Howard's; Wal-Mart; K mart.
Chain Drug Stores-Eckerd; Coulter-Coe; Revco; K&B.
Chain Supermarkets-Kroger; Safeway; Brookshire's 3; Ken's Minit-Mkts 6; Food-4-Less; Winn-Dixie.
Other Chain Stores-Firestone; Sears (catalog); Montgomery Ward; Western Auto; Weiner's; Otasco; National Automotive.

14 - NEWSPAPERS: SENTINEL (e) 8,200; (S) 11,365; Dec. 31, 1984 VAC.
Local Contact for Advertising and Merchandising Data: Charles K. Lamb, Ret. Adv. Mgr., SENTINEL, 4920 Colonial Dr.; PO Box 68, Nacogdoches, TX 75963; Tel. (409) 564-8361.
National Representative: Landon Associates.

NEW BRAUNFELS

1 - LOCATION: Comal County (In San Antonio MSA), E&P Map D-4. County Seat. Mfg., textile, hosiery, stone quarries, diversified farming. 23 mi. NE of San Antonio. On I-35 & U.S. Hwy 81.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific; Missouri-Kansas-Texas (Katy).
Intercity Bus Lines-Greyhound; Trailways.
Motor Freight Carriers-3.
Airlines-At San Antonio Airport, all major carriers.

3 - POPULATION:
Corp. City 80 Cen. 22,402; E&P 85 Est. 27,048
CZ-ABC: (80) 22,375
RTZ-ABC: (80) 81,533
County 80 Cen. 36,446; E&P 85 Est. 44,004
MSA 80 Cen. 1,071,954; E&P 85 Est. 1,197,170
City & RTZ-ABC: (80) 103,908

4 - HOUSEHOLDS:
City 80 Cen. 7,895; E&P 85 Est. 8,851
CZ-ABC: (80) 7,884
RTZ-ABC: (80) 26,563
County 80 Cen. 12,958; E&P 85 Est. 16,156
MSA 80 Cen. 349,330; E&P 85 Est. 403,638
City & RTZ-ABC: (80) 34,447

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$189,478,000
Savings & Loan	3	$243,994,000

6 - PASSENGER AUTOS: County 39,724 (all vehicles)

7 - ELECTRIC METERS: Residence 11,986

8 - GAS METERS: Residence 5,106

9 - PRINCIPAL INDUSTRIES: Type of Industry-Textile; Furniture; Dresses; Lime Products; Limestone; Cement Forms; Canoes & Coolers.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 53-75; Summer 75-95; Fall 53-75; Winter 32-75. First killing frost, Dec.; last killing frost, Feb.

11 - TAP WATER: Alkaline, hard. Spring fed.

12 - RETAILING: **Principal Shopping Centers**-Downtown 6 blocks N & S on Seguin St.; Downtown 7 blocks E & W on San Antonio St. around Plaza Square.
Neighborhood Shopping Centers-Courtyard, S. Seguin St. & I-35; Walnut Square, N. Walnut & I-35; Landa, W. Landa St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Courtyard(17)	2	TG&Y, Weiner's, Bealls
Walnut Sq.(11)	2	K mart, Radio Shack, Revco
Landa(13)	1	Wuest's, Winn's, Sears catalog
Kroger(4)	1	Kroger, A&B Hearing Ctr.

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Shopping Centers & Major Chains every evening until 9.

13 - RETAIL OUTLETS: **Department Stores**-Paul Bruners; Jacob Schmidt's; Weiner's; Bealls.
Discount Stores-Gibson's; K Mart; TG&Y; Wal-Mart.
Variety Stores-Winn's.
Chain Drug Stores-Revco; Eckerd.
Chain Supermarkets-Wuest's; Kroger; H.E.B.
Other Chain Stores-Sherwin-Williams; Town & Country; House of Jeans; Zale's; Radio Shack; Boise Cascade; Goodyear; JCPenney; Wickes; Lowe's; Sears catalog.

14 - NEWSPAPERS: HERALD-ZEITUNG (e-tues to fri) 6,900; (S) 8,110; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Sandi Hutter, Asst. Adv. Mgr., HERALD-ZEITUNG, 186 S. Castell Ave., New Braunfels, TX 78130; Tel. (512) 625-9144.
National Representative: U.S. Suburban Press.

ODESSA

1 - LOCATION: Ector County (MSA) E&P Map C-3. County Seat. Mfg., education, ranching, whsl. & ret. ctr. Western portion of state. 320 mi. W of Ft. Worth; 285 mi. E of El Paso. U.S. Hwys. I-20, 80, 385; State Hwy. 302.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific.
Motor Freight Carriers-38.
Intercity Bus Lines-Greyhound; Continental; TNM & O.
Airlines- Texas International; Southwest; American; Muse; Republic.

3 - POPULATION:
Corp. City 80 Cen. 90,027; E&P 85 Est. 113,357
CZ-ABC: (80) 111,410
RTZ-ABC: (80) 226,330
County/MSA 80 Cen. 115,374; E&P 85 Est. 145,273
City & RTZ-ABC: (80) 337,740
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 32,139; E&P 85 Est. 41,336
CZ-ABC: (80) 39,200
RTZ-ABC: (80) 77,265
County/MSA 80 Cen. 40,450; E&P 85 Est. 52,656
City & RTZ-ABC: (80) 116,465

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$783,082,000
Savings & Loan	5	$511,206,000

6 - PASSENGER AUTOS: County 131,858 (all vehicles)

7 - ELECTRIC METERS: 57,096

8 - GAS METERS: 31,373

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-Petroleum & Petro-Chem. 8,256 ($374); Oilfield Supply 3,500 ($233); Construction 4,880 ($295); Higher Education 920 ($320); Retail 12,180 ($186); Wholesale 4,595 ($344); Services 6,040 ($232); Computers 3,120 ($225).

Principal Industrial Pay Days-1st & 15th

10 - CLIMATE: Min. & Max. Temp.-Spring 48-80; Summer 72-95; Fall 53-79; Winter 29-59. First killing frost, Nov. 1; last killing frost, Apr. 1

11 - TAP WATER: Alkaline, hard

12 - RETAILING: **Principal Shopping Center**-Downtown, 9 blocks long and 3 blocks wide

Nearby Shopping Centers

Name (No of stores)	Miles from Downtown	Principal Stores
Broadmoor(11)	NA	
Crestwood(9)	NA	
Eastroad(9)	NA	Bill Sears Mkt.
Ector Plaza(8)	NA	TG&Y, Safeway
Grandview Ctr.(8)	NA	Safeway, Model Shop
Great Oil Basin(18)	NA	Dunlap, Zale's
Harrisdale	NA	
Meyers Village(30)	NA	Clarks, M System
North Plaza(10)	NA	
Odessa Plaza	NA	
Permian Mall(144)	7	Sears, JCPenney, Dillard
Plaza Del Sol	NA	
Ridgecrest(30)	NA	M System, Safeway
Rockhill Annex	NA	
Rockhill Vlg.(10)	NA	Walgreens, Cobb's, Cloth World
Sante Fe Sq.(25)	6	Knorr Furn.
Sherwood Vlg.(11)	NA	Sears, Super Mkt.
31st St.(14)	NA	Furrs, Anthony's, TG&Y, Radio Shack
Town & Country(10)	NA	Cobb's Dept., TG&Y, Furr's Mkt.
West County Plaza	NA	Furr's, Anthony's, Radio Shack
Westgate Plaza	NA	Safeway, Beall's
West Redondo(3)	NA	
Winwood Mall(45)	NA	Beall's, Franklin Dept., Wal-Mart, Montgomery Ward

Principal Shopping Days-Mon., Wed., Thur., Sat.
Stores Open Evenings-Thur.; Winwood Mall Mon. through Sat. to 9 p.m.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Dunlap's; Sears; Montgomery Ward; Beall's 2; Winkler's; Cobb's 2; Model Shop; Anderson's; C.R. Anthony 2; Ardan's; Thornton's; Dillar-os
Variety Stores-Wacker; TG&Y 3; G.C. Murphy
Discount Stores-Gibson's 2; Super Center; Furr's Family Center 3; K mart; Ardan's; Wal-Mart
Chain Drug Stores-Walgreens 2; Skaggs
Chain Supermarkets-Furr's 3; Skaggs-Albertson; Safeway 3; Sears Super Mkt. 5; Everybody's 2; M System 2; Foodway 3
Other Chain Stores-White's (Auto); Kinney Shoes 2; Luskey's; Buster Hanks; Cashway; Connie's; Barker's Shoes; Franklin's; Quicksilver 2; Mode O'Day; JoAnn Shop 2; Goodyear 3; Shaw's; Jewel Box; Zale's 2; Agnew's; Western Auto; Singer; Texas State Optical; Lee Optical; S&H Green Stamps; Gold Bond Stamps; Furr's Cafeteria 2; Picadilly Cafeteria; Wolfe Nursery; Color Tile; Radio Shack; Firestone 2; Musicland; Butlers Shoes; Walton Book & Card; Austin Shoes; Cloth World; Shetland Hallmark

14 - NEWSPAPERS: AMERICAN (e-mon to fri) 32,481; (m-sat) 33,175; (S) 42,225; Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Howard L. Rockafellow, Adv. Dir., AMERICAN, 222 E. 4th, Odessa, TX 79760; Tel. (915) 337-4661
National Representative: Papert Companies

ORANGE

1 - LOCATION: Orange County (In Beaumont-Port Arthur MSA), E&P Map F-4. County Seat. On Sabine River and Intracoastal Canal, approximately 40 ship miles from the Gulf of Mexico. On (I.H. 10; N.S. Hwy 90); State Hwy. 87. 125 mi. from Houston; 257 mi. from New Orleans.

2 - TRANSPORTATION: **Water Transportation**-Ocean going freight facilities; Intracoastal barge lines.
Railroads-Southern Pacific; Missouri Pacific (freight); Kansas City Southern; 14 mi. NW with an interchange to Missouri Pacific; Sabine River & Northern.
Motor Freight-Missouri Pacific; Southern Pacific; Herrin Transp.; Southern Motor; Central Freight; Strickland Transportation; Red Ball; Mercury; TMF.
Intercity Bus Lines-Greyhound; Trailways
Airlines-Mid-County Airport (Jefferson County) Metro Hammond; Royale; American Eagle Texas.

3 - POPULATION:
Corp. City 80 Cen. 23,628; E&P 85 Est. 25,080
CZ-ABC: (80) 31,293
RTZ-ABC: (80) 67,460
County 80 Cen. 83,838; E&P 85 Est. 90,801
MSA 80 Cen. 375,497; E&P 85 Est. 398,749
City & RTZ-ABC: (80) 98,753

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,237; E&P 85 Est. 9,177
CZ-ABC: (80) 11,071
RTZ-ABC: (80) 21,720
County 80 Cen. 27,918; E&P 85 Est. 31,190
MSA 80 Cen. 131,890; E&P 85 Est. 144,470
City & RTZ-ABC: (80) 32,791

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	7	$268,411,000

6 - PASSENGER AUTOS: County 73,464 (all vehicles)

7 - ELECTRIC METERS: 21,967

8 - GAS METERS: 16,557

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-Chemicals 3,150 ($449); Paper Prod. 750 ($309); Rice Milling 100 ($256); Utilities 200 ($279); Cement 70 ($326); Steel(N.A.); Shipbuilding(N.A.); Synthetic Rubber (N.A.)
Principal Industrial Pay Days-Wed., Thur., Fri., 1st and 15th

10 - CLIMATE: Min. & Max. Temp.-Spring 55-80; Summer 72-98; Fall 55-80; Winter 32-75. First killing frost, Oct.; last killing frost, Apr.

11 - TAP WATER: Alkaline, very soft, not fluoridated

12 - RETAILING: **Principal Shopping Centers**-4 miles along Green Ave., 2 miles along 16th St. Orangehurst West (K mart, Walgreens, Weiners, King Saver, Big Star, The Fair, Market Place, Eckerd Drug)

Nearby Shopping Centers

Name (No of stores)	Miles from Downtown	Principal Stores
Eastown(4)	NA	Dollar General, Weingarten Supermarket
MacArthur(25)	NA	Sears, The Fair, Safeway
Northway(20)	NA	Market Basket, The Fair

Principal Shopping Days-Thur., Fri., Sat., Mon.
Stores Open Evenings-Clothing Thur., Food daily

13 - RETAIL OUTLETS: **Department Stores**-The Fair; Beall's; Palais Royal; Sears; Weiner's; Montgomery Ward
Variety Stores-Perry Bros. 2
Discount Stores- King Saver, K mart, Wal-Mart
Other Chain Stores-Goodyear; Firestone; Zale's; Singer Co.; Pay Less Shoes; G.I. Surplus; Conn's Appliances; Dollar General Stores; White's; McLaury's; Guarantee Shoe; Radio Shack 2; Safeway; Kroger

14 - NEWSPAPERS: LEADER (e-mon to fri) 11,238; (S) 12,830; Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Ernest Knetsch, Adv. Dir., LEADER, 200 Front Ave., PO Box 1028, Orange, TX 77630; Tel. (713) 883-3571
National Representative: Landon Associates

PALESTINE

1 - LOCATION: Anderson County, E&P Map E-3. 108 mi. SE of Dallas; 150 mi. N of Houston; 150 mi. SW of Shreveport, LA. Railroad, industrial, commercial and agricultural center in E Texas. On U.S. Hwys. 84, 79, 287; State Hwys. 19, 155

2 - TRANSPORTATION: **Railroads**-Gulf Div. "H" for Union Pacific; TSERR.
Motor Freight Carriers-5
Intercity Bus Lines-Continental Trailways; Central Texas

3 - POPULATION:
Corp. City 80 Cen. 15,948; E&P 85 Est. 19,632
CZ-ABC: (80) 15,948
RTZ-ABC: (80) 41,724
County 80 Cen. 38,381; E&P 85 Est. 44,987
City & RTZ-ABC: (80) 57,672
Demographic Information available from Newspapers. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,977; E&P 85 Est. 7,480
CZ-ABC: (80) 5,977
RTZ-ABC: (80) 13,577
County 80 Cen. 12,385; E&P 85 Est. 15,268
City & RTZ-ABC: (80) 19,554

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$162,347,000
Savings & Loan	3	$44,709,624

6 - PASSENGER AUTOS: County 33,706 (all vehicles)

7 - ELECTRIC METERS: Residence 7,505

8 - GAS METERS: Residence 5,813

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-Railroad 700 ($260); Meat Packing; Oil & Gas Prod.; Granite & Marble Works; Mattresses; Ceramic Tile; Work Clothes; Bakery; Concrete Prod.; Bottling; Ice Packaging; Millwork; Wooden Pallets; Newspaper Racks; Apparel; Metals.
Principal Industrial Pay Days-1st and 15th

10 - CLIMATE: Min. & Max. Temp.-Spring 56-75; Summer 71-91; Fall 57-77; Winter 40-58. First killing frost, Nov. 20; last killing frost, Mar. 8

11 - TAP WATER: Alkaline, soft, not fluoridated

12 - RETAILING: **Principal Shopping Centers**-5 blocks on W Oak St.; 5 on W Main St.; 5 on Spring St.; 4 on Sycamore; 4 on Queen; 4 on Magnolia; 4 on Tennessee
Neighborhood Shopping Centers-Royall at Neches; N Mallard; 300 Spring St.; Palestine Mall, Loop 256 & Crockett Rd.

Nearby Shopping Centers

Name (No of stores)	Miles from Downtown	Principal Stores
Kroger(7)	NA	Kroger, Dollar Stores
Palestine Plaza(14)	NA	Piggly Wiggly, Anthony's

Principal Shopping Days-Mon., Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-K Wolens; JCPenney; Beall's; Montgomery Ward; Sears (catalog); Anthony's ...
Discount Stores-K mart; Wal-Mart; McCoy's Building Supply Centers; Dollar Stores
Chain Supermarkets-Safeway; Kroger; Winn Dixie; Brookshire; Affiliated
Other Chain Stores-Babcock Home & Auto; Automotive, Inc.; E. Tex. Auto Shop; Goodyear; S&H Green Stamps; White's Auto; 7-Eleven; Home Furniture; Zale's; Gordons; Radio Shack; Eckerd; Kinney Shoes; Curtis Mathes.

14 - NEWSPAPERS: HERALD-PRESS (e-mon to fri) 11,367; (S) 12,591; Mar. 31, 1985 ABC
Local Contact for Advertising and Marketing Data: James Kerby, Adv. Dir., HERALD-PRESS, 519 Elm St., PO Box 379, Palestine, TX 75801; Tel. (214) 729-0231
National Representative: Papert Companies

PAMPA

1 - LOCATION: Gray County, E&P Map C-1. 50 mi. E of Amarillo; 200 mi. W of Okla. City on Hwy. 60. County Seat. Agric. ctr. for 5 counties. Oil ctr. for 6 counties

2 - TRANSPORTATION: **Railroads**-Santa Fe
Motor Freight Carriers-4
Intercity Bus Lines-Trailways Bus System
Air Service-Commercial Airport 45 mi. at Amarillo. County Airport 4 mi. N of city. Charter & private facilities available

3 - POPULATION:
Corp. City 80 Cen. 21,396; E&P 85 Est. 23,861
CZ-ABC: (80) 21,396
RTZ-ABC: (80) 35,480
County 80 Cen. 26,386; E&P 85 Est. 29,680
City & RTZ-ABC: (80) 56,876

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,290; E&P 85 Est. 9,458
CZ-ABC: (80) 8,290
RTZ-ABC: (80) 13,086
County 80 Cen. 10,224; E&P 85 Est. 11,889
City & RTZ-ABC: (80) 21,376

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$260,110,763
Savings & Loan	2	$270,691,892

6 - PASSENGER AUTOS: County 30,780 (all vehicles)

7 - ELECTRIC METERS: Residence 10,214

8 - GAS METERS: Residence 9,818

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-Petroleum & Natural Gas 1,934 ($325); Mfg. 1,982 ($250); Constr. 1,015 ($300).
Principal Pay Days-1st, 15th

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 50-105; Fall 15-75; Winter 10-65. First killing frost, Oct. 15; last killing frost, April 15.

11 - TAP WATER: Alkaline, hard; fluoridated

12 - RETAILING: **Downtown Shopping Area**-4 blocks on Cuyler, 2 on Foster, 2 on Kingsmill, 2 on Francis
Neighborhood Shopping Centers-3 miles of retail shops & offices on N Hobart

Nearby Shopping Centers

Name (No of stores)	Miles from Downtown	Principal Stores
Coronado (28)	1	Anthony's, Alco, Dunlaps, Furr's Cafeteria
Pampa Mall (31)	5	Beall's, JCPenney, K mart

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Alco; Ideal; Furr's; Allsup; Anthony's; K mart; JCPenney; Beall's; and all other stores at Pampa Mall

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; C.R. Anthony 2; Dunlap's; Beall's
Variety Stores-Alco; K mart; Moses; Wal-Mart
Discount Stores-Alco; Factory Outlet Clothing; Pay Less Shoes; K mart; Wal-Mart
Chain Drug Stores-Heard-Jones (Rexall); Revco; Medicine Shoppe
Chain Supermarkets-Ideal 3; Furr's; Safeway
Other Chain Stores-Firestone; Zale's Jewelers; Sears (catalog); Sherwin-Williams; Singer; Pay-Less Shoes; White's Stores; Brown's Shoe Fit; Radio Shack; Carquest; 100,000 Auto Parts; Jo Ann Fabrics; Evensan's; Kinney Shoes; Stewarts; Stevenson's; Waldenbooks; Gordon's Jewelers; Peanut Shack; General Nutrition Center; T-Shirts Plus; Texas State Optical; Regis; Chief Auto Parts; Hastings Records

14 - NEWSPAPERS: NEWS (e-mon to fri) 8,106; (S) 8,852; Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Ken Dulaney, Adv. Mgr., NEWS, 403 W Atchison, PO Box 2198, Pampa, TX 79065; Tel. (806) 669-2525
National Representative: Papert Companies

PARIS

1 - LOCATION: Lamar County, E&P Map E-2. County Seat. Industrial, medical, commercial and education center. NE part of state in Red River Valley. 15 mi. to Oklahoma border; 110 mi. to Dallas; 97 mi. to Texarkana; 65 mi. to Sherman; 105 mi. to Tyler; 175 mi. to Tulsa, OK.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific; Frisco; Santa Fe; Southern Pacific
Motor Freight Carriers-6
Intercity Bus Lines-Continental-Dixie; Jordan
Airlines-Eagle

3 - POPULATION:
Corp. City 80 Cen. 25,498; E&P 85 Est. 28,852
CZ-ABC: (80) 25,498
Bal. in NDM-ABC: (80) 16,658
County 80 Cen. 42,156; E&P 85 Est. 45,705
Total NDM-ABC: (80) 42,156

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,923; E&P 85 Est. 11,403
CZ-ABC: (80) 9,923
Bal. in NDM-ABC: (80) 5,787
County 80 Cen. 15,710; E&P 85 Est. 17,601
Total NDM-ABC: (80) 15,710

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$221,878,310
Savings & Loan	2	$342,911,000

6 - PASSENGER AUTOS: County 39,667 (all vehicles)

7 - ELECTRIC METERS: Residence 10,019

8 - GAS METERS: Residence 8,400

9 - PRINCIPAL INDUSTRIES: Elec. Lamps; Boilers; Concrete Prod.; Furn.; Bras & Corsets; Paper Boxes; Business Forms; Soups; Disposable Diapers.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Nov. 15; last killing frost, Mar. 19

11 - TAP WATER: Neutral, soft, not fluoridated

12 - RETAILING: **Principal Shopping Center**-16 blocks on Main Downtown. Located around Square & Plaza.

Nearby Shopping Centers

Name (No of stores)	Miles from Downtown	Principal Stores
Park Place	N.A.	Wal-Mart, Winn Dixie, C.R. Anthonys
Brookshire(5)	NA	Brookshire
The Village(15)	NA	
Williamsburg(42)	NA	Kroger, Goodrich, Dollar General

Mirabean Sq.(35)	NA	Safeway, Belk's, JCPenney, Beall's
Plaza(4)	NA	Palace Drug, Zale's

Principal Shopping Days-Mon., Sat.
Stores Open Evenings-Department Stores-Mon. through Fri.; Food-Wed.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Ayres; Beall Bros.; JCPenney; Belk's; C.R. Anthonys.
Discount Stores-Wal-Mart; K mart; Howard's.
Variety Stores-Winn's.
Chain Drug Stores-Palace (Hilley's); Eckerd; Revco.
Chain Supermarkets-Safeway; Brookshire; Kroger's Family Center; R.R. Jordan 2; 7-Eleven 4; Winn Dixie; E-2 Mart; Fords Food; Harvest Food; Sikes Food.
Other Chain Stores-White (auto); Goodyear; Goodrich; Firestone; Babcock Bros.; S&H Green Stamps; TSO; Lee Optical; Otasco; Foxworth-Galbraith Lmbr.; Fashion Crossroads; Colortyme.

14 - NEWSPAPERS: NEWS (e-mon to fri) 12,802; (S) 13,389; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Wes King, Adv. Dir., NEWS, 138 Lamar Ave., Paris, TX 75460; Tel. (214) 785-8744.
National Representatives: Landon Associates; Harte-Hanks Communications.

PASADENA

1 - LOCATION: Harris County (In Houston PMSA). E&P Map E-4.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Texas & New Orleans.
Intercity Bus Lines-Continental Trailways; Texas Bus Lines.

3 - POPULATION:
Corp. City 80 Cen. 112,560; E&P 85 Est. 131,486
County 80 Cen. 2,409,544; E&P 85 Est. 2,812,760
PMSA 80 Cen. 2,735,763; E&P 85 Est. 3,241,189
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 38,750; E&P 85 Est. 47,284
County 80 Cen. 869,880; E&P 85 Est. 1,048,638
PMSA 80 Cen. 973,162; E&P 85 Est. 1,189,195

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$490,000,000
Commercial	5	$328,000,000

6 - PASSENGER AUTOS: County 2,221,123 (All Vehicles).

7 - ELECTRIC METERS: Residence 36,100.

8 - GAS METERS: Residence 33,700.

9 - PRINCIPAL INDUSTRIES: Chem., Refining, Rubber, Plastics, Paper & Steel. 65,000 Employees. Av. Wkly. Wage $180.

10 - CLIMATE: Av. Temp.-Spring 69; Summer 92; Fall 70.5; Winter 64. First killing frost, Dec. 10; last killing frost, Feb. 2.

11 - TAP WATER: Medium.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Allendale(13)	NA	Ben Franklin, White Stores
Mkt. Ctr.(21)	NA	Eckerd, Weingarten's
Pasadena Oaks(45)	NA	
Pasadena Plz.	NA	White's, JCPenney, Kinney
Red Bluff(16)	NA	Weiner's, White's
Arlington Pl.	NA	Stop & Go
Berkshire Vlg.	NA	Martin's Mkt.
Family Pk.	NA	Rice
Southmoor Plz.	NA	Kroger, SupeRx
Spencer Plz.(30-40)	NA	Walgreens
Town Sq.	NA	Foley's, Joske's, Walgreens

Principal Shopping Days-Tue., Thur., Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-Palais Royal; JCPenney; Sears; Montgomery Ward; Foley's; Oshman's; Weiners; White's; Joske's; Mervyn's.
Discount Stores-Abel's 3; K mart.
Chain Drug Stores-Rexall; SupeRx; Eckerd; Walgreens; Rx Value.
Chain Supermarkets-Safeway; Save-Mart; Lucky-7; Sellers Bros.; Weingarten's; Food City; Kroger; UtoteM; Food King; Gerlands; Fiesta.
Other Chain Stores-Firestone; Goodrich; Goodyear; Furrows; Handy Dan.

14 - NEWSPAPERS: CITIZEN (eS) 8,591; June 30, 1984 VAC.
Local Contact for Advertising and Merchandising Data: Lone Beasley, Adv. Dir., CITIZEN, PO Drawer 6192, Pasadena, TX 77506; Tel. (713) 477-0221.
National Representative: U.S. Suburban Press.

PECOS

1 - LOCATION: Reeves County. E&P Map B-3. County Seat. 207 mi. E. of El Paso; 70 mi. W. of Odessa. On US Hwy. 285 & Interstate 20.

2 - TRANSPORTATION: **Railroads**-UP, PVS.
Airlines-Served at Midland Regional Airport by American, Southwest, Frontier, Muse, Mesa.
Intercity Bus Lines-Trailways; Greyhound; New Mexico Trans.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 12,855; E&P 85 Est. 13,513
County 80 Cen. 15,801; E&P 85 Est. 16,489

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,919; E&P 85 Est. 4,037
County 80 Cen. 4,567; E&P 85 Est. 5,123

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$106,000,000
Savings & Loan	1	$14,700,000

6 - PASSENGER AUTOS: County 12,360 (all vehicles).

7 - ELECTRIC METERS: Residence 3,699.

8 - GAS METERS: Residence 3,306.

9 - PRINCIPAL INDUSTRIES: Oil Refining; Oil & Gas Exploration; Agriculture; Cotton; Cantaloupes; Onions; Cattle; Grain; Cattle Feeding; Tire Test Track; Sulphur Mining.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-80; Summer 72-95; Fall 53-78; Winter 29-59. First killing frost, Nov. 12; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Shopping Centers**-Airlawn S.C. (5 Stores)-Safeway; Winn's; White Auto; Anthony's.

13 - RETAIL OUTLETS:
Department Stores-JCPenney; Swaim's; C.R. Anthony.
Variety Stores-Woolworth; Sprouse-Reitz; Winn's.
Discount Stores-Gibson.
Chain Drug Stores-Revco; Rexall; Val-Rite.
Chain Supermarkets-Safeway; Smith's; Thriftway.
Other Chain Stores-Whites; Goodyear; Singer Co.; United Dry Goods; Sears (catalog); Montgomery Ward; Allsup's; Town & Country.

14 - NEWSPAPERS: ENTERPRISE (e-mon to fri) 2,305; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Larry C. Jackson, Publisher, ENTERPRISE, 324 S. Cedar St., Pecos, TX 79772; Tel. (915) 445-5475.
National Representative: None.

PLAINVIEW

1 - LOCATION: Hale County. E&P Map C-2. County Seat. Retail center for 10 county area. Heart of irrigated district. U.S. Hwys. I-27, I-70.

2 - TRANSPORTATION: **Railroads**-Panhandle & Santa Fe; Fort Worth & Denver.
Motor Freight Carriers-5.
Intercity Bus Lines-Texas, New Mexico & Oklahoma Coaches; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 22,187; E&P 85 Est. 24,562
County 80 Cen. 37,592; E&P 85 Est. 38,832
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,494; E&P 85 Est. 8,151
County 80 Cen. 12,385; E&P 85 Est. 13,201

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$200,000,000
Savings & Loan	4	$300,000,000

6 - PASSENGER AUTOS: County 33,367 (all vehicles).

7 - ELECTRIC METERS: Residence 10,448.

8 - GAS METERS: Residence 7,872.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Fertilizer 175; Farm Equipment 155; Irrigation Pumps 117; Concrete Tile 100; Beef Processing 675; Seed & Feed 225; Aircraft 60; Cabinets 75.
Principal Pay Days-1st, 15th, Mon., Fri.

10 - CLIMATE: Min. & Max. Temp.-Av. min. 41 (Jan.); Av. Max. 78 (July). First killing frost, Nov. 21; last killing frost, Apr. 1. Av. Mean 60.

11 - TAP WATER: Alkaline, semi-hard, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-9 blocks on Broadway; 9 on Ash; 7 on Austin; 13 on Fifth; 8 on Sixth; 8 on Seventh; 6 on Eighth; 2 on Beech; 4 on Date; 1 on W. Eighth; 10 on W. Fifth; 1 on W. Seventh; 1 on Columbia; 4 on Yonkers & 29th.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gabriel Wayland(18)	NA	Buddys, Gabriel's, Anthony's
The Village(21)	NA	Thriftway, Radio Shack, Winn's, Claiborne's
Edgemore(6)	NA	M-Systems, TG&Y, Revco, K mart
College(9)	NA	Camera Shop

Principal Shopping Days-Mon., Wed., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Marse & Son; Gabriels; JCPenney; C.R. Anthony; Montgomery Ward; K's Thrift Ctr.
Variety Stores-TG&Y; Perry's; Winn's.
Chain Drug Stores-Revco.
Discount Stores-K mart; 84 Lumber.
Chain Supermarkets-Furr Food; Claiborne's; Pay 'N Save 2; United Super Mkt.; 7-Eleven 4; M System; Allsups 7.
Other Chain Stores-White's Auto; Heath Furn.; Zale's Jewelers; S&H Green Stamps; Sherwin-Williams; Pay-Less Shoes; Radio Shack; Chief Auto.

14 - NEWSPAPERS: HERALD (e-mon to fri) 9,352; (S) 9,352; sworn Sept. 23, 1984.
Local Contact for Advertising and Merchandising Data: Jack Overby, Adv. Dir., HERALD, 820 Broadway, Plainview, TX 79072; Tel. (806) 293-1343.
National Representative: Papert Companies.

PLANO

1 - LOCATION: Collin County (In Dallas PMSA). E&P Map E-2. 18 mi. N of Dallas, on interstate Hwy. I-75.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; St. Louis-Southwestern.
Motor Freight Carriers-5.
Airlines-At Dallas Airport.

3 - POPULATION:
Corp. City 80 Cen. 72,331; E&P 85 Est. 90,987
County 80 Cen. 144,490; E&P 85 Est. 181,758
PMSA 80 Cen. 1,957,451; E&P 85 Est. 2,200,656

4 - HOUSEHOLDS:
Corp. City 80 Cen. 22,221; E&P 85 Est. 28,589
County 80 Cen. 46,344; E&P 85 Est. 60,292
PMSA 80 Cen. 711,093; E&P 85 Est. 824,511

5 - BANKS	NUMBER	DEPOSITS
Commercial	14	N.A.

6 - PASSENGER AUTOS: County 141,615 (all vehicles).

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg. Copper & Brass Gas Fittings; Wire & Cable; Farming: grains, cotton, corn and wheat.

10 - CLIMATE: Min. & Max. Temp.-Spring 55-75; Summer 75-95; Fall 57-79; Winter 36-56. Firs killing frost, Nov. 20; last killing frost, Mar. 30.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Central Shops(5)	NA	
Dallas North(20)	NA	Drug Emporium
14 Jupiter Place	NA	Tom Thumb Mkt., Page Drug
Litte "K"(7)	NA	Ye Olde Butcher
Park Mall(20)	NA	Michael's, Firestone, Home Front
Plano North(7)	NA	Safeway
Pittman(20)	NA	Skaggs, Ace Hardware
Prairie Creek(25)	NA	Revco, Rich's, Safeway
Lancers Sq.(25)	NA	Firestone
Independence Square(20)	NA	Tom Thumb, Lester Melnick, Broders
Parker Plaza(20)	NA	Safeway
Village Sq.(10)	NA	Winn-Dixie, Revco
Cambridge Sq.(2)	NA	Target

13 - RETAIL OUTLETS: **Department Stores**-Sears.
Variety Stores-M.E. Moses.
Chain Drug Stores-Revco; Eckerd.
Chain Supermarkets-Safeway; Winn-Dixie; Kroger; Tom Thumb; Albertsons; Skaggs.

14 - NEWSPAPERS: STAR-COURIER (e-mon to fri, S) 17,316; Dec. 31, 1984 VAC.
Local Contact for Advertising and Merchandising Data: Jan Walton, Adv. Mgr., STAR-COURIER, 1301 19th St., Plano, TX 75074; Tel. (214) 424-6565.
National Representative: U.S. Suburban Press.

PORT ARTHUR

1 - LOCATION: Jefferson County (In Beaumont-Port Arthur MSA). E&P Map F-4. 2nd largest deep water port in Texas. 92 mi. E of Houston; 300 mi. W. of New Orleans; 78 mi. NE of Galveston; deep water channel to Gulf of Mexico. Greater Port Arthur consists of the contiguous cities of Port Arthur, Nederland, Port Neches, and Groves, Texas.

2 - TRANSPORTATION: **Railroads**-KCS; SP (freight).
Motor Freight Carriers-13.
Freight Steamship Agents-12.
Intercity Bus Lines-Greyhound; Texas Bus Lines.
Airlines-Metro; Royale; Hammond.

3 - POPULATION:
Port Arthur City 80 Cen. 61,195; E&P 85 Est. 64,124
CZ-ABC: (80) 117,434
RTZ-ABC: (80) 64,258
County 80 Cen. 250,938; E&P 85 Est. 263,184
MSA 80 Cen. 375,497; E&P 85 Est. 398,749
City & RTZ-ABC: (80) 181,692
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Port Arthur City 80 Cen. 22,130; E&P 85 Est. 24,079
CZ-ABC: (80) 42,138
RTZ-ABC: (80) 21,700
County 80 Cen. 90,245; E&P 85 Est. 97,709
MSA 80 Cen. 131,890; E&P 85 Est. 144,470
City & RTZ-ABC: (80) 63,838

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$765,697,749
Savings & Loan	6	$449,350,275

6 - PASSENGER AUTOS: County 228,933 (all vehicles).

7 - ELECTRIC METERS: Residence 42,284.

8 - GAS METERS: Residence 36,547.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Chemical 12,600 ($565); Refining 15,100 ($515); Fab. Metals 2,700 ($293); Trans. Equip. Mfg. 4,500 ($423); Water Trans. 4,375; Constr. 14,625; Mining 1,400.
Principal Industrial Pay Days-Fri., Wed.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-94; Summer 58-102; Fall 29-98; Winter 11-85. First killing frost, Dec. 14; last killing frost, Feb. 18.

11 - TAP WATER: Soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-10 blocks on Twin City Hwy.
Neighborhood Shopping Centers-12 blocks on Houston Ave.; 6 blocks on Procter St.; 2 blocks on Waco Ave.; 3 blocks on Austin Ave.; 1 block on Shreveport Ave.; 33 blocks on Gulfway Dr.; 7 blocks on 9th Ave.; 11 blocks on 25th St.; 2 blocks on Lincoln Ave.; 19 blocks on Nederland Ave.; 2 blocks on Boston Ave.; 23 blocks on Magnolia Ave.; 2 blocks on Port Neches Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Gulfway(12)	NA	Discount Foods, Delmar Phcy.
Jefferson City (52)	NA	Walgreens, The Fair, Oshman's, Beall's
Snell(18)	NA	Garrison's Phcy., Drago Hardware
	NA	Safeway, TG&Y, Weiner's Vlg.
K mart(8)	NA	K mart
Central Mall(63)	NA	JCPenney, Sears, Beall's
Midcounty(10)	NA	Safeway, TG&Y, The Fair, JCPenney, White House
Tri-Cities(9)	NA	Market Basket, West's
Mid-Way(3)	NA	Speir's, Garret's TV
Steinhagen(8)	NA	Sleep-n-Aire Discount Shoes

Principal Shopping Days-Department Stores-Mon., Sat.; Food-Mon., Tues., Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Beall's 2; JCPenney; Sears; The Fair 2; Weiner's; Dryden's; Spencers; West's; White House
Discount Stores-K mart; Wal-Mart 2
Variety Stores-McClellan; S.H. Kress; TG&Y; Dollar General Stores
Chain Drug Stores-Walgreens 3; King's 7; Pat Wood 2; Mulkey 2; Webb 2; Eckerd; K&B
Chain Supermarkets-Market Basket 10; Speir's 3; Safeway 4; Howdy Doody; Giant; King Saver
Other Chain Stores-Firestone; B. F. Goodrich; Goodyear; Western Auto 4; Binswanger Glass; Sherwin-Williams 3; White Auto; Allied Radio Shack 3; Jewelry: Gem 2; Gordon; Nacol 2; Zales; Franklins; Lee Martin; Shoes: Kinney; Margolis; Pay-Less; Thom McAn; By-Way; Red Cross; Conns; Oshman's; Hancock's; Graves; McLaury's; General Nutrition; Hancock Fabrics; So-Fro Fabrics; Waldenbooks

14 - NEWSPAPERS: NEWS (e-mon to fri) 23,855; (m-sat) 23,873; (S) 25,956; Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Bill Hundley, Mkt. Mgr., NEWS, 549 Fourth St., PO Box 789, Port Arthur, TX 77640; Tel. (409) 985-5541
National Representative: Landon Associates

PORT LAVACA

1 - LOCATION: Calhoun County. E&P Map E-5. County Seat. 70 mi. NE of Corpus Christi. On U.S. Hwy. 35. On Lavaca Bay.

2 - TRANSPORTATION: **Railroads**-Southern Pacific
Motor Freight Carriers-2

3 - POPULATION:
Corp. City 80 Cen. 10,911; E&P 85 Est. 12,519
County 80 Cen. 19,574; E&P 85 Est. 21,970
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,445; E&P 85 Est. 3,425
County 80 Cen. 6,469; E&P 85 Est. 7,441

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$152,697,421
Savings & Loan	3	$37,144,223

6 - PASSENGER AUTOS: County 17,846 (all vehicles)

7 - ELECTRIC METERS: City Est. 4,697

8 - GAS METERS: City Est. 3,089

9 - PRINCIPAL INDUSTRIES: Grain Sorghum; Shrimp and Oyster Freezing; Aluminum; Gas & Oil Wells; Farming; Mineral Extraction; Ranching; Plastics; Chemicals; Marine Repair Building.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-75; Summer 77-90; Fall 62-80; Winter 45-67.

11 - TAP WATER: Alkaline, hard

12 - RETAILING:
Nearby Shopping Centers

Name (No of stores)	Miles from Downtown	Principal Stores
Bottom Dollar(3)	3	Bottom Dollar
Brook Hollow	10	Rice Mkt.
Calhoun Plaza (29)	14	Safeway, Weiner's, TG&Y, Beall's
Fairway(9)	9	Bottom Dollar, Stanley's, Goodyear
Viking Mall(14)	17	HEB, Coles Dept., Cunningham Drug, Oshman's Sports Ctr

13 - RETAIL OUTLETS: **Department Stores**-Sears; Montgomery Ward

14 - NEWSPAPERS: WAVE (e-mon to fri) 4,750; sworn Sept. 28, 1984
Local Contact for Advertising and Merchandising Data: Chester Surber, Ed. & Pub., WAVE, 301 S. Colorado St.; PO Drawer EE, Port Lavaca, TX 77979; Tel. (512) 552-9788
National Representative: Texas Press Service

RICHARDSON

1 - LOCATION: Dallas County (In Dallas PMSA). E&P Map E-3. Adjacent to Dallas City limits on N Central Expressway. Aerospace center. Farming in N part of County.

2 - TRANSPORTATION: **Railroads**-Santa Fe; Southern Pacific.
Motor Freight Carriers-9.
Intercity Bus Lines-2 Greyhound; Continental Trailways

3 - POPULATION:
Corp. City 80 Cen. 72,496; E&P 85 Est. 79,152
City of Pub.-ABC: (80) 72,655
County 80 Cen. 1,556,549; E&P 85 Est. 1,703,304
PMSA 80 Cen. 1,957,451; E&P 85 Est. 2,200,656
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 24,097; E&P 85 Est. 26,481
City of Pub.-ABC: (80) 24,157
County 80 Cen. 577,753; E&P 85 Est. 652,677
PMSA 80 Cen. 711,093; E&P 85 Est. 824,511

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$468,500,000
Sav. & Loan	3	N.A.

6 - PASSENGER AUTOS: County 1,578,308 (all vehicles)

7 - ELECTRIC METERS: Residence 12,759

8 - GAS METERS: Residence 11,899

9 - PRINCIPAL INDUSTRIES: (Av. Wkly. Wage $240) Instruments; Radio; Hoods; Sausage Plant; Electronics; Research Center
Principal Pay Days-1st, 15th

10 - CLIMATE: Min. & Max. Temp.-Spring 30-85; Summer 80-110; Fall 30-90; Winter 5-70.

11 - TAP WATER: Fairly Soft

12 - RETAILING
Nearby Shopping Centers

Name (No of stores)	Miles from Downtown	Principal Stores
Arapaho Vlg North(11)	NA	Mont. Ward
Buckingham Square(2)	NA	Winn-Dixie
Camelot(17)	NA	A&P, Sears, Radio Shack
Campbell Rd Village(10)	NA	Kroger, 7-Eleven
Canyon Creek	NA	
Custer Square(10)	NA	
Dal Rich Village(25)	NA	TG&Y, Safeway
Northrich Vlg.(5)	NA	Gibson
Pavillion	NA	Marshalls
Richardson E.(16)	NA	Kinney
Richardson Heights Village(60)	NA	Kroger, JCPenney, Sun Drug
Richardson Sq Mall(104)	NA NA	Sears, Dillard, Mont. Ward
Richardson Terrace(12)	NA	A&P, Safeway, Skillern
Spring Valley Village(13)	NA	Kroger, Rexall
Town & Country(20)	NA	Goodyear
University Village	NA	

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Montgomery Ward; Joske's; Dillard; Marshall's.
Chain Drug Stores-Skaggs; Skillern's; Sun; Steen
Variety Stores-Whites
Discount Stores-Gibson; K mart
Chain Supermarkets-A&P; Safeway; Tom Thumb; Kroger; Piggly Wiggly; Minyards; Skaggs; Winn-Dixie

14 - NEWSPAPERS: NEWS (e-mon to fri) 9,416; (S) 9,541; Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Suzy Jenkins, Adv. Mgr., NEWS, 4880 Alpha Rd., Farmers Branch, TX 75234; Tel. (214) 234-1131
National Representative: U.S. Suburban Press

ROSENBERG

1 - LOCATION: Fort Bend County. (In Houston PMSA). E&P Map E-4. On Hwys. 36, 59, 90A.

2 - TRANSPORTATION: **Railroads**-Gulf, Colorado & Santa Fe; Southern Pacific.
Intercity Bus Lines-Greyhound; Continental

3 - POPULATION:
Corp. City 80 Cen. 17,995; E&P 85 Est. 27,878
County 80 Cen. 130,846; E&P 85 Est. 176,343
PMSA 80 Cen. 2,735,763; E&P 85 Est. 3,241,189

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,753; E&P 85 Est. 9,138
County 80 Cen. 39,840; E&P 85 Est. 55,766
PMSA 80 Cen. 973,162; E&P 85 Est. 1,189,195

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$226,473,000
Savings & Loan	2	$255,975,000
Savings	2	$34,613,000

6 - PASSENGER AUTOS: County 114,648 (all vehicles)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-78; Summer 72-88; Fall 62-80; Winter 45-67. First killing frost Oct. 10; last killing frost Mar. 28.

11 - TAP WATER: Medium hard well water

12 - RETAILING
Nearby Shopping Centers

Name (No of stores)	Miles from Downtown	Principal Stores
Rose-Rich Ctr.	NA	The Fair, Woolworths
Weingarten Ctr	NA	Beall's, Food Market
Lamar Plz.	NA	Kroger, Weiners, Sears
Twin City Ctr	NA	His Closet, Fitness Plus

13 - RETAIL OUTLETS: **Department Stores**-Woolworth; K-mart; Wal-Mart; Rude & Sons; Blase; Freedom; The Fair; Perry Brothers; Weiners; RB Bealls.
Chain Supermarkets-Kroger; Safeway; Fiesta
Other Chain Stores-Payless Shoes; Goodyear; Sherwin-Williams; Sears (catalog); Montgomery Ward; Radio Shack

14 - NEWSPAPERS: HERALD COASTER (e-mon to fri; S) 7,541; sworn Oct. 8, 1984
Local Contact for Advertising and Merchandising Data: Bill Hartman, Pub., HERALD-COASTER, 1902 4th St., PO Box 1088, Rosenberg, TX 77471; Tel. (713) 232-3737
National Representative: U.S. Suburban Press

SAN ANGELO

1 - LOCATION: Tom Green County (MSA). E&P Map C-4. County Seat. 229 mi. from Austin; 236 mi. from Ft. Worth; 268 mi. from Dallas; 220 mi. from San Antonio; 451 mi. from El Paso; 352 mi. from Amarillo. On State Hwy. 208; U.S. Hwys. 67, 87, 277.

2 - TRANSPORTATION: **Railroads**-Panhandle & Santa Fe; Gulf, Colorado & Santa Fe.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways; Kerrville; Oil Field; Texas; New Mexico & Oklahoma Coaches.
Airlines-Rio; American Eagle

3 - POPULATION:
Corp. City 80 Cen. 73,240; E&P 85 Est. 85,234
CZ-ABC: (80) 73,240
Bal. in NDM-ABC: (80) 11,544
Bal. in RTZ-ABC: (80) 57,399
Total NDM-ABC: (80) 84,784
Total NDM & Bal. in RTZ-ABC: (80) 142,183
County/MSA 80 Cen. 84,784; E&P 85 Est. 98,669
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 26,576; E&P 85 Est. 31,582
CZ-ABC: (80) 26,576
Bal. in NDM-ABC: (80) 3,793
Bal. in RTZ-ABC: (80) 21,019
Total NDM-ABC: (80) 30,369
Total NDM & Bal. in RTZ-ABC: (80) 51,388
County/MSA 80 Cen. 30,369; E&P 85 Est. 36,640

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$810,448,127
Savings & Loan	6	$268,865,000

6 - PASSENGER AUTOS: County 86,102 (all vehicles)

7 - ELECTRIC METERS: 34,720

8 - GAS METERS: 22,545

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Govt. (ex. military) 6,800; Goodfellow AFB 3,064; Public Schools 1,517; Fin., Insur., Real Estate 1,700; Retail trade 10,300; Wholesale trade 1,360; Trans., Util. 3,800; Contract Constr. 2,400; Mining 800; Printing, Allied Ind. 420; Food & Kindred Prod. 870; Stone, Clay & Glass Prod. 130; Fabricated Metal Products 240; Other Durable Goods 3,300.

10 - CLIMATE: Av. An. Temp. 63.5; Jan. Mean Minimum 32.2; July Mean Temp. 96.3; av. annual rainfall 17.53 in.; av. annual humidity 73% mornings, 40% afternoons.

11 - TAP WATER: Alkaline, very hard, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-17 blocks in downtown area; 8 on W Beauregard bet. Park & Van Buren Streets; Village, 2100 & 2200 on W Beauregard; 3 on W Beauregard and Sherwood Way; 3 on N Main St.; 2 on Chadbourne; N Chadbourne; 2 at Freeland & Van Buren Sts.; K mart Plaza at Intersection Way and Ave. N; 20 acres at intersection of Knickerbocker and Loop 306

Nearby Shopping Centers

Name (No of stores)	Miles from Downtown	Principal Stores
K mart(8)	NA	K mart, M-System
Freeland(6)	NA	Holiday Cleaners, M-System
Stadium Park(22)	NA	Allwoods Home Ctr., Fabric Mart, Jabbo's
Sherwood(9)	NA	Radio Shack, Beef & Bun
Village(23)	NA	Anthony's, Winn-Dixie, Mr Boots, Mahons
University Plz (4)	NA	Hallmark Cards
Southwest Plaza	NA	Furr's, Crowder's
Sunset Plaza (20)	NA	Computerland, Clothworld
Sunset Mall(88)	NA	Sears, JCPenney, Wilson's, Hemphill Wells
Albertson's(1)	NA	Albertson's
W. Beauregard	NA	Home Hdwe., Gabriels
N. Main	NA	Winn's, Eckerd, Winn-Dixie
Concho Valley Ctr.	NA	K mart, M-System

Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Close-Food-10 Mon. through Sat. Most others 5:30; K mart, Gibson's until 9 Mon.-Sat.; Albertson's until 12 p.m.; M-System until 9 p.m.
Stores Open Sundays-Grocery

13 - RETAIL OUTLETS: **Department Stores**-Hemphill-Wells; Sears; JCPenney; Beall's; Anthony's.
Chain Drug Stores-Albertson's; Eckerd; Revco; Skaggs; Alpha Beta
Discount Stores-K mart; Wilson's; Wal-mart
Variety Stores-Winn's
Chain Supermarkets-Safeway 2; Winn Dixie 2; Town & Country 14; Colonial 17; Albertson's; M-System 3; Furr's; Skaggs; Alpha Beta; Food-4-Less
Other Chain Stores-Singer Co.; Firestone; Goodyear; Goodrich; Cook Paint & Varnish; Sherwin-Williams; White; Zale's Jewelry; S&H Green Stamps; Wilson's; Lerners; SoFro; Allwood's Home Ctr

14 - NEWSPAPERS: STANDARD (m-mon to fri) 37,657; TIMES (e-mon to fri) 5,758; STANDARD-TIMES (m-sat) 34,018; (S) 39,176; Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Scott T. Whitley, Adv. Dir., STANDARD-TIMES, 34 W. Harris, San Angelo, TX 76903; Tel. (915) 653-1221
National Representatives: Landon Associates

SAN ANTONIO

1 - LOCATION: Bexar County (MSA). E&P Map D-5. Home of Randolph, Lackland, Kelly & Brooks Air Force Bases, and Fort Sam Houston (U.S. Army). 200 mi. W of Houston; 150 mi. NW of Corpus Christi and 150 mi. NE of Mexico Border at Laredo. On U.S. Hwys. 90, 87, 81, 281, 181; on State Hwy. 16; Interstates 10, 35, 410, 37.

2 - TRANSPORTATION: **Railroads**-MKT (freight); MP; SP; Amtrak.
Motor Freight Carriers-44.
Intercity Bus Lines-Greyhound; Continental Trailways; Kerrville; Valley.
Airlines-American; Continental; Eastern; Delta; Mexicana; Ozark; Pan Am; Southwest; TWA; USAir; United

3 - POPULATION:
Corp. City 80 Cen. 786,023; E&P 85 Est. 873,951
County 80 Cen. 988,800; E&P 85 Est. 1,099,412
MSA 80 Cen. 1,071,954; E&P 85 Est. 1,197,170
EXPRESS-NEWS:
NDM-ABC: (80) 1,589,350
LIGHT:
CZ-ABC: (80) 896,238
RTZ-ABC: (80) 693,112
City & RTZ-ABC: (80) 1,589,350
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 258,733; E&P 85 Est. 296,441
County 80 Cen. 320,639; E&P 85 Est. 368,719
MSA 80 Cen. 349,330; E&P 85 Est. 403,638
EXPRESS-NEWS:
NDM-ABC: (80) 509,605
LIGHT:
CZ-ABC: (80) 291,781
RTZ-ABC: (80) 217,824
City & RTZ-ABC: (80) 509,605

5 - BANKS	NUMBER	DEPOSITS
Commercial	71	$7,621,638,514
Savings & Loan	18	NA

6 - PASSENGER AUTOS: County 794,928 (all vehicles)

7 - ELECTRIC METERS: Residence 427,526

8 - GAS METERS: Residence 289,225

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Govt. 101,400; Retail/Wholesale 122,300; Mfg. 51,300; Services 99,400; Military 79,413; Construction 32,500; Finance, Insurance, Real Estate 34,900
Principal Industrial Pay Days-1st, 15th

10 - CLIMATE: Min. & Max. Temp.-Jan. 49-62; July 74-94; Av. Annual Temp. 58-80. First killing frost, Nov. 30; last killing frost, Feb. 24

11 - TAP WATER: Moderate mineral content, chiefly sodium bicarbonate; not fluoridated

12 - RETAILING: **Principal Shopping Centers**-(No. of stores)-Central Park Mall (88); Ingram Park Mall (142); McCreless (51); North Star Mall (105); South Park Mall (50); Wonderland Mall (62); Windsor Park Mall (126); Westlake Mercado Mall (53)
Neighborhood Shopping Centers (Number of Stores)-Allena Village 10; Arcadia Grove 13; Berler 9; Big Town; Billy Mitchell Village 14; Brook Hollow 26; Burke Ctr. (Brookhill) 9; Burke Village 9; Castle Creek Village; Castle Hills Plaza 10; Castle Hills Village 11; Colonial Plaza 9; Colonies North 17; Dellcrest 17; Dell Village 12; East Park Plaza 8; Eastwood Village 9; Empire Plaza 8; Frontier Junction Recreation; Highland Hills 10; Hillcrest 11; Inspiration Hills; Jefferson Village 11; La Feria Center 12; Lackland Plaza 18; Las Palmas 28; Loma Park 9; Lone Oak Mall 21; MacArthur Plaza; McCrelles Village 12; Marbach Plaza; Military Drive 16; Multipurpose Town & Country 1 & 2; North Hill 12; Northlane 11; North Town Plaza; North View Concourse 18; North west 23; Oak Hills 5; Oak Park Village 15; Puig 8; Sam Houston 16; Shoppers City Mall 26; Stewart Center 8; Sunset Ridge 18; Terrell Plaza 31; The Wright Place; The Yard; Vally H. 34; Vanity Fair 30; Varsity Village 15; Windcrest Center 30; Wonder 19; Woodlawn-Bandera 11; Bandera Center 8; Basse West Center 4; Beitel Creek 15; Bellaire Village 3; Blanco Center 8; Callahan Plaza 15; Edgewood Square 7; Fredericksburg Square 16; Gibson's Bandera Center 13; Marin Center 7; Meadow Village 6; Northern Hills 25; Oak Gate 11; Pecan Valley 10; Perrin Plaza 27; Quadrangle Mall; Spanish Trace Village 7; Shopper's City 26; Stanley Center 11; Village Plaza 11; West Towne Square 11
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Thur.; Grocery & Shpg. Ctrs.-week nights

13 - RETAIL OUTLETS: **Department Stores**-Joskes 4; Sears 4; JCPenney 6; Montgomery Ward 4; Frost Bros. 3; Dillards 4; Beall's 6; Foley's 2; Solo-Serve 5; La Feria 3
Discount Stores-Shopper's World 5; K mart 9; Target 6; Best Products 2
Variety Stores-Woolworth 3; Kress; TG&Y 3; Ben Franklin 2; Winn's 36
Chain Drug Stores -Walgreens 15; Revco 11; Eckerd 23
Chain Supermarkets-H.E.B. 35; Handy Andy 20; Stop 'N Go 113; Albertson's 7; Centeno 3; Warehouse Grocery 10; Kroger 13; Lone Star Ice & Food 50
Other Chain Stores-Thom McAn 9; Three Sisters; Baker's 6; J. Brannan 1; Mervyn's 3; Marshall's 2; Burt's 4; Chandler's; Western Auto 11; Firestone 14; Lerner's 5; Zale's 6; National Shirts 5; Kinney Shoes 12; Radio Shack 26; Pier I Imports 3; Custom Hi-Fi 3; Pfau Tire 4; Margos LaMode 6; Shepler's; Toys 'R Us 2; Furniture: Lack's 7; Levitz; Weberg's 4; Furniture Expo; Sutherlands' 2; Lawhon's; Home Pro Improvement; Louis Shanks; Handy Dan 8; McCoy's 3; Liquor Stores: Don's and Ben's 16; Discount Liquor 3; Builders Sq. 4; Gabriels 3; Payless Beverage 4; Bargain Whse. 3

14 - NEWSPAPERS: EXPRESS-NEWS (all day-mon to fri) 166,943; (m-sat) 163,990; (S) 214,920; Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Jim Allen, V.P.-Adv., EXPRESS and NEWS, Avenue E and 3rd St., San Antonio, TX 78205; Tel. (512) 225-7411
National Representative: Branham/Newspaper Sales.
LIGHT (all day mon to fri) 134,394; (m-sat) 157,136; (S) 200,040; Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Roy Follett Exec. Dir. of Adv. & Mkt., LIGHT McCullough & Broadway; PO Box 161, San Antonio, TX 78291; Tel. (512) 271-2700.
National Representatives: Hearst Advertising Service; Cresmer, Woodward, O'Mara & Ormsbee.

SAN MARCOS

1 - LOCATION: Hays County (In Austin MSA). E&P Map D-4. County Seat. Manufacturing and agricultural area. Southwest Texas State University. 31 mi. SW of Austin. On Interstate Hwy. 35; U.S. Hwy. 81; State 12, 32, 123, 306

2 - TRANSPORTATION: **Railroads**-Missouri-Kansas-Texas; Missouri Pacific; Amtrak
Motor Freight Carriers-10

3 - POPULATION:
Corp. City 80 Cen. 23,420; E&P 85 Est. 31,150
CZ-ABC: (80) 23,420
RTZ-ABC: (80) 23,111
County 80 Cen. 40,594; E&P 85 Est. 49,310
MSA 80 Cen. 536,450; E&P 85 Est. 624,658
City & RTZ-ABC: (80) 46,531

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,627; E&P 85 Est. 8,912
County 80 Cen. 12,583; E&P 85 Est. 16,164
MSA 80 Cen. 195,856; E&P 85 Est. 236,075
CZ-ABC: (80) 6,627
RTZ-ABC: (80) 7,166
City & RTZ-ABC: (80) 13,793

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$88,000,000

6 - PASSENGER AUTOS: County 35,003 (all vehicles)

7 - ELECTRIC METERS: City Est. 9,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Die Castings; Woolens; Cotton Compress; Mfg. Building Materials; Cotton; Corn; Cattle; Furniture Factory; Tourism; Pressure Measuring Systems; Indoor-Outdoor Lighting Systems; Heat Conducting Tape and Compounds; Pre-Engineered Metal Buildings; Gas Regulators; Controls

10 - CLIMATE: Min. & Max. Temp.-Spring 60-75; Summer 77-90; Fall 62-80; Winter 45-67

11 - TAP WATER: Alkaline, hard

12 - RETAILING: **Principal Shopping Centers**-Nelson (15 stores, Colorado St.); Springtown Shopping Center (40 stores, Loop 82 & Thorpe Lane); San Mar Plz. (25 stores)

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Beall's
Discount Stores-Wal-Mart
Variety Stores-Wackers
Chain Drug Stores-Revco; Eckerd
Chain Supermarkets-HEB; Wuests; Safeway; Kroger
Other Chain Stores-White Auto; Western Auto; Goodyear; Firestone; Radio Shack; Zale's; Ben Franklin; Winns

14 - NEWSPAPERS: RECORD (e-tue to fri) 4,938; (S) 6,509; Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: James A. Espinoza, Adv. Mgr., RECORD, 1910 I-35 S, PO Box 1109, San Marcos, TX 78666; Tel. (512) 392-2458
National Representative: None

SEGUIN

1 - LOCATION: Guadalupe County (In San Antonio MSA). E&P Map D-4. County Seat. Texas Lutheran College. On I-10, Alt. 90, 30 mi. NE of San Antonio.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Amtrak
Intercity Bus Lines-Greyhound; Trailways
Airlines-At San Antonio Airport

3 - POPULATION:
Corp. City 80 Cen. 17,854; E&P 85 Est. 21,784
CZ-ABC: (80) 17,854
RTZ-ABC: (80) 60,116
County 80 Cen. 46,708; E&P 85 Est. 53,754
MSA 80 Cen. 1,071,954; E&P 85 Est. 1,197,170
City & RTZ-ABC: (80) 77,970

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,751; E&P 85 Est. 6,875
CZ-ABC: (80) 5,751
RTZ-ABC: (80) 20,908
County 80 Cen. 15,733; E&P 85 Est. 18,763
MSA 80 Cen. 349,330; E&P 85 Est. 403,638
City & RTZ-ABC: (80) 26,659

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$252,125,000
Savings	2	$107,900,000

6 - PASSENGER AUTOS: County 42,900 (all vehicles)

7 - ELECTRIC METERS: Residence 7,296

8 - GAS METERS: Residence 5,723

9 - PRINCIPAL INDUSTRIES: Microwave Panels; Poultry; Steel; Wallboard; Road Maintenance Equip.; Oil and Gas Storage Tanks; Fiberglass Fabric; Architectural Mill Work; Linens; Feeds; Biological & Diagnostic Prod.; Marble Prod.; Tools; Dies; Tractor Implements

10 - CLIMATE: Min. & Max. Temp.-Spring 50-85; Summer 75-100; Fall 50-90; Winter 45-70. First killing frost, Nov.; last killing frost, Feb.

11 - TAP WATER: Alkaline, hard

12 - RETAILING: **Principal Shopping Center**-Hwy. 90 E; US Hwy. 90A; State Hwy. 123

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Oak Park Ctr (13)	1	JCPenney; Wuests
Five Courts(44)	NA	Wal-Mart; Weiners; Bealls
Plaza Del Rey (26)	NA	K mart; TG&Y; Eckerd; Bealls

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Shopping Centers every evening until 9

13 - RETAIL OUTLETS: **Department Stores**-Beall's; JCPenney; J.B. White Co.; Reichmen's
Discount Stores-Gibson's; K mart; TG&Y; Wal-Mart
Variety Stores-Perry's
Chain Drug Stores-Eckerd
Chain Supermarkets-Baenziger; Wuest's; Pic & Pac; HEB; 7-Eleven; Utotem; Divine's
Other Chain Stores-Sears (catalog); Hills Jewelers; Radio Shack; Auto Shack; Colortyme

14 - NEWSPAPERS: GAZETTE-ENTERPRISE (e-tues to fri) 5,425; (S) 6,403; Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Gary Myers, Adv. Dir., GAZETTE-ENTERPRISE, 1100 N. Camp St., PO Box 1200, Seguin, TX 78155; Tel. (512) 379-5404
National Representative: U.S. Suburban Press

SHERMAN

1 - LOCATION: Grayson County (In Sherman-Denison MSA). E&P Map E-2. County Seat. Agriculture, industry & residential; wholesale & retail center. 18 mi. S of Lake Texoma; 65 mi. N of Dallas; 87 mi. NE of Fort Worth; 170 mi. S of Oklahoma City, OK; 324 mi. SW of Little Rock, AR; 243 mi. NW of Shreveport, LA. On U.S. Hwys. 75, 82; State Hwy. 289

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Southern Pacific; Missouri Pacific; M-K-T
Motor Freight Carriers-14
Intercity Bus Lines-Continental Trailways; Greyhound

3 - POPULATION:
Corp. City 80 Cen. 30,413; E&P 85 Est. 33,435
CZ-ABC: (80) 30,413
RTZ-ABC: (80) 155,434
County/MSA 80 Cen. 89,796; E&P 85 Est. 98,745
City & RTZ-ABC: (80) 185,847

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,738; E&P 85 Est. 12,615
CZ-ABC: (80) 11,718
RTZ-ABC: (80) 56,985
County/MSA 80 Cen. 33,972; E&P 85 Est. 38,670
City & RTZ-ABC: (80) 68,703

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$364,202,591
Savings & Loan	3	$829,115,116

6 - PASSENGER AUTOS: County 87,732 (all vehicles)

7 - ELECTRIC METERS: Residence 13,333

8 - GAS METERS: Residence 9,902

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electronic Equip. 3,700; Food processing 1,373; Surgical products 750; Aluminum castings and extrusions 150; Textile Mfg. 568; Earth augers 157; Conveyor Mfg. 88; Box Mfg. 80; Control Valves 290; Trailer Mfg. 77; Steel Wire Products 151; Concrete products 162; Auto Glass Mfg. 398; Clothing 95; Truck Body Mfg. 200; Fishing Lures 42; Mobile Homes 150; Pre-Fab Buildings 48.
Principal Pay Days-Thur., Fri.; 15th, 30th

10 - CLIMATE: Min. & Max. Temp.-Spring 36-88; Summer 61-101; Fall 38-92; Winter 15-77. First killing frost, Nov. 14; last killing frost, Mar. 21

11 - TAP WATER: Alkaline, very soft; not fluoridated

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Travis St.; 3 on Lamar St.; 4 on Houston St.; 1 on Wall St.; 2 on Pecan St.; 3 on Mulberry St.
Neighborhood Shopping Centers-1 at Lamar & Willow Sts.; 1 at N Travis & Evergreen Sts.; 2 at Lamar & Dewey; 1 at Hwy. 75N; 2 at Houston & Sunset; 1 at Woods & Lamar; 1 at Hwy. 141/

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairview(9)	NA	7-Eleven
Kam Corners(4)	NA	Revco
Midway	NA	Sears
Parkview(4)	NA	7-Eleven
Sher-Den Mall(63)	NA	JCPenney; Mont. Ward
Westwood(32)	NA	Piggly Wiggly; Revco
Colonial Square(6)	NA	High Fashions
Loy Lake Plz	NA	True Value Hdwe

Principal Shopping Days-Sat., Thur., Mon.
Stores Open Evenings-Mon. through Fri.
Stores Open Sundays-Drug; Supermarkets; Drive-In Grocers

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; Sears; Beall's; Lilley's
Discount Stores-Gibson's 2; K mart
Variety Stores-Winn's 2; Dollar General
Drug Stores-May's; Hestand; Revco 2
Chain Supermarkets-Safeway; Piggly Wiggly 2; Kroger; Tom Thumb Food; Skaggs-Alpha-Beta
Other Chain Stores-Goodyear; Goodrich; White's Auto; Babcock Bros. (auto); Sherwin-Williams; Home Furniture; Zale's; Kinney Shoes; Musicland; Sweeney Jewelers; So-Fro Fabrics; Docktor Pet Center; General Nutrition Center; Margo's-La Mode (ready-to-wear); Motherhood Maternity Shop; 84 Lumber Co.; Foxworth-Galbreth Lbr.; Radio Shack; Hickory Farms; Brooks Fashion Store; Bolen's Card Shop; Chess King; Fashion Crossroads; Foxmoor Casuals; Gordon's Jewelers; Lerners; Merle Norman Cosmetics; Tobacco House; B. Dalton Bookseller; Pay Less Cashways; Color Tile; Brands Western Wear; True Value Hardware; Lowe's; Material Center; McCoy's Bldg. Supply; Andrea's (ready to wear); Circus World; Pants West; Bed & Bath Fashion Shop; Foot Action

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 20,526; (S) 23,124; Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Bert Chapman, Adv. Mgr., DEMOCRAT, 603 S. Sam Rayburn Expressway, PO Box 1128, Sherman, TX 75090; Tel. (214) 893-8181
National Representative: Papert Companies

SNYDER

1 - LOCATION: Scurry County. E&P Map C-3. County Seat. Oil & agricultural ctr. in W. Central part of State. 260 mi. W of Dallas on Hwy. 180

2 - TRANSPORTATION: **Railroads**-Snyder & Pacific; Santa Fe
Motor Freight Carriers-3
Intercity Bus Lines-Texas-New Mexico & Oklahoma Coaches

3 - POPULATION:
Corp. City 80 Cen. 12,705; E&P 85 Est. 15,018
County 80 Cen. 18,912; E&P 85 Est. 20,318

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,455; E&P 85 Est. 5,228
County 80 Cen. 6,376; E&P 85 Est. 7,335

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$255,000,000
Savings & Loan	3	$95,000,000

6 - PASSENGER AUTOS: County 20,520 (all vehicles)

7 - ELECTRIC METERS: Residence 4,921

8 - GAS METERS: Residence 4,341

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Gasoline Plants 325 ($285); Petroleum Prod. 1,500 ($230); Petroleum Service 1,100 ($230); Chemical Prods. 315 ($255); King's Highways ($200).
Principal Industrial Pay Days-1st, 15th

10 - CLIMATE: Av. Temp.: Winter 41; Summer 82; Annual Av. 62. Annual rainfall 21 in.

11 - TAP WATER: Alkaline, hard; fluoridated

12 - RETAILING: **Principal Shopping Center-(Downtown)**-3 blocks on 25 St., 4 on 26 St., 2 on Ave. Q., 4 on Ave. R; 4 on Ave. S.; Highland: New Center, 15 blocks from Downtown; Varsity Square-3 blocks from Downtown; Junction Center.
Principal Shopping Days-Mon., Wed., Sat.
Stores Open Evenings-Sat.

13 - RETAIL OUTLETS: **Department Stores**-Anthony's; Sears
Variety Stores-Perry's
Discount Stores-Munden's; K mart; TG&Y
Chain Supermarkets-Furr's; Piggly Wiggly; Safeway; Allsup's
Other Chain Stores-Goodyear; Higginbotham Bartlett; White Auto; Western Auto; Eckerd Drug

14 - NEWSPAPERS: NEWS (e-mon to fri) 5,800; (S) 6,000; sworn Sept. 30, 1984
Local Contact for Advertising and Merchandising Data: Roy McQueen, Pub., NEWS, 2103 25th, Snyder, TX 79549, Tel. (915) 573-5486
National Representative: None

STEPHENVILLE

1 - LOCATION: Erath County. E&P Map D-3. County Seat. 70 mi. SW of Fort Worth. On U.S. Hwys. 281, 67, 377 & State Hwy. 108

2 - TRANSPORTATION: **Railroads**-Santa Fe
Intercity Bus Lines-Continental; Central Texas

3 - POPULATION:
Corp. City 80 Cen. 11,881; E&P 85 Est. 15,530
County 80 Cen. 22,560; E&P 85 Est. 26,639
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 4,652; E&P 85 Est. 6,109
County 80 Cen. 8,699; E&P 85 Est. 10,706

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$183,920,337
Savings & Loan	3	$106,004,780

6 - PASSENGER AUTOS: County 23,005 (all vehicles)

7 - ELECTRIC METERS: Residence 5,406

8 - GAS METERS: Residence 3,503

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Suits & Dresses 250; Peanut Prod. 125; Feed Mfg. 85; Norton Company; Oil Field Pipe Mfg.; FMC Corp.

10 - CLIMATE: Min. & Max. Temp.-Av. Jan. 56; July 97

11 - TAP WATER: Approved

12 - RETAILING: **Principal Shopping Areas**-South Loop Mall; Mitchells; Reunion Mall

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bosque River Centre	NA	
The Mall(10)	NA	
Plaza(10)	NA	K mart, Buddies Mkt

Principal Shopping Days-Mon., Wed., Thur., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Higginbotham Bros.; Beall Bros.; Mitchell's; Anthony's
Variety Stores-Perry Bros.; Ben Franklin
Discount Stores-Gibson's; K mart; Wal-Mart
Chain Supermarkets-Safeway; Piggly Wiggly; Winn-Dixie

14 - NEWSPAPERS: EMPIRE TRIBUNE (e-mon to fri) 5,050; (S) 6,179; sworn Oct. 1, 1984
Local Contact for Advertising and Merchandising Data: Norman Fisher, Pub., EMPIRE, 110 S. Columbia, Stephenville, TX 76401, Tel. (817) 965-3124
National Representative: Papert Companies

SULPHUR SPRINGS

1 - LOCATION: Hopkins County, E&P Map E-3. County Seat. Trading and Distribution ctr. Dairy, farming, oil producing and manufacturing area including Hopkins and parts of Hunt, Delta, Lamar, Franklin, Wood and Rains Counties. 80 mi. NE of Dallas; 100 mi. W of Texarkana. On Interstate Route 30.

2 - TRANSPORTATION: **Railroads**-St. Louis & Southwestern (Cotton Belt); Louisiana & Arkansas (Kansas City Southern)
Motor Freight Carriers-5
Intercity Bus Lines-Southwestern Greyhound

3 - POPULATION:
Corp. City 80 Cen. 12,804; E&P 85 Est. 14,729
County 80 Cen. 25,247; E&P 85 Est. 29,043

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,013; E&P 85 Est. 5,641
County 80 Cen. 9,528; E&P 85 Est. 11,301

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$70,133,951
Commercial	4	$185,974,361

6 - PASSENGER AUTOS: County 24,573 (all vehicles)

7 - ELECTRIC METERS: Residence 10,493

8 - GAS METERS: Residence 7,131

9 - PRINCIPAL INDUSTRIES: Pipeline Valves; Oil & Refining; Dairy Processing; Fire Brick; Fertilizer; Women's Apparel; Wooden Shutters; Meat Packing; Work Clothes; Machinery; Meteiological Balloons; Mobile Homes; Lignite Mining; Boat Trailers; Food Processing; Door Mfg.; Office Furniture.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-80; Summer 70-105; Fall 35-85; Winter 20-70. First killing frost, Nov. 13; last killing frost, Mar. 13

11 - TAP WATER: Alkaline, soft

12 - RETAILING: **Principal Shopping Center**-12 blocks in downtown area
Neighborhood Shopping Centers-Spring Village (16 stores-Howard's, Kroger, Perry Bros. Variety), Sears; Shannon Square (10 stores, local retail); The Center (currently 11 stores-Wal-Mart, Beall's, Pay-Less Shoes, Athlete's Corner)
Principal Shopping Days-Mon., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Beall Bros.; Marshall's; JCPenney; Foster's; Montgomery Ward; Sears; Newport's
Variety Stores-Perry Bros.
Chain Drug Stores-Revco; Eckerd
Discount Stores-Howard's; Western; K mart; Wal-Mart
Chain Supermarkets-Piggly Wiggly; Brookshire; Kroger; Super Handy 3; Safeway; Winn-Dixie

14 - NEWSPAPERS: NEWS-TELEGRAM (e-mon to fri, S) 7,142; sworn Sept. 20, 1984
Local Contact for Advertising and Merchandising Data: Clarke Keys, Ed. & Bus. Mgr., NEWS-TELEGRAM, 401 Church St., Sulphur Springs, TX 75482, Tel. (214) 885-8663
National Representative: Landon Associates

SWEETWATER

1 - LOCATION: Nolan County. E&P Map C-3. County Seat. 260 mi. W of Dallas

2 - TRANSPORTATION: **Railroads**-Texas & Pacific
Motor Freight Carriers-4
Intercity Bus Lines-Greyhound; Continental

3 - POPULATION:
Corp. City 80 Cen. 12,242; E&P 85 Est. 13,499
County 80 Cen. 17,359; E&P 85 Est. 18,926
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 4,654; E&P 85 Est. 5,098
County 80 Cen. 6,446; E&P 85 Est. 7,208

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$130,327,637
Savings & Loan	1	$140,631,721,

6 - PASSENGER AUTOS: County 17,224 (all vehicles)

7 - ELECTRIC METERS: Residence 5,621

8 - GAS METERS: Residence 4,336

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Wallboard 900 ($175); Cement 300 ($160); Oil incl. Gasoline, Butane, Propane 400 ($200); Cotton Seeds By-Prod. 125 ($850); Clothing 550 (N.A.); Cotton Compress 100 (N.A.)
Principal Industrial Pay Days-1st & 15th

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 70-104; Fall 32-60; Winter 15-50. First killing frost, Oct. 15; last killing frost, Mar. 4

11 - TAP WATER: Alkaline, very hard

12 - RETAILING: **Principal Shopping Area**-20 blocks on Main, Broadway, Oak & Locust

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadway	2	Best Foods
Lamer St	1	Sears, Village Food
Nolan County Plaza(5)	1	Safeway, TG&Y

Principal Shopping Days-Mon., Wed., Sat. Food-Mon., Sat.
Stores Open Evenings-Sat.

13 - RETAIL OUTLETS: **Department Stores**-Sears; Montgomery Ward; C.R. Anthony
Variety Stores-Mott's; TG&Y
Discount Stores-Munden; K mart
Chain Drug Stores-Rexall; Curry-Armor; Eckerd
Chain Supermarkets-Village; Safeway; Piggly Wiggly
Other Chain Stores-Firestone; Goodyear; Western Auto; Higginbotham-Bartlett; Wilder Tire; Skinneys; Colonial

14 - NEWSPAPERS: REPORTER (e-mon to fri) 4,545; (S) 4,649; sworn Mar. 31, 1985
Local Contact for Advertising and Merchandising Data: Dave Kucifer, Adv. Mgr., REPORTER, 112 W. 3rd St., Sweetwater, TX 79556; Tel. (915) 236-6677
National Representative: Papert Companies

TAYLOR

1 - LOCATION: Williamson County (In Austin MSA). E&P Map D-4. 30 mi. NE of Austin; 168 mi. NW of Houston; 176 mi. S of Dallas. Junction of State Hwys. 95, 29; U.S. Hwys. 79, 112

2 - TRANSPORTATION: **Railroads**-Missouri-Pacific; Missouri-Kansas-Texas; Amtrak
Motor Freight Carriers-2
Intercity Bus Lines-Continental Trailways

3 - POPULATION:
Corp. City 80 Cen. 10,619; E&P 85 Est. 14,629
County 80 Cen. 76,521; E&P 85 Est. 100,010
MSA 80 Cen. 536,450; E&P 85 Est. 624,658

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,832; E&P 85 Est. 5,280
County 80 Cen. 24,932; E&P 85 Est. 33,839
MSA 80 Cen. 195,856; E&P 85 Est. 236,075

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$170,000,000
Savings & Loan	2	$90,000,000

6 - PASSENGER AUTOS: County 75,957 (all vehicles)

7 - ELECTRIC METERS: Residence 3,619

8 - GAS METERS: Residence 3,618

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Bedding & Furn. 450; Woodwork 220; Food Proc. 50 ($120); Clothing 100 ($115)
Principal Pay Days-Fri., 1st & 15th

10 - CLIMATE: Min. & Max. Temp.-Spring 60-80; Summer 70-104; Fall 40-70; Winter 20-50. First killing frost, Nov. 25; last killing frost, Feb. 28

11 - TAP WATER: Alkaline, soft

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Main St.; Hwy. 95 N
Neighborhood Shopping Centers-W. Second St.; N. Main St.; W. Lake Drive; S. Main St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lake Drive(9)	2	Mont. Ward
Taylor Plz.(6)	3	Revco Drug, TG&Y

Principal Shopping Days-Department Stores-Mon., Wed., Sat. Food-Mon., Thur., Fri., Sat.
Stores Open Evenings & Sun.-Drug, grocery

13 - RETAIL OUTLETS: **Department Stores**Montgomery Ward; Sears
Discount Stores-TG&Y; Wal-Mart
Chain Drug Stores-Thrifty; Luhn & Johns; Rexall 2; Revco; Wal-Mart
Chain Supermarkets-Safeway; HEB; Super S
Other Chain Stores-Gellman's; Austin Shoes; Firestone; Western Auto; White Auto; Kenwin; Goodyear; Fotomat; Merle Norman

14 - NEWSPAPERS: PRESS (e-mon to fri) 5,219; Sept. 11, 1984 VAC
Local Contact for Advertising and Merchandising Data: Charles A. Schulz Jr., Assoc. Pub., PRESS, 211 W. 3rd St., Taylor, TX 76574, Tel. (512) 352-3621
National Representative: Papert Companies

TEMPLE

1 - LOCATION: Bell County (In Killeen-Temple MSA). E&P Map E-4. 70 mi. NE of Austin; 130 mi. from Dallas; 123 mi. from Fort Worth; 146 mi. from San Antonio; 160 mi. from Houston, 30 mi. from Ft. Hood. On Interstate Hwy. 35; intersection of U.S. 190, 81, State 36, 95, 53

2 - TRANSPORTATION: **Railroads**-MK&T, Santa Fe, Amtrak
Motor Freight Carriers-9
Intercity Bus Lines-Greyhound; Arrow Trailways, Kerrville
Airlines-Rio Airways

3 - POPULATION:
Corp. City 80 Cen. 42,354; E&P 85 Est. 44,782
CZ-ABC: (80) 53,134
RTZ-ABC: (80) 193,011
County 80 Cen. 157,889; E&P 85 Est. 167,466
MSA 80 Cen. 214,656; E&P 85 Est. 226,701
City & RTZ-ABC: (80) 246,145
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 16,039; E&P 85 Est. 16,553
CZ-ABC: (80) 19,749
RTZ-ABC: (80) 64,105
County 80 Cen. 52,661; E&P 85 Est. 57,701
MSA 80 Cen. 66,751; E&P 85 Est. 72,865
City & RTZ-ABC: (80) 83,854

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$388,407,702
Savings & Loan	3	$600,195,728

6 - PASSENGER AUTOS: County 138,530 (all vehicles)

7 - ELECTRIC METERS: Residence 19,292

8 - GAS METERS: Residence 11,411

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Bottlers 150; Cardboard Containers 100; City 480; Cotton Compress 50; Cotton Seed 30; Farm Equipment 225; Fixtures 200; Foundry 284; Food 650; Governmental 1,400; Grain Terminals 105; Hatchery 75; Hydraulic Cylinders 175; Hospitals 5,500; Kiln Dried Lumber 80; Insulation 450; Livestock Feed 75; Mobile Homes 200; Plastics 3,100; Printing & Publishing 325; Railroad 725; Schools 950; Shoes 50; Screw Machine Products 15; Sheet Metal 363; Specialty Truck Bodies 24; Theatre, School, Church Furniture 2,100; Urethane Foam 240; Veterinarian Pharmaceuticals 50; Wholesale 3,000; Wood 452; Electronics 1,650; Oilwell Head Equip. 150
Principal Pay Days-Fri., Sat., 1st & 16th

10 - CLIMATE: Min. & Max. Temp.-Spring 54-78; Summer 75-102; Fall 30-90; Winter 18-80. First killing frost, Nov. 15

11 - TAP WATER: Alkaline, very soft

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Main St.; 3 on Central Ave.; 2 on Avenue A; 5 on 1st St.; 4 on 2nd St.
Neighborhood Shopping Centers-3 blocks on Ave. G; 2 on Third & French; 1 on South 25; Ave. A through G on S 8 St.; 25th through 29th Sts. bet. Adams & Barton Aves.; 21st through 29th Sts. on Adams Ave.; 7th Through 11th Sts. on Adams Ave.; 3 blocks on Interstate Hwy. 35; S. 57th through S 63rd St.; 4400 block of S Interstate Hwy. 35; SE Corner of intersection of S 31st St. & Loop 363

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
South Loop(14)	NA	Wal-Mart, King Saver, Perry's
Temple Mall(75)	NA	Dillard, Service Mdse., JCPenney, Sears, Beall's
West Adams(6)	NA	HEB
Youngstown(12)	NA	Piggly Wiggly, 7-Bar Western Wear
Southwest City	NA	Safeway, K Wolens
Oak Park(6)	NA	Audio Tech
The Market Place(30)	NA	HEB, Revco, Weiner's, Mont. Ward, Red River Pottery
Exchange Plaza(32)	NA	The Rosebud
Pecan Plaza(11)	NA	Holze Music Co

Principal Shopping Days-Mon., Thur., Sat.
Stores Open Evenings-Thur.
Stores Open Sundays-Groceries & Drug

13 - RETAIL OUTLETS: **Department Stores**-Cheeves Brothers; Montgomery Ward; JCPenney; Sears; K-Wolen; Beall Brothers; Dillard; Cochran Blair & Potts (in Belton); Schigut's (in Belton); Weiner's; Triple D Tack; Western
Discount Stores-K mart; K Wolen's; Dollar General; First Place Warehouse; Wal-Mart
Variety Stores-Perry's
Chain Supermarkets-Safeway; Glidden's Red & White; Piggly Wiggly; 7-Eleven 11; HEB 3; Minimax; Super-Save; Strasburger; Meshack's 2; Payless Gas 5; Zippy 8; King Saver 2; Albertson's
Chain Drug Stores-Eckerd 3; Revco
Other Chain Stores-Singer Company; Firestone 2; Goodyear 2; Western Auto; Career Girl (Women's) 2; Sherwin-Williams (Paints); Zale's (Jewelry)

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S&H Green Stamps; Lack's Furniture; Austin's Shoes; McCoy's (lumber); Wilson's (Jewelry); Kinney (Shoes); Fashion Conspiracy; General Nutrition; Radio Shack; Waldenbooks; Molitor Toys; Lerners; Lowery Organs; Baker's Shoes; Hallmark; K-G Men's Wear; Casual Corner; Connie's; Foot Action; Gordon's Jewelry; J. Riggins; Ortega's (Jewelry); Merle Norman (cosmetics) 2; Gingiss; Spencer's Gifts; Stuart's; Music Den; T-Shirts Plus; Wicks 'N Sticks; Weiner's; Red River Pottery; Suzanne's; Oshman's; Command Performance; B. Dalton Bookseller; Hasting's Records; Gordon's Jewelers; Kruger's; Lowe's Building Materials Ctr.; Gallenkamp Shoes; Colortech Photography; Raymart; Foxworth; Gabraith Bldg. Materials; Millers Outpost.

14 - NEWSPAPERS: TELEGRAM (m) 26,023; (S) 28,922; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Jack W. Jones, Mkt. Dir., TELEGRAM, 10 S 3rd St., Temple, TX 76501; Tel. (817) 778-4444.
National Representative: Papert Companies.

TERRELL

1 - LOCATION: Kaufman County (In Dallas PMSA). E&P Map E-3. 30 mi. E of Dallas on Intersection Interstate 20 and Hwy. 80. Hwys. 34 & 205.

2 - TRANSPORTATION: **Railroads**-Missouri Pacific.
Motor Freight Carriers-7; Central Freight.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 13,225; E&P 85 Est. 15,753
County 80 Cen. 39,015; E&P 85 Est. 48,152
PMSA 80 Cen. 1,957,451; E&P 85 Est. 2,200,656

4 - HOUSEHOLDS:
City 80 Cen. 4,302; E&P 85 Est. 5,220
County 80 Cen. 13,154; E&P 85 Est. 16,924
PMSA 80 Cen. 711,093; E&P 85 Est. 824,511

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$173,580,000
Savings & Loan	2	$96,420,000

6 - PASSENGER AUTOS: County 37,888 (all vehicles).

7 - ELECTRIC METERS: Residence 4,976.

8 - GAS METERS: Residence 4,202.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Wood Working 171 ($190); Hospital 1700 ($181); Dresses 100 ($160); Paper Prod. 122 ($234); Alum Prods. 322 ($236); Metal Shelving 210 ($150); Air Conditioning 406 ($210).

10 - CLIMATE: Min. & Max. Temp.-Spring 54-78; Summer 71-94; Fall 56-80; Winter 39-62.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Hwy. 80-W; 4 blocks on N Rockwall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Town West Plaza(20)	NA	JCPenney, Kroger, Revco

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Lintz; K Wholen's.
Discount Centers-Revco; Wal-Mart.
Variety Stores-Mott's.
Chain Supermarkets-Safeway; Brookshires; Kroger; Fresher AG Foods.
Other Chain Stores-Babcock Auto Supply; Western Auto; White Auto; Radio Shack; Pay-Less Shoes; Colortyme.

14 - NEWSPAPERS: TRIBUNE (e-mon to fri; S) 5,567; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Bill Jordan, Adv. Dir., TRIBUNE, PO Box 669, Terrell, TX 75160; Tel. (214) 563-6476.
National Representative: None.

TEXARKANA, TX-AR

1 - LOCATION: Bowie County, Tex.; Miller County, Ark. (MSA). E&P Map F-2. County Seat of Miller County. Principal City in NE Texas. Twin cities located 189 mi. NE of Dallas; 158 mi. SW of Little Rock. Whlse. distr. ctr. for NE Texas, SW Arkansas, NW Louisiana & SE Oklahoma. Shpg. ctr. for cotton & cattle.

2 - TRANSPORTATION: **Railroads**-Missouri-Pacific; Union Pacific; Kansas City Southern; Southern Pacific; Texas & Pacific; Amtrak.
Motor Freight Carriers-12.
Intercity Bus Lines-Continental; Greyhound; Jefferson & Jordan.
Airlines-Rio Airways; Skyways; Air Spirit.

3 - POPULATION:
Corp. City 80 Cen. 52,730; E&P 85 Est. 54,581
CZ-ABC: (80) 72,561
RTZ-ABC: (80) 285,167
Counties/MSA 80 Cen. 113,067; E&P 85 Est. 116,335
Bowie Co., TX 75,301; E&P 85 Est. 77,533
Miller Co., AR 37,766; E&P 85 Est. 38,802
City & RTZ-ABC: (80) 357,728

4 - HOUSEHOLDS:
City 80 Cen. 20,213; E&P 85 Est. 29,154
CZ-ABC: (80) 26,797
RTZ-ABC: (80) 101,951
Counties/MSA 80 Cen. 40,925; E&P 85 Est. 43,469
Bowie, TX 27,449; E&P 85 Est. 29,154
Miller, AR 13,476; E&P 85 Est. 14,315
City & RTZ-ABC: (80) 128,748

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$612,090,399
Savings & Loan	4	$261,511,197

6 - PASSENGER AUTOS: Miller Co., AR 15,656; Bowie Co., TX 71,795 (all vehicles).

7 - ELECTRIC METERS: Residence 30,935.

8 - GAS METERS: Residence 26,721.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Ordinance 12,000 ($258); Clay & Min. 200 ($220); Food 228 ($210); RR Tank Cars 358 ($260); Tires 1,400 ($225); Mobile Homes 431 ($220); Pipe Fitting Prod. ($204); Lumber Prod. 550 ($270).
Principal Pay Days-Ordnance, Fri.; Lbr., Sat.; Clay Prod., Sat.; Others, 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-91; Summer 64-94; Fall 36-78; Winter 35-60.

11 - TAP WATER: Neutral, soft, not fluoridated.

12 - RETAILING: **Principal Shopping Areas**-5 blocks on Broad St.; 2 on Pine St.; 2 on State Line Ave.; 4 on Third St.

Neighborhood Shopping Areas-4 blocks on Texas Ave.; 5 on State Line Ave.; 4 on Hwy. 82 W; Hwy. 67 W.; 2 on College Hill; 2 on Blvd.; 2 on Lake Dr.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Central Mall	NA	Dillard, Sears, JCPenney
Southwest Mall	NA	Piggly Wiggly
Jefferson Sq	NA	Safeway
New Boston Rd.(3)	NA	Price Lo, TG&Y
Oaklawn	NA	Mont. Ward
Wake Village	NA	7-Eleven
K mart	NA	K mart
College Hill	NA	Piggly Wiggly, West Co.
Richmond Square	NA	Piggly Wiggly, Eckerd

Principal Shopping Days-Fri., Sat., Mon.

13 - RETAIL OUTLETS: **Department Stores**-Dillard; Belk-Jones; Montgomery Ward; JCPenney; Sears; West's.
Discount Stores-Howard's; K mart; Dollar General; Wal-Mart.
Chain Drug Stores-Medisav; Hart; Eckerd.
Variety Stores-TG&Y; McCrory 2.

Chain Supermarkets-Safeway 3; 7-Eleven 12; Piggly Wiggly 7; Albertson's; Skagg's Alpha Beta; Roadrunner 6; Shur-Pak 6; EZ Mart 17; Price Lo.
Other Chain Stores-Okla. Tire & Sup.; Otasco; Goodyear; White's Auto; Kay's; Gordon's; Zale's; Austin's; S&H Green Stamps; Skibell's; Regans; Holly's; Stelen's; Pay-Less; Fabric World.

14 - NEWSPAPERS: GAZETTE (m) 32,061; (S) 34,867; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: J. M. Whitworth, Adv. Mgr., GAZETTE, 313-17 Pine St., PO Box 621, Texarkana, TX 75501; Tel. (214) 794-3311.
National Representatives: Papert Companies.

TEXAS CITY

1 - LOCATION: Galveston County (In Galveston-Texas City PMSA). E&P Map E-5. 12 mi. from Galveston on U.S. Hwy. 75; State Hwy. 146.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; M-K-T; Rock Island; Missouri Pacific; Texas City Terminal Railway; Santa Fe.
Motor Freight Carriers-3.
Intercity Bus Lines-Texas, Central Texas.
Airlines-All major airlines at Houston, 40 mi.

3 - POPULATION:
Corp. City 80 Cen. 41,403; E&P 85 Est. 46,247
County/PMSA 80 Cen. 195,940; E&P 85 Est. 218,204
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,045; E&P 85 Est. 14,547
County/PMSA 80 Cen. 69,284; E&P 85 Est. 79,831

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$132,000,000
Saving & Loan	3	$62,000,000

6 - PASSENGER AUTOS: County 161,390 (all vehicles).

7 - ELECTRIC METERS: Residence 19,876 (1979).

8 - GAS METERS: Residence 16,923.

9 - PRINCIPAL INDUSTRIES: 8 Major Industries With 7,658 Employees. Annual Payroll $279,431,614.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-80; Summer 75-95; Fall 60-80; Winter 35-65.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Texas Ave., 9 on 6th St., 3 on 9th Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Harbor Village	NA	Whites
Mainland Plaza(12)	NA	Plaza Drugs, Texas Super
Bay Center(10)	NA	Kroger, Wal-Mart
Trade Winds(24)	NA	Fair, Weiners, Sears, TG&Y
K mart Ctr.(13)		K mart, Ronnie's, Super Value, Handy Dan

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri., Sat.
Stores Open Sundays-Drug and some supermarkets.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Weiners; The Fair; Handy Dan.
Variety Stores-TG&Y.
Chain Drug Stores-Plaza; Eckerd.
Discount Stores-Wal-Mart; K mart.
Chain Supermarkets-Texas Super 3; Kroger; Lucky 7 2; Safeway; Ronnies; Super Value; Food Warehouse.
Other Chain Stores-Western Auto; Sears (catalog); Montgomery Ward; Goodyear 2; Zale's Jewelers; White's; Sherwin-Williams; Firestone; Goodrich; Singer Co.

14 - NEWSPAPERS: SUN (m) 8,617; (S) 8,617; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Brenda Placette, Adv. Dir., SUN, 624 Fourth Ave., PO Box 2249, Texas City, TX 77592; Tel. (713) 945-3441.
National Representatives: Landon Associates; U.S. Suburban Press.

TYLER

1 - LOCATION: Smith County (MSA). E&P Map E-3. County Seat. Shipping, college, mfg., wholesale, hospital & medical center. Oil operators. Rose capital-growing & shipping center. NE central part of the state between (100 mi.) Dallas and Shreveport, LA.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Union Pacific.
Motor Freight Carriers-9.
Intercity Bus Lines-Continental Trailways; Greyhound.
Airlines-Metro.

3 - POPULATION:
Corp. City 80 Cen. 70,508; E&P 85 Est. 79,826
CZ-ABC: (80) 77,493
RTZ-ABC: (80) 395,582
County/MSA 80 Cen. 128,366; E&P 85 Est. 145,330
City & RTZ-ABC: (80) 473,075
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 26,024; E&P 85 Est. 29,933
CZ-ABC: (80) 28,552
RTZ-ABC: (80) 141,469
County/MSA 80 Cen. 46,042; E&P 85 Est. 53,907
City & RTZ-ABC: (80) 170,021

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	11	$1,434,617,000
Savings & Loan	6	$700,300,000

6 - PASSENGER AUTOS: County 127,111 (all vehicles).

7 - ELECTRIC METERS: Residence 33,974.

8 - GAS METERS: Residence 28,253.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Cast Iron Fdy. 3,500 ($235); Refining 275 ($273); Heating & Cooling Equip. 1,800 ($235); Ceramics 150 ($135); Pre-Fab Homes 150 ($210); RR Man Office 300 ($246); Clothing 700 ($140); Alum. Casting 100 ($230); Fire Drum & Corr. Boxes 160 ($165); Oil Field Equip. 250 ($245); Tire Mfg. 1,400 ($240); Alum. Furn. 225 ($165); Rubber Parts Mfg. 100 ($216); Engineers 160 ($343); Tractor 150 ($195); Canning 200 ($132).

10 - CLIMATE: Min. & Max. Temp.-Spring 55-75; Summer 71-92; Fall 56-77; Winter 39-58. First killing frost, Nov. 15; last killing frost, Mar. 15.

11 - TAP WATER: Alkaline, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-24 blocks on 6 Sts.; 4 on Erwin St.; 4 on Ferguson; 6 on Broadway; 3 on Spring; 3 on College; 2 on E 5th. Broadway Mall 55 acres S Broadway at Loop 323.
Neighborhood Shopping Centers-Lake Park Shopping Ctr.-8 units; NW Loop Shopping Ctr.-8 units; W.C. Square-5 units; Lincoln Plz.-3 units; Hillside Ctr.-10 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Broadway Square Mall(72)	4	Sears, Dillard, JCPenney, Zale's
Bergfield(36)	2	Mont. Ward, Brookshire Groc.
French Quarter(40)	NA	Eckerd, Safeway, Hancock Fabric
Green Acres(41)	2	Brookshire Groc., Revco Drugs
Front-Beckham (14)	1	B-Mart Groc., Eckerd
West Bow	2	Beard's, Eckerd, Perry 5&10
West Erwin(8)	3	B-Mart Groc., General Dollar
Loop East	3	Brookshire Groc., Revco, Otasco
Southeast Crossing(3)	3	Bourbon St. Oyster Bar, Backcountry, Michaels
Times Sq. Plz.	5	Racquet & Jog
Westwood Shpg. Ctr.	3	Brookshire's, Royal Optical
Off Broadway	2	Domino's Pizza, M.A. Sims Co.
Towne Ctr.	4	Clothestime, Barrett Shoes
Gas Light Plaza(5)	1	Brookshire Groc., Skillerns, Otasco
Old English	4	Karls Cameras, Better Books Christian Ctr.

Principal Shopping Days-Dept.-Mon., Fri. and Sat.; Food-Sun., Wed.
Stores Open Evenings-Wed., Thur.

13 - RETAIL OUTLETS: **Department Stores**-J.M. Dyer; Dillard; K. Wholen's; Sears; Montgomery Ward; JCPenney; New York; Selber Bros.; Sanger Harris.
Discount Stores-Gibson 2; K mart 2; Target.
Variety Stores-Perry 5&10 3; TG&Y 2.
Chain Drug Stores-Eckerd 5; Skaggs-Alpha Beta; Drug-Sav 4; Revco 6; Tom Thumb Page.
Chain Supermarkets-Safeway 2; Beards; Brookshire 7; B-Mart 4; Kroger 2; Skaggs Alpha Beta.
Other Chain Stores-Firestone; Singer Co.; Goodrich; Sherwin-Williams; Goodyear Service; Cook's Paint 4; Zale's Jewelry; Kelly Tire; General Tire; S&H Green Stamps; Luby's; Wyatt's Cafeteria; Lee Optical; Furniture Stores: Swann's; Broadway; Brewster; Chamness; Fowler; H. C. Pittman; Pope & Turner; Rose City; Ethan Allen; Parker-Chatham; Almand's Furn. World; Kelly Furn.; Murphy Bros.; Wilson; Bossa Cascade Lbr. Co.; Jewel T.; Wilks Lbr.

14 - NEWSPAPERS: TELEGRAPH (m) 38,550; COURIER-TIMES (e-mon to fri) 8,603; COURIER-TIMES-TELEGRAPH (S) 49,059; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: JoAnne Smith, Natl. Adv. Mgr., COURIER-

TIMES and TELEGRAPH, 410 W. Erwin St., PO Box 2030, Tyler, TX 75710; Tel. (214) 597-8111.
National Representative None.

VERNON

1 - LOCATION: Wilbarger County. E&P Map D-2. County Seat. Retail center for agricultural, ranching and oil area. On U.S. Hwys. 70, 281 and 287; State Hwys. 5, 23 and 28. 170 mi. NW of Fort Worth; 193 mi. NW of Dallas and 180 mi. NE of Lubbock.

2 - TRANSPORTATION: **Railroads**-Ft. Worth and Denver City.
Motor Freight Carriers-3.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 12,695; E&P 85 Est. 14,943
County 80 Cen. 15,931; E&P 85 Est. 17,985
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,871; E&P 85 Est. 5,882
County 80 Cen. 5,983; E&P 85 Est. 7,035

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$109,000,000
Savings & Loan	2	$78,000,000

6 - PASSENGER AUTOS: County 15,342 (all vehicles)

7 - ELECTRIC METERS: County 6,317

8 - GAS METERS: Residence 5,671

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Textile 450 ($430); Feed 250 (N.A.); Meat Packing 250 ($150); Processing & Mfg. 48 ($110); Guar. Processing 125 (N.A.); State Hospital 900 ($170); Jr. College 75 ($225).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-80; Summer 68-95; Fall 57-88; Winter 35-76. First killing frost, Oct. 25; last killing frost, Mar. 20.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: **Principal Shopping Center**-13 blocks on Main, Wilbarger, Texas, Pease, Fannin and Cumberland Sts.
Neighborhood Shopping Centers-Wilbarger, Turner, 14th and Sand Road, Hillcrest Plaza.
Principal Shopping Days-Mon., Wed., Sat.
Stores Open Evenings-Food-daily, Family Centers-daily.

13 - RETAIL OUTLETS: **Department Stores**-Clayton's; C.R. Anthony; JCPenney; Inabnit's; Louise's; Sears; Watkins; Perry's.
Shoe Stores-Gibson's; TG&Y; Osbornes; M.E. Moses; Bootierie.
Variety Stores-TG&Y; M. E. Moses; Perry's.
Drug Stores-M&S Pharmacy; City Pharmacy; Gibson; Hillcrest.
Chain Discount Stores-Gibson's; TG&Y.
Chain Supermarkets-United; Central; Coy's; Barrnett Foodworld.
Other Chain Stores-White's Auto; S&H Green Stamps.

14 - NEWSPAPERS: RECORD (e-mon to fri; S) 5,774; sworn Sept. 27, 1984.
Local Contact for Advertising and Merchandising Data: Larry L. Crabtree, Pub.; or Jim Surber, Adv. Dir., RECORD, 1531 Cumberland; PO Box 1979, Vernon, TX 76384; Tel. (817) 552-5454.
National Representative None.

VICTORIA

1 - LOCATION: Victoria County (MSA). E&P Map E-5. County Seat. 126 mi. W of Houston; 116 mi. E of San Antonio; 94 mi. N of Corpus Christi. On State Hwy. 295; U.S. Hwys. 59, 77, 87.

2 - TRANSPORTATION: **Railroads**-So. Pac., Mo. Pac.
Motor Freight Carriers-5.
Intercity Bus Lines-Continental Trailways, Kerrville.
Airlines-Metro.

3 - POPULATION:
Corp. City 80 Cen. 50,695; E&P 85 Est. 61,254
CZ-ABC: (80) 50,116
RTZ-ABC: (80) 122,149
County/MSA 80 Cen. 68,807; E&P 85 Est. 77,214
City & RTZ-ABC: (80) 172,265
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,220; E&P 85 Est. 21,220
CZ-ABC: (80) 17,045
RTZ-ABC: (80) 42,337
County/MSA 80 Cen. 22,988; E&P 85 Est. 26,668
City & RTZ-ABC: (80) 59,382

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$1,074,619,127
Savings & Loan	4	$701,602,005

6 - PASSENGER AUTOS: County 67,466 (all vehicles)

7 - ELECTRIC METERS: Residence 19,672

8 - GAS METERS: Residence 12,834

9 - PRINCIPAL INDUSTRIES: Chemicals; Aluminum; Oil; Cattle; Bldg. Materials; Petro-Chemical; Sand & Gravel; Steel Fabricators.

10 - CLIMATE: Min. & Max. Temp.-Spring 61-76; Summer 77-90; Fall 63-80; Winter 44-66.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Lone Tree(16)	NA	7-Eleven, Dick's
Town & Country (33)	NA	Melvin's, Leons
Town Plaza(28)	NA	Beall's, Grahams, JCPenney, Walgreens
Village Center(22)	NA	Weiner's, Village Drug, Woolworth
North Cross(14)	NA	Weiners, Hastings, Eckerd, H.E.B.
Victoria Mall (85)	NA	Sears, Dillard, Wilson, Radio Shack, Thom McAn

Principal Shopping Days-Mon., Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Simon; Dunlaps; Sears; Montgomery Ward; Beall Bros.; Leon's; Dillard; Weiner's.
Discount Stores-Gibson's; Kroger; K mart; Wal-Mart; O.G. Wilson.
Variety Stores-Woolworth 2.
Chain Drug Stores-Walgreens 2; Eckerd.
Chain Supermarkets-H.E. Butt 2; Kroger; Dick's 3; Safeway; Albertson's; Warehouse Grocery.

14 - NEWSPAPERS: ADVOCATE (m) 35,706; (S) 36,941; Mar. 31, 1985 ABC.
Local Contact for Advertising And Merchandising Data: L. Michael Tieman, Adv. Dir., ADVOCATE, 311 E. Constitution; PO Box 1518, Victoria, TX 77902; Tel. (512) 575-1451.
National Representative Landon Associates.

WACO

1 - LOCATION: McLennan County (MSA). E&P Map E-3. County Seat. Market and shipping center for agricultural, and industrial area. Location of Baylor University, Paul Quinn College, McLennan Community College (2 yr.), Texas State Technical Institute. Central Texas, 90 mi. S of Ft. Worth and Dallas; 190 mi. N of Houston. On U.S. Hwys. 77, 81, 84; State 6, 31; I-35. 190 mi. NE of San Antonio.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Missouri Pacific; Missouri-Kansas-Texas; Cotton Belt.
Motor Freight Carriers-18.
Intercity Bus Lines-Greyhound; Central Texas; Continental.
Airlines-Rio Airways.

3 - POPULATION:
Corp. City 80 Cen. 101,261; E&P 85 Est. 108,791
CZ-ABC: (80) 138,965
RTZ-ABC: (80) 300,007
County/MSA 80 Cen. 170,755; E&P 85 Est. 183,454
City & RTZ-ABC: (80) 438,972

4 - HOUSEHOLDS:
Corp. City 80 Cen. 37,578; E&P 85 Est. 41,478
CZ-ABC: (80) 50,366
RTZ-ABC: (80) 104,145
County/MSA 80 Cen. 61,554; E&P 85 Est. 68,379
City & RTZ-ABC: (80) 154,511

5 - BANKS	NUMBER	DEPOSITS
Commercial	13	$1,149,877,000
Savings & Loan	7	$911,250,570

6 - PASSENGER AUTOS: 149,263 (all vehicles)

7 - ELECTRIC METERS: 64,760

8 - GAS METERS: 38,181

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Tire Mfg. 1,600; Glass 1,000; Cement 150; Lumber and Wood Products 1,570; Furniture & Fixtures 500; Rocket Fuel 350; Mobile Homes & Transp. Equip. 600; Iron & Steel Fab. 850; Food & Candy 2,000; Plastics 100; Battery Mfg. 379; Machinery 680; Elect. Machinery 500; Apparel 1,980; Paper 500; Printing & Pub. 840.
Principal Pay Days-1st & 15th and Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 48-85; Summer 73-96; Fall 47-90; Winter 37-62. First killing frost, Nov. 15; last killing frost, Mar. 10.

11 - TAP WATER: Alkaline, hard. Artesian; soft in some areas; fluoridated.

12 - RETAILING: **Principal Shopping Center**-11 neighborhood centers.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Brookview Hills (17)	4	Austin-Closs, 7-Eleven, Kestner
Eastgate Plz.(15)	3	Winn's, HEB
Fairgate(21)	4	DuBois Furn., Eckerd
Lake Air Ctr.(30)	5	Goldstein-Migel, Mont. Ward
K mart Center	3	Hancock, Pier I, K mart
Richland Fashion Mall(102)	5	Sears, JCPenney, Beall's, Dillard, Wilson's
Parkdale	5	J. Brannam, Dyer Electronics, Sack & Save
Park Lake(14)	5	Eckerd, HEB, Revco
Southgate(20)	3	TG&Y, HEB, Eckerd
Westview Village(23)	3	Piggly Wiggly, Cox
Bosque Sq.(20)	6	Revco, Winn-Dixie

Principal Shopping Days-Department Stores-Mon., Thur., Sat. Food-Fri., Sat.
Stores Open Evenings-Dept.-Mon., Thur. Food Chains-all week.

13 - RETAIL OUTLETS: **Department Stores**-Goldstein-Migel; Cox's; Montgomery Ward; JCPenney; Sears; Dillard; Beall's; Wilsons; O.G. Wilson; Target; J. Brannam.
Variety Stores-McCrory; TG&Y; Winn's 5.
Discount Stores-K mart 2.
Chain Drug Stores-Eckerd 7; Revco 3.
Chain Supermarkets-Safeway 5; Piggly Wiggly 3; H.E. Butt 5; 7-Eleven 26; Zippy 20; Skaggs-Alpha Beta; Winn-Dixie; United; Sack & Save.
Other Chain Stores-Butlers; Thom McAn; Kinney; Pay-Less; Career Girl 5; Regan's 2; Zale's Jewelers; Piccadilly Cafeteria 2; Firestone; Olmstead-Kirk (paper); Sherwin-Williams 2; Singer Co. 2; Pollock Paper; Goodyear 2; Texas State Optical 2; S&H Green Stamps; Luby's Cafeteria; Radio Shack 3; Pier I.

14 - NEWSPAPERS: TRIBUNE-HERALD (m) 57,402; (S) 70,643; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: John Kolinek, Adv. Dir., TRIBUNE-HERALD, 900 Franklin; PO Box 20488, Waco, TX 76702-0488; Tel. (817) 757-5757.
National Representative Sawyer-Ferguson-Walker Co.

WAXAHACHIE

1 - LOCATION: Ellis County (In Dallas PMSA). E&P Map E-3. County Seat. Diversified economy, light industry, agric. ctr. 28 mi. S of Dallas; 38 mi. SE of Ft. Worth. On U.S. Hwy. 287, I-35.

2 - TRANSPORTATION: **Railroads**-Southern Pacific; Missouri-Kansas-Texas; Fort Worth & Denver; Chicago, Rock Island & Pacific.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 14,624; E&P 85 Est. 17,824
County 80 Cen. 59,743; E&P 85 Est. 69,727
PMSA 80 Cen. 1,957,451; E&P 85 Est. 2,200,656

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,046; E&P 85 Est. 6,350
County 80 Cen. 19,866; E&P 85 Est. 24,090
PMSA 80 Cen. 711,093; E&P 85 Est. 824,511

5 - BANKS	NUMBER	DEPOSITS
Commerical	3	$102,399,000
Savings & Loan	2	$6,678,223,179

6 - PASSENGER AUTOS: County 58,714 (all vehicles)

7 - ELECTRIC METERS: Residence 5,610

8 - GAS METERS: Residence 4,560

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Refrig. 175 ($180); Furn. 200 ($175); Textile 340 ($180); Wood Work 55 ($175); Oil Field Equip. 200 ($185); Glass Containers 110 ($190); Insulation 432 ($190).

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 70-105; Fall 60-85; Winter 20-45.

11 - TAP WATER: Neutral, Soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kroger Plz	2	Kroger
JCPenney		JCPenney, Safeway
North Gate(30)	2	Sears, Eckerd, Beall's, Motts
Ferris Ave.	NA	JCPenney

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Wal-Mart, Revco; Eckerd.

13 - RETAIL OUTLETS: **Department Stores**-Marchman's; Cheeves Bros.; JCPenney; K Wholen's; Sears; Levine's; Beall's.
Variety Stores-Motts; Revco; Wal-Mart.
Chain Drug Stores-Eckerd.
Chain Supermarkets-Kroger; Safeway; Minyards.

14 - NEWSPAPERS: LIGHT (e-mon to fri) 5,757; (S) 5,998; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: Lyall Kirton, Adv. Mgr., LIGHT, 200 W. Marvin; PO Box 877, Waxahachie, TX 75165; Tel. (214) 937-3310.
National Representative Papert Companies.

WEATHERFORD

1 - LOCATION: Parker County (In Fort Worth-Arlington PMSA). E&P Map D-3. County Seat. 18 mi. W of Fort Worth.

2 - TRANSPORTATION: **Railroads**-Texas & Pacific, Weatherford M.W. & N.W.
Intercity Bus Lines-Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 12,049; E&P 85 Est. 14,102
County 80 Cen. 44,609; E&P 85 Est. 53,599
PMSA 80 Cen. 973,138; E&P 85 Est. 1,135,535
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 4,609; E&P 85 Est. 6,082
County 80 Cen. 15,640; E&P 85 Est. 19,478
PMSA 80 Cen. 349,034; E&P 85 Est. 420,992

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: County 43,640 (all vehicles)

7 - ELECTRIC METERS: Residence 7,125

8 - GAS METERS: Residence 4,772

9 - PRINCIPAL INDUSTRIES: Foundries; Mach. Shops; Gen. Agric.; Truck Farming; Nat. Gas; Bakery; Lamp Mfg.; Oil Tool Engineering; Tourist; Printing.

10 - CLIMATE: Min. & Max. Temp.-36-98.

11 - TAP WATER: Fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Southtown(9)	NA	Radio Shack
Safeway(2)	NA	Safeway, Gibson's
Village(4)	NA	Piggly Wiggly, Sears
Parker Plaza(19)	NA	JCPenney, Winn-Dixie
College Park(20)	NA	Kroger, TG&Y, Eckerd

Principal Shopping Days-Wed., Sat.
Stores Open Evenings-Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Mitchells; The Hub.
Discount Stores-Gibson's; K mart; TG&Y.
Chain Drug Stores-Revco; Eckerd.
Chain Supermarkets-Safeway; Winn-Dixie; Tony's 2; Kroger.
Other Chain Stores-White Auto; Western Auto; Higinbotham's; McCoys.

14 - NEWSPAPERS: DEMOCRAT (e-mon to fri) 5,740; (S) 6,215; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: Frank Rowe, Adv. Mgr., DEMOCRAT, 512 Palo Pinto St., Weatherford, TX 76086; Tel. (817) 594-7447.
National Representative Papert Companies.

WICHITA FALLS

1 - LOCATION: Wichita County (MSA). E&P Map D-2. County Seat. Mfg.; Oil & Gas; Sheppard AFB; Retail & Wholesale Trade; Convention/Visitor Serv. 120 mi. NW of Fort Worth on U.S. Hwys. 82, 277, 281, 287; State 79; I-40.

2 - TRANSPORTATION: **Railroads**-Fort Worth & Denver, Missouri-Kansas-Texas.
Motor Freight Carriers-11.
Intercity Bus Lines-Trailways, Oklahoma Trans., Texas-New Mexico-Oklahoma, Jordan.
Airlines-Rio, American Eagle.

3 - POPULATION:
Corp. City 80 Cen. 94,201; E&P 85 Est. 99,007
County/MSA 80 Cen. 121,082; E&P 85 Est. 128,864
CZ-ABC: (80) 94,201
Bal. in NDM-ABC: (80) 36,463
Total NDM-ABC: (80) 130,664
RTZ-ABC: (80) 126,277
Total NDM & RTZ-ABC: (80) 256,941
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 33,647; E&P 85 Est. 36,788
County/MSA 80 Cen. 43,134; E&P 85 Est. 47,453
CZ-ABC: (80) 33,647
Bal. in NDM-ABC: (80) 13,094
Total NDM-ABC: (80) 46,741
RTZ-ABC: (80) 48,755
Total NDM & RTZ-ABC: (80) 95,496

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$970,543,862

6 - PASSENGER AUTOS: County 117,565 (all vehicles).

7 - ELECTRIC METERS: Residence 44,046.

8 - GAS METERS: Residence 27,490.

9 - PRINCIPAL INDUSTRIES: Industry, No. of employees-Lumber & Wood Prod. 660; Furn. & Fixtures 244; Stone, Clay & Glass 3,232; Printing & Publ. 396; Primary Metals 185; Fab. Metals 342; Apparel 776; Constr. 2,820; Photographic, Medical 456; Trans., Comm. & Utilities 2,400; Finance & Real Estate 2,320; Govt. 11,280; Petroleum Prod. 5,608; Private Household 1,820; Mach. 2,634; Electronic/Electrical 1,068; Trans. Equip. 302; Food 1,214; Medical & Prof. 2,148; Ret. 8,692.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 60-84; Summer 75-95; Fall 43-67; Winter 36-59. First killing frost, Nov. 14; last killing frost, Mar. 22.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-2 blocks at Monroe; 1 at Brook; 2 at Harrison; 1 at Ninth & Denver; 2 at Tenth & Van Buren; 1 at Bridge & Ohio; 3 at Holliday & Jacksboro Hwy.; 2 at Holliday & Eleventh; 3 at Hayes & Seymour Rd.; 3 at Grant St.; 3 at N. Broadway; 1 Midwestern Pkwy. & Kemp; 1 Midwestern Pkwy. & Maplewood.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Park Plaza	NA	TG&Y, Superfine, United Supermkt.
Parker Sq.(45)	NA	McClurkan's, Winn's, Plitt Theatre
Southmoor(11)	NA	Computerland
Faith Village(60)	NA	White's, Cloth World
Sikes Center(79)	NA	JCPenney, Beall's, Dillard, Monnig's
Wichita Sq.	NA	
French Vlg.(15)	NA	Penelope's
Scott Sq.	NA	
Centruy Plz.	NA	Steak & Ale
Southwest Plz.	NA	Eckerd, Safeway

Principal Shopping Days-Thur., Sat., Mon.
Stores Open Evenings-Dept.: Thur.; Food: Fri., Sat. Sikes Center, Mon. through Fri.

13 - RETAIL OUTLETS: **Department Stores**-Dillard; Monnig's; McClurkan's; JCPenney; Sears; Hub; White's; Beall's.
Discount Stores-Gibson's 2; K mart 2; Best Prod.; Target; Edisons.
Variety Stores-TG&Y Family Center; Winns 2.
Chain Drug Stores-Walgreens; Eckerd; Albertson's; Skaggs Alpha-Beta; Safeway.
Chain Supermarkets-Safeway 3; United 3; Handy Huts, Affiliated 7; Albertson's; Skaggs.
Other Chain Stores-Auto Supplies: White's, Western Auto, Firestone, Goodyear, Popular, Spears'; Women's Clothing: Bakers, Lerner's, Brooks, Woods; Misc.: Singer Co., Zale's Jewelry, Merle Norman Cosmetics, S&H Green Stamps, McCoys Building Supplies, Hallmark, Whites, Radio Shack, Sutherland Lumber, Stewarts', Payless Shoes, Chick Fila, County Corrigans, Gordans, Keepsake Diamond, Picadilly, Royal Optical, TSO.

14 - NEWSPAPERS: RECORD-NEWS (m-mon to fri) 34,945; (m-sat) 45,841; TIMES (e-mon to fri) 14,819; (S) 48,438; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Marvin B. Penrod, Mgr. Gen. Adv., RECORD-NEWS and TIMES, 1301 Lamar St.; PO Box 120, Wichita Falls, TX 76307. Tel. (817) 767-8341.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; Harte-Hanks Communications.

UTAH SURVEYS

METROPOLITAN STATISTICAL AREAS

Provo-Orem-Utah County.
Salt Lake City-Ogden-Salt Lake, Weber and Davis Counties.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1986
Under 5 Years	112	189	214
5-14 Years	241	272	307
15-24 Years	215	295	333
25-44 Years	238	384	434
45-64 Years	177	212	240
65 and Over	77	109	123
TOTAL	1,060	1,461	1,651

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1986 Est.
Bldg. Mat./Hdwr.	290	362	538
General Mdse.	551	708	928
Food	821	1,481	1,823
Automobiles	952	1,178	1,982
Gasoline Stations	367	657	721
Apparel	169	292	398
Furniture	231	305	489
Eat-Drink Places	314	498	660
Drugs	130	161	225
TOTAL SALES	4,146	6,327	8,400

LOGAN

1 - LOCATION: Cache County. E&P Map B-1. County Seat. 86 mi. N of Salt Lake City. On U.S. Hwys. 89, 91, 30; State Hwy. 101. Gateway to Yellowstone National Park, Grand Teton National Park, Jackson Hole, Wyoming.

2 - TRANSPORTATION: **Railroads**-Union Pacific.
Intercity Bus Lines-Cook, Greyhound.
Motor Freight Carriers-3.
Air Service-1.

3 - POPULATION:
Corp. City 80 Cen. 26,844; E&P 85 Est. 30,564
CZ-ABC: (80) 32,988
RTZ-ABC: (80) 33,083
County 80 Cen. 57,176; E&P 85 Est. 65,100
City & RTZ-ABC: (80) 66,071
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,291; E&P 85 Est. 10,859
CZ-ABC: (80) 10,877
RTZ-ABC: (80) 9,343
County 80 Cen. 17,558; E&P 85 Est. 20,706
City & RTZ-ABC: (80) 20,220

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$119,532,748
Savings & Loan	3	$32,000,000

6 - PASSENGER AUTOS: County 28,180.

7 - ELECTRIC METERS: Residence 10,832.

8 - GAS METERS: Residence, City 10,750.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Women's Apparel 125; Cheese Mfg. 633; Trackmaster 225; Canning Factory 270; Farm Equip. Mfg. 230; Printing 260; Meat Packing 239; Piano Mfg. 230; Plastic Mfg. 105; Electronics 350.

10 - CLIMATE: Min & Max. Temp.-Spring 27-72; Summer 49-88; Fall 20-63; Winter 15-47.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-18 blocks on Main St.; 2 on Center St.; 2 on First North; 2 on Second North; 2 on 4th North; Cache Valley Mall 1300 N. Main, Logan 50.
Stores Open Evenings-Drug & Dept.: Nightly until 10. Grocery: Daily until midnight (two open 24 hrs.).

13 - RETAIL OUTLETS: **Department Stores**-Keith O'Brien; JCPenney; Fred Meyer; Samon's; ZCMI; Ernst Home Centers; The Bon.
Variety Stores-Sprouse Reitz; King's; K mart.
Chain Drug Stores-Osco's; Low Cost Drug Center; Grand Central; Smiths.
Chain Supermarkets-Safeway; IGA; Albertson's; Smith's Foodking; Maceys.
Other Chain Stores-Standard Optical; Sherwin-Williams; Sweetbriar; Goodyear; Montgomery Ward; Block's; Logan Howe; Sunset Sporting Goods; Kinney Shoes; Thom McAn Shoes; Maurice's; Lerner's Shops; Nobby; Anita Shops; Discount Tire; Furniture Stores: Crystal, Edwards, Lundstrom, U&L, Bob's Furniture Outlet, Hy Whitney.

14 - NEWSPAPERS: HERALD-JOURNAL (e-mon to fri) 13,504; (S) 13,854; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Roy W. Callaway, Adv. Dir., HERALD-JOURNAL, 75 W. 3rd North St., Logan, UT 84321. Tel. (801) 752-2121.
National Representative: None.

OGDEN

1 - LOCATION: Weber County (In Salt Lake City-Ogden MSA). E&P Map B-2. County Seat. 2 Industrial Centers. R.R. shipping center. 37 mi. N of Salt Lake City. On U.S. Hwys. 15, 89, 91, 30S & 80N. State Hwys. 39, 40.

2 - TRANSPORTATION: **Railroads**-Union Pacific, Southern Pacific; Denver & Rio Grande Western; Pacific Fruit Express Co.; Amtrak.
Motor Freight Carriers-11.
Intercity Bus Lines-Greyhound, Continental, Trailways, Utah Transit Authority.

3 - POPULATION:
Corp. City 80 Cen. 64,407; E&P 85 Est. 66,394
NDM-ABC: (80) 263,001
County 80 Cen. 144,616; E&P 85 Est. 155,254
MSA 80 Cen. 910,222; E&P 85 Est. 999,479

4 - HOUSEHOLDS:
Corp. City 80 Cen. 23,985; E&P 85 Est. 25,919
NDM-ABC: (80) 80,507
County 80 Cen. 47,643; E&P 85 Est. 52,852
MSA 80 Cen. 289,379; E&P 85 Est. 327,935

5 - BANKS	NUMBER	EST. DEP.
Commercial	8	$975,000,000
Savings & Loan	7	$320,000,000

6 - PASSENGER AUTOS: County 82,345.

7 - ELECTRIC METERS: Residence 48,953.

8 - GAS METERS: Residence 47,769.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aerospace & Aircraft 2,500; Hill Air Force Base 15,000; Internal Revenue 2,800; Defense Depot 1,700; Freeport Center (60 companies) 4,000; Weber County Industrial (1 heavy mfr., 7 companies) 1,200; Ogden Industrial Park (33 companies) 800; Western Zirconium 600; Great Salt Lake Mineral 500; Steel Fabricating (5 companies) 600.
Principal Pay Days-R.R.: 10th & 25th; Hill Air Force Base, Defense Depot Ogden, Internal Revenue Service: Twice monthly. Others: Fri., Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-70; Summer 52-87; Fall 28-76; Winter 17-50. First killing frost, Oct. 8; last killing frost, May 6.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Neighborhood Shopping Centers**-2nd & Harrison Blvd.; 40th & Washington Blvd.; 39th & Harrison Blvd.; 36th & Wall; North Ogden; Riverdale Center; Harrison Blvd.; Downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
S. Ogden	4	Gibson
Roy(21)	6	Smith's
Five Points(46)	3	Wangsgard
Layton Hills Mall(90)	2	Auerbach, Mervyn's, Castleton's
Wall Ave.	3	Sears, Smith's
2nd/Harrison	2	
K mart(12)	2	K mart
Newgate(11)	NA	Sears
Newgate Mall	NA	Mervyn's, Sears
Ogden Mall	NA	Bon Marche, JCPenney, Nordstrom
Wangsgard's	2	Wangsgard's, Five Points

Principal Shopping Days-Dept. Stores: Mon., Thur., Fri. & Sat. Food: Thur., Fri., Sat.
Stores Open Evenings-Fri. Food-Nightly.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Bon Marche; Sears; ZCMI; Weinstocks; Nordstrom; Mervyn's.
Discount Stores-Gibson; Farr; Sav-On; Grand Central; K mart; Alpha Beta; Skaggs; Thrifty.
Variety Stores-Woolworth.
Chain Drug Stores-Skaggs 2; Thrifty; Hospital; Vinces 5; Prescription Centers 3; Grand Central Stores 2; Drug King.
Chain Supermarkets-Safeway 3; Albertson's 5; Smith's Food King 8; Richardsons; Stimson's 3.
Other Chain Stores-Singer Co.; Baker; Anita Shops; Pulman Wholesale Tailors; Firestone; Goodyear; Western Auto; Zale's; Pay 'N Pak; B Mart; Ernst Home Center.

14 - NEWSPAPERS: STANDARD-EXAMINER (e) 53,794; (S) 55,320; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: James L. Barclay, Adv. Dir., STANDARD-EXAMINER, 455 23rd St., Ogden, UT 84401. Tel. (801) 394-7711.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

PROVO

1 - LOCATION: Utah County (In Provo-Orem MSA). E&P Map B-3. County Seat. Site of Brigham Young University (26,000 students). 44 mi. S of Salt Lake City. U.S. Hwys. 89, 91, 50; State Hwy. 189, 115.

2 - TRANSPORTATION: **Railroads**-D&RGW; UP.
Motor Freight Carriers-8.
Intercity Bus Lines-Greyhound; Continental.

3 - POPULATION:
Corp. City 80 Cen. 73,907; E&P 85 Est. 80,943
CZ-ABC: (80) 155,932
RTZ-ABC: (80) 62,174
County/MSA 80 Cen. 218,106; E&P 85 Est. 237,121
City & RTZ-ABC: (80) 218,106
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 20,059; E&P 85 Est. 22,551
CZ-ABC: (80) 42,177
RTZ-ABC: (80) 16,338
County/MSA 80 Cen. 58,515; E&P 85 Est. 65,597
City & RTZ-ABC: (80) 58,515

5 - BANKS	NUMBER	EST. DEP.
Commercial	16	$310,000,000
Savings & Loan	6	$111,150,000

6 - PASSENGER AUTOS: County 98,363.

7 - ELECTRIC METERS: Residence 48,000.

8 - GAS METERS: Residence (County) 59,588.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agriculture 1,749; Contract Construction 3,150; Mining 165; Mfg. 12,250; Transp. & Util. 2,202; Wholesale & Retail 14,534; Fin., Ins., & Real Estate 2,214; Services 23,962; Government (Fed., State and Local) 12,625.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-64; Summer 51-88; Fall 37-67; Winter 18-41.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
University Mall(165)	NA	ZCMI, JCPenney, Mervyn's
9th East(9)	NA	Smith's Food King
Riverside(15)	NA	Skaggs, Labelles, Safeway
Grand Central(10)	NA	Fred Meyer, Smith's Food King
Norton's(7)	NA	Norton's Food
Orem Center(10)	NA	Safeway, Albertson's, Skaggs, Gibson's
Carillon Sq.(11)	NA	Ernst Home Ctr., Sack 'N Save, Ross
Parkway(11)	NA	Fashion Gal
Edgemont(7)	NA	Assoc. Foods, Coast-to-Coast Hdwe.
Parkway Plz.(14)	NA	Albertson's, Nutters

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon. and Fri. until 9.

13 - RETAIL OUTLETS: **Department Stores**-LaBelle's; JCPenney; Sears; Fred Meyer; ZCMI; Mervyn's.
Variety Stores-Woolworth; Sprouse Reitz; Cornet; Forsey's; Gibson's; K mart; Ross Stores.
Chain Drug Stores-Osco; City Drug (Walgreens).
Chain Supermarkets-Safeway 4; Allen 4; IGA 4; Reams 4; Albertson's 3; A.G. Stores 8; Food King 2; Sack 'N Save 3; Associated Foods 8.
Other Chain Stores-Anderson Lumber; Boise Cascade; Firestone; Sherwin-Williams Paint; Bennett's Paints; Lerner's Shops; Anita Shops; Goodrich; Sweetbriar; Douglas Optical; Standard Optical; Zale's; Montgomery Ward; House of Fabrics; Radio Shack; Payless Shoes; Leven's; Bradshaw Auto Parts; Utah Auto Parts; Samon's; Wolfe's; Castleton's; Sunset Sporting; Checker Auto Supply; Singer Co.; Midas Muffler; Ernst Home

Ctr.; 84 Lumber; Discount Tire Co.; Ogden's Carpet; Pay 'N Pak; Coast-to-Coast Hardware; Stokes Bros.; Bernina; Edison Bros.; Hickory Farms; Pier I Imports; Fashion Gal

14 - NEWSPAPERS: HERALD (e-mon to fri) 31,349; (S) 31,855; Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Kirk Parkinson, Asst. Pub., HERALD, 1555 N 200 W., Provo, UT 84603; Tel. (801) 373-5050
National Representative: Scripps League Newspapers.

ST. GEORGE

1 - LOCATION: Washington County, E&P Map A-5. County Seat. Winter resort. Diversified farming.

2 - TRANSPORTATION: **Motor Freight Carriers**-Milne, Garrett, Norm Howard Trucking
Intercity Bus Lines-Trailways, Greyhound
Airlines-All major airlines at Las Vegas, NV Airport & Commuter Skywest

3 - POPULATION:
Corp. City 80 Cen. 11,350; E&P 85 Est. 13,795
County 80 Cen. 26,065; E&P 85 Est. 32,512

4 - HOUSEHOLDS:
City 80 Cen. 3,589; E&P 85 Est. 4,260
County 80 Cen. 7,801; E&P 85 Est. 10,039

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	6	NA
Commercial	5	NA

6 - PASSENGER AUTOS: City 13,932

7 - ELECTRIC METERS: Residence 10,215

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Sugar, Beet Seeds, Fruit, Poultry, Light Mfg., Tourism, Cattle Ranching, Resort Community, Steel Fabrication
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Mild winters, warm summers

11 - TAP WATER: Soft, fluoridated

12 - RETAILING: **Principal Shopping Centers**-Downtown, St. George Blvd

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Dixie Mall	3	Safeway
East City(8)	NA	Mont. Ward K mart, Albertson's
Kemp Korner(18)	NA	State Farm Ins. Chuck's
Red Hills Plz	NA	
Skyline Ctr.	NA	
Sunshine Sq	NA	Sears (catalog) Ace Hdwr., Thriftway
Ancestor	NA	Commercial Ctr.
Zion Plz (12)	8	

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Shpg. Ctrs. every evening until 9 & 11

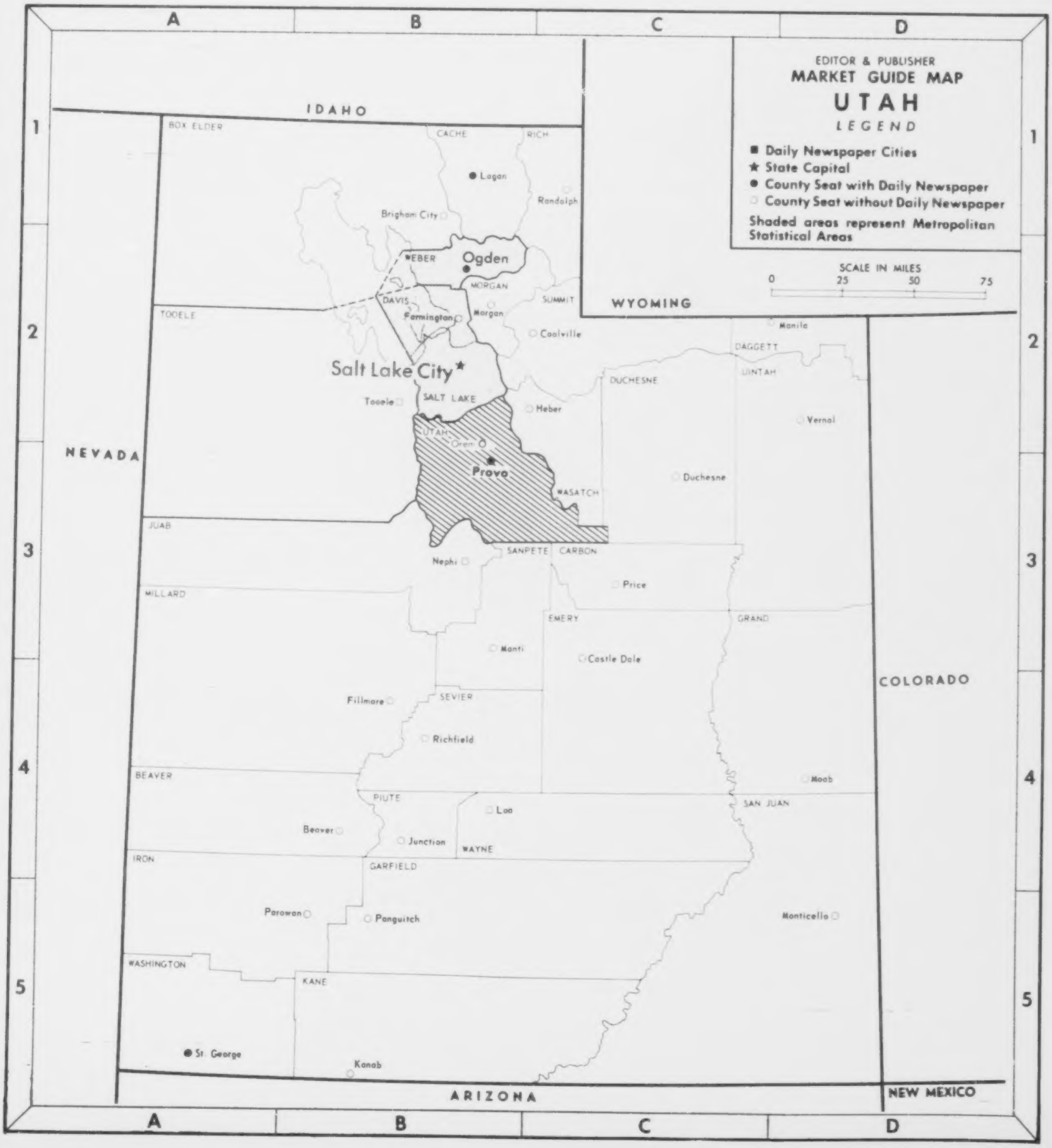
13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Christensen
Discount Stores-K mart, Ashleys, D & D Discount; Outdoor Outlet, Sprouse Reitz, Albertson's, Harmons
Variety Stores-Ben Franklin
Chain Drug Stores-Skaggs
Chain Supermarkets-Safeway, Thriftway, Food Town, Short Stop Mkt.
Other Chain Stores-Radio Shack, Sprouse Reitz, Ace Hdwr., 7-Eleven, True Value Hdwr., Pro Hdwr 11

14 - NEWSPAPERS: SPECTRUM (e-mon to fri; S) 13,080; sworn Sept. 30, 1984
Local Contact for Advertising and Merchandising Data: Ronald I. Jones, Adv. Dir., SPECTRUM, 155 N. 400 West, PO Box 40, St. George, UT 84770; Tel. (801) 673-3511
National Representative: None

SALT LAKE CITY

1 - LOCATION: Salt Lake County (In Salt Lake City-Ogden MSA), E&P Map B-2. State Capital. County Seat. MSA: Salt Lake, Davis, Weber & Tooele Counties. Mining, trade ctr., heavy industry, finance. On U.S. Hwys. 40, 50, I-80, I-15.

2 - TRANSPORTATION: **Railroads**-Union Pacific; Rio Grande Western Pacific; Garfield & Western; Atchison, Topeka & Santa Fe; Amtrak; Southern Pacific
Motor Freight Carriers-102
Intercity Bus Lines-Continental, Greyhound, Lake


A
B
C
D
1
2
3
4
5
EDITOR & PUBLISHER
MARKET GUIDE MAP
UTAH
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0
25
50
75
IDAHO
WYOMING
NEVADA
COLORADO
ARIZONA
NEW MEXICO
BOX ELDER
CACHE
RICH
Logan
Randolph
Brigham City
WEBER
Ogden
MORGAN
Morgan
DAVIS
Farmington
SUMMIT
Coalville
TOOELE
Salt Lake City
Tooele
SALT LAKE
Heber
DAGGETT
Manila
UINTAH
DUCHESNE
Vernal
Duchesne
UTAH
Orem
Provo
WASATCH
JUAB
Nephi
SANPETE
CARBON
Price
MILLARD
EMERY
GRAND
Manti
Castle Dale
Fillmore
SEVIER
Richfield
BEAVER
Moab
PIUTE
Loa
SAN JUAN
Beaver
Junction
WAYNE
IRON
GARFIELD
Parowan
Panguitch
Monticello
WASHINGTON
KANE
St. George
Kanab

Shore; Lewis Bros. Stages; Utah Transit Authority.
Airlines-Western; United; Texas International; American; Republic; Frontier; TWA; Eastern; Wien Air; Delta; Key; Skywest; Transwestern.

3 - POPULATION:
Corp. City 80 Cen. 163,697; E&P 85 Est. 172,333
NDM-ABC: (80) 730,114
RTZ-ABC: (80) 436,395
County 80 Cen. 619,066; E&P 85 Est. 679,259
MSA 80 Cen. 910,222; E&P 85 Est. 999,479
Total NDM & RTZ-ABC: (80) 1,166,509
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 67,576; E&P 85 Est. 74,685
NDM-ABC: (80) 233,977
RTZ-ABC: (80) 122,391
County 80 Cen. 201,742; E&P 85 Est. 228,550
MSA 80 Cen. 288,779; E&P 85 Est. 327,935
Total NDM & RTZ-ABC: (80) 356,368

5 - BANKS	**NUMBER**	**DEPOSITS**
State	54	$3,043,810,000
National	7	$5,196,192,000
Savings & Loan	11	$3,800,934,914
Credit Unions	187	$1,148,981,000

6 - PASSENGER AUTOS: County 355,347

7 - ELECTRIC METERS: Residence (MSA) 283,773

8 - GAS METERS: Residence (MSA) 283,863

9 - PRINCIPAL INDUSTRIES: Industry, No. of wage earners (Av. monthly wage)-Nonagricultural 559,794 ($1,300); Mining 18,210 ($2,404); Contract Constr. 26,867 ($1,642); Mfg. 85,784 ($1,550); Durable Goods 58,932 ($1,695); Nondurable Goods 26,852 ($1,231); Trans., Communication and Public Utilities 35,421 ($1,880); Trade 131,732 ($940); Wholesale Trade 34,466 ($1,542); Retail Trade 97,266 ($727); Finance, Insurance, Real Estate 26,619 ($1,278); Services 108,671 ($1,060); Total Govt. 125,046 ($1,118); Federal Govt. 37,271 ($1,688); State Govt. 33,264 ($1,249); Local Govt. 55,955 ($1,125).

10 - CLIMATE: Min. & Max. Temp.-Spring 37-81; Fall 22-66; Summer 49-93; Winter 19-51. First killing frost, Nov. 16; last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-43 blocks on 8 streets.
Neighborhood Shopping Centers-4 to 10 blocks on Sugarhouse, Murray, Midvale, Magna, Kearns, Sandy, Holladay, West Valley, Riverton, Draper, Bountiful, Centerville, Farmington, Kaysville, Layton, Syracuse, Clearfield, Sunset.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cottonwood Mall(98)	NA	ZCMI, Woolworth, Albertson's, Arden's, JCPenney
Cottonwood Village(11)	NA	Safeway
Crossroads(160)		Nordstoms, Weinstocks
Family Center(40)	NA	Harmon's, Samon's
Fifth Ave. Shops	NA	
Fashion Place(108)	NA	Sears, Weinstock's
Foothill Village(24)	NA	Albertson's, Castleton's
Granger(27)	NA	Merc, Sprouse Reitz, Granger Mkt., Sears
Mid-Valley Family Ctr.(29)	NA	Radio Shack, Samon's
Brickyard Plz.(32)	NA	Mervyn's
Olympus Hills(12)	NA	Skaggs
7th East(2)	NA	Skaggs, Food King
Sugar House(15)	NA	JCPenney, Albertson's
Trolley Square(118)	NA	
Union Sq.(35)	NA	
Valley Fair(85)	NA	JCPenney, ZCMI, Castleton's
Valley(11)	NA	Safeway, Skaggs
Victoria Park(12)	NA	Sprouse Reitz, Dan's Foods
ZCMI(70)	NA	ZCMI

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-ZCMI; Castleton's; Keith O'Brien; Sears; JCPenney; Weinstock's.; Mervyns; Nordstroms.
Discount Stores-K mart; Gibson's.
Variety Stores-Woolworth; Sprouse Reitz.
Chain Drug Stores-Grand Central 11; Skaggs 11; Erickson's 2; Thrifty Drug 7; Lowe 2; Dan's 5; Safeways 6; Smiths 10; Professional Pharmacy 3.
Chain Supermarkets-Smiths 31; Albertson's 27; Safeway 31; Reams 10; Harmons 5; Dan's 7; The Store 3; Village Market 4; 7-Eleven 95; Circle K 12; Skaggs Alpha-Beta 9; Bobco's 4; Winegars 4.
Other Chain Stores-Arden's; National Shirt; Lerner's; Sherwin-Williams; Chandler's; Flagg Bros.; Mode O'Day; Firestone; Goodrich; Goodyear; Burt's; Zale's; Gallenkamp; Anita; House of Nine; Glidden; Dutch Boy; Baker's; Thom McAn; Kinney Shoes; Dayne's Optical; Castleton's; Mac's Clothes; Montgomery Ward; Ernst; Allwood's.

14 - NEWSPAPERS: TRIBUNE (m) 110,274; (S) 132,107; DESERET NEWS (e) 63,509; (S) 68,278; Mar. 31, 1985 ABC.
Local Contact for Advertising and Market Information Data: Merlyn Rodgers, Natl. Mgr., Newspaper Agency Corp., 143 South Main St., Salt Lake City, UT 84110; Tel. (801) 237-2725.
National Representative: None.

VERMONT SURVEYS

METROPOLITAN STATISTICAL AREAS

Burlington-Burlington, South Burlington and Winooski cities; Charlotte, Colchester, Essex, Hinesburg, Jericho, Milton, Richmond, St. George, Shelburne and Williston towns in Chittenden County; Georgia town in Franklin County; South Hero and Grand Isle towns in Grand Isle County.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1986**
Under 5 Years	38	36	38
5-14 Years	92	81	86
15-24 Years	81	100	106
25-44 Years	100	145	154
45-64 Years	87	92	98
65 and Over	47	58	62
TOTAL	445	511	544

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1977 Census**	**1982 Census**	**1986 Est.**
Bldg. Mat./Hdwr	129	173	270
General Mdse	145	171	236
Food	388	596	771
Automobiles	307	464	821
Gasoline Stations	137	217	251
Apparel	63	107	153
Furniture	56	76	128
Eat-Drink Places	125	217	302
Drugs	37	68	100
TOTAL SALES	1,668	2,601	3,530

BARRE-MONTPELIER

1 - LOCATION: Washington County, E&P Map B-3. State capitol (Montpelier). Shpg. ctr. for central VT. Granite ctr. of world; direct railroad connection. On State Hwy. 14; U.S. Hwys. 12, 302; I-89.

2 - TRANSPORTATION: **Railroads**-Montpelier & Barre (feeders for Canadian National, Central Vermont and Boston Maine; join at Montpelier Junction); Amtrak.
Motor Freight Carriers-4.
Intercity Bus Lines-Vermont Transit; Twin City.
Airlines-Precision.

3 - POPULATION:
Corp. Cities 80 Cen. 18,065; E&P 85 Est. 18,602
  Barre 80 Cen. 9,824; E&P 85 Est. 10,130
  Montpelier 80 Cen. 8,241; E&P 85 Est. 8,472
CZ-ABC: (80) 20,519
RTZ-ABC: (80) 55,280
County 80 Cen. 52,393; E&P 85 Est. 55,237
City & RTZ-ABC: (80) 75,799

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 7,257; E&P 85 Est. 6,809
  Barre 80 Cen. 4,003; E&P 85 Est. 3,730
  Montpelier 80 Cen. 3,254; E&P 85 Est. 3,079
CZ-ABC: (80) 8,115
RTZ-ABC: (80) 18,502
County 80 Cen. 18,613; E&P 85 Est. 20,313
City & RTZ-ABC: (80) 26,617

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	9	$420,000,000

6 - PASSENGER AUTOS: 265,444 (Total vehicles state)

7 - ELECTRIC METERS: Residence 8,052

8 - GAS METERS: Residence 1,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Granite Mfg. 1,500 ($260); Machine Shops 100 ($250); Capacitor Plant 350 ($210); State Govt. 3,750 ($236); Ins. 1464 ($250); Rail Car Assembly 200 ($225).
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-65; Summer 52-88; Fall 24-66; Winter 10-34; First killing frost, Sept. 15; last killing frost, May 15.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Barre: Main St., Summer; Washington; Main Sts. Montpelier: 3 blocks on Main St., 3 on State St., Elm, Barre & Berlin Sts.; Barre-Montpelier Rd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ames(6)	NA	Ames, Radio Shack, P&C, Kenney Drugs
Central Plz.(5)	NA	Grand Union
Zayre Shpg. Ctr.(15)	NA	Woolworth, Zayre, Finast
Montpelier Railroad Station(6)	NA	Grand Union
Twin City Plz.(7)	NA	Branded Values

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Grocery chains, shpg. ctr. stores, Mon.-Sat.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; Homer Fitts.
Discount Stores-Harry's; Ames; Zayre.
Variety Stores-Woolworth; Newberry.
Chain Drug Stores-Rexall; Red Cross; Kenney; L Drugs 2; Whelan's; Archer Kent; Seivwright Phcy. 2; Brooks 3.
Chain Supermarkets-First Natl.; Grand Union 2; P&C 3.
Other Chain Stores-Sears (catalog); Sherwin-Williams; Endicott-Johnson 2; Aubuchon 2; Beaconway; Radio Shack; Goss Tire; Goodyear.

14 - NEWSPAPERS: TIMES-ARGUS (e) 12,621; (S) 12,883; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Michael C. Bush, Adv. Dir., TIMES-ARGUS, 540 N. Main St., Barre, VT 05641; Tel. (802) 479-0191.
National Representative: Landon Associates.

BENNINGTON

1 - LOCATION: Bennington County, E&P Map A-6. County Seat. Residential center. 180 mi. NE of New York City; 148 mi. NW of Boston, MA; 37 mi. NE of Albany, NY. On U.S. Hwy. 7; State Hwys. 7, 9.

2 - TRANSPORTATION: **Railroads**-Vermont.
Motor Freight Carriers-2.
Intercity Bus Lines-Trailways; Vermont Transit; Greyhound; Mini-Bus.

3 - POPULATION:
Corp. City 80 Cen. 15,815; E&P 85 Est. 20,328
NDM-ABC: (80) 15,815
RTZ-ABC: (80) 24,262
County 80 Cen. 33,345; E&P 85 Est. 35,865
NDM & RTZ-ABC: (80) 40,077

4 - HOUSEHOLDS:
City 80 Cen. 5,457; E&P 85 Est. 6,144
County 80 Cen. 11,956; E&P 85 Est. 13,270
NDM-ABC: (80) 5,457
RTZ-ABC: (80) 8,802
NDM & RTZ-ABC: (80) 14,259

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	4	$190,000,000
Savings & Loan	1	$12,000,000

6 - PASSENGER AUTOS: 265,444 (Total vehicles state)

7 - ELECTRIC METERS: Residence 3,860

8 - GAS METERS: Residence 1,147

9 - PRINCIPAL INDUSTRIES: Town Zone-Textiles; Plastics; Paper; Furn.; Wood Novelties; Yarn; Printing; Tanning; Tissue Paper; Box Board; Chemical Prod.; Electronics; Pottery; Union Carbide 1,200; Globe Union 600; Tool Mfg 800; Paper 450; Lubrication 300; Chemical Fabrics 160; Sports Clothing 260; Total labor force (county) 14,200; Mfg. 4,500; Service and misc. 2,600; Govt. 1,200; Trade 2,450; Contract and Constr. 800. Bal. agric. and misc.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-70; Summer 50-95; Fall 30-75; Winter -30-50. First killing frost, Oct. 1; last killing frost, May 31.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Centers**-Five blocks on Main St., downtown on Rt. 9. Four blocks on U.S. Rt. 7, downtown. A&P, Sears (catalog), Grand Union, all downtown.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bennington Plz.(6)	NA	Price Chopper, Ames
Monument Plz.(5)	NA	Woolworth's, Adams Drug
Bennington Sq.(11)	NA	JCPenney, P&C, K mart
North Street	NA	

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri. until 9; Price Chopper, P&C open 24 hrs., 7 days.

13 - RETAIL OUTLETS: **Department Stores**-E. L. Nichols; Fienberg Stores; JCPenney; H. Greenberg; Tuttle's.
Discount Stores-Ames; Woolworth's; K mart.
Chain Drug Stores-Adams; CVS; Rite-Aid; Carl's.
Chain Supermarkets-A&P; Grand Union; P&C; Price Chopper.
Other Chain Stores - Montgomery Ward (automotive); Gladstone Shoes; Sportique; Radio Shack; Sears (catalog).

14 - NEWSPAPERS: BANNER (m) 7,684; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Mark Nesbit, Adv. Mgr., BANNER, 425 Main St., Bennington, VT 05201; Tel. (802) 447-7567.
National Representative: Landon Associates.

BRATTLEBORO

1 - LOCATION: Windham County, E&P Map B-6. On Connecticut River in SE corner of state. 200 mi. from New York City; 100 mi. from Boston, MA; on I-91.

2 - TRANSPORTATION: **Railroads**-Amtrak; Boston & Maine; Central Vermont.
Motor Freight Carriers-5.
Intercity Bus Lines-Vermont Transit; Peoples; Greyhound.
Airports-Keene, NH (20 min.); Hartford, CT (1 1/2 hr.)

3 - POPULATION:
Corp. Town 80 Cen. 11,886; E&P 85 Est. 12,535
County 80 Cen. 36,933; E&P 85 Est. 39,632

4 - HOUSEHOLDS:
City 80 Cen. 4,598; E&P 85 Est. 3,737
County 80 Cen. 13,840; E&P 85 Est. 15,321

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$200,000,000
Savings & Loan	1	$10,000,000
Savings	2	$25,000,000

6 - PASSENGER AUTOS: 265,444 (Total vehicles state)

7 - ELECTRIC METERS: Residence 6,021

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Wood & Lumber Prod. 125; Printing 1,050; Boots & Shoes 115; Paper Mills 190; Cattle Registry 200.
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: First killing frost, Nov. 1; last killing frost, Apr. 1.

11 - TAP WATER: Alkaline, very soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on 3 streets; Brattleboro North; Fairfield Plaza; Finast Plaza.
Neighborhood Shopping Centers-Western Ave.

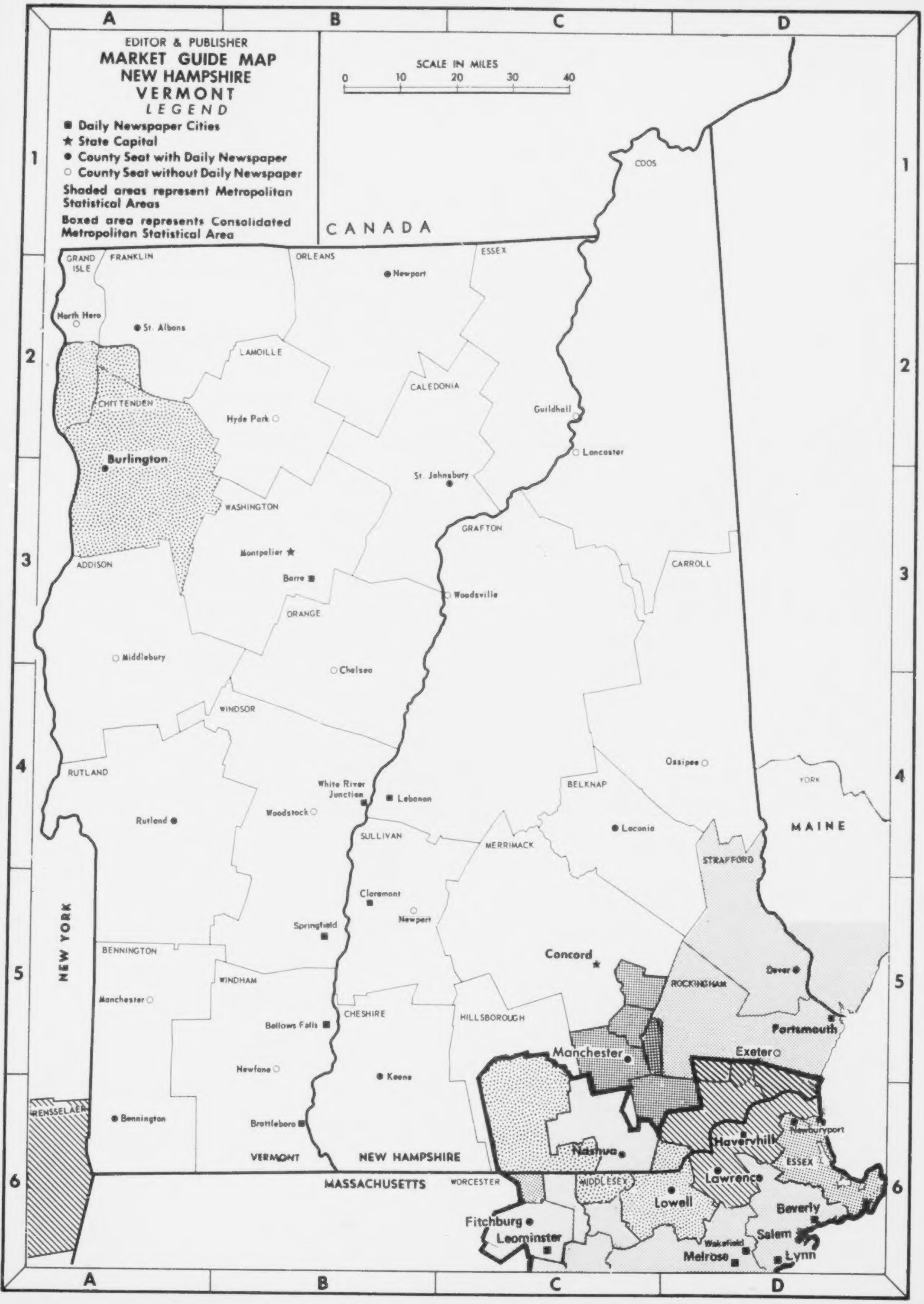
Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Brattleboro Plz.(7)	NA	P & C
Brattleboro North Plz.(7)	2	Ames O.K. Fairbanks
Fairfield Plz.(12)	2	Grand Union, JCPenney
Finast Plz.(4)	2	Finast, Brooks

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-J.E. Mann; Army & Navy; JCPenney.
Discount Stores-Ames.
Chain Drug Stores-Rexall; Rite Aid; Brooks.
Chain Supermarkets-Grand Union; First National; P&C; O.K. Fairbanks.

14 - NEWSPAPERS: REFORMER (m) 8,930; sworn Aug. 19, 1985.
Local Contact for Advertising and Merchandising Data: Richard Macko, Adv. Mgr., REFORMER, Box 802, Brattleboro, VT 05301; Tel. (802) 254-2311.
National Representative: Landon Associates.


EDITOR & PUBLISHER
MARKET GUIDE MAP
NEW HAMPSHIRE
VERMONT
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
Boxed area represents Consolidated Metropolitan Statistical Area
SCALE IN MILES
0
10
20
30
40
A
B
C
D
1
2
3
4
5
6
CANADA
COOS
GRAND ISLE
FRANKLIN
ORLEANS
ESSEX
Newport
North Hero
St. Albans
LAMOILLE
CALEDONIA
CHITTENDEN
Hyde Park
Guildhall
Lancaster
Burlington
St. Johnsbury
WASHINGTON
GRAFTON
Montpelier
Barre
ADDISON
CARROLL
Woodsville
ORANGE
Middlebury
Chelsea
WINDSOR
Ossipee
RUTLAND
YORK
White River Junction
Lebanon
BELKNAP
Woodstock
Rutland
MAINE
SULLIVAN
MERRIMACK
Laconia
STRAFFORD
Claremont
Newport
NEW YORK
Springfield
BENNINGTON
Concord
Dover
WINDHAM
ROCKINGHAM
Manchester
Bellows Falls
CHESHIRE
HILLSBOROUGH
Portsmouth
Manchester
Exeter
Newfane
Keene
RENSSELAER
Bennington
Brattleboro
Haverhill
Newburyport
Nashua
VERMONT
NEW HAMPSHIRE
ESSEX
MASSACHUSETTS
WORCESTER
MIDDLESEX
Lawrence
Lowell
Beverly
Fitchburg
Leominster
Salem
Wakefield
Melrose
Lynn

BURLINGTON

1 - LOCATION: Chittenden County, (MSA), E&P Map A-3. County Seat. Banking, shipping, resort, medical. College center. In NW part of State. 300 mi. from New York City; 221 mi. from Boston; 98 mi. from Montreal.

2 - TRANSPORTATION: Railroads-Central Vermont (Canadian Nat'l); Vermont Railway; Amtrak.
Intercity Bus Lines-Greyhound; Vermont Transit.
Motor Freight Carriers-6.
Airlines-USAir; Brockway Air; People Express; United; Empire; Provincetown-Boston; Precision; Bar Harbor.

3 - POPULATION:
Corp. City 80 Cen. 37,712; E&P 85 Est. 39,218
CZ-ABC: (80) 54,709
RTZ-ABC: (80) 163,724
County 80 Cen. 115,534; E&P 85 Est. 121,674
MSA 80 Cen. 115,308; E&P 85 Est. 121,435
City & RTZ-ABC: (80) 218,433
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 13,107; E&P 85 Est. 13,802
CZ-ABC: (80) 19,256
RTZ-ABC: (80) 53,481
County 80 Cen. 38,528; E&P 85 Est. 41,955
MSA 80 Cen. 38,436; E&P 85 Est. 42,382
City & RTZ-ABC: (80) 72,737

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$1,362,551,000
Savings	1	$455,579,000
Savings & Loan	1	$229,981,000

6 - PASSENGER AUTOS: 265,444 (Total vehicles state)

7 - ELECTRIC METERS: Residence 13,400

8 - GAS METERS: Residence 11,368

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aircraft Armament 2,550; Computer Electronic and Components 9,450; Greater Burlington Area-Total non-farm employment 65,100; Total Mfg. 16,200; Durable Goods Mfg. 13,900; Nondurable Goods Mfg. 2,300; Total Nonmanufacturing 48,900; Contract Constr. 3,550; Transp. & Pub. Util. 2,600; Whol. & Ret. Trade Services 14,900; Fin., Ins. & Real Estate 2,750; Govt. 10,550.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 50-90; Fall 20-80; Winter -20-40; last killing frost, May 1.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on and crossing Church St. plus underground mall.

Shopping Centers-Seaway (6 units); Shelburne Rd. Plaza (23 units); Ethan Allen, North Ave. (20 units); Williston Rd. (2 units); Burlington Plaza (6 units); University Mall (43 units).

Principal Shopping Days-Food: Fri.; Others: Fri. & Sat.

Stores Open Evenings-Downtown Stores: Fri.; Burlington Square (downtown) Mall: Mon.-Fri.; University Mall: Mon.-Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Magram's; Woolworth; Hill's; Ben Franklin; Almy's; Porteus.
Discount Stores-Gaynes; K mart; Zayre; Ames; Service Mdse.
Chain Drug Stores-Mall; Brooks; Luv's; Duffy's; Welby's; City Drug.
Chain Supermarkets-Grand Union 6; P&C 4; Martin's 2; A & P 1.
Other Chain Stores-Thom McAn; Kinney; Fanny Farmer; Goodyear; Victory Auto; Pittsburgh Plate Glass; Radio Shack; Gordon Jewelry; So-Fro Fabrics; Brooks Fashions; Casual Corner; Chess King; Foxmoor; General Nutrition; Hickory Farms; Merle Norman Cosmetics; Pearle Vision Ctr.; Music Land; All Seasons Factory Outlet; Maternity Warehouse; Bass Shoes; Kids Port USA; Old Mill; Jaymar Ruby; Dress Barn; Frugal Franks; Labels for Less; Hit or Miss; Linen & Things; Anderson-Little.

14 - NEWSPAPERS: FREE PRESS (m) 51,193; (S) 50,028; Mar. 31, 1985 ABC.
Local Contact for Advertsing and Merchandising Data: Winston G. Whitney, Natl. Adv. Mgr., FREE PRESS, 191 College St., Burlington, VT 05401; Tel. (802) 863-3441.
National Representative: Gannett Media Sales.

HARTFORD, VT
See LEBANON, NH

MONTPELIER
See BARRE

NEWPORT

1 - LOCATION: Orleans County, E&P Map B-2. County Seat. Shipping ctr. for county agric. and dairy area. Ret. trade ctr.; in NE part of State on S end of Lake Memphremagog; 225 mi. from Boston; 75 mi. from Burlington; 102 mi. from Montreal. U.S. Hwy. 5.

2 - TRANSPORTATION: Railroads-Canadian Pacific, Quebec Central.
Motor Freight Carriers-1.
Intercity Bus Lines-Vt. Transit (Greyhound); Voyageur.

3 - POPULATION:
Corp. City 80 Cen. 4,756; E&P 85 Est. 5,031
County 80 Cen. 23,440; E&P 85 Est. 24,546

4 - HOUSEHOLDS:
City 80 Cen. 2,199; E&P 85 Est. 1,583
County 80 Cen. 8,097; E&P 85 Est. 8,715

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	NA
Savings	1	NA

6 - PASSENGER AUTOS: 265,444 (Total vehicles state)

7 - ELECTRIC METERS: Residence 7,820

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Railway 250 ($210); Clothing 220 ($130); Plastics 100 ($150); Plywood 100 ($160); Other Mfg. 900 ($125).

10 - CLIMATE: Min. & Max. Temp.-Spring 29-48; Summer 53-76; Fall 4-56; Winter 6-27. First killing frost, Sept. 15; last killing frost, May 15.

11 - TAP WATER: Neutral, hard.

12 - RETAILING: Principal shopping Center-5 blocks on Main; Coventry; Second Sts. and North Ave.
Shopping Center-Derby (4 mi. distant) Ames.
Neighborhood Shopping Centers-East Main St., two blocks; Lakeside Shpg. Ctr.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Needleman's.
Variety Stores-Newberry; Ames.
Chain Supermarkets-Grand Union; Fedeles' Mkt.; Shop & Save.
Other Chain Stores-Endicott-Johnson (shoes); Sears (catalog); Gladstone Shoes; Montgomery Ward.

14 - NEWSPAPERS: EXPRESS (e) 5,007; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Richard T. Rivard, Adv. Mgr., EXPRESS, Hill St., PO Box 347; Newport, VT 05855; Tel. (802) 334-6568.
National Representative: Scripps League Newspapers.

RUTLAND

1 - LOCATION: Rutland County, E&P Map A-4. County Seat. Shopping center for Central Vermont. 250 mi. from New York City; 160 mi. from Boston.

2 - TRANSPORTATION: Railroads-Vermont.
Motor Freight Carriers-9.
Intercity Bus Lines-Vermont Transit; White River; Greyhound.
Airlines-Precision.

3 - POPULATION:
Corp. City 80 Cen. 18,436; E&P 85 Est. 18,798
CZ-ABC: (80) 28,457
RTZ-ABC: (80) 108,570
County 80 Cen. 58,347; E&P 85 Est. 61,104
City & RTZ-ABC: (80) 137,027

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,973; E&P 85 Est. 6,190
CZ-ABC: (80) 10,437
RTZ-ABC: (80) 38,423
County 80 Cen. 20,604; E&P 85 Est. 22,349
City & RTZ-ABC: (80) 48,860

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$1,769,256,872
Savings	1	$168,353,420
Savings & Loan	1	$201,000,762

6 - PASSENGER AUTOS: 265,444 (Total vehicles state)

7 - ELECTRIC METERS: Residence 6,700

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Plaster; Medical Supplies; Quarrying; Dresses; Jet Turbine Components; Printing; Direct Mail Adv.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-3 blocks on Merchants Row, 2 on West St., 1 on Center St., 2 on Wales St., 1 on Evelyn St.
Shopping Centers-Green Mt. Plz., Rutland Plz., Rutland Mall; Tenny Brook Mini-Mall; Stony Brook Plz.; Woodstock Ave. Mini-Mall.
Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Thur., Fri.; Mall nightly except Sun.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward.
Discount Stores-Ames; K mart; Zayre.
Variety Stores-Woolworth; Rix; Duffys; CVS; Rite-Aid.
Chain Supermarkets-Red & White 2; IGA 3; First National 2; Grand Union; Martin's.

14 - NEWSPAPERS: HERALD (m) 22,750; (S) 20,683; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Peter Kenyon, Retail Adv. Mgr., HERALD, 27 Wales Street, Rutland, VT 05701; Tel. (802)775-5511.
National Representative: Landon Associates.

ST. ALBANS

1 - LOCATION: Franklin County, E & P Map A-2. County Seat. 3 mi. E of St. Albans Bay on Lake Champlain; 28 mi. N of Burlington. On U.S. Hwys. 7, I-89.

2 - TRANSPORTATION: Railroads-Central Vermont.

3 - POPULATION:
Corp. City 80 Cen. 7,308; E&P 85 Est. 7,230
County 80 Cen. 34,788; E&P 85 Est. 36,456
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 3,913; E&P 85 Est. 2,512
County 80 Cen. 11,386; E&P 85 Est. 12,507

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$350,000,000

6 - PASSENGER AUTOS: 265,444 (Total vehicles state)

7 - ELECTRIC METERS: Residence 9,000

8 - GAS METERS: Residence 1,600

9 - PRINCIPAL INDUSTRIES: Agriculture; Flashlights; Pulp & Paper; Software; Machine Shop; Milk Processing; Cheese; Printing.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: Shopping Centers-Downtown; St. Albans; W.M. Doolin; St. Albans Electric; Nates; Anthony Stevens; Federal Establishment; Lorraine's; Bernos; Rixon's.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Highgate Plz.(12)	NA	Woolworth, Kinney Drugs, Martin's
St. Albans (15)	NA	JCPenney, Ben Franklin, Grand Union

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-Ben Franklin; Woolworth.
Discount Stores-Ames; Kinney Drug; Brooks.
Chain Supermarkets-Grand Union, Martin's; Blouin's IGA.

14 - NEWSPAPERS: MESSENGER (e-mon to fri; m-sat) 4,191; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Stanley R. Cummings, Adv. Mgr., MESSENGER, 281 N. Main St., St. Albans, VT 05478; Tel. (802) 524-2104.
National Representative: None.

ST. JOHNSBURY

1 - LOCATION: Caledonia County, E&P Map C-3. County Seat. Shipping ctr. for Caledonia and Essex Counties; dairy area; maple sugar ctr.; NE part of state; U.S. Hwys. 2, 5, I-91, I-93; 188 railroad mi. from Boston, MA; 317 mi. from N.Y.C.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Maine Central.
Motor Freight Carriers-4.
Intercity Bus Lines-Vermont Transit.

3 - POPULATION:
Corp. City 80 Cen. 7,938; E&P 85 Est. 7,887
CZ-ABC: (80) 7,938
RTZ-ABC: (80) 50,790
County 80 Cen. 25,808; E&P 85 Est. 26,516
City & RTZ-ABC: (80) 58,728

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,131; E&P 85 Est. 2,759
CZ-ABC: (80) 3,131
RTZ-ABC: (80) 17,943
County 80 Cen. 9,225; E&P 85 Est. 9,818
City & RTZ-ABC: (80) 21,074

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	NA	$246,000,000

6 - PASSENGER AUTOS: 265,444 (Total vehicles state)

7 - ELECTRIC METERS: Residence 5,423

8 - GAS METERS: Residence 729

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Scales 800; Freight 118; Paper 600; Tap & Die Workers 300; Maple Prod. 100; Sand & Gravel 325; Electronic 170; Electronics 245.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-54; Summer 54-90; Fall 36-57; Winter 7-28. First killing frost, Sept. 20; last killing frost, May 25.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-2 blocks on Railroad St., 3 on Eastern Ave., 1 on Main St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Green Mountain Mall(8)	NA	Fayva, Radio Shack
St. Johnsbury Plz.	NA	P&C Supermarket

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Hoveys, JCPenney.
Variety Stores-Brooks Drugs.
Discount Stores-Ames; Zayre.
Chain Supermarkets-Shop & Save 3; P&C.
Other Chain Stores-Sears; Aubuchon Hdwe.; Fayva; Radio Shack.

14 - NEWSPAPERS: CALEDONIAN-RECORD (e) 9,358; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: John E. Byrne, Gen. Mgr., CALEDONIAN-RECORD, 25 Federal St., St. Johnsbury, VT 05819; Tel. (802) 748-8121.
National Representative: Landon Associates.

WHITE RIVER JUNCTION, VT
See LEBANON

Late news about
NEWSPAPER
MARKETS
appears weekly in
Editor &
Publisher

11 West 19th Street
New York, N.Y. 10011

VIRGINIA SURVEYS

METROPOLITAN STATISTICAL AREAS

Charlottesville-Charlottesville city; Albemarle, Fluvanna and Greene Counties.
Danville-Danville city; Pittsylvania County.
Johnson City-Kingsport-Bristol, Tenn.-Va.-Carter, Hawkins, Sullivan, Unicoi and Washington Counties, Tenn.; Bristol city, Scott and Washington Counties, Va.
Lynchburg-Lynchburg city, Amherst and Campbell Counties.
Norfolk-Virginia Beach-Newport News-Chesapeake, Hampton, Newport News, Norfolk, Poquoson, Portsmouth, Suffolk, Virginia Beach and Williamsburg cities; Gloucester, James City and York Counties.
Richmond-Petersburg-Colonial Heights, Hopewell, Petersburg and Richmond cities; Charles City, Chesterfield, Dinwiddie, Goochland, Hanover, Henrico, New Kent, Powhatan and Prince George Counties.
Roanoke-Roanoke and Salem cities; Botetourt and Roanoke Counties.
Washington, D.C.-Md.-Va.-District of Columbia; Alexandria, Fairfax, Falls Church, Manassas and Manassas Park cities, Va.; Arlington, Fairfax, Loudoun, Prince William and Stafford Counties, Va.; Calvert, Charles, Frederick, Montgomery, and Prince George's Counties, Md.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1986
Under 5 Years	392	361	390
5-14 Years	930	818	883
15-24 Years	882	1,036	1,119
25-44 Years	1,164	1,591	1,718
45-64 Years	917	1,035	1,117
65 and Over	367	505	545
TOTAL	4,652	5,346	5,772

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

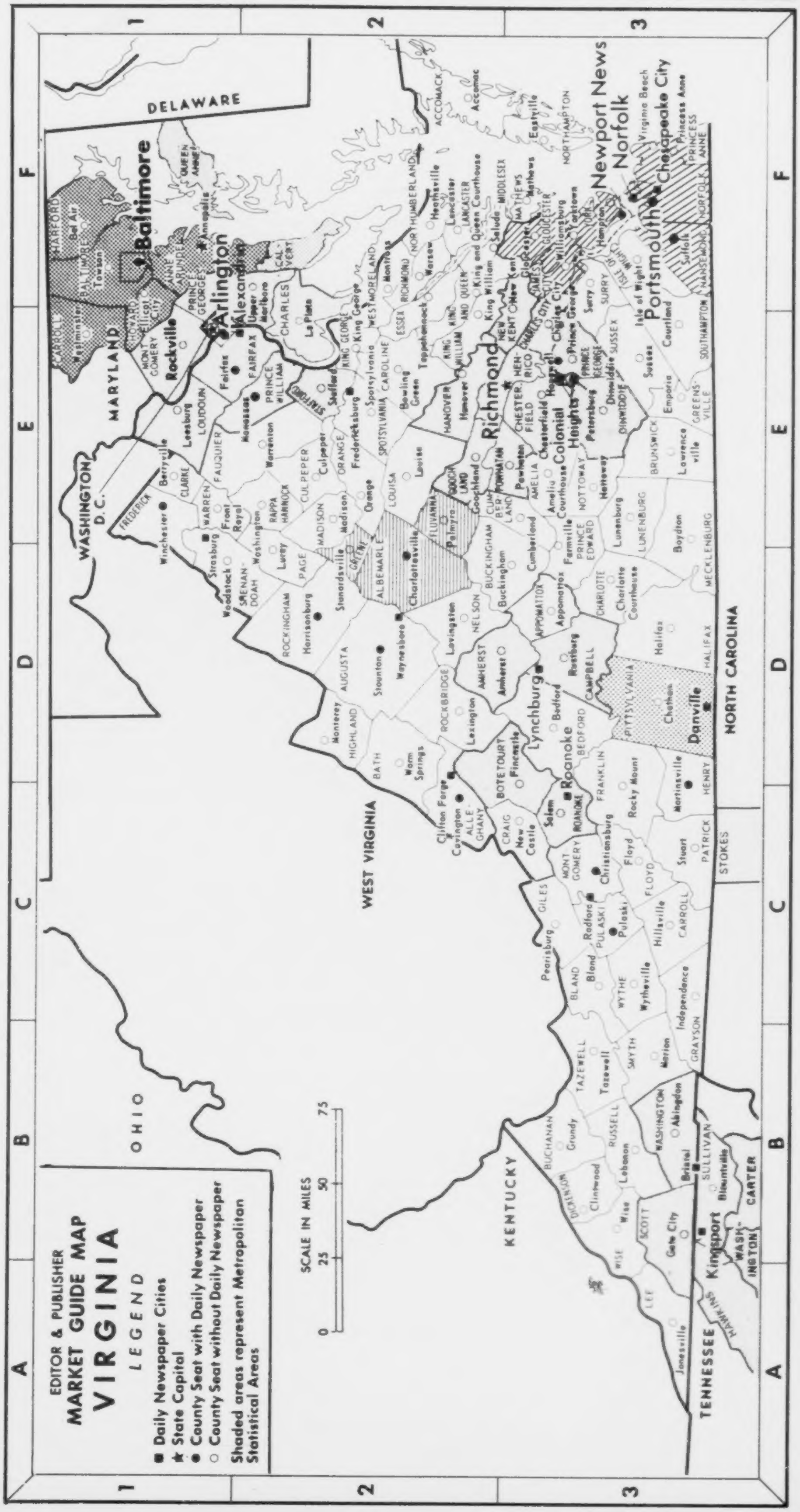
Kind of Business	1977 Census	1982 Census	1986 Est.
Bldg. Mat./Hdwr	813	1,066	1,612
General Mdse	2,215	2,868	3,829
Food	3,712	5,735	7,186
Automobiles	3,540	4,541	7,774
Gasoline Stations	1,481	2,394	2,672
Apparel	729	1,227	1,701
Furniture	740	1,135	1,855
Eat-Drink Places	1,239	2,111	2,847
Drugs	591	875	1,241
TOTAL SALES	16,545	24,706	33,325

ALEXANDRIA

1 - LOCATION: Independent City connected with Arlington and Fairfax Counties (In Washington, DC-MD-VA-MSA). E&P Map E-1. Residential center. 6 mi. S of Washington, DC. On Potomac River and U.S. Hwy. 1.

2 - TRANSPORTATION: **Railroads**-A.C.L.; C&O; N&W; Richmond, Fredericksburg & Potomac; Southern; Washington; B&O; Conrail; Amtrak; Chessie.
Motor Freight-All operating in East (41 in MSA).
Intercity Bus Lines-Richmond Greyhound; Metro Bus; Continental Trailways; Gold Line; Colonial Transit.
Airlines-Major airlines National Airport in Arlington.

3 - POPULATION:
Corp. City 80 Cen. 103,217; E&P 85 Est. 105,133
Counties 80 Cen. 749,500; E&P 85 Est. 838,932
Arlington 80 Cen. 152,599; E&P 85 Est. 157,095
Fairfax 80 Cen. 596,901; E&P 85 Est. 681,837
MSA 80 Cen. 3,250,392; E&P 85 Est. 3,452,711
JOURNAL:
NDM-ABC: (80) 103,217


EDITOR & PUBLISHER
MARKET GUIDE MAP
VIRGINIA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0
25
50
75
DELAWARE
MARYLAND
WASHINGTON D.C.
WEST VIRGINIA
OHIO
KENTUCKY
TENNESSEE
NORTH CAROLINA
Baltimore
Arlington
Alexandria
Rockville
Richmond
Colonial Heights
Newport News
Norfolk
Portsmouth
Chesapeake City
Lynchburg
Roanoke
Danville
Kingsport
A
B
C
D
E
F
1
2
3

4 - HOUSEHOLDS:
City 80 Cen. 49,004; E&P 85 Est. 51,489
Counties 80 Cen. 276,781; E&P 85 Est. 318,254
  Arlington 80 Cen. 71,615; E&P 85 Est. 76,107
  Fairfax 80 Cen. 205,166; E&P 85 Est. 242,147
MSA 80 Cen. 1,173,172; E&P 85 Est. 1,281,060
JOURNAL
NDM-ABC: (80) 49,004

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	14	$7,000,000,000
Savings & Loan	9	$4,100,000,000

6 - PASSENGER AUTOS: Counties: Arlington 105,653; Fairfax 468,016

7 - ELECTRIC METERS: Residence 32,373; MSA 873,200

8 - GAS METERS: Residence 18,361; MSA 565,320

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electronics 850; Iron Works 200; Dairy Prod. 365; Paper Cups 150; Shades & Awnings 200; Concrete Products 170; Services 14,000; Wholesale & Retail Trade 13,000; Government 8,000; Trans. & Public Utilities 5,000.
Principal Industrial Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 66-90; Fall 58-71; Winter 20-45. First killing frost, Nov. 27; last killing frost, Mar. 10.

11 - TAP WATER: Slightly alkaline, medium soft.

12 - RETAILING: **Principal Shopping Centers**-9 blocks on King St., 5 on Washington St., 10 on Mt. Vernon Ave; Landmark Center.
Neighborhood Shopping Centers-Braddocks and Seminary Rds.; Mt. Vernon Ave. and Russell Rd.; 600 block, Belle View Blvd.; N. Kings Hwy. (Jefferson Manor); Tavern Square; Duke St.; Landmark; Springfield Mall; Hybla Valley Plaza; Woodlawn; Ingelside Plaza.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Arlandria(35)	3	Kinney
Beacon Mall(28)	6	Giant Food
Belle View(30)	2	Safeway, People's Drugs
Farlington(12)	3	NA
Hollin Hall(9)	5	Drug Fair
Penn Daw(10)	4	Dart Drugs, K mart, Grand Union
Virginia Plaza(19)	NA	Hecht's, Evan Products

Principal Shopping Days-Department Stores-Mon., Fri., Sat.; Food-Fri., Sat.
Stores Open Evenings-Dept.-Thur., Fri.; Food every evening.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Hecht; Montgomery Ward; Woodward & Lothrop; Garfinckels.
Discount Stores-Luskin Sales; Zayre; Memco; K mart; Evans; Best.
Variety Stores-G.C. Murphy; H.L. Green.
Chain Drug Stores-Peoples 31; Drug Fair 13; Dart 10; Luskin 2; Revco.
Chain Supermarkets-Acme 2; Safeway 14; IGA 2; A&P 2; Giant 8; Cook 2; Basics 1.
Other Chain Stores-Lerner's (Ladies); Pep Boys; Penn-Jersey; Hi-Gear (Automotive); Western Auto; Goodyear; Talbots; Castlebergs; MTW; Market Tire.

14 - NEWSPAPERS: GAZETTE (e) 8,473; CAC Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: Ellen Taggert, Adv. Dir., GAZETTE, 717 No. St. Asaph St., Alexandria, VA 22314; Tel. (703) 549-0004.
National Representative: Landon Associates.
JOURNAL (m-mon to fri) 5,753; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Michael Veitch, V.P. Sales & Mktg., JOURNAL, Springfield, VA 22159; Tel. (703) 750-8100.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

ARLINGTON

1 - LOCATION: County seat in Arlington County. (In Washington, DC-MD-VA MSA). E&P Map E-1. This Northern Virginia-trading area is central to Arlington and Fairfax Counties and the cities of Falls Church and Alexandria. Residential center, immediately W and S of Washington, DC, on the Potomac River and Hwys. 1, 50, 29-211, Interstate 66, Capital Beltway, and access road to Dulles Intern[illegible]l Airport.
Motor Freight-All operating in the East (41 in SMSA).
Intercity Bus Lines-Greyhound; Trailways; Gold Line; Colonial Transit.
Airlines-Major national and international airlines at Washington, DC.

3 - POPULATION:
City/County 80 Cen. 152,599; E&P 85 Est. 157,095
MSA 80 Cen. 3,250,392; E&P 85 Est. 3,452,711
JOURNAL
NDM-ABC: (80) 152,599

4 - HOUSEHOLDS:
City/County 80 Cen. 71,615; E&P 85 Est. 76,107
MSA 80 Cen. 1,112,579; E&P 85 Est. 1,281,060
JOURNAL
NDM-ABC: (80) 71,615

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	17	$500,000,000
Savings & Loan	13	$150,000,000

6 - PASSENGER AUTOS: County 105,653

7 - ELECTRIC METERS: Residence 138,470; MSA 873,200

8 - GAS METERS: Residence 96,886; MSA 565,320

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Retail Trade 22,950; Electronic Research 16,675; Transp. & Pub. Utility 14,850; Const. 14,000; Fin., Ins. & Real Est. 5,500; Mfg. Prod. 4,575; Wholesale 4,300; Govt. 9,400; Total Private Ind. 92,300; Federal Govt. 101,550 (Military Personnel undisclosed); Total 193,850 plus Military.
Principal Pay Days-1st and 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 66-90; Fall 50-71; Winter 20-45. First killing frost, Nov. 27; last killing frost, Mar. 10.

11 - TAP WATER: Slightly alkaline, medium soft.

12 - RETAILING:
Arlington County-Buckingham; Cherrydale; Clarendon; Columbia Pike; Courthouse; Crystal City; East Falls Church; Harrison-Lee; Jeff Davis; Lee; Lexington; North Arlington; Parkington; Rosslyn; Shirlington; South 23rd St.; Virginia Square; Washington-Lee; Westover.
Fairfax County-Tyson's Corner; Springfield Mall; Landmark Center; Seven Corners; McLean; Herndon; Vienna; Fairfax City; Centerville; Clifton; Merrifield; Graham Road; Jefferson Village; Falls Church-Downtown West End; Falls Plaza; Willston; Culmore; Bailey's Crossroads; Annandale; Lincolnia; Springfield; Franconia; Jefferson Manor; Belle View and Hollin Hall; Fair Oaks Mall.
Principal Shopping Days-Department Stores-Mon., Fri., Sat.; Food-Thur., Fri., Sat.
Stores Open Evenings-Most open every evening.

13 - RETAIL OUTLETS: **Department Stores**-Hecht 3; Woodward & Lothrop 3; Sears 3; Garfinckel's 4; Montgomery Ward 2; JCPenney 2; Lord & Taylor 2; Bloomingdale's.
Variety Stores-Ayers; Ben Franklin 2; Gregg; McCrory; Murphy; Robertson's; Super Giants.
Discount Stores-Zayre; K mart; Woolco; Bradlees.
Chain Drug Stores-Peoples 24; Drug Fair 22; Dart 17; Preston's 2; Standard.
Chain Supermarkets-A&P 8; Giant Foods 21; 7-Eleven 41; Safeway 37; High's Dairy 28; Westmont 2.
Other Chain Stores-Hahn's Shoe 5; Lerner's 3; Penn Jersey 3; Western Auto 3; National Shoe 2; Firestone; Goodrich Market Tire; Goodyear; Panelrama.

14 - NEWSPAPERS: NORTHERN VIRGINIA SUN (m) 16,604; sworn Sept. 30, 1984 CAC.
Local Contact for Advertising and Merchandising Data: Karol Snyder, Adv. Dir., NORTHERN VIRGINIA SUN, 1227 N. Ivy St., Arlington, VA 22201; Tel. (703) 524-3000.
National Representative: Landon Associates.
JOURNAL (m-mon to fri) 10,459; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Geoffry Edwards, Pub., The Journal Newspapers, Springfield VA 22159; Tel. (703) 750-8100.
National Representative: U.S. Suburban Press.

BLUEFIELD, VA
See BLUEFIELD, WV

BRISTOL, VA-TN

1 - LOCATION: Independent City in Washington County, VA & city in Sullivan County, TN (In Johnson City-Kingsport-Bristol, TN-VA MSA) E&P Map B-3 and Map (TN) F-1. Bristol is on the Tennessee-Virginia State line running through center of city, 110 airline mi. NE, and 125 rail mi. from Knoxville, TN, 150 mi. W of Roanoke, VA On U.S. Hwys. 11, 19, 58, 421 & I-81.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western; Southern Railways (Southern Railway to South western Virginia coal fields).
Motor Freight Carriers-9.
Intercity Bus Lines-Greyhound; Yellow Coach; Bristol-Jenkins; Continental Tennessee Trailway; City Bus System.
Airlines-Piedmont; USAir; Atlantic Southeast; Wheeler; Tennessee Airways; Eastern Metro.

3 - POPULATION:
Corp. Cities 80 Cen. 43,028; E&P 85 Est. 44,940
  Bristol, TN 80 Cen. 23,986; E&P 85 Est. 24,856
  Bristol, VA 80 Cen. 19,042; E&P 85 Est. 20,084
CZ-ABC: (80) 50,089
RTZ-ABC: (80) 267,515
Counties 80 Cen. 190,455; E&P 85 Est 197,277
  Sullivan, TN 80 Cen. 143,968; E&P 85 Est. 149,186
  Washington, VA 80 Cen. 46,487; E&P 85 Est. 48,091
MSA 80 Cen. 433,638; E&P 85 Est. 452,521
City & RTZ-ABC: (80) 317,604
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 16,543; E&P 85 Est. 17,891
  Bristol, TN 80 Cen. 9,305; E&P 85 Est. 9,988
  Bristol, VA 80 Cen 7,238; E&P 85 Est. 7,903
Counties 80 Cen. 67,888; E&P 85 Est. 72,479
  Sullivan, TN 80 Cen. 52,022; E&P 85 Est. 55,590
  Washington, VA 80 Cen. 15,866; E&P 85 Est. 16,889
CZ-ABC: (80) 18,935
RTZ-ABC: (80) 91,241
MSA 80 Cen. 154,169; E&P 85 Est. 165,890
City & RTZ-ABC: (80) 110,176

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	NA
Savings & Loan	3	NA

6 - PASSENGER AUTOS: Sullivan Co. (TN) 112,331; Washington Co. (VA) 27,866; Bristol City (VA) 11,353

7 - ELECTRIC METERS: Residence 34,846; Bristol, VA 12,960; Bristol, Tn 21,946

8 - GAS METERS: Residence 3,957

9 - PRINCIPAL INDUSTRIES: Food; Textile; Chemical; Metal Work; Electronics; Wood Works; Printing & Publishing; Stone, Clay & Glass Pdts.; Mining Equip.
Principal Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-92; Summer 52-93; Fall 6-86; Winter 4-75. First killing frost, Oct. 12; last killing frost, Apr. 18.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Downtown Shopping Center**-16 blocks on State St.; 3 on Shelby St.; 2 on Moore St.; 2 on Pennsylvania Ave.; 2 on 6th & 7th Sts.; 2 on Piedmont St. & Commonwealth Ave.
Neighborhood Shopping Centers-Lee Garden Section; Cedar Valley; Edgemont; Hill's Shpg. Ctr.; Howard Bros. Volunteer Pkwy.; Bristol Mall, Gate City Hwy. & I-81. Approx 70 stores. K mart, Bountville Hwy; K mart, Volunteer Pkwy.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Southside	2	Winn-Dixie
Bristol Plaza(9)	2	Kroger, Heck's, Super X
Giant Plaza South	1	Giant, Revco
Hills Volunteer	2	Hills
Giant Plaza West	1	Giant, Revco
Southgate	2	Kroger, SupeRx, K mart
Westridge Plz.(9)	1	Wal-Mart, Food Lion
Food Lion/Lee Hwy.(5)	3	Food Lion, Revco

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Downtown-Fri.; Major food & chain drug-Mon. through Fri.; Bristol Mall Merchants and Discount Stores-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Parks-Belk; JCPenney; Sears; Millers.
Discount Stores-Howard Bros.; Hills; J&M Wholesale Co.; K mart 2; Heck's; Wal-Mart.
Variety Stores-Woolworth; McCrory; Dollar General; Family Dollar 2.
Chain Drug Stores-Revco 4; SupeRx 2; Eckerd 2.
Chain Supermarkets-Kroger 2; Winn-Dixie 2; Thrifty 2; Hurt's; Food City 2; Food Country 2; Food Lion 2.
Other Chain Stores-Lerner's (women's); Lowes; Firestone; Free Service; Family Dollar; Zale's; Pic Way Shoe; Paty; Singer Co.; Advance Auto 2; Western Auto; Ball Bros. Furn.; Sherwin-Williams; Nettie Lee Boy & Girl Shop; Rush Electronics; Ford Shoes; Hickory Farms; Hanover Shoes; Gordon Jewelry; Kinney Shoes; Radio Shack; Brooks Fashion; Butler Shoes; Wrangler Wranch; Port 'o' Call Records; C & H Rauch; Goody's; Sidney's.

14 - NEWSPAPERS: HERALD-COURIER (all day-mon to fri) 42,356; (m-mon to fri) 35,895; VIRGINIA-TENNESSEAN (e-mon to fri) 7,249; HERALD-COURIER, VIRGINIA TENNESSEAN (m-sat) 40,604; (S) 41,829; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Lee Owens, Adv. Dir., HERALD-COURIER, VIRGINIAN-TENNESSEAN, 320 Morrison Blvd., Bristol, VA 24201; Tel. (703) 669-2181.
National Representative: Branham/Newspaper Sales.

CHARLOTTESVILLE

1 - LOCATION: Independent City connected with Albemarle County (In Charlottesville MSA). E&P Map D-2. County Seat. Univ. and agric. mfg. ctr. 133 mi. by rail & 117 hwy. mi. S of Washington, DC; 66 mi. W of Richmond, Va. On U.S. Hwy. 29 N & S; U.S. 250 E & W & State Hwy. 20; I-64.

2 - TRANSPORTATION: **Railroads**-Southern; C&O.
Motor Freight Carriers-5.
Airlines-Piedmont; Air Virginia.

3 - POPULATION:
Corp. City 80 Cen. 45,010; E&P 85 Est. 42,434
NDM-ABC: (80) 155,200
County 80 Cen. 50,689; E&P 85 Est. 60,948
MSA 80 Cen. 113,568; E&P 85 Est. 123,178

4 - HOUSEHOLDS:
Corp. City 80 Cen. 15,706; E&P 85 Est. 16,923
NDM-ABC: (80) 54,424
County 80 Cen. 18,561; E&P 85 Est. 21,355
MSA 80 Cen. 40,241; E&P 85 Est. 45,093

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$1,904,865,000
Savings & Loan	4	$203,000,000

6 - PASSENGER AUTOS: County 39,225

7 - ELECTRIC METERS: Residence 28,439

8 - GAS METERS: Residence 11,010

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Univ. Research & Medical Ctr. 5,500; Electronic Equip. 3,049; Frozen Foods 1,450; Nylon & Rayon Acetate 1,100; Office Record Equip. 800.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-75; Summer 50-92; Fall 35-85; Winter 10-65. First killing frost, Nov. 24; last killing frost, Apr. 5.

11 - TAP WATER: Ph7; very soft (Less than 2 G.P.G.); fluoridated (1 ppm).

12 - RETAILING: **Principal Shopping Center**-10 blocks on E. Main St.
Neighborhood Shopping Centers-Univ.; W. Main St.; K mart; Univ. Shpg. Ctr.; Ivy Sq.; Woodbrook.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Albermarle Sq.(41)	NA	Safeway, Drug Fair
Barracks Rd.(64)	NA	A&P, Kroger
Charlottesville(75) Fashion Sq.	NA	JCPenney, Miller & Rhoads, Sears
Meadowbrook(10)	NA	Carriage Food House
Preston Plz.(15)	NA	Preddy Jewelers, Schwinn Ctr.
Shoppers World(20)	NA	A&P, Dart Drug

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown-Fri.; Brks. Rd.-Mon. through Fri.
Stores Open Sundays-Food and drug stores.

13 - RETAIL OUTLETS: **Department Stores**-Miller & Rhoads 2; C.H. Williams; Wiley's; Sears; K mart; Leggetts; JCPenney.
Chain Drug Stores-Standard; Peoples; Dart; Drug Fair; SupeRx; Revco.
Chain Supermarkets-Safeway 4; A&P 2; Kroger; Reid Super Save 2; IGA; Food Lion 3.
Other Chain Stores-Kane Furn.; H&M Shoe; A&N 2; Shoe Ctr.; Advance; Keystone Shoes; Rose's; Woolworth; Firestone; Glassner; Moores; Lowes; Best Prod.

14 - NEWSPAPERS: PROGRESS (e) 31,620; (S) 32,777; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Lewis B. Spence, Adv. Dir., PROGRESS, PO Box 9030, Charlottesville, VA 22902; Tel. (804) 978-7220.
National Representative: Landon Associates.

CHRISTIANSBURG

1 - LOCATION: In Montgomery County. County Seat. E&P Map C-3. 200 mi. SW of Richmond. On Route 460.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western.

Motor Freight Carriers-United Parcel; Purolator Service.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Piedmont; Eastern.

3 - POPULATION:
Corp. City 80 Cen. 10,345; E&P 85 Est. 10,773
County 80 Cen. 63,516; E&P 85 Est. 67,541

4 - HOUSEHOLDS:
City 80 Cen. 3,929; E&P 85 Est. 4,325
County 80 Cen. 20,831; E&P 85 Est. 22,903

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	6	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: County 35,668

7 - ELECTRIC METERS: Residential Appalachian Power 23,950; V.P.I. 4,500

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Furniture; Arsenal; Electric Tech.; A.T.& T.; Harvey Hubbell, Inc.; Federal Mogul Corp.; Inland Motors; Christiansburg Garment; Lynchburg Foundry; Poly-Scientific; Volvo-White Truck Corp; New River Textiles.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 70-90; Fall 60-75; Winter 0-40. First killing frost, Sept. 20; last killing frost, May 15.

11 - TAP WATER: Hard & alkaline.

12 - RETAILING: **Principal Shopping Center**-University Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
University(36)	1	
Gables(21)	0	Leggetts
Blackbury Sq (4)	0	Lowes Foods
Hills(5)	9	Hills
Northgate Vlg.(7)	4	Food World, Roses

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Discount Stores**-National Stores; K mart; Pic 'N Pay Shoes; Hills; Family Dollar; Heck's; Rose's.
Variety Stores-Fenton Hdwe.; Pic 'N Save.
Chain Drug Stores-Eckerd; Peoples; Revco.
Chain Supermarkets-Kroger; Lowes; Food Lion; Food World.
Other Chain Stores-Sears; Heironimus; Leggetts.

14 - NEWSPAPERS: NEWS MESSENGER (e-tues to fri) 6,021; (S) 7,065; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Shelby Roope, Adv. Dir., NEWS MESSENGER, PO Box 419, Christiansburg, VA 24073; Tel. (703) 382-6171.
National Representative: Landon Associates.

CLIFTON FORGE

1 - LOCATION: Independent City. Connected with Alleghany County. E&P Map D-2. 49 mi. N of Roanoke. On U.S. Hwys. 60, 220, I-64.

2 - TRANSPORTATION: **Railroads**-Railroad junction on C & O, terminal for 3 divisions.
Motor Freight Carriers-17.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 5,046; E&P 85 Est. 5,071
County 80 Cen. 14,333; E&P 85 Est. 17,176

4 - HOUSEHOLDS:
Corp. City 80 Cen. 1,896; E&P 85 Est. 1,940
County 80 Cen. 4,851; E&P 85 Est. 6,041

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$36,534,374
Savings & Loan	1	$7,344,534

6 - PASSENGER AUTOS: City 2,697; County 9,201

7 - ELECTRIC METERS: Residence 2,016

8 - GAS METERS: Residence 1,940

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-R.R. 1,000; Rubber 550; Dental Mfg. 100; Knitwear Mfg. 475; Hospital 500. Annual Payroll $15,000,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 23-85; Summer 52-95; Fall 17-85; Winter 10-75. Elevation, 1,065 to 1,200 ft.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Oak Hill(5)	NA	SupeRx, Kroger

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Leggett's.
Variety Stores-Dollar General; Super Dollar; Family Dollar.
Chain Drug Stores-SupeRx; Thrift.
Chain Supermarkets-A&P; Kroger; Safeway.
Other Chain Stores-Sears (catalog); Western Auto; Goodyear; Cato's; TV Stamps; Montgomery Ward.

14 - NEWSPAPERS: REVIEW (e-mon to fri) 2,693; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Jerry E. Clark, Pub., REVIEW, 1 Jackson St., PO Box 352, Clifton Forge, VA 24422; Tel. (703) 862-4139.
National Representative: General Advertising Service.

COVINGTON

1 - LOCATION: Independent City in center of Alleghany County. E&P Map C-2. County Seat. On Jackson River, tributary of James River. On U.S. Hwys. 60, 220, I-64; State Hwy. 18.

2 - TRANSPORTATION: **Railroads**-C&O; Railpax.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,063; E&P 85 Est. 8,364
CZ-ABC: (80) 9,063
RTZ-ABC: (80) 32,536
County 80 Cen. 14,333; E&P 85 Est. 17,176
City & RTZ-ABC: (80) 41,599
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,511; E&P 85 Est. 3,348
CZ-ABC: (80) 3,511
RTZ-ABC: (80) 11,327
County 80 Cen. 4,851; E&P 85 Est. 6,041
City & RTZ-ABC: (80) 14,838

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$732,000,000
Savings & Loan	1	$350,000,000

6 - PASSENGER AUTOS: City 4,952; County 9,201

7 - ELECTRIC METERS: Residence 3,600

8 - GAS METERS: Residence 4,235

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper 1,825 ($255); Synthetic Fiber 800 ($190).

10 - CLIMATE: Min. & Max. Temp.-Spring 45-80; Summer 70-95; Fall 35-85; Winter 10-70.

11 - TAP WATER: Medium alkaline.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mallow Mall(13)	NA	K mart, Thrift Drug
Red Oak(6)	NA	Krogers, SupeRx, Family Dollar

Principal Shopping Days-Thur. through Sun.
Stores Open Evenings-Groceries-Thur. & Fri.; dept., furn. & jewelry-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Leggetts; JCPenney; Sidney's; Dollar General Stores; Aides; K mart; Rose's.
Chain Drug Stores-SupeRx; Thrift.
Chain Supermarkets-Kroger; Safeway; Mick-or-Mack.

14 - NEWSPAPERS: VIRGINIAN (e) 8,467; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Horton P. Beirne, Gen. Mgr., VIRGINIAN, 343 Monroe Ave., Covington, VA 24426; Tel. (703) 962-2121.
National Representative: Landon Associates.

CULPEPER

1 - LOCATION: Culpeper County, County Seat, E&P Map E-2. Manufacturing and agricultural center NW portion of state, 65 mi. SW of Washington, D.C.; 85 mi. NW of Richmond, VA.

2 - TRANSPORTATION: Railroads-Southern.
Intercity Bus Lines-Trailways; Greyhound.
Motor Freight Carriers-15.

3 - POPULATION:
Corp. City 80 Cen. 6,621; E&P 85 Est. 7,673
County 80 Cen. 22,620; E&P 85 Est. 25,013
NDM-ABC: (80) 56,296

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,611; E&P 85 Est. 2,977
County 80 Cen. 7,605; E&P 85 Est. 8,668
NDM-ABC: (80) 18,694

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$75,648,053
Savings & Loan	1	$124,700,000

6 - PASSENGER AUTOS: County 15,594

7 - ELECTRIC METERS: Residence County 3,914

8 - GAS METERS: Residence 2,479

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners -Metal Working & Casting 1,195; Sewing 480; Light Mfg. 735; Highway & Communications 570.
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Mean Temperatures-Summer 76; Winter 35. First killing frost, Sept. 25; last killing frost, Apr. 16.

11 - TAP WATER: Soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Culpeper(26)	1	A&P, Drug Fair
Meadowbrook	NA	Food Lion, Revco, Aides
Southgate(18)	1	People's Drug, Safeway, Jamesway

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Department.

13 - RETAIL OUTLETS: **Department Stores**-Leggetts; Lerner's; Fashion Shop.
Variety Stores-Newberry; G.C. Murphy; Aides; Jamesway.
Chain Supermarkets-Safeway; A&P; Food Lion.
Chain Drug Stores-Drug Fair; Peoples; Revco.
Other Chain Stores-Firestone; Western Auto; A&N Men's Clothing; Sears (catalog); Montgomery Ward.

14 - NEWSPAPERS: STAR-EXPONENT (m) 7,292; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Linda Jackson, STAR-EXPONENT, 122 W. Spencer St., Culpeper, VA 22701; Tel. (502) 825-0771.
National Representative: Landon Associates.

DANVILLE

1 - LOCATION: Independent City connected with Pittsylvania County (MSA). E&P Map D-3. Industrial center 50 mi. N of Greensboro, NC; 70 mi. S of Lynchburg; 150 mi. from Richmond. On U.S. Hwys. 29, 58, 360; State Hwy. 86.

2 - TRANSPORTATION: **Railroads**-Norfolk/Southern; Carolina & Northwestern.
Intercity Bus Lines-Greyhound; D&M; Trailways; Silver Fox; Safety.
Airlines-Wheeler Aviation.

3 - POPULATION:
Corp. City 80 Cen. 45,642; E&P 85 Est. 48,572
CZ-ABC: (80) 62,550
RTZ-ABC: (80) 72,271
County 80 Cen. 66,147; E&P 85 Est. 68,435
MSA 80 Cen. 111,789; E&P 85 Est. 117,007
City & RTZ-ABC: (80) 134,821

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,511; E&P 85 Est. 19,209
CZ-ABC: (80) 23,474
RTZ-ABC: (80) 23,802
County 80 Cen. 22,147; E&P 85 Est. 23,646
MSA 80 Cen. 39,658; E&P 85 Est. 42,855
City & RTZ-ABC: (80) 47,276

5 - BANKS	**NUMBER**	**DEPOSITS**
National	3	$145,346,211
State	5	(incl. above)

6 - PASSENGER AUTOS: City 27,797; County 43,064

7 - ELECTRIC METERS: Residence 31,429

8 - GAS METERS: Residence (Nat. Gas) 31,429

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textiles 8,297; Tobacco 2,196; Lumber & Wood Prods. 166; Comm. Steel Saw 527; Glass 740; Apparel 1,213; Rubber Prods. 2,250; Food Prods. 352; Printing & Pub. 220; Mobile Homes 228.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Sherwood(21)	2	Sherwood House Furn.
Danville Plaza	4	Value City, Food World
Riverside(29)	6	Roses, Winn-Dixie
K mart	6	K mart, Food Lion
Ballou Park	5	Food Lion, JCPenney
Dan River Plaza(4)	6	Eckerd, Family Dollar
Nor-Dan(18)	7	Bestway Foods, Winn-Dixie, Belk's
Fairgrounds Plz (9)	3	Kroger, Heck's, SuperRx
North Danville(8)	4	Old Dutch Mkt.
Piney Forest(3)	6	Food Lion, Revco
Piedmont Mall		Belk-Legget, JCPenney, Hills, Globman's

Principal Shopping Days-Thur. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Peebles; Thalhimer's 2; Leggetts 2; JCPenney; Sears.
Variety Stores-Woolworth; Rose's; G.C. Murphy.
Chain Drug Stores-Johnson Rexall; Peoples; Revco 2; Key Rexall; SupeRx 2; Thrift; Johnson Drug 2; Professional Phcy. 2; Eckerd.
Discount Stores-K mart; Value City; Heck's; Hills.
Chain Supermarkets -Big Star; Old Dutch 5; Winn-Dixie 2; Bestway; Food World; Food Lion 3; Eddie's.
Other Chain Stores-Diana Shop; Butler Shoes; Eleanor; Sherwin-Williams 2; Pic-Way; Goodyear; PPG Paint; Schewel's Furn.; Western Auto; Advance; Olan Mills; Glen More.

14 - NEWSPAPERS: REGISTER (m-mon to fri) 7,768; BEE (e-mon to fri) 18,293; REGISTER (m-sat) 22,645; REGISTER (S) 27,833; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: George L. Robinette, Adv. Dir., REGISTER and BEE, 700 Monument St., Danville, VA 24541; Tel. (804) 793-2311.
National Representative: Landon Associates.

FREDERICKSBURG

1 - LOCATION: Independent City connected with Spotsylvania County. E&P Map E-2. Eastern section of state; 54 mi. S of Washington, DC; 55 mi. N of Richmond on No. 1 Hwy. Interstate 95; 23 mi. S of Quantico Marine Corps School Base; 30 mi. W of Dahlgren Naval Surface Weapon Center and 10 mi. N of Fort A.P. Hill.

2 - TRANSPORTATION: **Railroads**-Richmond, Fredericksburg and Potomac; ACL; Seaboard.
Motor Freight Carriers-25.
Intercity Bus Lines-Greyhound; Trailways.

3 - POPULATION:
Corp. City 80 Cen. 15,322; E&P 85 Est. 15,982
NDM-ABC: (80) 118,674
County 80 Cen. 34,435; E&P 85 Est. 38,723

4 - HOUSEHOLDS:
City 80 Cen. 5,927; E&P 85 Est. 6,354
County 80 Cen. 10,860; E&P 85 Est. 12,614
NDM-ABC: (80) 38,193

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	$328,361,000
Savings & Loan	4	$245,245,000

6 - PASSENGER AUTOS: City 10,464, county 27,101

7 - ELECTRIC METERS: City and 4 adjacent counties 48,750

8 - GAS METERS: Residence 9,130

9 - PRINCIPAL INDUSTRIES: No. of Wage Earners-Mfg. 5,685 (Apparel 482; Lumber 850; Stone, Clay & Glass prod. 175; Mach. 180; Paper, Printing & Pub. 505). All other Mgf. 3,805. Non-mfg. 27,982 (Contract Construction 1,961; Trans. & Public Util. 1,246; Wholesale & Retail Trade 9,543; Finance, Ins. & Real Estate 1,139; Service 6,113; Govt. 9,322. All other non-mfg. 203.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-82; Summer 53-105; Fall 40-80; Winter 10-60. First killing frost, October 15; last killing frost, May 1.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks of Caroline St., 3 on William Street, Downtown.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Park & Shop (17)	2	Rose's
Fredericksburg(12)	2	McCrory's, Drug Fair
Greenbrier(20)	2	K mart
Spotsylvania Mall(100)	3	Sears, Mont. Ward, JCPenney, Leggett
4-Mile Fork(10)	4	Nichols, Peoples
Westwood Center (15)	2	Peoples, Safeway
Village Square(14)	3	Standard Drug

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur. & Fri., Shpg. Ctrs.-6 nights.
Stores Open Sundays-Drug, Food & some Dept. stores.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Montgomery Ward; Sears; Leggetts; Ames.
Variety Stores-Woolworth; McCrory; Ben Franklin; Roses; Dollar Gen 3.
Discount Stores-Nichols; K mart.
Chain Drug Stores-Peoples 3; Drug Fair 2; Rite Aid 2; Standard.
Chain Supermarkets-A&P; Safeway 4; Bon Food 2; Giant 2.
Other Chain Stores-Firestone 2; A&N 2; Sherwin-Williams; Radio Shack; Jay Aldons; W.R. Blair; Lowes; 84 Lumber Company; K & K Toys; Kay Bee Toys; Kay Jewelers; Kinney Shoes; Musicland; Ritz Camera; Rogers Jewelry; So-Fro Fabrics 2; Butler Shoes; Casual Corner; Coles Book Store; Gutman's; Lane Bryant; Spencer's; Pearl Optical; Lerner; Footlocker; Lady's; Zales; General Nutrition; Sam Goody; Docktor Pet; Gallenkamp Shoes; Hanover Shoes; Harmony Hut; Sports Locker; Sterling Optical; Susie Casuals; Waldenbooks.

14 - NEWSPAPERS: FREE LANCE-STAR (e) 31,980, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: C. Murphy Street, Adv. Dir., FREE LANCE-STAR, 616 Amelia St., Fredericksburg, VA 22401; Tel. (703) 373-5000.
National Representative: Landon Associates; U.S. Suburban Press.

HAMPTON
See NEWPORT NEWS

HARRISONBURG

1 - LOCATION: Independent City connected with Rockingham County. E&P Map D-2. County Seat. 123 mi. SW of Washington, DC; 120 mi. NW of Richmond. On U.S. Hwys. I-81, 11, 33; State Hwys. 42 & 260.

2 - TRANSPORTATION: **Railroads**-Southern; Norfolk & Western.
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-Allegheny Commuter.

3 - POPULATION:
Corp. City 80 Cen. 19,671; E&P 85 Est. 22,536
CZ-ABC: (80) 24,641
RTZ-ABC: (80) 105,789
County 80 Cen. 57,038; E&P 85 Est. 58,392
City & RTZ-ABC: (80) 130,430
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,956; E&P 85 Est. 7,251
CZ-ABC: (80) 7,642
RTZ-ABC: (80) 36,567
County 80 Cen. 19,078; E&P 85 Est. 21,878
City & RTZ-ABC: (80) 44,209

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$458,295,000
Savings & Loan	2	incl. above

6 - PASSENGER AUTOS: City 12,739; County 39,075.

7 - ELECTRIC METERS: Residence City 8,835; County 18,091.

8 - GAS METERS: Residence City 1,679; County 269.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Garments 600; Poultry 3,263; Feed Mfg. 255; Plastic Bottles 300; Auto Parts 700; Heating & Air Conditioning 400; Packaging 155; Pharmaceuticals 670; Aluminum Prods. 549.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-65; Summer 70-90; Fall 50-75; Winter Av. Temp. 53. First killing frost, Oct. 15; last killing frost, May 1.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-11 blocks on Main St.; 10 on Liberty; 15 all other.
Neighborhood Shopping Centers-Park View; Dayton Bridgewater; Sunset Heights; Rockingham Square.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Cloverleaf(12)	1	A&P, Best's, Radio Shack
Valley Plaza	1	Safeway, Rose's, Firestone, Goodyear
Nichols	2	
Valley Mall(80)	2	JCPenney, Leggett, Watson's, Lowe's

Principal Shopping Days-Mon. through Sat.; Food-Fri. & Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: **Department Stores**-Alfred Ney; Leggett; JCPenney; Watson's.
Variety Stores-Woolworth; A&N; Glen's Fair Price.
Discount Stores-Nichols; Medco; Capital; K mart; Rose's.
Chain Drug Stores-Peoples; Drug Fair; Eckerd.
Chain Supermarkets-Safeway; Mick-or-Mack 2; A&P; 7-Eleven 4; Red Front 2; Kroger; Food Lion.
Other Chain Stores-Glassner Jewelers; Western Auto; Friend; Advance; Schewel (Furn.); Grand Piano (Furn.); Sherwin-Williams.

14 - NEWSPAPERS: NEWS-RECORD (m) 30,018, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: June Warlitner, Adv. Mgr., NEWS-RECORD, 231 S. Liberty St., Harrisonburg, VA 22801; Tel. (703) 433-2702.
National Representative: Landon Associates.

HOPEWELL

1 - LOCATION: Independent City connected with Prince George County (In Richmond-Petersburg MSA). E&P Map E-3. Deep-water port for ocean-going ships. 70 mi. above Hampton Roads and 20 mi. below Richmond. U.S. Hwys. 36, 10. Access to Interstate 95 by 4-lane hwy.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western; Seaboard Coastline.
Motor Freight Carriers-24.
Intercity Bus Lines-Greyhound; Carolina Trailways.
Airlines-Eastern; Natl.; Piedmont; United; Davenport.

3 - POPULATION:
Corp. City 80 Cen. 23,397; E&P 85 Est. 24,082
CZ-ABC: (80) 23,397
RTZ-ABC: (80) 54,082
County 80 Cen. 25,733; E&P 85 Est. 27,227
MSA 80 Cen. 761,311; E&P 85 Est. 803,183
City & RTZ-ABC: (80) 77,479
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,506; E&P 85 Est. 9,002
CZ-ABC: (80) 8,506
RTZ-ABC: (80) 16,282
County 80 Cen. 6,507; E&P 85 Est. 7,186
MSA 80 Cen. 269,202; E&P 85 Est. 291,940
City & RTZ-ABC: (80) 24,788

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	N.A.
Savings & Loan	3	$210,000,000

6 - PASSENGER AUTOS: City 14,995; County 11,993.

7 - ELECTRIC METERS: Residence 9,335.

8 - GAS METERS: Residence 2,924.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Paper 728; Chem. 3,879; Fiber 3,855. Total Civilian Employ. 11,832.
Principal Pay Days-Wed., Thur., Fri., 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-84; Summer 61-87; Fall 39-80; Winter 30-48. First killing frost, Nov. 2; last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Main St.; 4 on Broadway; 2 on Hopewell St.; 2 on Poythress St.; 2 on E. City Point Rd.; Cavalier Sq., Colonial Corner; Lee Plz.
Neighborhood Shopping Centers-Along City Point Rd. at intersection of 15th Ave.; around W. Broadway & 6th Ave.; at E. Broadway & Brown Ave.; several blocks on Oaklawn Ave.; Cavalier Sq.
Shopping Centers-Cavalier (33 units); Safeway; Bond's True Value; Best Prod.; Drug Fair; Rose's; Peebles; Lee Plz.; Winn-Dixie; Ctr. open evenings and Sun. Colonial Corner Shopping Ctr. (14 units); Drug Fair; A&P.

13 - RETAIL OUTLETS: **Department Stores**-Rose's; Peebles.
Chain Drug Stores-Drug Fair 2; Standard Drug; Rite-Aid.
Chain Supermarkets-A&P; Safeway; Pantry Pride; Richfood; Winn-Dixie.
Other Chain Stores-Firestone; Sherwin-Williams; Rose's; ABC 2; Four Season Cleaners; Dollar General; Family Dollar; Pic 'N Pay.

14 - NEWSPAPERS: NEWS (e-mon to fri) 7,061, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Shirley D. Connelly, Adv. Mgr., NEWS, 516 E. Randolph Rd., Hopewell, VA 23860; Tel. (804) 458-8511.
National Representative: General Advertising Service.

LYNCHBURG

1 - LOCATION: E&P Map D-3 (MSA). An independent city located at the point where Campbell, Bedford and Amherst Counties meet and composed of territory annexed from Campbell and Bedford Counties; on S side of James River. 170 mi. S of Washington, DC; 117 mi. W of Richmond. On U.S. Hwys. 29, 460 and 501; State Hwys. 128, 130 and 221. Financial, mercantile, distribution, industrial, educational & transportation center.

2 - TRANSPORTATION: **Railroads**-N&W; Southern; C&O; Amtrak; Chessie System.
Motor Freight Carriers-23.
Intercity Bus Lines-Lynchburg; Greyhound; Trailways.
Airlines-Piedmont; Henson; Allegheny-U.S. Air; American Eagle; Chautauqua.

3 - POPULATION:
Corp. City 80 Cen. 66,743; E&P 85 Est. 70,554
CZ-ABC: (80) 94,566
RTZ-ABC: (80) 109,202
Counties 80 Cen. 109,473; E&P 85 Est. 113,179
  Campbell 80 Cen. 45,424; E&P 85 Est. 46,046
  Bedford 80 Cen. 34,927; E&P 85 Est. 37,836
  Amherst 80 Cen. 29,122; E&P 85 Est. 29,297
MSA 80 Cen. 141,289; E&P 85 Est. 145,897
City & RTZ-ABC: (80) 203,768

4 - HOUSEHOLDS:
Corp. City 80 Cen. 23,940; E&P 85 Est. 26,173
CZ-ABC: (80) 32,574
RTZ-ABC: (80) 37,013
Counties 80 Cen. 36,077; E&P 85 Est. 38,494
  Campbell 80 Cen. 15,130; E&P 85 Est. 15,826
  Bedford 80 Cen. 11,985; E&P 85 Est. 13,382
  Amherst 80 Cen. 8,962; E&P 85 Est. 9,286
MSA 80 Cen. 48,032; E&P 85 Est. 51,285
City & RTZ-ABC: (80) 69,587

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$816,432,000
Savings & Loan	4	$301,860,000

6 - PASSENGER AUTOS: Counties: Campbell 32,391; Bedford 28,715; Amherst 17,990; Appomattox 8,537.

7 - ELECTRIC METERS: Residence 53,817.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Shoes 1,315; Foundry 2,630; Paper Prods. 425; Needle Craft 850; Nuclear Facil. 3,260; Comm. Prod. & Semi-Conductors 3,800; Elect. Prods. 900; Bakery Products 432; Farming & Cattle NA.
Principal Industrial Pay Days-Fri., weekly.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-92; Summer 48-100; Fall 20-98; Winter 11-69. First killing frost, Oct. 25; last killing frost, Apr. 10.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Main St.; The Plaza; River Ridge Mall; Outlet Mall.
Neighborhood Shopping Centers-Rivermont Ave. 2; Fort Ave. 2; Memorial Ave. 2; Campbell Ave.; Boonsboro Rd. 2; Langhorne Rd.; Ward's Rd.; Old Forest Rd.; Madison Heights(2); Timberlake Rd.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
River Ridge Mall(85)	NA	Sears, Leggetts, Miller & Rhoads, Thalhimer's, JCPenney
Pittman Plaza	NA	Heironimus, Murphy's, People's Drug, Best
Forest Plaza	NA	Winn-Dixie, Drug Fair
West Forest Hill(30)	NA	Kroger
Forthill Vlg.(25)	NA	Peoples Drug, Winn-Dixie
Fairview Sq.	NA	Revco, Food World
Hills Lynchburg(10)	NA	Hill's, Big Star
Seminole(15)	NA	Winn-Dixie, Western Auto
Boonsboro(15)	NA	Winn-Dixie
Westover(17)	NA	Fairway, Robertson Drug
Waterlick Plaza	NA	Winn-Dixie
Timbrook Square	NA	Kroger

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Downtown-Fri., some Mon.; Shpg. ctrs. and food-weekday nights.

13 - RETAIL OUTLETS: **Department Stores**-Miller & Rhoads; Leggetts; Sears; JCPenney; G.C. Murphy; Thalhimers; Heironimus.
Discount Stores-Best Products; Moore's Super Store 2; K mart 2; Hill's; Lowe's Stores; Dale Garment Co.; Dress House; Imperial Reading Outlet; Links; Lynchburg Jobbing House; Sam's Outlet Mall; Sportswear Outlet; Tops and Bottoms Clothing Outlet; Tultex Apparel Outlet; Williamson Dickie Factory Outlet; Craddock Tery Shoe Corp.; Consolidated Shoe; Quality Linen & Towel Outlet; Holiday Wear, Inc.
Variety Stores-Family Dollar 2.
Chain Drug Stores-Peoples 2; Revco 6; Drug Fair 2; Pearson 3; Allied 3; Eckerd 3.
Chain Supermarkets-A&P; Kroger (4); Big Star; Food World (8); Winn-Dixie 5; 7-Eleven 8; Quik-E Food 7; Food Lion 3.
Other Chain Stores-Lerner's; Advance Stores; Western Auto 3; Firestone (3); Sherwin-Williams; Hofheimer's; Anderson-Little; The Junction; Radio Shack; Davidson's; Fink's Jewelers; Ormond Lazarus.

14 - NEWSPAPERS: NEWS (m-mon to fri) 27,277; ADVANCE (e-mon to fri) 15,673; (sat. & hol.) 39,566; (S) 44,227, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Mary Jane Gregory, Nat'l Adv. Mgr., NEWS and ADVANCE, 101 Wyndale Dr., PO Box 10129, Lynchburg, VA 24506; Tel. (804) 237-2941.
National Representative: Story & Kelly-Smith.

MANASSAS

1 - LOCATION: Independent City connected with Prince William County (In Washington, DC-MD-VA MSA). E&P Map E-2. County Seat. High Tech-Electronics; Timber; farming (grain, dairy, horses, beef cattle); steel fabrication. 25 mi. SW of Washington, DC; 90 mi. N of Richmond. On State Hwys. 28, 234; I-66.

2 - TRANSPORTATION: **Railroads**-Southern (plus use of Chesapeake & Ohio R.R. and Norfolk & Western tracks); Amtrak.
Motor Freight Carriers-4.
Intercity Bus Lines-Virginia Trailways.
Airlines-Full Service Municipal Airport; Washington National Airport-25 mi. away; Dulles Intl.-15 mi. away.

3 - POPULATION:
Corp. City 80 Cen. 15,438; E&P 85 Est. 17,826
CZ-ABC: (80) 42,391
RTZ-ABC: (80) 29,851
County 80 Cen. 144,703; E&P 85 Est. 162,443
MSA 80 Cen. 3,249,611; E&P 85 Est. 3,452,711
City & RTZ-ABC: (80) 72,242
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 5,048; E&P 85 Est. 6,017
CZ-ABC: (80) 13,119
RTZ-ABC: (80) 9,507
County 80 Cen. 43,790; E&P 85 Est. 50,753
MSA 80 Cen. 1,173,172; E&P 85 Est. 1,281,060
City & RTZ-ABC: (80) 22,626

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$73,505,000
Savings & Loan	3	NA

6 - PASSENGER AUTOS: County 109,796; City 11,784.

7 - ELECTRIC METERS: Residence Est. City 4,000.

8 - GAS METERS: Residence Est. City 3,740.

9 - PRINCIPAL INDUSTRIES: Work Force 23,000-Mfg. 2,404; Constr. 2,000; Transp. & Pub. Util. 1,000; Whole & Ret. Trade 4,400; Fin., Ins. & Real Estate 850; Services 2,235; Govt. 6,417; Other 2,234; Agric. 515.
Tourist Area-Manassas (Bull Run) National Battlefield Park.

10 - CLIMATE: Mild, Jan. 36; July 76.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Grant Ave.(9)		Safeway
Mall at Manassas(60)		Hecht's, Mont. Ward, Work Bazaar
K mart(20)	2	K mart, Showoff, Highs
Manassas		A&P, Drug Fair, Woolworth
Westgate(35)	2	Giant Food, ABC, Peoples Drug, Leggetts

Manassas Junction	NA	Giant Food, Elm Tree, Pic'N Pay, Godfather's Pizza, Computerland
Sudley Plaza(4)	3	Hechinger, Zayre, Safeway, Peoples Drugs

13 - RETAIL OUTLETS: Department Stores-Leggetts, Montgomery Ward, Peeble's, Sears; The Hecht Co.
Variety Stores-Rohr's, Woolworth, K mart, Zayre.
Chain Supermarkets-A&P, Safeway, Yorkshire Mkt.; Giant Food, Magruders.
Other Chain Stores-Barracini, Leggett Tires, Firestone, Sherwin-Williams, Western Auto; Market Tire, Radio Shack, Hechinger.

14 - NEWSPAPERS: JOURNAL MESSENGER (e-mon to sat), 12,102, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Wendell D. Harbert, Gen. Mgr., or Dennis E. Bradshaw, Adv. Mgr., JOURNAL MESSENGER, 9009 Church St., Manassas, VA 22110; Tel. (703) 368-3101.
National Representative: Landon Associates.

MARTINSVILLE

1 - LOCATION: Independent City connected with Henry County. E&P Map D-3. Industrial Ctr. 51 mi. S of Roanoke; 60 mi. N of Winston-Salem, NC; 150 mi. E of Bluefield, W VA. On U.S. Hwys. 58, 220; State Hwys. 57, 108.

2 - TRANSPORTATION: Railroads-N & W, Carolina & Northwestern.
Motor Freight Carriers-15.
Intercity Bus Lines-Martinsville; Rapid; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 18,149; E&P 85 Est. 19,868
CZ-ABC: (80) 18,986
RTZ-ABC: (80) 63,462
County 80 Cen. 57,654; E&P 85 Est. 57,760
City & RTZ-ABC: (80) 82,448
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,021; E&P 85 Est. 7,526
CZ-ABC: (80) 6,901
RTZ-ABC: (80) 21,625
County 80 Cen. 19,560; E&P 85 Est. 20,198
City & RTZ-ABC: (80) 28,526

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$96,276,000
Savings & Loan	1	N.A.

6 - PASSENGER AUTOS: City 11,126; County 40,122.

7 - ELECTRIC METERS: Residence 7,300.

8 - GAS METERS: Residence 1,950.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners: Chem. 4,000; Furn. 8,170; Textile 11,182; Bldg. & Mfg. NA.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-98; Summer 39-96; Fall 4-95; Winter 3-79. First killing frost, Oct. 19; last killing frost, Apr. 24.

11 - TAP WATER: PH Deposits 7.0 to 7.2, very soft.

12 - RETAILING: Principal Shopping Center-20 blocks on Church, Broad, Main, Lester, Fayette, Moss, Franklin Sts.; Collinsville.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bassett	7	
Collinsville	5	Leggetts
Ridgeway	7	Harris & Craig
Axton Fieldale	10	Stultz-Townes
Patrick Henry Mall(27)	NA	JCPenney
Holiday(21)	8	Family Dollar
Central Plz.	2	A&P
Martinsville Plz.(8)	3	Mason's, Kroger
Riverside Plz.	6	Cooper & Ratcliff
Druid Hills(13)	NA	Kroger
Laurel Park(12)	NA	Winn-Dixie

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Leggetts; Globman's.
Variety Stores-Woolworth; Eagle's; Rose's.
Discount Stores-Bargain Ctr.; Diskay; Family Dollar; Mason's; FBC; Mack's; Big Top; Dollar General.
Chain Drug Stores-Walgreens; SupeRx; Rexall; Peoples; Revco 2; Shelton's 4.
Chain Supermarkets-Cooper & Ratcliff 4; Kroger 2; Winn-Dixie 3; Frank's 3; A&P; Big Star; King's.
Other Chain Stores-Jewel Box; Marilyn's; Glen More Clothes; Royal; Leed's; Goodfriend; Advance; Goodyear; Rhodes; Western Auto; Glidden Paints; 3 Sisters Dress Shop; Pic-Way Shoes; Singer Co.; Phelps & Armistead; McCollum-Ferrel; Sherwin-Williams; Sidney's; Davidson's; Sears (catalog); Lowe's; Lazarus.

14 - NEWSPAPERS: BULLETIN (e-mon to fri) 18,213; (S) 20,266, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: William R. Martin, Pub./Gen. Mgr., BULLETIN, 204 Broad St., Martinsville, VA 24115; Tel. (703) 638-8801.
National Representative: Landon Associates.

NEWPORT NEWS-HAMPTON

1 - LOCATION: Independent Cities (In Norfolk-Virginia Beach-Newport MSA). E&P Map F-3. Southeastern Virginia on Hampton Roads, Chesapeake Bay. On U.S. Hwys. I-64, 17, 60, 143, 168.

2 - TRANSPORTATION: Railroads-C&O.
Motor Freight Carriers-26.
Intercity Bus Lines-Greyhound; Pentran.
Freight Steamship Lines-12.
Airlines-United; Piedmont; National; USAir.

3 - POPULATION:
Corp. Cities 80 Cen. 267,520; E&P 85 Est. 268,577
Newport News 80 Cen. 144,903; E&P 85 Est. 149,982
Hampton 80 Cen. 122,617; E&P 85 Est. 118,595
NDM-ABC: (80) 407,812
MSA 80 Cen. 1,160,051; E&P 85 Est. 1,212,964
Demographic Information is available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 92,820; E&P 85 Est. 96,396
  Newport News 51,314; E&P 85 Est. 54,868
  Hampton 41,506; E&P 85 Est. 41,528
NDM-ABC: (80) 139,196
MSA 80 Cen. 385,929; E&P 85 Est. 415,846

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	10	N.A.
Savings & Loan	7	N.A.

6 - PASSENGER AUTOS: Newport News 86,279; Hampton 75,916.

7 - ELECTRIC METERS: Residence 141,000.

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Shipbuilding 25,400 (NA); Seafood Packing 1,100 ($125); Aeronautics 4,000 ($275); Electronics 500 ($180); Oil Refining 250 ($290); Chem., Textile, Metal Comp. 3,500 ($175); Military 28,000; Gov't. 5,200.
Principal Industrial Pay Days-15th & end of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 57; Summer 77; Fall 62; Winter 42. First killing frost, Nov. 8; last killing frost, Mar. 16.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: Principal Shopping Area-Mercury Blvd., Hampton.
Neighborhood Shopping Centers-Newport News: Hilton, Old Hilton Village. Hampton: Sinclair Circle, Kecoughtan Rd. at Wythe, Kecoughtan Rd. at Southampton, Queen St., Mellen St., Langley Circle, Grant City.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Denbigh	8	Mont. Ward, K mart
Wythe	3	A&P
Langley Square	3	Murphy Mart, Belo
Newport Square	5	Murphy Mart, Rose's, Safeway, Peoples
Phoebus	9	Rose's
Newmarket North	NA	Sears, Miller & Rhoads, Leggetts
Newmarket South	NA	A&P, Hechinger, Murphy Mart, JCPenney
Warwick Village	1	Rices-Nachman, Pantry Pride, K mart, Peoples
Buckroe	10	A&P, Peoples
Hidenwood	10	Woolworth, Food Lion
Sherwood Park	19	
Riverdale	1	Pantry Pride
Langley Sq.	9	Murphy Mart, Belo
Mercury Plaza	NA	Giant, Open Air
Willow Oak	10	Pantry Pride, Drug Fair
Todd Center	NA	Safeway, Bradlees
Warwick	7	Rices-Nachman, Farm Fresh
Coliseum Mall	NA	JCPenney, Rices-Nachman, Smith & Welton, Thalhimer, Mont. Ward
Beechmont	20	Revco, Sears

Principal Shopping Days-Department Stores, Thur., Fri., Sat., Mon.; Food Stores, Thur., Fri., Sat., Sun.
Stores Open Evenings-Department Stores, Mon. through Sat. Food Stores, most evenings. Many open 24 hrs., seven days.

13 - RETAIL OUTLETS: Department Stores-Rices-Nachman; Leggetts; Montgomery Ward; Sears; Smith & Welton; Thalhimers.
Discount Stores-Bradlees K mart; Murphy Mart.
Variety Stores-Rose's.
Chain Drug Stores-Peoples 7; Revco 6; Wornom's 7; Treasury; Drug Fair.
Chain Supermarkets-A&P 8; Giant; Belo 2; Manor 3; Farm Fresh; Safeway 6; Lou Smith; Pantry Pride; Winn-Dixie.
Other Chain Stores-Auto: Western Auto, Pep Boys, Goodyear, Firestone. Building Mat.: Hechinger, Lowes, Moore. Clothing: Lerner's, La Vogue. Shoes: Kinney, Thom McAn, Hofheimer's. Paints: Sherwin-Williams, Pittsburgh Plate Glass, Glidden Paint Co., Woolworth, Hampton Paint, Mary Carter.

14 - NEWSPAPERS: PRESS (m-mon to fri) 62,830; (m-sat) 97,005; (S) 108,253; TIMES-HERALD (e) 37,322, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Frank B. Thieme, Adv. Dir., PRESS and TIMES HERALD, 7505 Warwick Blvd., Newport News, VA 23607; Tel. (804) 247-4600.
National Representative: Sawyer-Ferguson-Walker Co.

NORFOLK PORTSMOUTH VIRGINIA BEACH CHESAPEAKE

1 - LOCATION: Independent Cities (In Norfolk-Virginia Beach-Newport News MSA). E&P Map F-3. An important maritime, industrial, vacation and seafood center at the mouth of the Elizabeth River on Hampton Roads. On U.S. Hwys. 13, 17, 58, 60, 165, 168, 170, 264, 337, 460, 464, 564, 615, I-64 & I-44.

2 - TRANSPORTATION: Railroads-Norfolk & Southern; Chesapeake & Ohio; Seaboard Coast Line; Atlantic & Danville; Conrail; Norfolk Southern Corp.; Norfolk & Portsmouth Belt Line; Family Lines System; Norfolk & Western; Southern; Carolina & Northwestern.
Motor Freight Carriers-50.
Freight Steamship Lines-70.
Intercity Bus Lines-Greyhound; Trailways.
Airlines-United; Piedmont; USAir; Eastern; TWA; American; Altair; Wheeler; Ozark; People Express; Sunbird; Air Virginia; Colgan; Delta; Henson; Allegheny Commuter. Cargo lines-Emery, Federal Express, Airborne, Summit.

3 - POPULATION:
Corp. Cities 80 Cen. 633,755; E&P 85 Est. 781,118
  Norfolk 80 Cen. 266,979; E&P 85 Est. 255,946
  Portsmouth 80 Cen. 104,577; E&P 85 Est. 103,916
  Virginia Beach 80 Cen. 262,199; E&P 85 Est. 299,506
  Chesapeake 80 Cen. 114,226; E&P 85 Est. 121,750
MSA-ABC: (80) 795,862
Bal. in MSA-ABC: (80) 364,449
Bal. in NDM-ABC: (80) 175,311
Total NDM-ABC: (80) 1,335,622
MSA 80 Cen. 1,160,051; E&P 85 Est. 1,212,964
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 246,014; E&P 85 Est. 264,210
  Norfolk 80 Cen. 87,802; E&P 85 Est. 85,955
  Portsmouth 80 Cen. 36,746; E&P 85 Est. 37,622
  Virginia Beach 80 Cen. 85,155; E&P 85 Est. 100,670
  Chesapeake 80 Cen. 36,311; E&P 85 Est. 39,963
MSA-ABC: (80) 261,828
Bal. in MSA-ABC: (80) 124,101
Bal. in NDM-ABC: (80) 59,733
Total NDM-ABC: (80) 445,662
MSA 80 Cen. 384,349; E&P 85 Est. 415,846

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	23	$2,775,391,000
Savings & Loan	14	$1,907,752,000

6 - PASSENGER AUTOS: Norfolk 128,962; Portsmouth 57,870; Virginia Beach 187,206; Chesapeake 76,557.

7 - ELECTRIC METERS: MSA Residence 247,641.

8 - GAS METERS: MSA Residence 101,361.

9 - PRINCIPAL INDUSTRIES: (Metro Area)-Industry, No. of Employees (Av. Wkly. Wage)-Fed. Govt. 37,600 ($347); Retail 57,000 ($159); Services 60,000 ($173); Construction 16,000 ($256); Wholesale 15,300 ($232); Fin., Ins., Real Estate 14,700 ($201); Printing & Publishing 2,500 ($261); Transportation & Public Utilities 20,900 ($356).
Principal Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-84; Summer 53-95; Fall 38-84; Winter 22-74. First killing frost, Oct. 30; last killing frost, Mar. 18.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: Norfolk Principal Shopping Area-7 blocks on Granby St.; 7 on Boush St.; 6 on Monticello Ave.; 10 on Church St.; 4 on Main St.; 4 on Plume St. All E & W blocks from Boush St. to Monticello Ave., extending N from Main St. to Brambleton Ave. Waterside Drive from Commercial Ave. to St. Paul's Blvd. The Waterside.
Portsmouth-10 blocks on High St.; 5 on Crawford St.; 7 on Middle St.; 6 on Court St.; 5 on Washington St.; 5 on Green St.; 10 on County St.
Virginia Beach-18 blocks on Atlantic Ave.; 4 on 31st St.; 6 on 17th St.
Norfolk Neighborhood Shopping Areas-8 blocks both sides of 21st St. bet. Granby & Hampton Blvd.; Ballentine Pl.; Berkley Ave.-Berkley; Liberty St.-Berkley; Park Ave. at Brambleton Ave.; Campostella Rd. at Wilson Rd.; Colley Ave. from 27th St. to 51st St.; E. Ocean View Ave.; Elders Corner; Fairmont Pk.; Fairview; Five Points-Norview; Ghent-Colley Ave.; Ghent-Colonial Ave.; Hampton Blvd. from 27th to 51st Sts.; Indian River Rd.; Johnson Sq.; Lafayette St. at Tidewater Dr.; Little Creek Rd.; W. Ocean View Ave.; Riverview; Roberts Pk.; 35th St. from Colonial Ave. to Gosnold; Little Creek Road at Granby Street; Va. Beach Blvd. at Military Highway; Military Highway at Norview Ave.
Portsmouth Neighborhood Shopping Areas-Highland Biltmore; Alexanders Corner; Cradock; Churchland; W. Norfolk; Pt. Norfolk; Victory Blvd.; Upper High St.; Middle High St.; Tower Mall; Midcity.
Chesapeake Neighborhood Shopping Areas-2 blocks on Bainbridge Blvd.; Liberty St.; Poindexter St.; Portlock; Greenbrier Mall.
Virginia Beach Neighborhood Shopping Areas-Princess Anne Plaza; Princess Anne Courthouse; Chimney Hill; Lynnhaven Mall; Timberlake Plaza; Holland Plaza; Kempsville Corners; Fairfield/Providence; Haygood/Pembroke Meadows; Pembroke Mall; Aragona Village; Hilltop; Oceanfront; Great Neck Plaza; Bayside; Diamond Springs; London Bridge; Linkhorn; Lynnhaven Colony; College Park; Pinewood Gardens; West View; Parkway; Woodtide; Thalia; Loehmanns Plz.; Great American Outlet Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Norfolk:		
Bennett's(12)	4	Be-Lo
Bromley	10	Revco
Colley V'g.(16)	2	Pantry Pride, Peoples
Downtown Plz.(23)	1	Peoples, Be-Lo, Woolworth
Pantry Pride	4	Pantry Pride
Fox Hill(5)	4	Food Lion
Ingleside(6)	4	Big Pig
Janaf(69)	6	Mont. Ward, True Value, Hess's
Giant	7	Giant
Lakeland	7	Peoples
Little Creek(7)	8	Woolworth, Pantry Pride
Little Creek East(13)	10	A&P, Peoples, Rose's
Little Creek Rd.(8)	10	
Meadowbrook(5)	5	Be-Lo
Military Circle(117)	6	JCPenney, Leggett, Smith & Welton, The Famous, Thalhimer's
N. Lakeland	8	Food Lion
Roland Park	5	Be-Lo
Southern(49)	7	JCPenney, A&P, Woolworth, Western Auto, Miller &

		Rhoads
Surf(8)	10	
Wards Corner	5	Smith & Welton, Peoples, A&P
Waterside	0	Hofheimers
Wayside Park	7	Minit Mart
Zayre	7	Zayre
Portsmouth:		
Churchland(22)	7	A&P, Giant, Rose's, G.C.Murphy
Mid-City(50)	5	K mart
Rodman's(9)	2	Earle's, Revco
7th & Lincoln(6)	2	Be-Lo
Tower Mall(60)	4	Mont. Ward, Miller & Rhoads
Town & Country(18)	3	Giant, Rose's, Peoples
Westgate Plz.(17)	5	Zayre, Revco
Chesapeake:		
Foundation Park	3	Be-Lo
Southgate Plz.(14)	2	Peoples Drug
Great Bridge(25)	15	Peoples, Rose's, Smith & Welton
Old Center	13	Western Auto
Indian River(16)	6	Safeway
Kitchin's	6	Be-Lo
Virginia Beach:		
Aragona Vlg.(17)	10	Food Lion
Bayside(26)	12	Giant
College Park(47)	10	Rose's, Pantry Pride
Fairfield	10	A&P, Peoples, Bradlees
Great Neck(25)	19	Winn-Dixie, Farm Fresh, Food Lion
Haywood(43)	13	Rose's, A&P
Hilltop(35)	17	Rose's, Zayre, K mart, Safeway
Holland Plaza(50)	12	Peoples
Kings Plaza	9	Winn-Dixie, Revco
Linkhorn(5)	20	A&P
London Bridge(34)	14	Murden's, Be-Lo, Western Auto
Lynnhaven Mall(192)	13	JCPenney, Leggetts, Mont. Ward, Miller & Rhoads, Hess's, Thalhimers
Princess Anne Plaza(34)	13	Safeway, Rose's, True Value
Providence Sq.(34)	10	Safeway, Drug Fair
Pembroke Mall(65)	11	Sears, Hechinger, Miller & Rhoads
Robbins Corner	11	Farm Fresh

Principal Shopping Days-Department Stores-Thur., Fri., Sat., Mon.; Food-Wed., Thur., Fri., Sat., Sun., Mon. (for all four cities).
Stores Open Evenings-Department Stores-Mon. through Sat.; Food-most evenings.

13 - RETAIL OUTLETS: (Metro Area): Department Stores-Leggetts 4; Miller & Rhoads 3; JCPenney 6; Hess's 3; Sears 3; Smith & Welton 7; Thalhimers 2; Montgomery Ward 4; Altschul's; Bradlees 3.
Discount/Variety Stores-K mart 6; Zayre 4; Murphy Mart 2; Rose's 14; Woolworth 5; McCrory; Family Dollar 5.
Chain Drug Stores-Medco 7; Irwin's 2; Care Drug Centers 7; Peoples 24; Standard 3; Murden 2; Giant 5; Revco 24; Drug Fair 2; Medic Center 3; Wornam's Drug.
Chain Supermarkets-A&P 13; Safeway 7; Colonial 8; Pantry Pride 6; Giant Open Air 11; Be-Lo 30; Winn-Dixie 5; 7-Eleven 133; Boulevard 5; Earle's 6; Tinee Giant 24; Overton's 2; Farm Fresh 12; Food Lion 10.
Other Chain Stores-Appliances: Prices, Singer, Bob's, Bryant Appliance, Southland, Scalzi; Automotive Supply: Kramer Tire Co., Henry Johnson Tire Centers, Harris Tire, NTW, One Price, Firestone, Midas Muffler, Western Auto, General Tire, Goodrich, Goodyear, Master Auto; Building Supplies: Anchor Fence, Pittsburgh Plate Glass, Glidden, Dails, Sherwin-Williams, Hechinger, C.A. Nash, True Value, Ace, 84 Lumber, Norfolk Paint Co., Lowes, Carter Paints, Moores Whlsle.; Candy: Forbes, Anne Lee, Fanny Farmer, Lofts; Furniture: Grockin-Levy, Exchange, Home, Haynes, M.M. Crockin, Willis Wayside, Crawford House, Scan Furniture, Cost Plus, Louis Legum, Grand; Gasoline Service Stations: American, Arco, BP, Citgo, Crown Exxon, Gulf, Mobil, Phillips 66, Union Oil, Shell, Pay Less, Thornton, Spur, Stallings, Sunoco, Texaco, Tankar; Jewelers: Barr Bros., Frank R. Ford, Gordon's, Kay's, Hardy's, Zale's, Chapman's, D.P. Paul's, Spertner, Tidewater Keepsake; Laundries and Cleaners: 1-Hour Valet, Sunlight, Howard's, Compeco, Albano, Suburban & 1 Hour Martinizing; Loan Companies: American Assoc. Loan, Beneficial, Eastern, G.A.C., Assoc. Financial Services, American Finance Corp., General Finance, Transouth, Household, Liberty Loan, Seaboard; Men's Clothing: A & N, Clark's Quality Shop, Arthur's, Alexander Beegle, Anderson Little, Country Legend, Hip Pocket, Stitches, Sullivan's, Shulman's HSM, S&K, The George Co., Fines, Hub, National Shirt, Frank Thomas; Music Dealers: Temple of Music, Center of Music; Opticians: Cooper's, Johnson Atwell, Pearle Vision Centers, Smith Dunfield, Traylor, A. Bartley & Sons, Optecon; Shoes: Gallenkamp, Bakers, The Shoe Room, Lotties, Fanfare, Montagnas, Butlers, Hofheimers, Jarman, Kinney, Thom McAn, Russell & Holmes; Trucks: Intl. Harvester, Mack, Ryder Truck Rental, Hertz, U-Haul; Women's Apparel: Antells, Pat Arnold's Clothes, Famous, LaVogue, Willners, Catherine Stout, Dara's Jr. Size Fashions, Stitches, Joy, Lerners, Parklane Hosiery, Naivette, Sidney's, Casual Corner, Flair, Kanters, Lane Bryant, Susie's Casuals.

14 - NEWSPAPERS: VIRGINIAN-PILOT (m) 141,370; LEDGER-STAR (e) 87,377; VIRGINIA-PILOT/LEDGER-STAR (m-sat) 228,918; (S) 224,453; Mar. 31, 1985 ABC. Newspaper publishes zoned editions for Norfolk, Portsmouth, Chesapeake, Virginia Beach & Suffolk.
Local Contact for Advertising and Merchandising Data: Dale Bowen, Gen. Adv. Mgr., VIRGINIAN-PILOT/LEDGER-STAR, 150 W. Brambleton Ave., Norfolk, VA 23501; Tel. (804) 446-2092.
National Representative: None.

PETERSBURG

1 - LOCATION: Independent City connected with Dinwiddie County (In Richmond-Petersburg MSA), E&P Map E-3. 23 mi. S of Richmond; 80 mi. W of Norfolk; 110 mi. E of Lynchburg. On Appomattox River. U.S. Hwys. 1, 301, 460, I-95 & 85, State Hwy. 36.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western, Seaboard Coast Line.
Motor Freight Carriers-51
Intercity Bus Lines-Greyhound, Carolina Trailways, Petersburg Area Transit.

3 - POPULATION:
Corp. City 80 Cen. 41,005; E&P 85 Est. 38,868
CZ-ABC: (80) 80,684
RTZ-ABC: (80) 128,880
County 80 Cen. 22,602; E&P 85 Est. 24,548
MSA 80 Cen. 761,311; E&P 85 Est. 803,183
City & RTZ-ABC: (80) 209,564
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,920; E&P 85 Est. 14,533
CZ-ABC: (80) 25,753
RTZ-ABC: (80) 42,870
County 80 Cen. 6,421; E&P 85 Est. 7,208
MSA 80 Cen. 269,202; E&P 85 Est. 291,140
City & RTZ-ABC: (80) 68,623

5 - BANKS	NUMBER	EST. DEP.
Petersburg		
Commercial	6	$693,831,000
Savings & Loan	3	$129,250,000
Colonial Heights:		
Commercial	4	$36,624,000
Savings & Loan	3	$1,047,934,984

6 - PASSENGER AUTOS: City 21,256

7 - ELECTRIC METERS: Residence 47,995

8 - GAS METERS: Residence 21,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-(Av. Wkly. Wage N.A.) Cigarette 500; Luggage 400; Optical 1,240; Lumber & Furn. 210; Machinery 490; Chem. 2,500; Taper Board 1,120; Synthetic Fibers 4,800; Stone, Clay & Glass 180.
Principal Industry Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-84; Summer 61-87; Fall 39-80; Winter 30-48. First killing frost, Nov. 2; last killing frost, Mar. 29.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: **Principal Shopping Centers**-Petersburg: 5 blocks on Sycamore St.; 5 on Bank St.; 4 on Washington; 7 on Halifax; 2 on Adams St.; 4 on Wythe St. Colonial Heights: Pickwith Ave. and along Boulevard; Boulevard & Ellerslie Ave.; Boulevard & Branders Bridge Rd.
Neighborhood Shopping Centers-Petersburg: Walnut Hill Plaza: Located on S. Sycamore St. Beginning with 1900 block & Crater Rd., U.S. 301, S; Walnut Mall: Crater Rd., U.S. 301, S; Lee Plaza, Rte. 36 & U.S. 301 S; K mart, Rte 36; Colonial Heights: Colonial Square Blvd. at Ellerslie Ave.; Town Hall Center, Blvd. at Brander's Bridge Rd.; S.E. Nichols, 2600 Blvd., S Craten Square, Craten Rd., U.S. 301, Battlefield Plaza, Craten Rd. 301 S.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ettrick	2	Goens, Bi-Rite Food, Ettrick Supermarket
Walnut Hill(16)	2	Bradlees, Sears, Miller & Rhoads
Walnut Mall(29)	2	JCPenney, Thalhimers
Colonial Sq.(16)	3	Peebles, Rose's, Revco
Town Hall(4)	2	Roper Hardware, Peoples Drug, Macus, Medallion Pools
Battlefield Plz.(3)		Foodlion, Revco, Video World
South Crater Sq.(4)		Ukrops, Standard Drug, Bed Quarters, Family Home Video, Outer Banks Seafood, Circuit City
Pickwick Ctr	1	Community Sporting Goods
Lee Plaza(5)	5	S.E. Nichols, Radio Shack, Mack's, Winn Dixie

Principal Shopping Days-Dept. Stores Mon., Fri., Sat.; Food Wed. (eve.), Thur. through Sat.
Stores Open evenings-Mon., Fri.; Food every night; Neighborhood Centers nightly.

13 - RETAIL OUTLETS: **Department Stores**: JCPenney; Taylor's; Rose's; Sears; Thalhimers; Miller & Rhoads; S.E. Nichols; K mart; Peebles; Helig-Myers; Butterworth; Harlow-Hardy; Crater House; The Oak; Love's Wayside; Philip Levy; Roadside Furniture.
Discount Stores-Bradlees; Nichol's; K mart; Rose's; Peebles.
Variety Stores-McClellan's; Mack's; Jupiter Discount; Woolworth.
Chain Drug Stores-Petersburg: Peoples 2, Standard 3, Rose's-Rexall. Colonial Heights: Revco 2, Drug Fair 3, Rite Aid 2.
Chain Supermarkets-A&P; Safeway 5, Winn-Dixie 2; Sun.
Other Chain Stores-Petersburg: Women's Clothing: Lerner's, Sandler's, Sidney's, Diana; Shoes: Kinney, Kay-Bee Toys, Thom McAn, Shoe Show, Barett; Others: Firestone; Goodyear; B. F. Goodrich; Singer Co.; Sherwin Williams; A&N; Pittsburgh Paint; Barr Bros., So-Fro Fabrics; Moton's Jewelers; Gary's; Moore's Super Stores; Lowe's; Master Tire; Hanover Tire; Pic 'N Pay; Radio Shack.

14 - NEWSPAPERS: PROGRESS-INDEX (e) 20,573; (S) 21,847; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Don E. Thrasher, Adv. Mgr., PROGRESS-INDEX, 15 Franklin St., Petersburg, VA 23803; Tel. (804) 732-3456.
National Representative: Thomson Newspapers.

PORTSMOUTH
See NORFOLK

PULASKI

1 - LOCATION: Pulaski County, E&P Map C-3, County Seat. 58 mi. SW of Roanoke. On U.S. Hwys. 11 (Lee Hwy.), I-81, State Hwy. 99.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western.
Motor Freight Carriers-22
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 10,106; E&P 85 Est. 10,106
County 80 Cen. 35,229; E&P 85 Est. 35,592
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,859; E&P 85 Est. 3,848
County 80 Cen. 13,380; E&P 85 Est. 12,964

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	$1,290,000,000
Savings & Loan	1	$3,500,000

6 - PASSENGER AUTOS: County 22,109

7 - ELECTRIC METERS: County 12,658

8 - GAS METERS: Residence/Est. 600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Hosiery 440 ($160); Furn. 1,800 ($220); Acids 140 ($132); Textiles 1,440 ($170); Clothing 665 ($140); Metal Proc. 155 ($250).

10 - CLIMATE: Min. & Max. Temp.-Spring 34-92; Summer 63-93; Fall 54-80; Winter 20-40. First killing frost, Oct.-Nov; last killing frost, May 7.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Centers**-Main St.; Washington Ave.; Jefferson Ave.; Commerce St.; Fifth St.; E. Main St.; Rt. 99.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pulaski Plaza(8)	NA	Peoples
Pulaski Mall(10)	NA	Sidney's, Heck's
5th St.	NA	Rose's

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Parks-Belk; Felix; Heck's.
Discount Stores-Family Dollar Store; Saving Ctr.; Sportswear Mart; Rose's; K mart.
Chain Drug Stores-Peoples; Pulaski; Tyler; Revco; Eckerd; Martins; Dublin Pharmacy; SupeRx.
Chain Supermarkets-Kroger; Piggly Wiggly; Food Fair; Pak-A-Sak; Fast Shop; Lowe's; Hurst; Wade's; Food Lion.
Other Chain Stores-Western Auto; Advance; Sears; Vance Home Ctr.; Bogle Tire; Ray's; Quality Stamps; Wise Fashions; Guyan Shoes; Pic 'N Pay; Goodyear; Sherwin-Williams; S&H Green Stamps; Helig-Myers Furn.; Grand Piano; Sidney's.

14 - NEWSPAPERS: SOUTHWEST TIMES (e-mon to fri) 6,775; (S) 7,240; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Sandra Painter, Adv. Dir., SOUTHWEST TIMES, PO Box 391; 227 N. Washington Ave., Pulaski, VA 24301; Tel. (703) 980-5220.
National Representative: Landon Associates.

RADFORD

1 - LOCATION: Independent City connected with Montgomery County, E&P Map C-3. Residential, Industrial & Educational Center. 42 mi. SW of Roanoke, on US Hwy. 11 & State Hwy. 102.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 13,225; E&P 85 Est. 13,504
County 80 Cen. 63,516; E&P 85 Est. 67,541

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,955; E&P 85 Est. 4,191
County 80 Cen. 20,831; E&P 85 Est. 22,903

5 - BANKS	NUMBER	EST. DEP.
Savings & Loan	1	$11,000,000
Commercial	2	$240,879,000

6 - PASSENGER AUTOS: County 35,668; City 6,919

7 - ELECTRIC METERS: Residence 2,700

8 - GAS METERS: Residence 1,780

9 - PRINCIPAL INDUSTRIES: Textile Mills; Powder; Castings & Pipe; Electrical Motors; Rubber; Dress Mfg.; Plastics; Western Electric.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-92; Summer 63-93; Fall 34-80; Winter 17-51.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Christiansburg(8)	8	Leggetts, Hills
Dublin	9	Wades
University Mall (Blacksburg)(20)	15	Heronimus
Triangle	NA	Roses, Eckerd
New River(13)	NA	Thriftway, Advance Auto
Radford Plaza(13)	NA	SupeRx, K mart, Sears
New River (Radford)	NA	Leggetts, Whitehead Drug
Village Oaks	NA	Eckerd, Food Lion

Principal Shopping Days-Thur., Fri. & Sat.

13 - RETAIL OUTLETS: **Discount Stores**-Family Dollar.
Variety Stores-Heck's; K mart; Hills; Heronimus.
Chain Drug Stores-Revco; SupeRx; Peoples; Professional Pharmacy; Drug Plus; Eckerd.
Other Chain Stores-Deli-Mart; 7-Eleven; Montgomery Ward; Sears; Hallmark Cards; Sidney's; Grand Piano Furniture; Guyan Furniture; Heilig-Meyers; Sportswear Mart; Pic'N Pay; H&M Shoes; Goodyear; Firestone; Michelin.

14 - NEWSPAPERS: NEWS JOURNAL (e-tues to fri) 2,822; (S) 2,822; sworn Sept. 28, 1984.
Local Contact for Advertising and Merchandising Data: Bob Mullins, Adv. Dir., NEWS JOURNAL, Grove & First Aves.; PO Box 772, Radford, VA 24141; Tel. (703) 639-2436.
National Representative: Landon Associates.

RICHMOND

1 - LOCATION: Independent City (In Richmond-Petersburg MSA), E&P Map E-3, State Capital, Manufacturing, distribution, government, banking, financial & education center. On James River, 107 mi. S of Washington, DC.; 89 mi. W of Norfolk.

On U.S. Hwys. 1, 33, 60, 250, 301 & 360; State Hwys. 6, 10, 5, I-95 (Richmond-Petersburg Tpke.) & 64 & 195 & 295.

2 - TRANSPORTATION: Railroads-Chessie System; Seaboard Systems Railroad; Southern; RF & P; Amtrak.
Motor Freight Carriers-98.
Intercity Bus Lines-16; Greyhound; Trailways.
Airlines-Piedmont; Eastern; United; Delta; USAir; Air Virginia; Mid-South; American.
Water freight service on James River.

3 - POPULATION:
Corp. City 80 Cen. 219,214; E&P 85 Est. 217,973
MSA 80 Cen. 761,311; E&P 85 Est. 803,183
NDM-ABC: (80) 591,719
Bal. in MSA-ABC: (80) 169,592
Total MSA-ABC: (80) 761,311
Bal. in RTZ-ABC: (80) 368,484
Total NDM & RTZ-ABC: (80) 1,129,795
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 85,797; E&P 85 Est. 87,794
MSA 80 Cen. 269,202; E&P 85 Est. 291,940
NDM-ABC: (80) 214,922
Bal. in MSA-ABC: (80) 54,370
Total MSA-ABC: (80) 269,292
Bal. in RTZ-ABC: (80) 124,308
Total NDM & RTZ-ABC: (80) 393,600

5 - BANKS	NUMBER	DEPOSITS
Comm. & Savings	14	$13,306,975,000
Savings & Loan	14	$2,488,667,000

6 - PASSENGER AUTOS: City 120,590

7 - ELECTRIC METERS: Residence 206,426

8 - GAS METERS: Residence 75,709

9 - PRINCIPAL INDUSTRIES: No of Wage Earners (Av. Wkly. Wage)-Tobacco 14,734 ($605); Lumber & Wood ex. Furniture 1,200 ($356); Fabricated Metals 2,630 ($352); Food Products 4,000 ($286); Apparel & Textile Products 1,800 ($399); Paper Products 3,940 ($399); Printing & Publishing 5,483 ($277); Chemical Products 8,306 ($471).

10 - CLIMATE: Min. & Max. Temp.-Spring 35-78; Summer 63-88; Fall 37-81; Winter 28-50. First killing frost, Oct. 31; last killing frost, Mar. 31.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: 9 blocks on Broad & Grace Sts. from 1st to 9th.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Willow Lawn(54)	4	JCPenney, Miller & Rhoads
Southside(39)	5	Miller & Rhoads
Azalea(36)	4	Thalhimers
Eastgate(42)	6	Sears, Thalhimers
Circle(19)	5	Thalhimers
Cloverleaf(78)	6	Sears, JCPenney, Thalhimers
Brook Hill(25)	4	A&P, Drug Way
Village(31)	5	A&P
Westland(18)	8	Moore's, Peoples
Fountain Sq(22)	8	Ukrops, Total Plus
Ridge(28)	7	A&P
Merchant's Walk(25)	7	Hechinger, Marshall's
Hanover Vlg.(10)	8	A&P
Cary Court(15)	3	Revco, CFM Food
Gayton Crossing(48)	8	Ukrops, Safeway
River Road(8)	5	Safeway, Lukhard's
Laburnum Sq.(12)	4	Safeway
Richmond(15)	3	Ukrops, Standard
Parham(20)	7	Jefferson-Ward, Safeway
Regency Sq.(100)	7	Sears, JCPenney, Miller & Rhoads,
Chesterfield(34) Mall	10	Miller & Rhoads, Safeway
Ridge(31)	7	Drug Fair, Radio Shack
Midlothian(19)	13	Safeway, Standard
Bon Air(12)	7	Safeway
Chippenham Square	7	A&P,Rite Aid
Chippenham North	6	Bradlees, Marshall's
Oxbridge(31)	10	Ukrops, Drug Fair
Meadow Brook Plz.	9	A&P, G.C.Murphy
Meadowdale(20)	9	Bradlees
Rockwood(17)	10	Winn Dixie, Revco
Tuckernuck(29)	9	Safeway, Standard
Huguerot Vlg.(27)	8	Drug Fair, A&P
Sycamore Sq.(34)	13	Ukrop's
Beaufont(23)	6	Best Products, A&P

Principal Shopping Days-Department Stores-Mon., Fri., Sat.; Food-Thur., Fri.
Stores Open Evenings-Nightly.

13 - RETAIL OUTLETS: Department Stores-Miller & Rhoads; Thalhimers; Sears; JCPenney.
Discount Stores-Bradlees 3; K mart 4; Best 4; Jefferson Ward 3.
Variety Stores-Woolworth 4; G.C. Murphy 5.
Chain Drug Stores-Peoples 17; Standard 13; Revco 12; Drug Fair 19; Drug City 3.
Chain Supermarkets-Safeway 30; A&P 12; Pantry Pride 5; Lukhards 6; Siegel's 5; Foodtown 3; Ukrop's 15; Winn-Dixie; Farm Fresh 4; Chuck's 5; Food Lion 3.
Other Chain Stores-Appliances: Circuit City, Singer Co., Lowe's; Automotive Supply: Western Auto, Firestone, Goodrich, Goodyear, Midas Muffler, General Tire, Uniroyal, Amoco, Earl Schieb; Building Supplies: Anchor Fence, Pittsburgh Plate Glass, Binswanger Glass, Glidden, Hechingers, Sherwin-Williams, 84 Lumber, Moore's, Bracken Fence, Lowes, Republic Lumber; Candy: Fanny Farmer; Women's Apparel: Lerner, LaVogue, Montaldo's, Marshall's, Jay Aldon's, May Co., Lane Bryant, Berry Burk, Ardley; Men's Apparel: A&N, Fines, Websters, S&K, Shevel's; Furniture: Philip-Levy, Heilig-Meyers, Haverty's, Virginia Wayside, Colony House, Haynes; Jewelers: Zale's, Schwarzchild, Morton's, D.P. Paul; Shoes: Bakers, Butler's, Kinney, Mary Jane, Hanover, Hofheimers, Thom McAn, Florsheim, Regal, Russell & Holmes.

14 - NEWSPAPERS: TIMES-DISPATCH (m) 140,217; NEWS LEADER (e) 113,619; TIMES-DISPATCH (S) 234,993; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Robert Bowerman, Display Mgr., THE NEWS LEADER and TIMES-DISPATCH, PO Box C-32333, Richmond, VA 23293; Tel. (804) 649-6501.
National Representative: Sawyer-Ferguson-Walker.

ROANOKE

1 - LOCATION: Independent city connected with Roanoke County (MSA). E&P Map C-3. Financial, mercantile, industrial, distribution, transportation, agricultural, center for Western VA. HQ for Norfolk Southern Co. Trading center for rich farm market. 165 mi. W of Richmond; 238 mi. SW of Washington, DC. On I-81; U.S. Hwys. 11 (Lee Hwy.), 460, 220, 221; State Hwys. 24, 115, 116, 117, 118, 311 & 419.

2 - TRANSPORTATION: Railroads-Norfolk Southern Ry. (headquarters for general offices and shops) major freight-break point. 5 radiating routes.
Intercity Bus Lines-Greyhound; Trailways; 4 local and regional carriers.
Motor Freight Carriers-58.
Airlines-Air Virginia; Piedmont; general aviation air cargo; Charter and Helicopter Services.

3 - POPULATION:
Corp. City 80 Cen. 100,427; E&P 85 Est. 101,615
MSA-ABC: (80) 220,393
Bal. in NDM-ABC: (80) 497,210
County 80 Cen. 72,945; E&P 85 Est. 75,448
MSA 80 Cen. 220,600; E&P 85 Est. 228,290
Total NDM-ABC: (80) 717,603
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 40,027; E&P 85 Est. 41,857
County 80 Cen. 25,237; E&P 85 Est. 27,022
MSA 80 Cen. 81,882; E&P 85 Est. 87,615
MSA-ABC: (80) 81,878
Bal. in NDM-ABC: (80) 171,464
Total NDM-ABC: (80) 253,342

5 - BANKS N.A.

6 - PASSENGER AUTOS: City 64,212

7 - ELECTRIC METERS: Metro-Res. 80,372

8 - GAS METERS: Metro-Res. 31,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agri., Forestry, & Fish 6,890; Construction 5,380; Manufacturing 20,360; Transportation, Com. & Util. 9,270; Trade 26,080; Fin. Ins. & Real Est. 6,180; Services 22,300.
Principal Pay Days-Fri., 15th, Last day.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-67; Summer 68-87; Fall 40-68; Winter 29-51. Mean annual temperature 55.2. First killing frost, Oct. 18; last killing frost, Apr. 15.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: Principal Shopping Center-6 blocks on Jefferson St.; 4 on Campbell Ave.; 4 on Church Ave.; 4 on Salem Ave.
Neighborhood Shopping Areas-29 blocks, Williamson Rd.; 2 on Grandin Rd.; 2 on Brambleton Ave.; 3 on Franklin Rd. to City Limits; Melrose Ave. from 22nd St. NW to City Limits; 11th St., NW & Moorman Rd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sears Town(3)	1	Eagle's, Revco, Sears
Grandin Road(28)	2	Thriftway, Revco, Mick-or-Mack
Oak-Grove(10)	7	Mick-or-Mack, Eckerd
Crossroads Mall(51)	5	Kroger, JCPenney, Heironimus, Rose's, Peoples, K mart
Tanglewood Mall(109)	5	JCPenney, Leggetts, Kroger, SupeRx, Miller & Rhodes, Brendle's
Towers(55)	2	John Simmons, Heironimus, Woolworth, Mick-or-Mack
Roanoke-Salem(23)	4	Leggetts, Miller & Rhoads, Peoples, Winn-Dixie, Woolworth
Cave Spring Corners(19)	5	Kroger, SupeRx, Hills
Townside(2)	3	Mick-or-Mack, Eckerd
Vinton Plaza	3	Winn-Dixie, Sherwin-Williams
Parkside	3	K mart, Winn-Dixie
Lake Drive(17)	3	G.C. Murphy, Kroger, SupeRx, Sidney's Radio Shack, Hatheimers
Spartan Sq.(26)	10	Kroger, K mart, SupeRx
West Salem Plz.(5)	9	Winn-Dixie
Southwest Plz.(8)	7	Winn-Dixie, Revco, Firestone
Market Square North(10)	10	Eckerd, Food Lion
Market Square East(8)	4	Eckerd, Food Lion
Jamestown Plaza(3)	3	Mick-or-Mack, Bi-Rite
Blue Ridge(10)		Eckerd, Food Lion

Principal Shopping Days-Fri., 15th, Last day of month.
Stores Open Evenings-Food, drug, dept. stores in shopping centers open nightly.

13 - RETAIL OUTLETS: Department Stores-S. H. Heironimus; Leggetts; Miller & Rhoads; JCPenney; Sears.
Discount Stores-Lowe's; Moore's 4; Pete Moore; Best Co., Inc.; Thriftee Discount 2; Revco 10; K mart 3; Family Dollar Stores 4; Hills 2; Brendlees 2; T.J. Maxx; Ashby's; S&K.
Variety Stores-Newberry; Rose's 3; Woolworth; Scotties.
Chain Drug Stores-Peoples 8; Revco 10; SupeRx 10; Eckerd 3.
Chain Supermarkets-Kroger 10; Mick-or-Mack 11; Winn-Dixie 8; Hop-In 20; IGA 2; Pic-Quick 8; Sureway 3; 7-Eleven 20; Thriftway 4; Food World 3; Food Lion 4; Other Grocery Stores 264.
Other Chain Stores-Devoe; Firestone; Goodrich; Goodyear; Grand Piano; Hanover Shoe; Hofheimer Shoes; Kinney Shoes; Lerner's Shops; Stuart McGuire Shoes; Pic-Way Shoes; Radio Shack; Remington Rand; Sherwin-Williams; Thom McAn; Webster Clothers; Western Auto; Sidney's; Advance Stores; Spencer Gifts.

14 - NEWSPAPERS: TIMES & WORLD NEWS (m-mon to fri) 78,465; (e-mon to fri) 47,371; (m-sat) 125,494; (S) 127,187 Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: John Montgomery, Gen. Adv. Mgr., TIMES & WORLD NEWS, PO Box 2491, Roanoke, VA 24010; Tel. (703) 981-3263.
National Representative: Branham/Newspaper Sales.

SPRINGFIELD

1 - LOCATION: Independent City in Fairfax County (In Washington DC-MD-VA MSA). E&P Map E-1. County Seat. Suburban Washington.

2 - TRANSPORTATION: Motor Freight Carriers-41 in SMSA.
Intercity Bus Lines-Continental Trailways; Greyhound; Gold Line; Colonial Transit.
Airlines-Major airlines in Washington DC.

3 - POPULATION:
Corp. City 80 Cen. 19,390; E&P 85 Est. 21,767
County 80 Cen. 596,901; E&P 85 Est. 681,837
MSA 80 Cen. 3,250,392; E&P 85 Est. 3,452,711
NDM-ABC: (80) 745,103

4 - HOUSEHOLDS:
City 80 Cen. 6,881; E&P 85 Est. 7,959
County 80 Cen. 205,166; E&P 85 Est. 242,147
MSA 80 Cen. 1,173,172; E&P 85 Est. 1,281,060
NDM-ABC: (80) 270,162

5 - BANKS	NUMBER	EST. DEP.
Comm.(MSA)	63	$13,000,000,000
Savings & Loan (MSA)	53	$9,000,000,000

6 - PASSENGER AUTOS: County 468,016

7 - ELECTRIC METERS: Residence 873,200 (MSA)

8 - GAS METERS: Residence 565,320 (MSA)

9 - PRINCIPAL INDUSTRIES: Government, Wholesale & Retail Trade, Services.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-72; Summer 66-90; Fall 50-71; Winter 20-45. First killing frost Nov. 27; last killing frost Mar. 10.

11 - TAP WATER: Slightly alkaline, medium soft.

12 - RETAILING: Principal Shopping Center-Fair Oaks Mall; Tysons Corner Center.
Neighborhood Shopping Centers-Loehmanns Plaza; Pike 7 Plaza; Tyson's Center; Seven Corners; Beacon Mall; Bradick; Shirley Plaza; Wilston; Yorktown; Springfield Mall; Mt. Vernon Plaza; Fairfax City; Fairfax Circle; Pickett Square; University Square; Virginia Plaza.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Most.

13 - RETAIL OUTLETS: Department Stores-Hecht; Garfinckels; Woodward & Lothrop; Montgomery Ward.
Discount Stores-K mart.
Chain Drug Stores-Peoples; Drug Fair; Dart Drug; Revco.
Chain Supermarkets-Giant; Safeway; A&P.

14 - NEWSPAPERS: FAIRFAX JOURNAL (m-mon to fri) 56,085; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Michael Veitch, V.P. Sales & Mktg., Journal Newspapers, Springfield, VA 22159; Tel. (703)750-8100.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

STAUNTON

1 - LOCATION: Independent City connected with Augusta County. E&P Map D-2. County Seat. Trading ctr. for three-county agricultural area. School ctr. West Central part of State. 87 mi. from Roanoke; 72 mi. from Lynchburg; 107 mi. from Richmond. On U.S. Hwys. 250, 11, I-81, I-64; State Hwy. 254.

2 - TRANSPORTATION: Railroads-Chesapeake & Ohio, Chesapeake & Western (freight).
Motor Freight Carriers-16.
Intercity Bus Lines-Greyhound; Virginia Trailways.
Airlines-Henson; Piedmont.

3 - POPULATION:
Corp. City 80 Cen. 21,857; E&P 85 Est. 21,452
CZ-ABC: (80) 32,268
RTZ-ABC: (80) 94,093
County 80 Cen. 53,732; E&P 85 Est. 57,020
City & RTZ-ABC: (80) 126,361

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,097; E&P 85 Est. 8,149
CZ-ABC: (80) 11,344
RTZ-ABC: (80) 32,634
County 80 Cen. 17,978; E&P 85 Est. 19,715
City & RTZ-ABC: (80) 43,978

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$271,164,000
Savings & Loan	2	$237,507,153

6 - PASSENGER AUTOS: City 14,092; County 39,532

7 - ELECTRIC METERS: Residence 25,000

8 - GAS METERS: Residence 8,171

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Transp., Comm. & Utilities 1,377; Construction 477; Mfg. 1,021; Trade 2,092; Lumber & Furn. 500; Fibers & Textiles 4,380; Metal Prod. & Fabric 1,080; Machy. & Misc. Mfg. 3,330; Apparel 1,300; Food 510; Construction 2,100; Fin., Ins., Real Estate 487; Govt. 5,130.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 50-70; Summer 61-82; Fall 38-57; Winter 24-43. First killing frost, Oct. 19; last killing frost, May 7.

11 - TAP WATER: Neutral, meduim soft; fluoridated and chlorinated.

12 - RETAILING: Principal Shopping Center-5 blocks on Beverly St., 4 on Central Ave.; 2 on Augusta St.
Neighborhood Shopping Centers-1 block at Hays & W Beverly; 1 block at College Park; 1 block at Churchville & Grubert Aves. Staunton Plaza, Rt. 11, South (Greenville Ave.) (30 acres); 3 blks. at Beverly & Grubert; 1 blk. at Churchville & Springhill; Chestnut Hills Shopping Center.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Terry Court(24)	NA	Terry Court Drug

Town & Country(3)	NA	K mart, Sears
Staunton Plaza(31)	NA	JCPenney, Mont. Ward, Woolworth
Chestnut Hills(5)	NA	Heck's, Kroger

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.; Shopping Centers every evening

13 - RETAIL OUTLETS: **Department Stores**-Leggett's; Montgomery Ward; JCPenney.
Variety Stores-Woolworth; McCrory
Chain Drug Stores-Peoples; SuperRx; Drug Fair; Medco.
Chain Supermarkets-IGA; Kroger; Shop & Save; 7-Eleven; A&P
Discount Stores-Heck's; K mart
Other Chain Stores-Lowe's; Goodyear; Dollar General; Family Dollar; Advance; Western Auto; A&N; Sears (catalog); Moore's; Glassner Jewelers; Wise Discount; Medco; High's; Memory Lane Gifts; Super Dollar; University Tire Co.

14 - NEWSPAPERS: NEWS-LEADER (m-mon to sat) 17,363; (S) 21,751; Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Robert D. Grimes, Adv. Mgr., LEADER and NEWS-LEADER, PO Box 59, Staunton, VA 24401, Tel. (703) 885-7281
National Representative: Landon Associates

STRASBURG

1 - LOCATION: Shenandoah County. E&P Map E-1. On U.S. Hwy. 11, State 55, I-81 and Junction I-66. Misc. mfg. center in agricultural region; region 90 mi. W of Washington DC, 130 mi. SW of Baltimore MD. Serving Tri County area, Frederick, Warren, and Shenandoah Counties.

2 - TRANSPORTATION: **Railroads**-Norfolk & Western; Southern; Conrail; Chessie
Motor Freight Carriers-8
Intercity Bus Lines-Greyhound; Trailways
Airlines-Piedmont

3 - POPULATION:
Corp. City 80 Cen. 2,431; E&P 85 Est. 2,875
County 80 Cen. 27,559; E&P 85 Est. 29,852
NDM-ABC: (80) 116,357

4 - HOUSEHOLDS:
Corp. City 80 Cen. 904; E&P 85 Est. 936
County 80 Cen. 10,035; E&P 85 Est. 11,218
NDM-ABC: (80) 41,906

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	13	$478,207,000
Savings & Loan	5	$50,000,000

6 - PASSENGER AUTOS: Counties-Shenandoah 21,740; Warren 16,612; Frederick 27,409

7 - ELECTRIC METERS: Residence Est.-Shenandoah Co. 8,800; Warren Co. 9,320; Frederick Co. 19,993; Regional total 38,113

8 - GAS METERS: 3,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textiles 5,440; Apple Prod. 750; Rubber Prod. 933; Poultry 3,260; Auto Parts 260; Brake Shoes 950; Sewing 900; Building Materials 425; Comm. Printing 300; Quarries 200; Food Processing 950; Light Bulbs 250; Furniture 250; Records & Tapes 1,065; Travel Trailers & Mobile Homes 250; Furniture 350; Poultry N.A.
Principal Industrial Pay Days-Wed., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-92; Summer 50-105; Fall 28-86; Winter 10-75. First killing frost, Oct. 30; last killing frost, April 11.

11 - TAP WATER: Alkaline, hard

12 - RETAILING: **Principal Shopping Center**-Winchester; Front Royal; Strasburg; Woodstock.
Neighborhood Shopping Centers-Mt. Jackson; Edinburg; New Market; Berryville; Boyce; Wardensville; Middletown; Stephens City.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Fri.; Food-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; Leggetts 2; JCPenney; Sears; Peebles; Nichols; K mart 2; Zayre.
Variety Stores-Newberry 2; McCrory 2; Ben Franklin; Kresge.
Chain Drug Stores-Peoples 2; Drug Fair 2; Dart Drug; Revco 2; Rite Aid; Standard Drug.
Chain Supermarkets-Safeway 4; A&P 4; IGA 4; 7-Eleven 15; Acme; High's.
Other Chain Stores-Singer Co. 2; Firestone 3; Goodyear 2; Western Auto 4; Goodrich; Advance; A&N 2; Jewel Box; Burton Men's Shop; Dollar General 3; Lowes; Lafayette; Radio Shack 2; Heck's.

14 - NEWSPAPERS: NORTHERN VIRGINIA DAILY (m) 14,501; Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: William Keister, Adv. Contact, NORTHERN VIRGINIA DAILY, PO Box 69, Strasburg, VA 22657, Tel. (703) 465-5137
National Representative: Landon Associates

SUFFOLK

1 - LOCATION: Independent City (In Norfolk-Virginia Beach-Newport News VA-NC MSA). E&P Map F-3. 20 mi. SW of Norfolk, VA. On U.S. Hwys. 58, 460.

2 - TRANSPORTATION: **Railroads**-Atlantic Coast; Norfolk, Franklin and Danville; Norfolk & Western; Seaboard.
Motor Freight Carriers-5
Intercity Bus Lines-Greyhound; Trailways

3 - POPULATION:
Corp. City 80 Cen. 47,621; E&P 85 Est. 48,277
CZ-ABC: (80) 47,621
RTZ-ABC: (80) 42,758
MSA 80 Cen. 1,160,051; E&P 85 Est. 1,212,964
City & RTZ-ABC: (80) 90,379

4 - HOUSEHOLDS:
Corp. City 80 Cen. 15,742; E&P 85 Est. 16,438
MSA 80 Cen. 385,929; E&P 85 Est. 415,846
CZ-ABC: (80) 15,742
RTZ-ABC: (80) 13,924
City & RTZ-ABC: (80) 29,666

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	6	$86,000,000
Savings & Loan	2	$29,200,000

6 - PASSENGER AUTOS: City 28,524

7 - ELECTRIC METERS: Residence 13,500

8 - GAS METERS: Residence 1,835

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Peanut 2,370; Television Assembly 4,900; Lumber 465; Meat Pkg. 195; Tea & Coffee Prod. 260; Farm Machy. Mfg. 175

10 - CLIMATE: Min. & Max. Temp.-Spring 56-73; Summer 77-95; Fall 41-62; Winter 39-47

11 - TAP WATER: Alkaline, very soft, not fluoridated

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Suffolk Plaza(28)	NA	Mont. Ward, Murphy Mart, A&P
Suffolk West(19)	NA	Winn-Dixie, Drug Fair

Principal Shopping Days-Mon., Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; JCPenney; Leggetts; Murphy Mart; B. Laderberg & Son.
Variety Stores-Woolworth; Rose's; Super Dollar; Dollar General
Chain Drug Stores-Peoples; Revco; Drug Fair
Chain Supermarkets-A&P; Cavalier Foods; Belo 2; Safeway; Winn-Dixie
Other Chain Stores-Goodyear; Kinney Shoes; Singer; Sherwin-Williams; Radio Shack; Western Auto; Eleanor Shops; Dollar General.

14 - NEWSPAPERS: NEWS-HERALD (e-mon to fri) 6,962; (S) 7,374; Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Earl T. Jones, Jr., Adv. Dir., NEWS-HERALD, 130 S. Saratoga St., Suffolk, VA 23434; Tel. (804) 539-3437
National Representative: Landon Associates

VIRGINIA BEACH
See NORFOLK

WAYNESBORO

1 - LOCATION: Independent City connected with Augusta County. E&P Map D-2. Railroad junction and shipping center for industrial, agricultural and dairy area of E Augusta, N Nelson and W Albermarle Counties. 98 mi. W-NW of Richmond; 90 mi. N-NE of Roanoke. On U.S. Hwys. 250 and 340; I-64; State 254, 340, 624, 664, 795, 865.

2 - TRANSPORTATION: **Railroads**-Chesapeake & Ohio; Norfolk & Western; Belt (freight line)
Motor Freight Carriers-5.
Intercity Bus Lines-Virginia Trailways.
Airlines-Allegheny Commuter

3 - POPULATION:
Corp. City 80 Cen. 15,329; E&P 85 Est. 15,084
CZ-ABC: (80) 23,159
RTZ-ABC: (80) 47,812
County 80 Cen. 53,732; E&P 85 Est. 57,020
City & RTZ-ABC: (80) 70,971
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,870; E&P 85 Est. 6,012
CZ-ABC: (80) 8,578
RTZ-ABC: (80) 16,383
County 80 Cen. 17,976; E&P 85 Est. 19,715
City & RTZ-ABC: (80) 24,961

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	$89,884,000
Savings & Loan	2	$26,052,000
Credit Unions	6	$28,380,000

6 - PASSENGER AUTOS: County 39,532

7 - ELECTRIC METERS: Residence 6,600

8 - GAS METERS: Residence 6,425

9 - PRINCIPAL INDUSTRIES: Electronics; Chemical and Synthetics; Furniture; Textiles; Metalcraft; Plastics; Filaments; Shipfittings; Vinyl; House Siding; Pipe and Electronic Organs; Plywood; Confectionery. No. of Wage Earners-over 9,000; annual payroll in excess of $165,000,000
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Annual rainfall approx. 40 in.; Annual snowfall approx. 20 in.; Winter av. temp. 35; Summer av. temp. 75

11 - TAP WATER: Neutral, soft, fluoridated

12 - RETAILING: **Principal Shopping Centers**-22 blocks on 7 sts.; 5 on Main St., 4 on Wayne Ave., 1 on Federal St., 1 on Short St., 1 on Market Ave., 3 on Arch Ave., 1 on 11th St., 6 blks. on Broad St.
Neighborhood Shopping Centers-3 blocks on Commerce Ave., 2 on W Main St., 4 on W Broad, 3 on E Broad.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Waynesboro Center(22)	NA	Rose's, Peoples, Heck's, Food Lion

Principal Shopping Days-Thur through Sat.
Stores Open Evenings-Mon. through Fri.; Shopping Centers, Food Stores & many others nightly.

13 - RETAIL OUTLETS: **Department Stores**-Leggetts; Cato's; Newberry; Corner Hdwe.
Variety Stores-Rose's
Discount Stores-K mart; Heck's
Chain Drug Stores-Standard; Kroger Sav-on; Peoples Service Drugs; Drug Fair
Chain Supermarkets-A&P; Kroger Savon; IGA; Shop & Save; Food Lion
Other Chain Stores-Western Auto; Advance Stores; Jewel Box; Firestone; Goodyear; Goodrich; Sherwin-Williams; Sears; A&N; Grand Piano; Dollar General; Moores.

14 - NEWSPAPERS: NEWS-VIRGINIAN (e) 13,616; Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Marty White, Adv. Dir., NEWS-VIRGINIAN, 544 W. Main St., Waynesboro, VA 22980; Tel. (703) 949-8213
National Representative: Landon Associates

WINCHESTER

1 - LOCATION: Independent City connected with Frederick County. E&P Map E-1. County Seat. Mfg., shopping, fruit growing & packing, tourist, medical ctr. In N tip of State. On U.S. Hwys. 11, 17, 50, 522, 340; I-81. 72 mi. W of Washington, D.C., 142 mi. from Richmond.

2 - TRANSPORTATION: **Railroads**-B&O; Chessie; N/W Freight only
Motor Freight Carriers-22
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 20,217; E&P 85 Est. 21,416
CZ-ABC: (80) 20,217
Bal. in NDM-ABC: (80) 44,115
County 80 Cen. 34,150; E&P 85 Est. 35,965
Total CZ and Bal. in NDM-ABC: (80) 64,332
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,971; E&P 85 Est. 8,726
CZ-ABC: (80) 7,971
Bal. in NDM-ABC: (80) [illegible],981
County 80 Cen. 11,467; E&P 85 Est. 12,512
Total CZ and Bal. in NDM-ABC: (80) 22,952

5 - BANKS	**NUMBER**	**DEPOSITS**
Comm. & Savings	6	$4,387,121,325
Savings & Loan	2	$619,743,438

6 - PASSENGER AUTOS: County 27,409

7 - ELECTRIC METERS: Residence City 9,906; County 14,719

8 - GAS METERS: Residence City & County 3,250

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agric., Serv. & Quarrying 330; Constr. 1,600; Textiles & Apparel 530; Food 990; Lumber & Furn. 670; Stone, Clay, Glass Prod. 1,420; Metal Prod. & Mach. 1,440; All Other Mfg. 15,400; Fin. 970; Govt. 2,320; Serv. 3,670 (County, 1981)

10 - CLIMATE: Min. & Max. Temp.-Spring 41-62; Summer 63-85; Fall 45-68; Winter 28-48. First killing frost, Oct. 19; last killing frost, Apr. 21

11 - TAP WATER: Alkaline

12 - RETAILING: **Principal Shopping Area**-10 blocks on 5 sts., Downtown Pedestrian Mall

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Berryville Pl	NA	Nichols, Choice IGA
Ward Pl (16)	NA	Mont. Ward, Kresge, Peoples Drug
Delco Plz (8)	NA	Zayre, Dart Drug
Apple Valley Sq (14)	NA	Heck's, Acme, Revco
Apple Blossom Mall(43)	NA	Leggetts, Sears, JCPenney

Principal Shopping Days-Sat., Fri., Mon.
Stores Open Evenings-Department: Mon. and Fri.; Food and Shpg. Ctrs.: Mon. through Sun.

13 - RETAIL OUTLETS: **Department Stores**-Leggetts; JCPenney; Montgomery Ward; Sears; K mart
Variety Stores-McCrory; Kresge
Discount Stores-Revco 4; Zayre; Nichols; K mart; Heck's
Chain Drug Stores-Peoples 2; Drug Fair 2; Revco 4; Dart Drug
Chain Supermarkets-A&P 2; Safeway; Choice IGA; Acme; Martins
Other Chain Stores-Royal Jewelers; Kinney; A&N; Scheweis; Firestone; Sherwin-Williams; Eleanor; McPhail Paint; Goodyear; Lowes; Moores; Fashion Bug; Pic Way; Pic N Pay; 84 Lumber; Alfred Neys; Zale Jewelers; Grand Piano

14 - NEWSPAPERS: STAR (e) 20,519; Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Edward P. Hourigan, Adv. Mgr., STAR, 2 N. Kent St., Winchester, VA 22601; Tel. (703) 667-3200
National Representative: Landon Associates

WOODBRIDGE

1 - LOCATION: Prince William County (In Washington, D.C.-MD-VA MSA). E&P Map E-2. Suburban residential and military center. In N Virginia, 30 mi. S of Washington, D.C., 20 mi. N of Fredericksburg, on I-95 and 66

2 - TRANSPORTATION: **Railroads**-Richmond, Fredericksburg & Potomac; Southern
Motor Freight Carriers-3
Intercity Bus Lines-Trailways; Greyhound
Airlines-Major national and international airlines at Washington, D.C.

3 - POPULATION:
District 80 Cen. 14,867; E&P 85 Est. 16,690
NDM-ABC: (80) 107,632
County 80 Cen. 144,703; E&P 85 Est. 162,443
MSA 80 Cen. 3,250,392; E&P 85 Est. 3,452,711
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
District 80 Cen. 4,700; E&P 85 Est. 5,214
NDM-ABC: (80) 31,442
County 80 Cen. 43,790; E&P 85 Est. 50,753
MSA 80 Cen. 1,173,172; E&P 85 Est. 1,281,060

5 - BANKS: N.A.

6 - PASSENGER AUTOS: County 109,796

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Percentage of Wage Earners (80 Cen.)-Gov't. 48%; Prof. & Tech. 20%; Clerical 20%; Crafts 20%; Services 11%; Industrial 10%; Farming 0.3%.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-64; Summer 68-85; Fall 47-68; Winter 38-44. First killing frost, Oct. 26; last killing frost, Apr. 10.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Neighborhood Shopping Centers**-Potomac Plaza, Prince William Plaza, Dumfries, Triangle Plaza, Lynwood, Ashdale Plaza, Forestdale Plaza, Glendale Plaza, Westgate, Georgetown South, Center Plaza, Manassas Junction, Tackett's Mill, Potomac Mills.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Marumsco Plaza(50)	NA	Peebles, Giant Foods Peoples Drugs
Gordon Plaza(20)	NA	Zayre, Basics, Dart
Manassas Mall(75)	NA	Mont.Ward, Hecht's
Manaport(25)	NA	Dart Home
Manassas(41)	NA	Peebles, Drug Fair

Principal Shopping Days-Fri. & Sat.

13 - RETAIL OUTLETS: Department Stores-Peebles; Zayre; Leggetts; Montgomery Ward; Hecht Co.; K mart; Ames; Bradlees.
Chain Drug Stores-Dart; Peoples; Drug Fair.
Chain Supermarkets-Basics; Grand Union; A&P; Safeway; Giant Foods; Plus & Bon Food.
Other Chain Stores-Goodyear; Merchants Tire; Market Tire; Mademoiselle Fashions; Harpers, Steven Windsor; Abbey Carpets; Hechingers; Lowe's; Hub Furniture; Sherwin-Williams; Hi-Gear; Radio Shack; Mattress Discounters; Rug Man; Waxie-Maxie; Scotts Lumber; Color Tile; Waccamaw Pottery; Luskins; IKEA; Coho.

14 - NEWSPAPERS: POTOMAC NEWS (e-mon to fri) 23,350; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: George Coleman, Adv. Dir., POTOMAC NEWS, 14010 Smoketown Rd.,Woodbridge, VA 22192; Tel. (703) 670-8151.
National Representative: U.S. Suburban Press.

WASHINGTON SURVEYS

METROPOLITAN STATISTICAL AREAS

Bellingham-Whatcom County.
Bremerton-Kitsap County.
Olympia-Thurston County.
Richland-Kennewick-Pasco-Benton and Franklin Counties.
Spokane-Spokane County.
Yakima-Yakima County.

PRIMARY METROPOLITAN STATISTICAL AREAS

Seattle-King and Snohomish Counties.
Tacoma-Pierce County.
Vancouver-Clark County.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

Portland-Vancouver, Ore.-Wash.-Includes Portland, Ore. PMSA and Vancouver, Wash. PMSA.
Seattle-Tacoma-Includes Seattle PMSA and Tacoma PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1986
Under 5 Years	281	306	332
5-14 Years	679	618	672
15-24 Years	627	769	836
25-44 Years	808	1,231	1,338
45-64 Years	698	775	842
65 and Over	321	431	468
TOTAL	3,413	4,130	4,488

Based on U.S. Census

POPULATION ESTIMATES
(Thousands)

Places of 50,000 or more and central cities of MSA's with 10% or more of Spanish Origin Population

Cities	Total Pop.	Spanish Origin	Percent
Pasco-Kennewick Richland	86	18	20.9

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1986 Est.
Bldg. Mat./Hdwr	898	1,083	1,596
General Mdse	1,604	2,170	2,823
Food	2,895	4,805	5,869
Automobiles	2,757	3,203	5,344
aasolineSStatons	947	1,690	1,838
Apparel	611	972	1,313
Furniture	669	818	1,302
Eat-Drink Places	1,356	2,233	2,936
Drugs	536	796	1,100
TOTAL SALES	13,503	20,008	26,188

ABERDEEN

1 - LOCATION: Grays Harbor County, E&P Map A-2. On the Chelalis River, 50 mi W of Olympia. On U.S. Hwys. 12, 101.

2 - TRANSPORTATION: Railroads-Union Pacific, Burlington Northern.
Motor Freight Carrier-5.
Intercity Bus Lines- Grays Harbor Transit.
Airlines-San Juan.

3 - POPULATION:
Corp. City 80 Cen. 18,739; E&P 85 Est. 18,673
CZ-ABC: (80) 30,033
RTZ-ABC: (80) 46,089
County 80 Cen. 66,314; E&P 85 Est. 65,615
City & RTZ-ABC: (80) 76,122
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,539; E&P 85 Est. 7,315
CZ-ABC: (80) 11,886
RTZ-ABC: (80) 17,074
County 80 Cen. 25,181; E&P 85 Est. 25,689
City & RTZ-ABC: (80) 28,960

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$475,792,000
Savings & Loan	3	(Incl. above)

6 - PASSENGER AUTOS: County 30,158

7 - ELECTRIC METERS: Residence 29,030

8 - GAS METERS: Residence 2,400

9 - PRINCIPAL INDUSTRIES: Lumber; Logging; Plywood; Fishing and Small Wood Working 7,120 emp.; Pulp & Paper Mfg.; Pulp Mills; Paper Mills; Commercial Fishing.
Principal Pay Days-Sat. 1st, 5th, 15th, 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 50-85; Fall 50-75; Winter 30-60.

11 - TAP WATER: Neutral, soft, not fluoridated.

12 - RETAILING: Principal Shopping Centers-3 blocks on Heron St.; 5 on Wishkah St.; 4 on Market St.; East Wishkah Mall (20 stores); South Shore Mall (55 Stores).
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; La Monts; K Mart.
Variety Stores-Pay'n Save.
Discount Stores-Pay Less; Ernst-Malmo.
Chain Drug Stores-Pay Less; Rexall 2; Pay N-Save; The Medicine Shoppe.
Chain Supermarkets-Safeway 3; Thriftway; Swanson's 3; Shop Rite; Prarie Mkt.; Price Plus.
Other Chain Stores Weisfield Jewelers; Coast-to-Coast; Discount Fabrics; Radio Shack 3; Sherwin-Williams; General Tire; Kinney Shoes 2; Mode O'Day; True Value Hdwe. 3; Sprouse-Reitz; F. T. Kluh; Hickory Farms; Squire Shop; Hallmark 3; House of Fabric; Maurices's; 7-Eleven 5; Tires Inc.; Sea Galley; Centerville; Hazel's Candies; Waldenbooks; Robinsons; Goodyear; Ace Hdwe. 3; Gallenkamp; Fabricland; Zales; Kits Camera.

14 - NEWSPAPERS: WORLD (e) 17,918 (S) 17,831; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Duane Langeliners, Gen. Mgr. WORLD, 315 S. Michigan; PO Box 269, Aberdeen, WA 98520; Tel. (206) 532-4000.
National Representative: Landon Associates.

AUBURN

1 - LOCATION: King County (In Seattle PMSA), E&P Map B-2. Located 25 mi. S of Seattle at the junction of S.R. 67 & S.R. 18 off I-5.

2 - TRANSPORTATION: Railroads-Burlington Northern, Union Pacific, Amtrak.
Motor Freight Carriers-62.
Intercity Bus Lines-Metro (King Co. Transit System); Greyhound & Trailways (In Seattle).
Airlines-Served by all major airlines through Seattle Airport.

3 - POPULATION:
Corp. City 80 Cen. 26,417; E&P 85 Est. 31,329
NDM-ABC: (80) 79,464
County 80 Cen. 1,269,749; E&P 85 Est. 1,369,555
PMSA 80 Cen. 1,606,765; E&P 85 Est. 1,745,505

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,396; E&P 85 Est. 13,181
County 80 Cen. 497,263; E&P 85 Est. 554,091
PMSA 80 Cen. 617,645; E&P 85 Est. 692,711
NDM-ABC: (80) 27,683

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$167,222,000
Commercial	8	$245,000,000

6 - PASSENGER AUTOS: County 790,120

7 - ELECTRIC METERS: Residence (Est.) 12,500

8 - GAS METERS: Residence (Est.) 8,000

9 - PRINCIPAL INDUSTRIES: Type of Industry, No. of Wage Earners and (Av. Wkly. Wage)-Aerospace(F.A.A.) 5,000 ($441); Govt. (G.S.A) 1,100 ($420); Railway 400 ($535); Plastics 100 ($325); Dairy Products; Lumber; Shingles; Charcoal; Sheet Metal; Fiberglass Prods.; Fruit & Vegetable Packing; Farming; Aircraft Engines.
Principal Industrial Pay Days-1st and 15th monthly.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-59; Summer 55-72; Fall 47-60; Winter 38-47. First killing frost, Nov. 25; last killing frost, Mar. 15.

11 - TAP WATER: Medium, hard.

12 - RETAILING: Principal Shopping Center-Downtown Auburn.
Neighborhood Shopping Centers-Auburn North Ctr.; Forest Villa; Auburn Way South; Auburn Way North; Little Detroit of the West.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Sea Tac Mall(104)	8	Bon Marche, Sears, Mervyn's

Principal Shopping Days-Daily & Sun.
Stores Open Evenings-Mostly all.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Variety Stores-Bonanza 88; Ben Franklin.
Chain Drug Stores-Skaggs; Pay 'N Save.
Chain Supermarkets-Safeway; Albertsons; Thriftway.
Other Chain Stores-Coast-to-Coast; 7-Eleven.

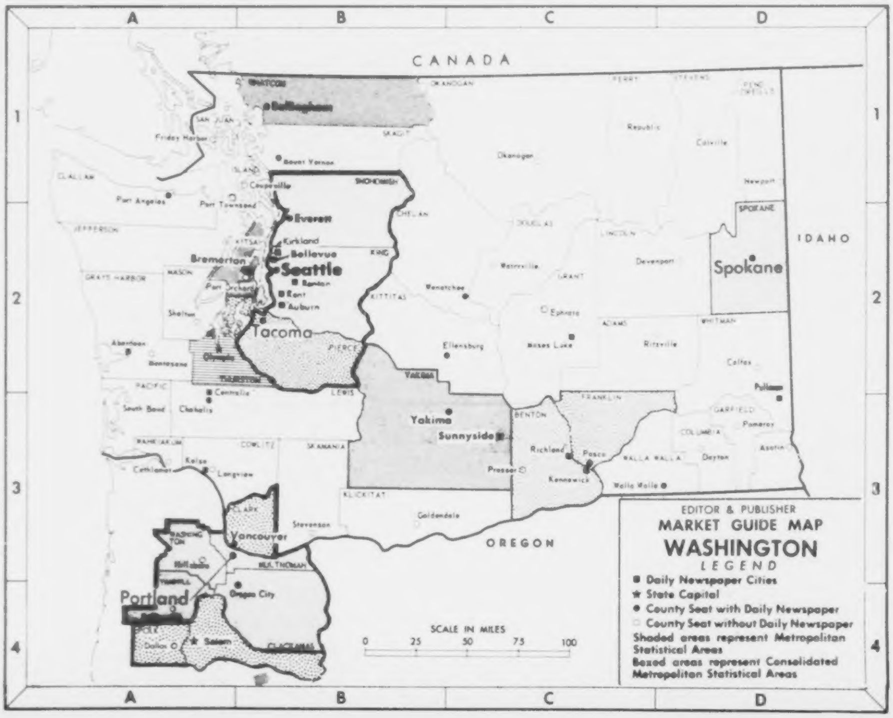
14 - NEWSPAPERS: GLOBE NEWS (mon to fri.) 9,595; (S) 9,592; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: John Souza, Valley Newspapers, 600 S. Washington; PO Box 130, Kent, WA 98032; Tel. (206) 872-6600.
National Representative: Landon Associates.

BELLEVUE

1 - LOCATION: King County (In Seattle PMSA), E&P Map B-2. 6 mi. E of Seattle. E of Lake Washington, on I-405 (alternate to N-S I-5 which passes through Seattle). Two floating bridges connect with Seattle to the west (I-90 and Hwy. 520).

2 - TRANSPORTATION: Railroads-Burlington-Northern.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways; Greyhound; Seattle Metro Transit.
Airlines-Alaska; British Airways; Continental; Delta; Eastern; Northwest; Pacific Western; Pan American; Scandinavian; United; Western; TWA; Republic; Horizon Air; (In Seattle).

3 - POPULATION:
Corp. City 80 Cen. 73,903; E&P 85 Est. 87,609
NDM-ABC: (80) 301,461
County 80 Cen. 1,269,749; E&P 85 Est. 1,369,555
PMSA 80 Cen. 1,606,765; E&P 85 Est. 1,745,505



Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 27,871; E&P 85 Est. 34,052
NDM-ABC: (80) 105,528
County 80 Cen. 497,263; E&P 85 Est. 554,091
PMSA 80 Cen. 617,645; E&P 85 Est. 692,711

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	7	$517,548,000
Savings & Loan	9	$324,280,000
Commercial	10	$234,073,000

6 - PASSENGER AUTOS: County 790,120

7 - ELECTRIC METERS: East Side 138,000

8 - GAS METERS: East Side 71,000

9 - PRINCIPAL INDUSTRIES: Electronic Control Systems; Photo-typesetting Equipment; Bldg. Materials; Trucks; Construction Equipment; Soft Drinks; Food Pdts; Medical Electronics; Computer Software Developers; Aerospace Support Systems.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-59; Summer 56-75; Fall 48-60; Winter 36-45. First killing frost, Nov. 2; last killing frost, Mar. 20.

11 - TAP WATER: Soft.

12 - RETAILING: Principal Shopping Centers-(No. of Stores)-8400 stores on East Side. Bel-Square; Bellevue Way & NE 8th (198); Crossroads-NE 8th & 156th NE (60); Totem Lake Exit 124 off 405, Kirkland (68); Factoria, I-90 & 405 (80); Overlake 148th & NE 24th (55).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bel-Square	NA	JCPenney, Fredrick & Nelson, Nordstrom, The Bon
Crossroads(60)	NA	Lamont's, Ernst Hdwe.
Totem Lake(68)	NA	Pay'N Save, Thrifty, Ernst Hdwe., Lamont's
Lake Hills	NA	QFC Grocery
Evergreen Vlg.(21)	NA	Pay'N Save, Safeway
Redmond Ctr.(21)	NA	QFC, Sears
Juanita Vlg.(11)	NA	Safeway
Sunset Village(20)	NA	Safeway, Fisher Drug
Eastgate Plaza	NA	Albertson's, Skaggs
Bear Creek(23)	NA	Pay'N Save, Safeway
Overlake(12)	NA	Pay Less
Factoria(4)	NA	Pay'N Save, Safeway

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Shopping centers every evening to 9.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Sears; Nordstrom; Frederick and Nelson; Lamont's; Fred Meyer; Eddie Bauer; Loehmanns.
Chain Drug and Variety Stores-Pay 'N Save; Pay Less; Skaggs; Coast-to-Coast; Ernst Hardware; Fred Meyer; Bartells; Pay 'n Pak; K mart.
Chain Supermarkets-Albertson's; Safeway; Lucky; Thriftway; Thrifty; QFC; Mark-It Foods; Tradewell; Fred Meyer.
Other Chain Stores-Firestone; Goodyear; Big O Tires; O.K. Tire; R&B Furniture; Hancock Fabrics; Discount Fabrics; Gran Tree Furniture Rental; Friedlander's Jewelry; Radio Shack; Dunn Lumber; 7-Eleven Stores; Dairy Queen; Schuck's Auto; Fisher Drug; Bartell Drug; Sleepaire; Hickory Farms; J.K. Gill; Western Farmers Assoc.; Hallmark; Standard Service Tire; Fabricland; Music West; Lee Myles Transmission; Capitol Tire; Malmo; Big Five; Sams Tires.

14 - NEWSPAPERS: JOURNAL-AMERICAN (m) 26,687; (S) 27,020; Mar. 31, 1985 ABC.
Local Contact for Advertising, Market, and Merchandising Data: George Bean, Adv. Dir., JOURNAL-AMERICAN, PO Box 90130, Bellevue, WA 98009-0130; Tel. (206) 455-2222.
National Representative: Landon Associates.

BELLINGHAM

1 - LOCATION: Whatcom County (MSA). E&P Map B-1. 86 mi. N of Seattle. On U.S. Hwy. I-5; State Hwys. 11, 542, 539. On Bellingham Bay.

2 - TRANSPORTATION: Railroads-Burlington Northern; Chicago.
Motor Freight Carriers-14.
Intercity Bus Lines-Greyhound.
Airlines-San Juan.

3 - POPULATION:
Corp. City 80 Cen. 45,794; E&P 85 Est. 52,709
CZ-ABC: (80) 45,794
RTZ-ABC: (80) 60,907
County/MSA 80 Cen. 106,701; E&P 85 Est. 114,027
City & RTZ-ABC: (80) 106,701

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 18,440; E&P 85 Est. 19,648
CZ-ABC: (80) 18,440
RTZ-ABC: (80) 21,190
County/MSA 80 Cen. 39,630; E&P 85 Est. 43,777
City & RTZ-ABC: (80) 39,630

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5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	8	$328,000,000
Mutual Savings	6	$132,000,000
Savings & Loan	7	$182,000,000

6 - PASSENGER AUTOS: County 57,822

7 - ELECTRIC METERS: Residence 24,900

8 - GAS METERS: Residence 9,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agriculture 6,520; Food & Kindred Prod. 1,310; Lumber & Wood Prod. 1,100; Printing & Pub. 250; Stone, Clay & Glass Prod. 310; Other Durable Goods 1,960; Other Non-Durable Goods 2,280; Forestry, Fishing, Mining & Misc. 500; Contract Construction 1,800; Wholesale & Retail Trade 9,140; Finance, Ins. & Real Estate 1,470; Services 6,490; Govt. 7,140; Educational Serv. 5,000; Other Govt. 2,590.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-58; Summer 46-72; Fall 39-60; Winter 30-45. First killing frost, Sept. 28; last killing frost, May 12.

11 - TAP WATER: Neutral, soft, filtered, chlorinated.

12 - RETAILING: Principal Shopping Center-23 blocks on State, Railroad, Cornwall, Commercial, Magnolia, Holly.
Neighborhood Shopping Centers-12th & Harris; Meridian & Broadway; Northwest & E Maplewood; E Holly & Ellis; Meridian & Illinois; Northwest & Birchwood; Cornwall & Ohio; Bellingham Mall; College Pkwy.; Fountain District; Park Manor; Sunset Square; Town & Country; Fred Meyer; Meridian Village.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bellingham Mall(27)	NA	
Fred Meyer(7)	NA	Fred Meyer, General Mdse.
Haggen Ctr.(6)	NA	N.W. Realty
Meridian Vlg.(22)	NA	House of Fabrics, Sizzler Steak House
Northwest Ctr.(17)	NA	Variety Store

Principal Shopping Days-Dept. Stores, Mon., Fri. and Sat.; Food Stores, Thur., Sun.

13 - RETAIL OUTLETS: Department Stores-Sears; JCPenney; Golden Rule; Bon Marche; Fred Meyer; Payless; Nordstrom's Place Two; Jafco; J.K. Gill; Ernst Hardware.
Variety Stores-Woolworth; 88 Center; Sprouse-Reitz; Pay 'N Save.
Discount Stores-Yeager's; K mart.
Chain Supermarkets-Safeway Stores 4; Thriftway 5; Albertson's 2.
Other Chain Stores-Weisfield's Jewelry; Goodyear; Firestone; Gallenkamp; Pittsburgh Paints; Sherwin-Williams; Singer Co.; Coast-to-Coast; Karl's; Jeanne Dale Fabrics; Hickory Farms; Discount Fabrics; Skipper's.

14 - NEWSPAPERS: HERALD (e) 21,440; (S) 24,229; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Gerry Rhea, Adv. Dir., HERALD, 1155 State St., PO Box 1277, Bellingham, WA 98225; Tel. (206) 676-2600.
National Representative: Gannett Media Sales.

BREMERTON

1 - LOCATION: Kitsap County (MSA). E&P Map B-2. On Puget Sound, 32 mi. from Tacoma. On Hwys. 3, 16.

2 - TRANSPORTATION: Railrods-Northern Pacific; Chicago; Milwaukee Train Ferry.
Motor Freight Carriers-5.
Intercity Bus Lines-Bremerton Tacoma Stages; Bremerton-Charleston Transportation; Greyhound; Continental Trailways.
Water-Washington State Ferries (to Seattle).

3 - POPULATION:
Corp. City 80 Cen. 36,208; E&P 85 Est. 40,967
CZ-ABC: (80) 109,269
RTZ-ABC: (80) 44,057
County/MSA 80 Cen. 146,609; E&P 85 Est. 165,880
City & RTZ-ABC: (80) 153,326

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,067; E&P 85 Est. 16,091
CZ-ABC: (80) 39,313
RTZ-ABC: (80) 15,840
County/MSA 80 Cen. 52,591; E&P 85 Est. 61,661
City & RTZ-ABC: (80) 55,153

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	34	$495,000,000
Savings	2	$25,000,000
Savings & Loan	17	$327,000,000

6 - PASSENGER AUTOS: County 80,333

7 - ELECTRIC METERS: 60,750

8 - GAS METERS: Residence 7,741

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Annual Payroll)-Shipbuilding-Repairing Puget Sound Naval Shipyard 12,300 ($386 million); Bangor/Trident Submarine Base, Civilian, 2,320 ($118 million); Naval Undersea Warfare Eng. Stn. (Keyport) 3,128 ($98 million).
Principal Pay Days-Alternate Fridays.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-54; Summer 51-73; Fall 43-59; Winter 34-46. First killing frost, Nov. 27; last killing frost, Mar. 28.

11 - TAP WATER: Natural, soft, not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Pacific; 1 on First; 1 on Second; 2 on Burwell; 2 on Fourth; 2 on Fifth; 1 on Sixth; 2 on Park.
Neighborhood Shopping Centers-3 blocks on Callow; 3 on Silverdale Hwy.; 5 on E end of Manette Bridge; 2 on Hwy. 21 and Lebo Blvd.; 3 on Cambrian; 8 on Wheaton Way.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Sheridan Vlg.	2	Noah's East, Shop-Rite
Perry Ave. Mall(11)	3	Thriftway
Westgate	3	Arnold's Furn.
Value Giant	3	Albertson's, Value Giant, Payless N.W.
Oyster Bay Plaza	3	Thriftway, Pay Less, Smalley Drug
Kitsap Lk.	4	Ralph, Shop-Rite
Wheaton Mall(12)	3	Ernst Hdwe., Safeway, Pay 'N Save
Westbay(7)	8	Mark-It Foods
South Park Vlg.(22)	10	Thriftway
Port Orchard Plz.(9)	8	Ben Franklin, Country Casuals
Silverdale Vlg.	12	Safeway
CK Mall -Silverdale	12	Shoprite, Mark-It Foods
Hi Point	9	Safeway, Sprouse-Reitz
Alexander	3	Picadilly, Smart Size, Color Tile
S.K. Mall	9	Albertson's, Ernst, Bremer's, Pay'N Save

Principal Shopping Days-Wed., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Bremer's; JCPenney; Sears.
Variety Stores-Woolworth; Sprouse-Reitz.
Discount Stores-Pay Less N.W. (Value Giant); K mart; Pay'N Save; Pay Less.
Chain Drug Stores-Thrifty 2; Rexall 2; Walgreens 4; Farrell's 3.
Chain Supermarkets-Safeway 4; Shop-Rite 5; Thriftway 2; IGA 6; Family Mkt.; Albertson's 2; Prairie Market.
Other Chain Stores-Freidlander (Jewelry); Coast-to-Coast; Firestone; Pay N' Pak; Raff's Shoes; Top Auto Supply; Radio Shack; Thurman Supply; Schuck's Auto Supply; Nordstrom Place Two; Pacific Iron; Weisfield's Jewelry.

14 - NEWSPAPERS: SUN (e) 38,243; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Charles Kimble, Adv. Dir., SUN, 545 5th St., Bremerton, WA 98310; Tel. (206) 377-3711.
National Representative: Branham/Newspaper Sales.

CENTRALIA-CHEHALIS

1 - LOCATION: Lewis County. E&P Maps A-2 & A-3. Chehalis is County Seat. Shipping, manufacturing, lumber, power production and agricultural center. Situated midway between Portland, OR and Seattle. On U.S. Hwys. 5, 12; State Hwys. 6, 12, 507, 508.

2 - TRANSPORTATION: Railroads-Burlington Northern; Union Pacific; Amtrak.
Motor Freight Carriers-4.
Intercity Bus Lines-Western Greyhound; Continental Pacific Trailways.

3 - POPULATION:
Corp. Cities 16,909; E&P 85 Est. 18,918
Centralia 80 Cen. 10,809; E&P 85 Est. 12,115
Chehalis 80 Cen. 6,100; E&P 85 Est. 6,803
CZ-ABC: (80) 20,237
RTZ-ABC: (80) 66,152
County 80 Cen. 55,279; E&P 85 Est. 59,572
City & RTZ-ABC: (80) 86,389

Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 6,793; E&P 85 Est. 7,381
Centralia 80 Cen. 4,404; E&P 85 Est. 4,822
Chehalis 80 Cen. 2,389; E&P 85 Est. 2,559

CZ-ABC: (80) 8,055
RTZ-ABC: (80) 22,982
County 80 Cen. 20,369; E&P 85 Est. 22,630
City & RTZ-ABC: (80) 31,037

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$218,660,635
Savings & Loan	4	$301,332,158
Mutual Savings	1	$14,330,000

6 - PASSENGER AUTOS: County 29,570

7 - ELECTRIC METERS: Residence 23,108

8 - GAS METERS: Residence 4,200

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Logging, Lumber & Wood Products 2,500 ($330); Retail 3,393 ($156); Wholesale 1,004 ($268); Services 2,169 ($171); Agriculture 328 ($138); Government 3,171 ($289); Construction 502 ($300); Other Mfg. 425 ($257); Trans., Communications & Util. 696 ($370); Fin., Ins. & Real Estate 512 ($215); Coal Mining 600 ($445); Food Processing 426 ($273); Printing & Pub. 451 ($265); Power Generating 210 ($420).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-87; Summer 42-99; Fall 24-84; Winter 11-65. First killing frost, Nov. 7; last killing frost, Mar. 18.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Centralia: 7 blocks on Tower Av.; 3 on Main St.; 3 on Pearl St. Chehalis: 2 on Market St.; 1 on Boistfort St.; 3 on Chehalis Ave.; 3 on Pacific Ave.
Neighborhood Shopping Centers-3 blocks on S Market; 2 on S Gold; 4 bet. Chehalis and Centralia.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fairway(4)	1	C.C. Sooper
Yard Birds(9)	2	Bi-Lo Foods, Yard Birds
Lewis Co. Mall(24)	2	Sears, Pay Less
Sunbird(3)	2	Sunbird
Safeway(7)	1	Safeway, Giant T
K mart	2	K mart

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney.
Variety Stores-Ben Franklin; Bonanza; K mart.
Chain Drug Stores-Olympic Drug; Pay Less; Giant T.
Chain Supermarkets-Safeway 2; Fuller's 2; Prairie Mkt.; C.C. Sooper; U-Mark-It.
Other Chain Stores-Coast-to-Coast 3; Mode O'Day; Fashion Crossroads; Pittsburgh Paint; Radio Shack; House of Fabrics; Kinney Shoes; Goodyear; Les Schwab; Schoefeld's; Ace Hdwe.; True Value Hdwe. 4; Kit's Cameras.

14 - NEWSPAPERS: CHRONICLE (e) 15,158; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Clarence Hull, Adv. Dir., CHRONICLE, 321 N. Pearl, Centralia, WA 98531; Tel. (206) 736-3311.
National Representative: Branham/Newspaper Sales.

CLARKSTON, WA
See LEWISTON, ID

ELLENSBURG

1 - LOCATION: Kittitas County. E&P Map C-2. County Seat. Education center (Central Washington University). At junction of I-90, I-82. 108 mi. E of Seattle; 185 mi. W of Spokane.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-7.

3 - POPULATION:
Corp. City 80 Cen. 11,752; E&P 85 Est. 11,058
County 80 Cen. 24,877; E&P 85 Est. 25,487

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,585; E&P 85 Est. 3,812
County 80 Cen. 9,496; E&P 85 Est. 10,018

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$116,379,006
Savings & Loan	2	$18,500,000

6 - PASSENGER AUTOS: County 11,889

7 - ELECTRIC METERS: Residence 4,270

8 - GAS METERS: Residence 1,242

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Meat Packing 200 ($325); Food Processing 90 ($200); Lumber 41 ($250); Central Washington U. 900 ($460).
Principal Industrial Pay Days-1st, 10th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-61; Summer 52-91; Fall 36-60; Winter 0-37. First killing frost, Oct. 5; last killing frost, April 24.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-5 blocks wide on 3 streets.
Shopping Center-Ellensburg Mall.
Principal Shopping Days-Mon., Wed., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Berry's; Bi-Mart; Woods Ace Hardware; Ranch & Home; True-Value.
Variety Stores-Bonanza 88¢; Sprouse-Reitz.
Chain Drug Stores-Ostrander's; Bi-Mart; Money Saver; Downtown Pharmacy.
Chain Supermarkets-Albertson's; Safeway; Thriftway 3; Meads Markets; Prairie Market.
Other Chain Stores-Sears; Coast-to-Coast; Montgomery Ward; Mode O'Day; Bi-Mart; Maurice's.

14 - NEWSPAPERS: RECORD (e) 5,892; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Rick Wright, Adv. Dir., RECORD, 4th & Main Sts., PO Box 248, Ellensburg, WA 98926; Tel. (509) 925-1414.
National Representative: Branham/Newspaper Sales.

EVERETT

1 - LOCATION: Snohomish County. (In Seattle PMSA). E&P Map B-2. County Seat. Industrial Center. On Puget Sound. 28 mi. N of Seattle. On U.S. Hwys. 2, 99; I-5. Deep water harbor.

2 - TRANSPORTATION: **Railroads**-Burlington-Northern; Milwaukee Road.
Motor Freight Carriers-6.
Freight Steamship Lines-2.
Intercity Bus Lines-Snohomish County Public Transit; Everett Transit; Greyhound; Metropolitan.

3 - POPULATION:
Corp. City 80 Cen. 54,413; E&P 85 Est. 61,228
CZ-ABC: (80) 69,494
RTZ-ABC: (80) 312,274
County 80 Cen. 337,016; E&P 85 Est. 375,950
PMSA 80 Cen. 1,606,765; E&P 85 Est. 1,745,505
City & RTZ-ABC: (80) 381,768
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 22,358; E&P 85 Est. 25,460
CZ-ABC: (80) 28,133
RTZ-ABC: (80) 108,425
County 80 Cen. 120,382; E&P 85 Est. 138,620
PMSA 80 Cen. 617,645; E&P 85 Est. 692,711
City & RTZ-ABC: (80) 136,558

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	7	$422,306,000
Savings & Loan	6	$200,184,000

6 - PASSENGER AUTOS: County 208,345

7 - ELECTRIC METERS: Residence County 108,740

8 - GAS METERS: Residence County 18,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Electronics 4,096; Lumber & Wood 2,623; Retail Stores 1,861; Trans. 10,747; Finance 1,276; Gov't. 3,665; Food 1,566; Printing 632.

10 - CLIMATE: Min. & Max. Temp.-Spring 42-59; Summer 51-70; Fall 44-60; Winter 35-47. First killing frost, Oct. 13; last killing frost, Apr. 14.

11 - TAP WATER: Acid, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-15 blocks on Colby and Rucker.
Neighborhood Shopping Centers-19 & Broadway; 49 & Hwy. 99 S; Madison & Hwy. 99; View Ridge & Mukiteo Blvd.; 62nd & Hwy. 99 S; S Broadway.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alderwood Mall(132)	11	The Bon, JCPenney, Nordstrom, Sears, Lamonts
Everett Mall(106)	5	Sears, The Bon, Frederick & Nelson, Payless
Frontier Vlg.(8)	5	Safeway
Lynnwood(100)	19	Pay Less, Jafco, Fred Meyer
James Vlg.(25)	11	Albertson's
Alderwood Plz.(16)	10	Pay 'N Save, Big 5 Sporting, Ernst, Haggens
College Plaza(8)	2	Pay Less, Jafco, Albertson's
Marysville Sq.(6)	6	Safeway, Sprouse-Reitz, Pay 'n Save
Mill Creek(11)	9	Albertson's, Pay 'n Save, Ernst Hdwe.
Smokey Point Mall(10)	7	Johnny's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon. through Fri.; Food & Discount every evening.

13 - RETAIL OUTLETS: **Department Stores**-Bon Marche (Allied) 3; Sears 2; JCPenney 2; Montgomery Ward; Frederick & Nelson; Nordstrom's; Lamonts.
Discount Stores-Pay Less 3; K mart 2; Fred Meyer 2.
Variety Stores-Bonanza.
Chain Drug Stores-Pay'N Save 6; Bartell's 2.
Chain Supermarkets-Safeway 10; Thriftway 3; Tradewell; Albertson's 5; Haggen's 2; Olson's 4; Market Place; Top.
Other Chain Stores-Firestone; Goodyear; Thom McAn; Pittsburgh Paint; Sherwin-Williams; Mode O'Day; Weisfield's; Burnett's; Friedlander & Sons; Radio Shack; Ernst Hdwe.; Tandy Leather; Squire Shop.

14 - NEWSPAPERS: HERALD (e) 53,957; (S) 55,543; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Jim Wall, Mktg./Sales Mgr., HERALD, PO Box 930, Everett, WA 98206; Tel. (206) 339-3000.
National Representative: Sawyer-Ferguson-Walker Co.

KELSO
See LONGVIEW

KENNEWICK
See PASCO

KENT

1 - LOCATION: King County. (In Seattle PMSA). E&P Map B-2. Located approx. 18 mi S of Seattle on S.R. 167, off I-5.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Union Pacific; Amtrak.
Motor Freight Carriers 62.
Intercity Bus Lines-Metro (King Co. Transit System); Greyhound & Trailways (In Seattle).
Airlines-Served by all major Airlines through Seattle Airport.

3 - POPULATION:
Corp. City 80 Cen. 23,152; E&P 85 Est. 28,340
NDM-ABC: (80) 96,770
County 80 Cen. 1,269,749; E&P 85 Est. 1,369,555
PMSA 80 Cen. 1,606,765; E&P 85 Est. 1,745,505

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,511; E&P 85 Est. 13,201
County 80 Cen. 497,263; E&P 85 Est. 554,091
PMSA 80 Cen. 617,645; E&P 85 Est. 692,711
NDM-ABC: (80) 33,228

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	5	$208,436,000
Commercial	12	$248,900,000

6 - PASSENGER AUTOS: County 790,120

7 - ELECTRIC METERS: Residence (Est.) 12,500

8 - GAS METERS: Residence (Est.) 5,000

9 - PRINCIPAL INDUSTRIES: Type of Industry, No. of Wage Earners (Av. Wkly. Wage)-Aerospace 7,500 ($450); Electronics 1,000 ($310); Mfg. 500 ($300); Mfg. Phone Equip. 675 ($325); Furn. Mfg.; Clothing; Woodenware; Fishing Tackle; Crates; Metalware; Computer Equipt.; Ceramics; Chemicals; Glass; Greenhouses; Farming.
Principal Industrial Pay Days-1st & 15th monthly.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-59; Summer 55-73; Fall 48-60; Winter 38-48. First killing frost, Nov. 25; last killing frost, Mar. 15.

11 - TAP WATER: Soft.

12 - RETAILING: **Principal Shopping Center**-Downtown Kent.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Benson Ctr.(15)	2	Ernst-Malmo
East Hill Ctr.(21)	2	
Kent Hill Plz.(13)	2	Sears
Sea Tac Mall(104)	12	Bon Marche, Sears, Mervyn's
South Center(116)	7	JCPenney, Nordstroms, Bon Marche

Principal Shopping Days-Daily & Sun.
Stores Open Evenings-Shopping Centers every evening until 9.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears.
Discount Stores-K mart.
Chain Drug Stores-Pay 'N Save; Pay Less; Giant.
Chain Supermarkets-Safeway; Lucky; Albertson's; Johnny's; Stock Market.
Other Chain Stores-Firestone; Coast-to-Coast.

14 - NEWSPAPERS: NEWS JOURNAL (m) 12,175; (S) 12,171; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: John Souza, Adv. Dir., NEWS JOURNAL, 600 S. Washington, PO Box 130, Kent, WA 98032; Tel. (206) 872-6600.
National Representative: Landon Associates.

LONGVIEW-KELSO

1 - LOCATION: Cowlitz County. E&P Map A-3. Industrial, trading ctr. On Columbia River. 50 mi. downstream from Portland, OR; 120 mi. S of Seattle. On U.S. Hwys. 4, I-5, State Hwy. 411.

2 - TRANSPORTATION: **Railroads**-Union Pacific; Northern Pacific; Great Northern; Burlington-Northern Chicago; Milwaukee & St. Paul (freight); Amtrak.
Motor Freight Carriers-10.
Intercity Bus Lines-Community-Urban Bus Serv.; Greyhound; Trailways.
Freight Steamship Lines-23.
Air Taxi-Aero West; Joel's At Chet's (scenic flights).

3 - POPULATION:
Corp. Cities 80 Cen. 42,181; E&P 85 Est. 43,969
Kelso 80 Cen. 11,129; E&P 85 Est. 11,547
Longview 80 Cen. 31,052; E&P 85 Est. 32,422
CZ-ABC: (80) 48,099
RTZ-ABC: (80) 49,159
County 80 Cen. 79,548; E&P 85 Est. 79,327
City & RTZ-ABC: (80) 97,258
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 16,636; E&P 85 Est. 17,866
Kelso 80 Cen. 4,373; E&P 85 Est. 4,760
Longview 80 Cen. 12,263; E&P 85 Est. 13,106
CZ-ABC: (80) 18,636
RTZ-ABC: (80) 17,177
County 80 Cen. 29,516; E&P 85 Est. 30,392
City & RTZ-ABC: (80) 35,813

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	10	$261,585,000
Savings & Loan	6	$184,624,000
Credit Unions	8	$137,740,000

6 - PASSENGER AUTOS: County 42,034

7 - ELECTRIC METERS: Residence County 32,477

8 - GAS METERS: Residence 1,393

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Other Mfg. 1,582 ($376); Lumber 6,368 ($444); Pulp & Paper 2,810 ($506).

10 - CLIMATE: Min. & Max. Temp.-Winter 36-51; Fall 46-67; Summer 50-75; Spring 38-55. First killing frost, Nov.; last killing frost, Mar.

11 - TAP WATER: Alkaline, soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-9 blocks on Commerce, downtown Longview, 135 units; 14th Ave. Plz., Longview, 20 units; 6 blocks on 15th, Longview, 42 units; 15 blocks on Ocean Beach, Longview, 4221 units; 30th & Ocean Beach, Longview, 23 units; 6 blocks on Pacific Ave., Kelso, 60 units; Riverway Plz., Kelso, 16 units; Triangle Shpg. Ctr., Longview, 45 units.
Neighborhood Shopping Centers-48th & Ocean Beach, 5 units, Longview; Oregon Way, 6 blocks, 12 units.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Spirit Lake(7)	9	Minute Mart
Vancouver Mall(135)	36	JCPenney, Sears, Meir & Frank, Mervyn's

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Dept. & Food-Fri.

13 - RETAIL OUTLETS: **Department Stores**-The Bon; Sears; Montgomery Ward; JCPenney; Newberry; Bobs Mdse.; Fred Meyer.
Variety Stores-Woolworth; Tobiasons; Bonanza 88, Store; Ron's Emporium.
Discount Stores-Bob's; Giant T; Pay-n-Pak; Volume Shoes.

Chain Drug Stores-Rexall; Olympic Drugs; Pay 'N Save; Fred Meyer; Keil's; Giant T
Chain Supermarkets-Safeway 3; Shop & Kart 2; Prairie Mkt.; Marketplace; Keils 2; Fred Meyer; IGA

Other Chain Stores-Weisfields; Firestone; Sherwin-Williams; Ernst Hdwe.; Gallenkamp; Zale's Jewelry; Jean Nicole; Kinney Shoes; Schuck's; Hallmark Cards 2; The Blade; Radio Shack 2; Searing Electric; DJ's Sound City; AT&T Phone Center; JoAnn's Fabrics; Fabricland; Fabric House

14 - NEWSPAPERS: NEWS (e) 25,727; Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Harold Luhn, Nat'l Adv. Mgr., NEWS, 11th & Douglas; PO Box 189, Longview, WA 98632; Tel. (206) 577-2500
National Representatives: Landon Associates

MOSES LAKE

1 - LOCATION: Grant County. E&P Map C-2.

2 - TRANSPORTATION: **Railroads**-Chicago, Milwaukee, St. Paul & Pacific; Burlington-Northern.
Motor Freight Carriers-7
Intercity Bus Lines-1

3 - POPULATION:
Corp. City 80 Cen. 10,629; E&P 85 Est. 11,216
County 80 Cen. 48,522; E&P 85 Est. 50,351

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,807; E&P 85 Est. 3,885
County 80 Cen. 17,158; E&P 85 Est. 18,330

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$56,283,872
Savings & Loan	4	$18,368,294

6 - PASSENGER AUTOS: County 26,501

7 - ELECTRIC METERS: Residence 3,100

8 - GAS METERS: Residence 962

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners and (Av. Wkly. Wage)-Food Products 1,444 ($165); Construction 632 ($204); Transportation, Communication and Utilities 353 ($137).
Principal Industrial Pay Days-1st & 15th

10 - CLIMATE: Av. Temp. Jan.-20; July-91. First killing frost, Oct. 14; last killing frost, Apr. 14. Growing season (frost free) approx. 165 days.

11 - TAP WATER: Soft; not fluoridated

12 - RETAILING: **Principal Shopping Center**-Third Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Grant County Mall(12)	NA	Pay 'N Save, Safeway
Penn Plaza(5)	NA	
Vista Village	1	

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney.
Variety Stores-Sprouse-Reitz; K mart.
Chain Drug Stores-Pay Less; Professional Ctr. Phcy.; Pay 'N Save.
Chain Supermarkets -Safeway; Excell; Buttreys.
Other Chain Stores -Sears (catalog); Montgomery Ward; Coast-to-Coast; Goodyear; Radio Shack.

14 - NEWSPAPERS: COLUMBIA BASIN HERALD (e-mon to fri) 7,721; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Joe Grimes, Adv. Dir., COLUMBIA BASIN HERALD, 813 W. 3rd Ave.; PO Box 910, Moses Lake, WA 98837; Tel. (509) 765-4561.
National Representative: None.

MOUNT VERNON

1 - LOCATION: Skagit County. E&P Map B-1. County Seat. 63 mi. N of Seattle. Two harbors on Puget Sound; 10 & 19 mi. from Mount Vernon. On U.S. Hwys. 99; I-5.

2 - TRANSPORTATION: **Railroads**-Burlington-Northern.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 13,009; E&P 85 Est. 16,536
County 80 Cen. 64,138; E&P 85 Est. 70,937
NDM-ABC: (80) 64,138

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,203; E&P 85 Est. 6,364
County 80 Cen. 24,472; E&P 85 Est. 27,965
NDM-ABC: (80) 24,472

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$355,672,000
Savings & Loan	5	$264,617,000

6 - PASSENGER AUTOS: County 40,212

7 - ELECTRIC METERS: Residence County 32,779

8 - GAS METERS: Residence County 5,300

9 - PRINCIPAL INDUSTRIES: County-Agriculture; Construction; Forestry, Fishing & Mining; Trans. & Utility; Wholesale & Retail; Services; Government; Finance, Ins. & Real Estate; Manufacturing. Total Employed 27,340.
Principal Pay Days-Fri., 1st, 10th, 15th, 31st.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-62; Summer 50-75; Fall 38-51; Winter 33-60. First killing frost Nov. 10; last killing frost, Apr.

11 - TAP WATER: Neutral, med. soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-First St., Main St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mt. Vernon Ctr.(18)	NA	Safeway, JCPenney
Mt. Vernon Mall(30)	NA	Pay Less, Emporium, JCPenney
Riverside Plz.(8)	NA	Talks 10
Skagit Valley Mall(24)	NA	Sears, Ernst, Pay 'N Save

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Nightly ex. Sun.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Emporium; Golden Rule; Northern Sales.
Variety Stores-Ernst.
Chain Drug Stores-Pay 'N Save; Pay Less;
Chain Supermarkets-Safeway; Thrifty; Mark-It; Prairie Market; Family Grocer.
Other Chain Stores-Western Auto; Firestone; Radio Shack; Pay 'N Pak; Fashion Fabrics; Hickory Farms; Goodyear; Montgomery Ward; Coast-to-Coast; Singer; Fabricland; Zale's.

14 - NEWSPAPERS: SKAGIT VALLEY HERALD (e) 16,070; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Robert Aguilar, Adv. Dir., or Leighton Wood, Publisher, SKAGIT VALLEY HERALD, 1000 E. College Way; PO Box 578, Mount Vernon, WA 98273; Tel. (206) 424-3251.
National Representative: Landon Associates.

OLYMPIA

1 - LOCATION: Thurston County (MSA). E&P Map A-2. State Capital, County Seat. Fort Lewis U.S. Army Base. At extreme S end of Puget Sound on navigable waters. 30 mi. SW of Tacoma; 60 mi. from Seattle.

2 - TRANSPORTATION: **Railroads**-Union Pacific; Burlington-Northern; Amtrak; Scenic Tours.
Intercity Bus Lines-Greyhound; Trailways; Capital Aeroporter; Intercity Transit.
Motor Freight Carriers-7

3 - POPULATION:
Corp. City 80 Cen. 27,447; E&P 85 Est. 34,269
CZ-ABC: (80) 48,092
RTZ-ABC: (80) 103,458
County/MSA 80 Cen. 124,264; E&P 85 Est. 142,333
City & RTZ-ABC: (80) 151,550

4 - HOUSEHOLDS:
Corp. City 80 Cen. 11,669; E&P 85 Est. 14,784
CZ-ABC: (80) 19,820
RTZ-ABC: (80) 36,806
County/MSA 80 Cen. 46,375; E&P 85 Est. 54,908
City & RTZ-ABC: (80) 56,626

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	11	$396,894,000
Savings & Loan	4	$345,119,000

6 - PASSENGER AUTOS: County 80,462

7 - ELECTRIC METERS: Residence County 59,331

8 - GAS METERS: Residence 11,287

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-State Gov't. 13,600 ($379); Trade & Services 15,538 ($216); Mfg. 3,214 ($386); Finance, Insurance, & Real Estate 1,705 ($271); Construction 1,527 ($361); Trans. & Public Utilities 1,226 ($424); Agriculture, Forestry & Fishing 1,015 ($200).
Principal Pay Days-10th, 25th of month; last day of month.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-74; Summer 38-94; Fall 28-78; Winter 22-59; First killing frost, Oct. 12; last killing frost, May 8.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-16 blocks center at 5th Ave. & Washington St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Yardbirds(5)	5	
South Sound(80)	3	Sears, Safeway, Ernst, Woolworth, Place II, Pay 'N Save, Mervyns
Tanglewide(9)	5	Shop Rite Mkt.
Westside(13)	1	Peterson's Mkt., Top Auto, Olympic Drugs
Lacey(15)	3	Albertson's, K mart, House of Values
Tumwater(10)	2	Safeway, Bailey's, Sprouse-Reitz
Southgate(6)	2	Southgate Rexall
Capital Village(14)	2	Safeway, Ernst, Pay 'N Save
Capital Mall(104)	2	Bon, JCPenney, Frederick & Nelson, Jafco, Lamont's

Principal Shopping Days-Department Stores: Fri., Sat., Sun.; Food: Thur., Fri., Sat.
Stores Open Evenings-Dept. and food nightly.

13 - RETAIL OUTLETS: **Department Stores**-Sears; JCPenney; Mervyn's; Bon; Place II; Frederick & Nelson; Lamont's.

Variety Stores-G.O. Guy; Meredith's; Woolworth; Sprouse-Reitz.
Discount Stores-Yardbirds; K mart.
Chain Drug Stores-Gillette & Guffey 2; Rexall 2; Pay 'N Save-2; Bailey 2; Yardbirds; House of Values; Medicine Shoppe; Ralph's Rx Super Saver; Olympic.
Chain Supermarkets-Safeway 4; Albertson's; Thriftway; Prairie Mkt.; Mark & Pak 2; Shop Rite 3.
Other Chain Stores-Auto Supplies: Western Auto; Top Auto; Firestone; Goodyear; Schucks; Shoes: Leeds; Kinney; Buster Brown; Bonnie's Stride Right; Thom McAn; Red Wing; Women's Apparel: Mode O'Day; The Limited; Other: Ernst Hardware 2; Malmo Nursery 2; Radio Shack 2; Hickory Farms 2; Jay Jacobs 2.

14 - NEWSPAPERS: OLYMPIAN (e) 26,811; (S) 28,337; Mar. 31, 1985 ABC.

Local Contact for Advertising and Merchandising Data: Robert Carlson, Adv. Dir., OLYMPIAN, 1268 4th Ave.-E.; PO Box 407, Olympia, WA 98507; Tel. (206) 754-5400.
National Representative: Gannett Media Sales.

PASCO-KENNEWICK-RICHLAND

1 - LOCATION: Pasco in Franklin County; Kennewick-Richland in Benton County. (In Richland-Kennewick-Pasco MSA). E&P Map C-3. Pasco is Franklin County Seat. In SE part of State. 230 mi. from Seattle; 145 mi. from Spokane; 211 mi. from Portland OR. Kennewick (Benton Co.): 2 mi. SW of Pasco. Richland (Benton Co.): Center of Hanford Works Project; 9 mi. NW of Kennewick. On U.S. Hwys. 12, 395; State Hwys. 14, 240.

2 - TRANSPORTATION: **Railroads**-Union Pacific; Burlington-Northern.
Motor Freight Carriers-9
Airlines-Cascade Airways; Frontier; Horizon; Western.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. Cities 80 Cen. 85,919; E&P 85 Est. 93,811
Pasco 80 Cen. 18,425; E&P 85 Est. 21,217
Kennewick 80 Cen. 34,397; E&P 85 Est. 36,735
Richland 80 Cen. 33,578; E&P 85 Est. 35,859
CZ-ABC: (80) 95,067
RTZ-ABC: (80) 52,548
Counties/MSA 80 Cen. 144,469; E&P 85 Est. 153,077
Franklin 80 Cen. 35,025; E&P 85 Est. 36,195
Benton 80 Cen. 109,444; E&P 85 Est. 116,882
City & RTZ-ABC: (80) 147,615

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 31,958; E&P Est. 35,984
Pasco 80 Cen. 6,666; E&P 85 Est. 7,943
Kennewick 80 Cen. 12,885; E&P 85 Est. 14,559
Richland 80 Cen. 12,407; E&P 85 Est. 13,482
CZ-ABC: (80) 34,997
RTZ-ABC: (80) 16,920
Counties/MSA 80 Cen. 50,963; E&P 85 Est. 55,748
Franklin 80 Cen. 11,985; E&P 85 Est. 12,793
Benton 80 Cen. 38,978; E&P 85 Est. 42,955
City & RTZ-ABC: (80) 51,917

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	20	$421,000,000
Savings & Loan	23	$289,000,000

6 - PASSENGER AUTOS: Counties: Benton 55,698; Franklin 24,754

7 - ELECTRIC METERS: Residence: Franklin County, Benton County 74,911

8 - GAS METERS: Residence: Pasco, Kennewick, Richland 5,420

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Total Wage)-Food Prod. 2,000 ($190); Printing 300 ($250); Dept. of Energy 18,000 ($350); Stone, Clay 100 ($280); Fertilizer 325 ($300); Pulp Paper 985 ($275); Railroads 700 ($300).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 60-105; Fall 40-80; Winter 20-40.

11 - TAP WATER: Hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No of stores)	**Miles from Downtown**	**Principal Stores**
Pasco Downtown		Sears, Pay Less, Youngs, Goddard
Court Street(19)	2	Giant T, Hancock Fabrics, Albertson's
Highland Center(23)	3	Pay Less, Pay 'N Pak, Albertson's, Safeway
Tri-Cities Center	5	K mart, Mark/Pak, Hancock Fabrics, Jafco
Columbia Center(63)	5	Bon Marche, Ernst, Pay 'N Save, JCPenney, Safeway, Woolworth
Richland Downtown		Pay Less, Bell Furn., Albertson's
Richland Uptown	1	Buttrey-Osco, Men's Wear, Dawson-Richards
Washington Plz.	NA	Ernst, Safeway, Pay'N Save

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Dept. Stores-Fri.; Food-Nightly; Kennewick stores also open Mon.

13 - RETAIL OUTLETS: **Department Stores**-Carls; Sears; JCPenney; Bon Marche; Montgomery Ward 3; Woolworth; Young's; Dawson Richards; Bell Furniture; Robinson's Bunch-Finnigan; Davids Shoes; Ken's; Lantors; Swanstorm; Washington Hdwe.; Kennewick Furniture.
Discount Stores-Grigg's Self Service; K mart; Jafco; Fred Meyer.
Chain Drug Stores-Thrifty; Rexall 2; Pay Less 3; Fred Meyer; Crescent 2; Ray's; Rexall; Walgreens; Pay'N Save 4; Giant T 2; Osco 4.
Chain Supermarkets-Price Chopper 3; Safeway 4; IGA 2; Albertson's 4; Mayfair; Lucky Dollar; Rosauer's; Ware Mart; Buttrey 4; Mark & Pak.
Other Chain Stores-Firestone; Weisfield's.

14 - NEWSPAPERS: TRI-CITY HERALD (m) 33,746; (S) 36,411; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Jack Kelly, Adv. Dir., TRI-CITY HERALD, PO Box 2608, Pasco, WA 99302; Tel. (509) 586-2121.
National Representative: Branham/Newspaper Sales.

PORT ANGELES

1 - LOCATION: Clallam County. E&P Map A-1. County Seat. 80 mi. NW of Seattle, gateway to Olympic Natl. Park. On U.S. Hwy. 101.

2 - TRANSPORTATION: **Railroads**-Seattle and Northcoast Railroad.
Intercity Bus Lines-Greyhound; Clallam Transit.
Motor Freight Carriers-11
Steamship Lines-Black Ball ferry to Victoria, B.C. (passengers and freight).
Airline-San Juan (scheduled and charter)

3 - POPULATION:
Corp. City 80 Cen. 17,311; E&P 85 Est. 17,739
CZ-ABC: (80) 17,311
RTZ-ABC: (80) 34,337
County 80 Cen. 51,648; E&P 85 Est. 51,357
City & RTZ-ABC: (80) 51,648

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,937; E&P 85 Est. 7,045
CZ-ABC: (80) 6,937
RTZ-ABC: (80) 13,059
County 80 Cen. 19,996; E&P 85 Est. 20,495
City & RTZ-ABC: (80) 19,996

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$203,265,255
Savings & Loan	3	$223,910,819
Credit Unions	2	$7,456,592

6 - PASSENGER AUTOS: County 25,901

7 - ELECTRIC METERS: Residence: City 8,458; County 17,570

8 - GAS METERS: None

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Agriculture, Forestry & Fisheries 184; Construction 510; Mfg. 2,918; Wholesale Trade 281; Retail Trade 2,793; Transp. & Public Util. 846; Trades 3,000; Fin., Ins., Real Estate 471; Other 2,782; Total Emp. 13,785.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 42-80; Fall 35-60; Winter 30-55.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-2 blocks on Lincoln St.; 2 on Front St.; 3 on First St.; 2 on Laurel St.
Neighborhood Shopping Areas-Sixth and Lincoln; E First St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Plaza	3	Sprouse-Reitz, Pay Less, Safeway
Town of Sequim	15	Southwood's, Edquist's, Ben Franklin

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Lamont's; JCPenney.
Discount Stores-Pay'N Save; Pay Less; Swain's.
Variety Stores-Bonanza 88.
Chain Drug Stores-Pay'N Save; Pay Less.
Chain Supermarkets-Safeway; Tradewell; Albertson's; Mark-It Foods.
Other Chain Stores-Sears (catalog); Kaufman-Miller; Weisfield; Montgomery Ward; Coast-to-Coast; Mode O'Day; Goodyear; Firestone; Sprouse-Reitz; Discount Fabrics; Schuck's Auto; Ben Franklin; Kit's Cameras; Radio Shack.

14 - NEWSPAPERS: NEWS (e-mon to fri) 12,579; (S) 13,734; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Bob Blumhagen, Sales Dir., NEWS, 503 W 1st; PO Box 1330, Port Angeles, WA 98362; Tel. (206) 452-2345.
National Representative: Landon Associates.

PULLMAN

1 - LOCATION: Whitman County. E&P Map D-3. Business & agricultural center. University education. 80 mi. SE of Spokane and 310 mi. from Seattle.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Union Pacific (freight).
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Pullman Transit System.
Airlines-Cascade; Horizon.

3 - POPULATION:
Corp. City 80 Cen. 23,579; E&P 85 Est. 24,785
County 80 Cen. 40,103; E&P 85 Est. 40,454

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,859; E&P 85 Est. 6,825
County 80 Cen. 12,532; E&P 85 Est. 13,778

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	4	$52,050,100
Commercial	3	$65,061,002

6 - PASSENGER AUTOS: County 16,791.

7 - ELECTRIC METERS: Residence 8,040.

8 - GAS METERS: Residence 2,294.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage) - University Education 3,704 ($310); Construction 582 ($220); Mfg. 218 ($200); Govt. 3,905 ($251); Services 1,066 ($156); Trans., Comm. & Utilities 272 ($311); Ret. Trade 1,539 ($148).
Principal Industrial Pay Days-1st, 15th, 25th.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-57; Summer 53-81; Fall 40-59; Winter 22-32. First killing frost Sept. 26; last killing frost April 29.

11 - TAP WATER: Neutral; fluoridated.

12 - RETAILING: **Principal Shopping Center**-6 blocks on Main St.; 6 on Paradise St.; 15 blocks on Grand Ave.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Palouse Empire Mall(64)	8	The Bon, JCPenney, Pay'N Save, Lamonts
Moscow Mall(25)	10	Sears, Giant T, Safeway

Principal Shopping Days-Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Discount Stores**-Radio Shack.
Variety Stores-Fonks.
Chain Drug Stores-White; Corner (IDL).
Chain Supermarkets-IGA; Warehouse Foods; Rosauer's; Safeway.
Other Chain Stores-Edward D. Jones.

14 - NEWSPAPERS: NEWS (e-mon to fri; m-sat) 8,421; Sept. 30, 1984 VAC.
Local Contact for Advertising and Merchandising Data: Ann Hart, Adv. Mgr., NEWS, E 205 & Main, Pullman, WA 99163; Tel. (509) 334-7434.
National Representative: Branham/Newspaper Sales.

RENTON

1 - LOCATION: King County (In Seattle PMSA). E&P Map B-2. Located approx. 12 mi. S of Seattle at the junction of I-405 & S.R. 167 off I-5.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-62.
Intercity Bus Lines-Metro (King Co. Transit System); Greyhound; Trailways (In Seattle).
Airlines-Served by all major airlines through Seattle Airport.

3 - POPULATION:
Corp. City 80 Cen. 30,612; E&P 85 Est. 35,459
NDM-ABC: (80) 103,984
County 80 Cen. 1,269,749; E&P 85 Est. 1,369,555
PMSA 80 Cen. 1,606,765; E&P 85 Est. 1,745,505

4 - HOUSEHOLDS:
Corp. City 80 Cen. 12,586; E&P 85 Est. 9,906
County 80 Cen. 497,263; E&P 85 Est. 554,091
PMSA 80 Cen. 617,645; E&P 85 Est. 692,711
NDM-ABC: (80) 39,015

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	5	$256,732,000
Commercial	15	$344,386,000

6 - PASSENGER AUTOS: County 790,120.

7 - ELECTRIC METERS: Residence (Est.) 15,000.

8 - GAS METERS: Residence (Est.) 7,000.

9 - PRINCIPAL INDUSTRIES: Type of Industry, No. of Wage Earners (Av. Wkly. Wage)-Aerospace 10,000 ($450); Foundry 500 ($340); Electronics 1,000 ($310); Mfg. 500 ($300); R.R. (NA); Clay & Steel Prods. (N.A.); Timber (N.A.).
Principal Industrial Pay Days-1st, 15th monthly.

10 - CLIMATE: Min. & Max. Temp.-Spring 44-59; Summer 55-73; Fall 48-60; Winter 38-48. First killing frost Nov. 25; last killing frost Mar. 15.

11 - TAP WATER: Medium.

12 - RETAILING: **Neighborhood Shopping Centers**-Downtown Renton; Fairwood Ctr.; Cascade Vista; Renton Ctr.; Renton Highlands; Renton Village.

Nearby Shopping Center

Name (No. of stores)	Miles from Downtown	Principal Stores
Southcenter Mall(116)	4	Bon Marche, Frederick & Nelson, JCPenney, Nordstrom
Factoria Sq. Mall(27)	6	Lamonts, Pay 'N Save, Ernst

Principal Shopping Days-Daily & Sun.
Stores Open Evenings-Most until 9.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears.
Discount Stores-K mart.
Variety Stores-Ernst Hdwe.
Chain Drug Stores-A&H; Pay 'N Save; Pay Less; Barte 11; Skaggs.
Chain Supermarkets-Safeway; Tradewell; Albertson's; Lucky Stores; Holiday; U-Mark-It; Johnny's.
Other Chain Stores-Pay 'N Pak; Montgomery Ward; Pic-A-Dilly.

14 - NEWSPAPERS: RECORD CHRONICLE (m) 10,616; (S) 10,825; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: John Souza, Adv. Dir., Valley Newspapers, 600 S. Washington; PO Box 130, Kent, WA 98032; Tel. (206) 872-6600.
National Representative: Landon Associates.

RICHLAND

See PASCO

SEATTLE

1 - LOCATION: King County (PMSA). E&P Map B-2. County Seat. On Puget Sound and W shore of Lake Washington. 172 mi. N of Portland, OR; San Francisco, CA 885 mi.; Los Angeles, CA 1,203 mi.; W of Spokane 276 mi.

2 - TRANSPORTATION: **Railroads**-Amtrak.
Motor Freight Carriers-125.
Intercity Bus Lines-Continental Trailways; Greyhound.
Airlines-Domestic: Air Cal, Alaska, American, Cascade, Continental, Delta, Eastern, Frontier, Horizon, Northwest, PSA, Pan Am, Reeve, Republic, TWA, United, Western; Foreign: Air BC, British, Finnair, JAL, Mexicana, Pacific Western, SAS, Thai; Commuter: San Juan, Harbor, Empire Airways, Astoria, Charter-Flight Int'l, Hawaiin, Marinair, Sun Country, Total Air; Cargo: 10 operators.

3 - POPULATION:
Corp. City 80 Cen. 493,846; E&P 85 Est. 511,077
NDM-ABC: (80) 1,355,320
County 80 Cen. 1,269,749; E&P 85 Est. 1,369,555
PMSA 80 Cen. 1,606,765; E&P 85 Est. 1,745,505
Demographic Information available The Seattle Times & The Post Intelligencer. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 219,469; E&P 85 Est. 233,264
NDM-ABC: (80) 527,910
County 80 Cen. 497,263; E&P 85 Est. 554,091
PMSA 80 Cen. 617,645; E&P 85 Est. 692,711

5 - BANKS	NUMBER	DEPOSITS
Commercial	26	N.A.
Savings	6	N.A.
Savings & Loan	25	N.A.

6 - PASSENGER AUTOS: County 790,120.

7 - ELECTRIC METERS: Residence 267,747.

8 - GAS METERS: Residence 98,252.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 147,200 ($521); Trans. Equip. 73,600 ($598); Lumber 9,100 ($538); Food Prods. 9,400 ($445); Mach. 6,300 ($465); Fab. Metal Prod. 5,700 ($422); Constr. 33,700 ($445); Trans. & Public Utilities 49,600 ($535); Fin., Insur., R.E. 57,200 ($406).

10 - CLIMATE: Min. & Max. Temp.-Spring 37-52; Summer 51-70; Fall 51-68; Winter 36-46. First killing frost Nov. 25; last killing frost March 31.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: **Downtown Shopping Area**-3 blocks from University to Pine on First, through Sixth Aves.
Neighborhood Shopping Districts-Lake City (NE 125th St. & Lake City Way NE); Burien (SW 152nd St. & 1st Ave. S); Ballard (NW Market St. & Leary Way NW); Roosevelt (Roosevelt Way NE & NE 65th St.); Magnolia Village (33rd Ave. W & W McGraw St.); Uptown (Queen Anne Ave. N & W Mercer St.); Broadway (Broadway Ave. E bet. E Olive St. & E Roy St.); Alaska Junction (California Ave. SW & SW Alaska St.); University District (University Way NE & NE 45th St.); Greenwood (Greenwood Ave. N & N 85th St.).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Alderwood Mall(135)	17	The Bon, Lamonts, JCPenney, Sears
Auror Vlg.(80)	11	Frederick & Nelson, Lucky, Nordstrom, JCPenney
Bellevue Sq.(200)	8	The Bon, Frederick & Nelson, Nordstrom, JCPenney
Crossroads Mall(83)	12	Lamonts, Lucky, Nordstrom Place Two
Factoria Sq.(59)	11	Lamonts, Safeway
Forest Pk.(60)	9	Albertson's, Lamonts
Northgate Mall(130)	6	The Bon, Lamonts, Nordstrom, JCPenney, QFC
Renton Shpg. Ctr.(65)	9	JCPenney, Sears
SeaTac Mall(102)	14	The Bon, Lamonts, Mervyns, Nordstrom Place Two, Sears
Southcenter(127)	12	The Bon, Frederick & Nelson, Lucky, Nordstrom, JCPenney
Totem Lake(70)	11	Lamonts, Thrifty
Univ. Vlg.(69)	4	Lamonts, QFC
Westwood Vlg.(42)	7	Lamonts, Lucky

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Dept. - Mon. & Fri.; Supermkts., discount stores- Every eve. ex. Sun.; Major shopping centers Mon. through Fri. until 9, Sat. until 6, Sunday until 5.

13 - RETAIL OUTLETS: **Department Stores**-The Bon 8; Frederick & Nelson 5; Lamonts 10; Nordstrom 9; JCPenney 11; Sears 7.
Discount Stores-Gen. Merchandise-Fred Meyer 11; Jafco 6; K mart 8.
Variety Stores-Meredith 5; Sprouse-Reitz 3; Wigwam 8; Woolworth 3.
Chain Drug Stores-Bartell 18; G.O. Guy 8; Fred Meyer 11; Pay Less 11; Pay 'n Save 33; Thrifty 3.
Chain Supermarkets-Albertson's 34; IGA 7; Lucky 25; Prairie Market 19; QFC 21; Safeway 70; Thriftway 14; Tradewell 20.

14 - NEWSPAPERS: JOURNAL OF COMMERCE (m) 6,236; sworn Sept. 28, 1984.
Local Contact for Advertising and Merchandising Data: William R. Cobb, Bus. Dir., JOURNAL OF COMMERCE, 83 Columbia St., Seattle, WA 98104; Tel. (206) 622-8272.
National Representative: None.
POST-INTELLIGENCER (m-mon to fri) 196,996; (m-sat) 164,073; TIMES (e-mon to fri) 227,844; (m-sat) 221,230; (S) 477,307; Mar. 31, 1985 ABC.

Local Contact for Advertising And Merchandising Data: Joseph E. Manion, V.P.-Adv., TIMES, Fairview Ave. N. & John; PO Box 70, Seattle, WA 98111; Tel. (206) 464-2435.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

SPOKANE

1 - LOCATION: Spokane County (MSA). E&P Map D-2. County Seat. Wholesale distributing and shipping center. 365 mi. from Portland, OR; 275 mi. from Seattle.

2 - TRANSPORTATION: **Railroads**-Burlington-Northern; Union Pacific.
Motor Freight Carriers-35.
Intercity Bus Lines-Western Greyhound; Okanogan Valley; Spokane Transit System; Empire Lines; Charter Lines.
Airlines-United; Northwest; Frontier; Cascade; Western; Pacific SW; Alaska.

3 - POPULATION:
Corp. City 80 Cen. 171,300; E&P 85 Est. 179,010
CZ-ABC: (80) 277,766
RTZ-ABC: (80) 451,222
County/MSA 80 Cen. 341,835; E&P 85 Est. 356,306
City & RTZ-ABC: (80) 728,988

4 - HOUSEHOLDS:
Corp. City 80 Cen. 70,916; E&P 85 Est. 76,453
CZ-ABC: (80) 108,313
RTZ-ABC: (80) 157,583
County/MSA 80 Cen. 128,403; E&P 85 Est. 138,100
City & RTZ-ABC: (80) 265,896

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$3,653,690,916
Mutual Savings	2	$655,118,403
Savings & Loan	4	$487,491,509

6 - PASSENGER AUTOS: County 187,726.

7 - ELECTRIC METERS: Residence 133,536.

8 - GAS METERS: Residence 41,467.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage $416)-Constr. 4,300; Mfg. 16,900; Transp., Comm. & Util. 7,100; Whol. & Ret. 32,400; Finance, Insurance, etc. 7,700; Services 29,600; Misc. 500; Govt. 22,600; Light Metals, Meat Packing, Bldg. Mats.
Principal Industrial Pay Days-Tues., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 37-58; Summer 53-80; Fall 38-58; Winter 24-36. First killing frost Oct. 14; last killing frost Apr. 14.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-10 blocks on Riverside Ave.; 10 on Main Ave.; 7 on Sprague Ave.; 6 on Spokane Falls Blvd.
Major Shopping Centers-Northtown (62 stores); Shadle Center (38 stores); University City (33 stores); Franklin Park Mall (23 stores).
Neighborhood Shopping Centers: Dishman (27 stores); East Sprague (343 stores); Garland (33 stores); Hillyard (35 stores); Millwood (11 stores); Mission Village (15 stores); Monroe and Indiana (16 stores); North Division (107 stores); Opportunity (19 stores); South Perry (11 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Argonne Vlg.(15)	NA	Albertson's
Dishman Sq.(7)	NA	Jamisons' Thrift, Outdoor Sportsman
East Town(11)	NA	K mart, Albertson's
Fairwood Ctr.(40)	NA	Albertson's
Five Mile(25)	NA	Rosauer's, Drug Fair
Franklin Park Mall(23)	NA	Mont. Ward
Heritage Vlg.(12)	NA	Rosauer's
K mart, Eastown (11)	NA	K mart
K mart Plz.(10)	NA	K mart
Lincoln Heights(27)	NA	Safeway
Lincoln Sq.(8)	NA	Rosauer's
Manito(12)	NA	Lamonts, Safeway
Mission Vlg.(15)	NA	Jax Thrift Store
Northtown(62)	NA	Albertson's, Sears
Opportunity(19)	NA	Safeway, Pay 'N Save

River Ridge(7)	NA	Rosauer's
Shadle Ctr.(38)	NA	JCPenney, Safeway, Newberry, Lamonts
Town & Country (10)	NA	Safeway, T&C Drugs
University City(62)	NA	JCPenney, Newberry, Rosauer's

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Dept. Mon., Fri., Food nightly.

13 - RETAIL OUTLETS: **Department Stores**-Bon Marche, Montgomery Ward, Sears 2, JCPenney 3; The Crescent 3, Nordstrom, Lamonts 2.
Variety Stores-Woolworth, Newberry 3.
Discount Stores-Fred Meyer 2; K mart 3; Two Swabbies 2; Giant, Jafco 2.
Chain Drug Stores-Skaggs 4, Thrifty, Pay 'N Save 4, Super Save, Miller & Felt.
Chain Supermarkets-Safeway 12; Rosauer's 12; Albertson's 6.
Other Chain Stores-Firestone; Goodrich; Goodyear; Western Auto; Fuller Paint; Pittsburgh Plate Glass; Sherwin-Williams; General Paint; Mode O'Day; Anita Shops; Leed's (shoes); House of Fabrics; Thom McAn; Lerner's; Burt's (shoes); Weisfield's (jewelry); Zale's; Kinney; Gallenkamps.

14 - NEWSPAPERS: SPOKESMAN-REVIEW (m) 81,858; CHRONICLE (e) 47,046; SPOKESMAN-REVIEW (S) 139,877, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: William B. Batchelor, Natl. Adv. Mgr., SPOKESMAN-REVIEW & SPOKANE CHRONICLE, Review Tower, W 999 Riverside, PO Box 2160, Spokane, WA 99210; (509) 459-5005.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

SUNNYSIDE

1 - LOCATION: Yakima County (MSA). E&P Map C-3.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-4.
Airlines-Yakima Municipal Airport, 35 mi. from Sunnyside.

3 - POPULATION:
Corp. City 80 Cen. 9,225; E&P 85 Est. 10,862
County/MSA 80 Cen. 172,508; E&P 85 Est. 180,183

4 - HOUSEHOLDS:
City 80 Cen. 3,138; E&P 85 Est. 3,674
County/MSA 80 Cen. 61,341; E&P 85 Est. 66,098

5 - BANKS	**NUMBER**	**EST. DEP.**
Commerical	3	N.A.
Savings & Loan	3	$200,000,000

6 - PASSENGER AUTOS: County 89,920.

7 - ELECTRIC METERS: 2,800.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Plastics; Fruit/Vegetable Packing (seasonal); Farming; Winery (new industry).
Principal Industrial Pay Day-Weekly.

10 - CLIMATE: Min. & Max. Temp.-Spring 45-80; Summer 80-100; Fall 30-80; Winter 0-60.

11 - TAP WATER: City has five wells.

12 - RETAILING: **Principal Shopping Center**-Downtown.
Neighborhood Shopping Center-Eastway Shopping Center.

Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mid Valley Mall	NA	Payless, Rosauers
Tri Cities Columbia Center(80)	50	Totem Sales
Valley Mall(60) (Yakima)	40	JCPenney, Giffens

Principal Shopping Days-Mon.-Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Berry's; Giffens; Totem Sales.
Discount Stores-Bonanza 88.
Chain Drug Stores-Rosauers, Payless.
Chain Supermarkets-Safeway; Rosauers; Meads.
Other Chain Stores-Sears; Wards; Coast to Coast.

14 - NEWSPAPERS: NEWS (e-mon to fri) 3,211; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Tom Lanctot, Pub., NEWS, PO Box 878, 520 S. 7th St., Sunnyside, WA 98944; Tel. (509) 837-4500.

National Representative: None.

TACOMA

1 - LOCATION: Pierce County (PMSA). E&P Map B-2. County Seat. Industrial, wholesale center. On Commencement Bay near head of navigation of Puget Sound.

2 - TRANSPORTATION: **Railroads**-Burlington-Northern; Union Pacific. Steamship lines to all parts of the world.
Motor Freight Carriers-56.
Freight Steamship Lines-30.
Intercity Bus Lines-Greyhound; Continental Trailways; Bremerton-Tacoma Stages; Puyallup-Sumner-Tacoma; Canada Trailways.
Airlines-Northwest; United; Western; Pan American; Alaska; Japan; Air Canada; Eastern; Continental; American; Air Cal; British Airways; CP Air; Delta; Mexicana; Republic; Scandinavian; TWA; PSA.

3 - POPULATION:
Corp. City 80 Cen. 158,501; E&P 85 Est. 173,978
CZ-ABC: (80) 315,489
RTZ-ABC: (80) 528,276
County/PMSA 80 Cen. 485,643; E&P 85 Est. 525,620
City & RTZ-ABC: (80) 843,765

Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 63,405; E&P 85 Est. 71,480
CZ-ABC (80) 121,007
RTZ-ABC: (80) 182,846
County/PMSA 80 Cen. 174,232; E&P 85 Est. 195,150
City & RTZ-ABC: (80) 303,853

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	14	$3,089,768,554
Savings	4	$265,311,000
Savings & Loan	3	$788,664,333

6 - PASSENGER AUTOS: County 256,314.

7 - ELECTRIC METERS: County 152,238.

8 - GAS METERS: County 43,750.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber & Wood Prods. 4,480; Primary Metals 1,470; Fabricated Metal Prod. and Mach. 1,440; Trans. Equipment 2,360; Food & Kindred Prods. 2,200; Chemicals & Allied Prods. 720; Paper & Allied Prods. 1,530; Furniture & Fixtures 570.
NOTE: No. of wage earners figures above reflect Tacoma area only.
Principal Pay Days-Fri.; 1st and 15th; Last working day in month.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-67; Summer 59-74; Fall 38-70; Winter 34-50. First killing frost.-Nov. 2; last killing frost, Mar. 11.

11 - TAP WATER: Neutral, very soft mountain river water; stand-by artesian well supply, relatively hard; not fluoridated.

12 - RETAILING: **Downtown Shopping Areas**-Broadway Plaza and 4 blocks on Pacific Ave., Tacoma Mall (153 stores under cover); Lakewood Villa Plaza (54 stores).

Neighborhood Shopping Centers-Pacific Commons; Rainier Place; Suprise Lake Square; Bi-Lo; Capital Mall, Olympia; Cascade Plz.; College Ctr.; Center Plz.; Century Sq.; Edgewood Sq.; Federal Way; Fife Square; Fife Valley Mart; Fred Meyer-Hi-Ho; Fred Meyer-Pacific; Fred Meyers-Stevens; Fred Meyer-Lakewood; Green Firs; Highland Hill; Jafco Ctr.; James Ctr.; K mart Plz.; Lakewood Colonial Ctr.; Meridian Place; Olympic Vlg.; Pacific Ctr.; Pt. Fosdick Sq.; Sea-Tac Mall; Sea-Tac Vlg.; 72nd St. Sq.; Southcenter; Southsound, Lacey; So. Hill; Ao. Tacoma Vlg.; Spanaway Park; Tacoma Mall; Tacoma Vista; 38th St. Mall; Thunderbird; Twin Lakes; University Place Ctr.; University Park II; University Vlg.; Valley Plz.; Village Sq.; Villa Plz.; Westfair; Westgate; Willows Ctr.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Broadway Plz.	NA	Woolworth
Lakewood Colonial Ctr.(43)	10	Ethan Allen, Pay Less
Southcenter(127)	24	The Bon, Lucky, Frederick & Nelson, JCPenney, Pay 'n Save
Sea Tac Mall	12	Sears, Mervyn's, Lamonts, The Bon
Tacoma Mall(115)	5	JCPenney, Sears, Lucky, Bon, Nordstrom, Pay Less, Frederick & Nelson,
Villa Plaza(76)	7	Frederick & Nelson, JCPenney, Thriftco, Pay 'N Save, Ernst
Puyallup(17)	7	JCPenney, Elvins, Mont. Ward, Safeway

Principal Shopping Days-Sat., Fri., Mon.
Stores Open Evenings-Dept. & specialty stores-Mon., Thur., Fri.; Food, larger stores-every evening.

13 - RETAIL OUTLETS: **Department Stores**-Costco; Silo; Mervyns; Price Savers; Frederick & Nelson; Mervyn's; Sears; JCPenney; Bon Marche; Schoenfelds; Montgomery Ward; Nordstrom; Elvin's.
Discount Stores-Dahnken; B&I; K mart; Fred Meyer; Jafco; Wigwam.
Variety Stores-Woolworth; Kress; Sprouse-Reitz; Value Stores.
Chain Drug Stores-Fred Meyer 4; Giant T 3; H&P Drugs; Harold Meyer Drugs; Ludwigs 2; Mark-It Pharmacy 3; Pay Less 4; Pay 'N Save 7; Sav-on 2; Stowell's 2.
Chain Supermarkets-Albertson 2; Circle K 4; Bag N Save 3; Fred Meyer 4; Lively Mkt. 3; Lucky 7; Manleys; Market Discount; Mark-It 6; Mark-n-Save; Piggly Wiggly 11; Prairie Mkt. 2; Safeway 20; Thriftco; 7-Eleven 61.
Other Chain Stores-Mrs. Field's; Shucks; Thom McAn; Singer Co.; Goodrich; Firestone; Western Auto; Sherman-Clay; Radio Shack; Pacific Stereo; Lerner; Mode O'Day; Leeds; Dutch Boy; Gallenkamp; Montgomery Ward; Coast-to-Coast; Nordstrom; Weisfields; See's Candy; Klopfenstein's; Foreman & Clark; House of Fabrics; Jay Jacobs; Farrell's; Goodenough's; Hancock Fabrics; Pay 'N Pak; Color-Tile; Standard Brands.

14 - NEWSPAPERS: NEWS TRIBUNE (e) 106,499; (S) 117,547, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Julie Sarff, Research and Promotion, NEWS TRIBUNE, 1950 S. State St., PO Box 11000, Tacoma, WA 98411; Tel. (206) 597-8562.
National Representative: Sawyer-Ferguson-Walker Co.

VANCOUVER

1 - LOCATION: Clark County (PMSA). E&P Map A-3. County Seat. Shipping lumber, paper products, aluminum, diversified light mfg. and elect. On the Columbia River, 8 mi. N of Portland, OR.

2 - TRANSPORTATION: **Railroads**-Freight: Burlington Northern; Union Pacific. Passenger: Amtrak.
Motor Freight Carriers-150.
Intercity Bus Lines-Vancouver-Portland; Greyhound; Evergreen Stage Line; Trailways.
Airlines-Portland Airport: United; Northwest; Alaska; Western; Continental; Eastern; Republic; Horizon Air; Delta; Cascade; American; Air Cal; Frontier; PSA; TWA.

3 - POPULATION:
Corp. City 80 Cen. 42,834; E&P 85 Est. 46,337
CZ-ABC: (80) 117,144
RTZ-ABC: (80) 75,083
County/PMSA 80 Cen. 192,227; E&P 85 Est. 207,018
City & RTZ-ABC: (80) 192,227

Demographic Information available from newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 18,808; E&P 85 Est. 20,972
CZ-ABC: (80) 44,324
RTZ-ABC: (80) 24,426
County/PMSA 80 Cen. 68,750; E&P 85 Est. 76,429
City & RTZ-ABC: (80) 68,750

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$627,155,714
Savings & Loan	7	N.A.

6 - PASSENGER AUTOS: County 113,305.

7 - ELECTRIC METERS: Residence County 79,386.

8 - GAS METERS: Residence County N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number Wage Earners (Av. Wkly. Wage)-Constr. 2,419 ($682); Mfg. 12,314 ($407); Transp., Comm. & Utilities 1,923 ($447); Whol. & Ret. Trade 11,097 ($440); Fin., Ins. & Real Estate 2,024 ($274); Serv. 8,625 ($288).

10 - CLIMATE: Min. & Max. Temp.-Spring 32-83; Summer 41-93; Fall 21-67; Winter 23-50. First killing frost, Oct. 21; last killing frost, May 2.

11 - TAP WATER: Medium, fluoridated.

12 - RETAILING: **Principal Shopping Center**-Vancouver Mall located 5 miles Northeast of Vancouver on I-205.
Neighborhood Shopping Centers- Hwy 99 & NE 78th; Hwy. 99 at I-205; Mill Plain at I-205; Mill Plain at Garrison Rd.; 72nd & NW 4th Plain; 4th Plain Grand; Mill Plain & Devine Rd.; Mill Plain & Andresen; 4th Plain & Andresen; Main St. at I-205.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Jantzen Beach	3	Mont. Ward, Frederick & Nelson, Place 2, K mart, Toys R Us

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Retail-Mon.-Fri.; Food and Discount daily.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Montgomery Ward; Frederick & Nelson; Sears; Meier & Frank; Nordstroms; Place II; Mervyn's.
Discount Stores: K mart.
Variety Stores-Coast-to-Coast; Boyd's 88 Ctr.; Danielson's Super Ctr.; Newberry.
Chain Drug Stores-Fred Meyer Drugs 3; Pay Less 2; Hi-School Phcy. 5.
Chain Supermarkets-Albertson's 3; Holiday Foods; Fred Meyer 3; Keil's 2; Minit Mart 25; Plaid Pantry 7; Prairie Mkt. 2; Safeway 4; 7-Eleven 8; Thriftway (United Grocers) 10.
Other Chain Stores-Goodrich; Fuller; Sherwin-Williams (paint); Mode O'Day (ladies); Goodyear; Western Auto; Kinney Shoes; Firestone; Action Alley; Sue Marshall; Lerners; Squire Shop; Petrics; JJ Jeans; Zale's; Schuck's; Toys R Us; Garden Way; Pay' N Pak; Les Schwab; Hickory Farms; Radio Shack; Color Tile; Nelsen Tire; General Nutrition; Buster Brown; Casual Corner; B. Dalton; Endicott Shoes; Fashion Conspiracy; Florsheim Shoes; Foxmoor Casuals; Fredericks of Hollywood; Gallenkamps; The Gap; Gordon's Jewelers; J.K. Gill; Jean Machine; Jeans West; K.G. Men's Store; Kay Jewelers; Leed's; Motherhood Maternity; Mr. Rags; Naturalizer; See's; Spencer Gifts; Stride Rite; Susie Casuals; Thom McAn; Van Duyn's; Video Concepts; Waldenbooks; Weisfields; Women's World.

14 - NEWSPAPERS: COLUMBIAN (e-mon to fri) 46,042; (S) 52,296, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: John McDonagh, Ret. Adv. Mgr., COLUMBIAN, PO Box 180, Vancouver, WA 98666; Tel. (206) 694-3391.
National Representative: None.

WALLA WALLA

1 - LOCATION: Walla Walla County. E&P Map D-3. County Seat. Retail and wholesale agric. ctr. serving 3 Washington and 2 Oregon Counties. 131 mi. from Yakima; 158 mi. from Spokane; 237 mi. from Portland, OR; 271 mi. from Seattle.

2 - TRANSPORTATION: **Railroad**-Freight via Union Pacific and Burlington Northern.
Motor Freight Carriers-5.
Intercity Bus Lines-Valley Transit; Northwest Greyhound.
Airlines-Cascade Airways; Horizon Airways;-(commuter service); Mountain Air and Martin Aviation (charter, sales, flight instruction, air ambulance).
Barge Service-Shipments of oil, grain and other materials are carried by barge or lighter vessels on the Columbia and Snake Rivers.

3 - POPULATION:
Corp. City 80 Cen. 25,618; E&P 85 Est. 28,306
CZ-ABC: (80) 35,808
RTZ-ABC: (80) 26,417
County 80 Cen. 47,435; E&P 85 Est. 50,281
City & RTZ-ABC: (80) 62,225

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,703; E&P 85 Est. 10,843
CZ-ABC: (80) 13,110
RTZ-ABC: (80) 9,639
County 80 Cen. 16,975; E&P 85 Est. 18,584
City & RTZ-ABC: (80) 22,749

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$282,993,000
Savings & Loan	4	$240,048,000
Mutual Savings	1	(Incl. above)

6 - PASSENGER AUTOS: County 21,865.

7 - ELECTRIC METERS: Residence 17,257.

8 - GAS METERS: Residence 4,680.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage) -Forestry and Fisheries N.A.; Contract Constr. N.A.; Food Processing 3,400 ($305); Trans., Comm. and Util. 357 ($484); Schools/Hospitals 3,556 ($258); Gov't 1,908 ($220).

10 - CLIMATE: Min. & Max. Temp.-Spring 43-62; Summer 62-89; Fall 45-65; Winter 27-39. First killing frost, Oct. 28; last killing frost, Apr. 3.

11 - TAP WATER: Alkaline, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-9 blocks on Main St.; 3 on Alder St.; 3 on Rose St., 7 on Second St.; 2 on First St; 2 on Colville St.; 2 on Palouse St.; 1 on Boyer Ave.

Neighborhood Shopping Centers-3 mi. on E Isaacs from White St. to City Limits; 1 on S 2nd from Morton to Cherokee; 6 in College Place between Fifth and A Sts. on College Ave.; 1 on Walluia Hwy; 1 on Plz. Way between 9th & Village Way.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Downtown Mini Mall Plz.	NA 1	Hancock Fabric, Safeway, Sprouse-Rietz, Bi-Mart, M&R Drug
Eastgate	2	Fleenor's, K mart, Radio Shack, Mont. Ward
Eastgate Mall	2	Albertson's, Pay Less Hatfield's, Schuck's
Southgate	1	Fleenor's, Southgate Drug
Big Y	2	Wade's Thriftway, Foxy, Flowers Central Phcy.
Oregon Stateline	6	Grigg's, Danielson's Food Warehouse

Principal Shopping Days-Thur., Fri., Sat., Sun.
Stores Open Evenings-Dept. & Banks Fri.; Food stores. EG Mall.

13 - RETAIL OUTLETS: Department Stores-The Bon; Sears; JCPenney; Hatfields; Country Store.
Discount Stores: K mart; Bi-Mart.
Variety Stores-Bonanza 88.
Drug Stores-Eastgate; Southgate; Pay Less; Professional Pharmacy; M&R; Green & Jackson; Tallman; Book Nook.
Chain Supermarkets-Fleenor's 2; Safeway 3; Price's Sentry; Albertson's; Wade's Thriftway; Danielsons Food Warehouse; Food 4 Less; Jackpot 2.
Other Chain Stores-Shoes: Volume Shoe; Kinney; Women's Wear: Jay Jacobs, The Closet; Appliance & Hdwe.: Pay 'N Pak, Boyer Electric, Radio Shack; Auto: Checker Auto, Twin W Motor Supply, Walla Motor Supply, Goodyear, Automotive Wholesalers, Schuck's; Paint: Pittsburgh Paint, Sherwin-Williams; Boats: Pete's Marina, Nixon's; Others: Book Nook, Fabricland, Hancock Fabrics, W.P. Fuller; Mark's Hallmark; Sunset Sports Center; Courtesy TV & Appliance; P.D.Q. Mkt.(food/gas); Sprouse-Rietz; Montgomery Ward.

14 - NEWSPAPERS: UNION-BULLETIN (e-mon to fri) 15,904; (S) 16,570; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: John Gifford, Adv. Mgr., UNION-BULLETIN, 1st & Poplar, Walla Walla, WA 99362; Tel. (509) 525-3300.
National Representative: Branham/Newspaper Sales.

WENATCHEE

1 - LOCATION: Chelan County. E&P Map C-2. County Seat. In geographic center of state at junction of Wenatchee and Columbia Rivers, intersection of U.S. Hwys. 2 (Stevens Pass Hwy.) and 97 (Okanogan-Cariboo Trail). 165 mi. W of Spokane; 138 mi. E of Seattle.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Amtrak (passenger).
Motor Freight Carriers-10.
Intercity Bus Lines-Greyhound.
Airlines-Cascade.

3 - POPULATION:
Corp. City 80 Cen. 17,257; E&P 85 Est. 19,392
CZ-ABC: (80) 32,811
RTZ-ABC: (80) 113,555
County 80 Cen. 45,061; E&P 85 Est. 50,040
City & RTZ-ABC: (80) 146,366
Demographic Information (Limited) available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,125; E&P 85 Est. 7,181
CZ-ABC: (80) 12,765
RTZ-ABC: (80) 41,540
County 80 Cen. 17,792; E&P 85 Est. 20,438
City & RTZ-ABC: (80) 54,305

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$296,700,000
Savings & Loan	3	$189,604,100
Credit Unions	10	$12,513,500

6 - PASSENGER AUTOS: County 28,173.

7 - ELECTRIC METERS: Residence County 21,852.

8 - GAS METERS: Residence 3,540.

9 - PRINCIPAL INDUSTRIES: (Chelan-Douglas Counties): Industry, No. Wage Earners-Manufacturing, incl. Primary Metals Processing 3,060; Contract Constr. 2,570; Trans., Commun. & Util. 850; Wholesale & Retail Trade 7,320; Fin., Ins. & Real Estate 940; Services 4,460; Gov't. 4,590; Total Civilian Work Force 36,420.

Principal Pay Days-Fri., 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-80; Summer 47-97; Fall 29-76; Winter 10-53. First killing frost, Oct. 15; last killing frost, Apr. 21.

11 - TAP WATER: Slightly alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Areas**-Downtown, 5 Blocks on Wenatchee Avenue; Valley North Shopping Center, 34 stores; Wenatchee Valley Mall, 46 stores.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Downtown-Fridays; Valley North and Wenatchee Valley Malls-Monday through Friday. Food-every night.

13 - RETAIL OUTLETS: Department Stores-Sears; Lamonts; JCPenney.
Discount Stores-Stan's Merry Mart; Sav-Mart; K mart; Stanley's.
Variety Stores-Bonanza.
Chain Drug Stores-Payless; Buttrey Drugs.
Chain Supermarkets-Safeway 2; Albertson's; Buttrey's; Fleenor's; Gordons; Top.
Other Chain Stores-Mode O Day; Firestone; Anita's; House of Fabrics; Fabricland; Weisfield Jewelers; Radio Shack; Columbia Paints; Jay Jacobs; Les Schwab Tires; Coast-to-Coast; Pay 'N Pak; Top Auto; Zale's Jewelers; Schuck's Auto Parts; Squire Men's Shops; DJ's Sound City; Kinney Shoes; Allen Jewelry; Cost-Cutter Toys; Ernst Home Center; Thurman Supplies; Computerland.

14 - NEWSPAPERS: WORLD (e-mon to fri) 27,426; (S) 30,302; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Chas. C. Mussen, Adv. Dir., WORLD, 14 N. Mission St., PO Box 1511, Wenatchee, WA 98801; Tel. (509) 663-5161.
National Representative: Branham/Newspaper Sales.

YAKIMA

1 - LOCATION: Yakima County (MSA). E&P Map C-3. County Seat. Shipping center for Yakima irrigated valley. Wholesale center for central part of State. 201 mi. from Spokane; 145 mi. from Seattle. On U.S. Hwys. 97, 410, I-82.

2 - TRANSPORTATION: **Railroads**-Burlington (freight); Union Pacific (freight).
Airlines-Horizon; Cascade.
Motor Freight Carriers-7.
Intercity Bus Lines-Western Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 49,826; E&P 85 Est. 54,598
CZ-ABC: (80) 82,625
Bal. in NDM-ABC: (80) 89,883
County/MSA 80 Cen. 172,508; E&P 85 Est. 180,183
Total NDM-ABC: (80) 172,508

4 - HOUSEHOLDS:
Corp. City 80 Cen. 20,160; E&P 85 Est. 22,127
CZ-ABC: (80) 32,294
Bal. in NDM-ABC: (80) 29,047
County/MSA 80 Cen. 61,341; E&P 85 Est. 66,098
Total NDM-ABC: (80) 61,341

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$435,000,000
Savings	2	N.A.
Savings & Loan	5	$446,336,487

6 - PASSENGER AUTOS: County 89,920.

7 - ELECTRIC METERS: Residence 23,289.

8 - GAS METERS: Residence 9,975.

9 - PRINCIPAL INDUSTRIES: Manufacturing 218 firms; 7,805 (av. mo. employed); $1,408 (av. mo. wage).

10 - CLIMATE: Min. & Max. Temp.-Spring 24-73; Summer 50-90; Fall 34-86; Winter 18-46. First killing frost, Oct. 23; last killing frost, Apr. 13.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on Yakima Ave.; 2 on Third St.; S 1st & Old Town Road (Valley Mall); Yakima Downtown Mall (65 stores).

Neighborhood Shopping Centers-Fifty-sixth & Summitview; Ninth & Summitview; Sixteenth and Nob Hill; Westpark; Terrace Heights Rd. and Slavin Rd.; 1 mi on Fruitvale Blvd.; Glenwood; Southgate; Sixteenth and Lincoln; Nob Hill & Ward Plaza; Chalet Mall; Lincoln Center; 11th & Tieton; 37th & Tieton; Meadowbrook at 72nd & Knob Hill.

Principal Shopping Days-Thur., Fri., Sat., Sun.

Stores Open Evenings-Department-Mon. through Fri.; Food-every evening.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Mervyn's; Sears; Montgomery Ward; Nordstrom's; Lamonts; Bon Marche.
Discount Stores-Bi-Mart 2; Fred Meyer; Pay 'N Pak; K mart; Ernst; Giant T; Falks ID.
Variety Stores-Sprouse-Reitz.
Chain Drug Stores-Pay Less 2; Thrifty 2; Giant T; Bi-Mart; Fred Meyer; Medicine Mart; Wray's.
Chain Supermarkets-Albertson's Food Center 2; Safeway 11; Thriftway 5; Serv-U 2; Mayfair 2; Buttrey's; Associated Grocers 2; Super Duper 2; Wrays; Roseaur's; Prairie; Harvest Foods; Family Grocery.
Other Chain Stores-Firestone; Mode O'Day; Weisfield's; Gallenkamp; Kinney; Leeds; Hickory Farms; Hardy Shoes; Jay Jacobs; Thom McAn; Self Service Furniture; Penguin Electric; Zale's; 84 Lumber; Zieglers; B. Dalton Bookseller; Radio Shack.

14 - NEWSPAPERS: HERALD-REPUBLIC (all day) 39,889; (S) 42,469; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Pat Carey, Adv. Dir., HERALD-REPUBLIC, PO Box 9668, Yakima, WA 98909; Tel. (509) 248-1251.
National Representatives: Landon Associates.

WEST VIRGINIA SURVEYS

METROPOLITAN STATISTICAL AREAS

Charleston-Kanawha and Putnam Counties.

Cumberland, Md.-W. Va.-Allegany County, Md. and Mineral County, W. Va.

Huntington-Ashland, W. Va.-Ky.-Ohio-Cabell and Wayne Counties, W. Va.; Boyd, Carter and Greenup Counties, Ky.; Lawrence County, Ohio.

Parkersburg-Marietta, W. Va.-Ohio-Wood County, W. Va. and Washington County, Ohio.

Steubenville-Weirton, Ohio.-W. Va.-Jefferson County, Ohio; Brooke and Hancock Counties, W. Va.

Wheeling, W. Va.-Ohio-Ohio and Marshall Counties, W. Va.; Belmont County, Ohio.

POPULATION ESTIMATES
(Thousands)

Age Group	1970	1980	1986
Under 5 Years	138	146	148
5-14 Years	336	310	315
15-24 Years	301	347	352
25-44 Years	383	513	521
45-64 Years	392	396	401
65 and Over	194	238	242
TOTAL	1,744	1,950	1,979

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1977 Census	1982 Census	1986 Est.
Bldg. Mat./Hdwr	388	437	576
General Mdse	776	1,008	1,174
Food	1,335	1,968	2,151
Automobiles	1,265	1,322	1,974
Gasoline Stations	493	709	691
Apparel	238	329	398
Furniture	260	274	391
Eat-Drink Places	352	523	616
Drugs	175	270	334
TOTAL SALES	5,676	7,521	8,866

BECKLEY

1 - LOCATION: Raleigh County. E&P Map B-4. 276 mi. S of Pittsburgh; 333 mi. W of Washington, DC; 266 mi. E of Cincinnati, OH.

2 - TRANSPORTATION: **Railroads**-C&O; Norfolk & Western.
Motor Freight Carriers-12.
Intercity Bus Lines-Greyhound.
Airlines-Christman Air.

3 - POPULATION:
Corp. City 80 Cen. 20,492; E&P 85 Est. 20,947
NDM-ABC: (80) 268,724
County 80 Cen. 86,821; E&P 85 Est. 87,274
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,164; E&P 85 Est. 8,641
NDM-ABC: (80) 92,373
County 80 Cen. 30,154; E&P 85 Est. 31,224

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$627,422,668

6 - PASSENGER AUTOS: County 59,320.

7 - ELECTRIC METERS: Residence 9,327.

8 - GAS METERS: Residence 9,500.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Coal Mining 4,884 ($451).
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Average Temp.-Spring 50; Summer 70; Fall 54; Winter 34. First killing frost, Oct. 4; last killing frost, May 7.

11 - TAP WATER: Acid, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-2 blocks on Main, 1 on Heber, 3 on Neville St.
Neighborhood Shopping Center-East Beckley By-Pass, Valley Drive, Skelton By-Pass Plaza, Bradley, Lester.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
By-Pass Plz.(12)	3	Revco, Hills
Beckley Plz.(23)	3	Acme Mkt., K mart
Raleigh Mall(43)	3	Murphy, Mont. Ward, Stone & Thomas, Kroger
Town & Country Plaza(9)	1	Foodland, Heck's
Crossroads Mall(70)	4	Sears, JCPenney, Leggetts
Lester(14)	6	Kroger, Artley, Family Dollar

Principal Shopping Days-Food: Wed., Thur.; Department Stores: Sat., Sun.
Stores Close-Wed. afternoon.
Stores Open Evenings-Dept. stores-Fri.; Food-every evening.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; K mart; JCPenney; Hill's; Sears; Leggetts; Heck's 4; Stone & Thomas.
Variety Stores-G.C. Murphy 3.
Discount Stores-K mart; Heck's 2; Hills; McCrory.
Chain Drug Stores-Rite Aid 2; Rexall; SupeRx 4; Health Cross 2; Thompson; Revco 2.
Chain Supermarkets-Kroger 5; Acme; Carolina 6; Wilbur's Super Values; Pic Pac 2.
Other Chain Stores-Ladies: H. & M.; Pic-Way Shoes; Silver Brand; Famas 3; Lilly Crown Jewelers 3; Artleys; Nation Wise Auto.

14 - NEWSPAPERS: Register/Herald (m-mon to fri) 33,073; Register/Herald (m-sat) 32,792; (S) 34,667; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Frank D. Wood, Adv. Dir., Register/Herald, PO Drawer P&R, Beckley, WV 25802; Tel. (304) 255-4400.
National Representative: Story & Kelly-Smith.

BLUEFIELD, WV-VA

1 - LOCATION: Mercer County, WV; Tazewell County, VA. E&P Map B-4. Extreme southern part of the state extending into Virginia. 102 mi. from Charleston via West Virginia Tpk.; 103 mi. from Roanoke. On U.S. Hwys. 19, 21, 52, 460; State Hwy. 85; I-77.

2 - TRANSPORTATION: **Railroads**-Norfolk and Western.
Motor Freight Carriers-8.
Intercity Bus Lines-Tri-City; Greyhound; Trailways.
Airlines-Christman.

3 - POPULATION:
Corp. City 80 Cen. 16,060; E&P 85 Est. 16,811
NDM-ABC: (80) 225,763
Counties 80 Cen. 124,453; E&P 85 Est. 128,725
Mercer County 80 Cen. 73,942; E&P 85 Est. 77,042
Tazewell County 80 Cen. 50,511; E&P 85 Est. 51,683

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,170; E&P 85 Est. 6,638
NDM-ABC: (80) 76,755
Counties 80 Cen. 42,360; E&P 85 Est. 46,472
Mercer County 80 Cen. 26,494; E&P 85 Est. 28,483
Tazewell County 80 Cen. 15,866; E&P 85 Est. 17,989

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	16	$688,800,000
Savings & Loan	4	$25,000,000

6 - PASSENGER AUTOS: Counties (All Vehicles) Mercer 53,786; Tazewell 30,773.

7 - ELECTRIC METERS: Residence 26,144

8 - GAS METERS: Residence 8,330

9 - PRINCIPAL INDUSTRIES: Food Mfg., Furniture, Mining Machinery.
Principal Pay Days-1st, 15th, Fri.

10 - CLIMATE: Average Temp.-Spring 50; Summer 71; Fall 56; Winter 34. First killing frost, Sept 29; last killing frost, May 12.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:
Neighborhood Shopping Centers-One, centered around Bland, Union, North and South Sts.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bluefield Plaza(12)	1	Kroger, K mart
Blue Prince(11)	3	Hill's Dept., Murphy
Mercer Mall(53)	2	Sears, JCPenney, Stone & Thomas, Mont. Ward, Leggett
West Gate(9)	2	Acme

Principal Shopping Days-Department Stores Mon., Fri., Sat., Food Wed. through Sat.
Stores Open Evenings-Food nightly; others Mon.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Leggetts; Stone & Thomas; Sears.
Variety Stores-G.C. Murphy; Ben Franklin.
Discount Stores-A-Mart; Hills; Ammar Bros.; Heck's; K mart; Rose's 2.
Chain Drug Stores-Bi Rite; Rexall 3; Rite Aid; Walgreens; SupeRx; Southside 2; Thrift; Revco; Eckerd.
Chain Supermarkets-Kroger 4; Deskin's 6; Acme 4; Warden's 2; IGA 3.
Other Chain Stores-Firestone; Singer Co.; H&M (shoes); Goodyear; Western Auto 2; Pic-Way Shoe; S&H Green Stamps; Top Value Stamps; Gold Bond Soft Center; Family Discount Stamp; Shoe Mart.
14 - NEWSPAPERS: TELEGRAPH (m) 27,203; (S) 32,804; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Lew Spence, Adv. Dir., TELEGRAPH, 412 Bland St., Bluefield, WV 24701; Tel. (304) 327-6171.
National Representative: Landon Associates.

CHARLESTON

1 - LOCATION: Kanawha County (MSA), E&P Map A-3 & B-3. State Capitol, County Seat. Wholesale distribution center. Financial, medical and education center; federal offices, insurance, transportation. At confluence of Great Kanawha and Elk Rivers. 210 mi. from Cincinnati; 388 mi. from Washington; 233 mi. from Pittsburgh; 188 mi. from Columbus. On U.S. Hwys. 60, 21, 35, 119 and State Hwys. 4, 14, 25 and 61. Northern terminus of W.Va. Tpke., Junction of I-64, I-77 & I-79.

2 - TRANSPORTATION: Railroads-Chessie System, Amtrak, Conrail.
Motor Freight Carriers-37.
Intercity Bus Lines-Trailways; Greyhound; KRT (local).
Airlines-USAir; United; Christman; Trans Midwest; Piedmont; ComAir.

3 - POPULATION:
Corp. City 80 Cen. 63,968; E&P 85 Est. 60,160
NDM-ABC: (80) 522,062
County 80 Cen. 231,414; E&P 85 Est. 232,301
MSA 80 Cen. 269,595; E&P 85 Est. 273,019
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 26,438; E&P 85 Est. 25,995
NDM-ABC: (80) 186,368
County 80 Cen. 86,446; E&P 85 Est. 89,582
MSA 80 Cen. 99,418; E&P 85 Est. 103,862

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	33	$1,811,877,000
Savings & Loan	15	$319,818,000

6 - PASSENGER AUTOS: 182,885 (all vehicles)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: City Res. 20,122

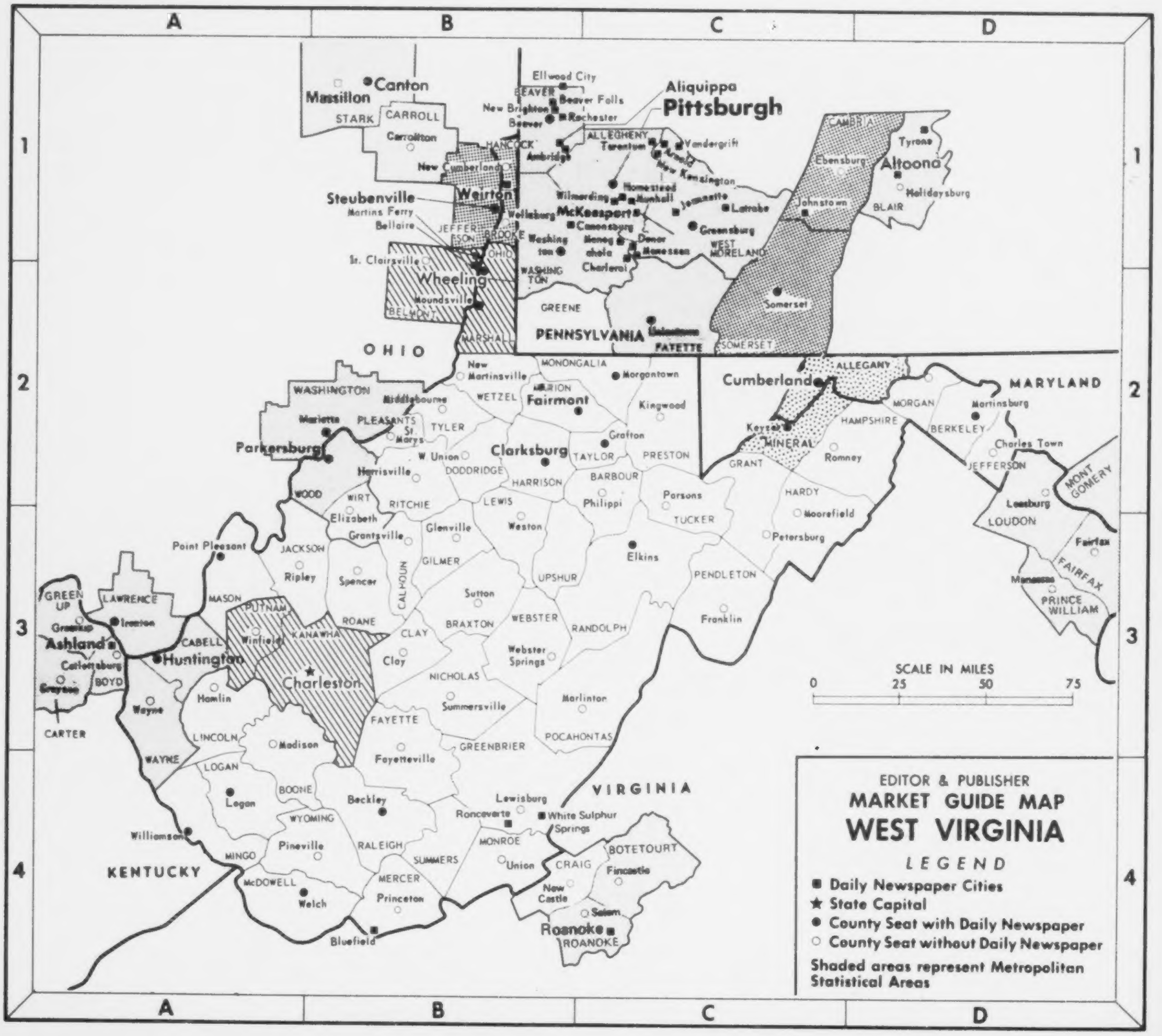
9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Chemicals 9,911 ($575); Metal Fabricating 1,123 ($481); Coal Mining 3,397 ($567); Contract Construction 2,014 ($437).
Principal Pay Days-Thur., Fri., 30th.
10 - CLIMATE: Min. & Max. Temp.-Spring 41-65; Summer 61-86; Fall 44-69; Winter 24-45. First killing frost, Oct. 30; last killing frost, May 15.
11 - TAP WATER: Alkaline, soft in city, varies outside; fluoridated.
12 - RETAILING: Principal Shopping Areas-4 blocks on Capital St., 4 on Summers St., 5 on Virginia, 4 on Quarrier, 5 on Lee St., 1 on Washington St., 1 on Broad St., Patrick St. Plaza; 7 blocks on MacCorkle Ave. (Kanawha City).
Neighborhood Shopping Centers-West Side (W. Washington St.) (24 Stores); East End (E. Washington St.) (10 Stores); St. Albans (Main Street) (12 Stores); South Charleston (16 Stores); Dunbar (7 Stores); Marmet (18 Stores); Spring Hill (12 Stores); Nitro (13 Stores); Belle (6 Stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Town Center Mall(100)	0	Sears, JCPenney, Mont. Ward, Kaufmann's
West St. Albans	8	Heck's, Pick-Pac, Value City
Kanawha Mall(70)	4	Hill's, Kroger, SupeRx, G.C. Murphy, Stone & Thomas
St. Albans(30)	10	K mart, Kroger, Watson's
Dunbar Vlg (20)	7	Murphy's Mart, Kroger, Kelly & Cohen
Southside Expressway	2	Heck's
Plaza East(12)	1	Hecks, Kelly & Cohen
Patrick St. Plaza	2	K mart, Lowe's, Hills, Big Bear
K mart	4	K mart
Putnam Vlg (33)	20	Heck's, Kroger

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Drug & Food Mon. through Sat., All on Mon., Some Fri., Discount 7 days.

13 - RETAIL OUTLETS: Department Stores-Kaufmann's; Montgomery Ward; Stone & Thomas; Sears; JCPenney; O.J. Morrison; McClung & Morgan; Charleston.
Discount Stores-Heck's; K mart; Murphy's Mart; Ardan's; Hills.


A
B
C
D
1
2
3
4
Massillon
Canton
STARK
CARROLL
Carrollton
Ellwood City
BEAVER
Beaver Falls
New Brighton
Rochester
Beaver
Aliquippa
Pittsburgh
HANCOCK
Ambridge
ALLEGHENY
Tarentum
Vandergrift
Arnold
New Kensington
New Cumberland
Weirton
Steubenville
Martins Ferry
Bellaire
JEFFERSON
BROOKE
Wellsburg
Wilmerding
Homestead
Munhall
Jeannette
Latrobe
McKeesport
Canonsburg
Greensburg
WESTMORELAND
Washington
WASHINGTON
Monongahela
Donora
Monessen
Charleroi
OHIO
St. Clairsville
Wheeling
Moundsville
BELMONT
MARSHALL
GREENE
PENNSYLVANIA
Uniontown
FAYETTE
SOMERSET
Somerset
CAMBRIA
Ebensburg
Johnstown
Tyrone
Altoona
Hollidaysburg
BLAIR
OHIO
New Martinsville
MONONGALIA
Morgantown
WETZEL
MARION
Fairmont
Kingwood
WASHINGTON
Middlebourne
Marietta
PLEASANTS
St. Marys
TYLER
Parkersburg
W. Union
DODDRIDGE
Clarksburg
Grafton
TAYLOR
PRESTON
HARRISON
WOOD
Harrisville
WIRT
Elizabeth
RITCHIE
LEWIS
Weston
BARBOUR
Philippi
Parsons
TUCKER
Grantsville
Glenville
Elkins
Point Pleasant
JACKSON
Ripley
Spencer
CALHOUN
GILMER
UPSHUR
Sutton
RANDOLPH
PENDLETON
Franklin
GREENUP
Greenup
LAWRENCE
Ironton
MASON
PUTNAM
Winfield
KANAWHA
ROANE
CLAY
Clay
BRAXTON
WEBSTER
Webster Springs
Ashland
Catlettsburg
Grayson
BOYD
CABELL
Huntington
Charleston
Hamlin
NICHOLAS
Summersville
Marlinton
POCAHONTAS
CARTER
Wayne
WAYNE
LINCOLN
Madison
FAYETTE
Fayetteville
GREENBRIER
LOGAN
Logan
BOONE
Beckley
Lewisburg
Ronceverte
White Sulphur Springs
VIRGINIA
WYOMING
Williamson
MINGO
Pineville
RALEIGH
SUMMERS
MONROE
Union
KENTUCKY
McDOWELL
Welch
MERCER
Princeton
Bluefield
CRAIG
New Castle
BOTETOURT
Fincastle
Salem
Roanoke
ROANOKE
Cumberland
ALLEGANY
MARYLAND
Keyser
MINERAL
HAMPSHIRE
MORGAN
Martinsburg
BERKELEY
Charles Town
JEFFERSON
MONTGOMERY
GRANT
Romney
HARDY
Moorefield
Petersburg
Leesburg
LOUDOUN
Fairfax
FAIRFAX
Manassas
PRINCE WILLIAM
SCALE IN MILES
0
25
50
75
EDITOR & PUBLISHER
MARKET GUIDE MAP
WEST VIRGINIA
LEGEND
■ Daily Newspaper Cities
★ State Capital
● County Seat with Daily Newspaper
○ County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas

Variety Stores-McCrory; Ben Franklin; Family Dollar.
Chain Drug Stores-Revco 5; Rite-Aid 21; SupeRx; Medicine Shop 2; K mart 2; Kroger.
Chain Supermarkets-Big Bear; Fas-Chek; Kroger; Shop-A-Minit; Super Valu; Foodland; 7-Eleven; Key Markets; IGA; Pic-Pac; Go-Mart.
Other Chain Stores-Shoes: Butler, Edison Bros., Kinney, Endicott-Johnson, John Lee, Pic-Way, Shoe World, Shoe Show; Women's Ready to Wear: Embees, Woman's World, Sidney's, Artley's, Fashion Bug, Brooks, Deb Shop, Lane Bryant; Furniture: Valu City, Ethan Allen, La-Z-Boy; Rubber Goods: Goodrich, Goodyear, Firestone, Tire America; Men's Wear: Silver Brand, Amsbary's, Wright's; Jewelers: Cliffords, LeRoy's, Kay, McCormick, Lilly's Crown; Electronics: Circuit City, Kelley & Cohen, The Appliance Store; Auto Accessories: Nationwise, Corvairs.

14 - NEWSPAPERS: GAZETTE (m) 54,823; MAIL (e) 53,431; GAZETTE-MAIL (S) 108,363; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: William E. Birt, Nat. Adv./Co-op Mgr., GAZETTE/MAIL, 1001 Virginia St. E, Charleston, WV 25301; Tel. (304) 348-5140.
National Representative: Sawyer-Ferguson-Walker Co.

CLARKSBURG

1 - LOCATION: Harrison County. E&P Map B-2. County Seat. On U.S. Hwys. 50 and 19 and I-79. 225 mi. from Washington, D.C., 276 mi. from Cincinnati, OH and 140 mi. from Pittsburgh, Pa.

2 - TRANSPORTATION: **Railroads**-Chessie System.

Motor Freight Carriers-15.
Intercity Bus Lines-Central WV Transit Authority; Interstate; Greyhound.
Air Lines-Crown; Calgon.

3 - POPULATION:
Corp. City 80 Cen. 22,371; E&P 85 Est. 21,683
CZ-ABC: (80) 36,509
RTZ-ABC: (80) 141,106
County 80 Cen. 77,710; E&P 85 Est. 80,084
City & RTZ-ABC: (80) 177,615

4 - HOUSEHOLDS:
Corp. City 80 Cen. 10,053; E&P 85 Est. 9,517
CZ-ABC: (80) 14,513
RTZ-ABC: (80) 48,585
County 80 Cen. 28,434; E&P 85 Est. 30,282
City & RTZ-ABC: (80) 63,098

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	$483,708,000

6 - PASSENGER AUTOS: County 59,065 (all vehicles)

7 - ELECTRIC METERS: Residence 27,521

8 - GAS METERS: Residence 37,193

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Glass 3,404; Coal 1,741; Chemicals 2,000; Aircraft parts 300; Natural Gas 1,500; Heavy Machinery 685.
Principal Pay Days-Fri., 15th and 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 18-90; Summer 44-98; Fall 41-92; Winter 1-79. First killing frost, Sept. 29; last killing frost, May 3.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-7 blocks on Main and Pike Sts.
Neighborhood Shopping Centers-Stealey, Nutter Fort, Bridgeport.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Eastpointe	NA	K mart, Aaron's, Kroger, Emily's
Hills Plaza(7)	2	David Weis, Hills
Holiday Plaza(4)	2	Heck's
Rosebud Plaza(3)	1	Heck's
Bridgeport(8)	3	
Meadowbrook Mall	3	JCPenney, Mont. Ward, Murphy's Mart, Bonton, Stone & Thomas
Valley Hills(5)	3	Super Dollar
Middletown Mall(40)	18	Sears, Lowe's, Stone & Thomas, Hess
Tygart Valley Mall(2)	18	Murphy's Mart

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon.; Food nightly.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Montgomery Ward; Stone & Thomas; Sears; Hess; Bonton.
Variety Stores-G.C. Murphy; McCrory's; Stripe Discount.
Discount Stores-Heck's; Hill's; Murphy's Mart; Gee Bee; David Weis; K mart.
Chain Drug Stores-Rexall; Walgreens; Rite Aid; Revco.
Chain Supermarkets-Kroger; Foodland; Shop'n Save.
Furniture-Fan Fare; Jack's Friendly; Rose's; Frank's; Custom Carpet; Mike DeMaria.

14 - NEWSPAPERS: EXPONENT (m-tues to sat) 7,829; TELEGRAM (e) 18,062; EXPONENT-TELEGRAM (S) 29,495; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Jack L. Smith, Adv. Mgr., EXPONENT and TELEGRAM, 324-326 Hewes Ave., Clarksburg, WV 26301; Tel. (304) 624-6411.
National Representative: Story & Kelly-Smith.

ELKINS

1 - LOCATION: Randolph County. E&P Map C-3. 35 mi. SE of Clarksburg. Elevation 2,000 feet. County Seat.

2 - TRANSPORTATION: **Railroads**-B&O, W. MD.
Airlines-Wright.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 8,536; E&P 85 Est. 9,242
CZ-ABC: (80) 8,536
RTZ-ABC: (80) 30,626
County 80 Cen. 28,734; E&P 85 Est. 30,619
City & RTZ-ABC: (80) 39,162
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,146; E&P 85 Est. 3,324
CZ-ABC: (80) 3,146
RTZ-ABC: (80) 10,201
County 80 Cen. 9,692; E&P 85 Est. 10,685
City & RTZ-ABC: (80) 13,347

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$30,715,405
Savings & Loan	1	$1,685,579

6 - PASSENGER AUTOS: County 22,217 (all vehicles)

7 - ELECTRIC METERS: Residence 3,562

8 - GAS METERS: Residence 3,418

9 - PRINCIPAL INDUSTRIES: Brick and Tile; Planing Mill Prod.; Furniture; Limestone and Limestone Prod.; Foundry Prod.; W. MD R.R. Shops; Shoe Mfg.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 50-94; Fall 10-60; Winter 10-40. First killing frost, Oct. 1; last killing frost, May 15.

11 - TAP WATER: Fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Davis Ave.; 3 on Third St.; Elkins Plaza on Beverly Pike; Tygart Valley Mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Elkins Plaza(12)	NA	Rite-Aid, Foodland
Tygarts Valley Mall(5)	NA	A&P, Revco, K mart

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Food nightly; all on Fri.; Plaza on Sunday.

13 - RETAIL OUTLETS: **Department Stores**-K mart; Smart Shop.
Variety Store-G.C. Murphy.
Discount Store-Heck's.
Chain Drug Stores-Revco; Rite-Aid.
Chain Supermarkets-A&P; Kroger; Key; Hi-Lo; Super Dollar.

14 - NEWSPAPERS: INTER-MOUNTAIN (e) 10,748; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Butch Antolini, Adv. Dir., INTER-MOUNTAIN, P.O. Box 1339, Elkins, WV 26241; Tel. (304) 636-2121.
National Representative: Landon Associates.

FAIRMONT

1 - LOCATION: Marion County. E&P Map B-2. County Seat. Coal mining, mfg., Fairmont State College. Major highway hub. US 250, 19; Interstate I-79; State 73. 95 mi. S of Pittsburgh, PA; 21 mi. NE of Clarksburg; 78 mi. SE Wheeling.

2 - TRANSPORTATION: **Railroads**-Chessie System, Monongahela.
Intercity Bus Lines-Greyhound.
Motor Freight Carriers-10.
Airlines-Aeromech.

3 - POPULATION:
Corp. City 80 Cen. 23,863; E&P 85 Est. 23,021
CZ-ABC: (80) 33,090
RTZ-ABC: (80) 34,342
County 80 Cen. 65,789; E&P 85 Est. 66,853
City & RTZ-ABC: (80) 67,432

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,727; E&P 85 Est. 9,781
CZ-ABC: (80) 13,115
RTZ-ABC: (80) 11,932
County 80 Cen. 24,409; E&P 85 Est. 25,632
City & RTZ-ABC: (80) 25,047

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	$242,960,997
Savings & Loan	2	$72,655,002

6 - PASSENGER AUTOS: County 48,128 (all vehicles)

7 - ELECTRIC METERS: Residence 10,500

8 - GAS METERS: Residence 8,628

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Coal Mining 3,802; Fluorescent lamps 2,038; Mach. & Eqpt. Mfg. 1,028; Mining Eqpt. Mfg. 700; Fabricated Metal Prod. 485; Electric 619; Rolled Aluminum Prod. 300; Corrugated fiber containers 265; Can & Glass labels 130.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-69; Summer 68-87; Fall 40-65; Winter 10-40. First killing frost, Oct. 14; last killing frost, May 1.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: **Principal Shopping Area**-7 blocks on Adams St.
Neighborhood Shopping Centers-East Side on Merchant St.; Country Club Rd.; Bellview Blvd.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Country Club(4)	NA	S&H Green Stamp
Middletown Mall(74)	3	Sears, Gee Bee, Stone & Thomas, Watsons
Tygart Valley(6)	3	Murphy's Mart
12th St.	NA	Radio Shack, Revco, Shop 'N Save
Meadowbrook	13	Bon-Ton, Mont. Ward, JCPenney

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Dept. Mon.; Food and shopping centers Nightly.

13 - RETAIL OUTLETS: **Department Stores**-Hartley's; JCPenney; Stone & Thomas.
Variety Stores-McCrory; Murphy's Mart; Gee Bee; Watson's.
Discount Stores-Revco; Hill's; Heck's.
Chain Drug Stores-Revco 3; Rite Aid; Mason's Thrift.
Chain Supermarkets-Champion; Foodland 3; Pitrolo's 3; Kroger; Shop 'N Save; Warehouse Grocery; A&P.
Other Chain Stores-Kinney; Goodrich; Firestone; Montgomery Ward; S&H Green Stamp; Pic Way; Carriage Shop; Giant Shoe; Stone & Thomas; Bressler's; Teek's; Shoe World; The Unlimited; Hickory Farms; Lerner's; Fashion Bug; Maunz; Casual Corner; Workingman's Store; Bauer Brown; Lowes; Gordon Jewelry; Chess King; Pettrey's; Embees; Jack's Friendly Furn.; Hatfield & McCoy.

14 - NEWSPAPERS: TIMES-WEST VIRGINIAN (m) 15,242; (S) 16,455; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Carolyn Hatting, Adv. Mgr., TIMES-WEST VIRGINIAN, PO Box 1472, Fairmont, WV 26554; Tel. (304) 363-5000.
National Representative: Thomson Newspapers.

GRAFTON

1 - LOCATION: Taylor County. E&P Map C-2. County Seat. On U.S. Hwys. 50, 119, 250; State Hwys. 3, 9, 40, 44.

2 - TRANSPORTATION:
Intercity Bus Lines-Greyhound.
Airport-15 miles west.

3 - POPULATION:
Corp. City 80 Cen. 6,845; E&P 85 Est. 7,487
County 80 Cen. 16,584; E&P 85 Est. 17,533
Demographic Information Available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 2,611; E&P 85 Est. 2,887
County 80 Cen. 5,842; E&P 85 Est. 6,362

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$70,000,000

6 - PASSENGER AUTOS: County 10,381 (all vehicles)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: Residence 3,788 (1981)

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Textiles 220; Railroad 900; Paper Box 140; Plastics 300; Glass 85; Sponge Rubber 75.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-70; Summer 60-95; Fall 30-70; Winter 0-40.

11 - TAP WATER: Neutral, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Harman Ctr.	NA	Super Dollar, Gatlings, Phillips Pharmacy

Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Murray's; Dollar General; JCPenney (catalog); Montgomery Ward.
Variety Stores-McCrory; Heck's.
Chain Drug Stores-Rexall; Rite Aid; Health Mart.
Chain Supermarkets-Foodland; Super Dollar.
Other Chain Stores-Western Auto; Gatling's Auto; Firestone; Goodyear; JCPenney (catalog); Montgomery Ward.

14 - NEWSPAPERS: MOUNTAIN STATESMAN (m) 3,408; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Bob Weaver, Adv. Mgr., MOUNTAIN STATESMAN, 914 W. Main St., Grafton, WV 26354; Tel. (304) 265-3333.
National Representative: None.

HUNTINGTON

1 - LOCATION: Cabell & Wayne Counties (In Huntington-Ashland, WV-KY-OH MSA). E&P Map A-3. Seat of Cabell County. Industrial, wholesale and shipping center. 255 mi. from Pittsburgh, PA; 163 mi. from Cincinnati, OH. On U.S. Hwys. 52, 60; State 10, 2, 7, 4; I-64.

2 - TRANSPORTATION: **Railroads**-C&O; B&O; N&W.
Motor Freight Carriers-30.
Intercity Bus Lines-Trailways; TTA; Greyhound.
Airlines-USAir; Piedmont; ComAir; Wright.

3 - POPULATION:
Corp. City 80 Cen. 63,684; E&P 85 Est. 58,892
CZ-ABC: (80) 125,194
RTZ-ABC: (80) 208,921
Counties 80 Cen. 152,856; E&P 85 Est. 156,833
Cabell County 80 Cen. 106,835; E&P 85 Est. 108,552
Wayne County 80 Cen. 46,021; E&P 85 Est. 48,281
MSA 80 Cen. 336,410; E&P 85 Est. 342,144
City & RTZ-ABC: (80) 334,115
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 25,496; E&P 85 Est. 24,530
CZ-ABC: (80) 47,444
RTZ-ABC: (80) 71,786
Counties 80 Cen. 55,866; E&P 85 Est. 59,099
Cabell County 80 Cen. 40,218; E&P 85 Est. 42,180
Wayne County 80 Cen. 15,648; E&P 85 Est. 16,919
MSA 80 Cen. 119,007; E&P 85 Est. 124,752
City & RTZ-ABC: (80) 119,230

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	$829,014,000

6 - PASSENGER AUTOS: Counties (all vehicles) Cabell 80,766; Wayne 25,802

7 - ELECTRIC METERS: Cabell 45,700; Wayne 17,400

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-$399)-Metals 7,700; Glass & Stone 1,700; Apparel 1,100; Chemicals 1,000.
Principal Industrial Pay Days-Fri., 15 & 30.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-60; Summer 42-85; Fall 41-82; Winter 25-44. First killing frost, Oct. 20; last killing frost, Apr. 17.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: **Principal Shopping Center**-5 blocks on 3rd, 4th, 5th Aves.; 3 on 9th, 10th, 11th Streets downtown.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Ceredo Plz.(14)	12	Harts, Big Bear
Eastern Heights(12)	6	Thrift, Mack's, Tradewell
Fairfield Plz.(7)	2	Heck's, Big Bear
East Hills Mall(12)	8	Kelly & Cohen
Westland Plaza(6)	4	Kroger, Thrift, Heck's

Pea Ridge(20)	9	K mart, Kroger
Huntington Mall(125)	10	Sears, Stone & Thomas JCPenney, Lazarus

Principal Shopping Days-Department Stores: Fri., Sat., Sun.; Food: Wed., Sun.
Stores Open Evenings-All until 9 P.M.

13 - RETAIL OUTLETS: Department Stores-Stone & Thomas; JCPenney; Lazarus; Sears.
Variety Stores-McCrory; Green's.
Discount Stores-Heck's 3; Hills 2; K mart 3; Hart's 3.
Chain Drug Stores-Thrift 3; Rite-Aid 2.
Chain Supermarkets-Kroger 3; Big Bear 4; Tradewell 6; Foodland 4; Foodfair 4.

14 - NEWSPAPERS: HERALD-DISPATCH (m) 42,215; (S) 47,831; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Dwight McKenzie, Adv. Dir., THE HERALD-DISPATCH, 946 Fifth Ave., Huntington, WV 25701; Tel. (304) 696-5672.
National Representative: Gannett Media Sales.

KEYSER

1 - LOCATION: Mineral County (In Cumberland, MD-WV MSA). E&P Map C-2. County Seat. On E bank of Potomac River. 24 mi. SW of Cumberland, MD. U.S. Hwys. 50, 220; WV Hwy. 28; 131 mi. W of Washington, DC; 110 mi. SE of Pittsburgh.

2 - TRANSPORTATION: Railroads-B&O; Western Md.
Intercity Bus Lines-Mt. State Bus, Greyhound; Emery; Potomac Transit Authority.
Motor Freight Carriers-6.

3 - POPULATION:
Corp. City 80 Cen. 6,569; E&P 85 Est. 6,751
MSA 80 Cen. 107,782; E&P 85 Est. 110,279
County 80 Cen. 27,234; E&P 85 Est. 28,052
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 2,496; E&P 85 Est. 2,585
MSA 80 Cen. 39,107; E&P 85 Est. 41,298
County 80 Cen. 9,438; E&P 85 Est. 10,027

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	2	$89,834,000

6 - PASSENGER AUTOS: County 21,653 (all vehicles).

7 - ELECTRIC METERS: Residence 4,521.

8 - GAS METERS: Residence (RTZ) 4,125.

9 - PRINCIPAL INDUSTRIES: Railroad Shop; Pulp and Paper; Women's Wear; Farm Mach.; Ballistics & Plastics; Sports Equipment; Electronics; Glass Beads; Glass; Glass Containers; Plastic Containers; Stainless Steel; Machine Shop; Printing Plant.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-85; Summer 58-85; Fall 30-57; Winter 17-41. First killing frost Oct.; last killing frost May.

11 - TAP WATER: Hard to soft.

12 - RETAILING: Principal Shopping Area-3 blocks each on Main & Armstrong Sts.
Neighborhood Shopping Centers-West Piedmont, S. Mineral St., Heck's Shopping Center, Tri-Town Shopping Ctr.
Principal Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Wed., Fri.

13 - RETAIL OUTLETS: Variety Stores-Murphy, Heck's.
Chain Drug Stores-Revco; People's; Rite-Aid.
Chain Supermarkets-A&P; Dishong's 3; Foodland; IGA 2; Brownings.
Other Chain Stores-Wolf Furniture; Western Auto; Sears; Montgomery Ward; J.S. Raub's Shoes; Burton's Men's Shop; Charles Store; Shoe World; Dollar General Store 2.

14 - NEWSPAPERS: NEWS-TRIBUNE (e-mon to fri) 6,043; (m-sat) 6,521; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Robert G. Tetrick, Adv. Mgr., NEWS-TRIBUNE, 24 Armstrong, Keyser, WV 26726; Tel. (301) 786-4488.
National Representatives: American Newspaper Representatives.

LEWISBURG-RONCEVERTE-WHITE SULPHUR SPRINGS

1 - LOCATION: Greenbrier County. E&P Map B-4. U.S. Hwys. 60, 219 & I-64; State Hwy. 63.

2 - TRANSPORTATION: Railroads-C&O.
Airlines-Piedmont.
Intercity Bus Line-Greyhound.

3 - POPULATION:
Cities 80 Cen. 8,748; E&P 85 Est. 10,232
Lewisburg 80 Cen. 3,065; E&P 85 Est. 3,583
Ronceverte 80 Cen. 2,312; E&P 85 Est. 2,631
White S. Springs 80 Cen. 3,371; E&P 85 Est. 4,018
County 80 Cen. 37,665; E&P 85 Est. 39,514

4 - HOUSEHOLDS:
Cities 80 Cen. 3,415; E&P 85 Est. 3,965
Lewisburg 80 Cen. 1,240; E&P 85 Est. 1,445
Ronceverte 80 Cen. 849; E&P 85 Est. 960
White S. Springs 80 Cen. 1,326; E&P 85 Est. 1,560
County 80 Cen. 13,535; E&P 85 Est. 14,660

5 - BANKS	**NUMBER**	**DEPOSITS**
National	3	$30,808,397
State	1	Incl. above

6 - PASSENGER AUTOS: County 31,300 (all vehicles).

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: (County)-Agric.; Constr.; Mfg.; Trans.; Communication and Other Public Utilities; Wholesale & Retail; Resort Hotels.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Red Oaks(9)	NA	Kroger
Fairlea Mall(20)	NA	Heck's, Stone & Thomas

13 - RETAIL OUTLETS: Department Stores-Leggett's; Federated; Stone & Thomas.
Discount Stores-Aides; Heck's.
Chain Drug Stores-Rite Aid 2; Eckerd.
Chain Supermarkets-Kroger's 2; IGA 2.

14 - NEWSPAPERS: WEST VIRGINIA NEWS (e-mon to fri) 6,238; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Frank L. Spicer, Pub./Adv. Mgr., WEST VIRGINIA NEWS, 200 S. Court St., Box 471, Lewisburg, WV 24901; Tel. (304) 645-1206.
National Representative: General Advertising Service.

LOGAN

1 - LOCATION: Logan County. E&P Map A-4. On Guyandotte River, 65 mi. from Charleston, 67 mi. from Huntington. On U.S. Hwy. 119; State Hwy. 10 and Corridor "G" Interstate Highway.

2 - TRANSPORTATION: Railroads-C&O.
Motor Freight Carriers-6.
Intercity Bus Lines-Consolidated Trailways connecting with Greyhound at Huntington, Charleston, and Bluefield.

3 - POPULATION:
Corp. City 80 Cen. 3,029; E&P 85 Est. 2,911
CZ-ABC: (80) 3,029
RTZ-ABC: (80) 47,650
County 80 Cen. 50,679; E&P 85 Est. 51,204
City & RTZ-ABC: (80) 50,679
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 1,254; E&P 85 Est. 1,256
CZ-ABC: (80) 1,254
RTZ-ABC: (80) 15,143
County 80 Cen. 16,397; E&P 85 Est. 17,046
City & RTZ-ABC: (80) 16,397

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$180,000,000
Savings & Loan	2	$19,372,256

6 - PASSENGER AUTOS: County 30,619 (all vehicles).

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Food 400 ($200); Mining Eqpt. 700 ($250); Coal Mining 6,000 ($400); Clothing Mfg. 140 ($200); Heavy Machy. 145 ($275); Printing 65 ($225).

10 - CLIMATE: Min. & Max. Temp.-Spring 25-93; Summer 40-103; Fall 70-96; Winter 11-78.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Stratton St. and surrounding County Court House.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ellis Addn.	1	Bi-Rite
Man.	10	Hensley Furn.
West Logan	2	Bi-Rite
K City	31	Cherry Tree
Huff Junction	10	McNelly's, Cooks
Midway Plaza	9	Kroger, Heck's, Wenders
Monitor Mall	4	Super S, Pizza Hut

Principal Shopping Days-Fri., Sat., Sun., Mon.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Department Stores-Logan Mercantile; Collins; McCormick's; Watson's; Sayer Bros.; Raymond's; Crown's.
Discount Stores-Super S; "K" City; Revco; Dollar General Store; EJ's; C & W Discount Furn.; Heck's.
Variety Stores-G.C. Murphy 2.
Chain Drug Stores-Rite-Aid 2; Aracoma; Jack Prof. Pharmacy; Revco 2.
Chain Supermarkets-A&P; Kroger; Bi-Rite 4; IGA Markets 6; AG Grocers 8; Pic Pac 3; AJ's 3; Island Creek Produce; Clay Bros. 2.
Other Chain Stores-Firestone; Goodyear; Schiff's Shoe; Thrifty Shoppes; U.S. Royal; Sears; Crown Jewelers; B & L Furn.; Murphy's; Watsons; Silver Brand Clothes; Southern Auto; Weiners; Samsons; Lewis; Steel's; Wenders; Anderson Wholesale; B&B Loans.

14 - NEWSPAPERS: BANNER (e-mon to fri) 11,065; (S) 11,025; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Richard Osborne, Adv. Mgr., BANNER, PO Box 720, 435 Stratton St., Logan, WV 25601; Tel. (304) 752-6950.
National Representative: Landon Associates.

MARTINSBURG

1 - LOCATION: Berkeley County. E&P Map D-2. County Seat. Trading and mfg. center of three-county NE neck of WV, bounded by Shenandoah and Potomac rivers. 75 mi. from Washington, 90 mi. from Baltimore. On U.S. Hwy. 11; State Hwys. 9, 45; I-81.

2 - TRANSPORTATION: Railroads-Chessie System; Conrail; Amtrak.
Intercity Bus Lines-Pan Tran.
Motor Freight Carriers-5.
Airlines-Air Shenandoah (charter); Val Air (charter).

3 - POPULATION:
Corp. City 80 Cen. 13,063; E&P 85 Est. 13,483
CZ-ABC: (80) 13,063
RTZ-ABC: (80) 74,725
County 80 Cen. 46,775; E&P 85 Est. 51,532
City & RTZ-ABC: (80) 87,788
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 5,303; E&P 85 Est. 5,480
CZ-ABC: (80) 5,303
RTZ-ABC: (80) 24,925
County 80 Cen. 16,432; E&P 85 Est. 18,667
City & RTZ-ABC: (80) 30,228

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$280,000,000
Savings & Loan	1	$89,800,000

6 - PASSENGER AUTOS: County 42,462 (all vehicles).

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: Residence County 2,280 (1981).

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-V.A. Hospital 1,273; Railroad 111; Telephone Dist. & Service 171; Air National Guard 208; Glass Works 669; Explosives 354; Wood Veneer 110; Automotive Parts Dist. 1,093; I.R.S. Computer Center 421; Daily Newspaper 169; Fruit Processing 800 (Seasonal); Clothing Mfg. 425; Bread Products 230; Utilities 136; Cement Products 227; Explosives Containers 65; Boxes & Containers 58; Limestone Products 109; Bathtub & Shower Enclosures 50; Hosiery 172; Wire Control Cables 395 (1984).

10 - CLIMATE: Min. & Max. Temp.-Spring 23-85; Summer 47-101; Fall 21-95; Winter 4-64.

11 - TAP WATER: Very hard; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on N & S Queen and intersecting streets, W. King St. and E. Moler Ave.; 12 store outlet mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Martinsburg Plaza(6)	NA	Barnhart's, Drug Fair
Berkeley Plz.(30)	NA	JCPenney, Kinney, Sherwin-Williams
Nichols Discount City	NA	Weis, K mart, Nichols Discount
Charles Town Plaza(17)	NA	Foodland, Heck's

Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Dept.: Mon.-Fri.; Food and Shopping Centers: nightly.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Eyerly's; Nichols Discount City; Hecks; Sears (catalog); Montgomery Ward; McCrory.
Discount Stores-Nichol's; Hecks 2; K mart.
Chain Drug Stores-Peoples 2; Drug Fair; Widmann; Revco.
Chain Supermarkets-Acme-American 2; Cresslers; Martins Browning's; Weis.

14 - NEWSPAPERS: JOURNAL (e) 21,119; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: David C. Butler, Adv. Dir.; Edw. W. Kruger, Gen. Mgr., JOURNAL, 207 W. King St., Martinsburg, WV 25401; Tel. (304) 263-8931.
National Representative: Landon Associates.

MORGANTOWN

1 - LOCATION: Monongalia County. E&P Map C-2. County Seat. Educational (WV Univ), Medical, Agric., Mining, Research (Mining and Energy Research Center) & Shopping Ctr. 72 mi. from Pittsburgh, 225 mi. from Washington. On Monongahela River.

2 - TRANSPORTATION: Railroads-B&O; Monongahela.
Motor Freight Carriers-30.
Intercity Bus Lines-Greyhound; Monongala County Transit System.
Airlines-Colgan; Allegheny.

3 - POPULATION:
Corp. City 80 Cen. 27,605; E&P 85 Est. 28,074
CZ-ABC: (80) 48,025
RTZ-ABC: (80) 64,282
County 80 Cen. 75,024; E&P 85 Est. 79,204
City & RTZ-ABC: (80) 112,307

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,628; E&P 85 Est. 10,102
CZ-ABC: (80) 17,777
RTZ-ABC: (80) 22,109
County 80 Cen. 27,100; E&P 85 Est. 29,555
City & RTZ-ABC: (80) 39,886

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	6	$234,482,000
Savings & Loan	4	**$18,000,000**

6 - PASSENGER AUTOS: County 44,158 (all vehicles).

7 - ELECTRIC METERS: Residence 23,000.

8 - GAS METERS: Residence 13,206.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Education & Research 8,161; Coal 3,268; Metal & Metal Prod. 1,790; Glass 861; Public Service 796; Building Contractors 477; Clothing & Textiles 325.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 16-85; Summer 42-94; Fall 20-90; Winter 0-70. First killing frost, Oct. 13; last killing frost, May 1.

11 - TAP WATER: Acid, soft; fluoridated.

12 - RETAILING: Principal Shopping Area-6 blocks on High St.; 3 on Pleasant St.; 3 on Walnut St.; 2 on University Ave.; 2 on Spruce.
Neighborhood Shopping Centers-Holland Ave & Dunkard Ave.; Westover; Mileground; Sabraton; Suncrest Plaza; Patteson Drive & University Ave.; Hills Plaza; Monongahela Blvd.; Heck's; Sabraton.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Mountaineer(50)	2	JCPenney, Mont. Ward, Murphy's, Giant Eagle
Middletown	22	Sears, Watsons, Gee Bee, Thorofare
Morgantown Pl.(6)	3	Thorofare, Hill's
Suncrest Plz.(7)	2	Thrift Drug
Westover	1	Foodland, Heck's, Shop 'N Save
Sabraton	1	Heck's, Kroger

Principal Shopping Days-Mon., Fri., Sat.

Stores Open Evenings-Food & Chain Stores: Every evening. Independent Stores: Mon.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; David Weis; Hills; Heck's; Lowe's; JCPenney.
Variety Stores-G.C. Murphy; Murphy's Mart.
Discount Stores-Revco 3; Thrift Drug 2; Rite Aid 3; Heck's; Hills; Greys.

Chain Drug Stores-Thrift 2; Revco 3; Rite Aid 3; SupeRx; Thrift 2.
Chain Supermarkets-Thorofare 2, Foodland 2, Kroger 2, Dairy Mart 7, Shop 'N Save, Giant Eagle, Super Dollar.
Other Chain Stores-Kinney; Rogers Jewelry; Pettrey's (shoes); Sears (catalog); Heck's; Hill's; Firestone; Crane's Clothing; Sherwin-Williams; House of Cards; Giant Shoemart; Pic-Way Shoes; Lowe's, Inc.; Bauer Home Supplies; Goodyear; Georgian Gallerie; Associated Hdwe.; Fashion Bug; Jo Ann Fabrics; Lerner Dress Shop; General Nutrition Center; Coles Book; De Roy Jewelers; Gordon Jewelers; Nobil Shoes; Teeks Shoes; Radio Shack 2; Fulton Organs; Hickory Farms; 84 Lumber Co.

14 - NEWSPAPERS: DOMINION-POST (m) 19,761; (S) 25,909; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: James D. Hoffman, Gen. Mgr., DOMINION-POST, Greer Bldg., Morgantown, WV 26505; Tel. (304) 292-6301.
National Representative: Landon Associates.

MOUNDSVILLE

1 - LOCATION: Marshall County (In Wheeling WV-OH MSA). E&P Map B-2. On Ohio River, 12 mi. S of Wheeling. On U.S. Hwy. 250; State 2, 88, and Ohio Rt. 7.

2 - TRANSPORTATION: **Railroads**-B&O.
Motor Freight Carriers-15.
Water Transportation-Deep water docks.
Intercity Bus Lines-Greyhound; Cooperative Transit.

3 - POPULATION:
Corp. City 80 Cen. 12,419; E&P 85 Est. 11,751
County 80 Cen. 41,608; E&P 85 Est. 41,431
MSA 80 Cen. 185,566; E&P 85 Est. 188,061

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,511; E&P 85 Est. 4,309
County 80 Cen. 14,344; E&P 85 Est. 14,685
MSA 80 Cen. 67,532; E&P 85 Est. 70,562

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	3	$37,647,443
Commercial	2	$100,085,000

6 - PASSENGER AUTOS: County 23,462 (all vehicles)

7 - ELECTRIC METERS: Residence 12,301

8 - GAS METERS: Residence 3,989

9 - PRINCIPAL INDUSTRIES: Glassware; Coal Mining; Elect. Conduit and Cable; In County: Chem. Plants; Salt Chlorine Prods.; Anline and other basic Chem.; Polyurethane; Basics (Coal & Gasoline); Electric Power; Dairy Farming; Carbon Black; Carbon Electrodes.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-50; Summer 50-99; Fall 0-70; Winter 0-60. First killing frost, Oct. 10; last killing frost, May 1.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-10 blocks on Second, Jefferson, 7th & Lafayette; three Shpg. Ctrs. in city limits.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Moundsville Shopping Plz (15)	NA	Kroger, McCrory, Heck's
Murphy Mart(3)	NA	Murphy, Giant Eagle

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS:
Variety Stores-G.C. Murphy, McCrory.
Chain Drug Stores-Rite Aid; Myers; SupeRx; Revco.
Chain Supermarkets-State Food 4; A&P; Foodland; Kroger; Giant Eagle.
Other Chain Stores-Sears (catalog); Montgomery Ward; Reichart.

14 - NEWSPAPERS: ECHO (e) 4,874; sworn Sept. 30, 1983.
Local Contact for Advertising and Merchandising Data: Samuel Shaw, Pub., ECHO, 715 Lafayette Ave., PO Box 369, Moundsville, WV 26041; Tel. (304) 845-2660.
National Representative: None.

PARKERSBURG

1 - LOCATION: Wood County (In Parkersburg-Marietta, WV-OH MSA). E&P Map B-2. County Seat. On confluence of Ohio and Little Kanawha Rivers. 150 mi. S of Pittsburgh; 100 mi. N of Huntington; 80 mi. W of Clarksburg. On U.S. Hwys. 50, 21; State Hwys. 2 and 47, I-77.

2 - TRANSPORTATION: **Railroads**-Chessie.
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound.
Airlines-USAir; Delta.

3 - POPULATION:
Corp. City 80 Cen. 39,967; E&P 85 Est. 38,500
CZ-ABC: (80) 70,819
RTZ-ABC: (80) 127,835
County 80 Cen. 93,648; E&P 85 Est. 95,745
MSA 80 Cen. 157,914; E&P 85 Est. 161,773
City & RTZ-ABC: (80) 157,782
Demographic Information available from Parkersburg Chamber of Commerce.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 15,873; E&P 85 Est. 15,903
CZ-ABC: (80) 26,787
RTZ-ABC: (80) 43,731
County 80 Cen. 33,822; E&P 85 Est. 35,570
MSA 80 Cen. 56,100; E&P 85 Est. 59,295
City & RTZ-ABC: (80) 56,328

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$81,880,000
Savings & Loan	3	$4,822,800

6 - PASSENGER AUTOS: County 67,837 (all vehicles)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Aluminum; Chemicals; Glass; Insulation; Plastics.

10 - CLIMATE: Min. & Max. Temp.-Spring 12-88; Summer 60-86; Fall 36-79; Winter 28-54.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Grand Central Mall(101)	NA	JCPenney, Sears, Stone & Thomas G.C. Murphy
Park(10)	NA	Dollar General, Harts Sherwin-Williams,
Southgate(10)	NA	Dollar General, IGA

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon. & Fri., Food Daily, Grand Central Mall 7 days.
Stores Open Sunday-Mall, Food Stores.

13 - RETAIL OUTLETS: **Department Stores**-Dils Bros.; JCPenney; Montgomery Ward; Sears; Stone & Thomas.
Discount Stores-K mart, Hills, Heck's; Harts.
Variety Stores-McCrory's; Murphy; Dollar General; Family Dollar.
Chain Drug Stores-Thrift; Revco; SuperRx; Nelson; Nancarrow; Rite Aid.
Chain Supermarkets-Kroger 3; Big Bear 2; 7-Eleven; IGA; Hickory Farms; Foodland; Mr. Moneysworth.
Other Chain Stores-Fashion Bug; Fashion Hosiery; Merle Norman; Nobil Shoes; Lerner; Singer; Kinney; Cox's; Radio Shack.

14 - NEWSPAPERS: NEWS (m) 21,058; SENTINEL (e) 16,042; NEWS (S) 40,451; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Donn J. Sinclair, Adv. Dir., NEWS and SENTINEL, 519 Juliana St., Parkersburg, WV 26101; Tel. (304) 485-1891.
National Representative: Landon Associates.

POINT PLEASANT

1 - LOCATION: Mason County. E&P Map A-3. 40 mi. N of Huntington; 54 mi. S of Parkersburg; 54 mi. NW of Charleston. On Ohio River at mouth of Great Kanawha River.

2 - TRANSPORTATION: **Railroads**-B&O; Conrail.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 5,682; E&P 85 Est. 5,553
CZ-ABC: (80) 6,286
RTZ-ABC: (80) 20,759
County 80 Cen. 27,045; E&P 85 Est. 27,616
City & RTZ-ABC: (80) 27,045

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,174; E&P 85 Est. 2,147
CZ-ABC: (80) 2,395
RTZ-ABC: (80) 7,005
County 80 Cen. 9,400; E&P 85 Est. 9,915
City & RTZ-ABC: (80) 9,400

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$162,000,000
Savings & Loan	1	NA

6 - PASSENGER AUTOS: County 19,330 (all vehicles)

7 - ELECTRIC METERS: Residence 2,680

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Iron castings; Chemical products; Mining machinery.

10 - CLIMATE: Min. & Max. Temp.-Spring 36-60; Summer 42-85; Fall 41-82; Winter 25-44.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Downtown Shopping Centers**-3 blocks on Main.

13 - RETAIL OUTLETS: **Variety Stores**-G.C. Murphy.
Discount Stores-Heck's.
Chain Drug Stores-Rite Aid; Fruth.
Chain Supermarkets-Johnson's; Super Valu; Foodland.
Other Chain Stores-Firestone; Western Auto; Goodyear.

14 - NEWSPAPERS: REGISTER (e) 5,842; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: K.S. Halstead, Adv. Mgr., REGISTER, 200 Main St., Point Pleasant, WV 25550; Tel. (304) 675-1333.
National Representative: Branham/Newspaper Sales.

RONCEVERTE
See LEWISBURG

WEIRTON

1 - LOCATION: Brooke and Hancock Counties (In Steubenville-Weirton, OH-WV MSA). E&P Map B-1. E of Ohio River, 4 mi. SE of New Cumberland.

2 - TRANSPORTATION: **Railroads**-Conrail.
Intercity Bus Lines-Greyhound; Trailways; Shortline.

3 - POPULATION:
Corp. City 80 Cen. 25,371; E&P 85 Est. 24,647
CZ-ABC: (80) 24,736
RTZ-ABC: (80) 58,893
Counties 80 Cen. 71,535; E&P 85 Est. 71,865
Brooke County 80 Cen. 31,117; E&P 85 Est. 30,999
Hancock County 80 Cen. 40,418; E&P 85 Est. 40,866
MSA 80 Cen. 163,099; E&P 85 Est. 163,790
City & RTZ-ABC: (80) 83,629
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 9,117; E&P 85 Est. 9,073
CZ-ABC: (80) 9,117
RTZ-ABC: (80) 19,854
Counties 80 Cen. 24,872; E&P 85 Est. 25,816
Brooke County 80 Cen. 10,619; E&P 85 Est. 10,912
Hancock County 80 Cen. 14,253; E&P 85 Est. 14,904
MSA 80 Cen. 57,577; E&P 85 Est. 56,689
City & RTZ-ABC: (80) 28,971

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$214,312,811
Savings & Loan	2	$114,352,533

6 - PASSENGER AUTOS: Counties (all vehicles): Brooke 18,759; Hancock 29,840

7 - ELECTRIC METERS: Residence 8,600

8 - GAS METERS: Residence 17,000

9 - PRINCIPAL INDUSTRIES: Steel; Tin Cans; Chemicals; Railroad Shops; Coal Mining; Metal Fabricating and Coating; Salt Mfg.; Shelving; Trucking and Oil.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-87; Summer 40-100; Fall 8-96; Winter -3-65. First killing frost, Oct.; last killing frost Apr.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-4 Blocks on Main St., Weirton Shopping Plaza 18 Stores; K-mart Plaza 11 Stores.
Neighborhood Shopping Centers-Weirton Heights, 2 blocks on Pennsylvania Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ft. Steuben Mall(70)	10	Sears, JCPenney, Kaufman, Hill's
Hollywood(8)	5	Kroger, SuperRx, K mart
Tri-State Mall(10)	15	Hart's, Big Bear
Premier	7	Fisher Bros.
Kusic	1	Thrift Drug
K mart Plaza	6	K mart, Kroger, SupeRx

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Mon., Thur.; Shopping Plaza daily until 9 p.m. and Sun.

13 - RETAIL OUTLETS: **Department Stores**-Stone & Thomas; Kaufman's; JCPenney.
Discount Stores-Jim's of Weirton; Pic-Way Shoe Mart; Fisher's Big Wheel; K mart.
Variety Store-Murphy.
Chain Drug Stores-Thrift 2; SuperRx; Anile Pharmacy 2; Penn-Way.
Chain Supermarkets-Kroger 2; Convenient Market; A&P.
Other Chain Stores- Western Auto; Genuine Parts; Jean's Frocks; Goodyear; Nationwise; Radio Shack; Sherwin-Williams; Big & Small Lots; Family Dollar.

14 - NEWSPAPERS: DAILY TIMES (e) 7,682; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Glenn Zarfos, Pub., TIMES, 114 Lee Ave., Weirton, WV 26062; Tel. (304) 748-0606.
National Representative: Thomson Newspapers.

WELCH

1 - LOCATION: McDowell County. E&P Map A-4. County Seat. Coal mining center, 36 mi. W of Bluefield; 129 mi. S of Charleston, WV. On U.S. Hwy. 52.

2 - TRANSPORTATION: **Railroads-N&W**.
Intercity Bus Lines-Trailways, Intercity County; Price.

3 - POPULATION:
City 80 Cen. 3,885; E&P 85 Est. 3,625
County 80 Cen. 49,899; E&P 85 Est. 48,332

4 - HOUSEHOLDS:
City 80 Cen. 1,528; E&P 85 Est. 1,498
County 80 Cen. 16,034; E&P 85 Est. 15,980

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$90,000,000

6 - PASSENGER AUTOS: County 29,327 (all vehicles)

7 - ELECTRIC METERS: Residence 2,400

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Coal Mining 9,000 emp. ($210 wkly.)

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft, fluoridated.

12 - RETAILING: **Principal Shopping Days**-Fri., Sat., Mon.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Cox; Collins; Watsons; Sears (catalog).
Variety Stores-Murphy.
Discount Stores-Super S; Buddy's McKenzie's; Magic Mart.
Chain Supermarkets-Kroger; Deskins; Pic-Pac.
Chain Drug Stores-Buddy's.
Other Chain Stores-Singer; Giant Dollar; H&M Shoe; Goodrich; Collins Furn.; Credit Dept.; Thrifty Shops; Shoe Mart; Family Shoes; Welch Hdwe.; Howard.

14 - NEWSPAPERS: NEWS (e-mon to fri) 11,550; sworn Sept. 28, 1984.
Local Contact for Advertising and Merchandising Data: Vance Hayes, Adv. Dir., NEWS, 125 Wyoming St., Welch, WV 24801; Tel. (304) 346-3144.
National Representative: General Advertising Service.

WHEELING

1 - LOCATION: Ohio County (WV-OH MSA). E&P Maps B-1, B-2. Industrial and Commercial center on Ohio River, Northern part of State. On U.S. Hwys. 40, 250; State 2, 88; I-70.

2 - TRANSPORTATION: **Railroads**-Conrail; B&O; Nichel Plate (freight only).
Motor Freight Carriers-33.
Intercity Bus Lines-Greyhound; Continental Trailways; Ohio Valley Regional Bus Authority; Reynolds Transportation.

3 - POPULATION:
Corp. City 80 Cen. 43,070; E&P 85 Est. 40,971
CZ-ABC: (80) 92,987
In Ohio: (80) 25,416
In WV: (80) 67,571
RTZ-ABC: (80) 186,342
County 80 Cen. 61,389; E&P 85 Est. 62,506
MSA 80 Cen. 185,566; E&P 85 Est. 188,061
City & RTZ-ABC: (80) 279,329

4 - HOUSEHOLDS:
Corp. City 80 Cen. 17,087; E&P 85 Est. 17,106
CZ-ABC: (80) 36,213

In Ohio: (80) 10,090
In WV: (80) 26,123
RTZ-ABC: (80) 63,975
County 80 Cen. 22,938; E&P 85 Est. 24,108
MSA 80 Cen. 67,532; E&P 85 Est. 70,562
City & RTZ-ABC: (80) 100,188

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$330,924,000
Savings & Loan	1	$144,965,000

6 - PASSENGER AUTOS: County 38,780 (all vehicles)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Steel; Foundry & Machine; Glass; Proprietary Medicines; Chemicals; Toys; Tooth Paste Tubes; Food Products; Elect. Equip.; Enamel Ware; Stone; Clay & Aluminum Prod.; Clothing; Bearings; Corrugated Boxes; Railroad Shops; Coal Mines; Oil; Natural Gas; Tobacco; Television and Radio Broadcasting.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-80; Summer 70-95; Fall 32-80; Winter 0-65. First killing frost, Oct. 18; last killing frost, May 1.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING:
Neighborhood Shopping Center-Warwood Plaza (Woolworth, Kroger); Grove Shopping Center-Super Dollar; Stone & Thomas; Rite-Aid; Ohio Valley Mall.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Elm. Terr. Plz.(8)	NA	Ben Franklin
Warwood Ctr.(7)	NA	Kroger, Heck's Ben Franklin
Ohio Valley Mall(80)	NA	Sears, JCPenney, K mart, Kaufmanns
Benwood Plaza	NA	Hills, Rinks, Kroger

Principal Shopping Days-Thur., Fri., Sat., Mon.
Stores Open Evenings-Mon., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Stone & Thomas; Horne's; Kaufman's; Sears.
Discount Stores-Big Wheel; Bernie Glenns Commercial Sales; Hart's Family Center; Hecks; Rinks; Hills; K mart.
Variety Stores-Murphy's; Murphy Mart.
Chain Drug Stores-SuperRx; Revco; Rite-Aid 3; Gils.
Chain Supermarkets-Kroger 7; Foodland 4; Pomco 8; A&P; Convenient Food Marts 10; Farm Fresh Store 23; Ross 4; Shop 'n Save; Hart's (Big Bear); Giant Eagle.

14 - NEWSPAPERS: INTELLIGENCER (m-mon to fri) 24,436; (m-sat) 47,390; NEWS-REGISTER (e-mon to fri) 26,154; NEWS-REGISTER (S) 54,353; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Robert H. Diehl, Adv. Dir., INTELLIGENCER and NEWS-REGISTER, 1500 Main St., Wheeling, WV 26003; Tel. (304) 233-0100.
National Representative: Landon Associates.

WHITE SULPHUR SPRINGS
See LEWISBURG

WILLIAMSON

1 - LOCATION: Mingo County. E&P Map A-4. Coal mining ctr. on Tug River, 82 mi. from Huntington; 41 mi. from Logan; 72 mi. from Welch; 110 mi. from Charleston. On U.S. Hwys. 52 and 119.

2 - TRANSPORTATION: **Railroads**-N. & W.
Motor Freight Carriers-5.
Intercity Bus Lines-Consolidated Trailways.
Air Travel-County Airport-3000' runway.

3 - POPULATION:
Corp. City 80 Cen. 5,219; E&P 85 Est. 5,022
NDM-ABC: (80) 137,869
County 80 Cen. 37,336; E&P 85 Est. 38,295

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,023; E&P 85 Est. 2,044
NDM-ABC: (80) 44,153
County 80 Cen. 11,876; E&P 85 Est. 12,577

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$166,702,485

6 - PASSENGER AUTOS: County 23,613 (all vehicles)

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Coal Mining; Railroad Ctr.; Gas; 5 Machine Armature Plants; Lumber.

10 - CLIMATE: Min. & Max. Temp.-Spring 25-93; Summer 40-103; Fall 70-96; Winter 11-78.

11 - TAP WATER: Alkaline, varies.

12 - RETAILING: **Shopping Centers**-Appalachia Plz. (7 Stores-Piggly Wiggly, Magic Mart); Maloneys; South Side Mall (28 stores).
Principal Shopping Days-Mon., Fri. & Sat.
Stores Open Evenings-Fri. & Sat.

13 - RETAIL OUTLETS: **Department Stores**-Cox; Watson's; Dawahares; Cantee's.
Variety Stores-G.C. Murphy; R.H. Hobbs; K mart.
Chain Drug Stores-Rite-Aide; Hurley 3; Sargent; Strosniders; SuperRx.
Chain Supermarkets-Piggly Wiggly 3; A&P; Kroger; Pic Pac; IGA.
Discount Stores-Magic Mart; Maloney's; Williamson Sundry Store; Super Dollar.
Other Chain Stores-Sears; JCPenney; Brooks; Fashion Bug; Artleys; Radio Shack; Gem Nutrition; Regis Hair; Kinney Shoes; C&H Rauch; K Mart; Hobbs; G.C. Murphy; Pic-Pay Shoes.

14 - NEWSPAPERS: NEWS (e) 12,184; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Rose Justice, Adv. Mgr., NEWS, PO Box 1660, Williamson, WV 25661; Tel. (304) 235-4242.
National Representative: General Advertising Service.

WISCONSIN SURVEYS

METROPOLITAN STATISTICAL AREAS

Appleton-Oshkosh-Neenah-Calumet, Outagamie and Winnebago Counties.
Duluth, Minn.-Wisc.-St. Louis County, Minn.; Douglas County, Wisc.
Eau Claire-Eau Claire and Chippewa Counties.
Green Bay-Brown County.
Janesville-Beloit-Rock County.
La Crosse-La Crosse County.
Madison-Dane County.
Minneapolis-St. Paul, Minn.-Wisc.-Anoka, Carver, Chisago, Dakota, Hennepin, Isanti, Ramsey, Scott, Washington and Wright Counties, Minn.; St. Croix County, Wisc.
Sheboygan-Sheboygan County.
Wausau-Marathon County.

PRIMARY METROPOLITAN STATISTICAL AREAS

Kenosha-Kenosha County.
Milwaukee-Milwaukee, Ozaukee, Washington, Waukesha Counties.
Racine-Racine County.

CONSOLIDATED METROPOLITAN STATISTICAL AREAS

Chicago-Gary-Lake County, Ill.-Ind.-Wisc.-Includes Aurora-Elgin, Ill. PMSA; Chicago, Ill. PMSA; Gary-Hammond, Ind. PMSA; Joliet, Ill. PMSA; Kenosha, Wisc. PMSA; and Lake County, Ill. PMSA.
Milwaukee-Racine-Includes Milwaukee PMSA and Racine PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1986**
Under 5 Years	382	347	358
5-14 Years	936	737	761
15-24 Years	771	916	946
25-44 Years	977	1,252	1,292
45-64 Years	881	889	918
65 and Over	471	564	582
TOTAL	4,418	4,705	4,857

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1977 Census**	**1982 Census**	**1986 Est.**
Bldg. Mat./Hdwr	985	1,022	1,474
General Mdse	1,929	2,409	3,066
Food	3,084	4,478	5,349
Automobiles	3,033	3,432	5,602
Gasoline Stations	1,250	2,111	2,246
Apparel	560	832	1,101
Furniture	682	842	1,312
Eat-Drink Places	1,524	2,167	2,786
Drugs	382	546	737
TOTAL SALES	14,930	20,554	26,124

ANTIGO

1 - LOCATION: Langlade County. E&P Map C-3. County Seat. Dairy, agric. & recreation area. Misc. small mfg. 270 mi. NW of Chicago; 185 mi. NW of Milwaukee; 80 mi. NW of Green Bay; 215 mi. E of Minneapolis-St. Paul. On State Hwys. 45, 47, 52 & 64.

2 - TRANSPORTATION: **Railroads**-Chicago & North Western (Freight only).
Motor Freight Carriers-3.
Intercity Bus Lines-Inter-County.

3 - POPULATION:
Corp. City 80 Cen. 8,653; E&P 85 Est. 8,591
County 80 Cen. 19,978; E&P 85 Est. 20,285

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,344; E&P 85 Est. 2,552
County 80 Cen. 7,060; E&P 85 Est. 7,351

5 - BANKS	**NUMBER**	**DEPOSITS**
Prod. Credit (Farm Loans)	2	$28,000,000
Commercial	2	$61,000,000
Savings & Loan	1	$41,000,000
Credit Unions	1	$23,500,000

6 - PASSENGER AUTOS: County 8,908

7 - ELECTRIC METERS: County 10,042

8 - GAS METERS: Residence 3,160

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Wood Working 241 ($180); Leather 103 ($150); Steel & Metal 168 ($300); Food & Bev. 197 ($170); Govt. 846 ($185).

Principal Pay Days-5th, 20th, 1st, 15th; Some Sat.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-81; Summer 42-83; Fall 29-67; Winter 16-48. First killing frost, Oct. 10; last killing frost, Apr. 29.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Area**-15 blocks of five sts., shpg. and recreation development 1/4 mi. N of Antigo.
Principal Shopping Days-Mon., Thu., Fri.
Stores Open Evenings-Almost all Fri.; some every night (Including stores on Highway 45 N-Sears, Copps, and Montgomery Ward).
Stores Open Sundays-Most food & Copps. (several downtown stores open Sunday afternoon).

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears (catalog); Montgomery Ward.
Discount Stores-Copps; Mills Fleet Farm.
Variety Stores-Woolworth; Spurgeon; Gamble's.
Chain Supermarkets-Red Owl; IGA Foodliner; Antigo Big Food Saver Store; Lee's Antigo Super Valu.
Other Chain Stores-Mode O'Day.

14 - NEWSPAPERS: JOURNAL (e) 6,729; sworn Sept. 26, 1984.
Local Contact for Advertising and Merchandising Data: Bill Williams, Adv. Mgr., JOURNAL, 612 Superior St., Antigo, WI 54409; Tel. (715) 623-4191.
National Representative: None.

APPLETON-NEENAH-MENASHA

1 - LOCATION: Outagamie & Winnebago Counties (In Appleton-Oshkosh-Neenah MSA). E&P Map C-4. 105 mi. N of Milwaukee; 185 mi. N of Chicago, IL. On U.S. Hwys. 10 & 41; State 47, 76, 114, 125.

2 - TRANSPORTATION: **Railroads**-Chicago & North Western; Soo Line; Chicago, Milwaukee, St. Paul & Pacific (Freight Only).
Motor Freight Carriers-8.
Intercity Bus Lines-Appleton & Intercity; Valley Transit; Greyhound.
Airlines-Republic & Air Wisconsin.

3 - POPULATION:
Corp. Cities 80 Cen. 97,032; E&P 85 Est. 98,206
  Appleton 58,913; E&P 85 Est. 62,751
  Neenah 23,272; E&P 85 Est. 24,096
  Menasha 12,307; E&P 85 Est. 11,359
CZ-ABC: (80) 141,228
RTZ-ABC: (80) 126,751
Outagamie Co. 128,726; E&P 85 Est. 134,830
Winnebago Co. 80 Cen. 131,732; E&P 85 Est. 135,549
MSA 80 Cen. 291,325; E&P 85 Est. 303,461
City & RTZ-ABC: (80) 267,979
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. Cities 80 Cen. 38,052; E&P 85 Est. 36,931
  Appleton 19,314; E&P 85 Est. 23,119
  Neenah 9,222; E&P 85 Est. 8,641
  Menasha 9,516; E&P 85 Est. 5,171
CZ-ABC: (80) 49,798
RTZ-ABC: (80) 40,845
Outagamie Co. 80 Cen. 42,728; E&P 85 Est. 46,236
Winnebago Co. 80 Cen. 46,892; E&P 85 Est. 49,714
MSA 80 Cen. 99,314; E&P 85 Est. 106,742
City & RTZ-ABC: (80) 90,643

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	12	$555,455,298
Savings & Loan	7	$405,559,180

6 - PASSENGER AUTOS: Outagamie Co. 69,543; Winnebago Co. 68,504

7 - ELECTRIC METERS: Residence 64,154

8 - GAS METERS: Residence 24,649

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper & Allied Prod. 14,200 ($259); Non-Elec. mach. 4,600 ($243); Primary metal 2,800 ($237); Electrical Mach. 1,550 ($200); Printing & Publg. 2,400 ($211); Food and Kindred Prods. 2,800 ($173).
Principal Pay Days-Thur., & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-89; Summer 49-94; Fall 0-94; Winter 21-below 25. First killing frost, Oct. 25; last killing frost, May 9.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-14 blocks on College Ave.; 6 on Oneida St.; 6 on Appleton St.; 2 on Superior St.; 2 on Morrison St.; 2 on Walnut St.; 2 on State St.; 1 on Richmond St.
Neighborhood Shopping Centers-Wisconsin Ave., 20 blocks from Morrison to Badger Ave.; 4 at Wisconsin at Oneida; 4 at Wisconsin at Richmond; 2 at Wisconsin at Badger at Northland at Richmond 1/2 mi. City; 41 E College Ave.; Walter Ave.; S Lawe St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Valley Fair(25)	3	Towne & Country, Kohl's
Fox Point(16)	9	JCPenney, Kresge, Pick 'N Save
Northland Plaza(7)	3	Shopko, Kohl's
Valley Fair(39)	NA	Coast-to-Coast

Principal Shopping Days-Fri., Sat., Mon.
Stores Open Evenings-Dept.-Mon. & Fri.; Food-Shpg. Ctrs. nightly.

13 - RETAIL OUTLETS: **Department Stores**-H.C. Prange; JCPenney 2; McCain's; Sears; Gimbels; Campbell Stores; Kohl's.
Discount Stores-Prange's; K mart; Shopko 2.
Variety Stores-S.S. Kresge.
Chain Drug Stores-Walgreens; Ford 4; Appleton Phcy. 2; Morton's 4.
Chain Supermarkets-Cub; Sav-U-Foods 3; Towne & Country 2; Park and Mkt. 4; Super Valu 5; Sentry 3; Austin's; Kohl's 2; Pick 'N Save 2.
Other Chain Stores-Fanny Farmer 2; Neumode Hosiery; Singer Co.; Firestone; Goodyear; Montgomery Ward; Gallenkamp's 2; Nobil; Thom McAn; Ready-to-Wear; Coast-to-Coast 2; Gamble's; So-Fro Fabrics; Ace Hdwe.; True Value 2; Menard's; Kindt; Wickes.

14 - NEWSPAPERS: POST-CRESCENT (e) 51,232; (S) 61,205; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Jack Williams, Adv. Sales Mgr., POST-CRESCENT, PO Box 59, Appleton, WI 54912; Tel. (414) 733-4411.
National Representative: Cresmer, Woodward, O'Mara & Ormsbee.

ASHLAND

1 - LOCATION: Ashland County. E&P Map B-2. County Seat. On Lake Superior, at head of Chequamegon Bay, on the S. shore of Lake Superior 70 mi. E. of Duluth. On U.S. Hwy. 2; State 13 & 63.

2 - TRANSPORTATION: **Railroads**-Soo Line; Burlington-Northern.
Airlines-Bemidji.

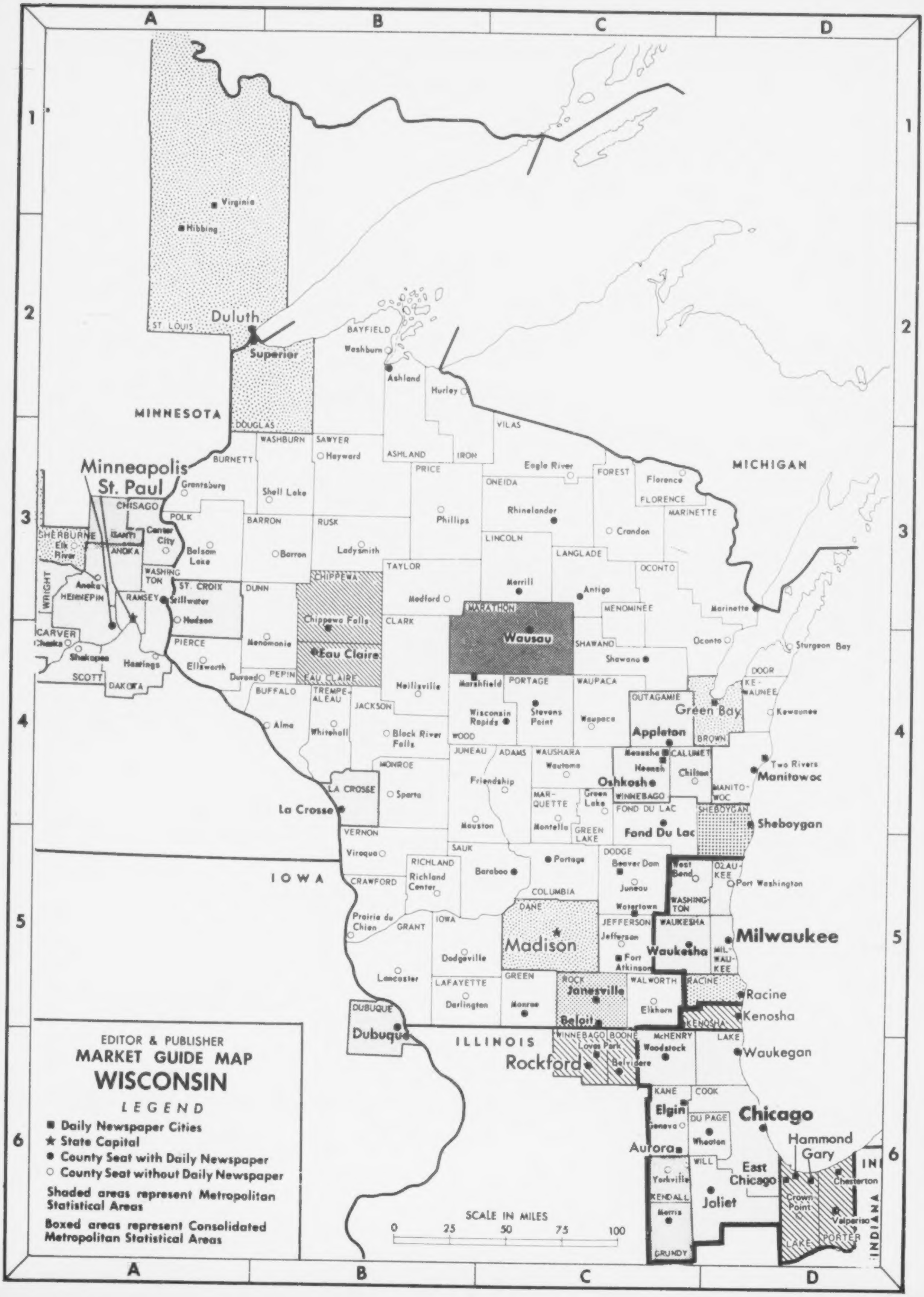
3 - POPULATION:
Corp. City 80 Cen. 9,115; E&P 85 Est. 9,586
County 80 Cen. 16,783; E&P 85 Est. 18,200

4 - HOUSEHOLDS:
City 80 Cen. 3,710; E&P 85 Est. 3,234
County 80 Cen. 6,103; E&P 85 Est. 6,793

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$99,913,000
Savings & Loan	1	$74,000,000

6 - PASSENGER AUTOS: County 7,015

7 - ELECTRIC METERS: Residence 3,200


A
B
C
D
1
2
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5
6
Virginia
Hibbing
ST LOUIS
Duluth
Superior
DOUGLAS
MINNESOTA
BAYFIELD
Washburn
Ashland
Hurley
VILAS
MICHIGAN
WASHBURN
SAWYER
Hayward
ASHLAND
IRON
BURNETT
PRICE
Eagle River
FOREST
Florence
FLORENCE
ONEIDA
Minneapolis
St. Paul
Grantsburg
Shell Lake
Phillips
Rhinelander
MARINETTE
CHISAGO
POLK
BARRON
RUSK
Crandon
SHERBURNE
Elk River
ISANTI
ANOKA
Center City
Balsam Lake
Barron
Ladysmith
LINCOLN
LANGLADE
OCONTO
WRIGHT
Anoka
HENNEPIN
WASHINGTON
RAMSEY
ST. CROIX
Stillwater
Hudson
DUNN
CHIPPEWA
TAYLOR
Merrill
Antigo
Medford
MARATHON
MENOMINEE
Marinette
Chippewa Falls
CLARK
Wausau
SHAWANO
Oconto
Sturgeon Bay
CARVER
Chaska
Shakopee
Hastings
PIERCE
Ellsworth
Menomonie
Eau Claire
EAU CLAIRE
Durand
PEPIN
SCOTT
DAKOTA
Neillsville
Marshfield
PORTAGE
Shawano
WAUPACA
DOOR
KEWAUNEE
BUFFALO
TREMPEALEAU
JACKSON
Alma
Whitehall
Black River Falls
Wisconsin Rapids
WOOD
Stevens Point
Waupaca
OUTAGAMIE
Green Bay
Appleton
BROWN
Kewaunee
JUNEAU
ADAMS
WAUSHARA
Wautoma
Neenah
Menasha
CALUMET
Chilton
Two Rivers
Manitowoc
MONROE
Friendship
Oshkosh
WINNEBAGO
MANITOWOC
LA CROSSE
Sparta
MARQUETTE
Green Lake
La Crosse
FOND DU LAC
Fond Du Lac
SHEBOYGAN
Sheboygan
Mauston
Montello
GREEN LAKE
VERNON
Viroqua
SAUK
DODGE
Beaver Dam
West Bend
OZAUKEE
Port Washington
Portage
RICHLAND
Richland Center
Baraboo
Juneau
IOWA
CRAWFORD
COLUMBIA
WASHINGTON
Watertown
Prairie du Chien
GRANT
IOWA
DANE
JEFFERSON
Jefferson
WAUKESHA
Milwaukee
Madison
Waukesha
MILWAUKEE
Dodgeville
Fort Atkinson
Lancaster
LAFAYETTE
GREEN
ROCK
Janesville
WALWORTH
RACINE
Racine
Darlington
Monroe
Elkhorn
Kenosha
KENOSHA
DUBUQUE
Dubuque
Beloit
ILLINOIS
WINNEBAGO
BOONE
McHENRY
LAKE
Loves Park
Woodstock
Waukegan
Rockford
Belvidere
KANE
COOK
Elgin
Geneva
DU PAGE
Chicago
Wheaton
Aurora
Hammond
Gary
WILL
East Chicago
INDIANA
Yorkville
Chesterton
KENDALL
Joliet
Crown Point
Valparaiso
Morris
GRUNDY
LAKE
PORTER
SCALE IN MILES
0
25
50
75
100

EDITOR & PUBLISHER
MARKET GUIDE MAP
WISCONSIN

LEGEND

- ■ Daily Newspaper Cities
- ★ State Capital
- ● County Seat with Daily Newspaper
- ○ County Seat without Daily Newspaper

Shaded areas represent Metropolitan Statistical Areas

Boxed areas represent Consolidated Metropolitan Statistical Areas

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners-Metal Prod. 375; Paper Prod. 230; Printing Forms 27; Wood Prod. 206; Garment Firms 250; Wholesale 117; Utilities 248; Dairy Prod. 12.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Very soft; fluoridated.

12 - RETAILING:
Principal Shopping Days-Mon through Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Pamida.
Variety Stores-Woolworth, McCrory.
Chain Supermarkets-Super Valu; IGA; Hunt's; Holiday Village.

14 - NEWSPAPERS: PRESS (m) 8,426; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Byron Johnson, Gen. Mgr., PRESS, 122 W. Third St., Ashland, WI 54806; Tel. (715) 682-2313.
National Representatives: Papert Companies.

BARABOO

1 - LOCATION: Sauk County. E&P Map C-5. County Seat. On Baraboo River, 12 mi. from WI Dells; 40 mi. from Madison; on U.S. Hwys. 12, 33; 5 mi. S. of I-90 & I-94.

2 - TRANSPORTATION: **Railroads**-C&NW.
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 8,081; E&P 85 Est. 8,664
County 80 Cen. 43,469; E&P 85 Est. 46,094

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,720; E&P 85 Est. 3,292
County 80 Cen. 15,510; E&P 85 Est. 16,939

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$95,541,000
Savings & Loan	1	$57,219,955

6 - PASSENGER AUTOS: County 22,480.

7 - ELECTRIC METERS: Residence 3,216.

8 - GAS METERS: Residence 1,503.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Plastic Prods. 900; Recreation Furniture 60; Transformers 100; Coils 300; Can Mfg. 40; Munitions 400; Timers 200; Tents 25; Printing 150; Car Jacks 150.

10 - CLIMATE: First killing frost, Oct.; last killing frost, Apr.

11 - TAP WATER: Acid, hard; fluoridated.

12 - RETAILING: **Principal Shopping Center**-10 blocks on 4 streets.
Principal Shopping Days-Thur., Fri.
Stores Open Evenings-Food & Dept.: Thur.; Food evenings ex. Sat., Sun.; 20 others on Thur.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Coast-to-Coast; Spurgeons; Isenberg's.
Discount Stores-Ritz Outlet; K mart.
Variety Stores-Woolworth; Schultz Bros.
Chain Drug Stores-Walgreens; Rexall.
Chain Supermarkets-IGA 2.

14 - NEWSPAPERS: NEWS-REPUBLIC (m) 5,376; sworn Sept. 29, 1984.
Local Contact for Advertising and Merchandising Data: Jennifer Crossman, Adv. Mgr., NEWS-REPUBLIC, 219 1st Street, Baraboo, WI 53913; Tel. (608) 356-4808.
National Representative: Papert Companies.

BEAVER DAM

1 - LOCATION: Dodge County. E&P Map C-5. Agric. Ctr. 65 mi. NW of Milwaukee, 35 mi. from Madison. On U.S. Hwy. 151; State Hwy. 33.

2 - TRANSPORTATION: **Railroads**-Wisconsin & Southern.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 14,149; E&P 85 Est. 14,663
County 80 Cen. 74,747; E&P 85 Est. 77,854

4 - HOUSEHOLDS:
City 80 Cen. 6,479; E&P 85 Est. 5,508
County 80 Cen. 24,750; E&P 85 Est. 26,636

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$187,000,000
Savings & Loan	2	$38,082,000

6 - PASSENGER AUTOS: County 36,677.

7 - ELECTRIC METERS: Residence 6,181.

8 - GAS METERS: Residence 4,701.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Wage Earners (Av. Wkly. Wage)-Construction 1,262 ($358); Metal Mfg. 3,990 ($355); Food Prod. 2,003 ($269); Wood Prod. 344 ($286); Shoes 400 ($210).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 40-96; Fall 20-72; Winter 20-40.

11 - TAP WATER: Soft. Water treatment & iron removal plant, fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Beaver Mall(32)	1	Herbergers, JCPenney, Copps, Lewis Drug
Park Plz. Mall(10)	1	Piggly Wiggly, Mont. Ward

Principal Shopping Days-Mon., Thu., Fri., Sat.
Stores Open Sundays-Food, Drug and Dept.: Beaver Mall, Shop Ko.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Sears; Montgomery Ward; Copps; Fleet Farm; Herbergers; Spurgeons.
Variety Stores-Shop Ko; K mart.
Chain Supermarkets-Piggly Wiggly; Lauer's; Shop-Rite; Super Valu; Sentry; United Foods.
Other Chain Stores-Elliots Model; Lewis Drug; Desmonds; Musicland; Tradehome Shoes; Wardrobe; Kinney Shoes; Radio Shack; Waldenbooks; Zales; Copper Rivet; Kay Bee Toys; Stevesons; Sterling Optical; Regis Hairstylists.

14 - NEWSPAPERS: CITIZEN (e) 9,776; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: Angela Otts, Adv. Mgr., CITIZEN, 805 Park Ave., Beaver Dam, WI 53916; Tel. (414) 887-0321.

National Representative: None.

BELOIT, WI-SOUTH BELOIT-ROCKTON, IL

1 - LOCATION: Beloit in Rock County, WI; South Beloit and Rockton in Winnebago County, IL (In Janesville-Beloit MSA). E&P Map C-5. Educational Ctr. On the banks of Rock River, 50 mi. S. of Madison; 18 mi. N. of Rockford; 90 mi. NW of Chicago; 75 mi. SW of Milwaukee. On U.S. Hwys. I-19 & 51; WI Hwys. 13, 15, 21; IL Hwys. 2, 75, 190.

2 - TRANSPORTATION: **Railroads**-Chicago, Milwaukee & Pacific; Chicago & North Western.
Motor Freight Carriers-19.
Intercity Bus Lines-Greyhound; Peoria-Rockford.
Airlines-Republic; Mississippi Valley Airways.

3 - POPULATION:
Corp. Cities 80 Cen. 41,600; E&P 85 Est. 42,004
Beloit 80 Cen. 35,207; E&P 85 Est. 35,193
So. Beloit 80 Cen. 4,088; E&P 85 Est. 4,330
Rockton 80 Cen. 2,313; E&P 85 Est. 2,481
Counties 80 Cen. 380,304; E&P 85 Est. 396,480
Rock (WI)/MSA 80 Cen. 139,420; E&P 85 Est. 140,732
Winnebago (IL) 80 Cen. 250,884; E&P 85 Est. 255,748
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 15,242; E&P 85 Est. 15,739
Beloit 80 Cen. 12,785; E&P 85 Est. 13,032
South Beloit 80 Cen. 1,575; E&P 85 Est. 1,746
Rockton 80 Cen. 882; E&P 85 Est. 961
Counties 80 Cen. 138,445; E&P 85 Est. 145,126
Rock (WI)/MSA 80 Cen. 49,037; E&P 85 Est. 51,137
Winnebago (IL) 89,408; E&P 85 Est. 93,989

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$89,395,638
Savings	1	$17,187,378
Savings & Loan	3	$19,828,026

6 - PASSENGER AUTOS: Counties: Rock 71,387; Winnebago 151,436.

7 - ELECTRIC METERS: Residence 18,006.

8 - GAS METERS: Residence 14,039.

9 - PRINCIPAL INDUSTRIES: Industries, No. of Wage Earners-Diesel Eng. 2,900; Paper Mach. 3,300; Radiators Motors (Elect.) 1,141; Shoes 1,200; 25 Mfg. employ 9,183.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 70-95; Fall 50-70; Winter 5-25.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Downtown Shopping Areas**-6 blocks on Grand Ave.; 4 on State St.; 3 on Broad St.; 3 on Pleasant St., 1 on 4th St.; on Cranston Rd.; Food Fair Ctr.
Regional Shopping Centers-Beloit Plz., 38 Stores at Riverside Dr. & Henry Ave.
Neighborhood Shopping Centers-1 block at Park & White; 1 at Grand & 8th; 1 at Brooks & St. Lawrence; 2 at Liberty & Madison Rd.; 1 at W Grand & Town Line; 1 at Wisconsin & Woodward.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Beloit Plz.(41)		JCPenney, Sears, Weise
Westgate(3)	NA	Woodman
Prairie Ave.(2)	NA	K mart, Sentry

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Food Nightly; others Mon., Fri. & Sun.; Beloit Plz. Mon. to Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; McNeany; Stewarts; Sears; Weise.
Variety Stores-Woolworth.
Discount Stores-Jupiter; K mart.
Chain Drug Stores-Walgreens; May's.
Chain Supermarkets-Eagle Foods 2; Fox 2; Crystal 3; Woodman's; Kohl's; Sentry.
Other Chain Stores-Singler Co.; Firestone; Leath (furn.); Sears; Montgomery Ward; Diane Shop; Nobil Shoes; Neumode; Father & Son Shoes; Stewarts; Schiff Shoes; Jupiter; Goodyear.

14 - NEWSPAPERS: NEWS (e) 16,323; sworn Nov. 5, 1984.
Local Contact for Advertising and Merchandising Data: Thomas P. Parr, Adv. Dir., NEWS, 149 State St., Beloit, WI 53511; Tel. (608) 365-8811.
National Representative: Landon Associates.

CHIPPEWA FALLS

1 - LOCATION: Chippewa County (In Eau Claire MSA). E&P Map B-3. On Chippewa River, near Lake Wissota, 92 mi. N of LaCrosse; 90 miles E of Minneapolis/St. Paul, MN; 10 mi. N of Eau Claire in the NW part of the State. On U.S. Hwy. 53. State-WI Hwys. 29, 124, 178.

2 - TRANSPORTATION: **Railroads**-CM, St., P&P; Soo and C St. PM&O (C&NW).
Motor Freight Carriers-2.
Intercity Bus Lines-Greyhound; Motor, North Central; B.U.S. City Bus with service to and from Eau Claire, WI.
Airlines-Air Wisconsin; Gibson Aviation; Republic.

3 - POPULATION:
Corp. City 80 Cen. 11,845; E&P 85 Est. 12,273
CZ-ABC: (80) 12,270
RTZ-ABC: (80) 44,044
County 80 Cen. 51,702; E&P 85 Est. 54,875
MSA 80 Cen. 130,507; E&P 85 Est. 141,999
City & RTZ-ABC: (80) 56,314
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,515; E&P 85 Est. 4,478
CZ-ABC: (80) 4,433
RTZ-ABC: (80) 14,321
County 80 Cen. 17,262; E&P 85 Est. 18,688
MSA 80 Cen. 44,592; E&P 85 Est. 50,055
City & RTZ-ABC: (80) 18,754

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$140,000,000
Savings & Loan	2	$48,000,000
Credit Unions	2	N.A.

6 - PASSENGER AUTOS: County 23,666.

7 - ELECTRIC METERS: Residence 5,200.

8 - GAS METERS: Residence 1,500.

9 - PRINCIPAL INDUSTRIES: Industry, No. Wage Earners & (Av. Wkly. Wage)-Computer Res. N.A. ($400); Shoes 495 ($200); Plastics 600 ($225); Wood Wkg. 95 ($200); Plastics Extrusion Machy. 100 ($225).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 52-89; Fall 17-92; Winter -26-54. First killing frost, Sept. 28; last killing frost, Apr. 23.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-7 blocks on Bridge St.; Wissota Vlg. Shpg. Ctr., 7 stores. Chippewa Mall Anchor Stores: Prange Way, Super Valu, ShopKo.
Principal Shopping Days-Dept. Stores-Thur., Fri., Sat.; Food: Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney, Farm & Fleet; Montgomery Ward; Spurgeon's; PrangeWay; ShopKo.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Walgreens; Medicine Shop; Snyder.
Chain Supermarkets-Super Valu; Red Owl; IGA; Red & White.

14 - NEWSPAPERS: HERALD-TELEGRAM (e) 9,166; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Peter Pritchard, Adv. Mgr., HERALD-TELEGRAM, 321 Frenette Dr., Chippewa Falls, WI 54729; Tel. (715) 723-5515.
National Representative: Papert Companies.

EAU CLAIRE

1 - LOCATION: Chippewa and Eau Claire Counties (MSA). E&P Map B-4. 90 mi. E of St. Paul, MN; 225 mi. NW of Milwaukee. Junction Eau Claire and Chippewa Rivers. On U.S. Hwys. I-94, 12, 53; State Hwys. 37, 85, 93.

2 - TRANSPORTATION: **Railroads**-Chicago & North Western.
Motor Freight Carriers-5.
Intercity Bus Lines-3 lines, 14 buses per day: Northland Greyhound; Stewart; Wis. Northern.
Airlines Serving City-Midstate; Republic.

3 - POPULATION:
Corp. City 80 Cen. 51,509; E&P 85 Est. 56,947
CZ-ABC: (80) 60,004
RTZ-ABC: (80) 174,049
Counties/MSA 80 Cen. 130,507; E&P 85 Est. 141,999
Chippewa 80 Cen. 51,702; E&P 85 Est. 54,875
Eau Claire 80 Cen. 78,805; E&P 85 Est. 87,124
City & RTZ-ABC: (80) 234,053

4 - HOUSEHOLDS:
Corp. City 80 Cen. 18,359; E&P 85 Est. 20,813
CZ-ABC: (80) 21,348
RTZ-ABC: (80) 58,367
Counties/MSA 80 Cen. 44,592; E&P 85 Est. 50,055
Chippewa 80 Cen. 17,262; E&P 85 Est. 18,688
Eau Claire 80 Cen. 27,330; E&P 85 Est. 31,367
City & RTZ-ABC: (80) 79,715

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$550,000,000
Savings & Loan	4	$262,000,000
Credit Unions	7	$51,000,000

6 - PASSENGER AUTOS: Counties: Chippewa Falls 23,666; Eau Claire 38,952.

7 - ELECTRIC METERS: Residence 20,140.

8 - GAS METERS: Residence 91,250.

9 - PRINCIPAL INDUSTRIES: Tire Plant; Paper Mill; Machine Shops; Computer Co.; Printing & Publishing. Total 8,426 Wage Earners ($405 wkly average).
Principal Industrial Pay Day-Fri.

10 - CLIMATE: First killing frost, Oct. 4; last killing frost, May 20.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-18 blocks on 3 sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
K mart Plz.(1)	2	K mart
Putnam Heights(11)	3	Thriftway, Ben Franklin
Gateway(6)	2	Snyder Drug
Star Plz.(6)	2	Roy's Liquor
London Sq.(60)	3	Sears, Prange
ShopKo(8)	3	ShopKo

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Department Stores-Mon., Thur.; Food-every night.

13 - RETAIL OUTLETS: **Department Stores**-Samuelson's; Sears; JCPenney; H.C. Prange.
Variety Stores-Woolworth.
Discount Stores-K mart; Prange-Way; ShopKo.
Chain Drug stores-Walgreens; Snyder.
Chain Supermarkets-Randalls.
Other Chain Stores-Leath Furniture; Kinney Shoes; Kelly Furniture; Mautz Paint; Steveson's; Northwest Fabric.

14 - NEWSPAPERS: LEADER-TELEGRAM (e-mon to fri) 36,274; (Wknd) 38,882; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Jerry Merryfield, Adv. Dir., LEADER-TELEGRAM, 701 S. Farwell St., Eau Claire, WI 54701; Tel. (715) 834-3471.
National Representative: Branham/Newspaper Sales.

FOND DU LAC

1 - LOCATION: Fond du Lac County. E&P Map C-4. County seat. 64 mi. N of Milwaukee; 157 mi. N of

Chicago, IL; 70 mi. NE of Madison; 70 mi. S of Green Bay. On U.S. Hwys. 41, 45, 151; State Hwys. 23, 55, 175.

2 - TRANSPORTATION: Railroads-C & NW; Soo Line.
Motor Freight Carriers-14.
Intercity Bus Lines-Greyhound; Wisconsin Coach; American Trailways.
Airline-County owned class 3 commercial airport.

3 - POPULATION:
Corp. City 80 Cen. 35,863; E&P 85 Est. 37,125
CZ-ABC: (80) 39,707
RTZ-ABC: (80) 111,967
County 80 Cen. 88,952; E&P 85 Est. 91,544
City & RTZ-ABC: (80) 151,674
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 14,098; E&P 85 Est. 13,503
CZ-ABC: (80) 14,424
RTZ-ABC: (80) 35,883
County 80 Cen. 29,867; E&P 85 Est. 31,708
City & RTZ-ABC: (80) 50,307

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	$558,474,484
Savings & Loan		(included above)

6 - PASSENGER AUTOS: 45,203

7 - ELECTRIC METERS: Residence 25,886

8 - GAS METERS: Residence 16,725

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Machine Tools 1,000; Outboard Motors 3,700; Railroad Shops 650; Leather Tanning 360; Textile & Apparel 140; Auto Parts 600.
Principal Industrial Pay Days-1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-51; Summer 60-74; Fall 42-55; Winter 14-30. First killing frost, Oct. 4; last killing frost, May 7.

11 - TAP WATER: Neutral, very hard, fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Forest Mall(39)	NA	Kohl's, Prange, JCPenney
Forest Plz (16)	NA	K mart, Sears
Southtown(17)	NA	Country Store
Downtown(60)	NA	Kohl's

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Forest Mall and Southtown Mon. through Sat.; Downtown-Mon., Fri. Evenings.

13 - RETAIL OUTLETS: Department Stores-Sears, H.C. Prange; JCPenney.
Chain Drug Stores-Osco; Walgreens.
Variety Stores-Woolworth; Ben Franklin.
Discount Stores-ShopKo; Prange; Fleet Farm; K mart; Kohl's.
Chain Supermarkets-Piggly Wiggly; Sentry; Super Valu; Kohl's; Pick N Save.
Other Chain Stores-Firestone; Goodyear; Holiday; Leath Furniture; Northwest Fabrics; Pay-Less Shoes; Sherwin-Williams; Schiff Shoes; Singer Sewing; Radio Shack.

14 - NEWSPAPERS: REPORTER (e) 20,452; (S) 21,017; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Bekki Lapine, Adv. Sales Mgr., REPORTER, 33 W. 2nd St., Fond du Lac, WI 54935; Tel. (414) 922-4600.
National Representative: Thomson Newspapers.

FORT ATKINSON

1 - LOCATION: Jefferson County, E&P Map C-5. Shopping and industrial center. 50 mi. from Milwaukee; 30 mi. from Madison; 112 mi. from Chicago, Il. On U.S. Hwy. 12; State Hwys. 26, 89, 106.

2 - TRANSPORTATION: Railroads-Chicago & North Western (freight).
Motor Freight Carriers-UPS; Yerges Trucking Co.; Fort Transportation; Allard; RS Transport; Blackhawk Express.
Intercity Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 9,785; E&P 85 Est. 10,455
County 80 Cen. 66,152; E&P 85 Est. 68,303

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,703; E&P 85 Est. 3,930
County 80 Cen. 22,264; E&P 85 Est. 23,739

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$108,055,519
Savings & Loan	2	NA

6 - PASSENGER AUTOS: County 32,604

7 - ELECTRIC METERS: Residence 4,120

8 - GAS METERS: Residence 3,325

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Farm Equip. 405; Meat Proc. 465; Veg. Canning, Seasonal 350; Fish Bait 65; Frozen Foods 310; Movable Storage 150; Pub. 220; Metal Salvage 115; Educational Materials 250; Textiles 100; Machine shop; Dairy Equip. 75.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-84; Summer 52-94; Fall 39-89; Winter 12-51. First killing frost, Oct. 16; last killing frost, Mar. 27.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-14 blocks on six sts.
Neighborhood Shopping Centers-Madison Ave.; Whitewater Ave.; S. Main St.; Janesville Ave.
Nearby Shopping Centers-Old Fort (Sentry; The Pharmacy; Coast-to-Coast).
Principal Shopping Days-Mon., Wed., Fri., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney.

Chain Drug Stores-Walgreens; The Pharmacy.
Chain Supermarkets-Sentry Food; DeWitt (Roundy's); Piggly Wiggly.
Other Chain Stores-K mart; Badger Paint; Goodyear; Coast-to-Coast; Hardware Hank; Radio Shack; Payless Shoes; Shopko.

14 - NEWSPAPERS: DAILY JEFFERSON COUNTY UNION (e-mon to fri) 8,259; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: Robert Stevens, Adv. Mgr., DAILY JEFFERSON COUNTY UNION, 28 W. Milwaukee Ave., Fort Atkinson, WI 53538; Tel. (414) 563-5551.
National Representative: None.

GREEN BAY

1 - LOCATION: Brown County MSA, E&P Map D-4, County Seat. Situated on Fox River at southern end of Green Bay, NE part of state. 115 mi. N. of Milwaukee; 200 mi. N. of Chicago, IL; 275 mi. E. of Minneapolis, MN. Whol. & retail trading area; port of entry. Shipping ctr. On I-43, U.S. Hwy. 41; State Hwys. 29, 32, 54, 57, 172.

2 - TRANSPORTATION: Railroads-(freight only on all railroads) Chicago, Milwaukee, St. Paul & Pacific; Chicago & North Western; Green Bay & Western; Kewaunee & Green Bay & Western; Div. of G.B. & Western; Ahnapee & Western.
Motor Freight Carriers-20.
Freight Steamship Lines-20.
Intercity Bus Lines-Central Greyhound; Seymour; Wisconsin-Michigan.
Airlines-Republic; United; Green Bay Aviation; Executive Air Transport Ltd.; Air Wisconsin; Midstate.

3 - POPULATION:
Corp. City 80 Cen. 87,899; E&P 85 Est. 92,238
CZ-ABC: (80) 140,399
RTZ-ABC: (80) 135,278
County/MSA 80 Cen. 175,280; E&P 85 Est. 183,835
City & RTZ-ABC: (80) 275,677
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 33,488; E&P 85 Est. 35,851
County/MSA 80 Cen. 59,908; E&P 85 Est. 64,797
CZ-ABC: (80) 49,611
RTZ-ABC: (80) 45,139
City & RTZ-ABC: (80) 94,750

5 - BANKS	NUMBER	DEPOSITS
Commercial	13	$878,954,657
Savings & Loan	6	$563,416,959

6 - PASSENGER AUTOS: County 91,580

7 - ELECTRIC METERS: Residence 38,939

8 - GAS METERS: Residence 31,689

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Paper & Prod. 11,200; Food & Prod. 4,500; Nonelectrical Machinery 3,400; Transportation, Communications, and Public Utilities 6,000; Lumber & Wood (Incl. Furn. & Fixt.) 870; Primary & Fabricated Metals 1,010. Av. Wkly. Wage of all production workers-$446.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-51; Summer 60-81; Fall 40-59; Winter 11-25. First killing frost, Oct. 2; last killing frost, May 9.

11 - TAP WATER: Alkaline, hard, from Lake Michigan, fluoridated.

12 - RETAILING: Principal Shopping Areas-3 blocks on N. Washington St.; 1 on E. Walnut St.; 3 on N. Adams St.; Port Plaza Mall, corner N. Washington and Cedar Sts.
Neighborhood Shopping Centers-Four blocks on Broadway; 2 on W Walnut St.; 1 on Dousman St.; 2 on Main St.; 4 on University.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beacon(18)	3	Aim
Marquette(7)	1	Sure Way, Ben Franklin
Colonial Vlg (6)	2	Sure Way
Plz (26)	3	Lindy's, Sears, Prange-Way
Bay Park Sq (48)	6	Mont. Ward, Shopko, Kohl's Dept. Store
Lombardi	5	Kohl's Foods, Osco
East Town([illegible])	5	K mart, White Store, Kohl's Dept. Store, Prange-Way, Cub Foods

Additional Shopping Centers (No. of Stores)-Bay (10); Fort Howard (6); St. Agnes (8); ShopKo East (4); Westgate (17); ShopKo West (3); Vernon Court (10); Bellevue Plaza (9); Factory Outlet Mall.
Principal Shopping Days-Sun., Mon., Sat.
Stores Open Evenings-All stores-Mon., Fri.; Food-Mon. through Sun.; Shopping Centers Mon. thru Fri.

13 - RETAIL OUTLETS: Department Stores-H.C. Prange; Montgomery Ward; Sears; JCPenney; The White Store; Boston Store; Kohl's.
Discount Stores-ShopKo 4; K mart 2; Prange-Way 3.
Variety Stores-Kresge; Ben Franklin; Aim.
Chain Drug Stores-Osco 2; Snyder 3.
Chain Supermarkets-Red Owl 3; Sure Way 10; Piggly Wiggly; Super Ron's 2; Sentry 3; Kohl's 2; Lindy's 3; Cub Foods 2.
Other Chain Stores-Kinney Shoes; Pay Less Shoes 2; Nobil Shoes 2; Singer Co.; Goodyear 2; Firestone 2; Western Auto; Mautz Paint; Merle Norman Cosmetics; Fanny Farmer 2; Color Tile; Abbey Carpet; Lieber Lumber; Grossman's; Menard Lumber; Northwest Fabrics 2; House of Fabrics; So-Fro Fabrics; Waldenbooks 2; Midas Mufflers; Kindy Optical 2; Zale's; Pittsburgh Paints; Radio Shack; Kay-Bee Toys; Peck & Peck; Seifert's; Casual Corner; Lerner Shops; Regis Beauty Salon; Baker Shoes; Richman Brothers; Thom McAn 2; Braun's Fashions; County Seat; The Wardrobe; The Closet; Father & Son Shoes; General Nutrition; Hurrah; B Dalton Booksellers 2; Toys R Us.

14 - NEWSPAPERS: NEWS-CHRONICLE (m) 11,866; sworn Sept. 24, 1984.
Local Contact for Advertising & Merchandising Data: Jerold McGrath, Gen. Mgr., NEWS-CHRONICLE, 133 S. Monroe, PO Box 2467, Green Bay, WI 54306; Tel. (414) 432-2941.
National Representative: Landon Associates.
PRESS-GAZETTE (e) 55,341; (S) 74,245; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: John Yuenger, Adv. [illegible] PRESS-GAZETTE, 435 E. Walnut, PO Box 19430, Green Bay, WI 54307-9430; Tel. (414) 435-4411.
National Representative: Gannett Media Sales.

JANESVILLE

1 - LOCATION: Rock County (In Janesville-Beloit MSA), E&P Map C-5, County Seat. Wholesale center. 105 mi. NW of Chicago, IL; 65 mi. SW of Milwaukee; 35 mi. N. of Rockford, IL; 40 mi. S. of Madison. On U.S. Hwys. 14, 51, I-90; State Hwys. 11, 26.

2 - TRANSPORTATION: Railroads-Chicago, Milwaukee, St. Paul & Pacific; Chicago & North Western.
Motor Freight Carriers-17.
Intercity Bus Lines-Peoria-Rockford; Alco Bus Corp.; Greyhound; Trailways.
Airlines-American Central; Blackhawk (freight).

3 - POPULATION:
Corp. City 80 Cen. 51,071; E&P 85 Est. 54,176
CZ-ABC: (80) 51,071
RTZ-ABC: (80) 164,377
County/MSA 80 Cen. 139,420; E&P 85 Est. 140,732
City & RTZ-ABC: (80) 215,448
Demographic Information (partial) available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 19,363; E&P 85 Est. 19,888
CZ-ABC: (80) 18,491
RTZ-ABC: (80) 56,627
County/MSA 80 Cen. 49,037; E&P 85 Est. 51,137
City & RTZ-ABC: (80) 75,118

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$388,804,000
Savings & Loan	5	$129,905,000

6 - PASSENGER AUTOS: County 71,387

7 - ELECTRIC METERS: Residence 19,520

8 - GAS METERS: Residence 16,580

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Auto Assembly 6,719; Pen & Pencil 550; Auto Trans. 420; Food 155; Electronics 350; Engineering 400; Textiles/mill Products 422. Av. wkly. wage, April 1984, $627.

10 - CLIMATE: Min. & Max. Temp.-Spring 26-80; Summer 44-102; Fall -12-89; Winter 24 above-20 below. First killing frost, Oct. 30; last killing frost, May 23.

11 - TAP WATER: Alkaline, very hard, fluoridated.

12 - RETAILING: Principal Shopping Centers-Janesville Mall, 75 stores; 32-block downtown area with 70 stores.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Blackhawk Vlg (8)	3	K mart
Creston Pk (8)	1	
Janesville Mall(75)	2	JCPenney, Bergner's
Memorial Plz (9)	2	Gentz, County Mkt.
Sunnyside(7)	2	Ben Franklin
Fairview Mall(13)	2	Fairview
Janesville Plz (8)	2	

Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-Mon., Fri.; Shopping Centers-Mon. through Sun.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Bergner's; Kohl's; Menard's.
Discount Stores-K mart 2; Copps; Holiday Farm & Fleet; ShopKo.
Chain Drug Stores-Walgreens; Rexall 3; Thrift; Union Prescription; Family Drug 2.
Chain Supermarkets-Sentry 2; Piggly Wiggly; Woodman; Eagle 1; Super Valu; Stop-N-Go 5; Kohl's; Gentz 2.
Other Chain Stores-Ace Hardware; Anderson's Apparel; Barefoot Sports; Rundell's; Brooks; Buddy Squirrel; Ben Franklin 2; Cain Ashcraft; Condon Jewelers; Copper Rivet; Claire's Boutique; Card Cage; Co-op Records; Computerland; Color Tile; Champion Auto; Dunkin Jewelry; Elliott's; Eye Glass Place; Famous Footwear; Flowerama; Forbes-Meagher; Firestone Tire; F & F Tire; Fannie May Homemade Candies; General Nutrition Center; Goodyear Tire; Grossman's; Hallmark; Happy Sleeper; Haack Cycle; Hanover Shoes; Hamlin Jewelry; Jack's Shoe; JoAnn Fabrics; Lamb's; Leath Furniture; Marling Lumber; Maurice's; Merle Norman; Musicland; Midwest Vision Center; Marianne's; Maling's; Mautz Paint; Nobil Shoe; Northwest Fabrics; Perle Vision Center; PicWay Shoes; Plum Tree; Radio Shack; Siker's; J.J. Smith's; Saxer's; Superamerica; Sherwin Williams; Shoe-Tique; Rupert Cornelius; Silver Dollar; Singer's; Clara Stone's; Team Electronics; Trinket Tree; True Value Hardware; Waldenbooks; Wicks 'N Sticks; Wisconsin Office Supply; W[illegible]han's; Woolworth.

14 - NEWSPAPERS: GAZETTE (e) 31,468; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Crandell W. Bliss, Natl. Adv. Mgr., GAZETTE, One S. Parker Drive, Janesville, WI 53545; Tel. (608) 754-3311.
National Representative: Landon Associates.

KENOSHA

1 - LOCATION: Kenosha County (PMSA), E&P Map D-5, County Seat. On Lake Michigan, 35 miles S. of Milwaukee and 65 miles N. of Chicago, IL.

2 - TRANSPORTATION: Railroads-Chicago & North Western.
Intercity Bus Lines-Greyhound; Wis. Coach Lines.
Motor Freight Carriers-3.

3 - POPULATION:
Corp. City 80 Cen. 77,685; E&P 85 Est. 78,613
CZ-ABC: (80) 81,022
RTZ-ABC: (80) 42,115
County/PMSA 80 Cen. 123,137; E&P 85 Est. 125,565
City & RTZ-ABC: (80) 123,137
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 27,964; E&P 85 Est. 27,844
CZ-ABC: (80) 29,020
RTZ-ABC: (80) 14,044
County/PMSA 80 Cen. 43,064; E&P 85 Est. 45,369
City & RTZ-ABC: (80) 43,064

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	2	$350,000,000
Savings & Comm.	4	$595,000,000

6 - PASSENGER AUTOS: County 60,124

7 - ELECTRIC METERS: Residence 40,600

8 - GAS METERS: Residence 31,496

9 - PRINCIPAL INDUSTRIES: Automobiles: Brass Copper & Alloy Prod.; Textiles; Musical Instruments; Cranberry Processing; Mechanical Tools; Wire Rope; Plumbing Fixtures; Fire Fighting Equipment; Commercial Fertilizer; Industrial Tools; Dies, Jigs & Fixtures; Castings; Structural Steel Prod.; Equip. for Dairy & Food Processing Industries; Power Drives & Elec. Units & Spec. Mach. 14,300. Wage Earners' Av. Wkly. Wage-$517 University of Wisconsin 5,241; Carthage College 1,117; Gateway Technical Institute 5,345

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, hard

12 - RETAILING: **Principal Shopping Areas** Downtown (6th Ave., 56th St., 57th St., 58th St.), Uptown (22nd Ave.).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Pershing Plz.(14)	NA	Kohl's, Sears
Town & Country(11)	NA	Ace Hdwe., Piggly Wiggly
Villa Capri(18)	NA	Sentry, Ben Franklin
Sun Plz.	NA	Sun Foods
Gateway Plz.	NA	Kohl's, K mart
Sunnyside	NA	Piggly Wiggly, Sentry
Greenwood Plz.	NA	Walgreens, Super Valu
Factory Outlet Ctr.(8)	NA	

Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Fri.; Shopping Centers-every evening.

13 - RETAIL OUTLETS: **Department Stores**-Barden's; Leader; Sears.
Discount Stores-K mart; ShopKo.
Variety Stores-Woolworth; Ben Franklin.
Chain Drug Stores-Walgreens 2; Thrift; Union; General 2.
Chain Supermarkets-Super-Valu; Piggly Wiggly 3; Kohl's 3; Sentry 4; Sun Foods; Pick 'n Save.
Other Chain Stores-Goodyear; Firestone; Kinney; Shoe Kicks; Fanny Farmer; Pay Less Shoes; Neumode; 1 Hour Martinizing 2; So-Fro Fabrics; Glidden Paint; Abby Carpet; Fayva; Coast-to-Coast Hdwe.; Radio Shack 2; ShopKo.

14 - NEWSPAPERS: NEWS (e-mon to fri) 30,049; (S) 31,044; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Frank M. Misureli, Dir. of Sales, NEWS, 715 58th St., Kenosha, WI 53140; Tel. (414) 657-1000.
National Representative: Branham/Newspaper Sales.

LA CROSSE

1 - LOCATION: La Crosse County (MSA), E&P Map B-4. County Seat; State Office Building. Regional center for retail, mfg., medicine, education, agric., whol. distribution. On Mississippi River, 271 mi. NW of Chicago, IL; 154 mi. SE of Minneapolis, MN; 135 mi. NW of Madison. U.S. Hwys. I-90, 14, 16, 53, 61; State Hwys. 33, 35.
River Front-On Mississippi River-9 ft. Govt. maintained river channel. Modern municipal terminal & docks. Low cost inland waterway system for transportation to cities on Mississippi, Ohio, Missouri Rivers & to Gulf ports. Bridges crossing from La Crosse to Minnesota.

2 - TRANSPORTATION: **Railroads**Burlington Northern; Amtrak.
Motor Freight Carriers-23.
Intercity Bus Lines-Greyhound; Hiawatha Coaches; Scenic Trails; Municipal Transit Corp.
Airlines-Midstate; Mississippi Valley; Republic.

3 - POPULATION:
Corp. City 80 Cen. 48,347; E&P 85 Est. 50,165
CZ-ABC: (80) 71,008
RTZ-ABC: (80) 162,988
County/MSA 80 Cen. 91,056; E&P 85 Est. 97,625
City & RTZ-ABC: (80) 233,996
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 18,085; E&P 85 Est. 19,448
CZ-ABC: (80) 25,830
RTZ-ABC: (80) 56,149
County/MSA 80 Cen. 32,017; E&P 85 Est. 35,570
City & RTZ-ABC: (80) 81,979

5 - BANKS	NUMBER	DEPOSITS
Commercial	10	$816,608,000
Savings & Loan	2	$626,298,000

6 - PASSENGER AUTOS: County 44,898

7 - ELECTRIC METERS: Residence 20,814

8 - GAS METERS: Residence 11,772

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)Durable Goods 5,600; Nondurable Goods 4,100; Contract Constr. 1,020; Transp., Elec., Gas Serv. 1,830; Trade-Whol. and Ret. 12,300; Fin., Insurance, R.E. 1,150; Serv. & Misc. 12,500; Govt. -Local, State, Federal 7,100.

10 - CLIMATE: Min. & Max. Temp.-Spring 11-90; Summer 42-91; Fall 25-58; Winter 0-22. First killing frost, Oct. 7; last killing frost, Apr. 6.

11 - TAP WATER: Alkaline, hard; not fluoridated.

12 - RETAILING: **Downtown Shopping Centers**-4 blocks on Main; 5 on Third; 4 on Fourth; 3 on Fifth; 2 on Sixth.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bridgeview Plz.(20)	4	ShopKo
Caledonia St.(12)	3	Ben Franklin
Ctr. Q(7)	2	Rexall
K mart Plz.	3	K mart
Vlg (32)	3	Woolworth, IGA
Ctr. 90(11)	6	IGA, Woolworth
Menard Plz.(2)	4	Menard's, IGA
Shelby Mall(25)	5	ShopKo, Walgreens, Ace Hardware
Valley View Mall(87)	5	Dayton's, Sears, JCPenney, Herberger's

Principal Shopping Days-Sat., Sun.
Stores Open Evenings-Mon. & Thur.; Grocery Mon. through Sun.; Malls open evenings, Mon.-Fri., Sun.
Stores Open Sundays-Drug, Food, Discount, Major malls.

13 - RETAIL OUTLETS: **Department Stores**-Dayton's; Herberger's; Sears; JCPenney; Montgomery Ward.
Discount Stores-K mart 2; ShopKo 2; Farm & Fleet; Menard's.
Variety Stores-Woolworth 2; Ben Franklin 3.
Chain Drug Stores-Major (Rexall); Walgreens; Osco; Degen-Berglund 2; Hilton's.
Chain Supermarkets-Super Valu; Copps; Gateway IGA 16; Kwik Trips 8; Roundy's; Cub Foods.
Other Chain Stores-Nobil Shoes; Brooks 2; Fanny Farmer; Hallmark; Leath's (Furn.); Maurice's; Firestone; Goodyear; Sherwin-Williams; Pittsburgh Paint; B. Dalton; Barker's Shoes; Berman Buckskin; Braun's; Brooks; Brown Photo; Casual Corner; Connie Shoes; County Seat; Cutlery World; Dunkin Jewelers; Foot Locker; Foxmoor Casuals; Goodman Jewelers; Jean Nichole; Jo-Ann Fabrics; Kinney; Lerner's; Maling's; Musicland; Naturalizer; Nutrition World 2; Pearle Vision; Schaak Electronics; Seiferts; Shirt Works; Team Electronics; Thom McAn; Wicks 'N Sticks; Northwest Fabics; Sound Idea; Sound World; Ace Hardware; The Dahl House; Buddy Squirrel's Nut Shop; Hals; Two Plus Two; Pet Parade; Zale's; Kaybee Toy & Hobby; Motherhood Maternity; St.Paul Clothiers; Stevenson's; Ace Hardware; Super America.

14 - NEWSPAPERS: TRIBUNE (e) 35,589; (S) 37,419; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Donald R. Johnson, Adv. Dir., TRIBUNE, 401 N. Third St., La Crosse, WI 54601; Tel. (608) 782-9710.
National Representative: Branham/Newspaper Sales.

MADISON

1 - LOCATION: Dane County (MSA), E&P Map C-5. State capital, County Seat. 83 mi. W of Milwaukee; 148 mi. NW of Chicago. On U.S. Hwys. 12, 14, 18, 51, 13, 151. On State Hwys. 19, 30, 113, I-90, I-94.

2 - TRANSPORTATION: **Railroads**-Chicago & North Western; Chicago, Madison and Northern; Milwaukee Road.
Motor Freight Carriers-30.
Intercity Bus Lines-Greyhound; Badger Coach; Alco Bus Co.
Airlines-Northwest; Air Wisconsin; Ozark; Republic; Frontier; Mississippi Valley; United; Simmons.

3 - POPULATION:
Corp. City 80 Cen. 170,616; E&P 85 Est. 176,815
CZ-ABC: (80) 209,065
RTZ-ABC: (80) 397,006
County/MSA 80 Cen. 323,545; E&P 85 Est. 337,049
City & RTZ-ABC: (80) 606,071
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 69,543; E&P 85 Est. 70,540
CZ-ABC: (80) 82,828
RTZ-ABC: (80) 137,235
County/MSA 80 Cen. 120,601; E&P 85 Est. 129,699
City & RTZ-ABC: (80) 220,063

5 - BANKS	NUMBER	DEPOSITS
Commercial	30	$1,958,545,073
Savings & Loan	11	$5,241,528,542

6 - PASSENGER AUTOS: County 179,772

7 - ELECTRIC METERS: Residence 102,200

8 - GAS METERS: Residence 70,924

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Manufacturing 19,400; Construction 6,300; Transportation & Communication 5,900; Wholesale & Retail 39,300; Finance Insurance and Real Estate 13,300; Serv. & Misc. 36,400; Gov't. 56,700. (Av. Wkly. Wage $519).

10 - CLIMATE: Min. & Max. Temp.-Spring 53-82; Summer 52-100; Winter 18-39. First killing frost, Sept. 22; last killing frost, Apr. 4.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: **Principal Shopping Center**-Downtown surrounding State Capitol Building and on State Street (275 units).

Neighborhood Shopping Centers Shorwood on University; Monroe St.; Sherman & Aberg; Cottage Grove Rd.; Gammon Rd.; Odana Rd.; Monona Drive; University Hills; West Beltline Hwy.; Mineral Point Rd.; Northport Drive.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
East Towne(110)	6	Gimbels, Sears, JCPenney, Prange
Factory Outlet Mall(32)	7	Brandwagon, Price Mart
Heritage Sq.(14)	5	
High Point Ctr.(13)	9	Cub, Shop ko, Kohl's Dept.
Hilldale(47)	4	Gimbels, Sentry, Walgreens
Nakoma Plz.(20)	4	Ben Franklin, Kohl's
South Towne Mall(29)	6	Kohl's Dept., Shopko
Walnut Grove(12)	3	
Westgate(73)	5	Bormann's, Kohl's Food, Walgreens
West Towne(79)	8	Sears, JCPenney, Prange

Principal Shopping Days-Mon. through Sun.
Stores Open Evenings-Dept., Discount and Shopping Malls 10 am to 9 pm. Sun., noon to 5 pm. Every evening, holidays.

13 - RETAIL OUTLETS: **Department Stores**-JCPenny 2; Sears 2; Emporium 3; Yost's 3; Gimbels 2; H.C. Prange 2; Kohl's 3.
Discount Stores-K mart 3; Prange-Way 4; Shopko 3.
Variety Stores-Woolworth, Kresge, Ben Franklin; McCrory.
Chain Drug Stores-Walgreens 20; Prescription Phcy. 4; Thrift 2; Gerhardt 2; Bergmann 3; Consumers 3; Shopko 3.
Chain Supermarkets-Kohl's 8; Sentry 7; Woodmans 2; Cub; Food Country 2; Sav-U Food Warehouse 2; IGA 3.
Other Chain Stores-Men's Clothing: Richman's 2, Redwood & Ross, Silvermans 2, The Hub 3, Baskin, Brandwagon 2, Bormann's 7, Dizon 2, Rundells 2; Women's Clothing: Brooks, Lerner, Casual Corner, County Seat, Foxmoor, Id Boutique, The Limited, Hit or Miss, Land's End, Marshalls, Copper Rivet, Brady's, Zehere, T.J. Maxx; Furniture: Leath's 2, American TV; Auto Supply: Firestone 2, Goodyear 2, Goodrich; Audio: Radio Shack 7, Team, Musicland, American TV, TV Clineic, Appliance Mart.

14 - NEWSPAPERS: WISCONSIN STATE JOURNAL (m) 77,346; CAPITAL TIMES (e) 29,902; STATE JOURNAL (S) 140,313; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Robert Rohr, Gen. Adv. Mgr., Madison Newspapers, Inc., 1901 Fish Hatchery Rd.; PO Box 8056, Madison, WI 53713; Tel. (608) 252-6200.
National Representative: Branham/Newspaper Sales.

MANITOWOC-TWO RIVERS

1 - LOCATION: Manitowoc County, E&P Map D-4. County Seat. On W. shore of Lake Michigan, 86 mi. N. of Milwaukee. Two Rivers is 4 mi. N. of Manitowoc, also on lake shore.

2 - TRANSPORTATION: **Railroads**-Chicago & North Western; Soo Line.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound.
Airlines-Simmons.

3 - POPULATION:
Corp. Cities 80 Cen. 45,901; E&P 85 Est. 46,865
Manitowoc 80 Cen. 32,547; E&P 85 Est. 33,165
Two Rivers 80 Cen. 13,354; E&P 85 Est. 13,700
CZ-ABC: (80) 49,741
RTZ-ABC: (80) 65,077
County 80 Cen. 82,918; E&P 85 Est. 85,821
City & RTZ-ABC: (80) 114,818
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 80 Cen. 18,421; E&P 85 Est. 17,861
Manitowoc 80 Cen. 12,769; E&P 85 Est. 12,839
Two Rivers 80 Cen. 5,652; E&P 85 Est. 5,022
CZ-ABC: (80) 18,421
RTZ-ABC: (80) 20,164
County 80 Cen. 28,525; E&P 85 Est. 30,504
City & RTZ-ABC: (80) 38,585

5 - BANKS	NUMBER	EST. DEP.
Commercial	5	$300,000,000
Savings & Loan	3	$120,000,000

6 - PASSENGER AUTOS: County 41,364

7 - ELECTRIC METERS: Residence 21,808; Manitowoc 12,885; Two Rivers 8,923

8 - GAS METERS: Residence 16,254; Manitowoc 10,435; Two Rivers 3,923

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Aluminum 4,200; Furniture Mfg. 2,300; Heavy Mach. 3,000.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Av. Monthly Temp.-Dec.-Feb. 17; Mar.-May 41; June-Aug. 67; Sept.-Nov. 47. Av. annual precipitation 30 in. First killing frost Oct. 23; last killing frost Apr. 20.

11 - TAP WATER: Neutral, medium; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Manitowoc: 7 blocks on 8th St.; 7 on Washington St.; 2 on Jay St.; In Two Rivers: 8 blocks on Washington St.
Shopping Centers-Park Plaza on Hwy. 151, 8 stores, Park 900 cars; Mid-Cities Mall on Memorial Drive, 1,600 cars, 21 stores; Riverview Savings Center on 22nd & Lincoln Ave.; Two-Rivers, 4 stores; ShopKo Plaza on Hwy. 151, 12 stores; Edgewater Plaza on Magnolia Ave., 22 stores.
Principal Shopping Days-Fri., Sat., Sun.

13 - RETAIL OUTLETS: **Department Stores**-Montgomery Ward; Schuette Bros.; JCPenney; Sears; Schroeder Bros.; ShopKo; Pranges; Prange-Way.
Variety Stores-Kresge; Woolworth; Evan's.
Chain Drug Stores-Rexall 2; Osco; Synder.
Chain Supermarkets-Red Owl 2; Piggly Wiggly; Sentry 2; Super Value 4; Copps; IGA Warehouse.

14 - NEWSPAPERS: HERALD-TIMES-REPORTER (e) 16,514; (S) 16,434; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Barbara Tryon, Natl. Adv. Mgr., HERALD-TIMES-REPORTER, 902 Franklin St., Manitowoc, WI 54220; Tel. (414) 684-4433.
National Representative: Thomson Newspapers.

MARINETTE

1 - LOCATION: Marinette County, E&P Map D-3. County Seat. Retail and industrial center in NE part of state, on Mich. State line. 160 mi. N. of Milwaukee; 300 mi. E. of Minneapolis. On U.S. Hwy. 41; State Hwys. 64, M35.

2 - TRANSPORTATION: **Railroads**-Chicago & North Western; Escanaba & Lake Superior.
Motor Freight Carriers-25.
Intercity Bus Lines-Greyhound.
Airlines-Simmons.

3 - POPULATION:
Corp. City 80 Cen. 11,965; E&P 85 Est. 12,027
CZ-ABC: (80) 11,965
RTZ-ABC: (80) 91,541
County 80 Cen. 39,314; E&P 85 Est. 40,905
City & RTZ-ABC: (80) 103,506

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,685; E&P 85 Est. 3,271
CZ-ABC: (80) 4,685
RTZ-ABC: (80) 31,737
County 80 Cen. 14,131; E&P 85 Est. 15,161
City & RTZ-ABC: (80) 36,422

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	$123,223,000
Savings & Loan	3	$37,000,000

6 - PASSENGER AUTOS: County 19,014

7 - ELECTRIC METERS: Residence 5,553

8 - GAS METERS: Residence 4,400

9 - PRINCIPAL INDUSTRIES: (Marinette-Menominee-Peshtigo) Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Prods. 1,700 ($500); Lumber and Prods. 450 ($275); Elect. and Nonelect. Metals 1,700 ($250); Marine and Chemical 1,860 ($400); Gloves 75 ($250); Food 300 ($250).
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-87; Summer 31-94; Fall 15-73; Winter 17-59. First killing frost, Oct. 4; last killing frost, May 15.

11 - TAP WATER: Alkaline, medium; fluoridated.

12 - RETAILING: Principal Shopping Centers-4 blocks on Main St. and 3 on Hall Ave. from Interstate Bridge.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
M&M Plz.(14)	NA	McCrory, Super Valu
Pine Tree Mall(38)	NA	JCPenney, Sears, Prange

Principal Shopping Days-Thur., Fri.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-Lauermans; Sears; JCPenney; Bell Store; H.C. Prange.
Variety Stores-McCrory; K mart.
Chain Drug Stores-Osco; Snyder.
Chain Supermarkets-Red Owl 1; Piggly Wiggly; Neimann; Jack's 2; Angelis; County Market; Baker Don's.
Other Chain Stores-Kinney; Goodyear; Firestone; Zales; Gap; Athlete's Foot; Team Electronics; Radio Shack; So-Fro Fabrics; Seifert's; Stewarts; Bostwicks/ Stevensons; The Id; Galaxie of Sound; Coach-House Gifts; Hallmark; GNC; Claires Boutique; B. Dalton Bookstore.

14 - NEWSPAPERS: EAGLE-STAR (e) 9,385; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Tim Craig, Adv. Mgr., EAGLE-STAR, 1809-27 Dunlap Ave., Marinette, WI 54143; Tel. (715) 735-6611.
National Representative: Landon Associates.

MARSHFIELD

1 - LOCATION: Wood County. E&P Map B-4. 169 mi. E. of St. Paul-Minneapolis; 124 mi. W. of Green Bay; 191 mi. NW of Milwaukee; 143 mi. N. of Madison. On U.S. Hwy. 10; State 13, 97.

2 - TRANSPORTATION: Railroads-Chicago & North Western; Minneapolis, St. Paul & Sault Ste. Marie; Chicago, St. Paul & Omaha.
Motor Freight Carriers-5.
Intercity Bus Lines-Greyhound; Wisconsin Michigan Coach Lines-American Coachlines.
Airlines-American Central.

3 - POPULATION:
Corp. City 80 Cen. 18,290; E&P 85 Est. 20,847
CZ-ABC: (80) 18,290
RTZ-ABC: (80) 69,012
County 80 Cen. 72,799; E&P 85 Est. 76,624
City & RTZ-ABC: (80) 87,302

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,943; E&P 85 Est. 7,919
CZ-ABC: (80) 6,794
RTZ-ABC: (80) 22,333
County 80 Cen. 25,067; E&P 85 Est. 27,180
City & RTZ-ABC: (80) 29,127

5 - BANKS	NUMBER	EST. DEP.
Commercial	3	$153,200,000
Savings & Loan	3	$58,429,000

6 - PASSENGER AUTOS: County 36,604

7 - ELECTRIC METERS: Residence 9,163

8 - GAS METERS: Residence 4,631

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Wood Prod. 1,117 ($205); Mobile & Factory Built Homes 1,125 ($210); Food 535 (seasonal 1,596) ($150); Metal Working 476 ($265); Shoes, Clothing 262 ($176); Concrete Prod. 41 ($151); Furn. & Fixtures 89 ($153); Distribution & Warehousing 285 ($164); Health Care 2,469 ($197); plus 156 Medical Doctors.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-82; Summer 56-94; Fall 18-42; Winter-38-32.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Main St.; Northway Mall.
Principal Shopping Days-Mon., Thur., Fri.
Stores Evenings-Fri., Mall daily.

13 - RETAIL OUTLETS: Department Stores-JCPenney; H.C. Prange; Sears.
Variety Stores-McCrory.
Discount Stores-Shopko; K mart; Fleet Farm.
Chain Drug Stores-Wing Snyder; Rexall.
Chain Supermarkets-IGA 2; Super Valu; Red & White 2.
Other Chain Stores-Jerrold; St. Clair-Page; Coast-to-Coast; Sherwin-Williams; Northwest Fabrics; Seifert's; Stevensons; Fabric Ctrs. of America; Tradehome Shoes; Sarco; Thom McAn; Regis; The Barbers; Id; Musicland; Dartmouth; B. Dalton.

14 - NEWSPAPERS: NEWS-HERALD (e) 15,557; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Tom Mayer, Bus. Mgr., or Teresa Rebman, Adv. Dir., NEWS-HERALD, 111 W. 3rd., PO Box 70, Marshfield, WI 54449; Tel. (715) 384-3131.
National Representative: Branham/Newspaper Sales.

MENASHA

See APPLETON

MILWAUKEE

1 - LOCATION: Milwaukee County (PMSA). E&P Map D-5. County Seat. 86 mi. N. of Chicago, IL on Lake Michigan. On U.S. Hwys. 16, 18, 41, 45, 141, I-94, I-43; State Hwys. 15, 24, 30, 32, 36, 38, 42, 57, 59, 75, 100, 145, 181, 190. Great Lakes port.

2 - TRANSPORTATION: Railroads-Amtrak; Chicago & Northwestern; Milwaukee Rd.; Soo Line.
Motor Freight Carriers-180.
Intercity Bus Lines-Badger; Royal Coach; Greyhound; Wisconsin Coach; Trailways.
Airlines-Republic; United; Eastern; Ozark; Mississippi Valley; Northwest; Texas International; Air Wisconsin; Midwest Express; Alliance; ComAir; Simmons; TWA; American; Midstate Frontier; Continental.
Deep Sea Port City-St. Lawrence Seaway.

3 - POPULATION:
Corp. City 80 Cen. 636,236; E&P 85 Est. 597,080
NDM-ABC: (80) 1,397,020
RTZ-ABC: (80) 698,891
Total NDM & RTZ-ABC: (80) 2,095,911
County 80 Cen. 964,998; E&P 85 Est. 974,489
PMSA 80 Cen. 1,397,143; E&P 85 Est. 1,422,264
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 241,818; E&P 85 Est. 236,940
County 80 Cen. 363,653; E&P 85 Est. 378,987
NDM-ABC: (80) 500,684
RTZ-ABC: (80) 239,740
Total NDM & RTZ-ABC: (80) 740,424
PMSA 80 Cen. 500,684; E&P 85 Est. 525,484

5 - BANKS	NUMBER	DEPOSITS
Commercial	75	$8,227,227,000
Savings & Loan	133	$5,510,658,000

6 - PASSENGER AUTOS: County 449,042

7 - ELECTRIC METERS: Residence PMSA 482,192

8 - GAS METERS: Residence PMSA 302,899

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Nonelect. Mach. 43,800 ($525); Elect. Mach. 30,000 ($468); Fabricated Metals 20,300 ($468); Food 13,900 ($462); Trans. Equip. 11,200 ($643); Primary Metals 7,800 ($440); Printing & Pub. 14,600 ($463).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-48; Summer 58-75; Fall 40-54; Winter 11-26. First killing frost, mid October; last killing frost, end of April.

11 - TAP WATER: Alkaline, medium hard; fluoridated.

12 - RETAILING: Principal Shopping Center-12 blocks on Wisconsin Ave. (Downtown).
Regional Shopping Areas-Downtown; West Allis; 29 neighborhood shopping centers and areas.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
The Grand Ave.(168)	NA	Boston Store, Gimbels
Southgate(59)	NA	Gimbels
Bay Shore(74)	NA	Boston Store, Sears, Chapman's
Capitol Ct.(110)	NA	Target, JCPenney, Boston Store
Mayfair(121)	NA	Marshall Field, Gimbels
Packard Plz.(19)	NA	Gimbels, JC Penney
Loomis Ctr.(27)	NA	Kohl's
Brookfield Sq.(75)	NA	Chapmans, JCPenney, Boston Store, Sears
Southridge(130)	NA	Gimbels, JCPenney, Boston Store, Sears, Kohl's Dept. Store
Northridge(140)	NA	Boston Store, Sears, Gimbels, JCPenney
Brown Port(40)	NA	A&P, Avco
Burnham Plz.(19)	NA	Ben Franklin
Country Fair	NA	K mart
Mitchell Ctr.	NA	
Glen Bay(6)	NA	Firestone
Hampton(21)	NA	
Howard Ave.	NA	Marquette Phcy.
Juneau Vlg.(11)	NA	
Lisbon Ct.	NA	Kohl's
Midcity(10)	NA	Walgreens, Ben Franklin
Mitchell Pk.(14)	NA	Walgreens, Woolworth
Old Grove(15)	NA	Ben Franklin
Port Bender(10)	NA	Brass Bell Ltd. Village Hardware
76 Mill Road(25)	NA	Walgreens
Silver Spring	NA	
Times Sq.(23)	NA	Ben Franklin

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Downtown-Mon. through Fri.; Shopping Centers-Mon. through Fri., some Sat.
Stores Open Sunday-Major shopping centers, discount, dept. stores and some food.
Food Chains-Mon. through Sat.; some Sun.

13 - RETAIL OUTLETS: Department Stores-Boston Store 6; Gimbels 6; Sears 5; JCPenney 8; Goldmann's; Marshall Field.
Discount Stores-Kohl's 13; Target 6; K mart 8; Spheeris Merchandise; Zayre 4; T.J. Maxx 3.
Variety Stores-Ben Franklin 9; Woolworth 13; Drews; Winkies; Schultz's 6.
Chain Drug Stores-Walgreens 41; Rexall 2; Union Prescriptions 12; Court 3; Laabs 2; Drug Fair 3; Phillips 6; Snyder 2; Serv-U 13.
Chain Supermarkets-Shop Rite 19; Pick 'N Save 17; Kohl's 36; Sentry 28; Cub 3; Sav-U 5; Sun 2; Piggly Wiggly; AG Stores 200; Other Ind. 39.
Other Chain Stores-Men's Clothing: Brills, Johnnie Walkers, Richman Bros., Berman-Bach, Redwood & Ross; Women's Clothing: Lerner Shops, Stuart's, Hixon's, Lane Bryant, Casual Corner, Chudik, The Limited, Loehmann's, Marshall's, Chapmans, Designer Depot; Shoes: Famous Footwear, Athlete's Foot, Pay Less, Red Cross, Warehouse, Graebel, Hecker, Florsheim, Priebe, Naturalizer, Branovan, Brouwer's, Chandler's, Baker's, Kinney, Maling, Thom McAn; Candy: Chocolate House, Fanny Farmer, Quality; Auto Supply: Whitlock, Firestone, Goodyear, Goodrich; Furniture: Steinhafel, Colders, Kunzelmann-Esser, Carriage House.

14 - NEWSPAPERS: SENTINEL (m) 184,967; JOURNAL (e) 301,772; JOURNAL (S) 527,065; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Walter Just, Gen. Adv. Mgr., JOURNAL-SENTINEL, PO Box 661, Milwaukee, WI 53201; Tel. (414) 224-2472.
National Representatives: Million Market Newspapers.

MONROE

1 - LOCATION: Green County. E&P Map C-5. County Seat. 25 mi. N. of Freeport, IL; 40 mi. W. of Janesville, WI; 45 mi. S. of Madison, WI. On State Hwys. 11, 59, 69, 81.

2 - TRANSPORTATION: Railroads-Chicago, Madison Northern.
Motor Freight Carriers-4.

3 - POPULATION:
City 80 Cen. 10,027; E&P 85 Est. 11,196
County 80 Cen. 30,012; E&P 85 Est. 31,124

4 - HOUSEHOLDS:
City 80 Cen. 4,364; E&P 85 Est. 4,654
County 80 Cen. 10,759; E&P 85 Est. 11,570

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	$126,854,000
Savings & Loan	2	N.A.

6 - PASSENGER AUTOS: County 15,160

7 - ELECTRIC METERS: Residence 11,196

8 - GAS METERS: Residence 2,474

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Cheese Proc. 625; Elect. Devices 500; Corn Chips 65; Oil & Gas Burners 52; Brewing 95; Tire Recapping 52; Business Forms 200; Radio & TV Speakers 60; Medical Complex 600.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-94; Summer 42-96; Fall -7-46; Winter -4-56.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING: Principal Shopping Center-West Mall, 22 Stores.
Shopping Days-Wed., Thur., Fri.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: Department Stores-JCPenney; Spurgeon's; Beckers Leader.
Discount Stores-Valu-Village; K mart; Bauman Ace Hardware; Farm & Fleet; Wal-Mart.
Variety Stores-McClellan's.
Chain Supermarkets-IGA; Sentry; Pick-N-Save.

14 - NEWSPAPERS: TIMES (e) [illegible],279; sworn Sept. 26, 1984.
Local Contact for Advertising and Merchandising Data: James D. Bruce, Adv. Mgr., TIMES, 1065 4th Ave. W.; PO Box 230, Monroe, WI 53566; Tel. (608) 328-4202.
National Representative: Papert Companies.

NEENAH

See APPLETON

OSHKOSH

1 - LOCATION: Winnebago County (In Appleton-Oshkosh-Neenah MSA). E&P Map C-4. County Seat. Dairy, agricultural, mfg. & resort ctr. 83 mi. N of Milwaukee; 170 air mi. from Chicago, IL; West shore of Lake Winnebago at mouth of Fox River in East Central Wisconsin. On U.S. Hwys. 41, 45; State Hwys. 21, 26, 44, 110, 175.

2 - TRANSPORTATION: Railroads-Chicago & North Western; Soo Line.
Motor Freight Carriers-22.
Intercity Bus Lines-Greyhound; Wisconsin-Michigan Trailways.
Airlines-Air Wisconsin.

3 - POPULATION:
Corp. City 80 Cen. 49,678; E&P 85 Est. 49,006
CZ-ABC: (80) 59,607
RTZ-ABC: (80) 150,548
County 80 Cen. 131,732; E&P 85 Est. 135,549
MSA 80 Cen. 291,325; E&P 85 Est. 303,461
City & RTZ-ABC: (80) 210,155
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 19,623; E&P 85 Est. 18,351
CZ-ABC: (80) 21,481
RTZ-ABC: (80) 53,211
County 80 Cen. 46,892; E&P 85 Est. 49,714
MSA 80 Cen. 99,314; E&P 85 Est. 106,742
City and RTZ-ABC: (80) 74,692

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	$313,886,000
Savings & Loan	4	$1,313,580,000

6 - PASSENGER AUTOS: County 68,504

7 - ELECTRIC METERS: Residence 24,643

8 - GAS METERS: Residence 20,772

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber & Wood Prod. 1,060; Furniture & Fixtures 430; Fabricated Metal Prod. 450; Non-electrical Mach. 1,380; Electrical Mach. 800; Trans. Equip. 2,080; Misc. Mfg. 640; All Other Durable Goods 780; Food & Kindred Prod. 540; Apparel & Other Finished Prod. 460; Paper & Allied Prod. 400; Printing & Pub. 330; All Other Non-Durable Goods 90; Contract Construction 740; Trans. & Util. 820; Govt. 5,890; Services & Misc. 3,520.
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-60; Summer 65-95; Fall 35-70; Winter -15-40. First killing frost, Sept. 15; last killing frost, May 20.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plaza	3	K mart
Lake Aire(10)	NA	Carlson's, Kitz & Pfeil Hdwe.
Park Plz.(61)		Prange, Sears
Sawyer Ctr.(10)	2	Prescott's Shop Rite, F.W. Mueller Drugs
Menards Plz.(6)	4	Menard's

Principal Shopping Days-Department Stores-Mon., Fri., Sat., Sun.; Food-Wed., Thur., Fri., Sat.
Stores Open Evenings-Dept.-Fri., Mon.; K mart, Shopko, Prangeway and Park Plaza, Mon. through Fri.; Food-every evening.

13 - RETAIL OUTLETS: Department Stores-Kline's.; Sears; H.C. Prange; JCPenney.
Discount Stores-K mart; Shopko; Prangeway; Fleet Farm.

Variety Stores-Banner.
Chain Drug Stores-Schultz; Walgreens; Coe 3; Union Pharmacy.
Chain Supermarkets-Kohl's; Carlson's Super Valu 2; Piggly Wiggly 2; Copps IGA; Sentry; County Market; Warehouse Foods; Prescott's Shop Rite.
Other Chain Stores-Thom McAn; Kay-Bee Toys; Chess King; So-Fro Fabrics; Brady's; Computerland; Seifert's; Athlete's Foot; Sherwin-Williams; W G & R Furniture; The Barbers; Cross Country; Kinney Shoes; Klein Dickert; Dartmouth; Hallmark Shop; Foxmoor; Bresler's 33 Flavors; Marks Bros. Jewelry; Hal's Sportswear; Hot Sam; Bee Frank; Kindly Optical; Zale's Jewelers; Maurice's; Maxam One-Hour Photo; Northwest Fabrics; Radio Shack 2; Naturalizer Shoes; Regis Hair Stylists; Waldenbooks; General Nutrition Center; Marianne's; Menard's; Brooks. (All within Corp. City limits).

14 - NEWSPAPERS: NORTHWESTERN (e) 27,280; (S) 28,295; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: John F. Skoglind, Natl. Adv. Mgr., NORTHWESTERN, 224 State St.; PO Box 2926, Oshkosh, WI 54901; Tel. (414) 235-7700.
National Representative: None.

PORTAGE

1 - LOCATION: Columbia County. E&P Map C-5. County Seat. Light mfg. and agricultural center. 38 mi. from Madison; 170 mi. from Chicago. U.S. 51, 16; State 33.

2 - TRANSPORTATION: **Railroads**-Chicago, Milwaukee; St. Paul & Pacific.
Motor Freight Carriers-11.
Intercity Bus Lines-Northland Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 7,896; E&P 85 Est. 8,344
County 80 Cen. 43,222; E&P 85 Est. 45,442
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 3,154; E&P 85 Est. 3,161
County 80 Cen. 15,534; E&P 85 Est. 16,821

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	2	$140,000,000

6 - PASSENGER AUTOS: County 22,580.

7 - ELECTRIC METERS: Residence 3,044.

8 - GAS METERS: Residence 1,331.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Dairy Food Proc. 180 (N.A.); Hosiery 200 ($160); Plastics 245 ($175); Batteries 200 ($185).
Principal Industrial Pay Days-Every Fri.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING: **Principal Shopping Center**-15 blocks on 4 Sts.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Moore's Family Center	3	Ben Franklin, Burnstad's
Northridge Plz.	2	Piggly Wiggly, Value Village, Spurgeon's
K mart	2	K mart

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Spurgeon's; Value Village; Ben Franklin; Montgomery Ward; Sears (catalog).
Variety Stores-Schultz Bros.
Discount Stores-Great Surplus Stores; K mart.
Chain Drug Stores-Walgreens.
Chain Supermarkets -Burnstad's; Piggly Wiggly; Pierce's.
Other Chain Stores -Pries Apparel; Famous Footwear; Hardware Hank; True Value Hardware; Our Own Hardware; Radio Shack; Thom McAn.

14 - NEWSPAPERS: REGISTER (m) 7,098; sworn Oct. 16, 1984.
Local Contact for Advertising and Merchandising Data: Bill Berenz, Adv., Dir., REGISTER, 309 Dewitt St., Portage, WI 53901; Tel. (608) 742-2111.
National Representative: Papert Companies.

RACINE

1 - LOCATION: Racine County (PMSA). E&P Map D-5. 25 mi. S of Milwaukee; 65 mi. N of Chicago, IL.

2 - TRANSPORTATION: **Railroads**-Chicago/Milwaukee; Amtrak.
Motor Freight Carriers-14.
Intercity Bus Lines-Wisconsin Coach Lines; Greyhound.

3 - POPULATION:
Corp. City 80 Cen. 85,725; E&P 85 Est. 82,520
CZ-ABC: (80) 132,532
RTZ-ABC (80) 40,600
County/PMSA 80 Cen. 173,132; E&P 85 Est. 177,305
City & RTZ-ABC: (80) 173,132
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 31,744; E&P 85 Est. 31,270
CZ-ABC: (80) 46,586
RTZ-ABC: (80) 12,832
County/PMSA 80 Cen. 59,418; E&P 85 Est. 62,867
City & RTZ-ABC: (80) 59,418

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	16	$584,856,000
Savings & Loan	8	$361,812,000

6 - PASSENGER AUTOS: County 85,923.

7 - ELECTRIC METERS: Residence City 31,287.

8 - GAS METERS: Residence City 43,081.

9 - PRINCIPAL INDUSTRIES: Type of Industry, Percentage of Wage Earners-Mfg. 32%; Whol./Ret. 15.3%; Servs. 12.6%; Gov't 10.6%; Agric. 1.7%; Constr. 2.6%; Trans. 2.6%; Financial 2.6%; Misc. 12.6%.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-90; Summer 42-93; Fall 10-85; Winter -12-65. First killing frost, Oct. 24; last killing frost, May 11.
11 - TAP WATER: Neutral, hard.
12 - RETAILING: **Principal Shopping Areas**-4 blocks on Main St.; 4 on Sixth St.
Neighborhood Shopping Centers-4 blocks on Washington Ave. (Uptown District); 3 on Washington Ave. (West Racine); 3 blocks on Douglas (North Side); 3 on Lathrop Ave.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Shorecrest(6)	NA	Piggly Wiggly
Westgate Mall(25)	NA	ShopKo/Randalls Foods
K mart Complex	NA	K mart
Durand Complex-Zayre	NA	Zayre/Sav U Foods
Western Village(13)	NA	
Regency Mall(5)	NA	Pranges, JCPenney, Boston Store, Sears, Target
Greenridge(6)	NA	Piggly Wiggly
Spring Bay Complex(6)	NA	Kohl's Food
Pioneer Village(8)	NA	
Crossroads(3)	NA	Kohl's Dept.
Rapids		Zayre

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Mon.-Fri., Food nightly.
13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Sears; Boston Store; Pranges; Kohl's.
Discount Stores-Zayre 2; ShopKo; Target; K mart.
Variety Stores-S.S. Nelson 2.
Chain Drug Stores-Walgreens 3; Red Cross 3; Rexall; Professional Phcy. 3; Roechen's 2.
Chain Supermarkets-Open Pantry 8; PDQ 3; Roundy's & Red Bell; Piggly Wiggly 4; Sentry Food 2; Kohl's 3; Convenient Food Marts 3; Sav U Foods; White Hen Pantry; Randalls.
Other Chain Stores-Auto Supplies: Goodrich, Midwest Tire & Auto, Western Tire & Auto 2; Shoes: Kinney 2, Airstep/Footstep, Baker, Father & Son, Footlocker, Gallenkamp, Hanover, Hot Line, Stride Rite, Thom McAn; Apparel: Chess King, Park Lane Hosiery, County Seat, The Gap, Just Pants, Brauns, Brooks Fashions, Casual Corner, Foxmoor, Jean Nicole, Lerner, The Limited; Books: B. Dalton, Waldenbooks; Confections: Fanny Farmer, Bresslers 33 Flavors, Buddy Squirrel Nut Shop, Original Cookie Co., Quality Candy; Paint: Pittsburgh, Sherwin-Williams; Misc.: Neumode, Richman, Adelman's 2, Martinizing 3, Olivetti, Cards Such, The Gift Box, Things Remembered, Tivoli Imports, Camelot Music, Radio Shack, Merle Norman, Cutlery World, Jo Ann Fabrics, Kay Bee Toy & Hobby, Wicks 'N Sticks, Berman's Leather Experts.

14 - NEWSPAPERS: JOURNAL-TIMES (e) 35,892; (S) 38,050; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Roman Dymersri, Retail Sales Mgr., JOURNAL-TIMES, 212 4th St., Racine WI 53403; Tel. (414) 634-3322.
National Representative: Branham/Newspaper Sales.

RHINELANDER

1 - LOCATION: Oneida County. E&P Map C-3. County Seat. Vacation resort. In Central NE part of State. 60 mi. from N Wausau. On U.S. Hwy. 8; State Hwys. 17, 47.

2 - TRANSPORTATION: **Railroads**-Soo Line.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound, Green Bay.
Airlines-Midstate; Simmons.

3 - POPULATION:
Corp. City 80 Cen. 7,873; E&P 85 Est. 8,098
County 80 Cen. 31,216; E&P 85 Est. 32,922

4 - HOUSEHOLDS:
Corp. City 80 Cen. 3,020; E&P 85 Est. 3,146
County 80 Cen. 11,426; E&P 85 Est. 12,416

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$106,275,000
Savings & Loan	2	$356,600,000

6 - PASSENGER AUTOS: County 15,252.

7 - ELECTRIC METERS: District 16,248.

8 - GAS METERS: District 4,982.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Paper Mfg. 800 (N.A.); Package Ptg. 190 ($225); Cement Prod. 32 ($180); Potato Prod. 120 ($175); Souvenirs and Novelties (seasonal) 64 ($135); Soft Drink Bottler 50 ($200); Wood Prod. 130 ($210); Cutting Tools 400 ($215).
Principal Pay Days-Every Other Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-78; Summer 43-87; Winter -25-32. First killing frost, Oct. 15; last killing frost, Apr. 15.

11 - TAP WATER: Slightly acid, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-12 blocks on 8 sts. Two Shopping Centers.
Neighborhood Shopping Centers-Lincoln; N Stevens; Sunrise Plaza; Oneida Plaza.
Principal Shopping Days-Wed. through Sun.
Stores Open Evenings-Some Fri., Some 6 nights.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Campbell; DeByle's; Wickes; Shultz Bros.; Ben Franklin; K mart.
Variety Stores-Woolworth; Happiness Shop; Winslow; Super America.
Chain Drug Stores-Snyder.
Chain Supermarkets-Foodlane; Trig's; Cirilli's; Ray's Castle Foods.

14 - NEWSPAPERS: NEWS (e-mon to fri) 7,210; (S) 7,496; sworn Sept. 27, 1984.
Local Contact for Advertising and Merchandising Data: Richard Timmons, Pub., Mary DeNiro, Adv. Dir., NEWS, 314 Courtney St., Rhinelander, WI 54501; Tel. (715) 362-6397.
National Representative: Scripps League Newspapers.

SHAWANO

1 - LOCATION: Shawano County. E&P Map C-4. County Seat. On Shawano Lake, the Wolf River, Loon Lake, Washington Lake, 37 mi. from Green Bay; 60 mi. from Wausau; 45 mi. from Appleton. On Hwys. 22, 29, 47, 55.

2 - TRANSPORTATION: **Railroads**-Chicago & North Western; Soo; Terminal Truck.
Intercity Bus Lines-Green Bay-Wausau; Cross State; Northern; Wis.-Mich. Coaches.

3 - POPULATION:
Corp. City 80 Cen. 7,013; E&P 85 Est. 7,551
CZ-ABC: (80) 7,013
Bal. in NDM-ABC: (80) 28,610
County 80 Cen. 35,928; E&P 85 Est. 37,108
Total NDM-ABC: (80) 35,623
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 2,787; E&P 85 Est. 2,647
County 80 Cen. 12,347; E&P 85 Est. 13,203
CZ-ABC: (80) 2,787
Bal. in NDM-ABC: (80) 9,167
Total NDM-ABC: (80) 11,954

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	$155,185,000
Savings & Loan	2	NA

6 - PASSENGER AUTOS: County 17,057.

7 - ELECTRIC METERS: Residence 2,898.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners N.A. Lumber; Wood Working; Paper; Boxes; Plywood; Dairy; Doors; Beverages; Cement; Broiler; Gloves; Garments; Printing; Electric Foundry.

10 - CLIMATE: Min. & Max. Temp.-Spring 30-60; Summer 50-85; Fall 35-60; Winter -10-35.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-(6 Stores-Schultz Family Ctr.); Downtown business district.
Principal Shopping Days-Wed.; Fri., Sat.
Stores Open Evenings: Fri.

13 - RETAIL OUTLETS: **Department Stores**-Chaimson's; JCPenney; Lauerman's; Spurgeon's; Schultz Family Store; Farm & Home.
Chain Supermarkets-Red Owl Country Store; Super Valu; T&C; Pick 'N Save Warehouse.
Other Chain Stores-Gamble's; Sears; Coast-to-Coast; Montgomery Ward.

14 - NEWSPAPERS: LEADER (e) 7,613; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Ron Henn, Adv. Dir., LEADER, 1464 E. Green Bay St., Shawano, WI 54166; Tel. (715) 526-2121.
National Representative: Papert Companies.

SHEBOYGAN

1 - LOCATION: Sheboygan County (MSA). E&P Map D-4. County Seat. On W. bank of Lake Michigan. 57 mi. N. of Milwaukee; 135 mi. N. of Chicago. On I-43. Wisconsin Hwys. 23, 28, 32, 42.

2 - TRANSPORTATION: **Railroads**-Chicago & North Western.
Motor Freight Carriers-24.
Freight-1 Dock Warehouse; 2 Harbor Docks.
Intercity Bus Lines-Greyhound; Sheboygan City.
Airlines-At County Memorial Airport: Chaplin's.

3 - POPULATION:
Corp. City 80 Cen. 48,085; E&P 85 Est. 49,942
CZ-ABC: (80) 58,951
RTZ-ABC: (80) 101,103
County/MSA 80 Cen. 100,935; E&P 85 Est. 105,356
City & RTZ-ABC: (80) 160,054
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 80 Cen. 19,510; E&P 85 Est. 19,167
CZ-ABC: (80) 22,011
RTZ-ABC: (80) 31,938
County/MSA 80 Cen. 35,484; E&P 85 Est. 38,224
City & RTZ-ABC: (80) 53,949

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	12	$763,953,000
Savings & Loan	6	$501,367,954

6 - PASSENGER AUTOS: County 52,307.

7 - ELECTRIC METERS: Residence 27,476.

8 - GAS METERS: Residence 26,525.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Lumber Prod. 1,160; Furniture 1,440; Stone, Clay & Glass 835; Prim. Metal Prod. 1,310; Fab. Metal Prod. 5,293; Mach. 4,100; Other Durable Goods 2,500; Food Prod. 1,730; Textiles & Apparel 670; Paper Prod. 531; Printing & Pub. 508; Chem. & Plastic Prod. 1,595; Leather Prod. 730; Construction 2,009; Transp. Util. 1,376; Whol. & Ret. Trade 8,575; Fin., Ins. & Real Estate 1,840; Services 6,835; Govt. 5,400; Other Non-Farm Workers 7,553. Total Labor Force 56,200.

10 - CLIMATE: Min. & Max. Temp.-Spring 43-59; Summer 60-78; Fall 30-45; Winter 17-32.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-10 blocks on N. 8th St. with approximately 7 blocks on aves. bisecting; 1 block each side of main thoroughfare; 7 on Michigan Ave.; 2 on S. 12th St.
Neighborhood Shopping Centers-2 blocks on N. 8 St. betw. Lincoln and Bluff Ave.; 2 betw. Martin & North Ave. on N. 15th St. Mixed, including new & used cars on Calumet Dr. & N. 13th St. One mile on Union Ave. from S. 12 St. to Hwy. 141; Indiana Ave. from S. 8 to S. 17 St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Memorial Mall (40)	2	Kohl's, Sears, JCPenney
Memorial Plz.(6)	2	Prange-Way
North Gate(15)	1	Coast-to-Coast
Plaza 8(56)	NA	Prange, Walgreens

Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Open Evenings-Dept.-Mon., Thur., Fri.; Food nightly; Sunday.

13 - RETAIL OUTLETS: **Department Stores**-H.C. Prange; JCPenney; Sears; Kohl's.
Discount Stores-K mart; Prange-Way.
Variety Stores-Evans 3.
Chain Drug Stores-Roenitz 5; Walgreens 2; Union Prescription; Grube Phcy.2; South High Rexall 2.
Chain Supermarkets-Piggly Wiggly 4; Bensman Park 2; Open Pantry 2; Park & Save; Sav-U; Ford

Farms;
Other Chain Stores-Firestone; Continental Baking; Blunt; Ellis & Loewi; Nobil Shoe; Richman (men's); Burrough's; Remington Rand; Ross Business Machines; NAPP Office Products; IBM; Household Fi[illegible] Sherwin-Williams Paint; B.C. Ziegler Co.; R.[illegible]d; Beneficial Finance; Edward D. Jones. [illegible] M. Simon Co.; Associates Financial Ser[illegible]dyear; Hallmark Card; Maurice; Mus[illegible]kamp Shoes; Mode-O-Day; Jean Nico[illegible] Nutrition Centers; Page Jewelers; Bridal [illegible] So-Fro Fabrics; Sheboygan Acceptance Corp.; Waldenbooks; Wisconsin Finance; Coast-to-Coast Hdwe.; Radio Shack; Fleet Feet; Neet Feet; Baubles; Bangles & Skins; DuBois Formal Wear; Brookes Company; Below The Belt; The Hay Loft; Kindy Optical; Kindt Building Center; Ace Hardware; Siefert's; Brooks; Foxmoor; Merle Norman Cosmetics; Shabree Keepsake Jewelers; Menard Bldg. Ctr.; Birrer-Newman; Brunette's; Edenreiter; Kindt Trilling True Value; Major Appliance Dealers; Capelle's, Tag's; Major Furniture Stores: Kaat's, Kuechle Co., Dekker's, BitterNewmann.

14 - NEWSPAPERS: PRESS (e) 30,096; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Robert Richter, Gen. Adv. Mgr., PRESS, 632 Center Ave., Sheboygan, WI 53081; Tel. (414) 457-7711.
National Representative: Landon Associates.

STEVENS POINT

1 - LOCATION: Portage County, E&P Map C-4, County Seat. 150 mi. NW of Milwaukee; 220 mi. SE of Minneapolis, MN. Junction point of U.S. Hwys. 10, 51; State Hwy. 66.

2 - TRANSPORTATION: **Railroads**-Soo Line; Green Bay & Western.
Motor Freight Carriers-14.
Intercity Bus Lines-Greyhound; American Coach Lines; Huettl.
Airlines-Republic; Midstate.

3 - POPULATION:
Corp. City 80 Cen. 22,970; E&P 85 Est. 22,949
County 80 Cen. 57,420; E&P 85 Est. 58,108
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 7,560; E&P 85 Est. 7,457
County 80 Cen. 18,313; E&P 85 Est. 19,091

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	10	$310,912,306
Savings & Loan	2	$123,486,000

6 - PASSENGER AUTOS: County 26,703

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Furn. & Millwork 750 ($200); Paper & Pulp 1,000 ($400); Potato & Vegetable Processing 1,000 ($225); Transp. Public Util. 650 ($350); Sports Equip. & Plastics 300 ($275); Food 200 ($210); Fin., Ins., Real Estate 1,050 ($2,000); College 900 ($350).

10 - CLIMATE: Av. Temp.-July 72; Jan 16. First killing frost, Oct. 1; last killing frost, May 28.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**-4 blocks on Main; 2 on Strongs Ave.; 2 on Second St.; 1 on Water St.
Neighborhood Shopping Centers-(Location), No. of stores Southside Shpg. Ctr. (Division at Church), 10; Northpoint Shopping Center (Division St. North), 11; Southside Discount Center (Church St. South), 9; East Side Shopping Center (Park Ri[illegible]), 20; Downtown Mall.
Principal [illegible]ping Days-Fri., Sat.
Stores Open Evenings-Dept.-Fri., Tues.; Food & Discount-Every Night.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Spurgeon's; ShopKo; Fleet Farm; Sears (catalog); Montgomery Ward.
Chain Drug Stores-Osco; Shopko; K mart; Snyder.
Variety Stores-Woolworth; K mart.
Chain Supermarkets-IGA 3; Super Value 2; Piggly Wiggly 2; Lila's; Thrifty; Copps Food Center; Warehouse Foods; Westgate.
Other Chain Stores-Sherwin-Williams; Coast-to-Coast Hdwe.; Seifert's (women's); Tradehome (shoes); Northern Auto Supply; Wolohan Bldg. Supplies; All-Car; Northwest Fabrics.

14 - NEWSPAPERS: JOURNAL (e) 13,854; sworn Jan. 22, 1985.
Local Contact for Advertising and Merchandising Data: Kenneth A. Brezinski, Adv. Dir., JOURNAL, 1200 Third St., Stevens Point, WI 54481; Tel. (715) 344-6100.
National Representative: Branham/Newspaper Sales.

SUPERIOR

1 - LOCATION: Douglas County (In Duluth, MN-WI MSA), E&P Map A-2, County Seat. At head of Great Lakes. Two bridges connect Superior, WI & Duluth, MN. On U.S. Hwys. 2, 53; State Hwys. 13, 35, 105. Oil refining & shipping, dairy, agricultural & light mfg. ctr. Winter & summer resort; taconite and coal shipping.

2 - TRANSPORTATION: **Railroads**-Burlington Northern; Soo; Chicago & North Western; Duluth, Winnipeg & Pacific; Duluth, Mesabi & Iron Range; Canadian National.
Motor Freight Carriers-11.
Intercity Bus Lines-Duluth-Superior; Northland Greyhound; Wisconsin Northern.
Airlines-Republic.

3 - POPULATION:
Corp. City 80 Cen. 29,571; E&P 85 Est. 28,610
County 80 Cen. 44,421; E&P 85 Est. 45,264
MSA 80 Cen. 266,650; E&P 85 Est. 260,968

4 - HOUSEHOLDS:
City 80 Cen. 11,500; E&P 85 Est. 9,655
County 80 Cen. 16,467; E&P 85 Est. 17,267
MSA 80 Cen. 97,949; E&P 85 Est. 98,710

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$196,545,603
Savings & Loan	1	$36,770,862

6 - PASSENGER AUTOS: County 19,471

7 - ELECTRIC METERS: Residence 11,200

8 - GAS METERS: Residence 8,000

9 - PRINCIPAL INDUSTRIES: (Duluth & Superior area) Industry (Av. Wkly. Wage)-Lumber & Wood Prod. ($488); Elect. Mach. ($419); Mach. Shop ($462); Transp. Equip. ($665); Petro & Ref. ($623); Gen'l Constr. ($515); Transp. ($510); Railway Shops ($530); Trucking & Warehousing ($490).
Principal Industrial Pay Days-1st & 15th; 5th & 20th; Fri. & Sat.

10 - CLIMATE: Av. yearly temp. 38 degrees. Summer Av. 65 degrees; Precipitation 27.47.

11 - TAP WATER: Neutral, very soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-11 blocks on Tower Ave.; 6 on Belknap (15th St.) St.
Neighborhood Shopping Centers-3 blocks at E. 5th & 22nd Ave.; 3 at Tower & N. 58th St.; 2 on Iowa in Billings Pk.; 2 at 38th & E. 2nd St.; 2 at Belknap & Elm.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Belknap Plaza(19)	NA	North Star Drug, Red Owl
Mariner Mall(52)	NA	Prange, JCPenney, Prange-Way
Midtown Plaza	NA	K mart, Piggly Wiggly

Stores Open Evenings-Thur., Mon.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; K mart; Prange; Prange-Way.
Chain Drug Stores-Allouez; East End Drug 2; Walgreens; Rexall.
Variety Stores-Woolworth; Ben Franklin; Super Town.
Chain Supermarkets-Red Owl; IGA; Country Market; Super One.
Other Chain Stores-Montgomery Ward; Sears (catalog); Gamble's; Firestone; Maurice's; Chez's; Kinney; Trade Home; Hardware Hank; True Value Hdwe.; Air Step Shoes; B. Dalton Bookseller; Braun's; Brook's Fashions; Foxmoor; Lerner's; Radio Shack; Shaak Electronics; Gordon Jewelers; Mode-O-Day; Pay Less Shoes; Crown Auto.

14 - NEWSPAPERS: TELEGRAM (e) 13,461; sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Richard Crawford, Adv. Dir., TELEGRAM, 1226 Ogden Ave., Superior, WI 54880; Tel. (715) 394-4411.
National Representatives: Papert Companies.

TWO RIVERS
See MANITOWOC

WATERTOWN

1 - LOCATION: Dodge and Jefferson Counties, E&P Map C-5. 45 mi. W of Milwaukee, U.S. Hwy 16. Misc. light mfg.; shipping and processing center for dairy and agric. area. 130 mi. from Chicago.

2 - TRANSPORTATION: **Railroads**-C.M.; St. Paul & P. main line; Chicago & Northwestern.
Motor Freight Carriers-4.
Intercity Bus Lines-Greyhound; Wis./Mich. Coach Lines.
Airport-Municipal.

3 - POPULATION:
Corp. City 80 Cen. 18,113; E&P 85 Est. 20,112
Counties 80 Cen. 140,899; E&P 85 Est. 146,157
Dodge 80 Cen. 74,747; E&P 85 Est. 77,854
Jefferson 80 Cen. 66,152; E&P 85 Est. 68,303
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 80 Cen. 6,174; E&P 85 Est. 6,806
Counties 80 Cen. 47,014; E&P 85 Est. 50,375
Dodge Co. 80 Cen. 24,750; E&P 85 Est. 26,636
Jefferson Co. 80 Cen. 22,264; E&P 85 Est. 23,739

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$317,381,871
Savings & Loan	2	$1,373,735,941

6 - PASSENGER AUTOS: Counties: Dodge 36,677; Jefferson 32,604

7 - ELECTRIC METERS: Residence 7,116

8 - GAS METERS: Residence 5,573

9 - PRINCIPAL INDUSTRIES: Industry -Evaporating Equip.; Rubber Prod.; Coin Handling Mach.; Counting and Measuring Mach.; Plastic Containers; Paper Boxes; Industrial Furnaces and Ovens; Transformers; Home Heating Furnaces; Garden Tools; Table Slides; Foundry; Gas Controls; Liquid Sugar; Soft Drink; Fish Processing; Mattresses, Ice Augers.
Principal Industrial Pay Days-Fri., Mon.

10 - CLIMATE: Min. & Max. Temp.-Spring 46-72; Summer 54-86; Fall 30-54; Winter 10-36. First killing frost, Oct. 15; last killing frost, May 6.

11 - TAP WATER: Alkaline, very hard.

12 - RETAILING: **Principal Shopping Center**-10 blocks on Main; 3 on Third St.; 1 on Madison St.; 2 on Second St.; 15 on Church St.
Principal Shopping Days-Mon., Fri., Sat.
Stores Open Evenings-Mon., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Kline's; Chas. Fischer's; Shopko; Kohl's.
Chain Supermarkets-Piggly Wiggly; United Foods; Kohl's; Pick 'N Save.
Other Chain Stores-Elliott's; Farm & Fleet; Coast-to-Coast; River Valley Co-op; Kusel's; Ware Shoes; Ray's Shoes; Mode O'Day; Montgomery Ward; Ben Franklin; Walgreens; Copper Rivet; JoAnn Fabrics; Pay Less Shoes, Kline's.

14 - NEWSPAPERS: TIMES (e) 10,034; sworn Oct. 1, 1984.
Local Contact for Advertising and Merchandising Data: James M. Clifford, Gen. Mgr., TIMES, 113-115 W. Main St., PO Box 140, Watertown, WI 53094; Tel. (414) 261-4949.
National Representative: Papert Companies.

WAUKESHA

1 - LOCATION: Waukesha County (In Milwaukee PMSA), E&P Map C-5. County Seat. Agricultural & residential ctr. On Little Fox River. 15 mi. W of Milwaukee. On U.S. Hwy. 18; State Hwys. 59, 164.

2 - TRANSPORTATION: **Railroads**-CMStP&P; C&NW; Soo Line.
Intercity Bus Lines-Northland; Greyhound; Cardinal; Wisc. Motor Coaches.

3 - POPULATION:
Corp. City 80 Cen. 50,365; E&P 85 Est. 52,168
CZ-ABC: (80) 50,319
Bal. in NDM-ABC: (80) 108,053
County 80 Cen. 280,326; E&P 85 Est. 290,678
PMSA 80 Cen. 1,397,143; E&P 85 Est. 1,422,264
Total NDM-ABC: (80) 158,372

4 - HOUSEHOLDS:
Corp. City 80 Cen. 19,660; E&P 85 Est. 18,763
CZ-ABC: (80) 17,644
Bal. in NDM-ABC: (80) 33,481
County 80 Cen. 88,552; E&P 85 Est. 94,808
PMSA 80 Cen. 500,684; E&P 85 Est. 525,484
Total NDM-ABC: (80) 51,125

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$354,519,398

6 - PASSENGER AUTOS: County 159,368

7 - ELECTRIC METERS: Residence 16,550

8 - GAS METERS: Residence 10,550

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Machy. Shops 6,300 ($280); Foundries 3,200 ($275); Food 600 ($310); Cement & Tile 100 ($310).

10 - CLIMATE: Min. & Max. Temp.-Spring 36-51; Summer 60-76; Fall 43-57; Winter 16-30.

11 - TAP WATER: Alkaline, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Brookfield Sq	6	Sears, JCPenney, Boston Store
Fox Run(15)	NA	Ben Franklin, Sentry Foods, John's True Value
Westbrook(30)	NA	Kohl's Dept., Super Valu
Moreland Plaza(12)	NA	Red Owl Mkt
Mayfair Mall(114)	12	Gimbels, Marshall Field

Principal Shopping Days-Mon., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; Johnson Hill's; Kohl's.
Discount Stores-K mart; Target.
Variety Stores-Ben Franklin; Schultz Bros.
Chain Drug Stores-Walgreens; Pill-N-Puff; Sentry Drug.
Chain Supermarkets-Sentry 2; SuperValu 3; Kohl's; Town & Country 2; Pic 'N Save.

13 - RETAIL OUTLETS: FREEMAN (e) 22,636; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Alice Staal, Adv. Mgr., FREEMAN, 200 Park Pl., PO Box 7, Waukesha, WI 53187; Tel. (414) 542-2501.
National Representative: Thomson Newspapers.

WAUSAU

1 - LOCATION: Marathon County (MSA), E&P Map C-4. On Wisconsin River. 200 mi. NW of Milwaukee; 200 mi. E of Minneapolis and 280 mi. NW of Chicago. Large wholesale-retail shopping ctr.; rich dairying area; diversified small industry. Gateway to Northern resort district. Wausau on U.S. Hwy. 51; State Hwys. 52, 29.

2 - TRANSPORTATION: **Railroads**-Chicago, Milwaukee, St. Paul & Pacific; Chicago & North Western.
Motor Freight Carriers-19 Interstate.
Intercity Bus Lines-Wisconsin Michigan Coaches, Inc.; Motor Bus; Greyhound; Wausau Transit.
Airlines-Republic; Midstate.

3 - POPULATION:
Corp. City 80 Cen. 32,426; E&P 85 Est. 33,388
CZ-ABC: (80) 52,770
RTZ-ABC: (80) 90,790
County/MSA 80 Cen. 111,270; E&P 85 Est. 115,323
City & RTZ-ABC: (80) 143,560

4 - HOUSEHOLDS:
Corp. City 80 Cen. 13,423; E&P 85 Est. 13,408
CZ-ABC: (80) 19,724
RTZ-ABC: (80) 29,430
County/MSA 80 Cen. 37,703; E&P 85 Est. 40,336
City & RTZ-ABC: (80) 49,154

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	8	$386,909,223
Savings & Loan	3	$166,596,000

6 - PASSENGER AUTOS: County 54,091

7 - ELECTRIC METERS: City 38,285

8 - GAS METERS: City 23,057

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Metal Goods 1,043 ($267); Paper 2,874 ($400); Chemicals 81 ($419); Stone & Glass Prod. 461 ($308); Food & Beverages 1,535 ($240); Printing 239 ($220); Lumber & Wood 3,103 ($257); Homes 2,035 ($295).
Principal Industrial Pay Days-5th, 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 13-87; Summer 34-92; Fall 30-83; Winter -29-73. First killing frost, Oct. 4; last killing frost, May 19.

11 - TAP WATER: Acid, hard.

12 - RETAILING: **Neighborhood Shopping Areas**-Wausau: West Side; Wausau Center Mall; N. Third Ave.; S. Third Ave.; Hwy. 29 West Menard South Side; Shopko; Grand Ave.; Rothschild: NE Side N. Sixth St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Crossroads(4)	NA	County Market
Grand Ave.(7)	NA	Ben Franklin
Riverside(11)	NA	Prange Way, Radio Shack
Wausau Mall(47)	NA	Prange Way, Sears, JCPenney

Principal Shopping Days-Mon., Thur., Fri., Sat., Sun.
Stores Open Evenings-Dept.: Mon., Fri.; Food: every evening.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Sears; H.C. Prange; K mart 2; Prange-Way; Shopko.
Variety Stores-Ben Franklin.
Chain Drug Stores-Walgreens.
Chain Supermarkets-IGA 2; Super Valu 2; Red Owl 4; Village Pantry 3; County Market.
Other Chain Stores-Fanny Farmer Candy; Firestone; Goodyear; Hoffer (Paints & Glass); Kinney; Farm & Home Supply; St. Clair's; Sherwin-Williams; Singer Co.; Fleet Farm; Tradehome; U.S. Royal Tires 2; Midas; Foxmoor; Hot Sam; The Limited; Modas; Baher's Shoes; Berman's; Brauns; Budd Squirrel; Camelot Music; GNC; Regis Hairstylists; Fabric Centers of America; County Seat; 16 Plus; Things Remembered; Kay Bee Toys.

14 - NEWSPAPERS:HERALD (e) 26,082; Mar.31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Richard J. Barrett, Adv. Dir., DAILY-HERALD, PO Box 1286, 800 Scott St., Wausau, WI 54401; Tel. (715) 842-2101.
National Representative: Gannett Media Sales.

WISCONSIN RAPIDS

1 - LOCATION: Wood County, E&P Map C-4. 40 mi. SW of Wausau; 160 mi. from Milwaukee. On State Trunk Hwys. 13, 34, 54 & 73.

2 - TRANSPORTATION: Railroads-Soo/Milwaukee Line; CMSt P&P; C&NW; GB&W.
Motor Freight Carriers-7.
Intercity Bus Lines-American Coach Lines.

3 - POPULATION:
Corp. City 80 Cen. 17,995; E&P 85 Est. 18,574
CZ-ABC: (80) 30,608
RTZ-ABC: (80) 26,619
County 80 Cen. 72,799; E&P 85 Est. 76,624
City & RTZ-ABC: (80) 57,227
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,988; E&P 85 Est. 7,303
CZ-ABC: (80) 11,064
RTZ-ABC: (80) 8,612
County 80 Cen. 25,067; E&P 85 Est. 27,180
City & RTZ-ABC: (80) 19,676

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$196,846,189
S&L/Credit Unions	10	$132,264,006

6 - PASSENGER AUTOS: County 36,604

7 - ELECTRIC METERS: Residence 10,119

8 - GAS METERS: Residence 7,732

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Coated and Fine Papers 5,700 ($525); Appliances 500 ($315); Chemicals 80 ($575); Warehousing 35 ($350); Trucking 300 ($475); Potato Processing 1,075 (N.A.)

10 - CLIMATE: Min. & Max. Temp.-Spring 20-80; Summer 38-95; Fall 5-75; Winter -25-40.

11 - TAP WATER: Alkaline, very soft.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Port Edwards	4	J & K Foods
The Mall at Shopko Plz.(7)		Aspen Tree, Freeman Shoe, Midstate Travel, Fashion Bug
Town & Country(6)	2	Neipps, Goodwill, Leath, Snyder
Southtown	2	Ace Hdwe., Sears, Bob's Castle Foods
Rapids Mall(45)	NA	Prange's, JCPenney

Principal Shopping Days-Mon., Thur., Fri.
Stores Open Evenings-Fri.; Some Thur. & Fri.; some nightly.

13 - RETAIL OUTLETS: Department Stores-Johnson-Hill; JCPenney; Coast-to-Coast; Prange's.
Variety Stores-Snyder Drug; Daly Drug.
Discount Stores-Shopko; Holiday.
Chain Drug Stores-John E. Daly; Major Rexall; Church's 2; Union Prescription.
Chain Supermarkets-IGA 4; Red & White; Foodland 2; Bob's Castle Foods; Copps; County Market.
Other Chain Stores-Maurice's; Radio Shack; Galaxie of Sound; So-Fro Fabrics; Foxmoor Fashions; Winslows; General Nutrition; B. Dalton Books; Braun's; T Shirts Plus; Fashion Bug; Freeman Shoes.

14 - NEWSPAPERS: TRIBUNE (e) 13,048; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Mary "Casey" Martin, Adv. Dir., TRIBUNE, 220 1st Ave., Wisconsin Rapids, WI 54494; Tel. (715) 423-7200.
National Representative: Branham/Newspaper Sales.

WYOMING SURVEYS

METROPOLITAN STATISTICAL AREA

Casper-Natrona County.
Cheyenne-Laramie County.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1986**
Under 5 Years	28	45	51
5-14 Years	71	77	86
15-24 Years	58	94	106
25-44 Years	78	142	159
45-64 Years	67	76	85
65 and Over	30	37	42
TOTAL	332	471	529

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1977 Census**	**1982 Census**	**1986 Est.**
Bldg. Mat./Hdwr	148	198	266
General Mdse	135	189	224
Food	314	620	689
Automobiles	344	488	741
Gasoline Stations	214	399	395
Apparel	79	136	168
Furniture	68	93	135
Eat-Drink Places	146	278	333
Drugs	48	91	115
TOTAL SALES	1,654	2,819	3,339

CASPER

1 - LOCATION: Natrona County (MSA), E&P Map C-2. 180 mi. N of Cheyenne; 300 mi. S of Billings. On U.S. Hwys. 20, 26, 27; State 220, I-25.

2 - TRANSPORTATION: Railroads-BN; C&NW.
Motor Freight Carriers-8.
Intercity Bus Lines-Central Wyo. Trans.; Continental Trailways; Greyhound.
Airlines-Western; Frontier; United; Big Sky.

3 - POPULATION:
Corp. City 80 Cen. 51,016; E&P 85 Est. 60,741
CZ-ABC: (80) 55,807
RTZ-ABC: (80) 134,176
County/MSA 80 Cen. 71,856; E&P 85 Est. 78,384
City & RTZ-ABC: (80) 189,983
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 18,874; E&P 85 Est. 22,615
CZ-ABC: (80) 20,518
RTZ-ABC: (80) 45,621
County/MSA 80 Cen. 25,841; E&P 85 Est. 29,151
City & RTZ-ABC: (80) 66,139

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	11	$650,000,000
Savings & Loan	3	$125,000,000

6 - PASSENGER AUTOS: County 45,216

7 - ELECTRIC METERS: Residence 26,957

8 - GAS METERS: Residence 23,287

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mining 6,500 ($534); Constr. 3,300 ($419); Mfg. 1,800 ($496); Trans., Comm., Util. 2,600 ($422); Whol./Ret. 9,000 ($340); Fin., Ins., Real Estate 1,800 ($316); Serv. 8,300 ($302).

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, very hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Beverly Plz.(13)	2	Buttrey, Pay N Pak
Hilltop(28)	2	Albertson's, Mont Ward
K mart Ctr.	2	K mart
Mountain Plaza	5	K mart, Buttrey
Plaza East	3	La Belles, Safeway
Sunrise(6)	3	Town & Country
Westridge(11)	2	Albertson's
East Ridge Mall(80)	6	Sears, JCPenney, The Bon, Target

Principal Shopping Days-Mon., Thur., Fri., Sat. & Sun.
Stores Open Evenings-Mon to Fri.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; JCPenney; Sears; The Bon.
Discount Stores-K mart; Target; La Belles.
Variety Stores-Woolworth.
Chain Drug Stores-Merit; Bi-Rite; Osco 2.
Chain Supermarkets-Albertson's 2; Safeway 3; Buttrey 2; Smith's Food King.
Other Chain Stores-Firestone; Goodrich; Goodyear; Radio Shack; Zale's; Singer; Our Own Hardware; Pay 'N Pak; Coast-to-Coast.

14 - NEWSPAPERS: STAR-TRIBUNE (m) 36,413; (S) 39,294; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: David J. Mertz, Mkt. Dir., STAR-TRIBUNE, 170 Star La.; PO Box 80, Casper, WY 82602; (307) 266-0500.
National Representative: Branham/Newspaper Sales.

CHEYENNE

1 - LOCATION: Laramie County, E&P Map D-3, State Capital and County Seat. 100 mi. N of Denver. On I-80, 25 and Yellowstone Hwys.

2 - TRANSPORTATION: Railroads-Union Pacific; C&S; Burlington.
Airlines-Western; Frontier; Rocky Mountain.
Intercity Bus Lines-Greyhound; Trailways; Jitney Bus.

3 - POPULATION:
Corp. City 80 Cen. 47,283; E&P 85 Est. 53,976
CZ-ABC: (80) 50,910
RTZ-ABC: (80) 75,698
County 80 Cen. 68,649; E&P 85 Est. 73,642
City & RTZ-ABC: (80) 126,608
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 18,239; E&P 85 Est. 21,188
CZ-ABC: (80) 19,059
RTZ-ABC: (80) 27,522
County 80 Cen. 25,292; E&P 85 Est. 27,968
City & RTZ-ABC: (80) 46,581

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$332,252,000
Savings & Loan	6	$289,500,000

6 - PASSENGER AUTOS: County 46,400

7 - ELECTRIC METERS: Residence 29,050

8 - GAS METERS: Residence 23,691

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Constr. 1,950; Mfg. 1,600; Trans. & Util. 4,200; Wholesale Trade 1,100; Retail Trade 5,700; Fin., Insur., Real Estate 1,500; Serv. 4,400; Fed. Gov't. 2,200; Local Gov't. 6,400.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Frontier Mall(80)	5	Sears, Zale's
Cole(29)	2	Cole's, Safeway
Town & Country(4)	5	Town & Country, Safeway
Pershing Sq.(3)	2	Mont. Ward
Cheyenne Plz.(35)	6	Albertson's, Pay 'n Save Drug
K mart(2)	3	K mart, Pay 'N Pak
Melton(6)	6	Safeway, Gibson's, Osco Drug
Westgate(9)	7	McDonalds, K mart

Stores Open Evenings-Shopping Centers every evening and Sun.
Principal Shopping Days-Thur., Fri., Sat., Sun.

13 - RETAIL OUTLETS: Department Stores-Montgomery Ward; Fowler's; JCPenney; Grand Central; Sears.
Discount Stores-K mart; Gibson's 2; Target.
Chain Drug Stores-Gibson's; Roedel 5; Mountain View Phcy.; Wood House 2; Osco; Pay 'n Save.
Chain Supermarkets-Safeway 4; Food 4 Less; Albertson's; Mini Mart 7; Buttrey 2.
Other Chain Stores-Fashion Bar; Ernst Home Ctr.; Western Ranchman Outfitters.

14 - NEWSPAPERS: WYOMING EAGLE (m) 8,827; WYOMING STATE TRIBUNE (e) 10,936; WYOMING TRIBUNE-EAGLE (S) 20,324; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: J. Doug Reeves, Adv. Dir., TRIBUNE and EAGLE, 110 E. 17th St., Cheyenne, WY 82001; Tel. (307) 634-3361.
National Representative: Branham/Newspaper Sales.

GILLETTE

1 - LOCATION: Campbell County, E&P Map C-1, County Seat. Open pit mining, oil wells, raising sheep & cattle, agric., grain. 130 mi. N of Casper on U.S. Hwys. 14, 16, I-90; State Hwy. 59.

2 - TRANSPORTATION: Railroads-Burlington-Northern.
Motor Freight Carriers-2.
Intercity Bus Lines-Continental Trailways.
Airlines-Aspen Airways; Continental Commuter.

3 - POPULATION:
Corp. City 80 Cen. 12,134; E&P 85 Est. 18,283
CZ-ABC: (80) 12,134
RTZ-ABC: (80) 15,802
County 80 Cen. 24,367; E&P 85 Est. 36,713
City & RTZ-ABC: (80) 27,936
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 4,231; E&P 85 Est. 6,368
CZ-ABC: (80) 4,231
RTZ-ABC: (80) 4,980
County 80 Cen. 8,006; E&P 85 Est. 12,462
City & RTZ-ABC: (80) 9,211

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$283,309,000
Savings & Loan	2	$17,600,000

6 - PASSENGER AUTOS: County 18,161

7 - ELECTRIC METERS: Residence 6,827

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Oil & Coal Mining 5,414 ($305); Retail 3,040 ($134); Constr. 1,856 ($267); Services with agric., forestry and fisheries 3,382 ($171); Trans., Comm. & Util. 936 ($273); Wholesale Trade 261 ($229); Fin., Ins., Real Est. 421 ($258); Mfg. 171 ($229).
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-95; Summer 30-97; Fall 11-80; Winter -2-64. First killing frost, Sept. 12; last killing frost, May 1.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Center-3 blocks on Gillette Ave.
Neighborhood Shopping Centers-Deckers Food Center; Southview; Holiday Plz.; 1001 Plz.; Camel Plz.; Downtown Gillette; McCann Ctr.; Powder Basin Ctr.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Camel Plaza(7)	NA	C.R. Anthony, Buttrey,
Holiday Plaza(6)	NA	Dairy Queen, IGA
Powder Basin(60)	NA	Albertson's, Alco, Pamida, K mart

13 - RETAIL OUTLETS: Department Stores-C.R. Anthony.
Discount Stores-Pamida; Alco; K mart; Buttrey.
Chain Drug Stores-Drug Fair.
Chain Supermarkets-Buttrey (Div. of Jewel Tea); Mini-Mart; 7-Eleven; Tiger Discounter (IGA); Decker's; Albertson's.
Other Chain Stores-Firestone; Coast-to-Coast; Farmers Co-op; Sears (catalog); Montgomery Ward (automotive store); Hdwe. Hank; Goodyear; Sweetbriar; Corral West Ranchwear; R&B Samons; Fashion Crossroads.

14 - NEWSPAPERS: NEWS-RECORD (e-mon to fri; S) 8,100; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: M. Nannette Benson, Adv. Mgr., NEWS-RECORD, 1201 West 2nd St.; PO Box 3006, Gillette, WY 82716; Tel. (307) 682-9306.
National Representative: None.

LARAMIE

1 - LOCATION: Albany County, E&P Map C-3, County Seat. 134 mi. from Denver, CO; 49 mi. W of Cheyenne, WY. On U.S. Hwys. 30, 287, I-80; State Hwys. 34, 130, 230.

2 - TRANSPORTATION: Railroads-Union Pacific; Colorado; Southern.
Motor Freight Carriers-5.
Intercity Bus Lines-Union Pacific; Greyhound.
Airlines-Frontier; Laramie Aviation; Rocky Mtn. Airways; Centennial.

3 - POPULATION:
Corp. City 80 Cen. 24,410; E&P 85 Est. 26,705
CZ-ABC: (80) 24,410
RTZ-ABC: (80) 16,068
County 80 Cen. 29,062; E&P 85 Est. 31,024
City & RTZ-ABC: (80) 40,478
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 8,943; E&P 85 Est. 9,722
CZ-ABC: (80) 8,943
RTZ-ABC: (80) 5,763
County 80 Cen. 10,639; E&P 85 Est. 11,814
City & RTZ-ABC: (80) 14,706

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	4	$113,031,000
Saving & Loan	3	$44,997,000

6 - PASSENGER AUTOS: County 17,740

7 - ELECTRIC METERS: Residence 11,052

8 - GAS METERS: Residence 7,907

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Timber 50; Warehousing 55; Wood Preserving 51; Cabinet Mfg. 35; Constr. 49; Cement Mfg. 144; Govt. 225; Lumber Mfg. 60; Log Home Mfg. 36; Home Const. Mfg. 89; U.P.R.R. 400; Univ. of Wyo. 1,920.

10 - CLIMATE: Min. & max. temp.-Jan. 25; July 76; Mean Annual prcptn. 11 in; Mean Annual snowfall 41 in; last killing frost May 29.

11 - TAP WATER: Neutral, hard; fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
600 N. 3rd	NA	Safeway, Pay-N-Save, K mart, True Value
15th & Spring Creek(3)	NA	Albertson's Super Mkt, Osco
Campus Mall(4)	NA	Independent Records, W.C. Frank, B & H Sports
Odd Fellows	NA	Center Pharm.
30th Grand	NA	Buttrey's, Alco, Payless Shoes

Principal Shopping Days-Wed., Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-JCPenney.
Discount Stores-Gibson's; Osco; Alco; K mart.
Variety Stores-Woolworth.
Chain Supermarkets-Safeway; Albertson's; Ideal; Buttrey's.

14 - NEWSPAPERS: DAILY BOOMERANG (m-tues to sat) 7,668; (S) 7,929; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Ted Duffy, Adv. Dir., DAILY BOOMERANG, 314 S. 4th St., Laramie, WY 82070; Tel. (307) 742-2176.
National Representative: Branham/Newspaper Sales.

RAWLINS

1 - LOCATION: Carbon County. E&P Map C-3. County Seat. 148 mi. W of Cheyenne; 300 mi. E of Salt Lake City; 240 mi. N of Denver; 117 mi. S of Casper. On I-80 & U.S. 287.

2 - TRANSPORTATION: Railroads-Union Pacific main line (freight distribution only.)
Motor Freight Carriers-5.
Intercity Bus Lines-Overland Greyhound; Continental Trailways; Zanetti.

3 - POPULATION:
Corp. City 80 Cen. 11,547; E&P 85 Est. 13,202
County 80 Cen. 21,896; E&P 85 Est. 21,995
CZ-ABC: (80) 11,547
RTZ-ABC: (80) 14,687
City & RTZ-ABC: (80) 26,234

4 - HOUSEHOLDS:
City 80 Cen. 3,892; E&P 85 Est. 4,356
County 80 Cen. 7,475; E&P 85 Est. 7,755
CZ-ABC: (80) 3,892
RTZ-ABC: (80) 4,988
City & RTZ-ABC: (80) 8,880

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	$109,158,000
Savings & Loan	1	$16,143,930

6 - PASSENGER AUTOS: County 11,001

7 - ELECTRIC METERS: County-Commercial, Residential 6,524 Residence 4,300

8 - GAS METERS: Residential & Commercial 3,705

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Union Pacific R.R.; Oil Refining; Lumbering; Coal Mining; Constr.; Mfg.; Trans., Comm., & Util.; Wholesale & Ret. Trade; Fin., Ins., & Real Estate; Agric., Forestry & Fisheries; Public Admin.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-76; Summer 40-92; Fall 12-75; Winter 11-41. First killing frost, Sept. 22; last killing frost, June 8.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Days-Wed., Thur., Fri., Sat.

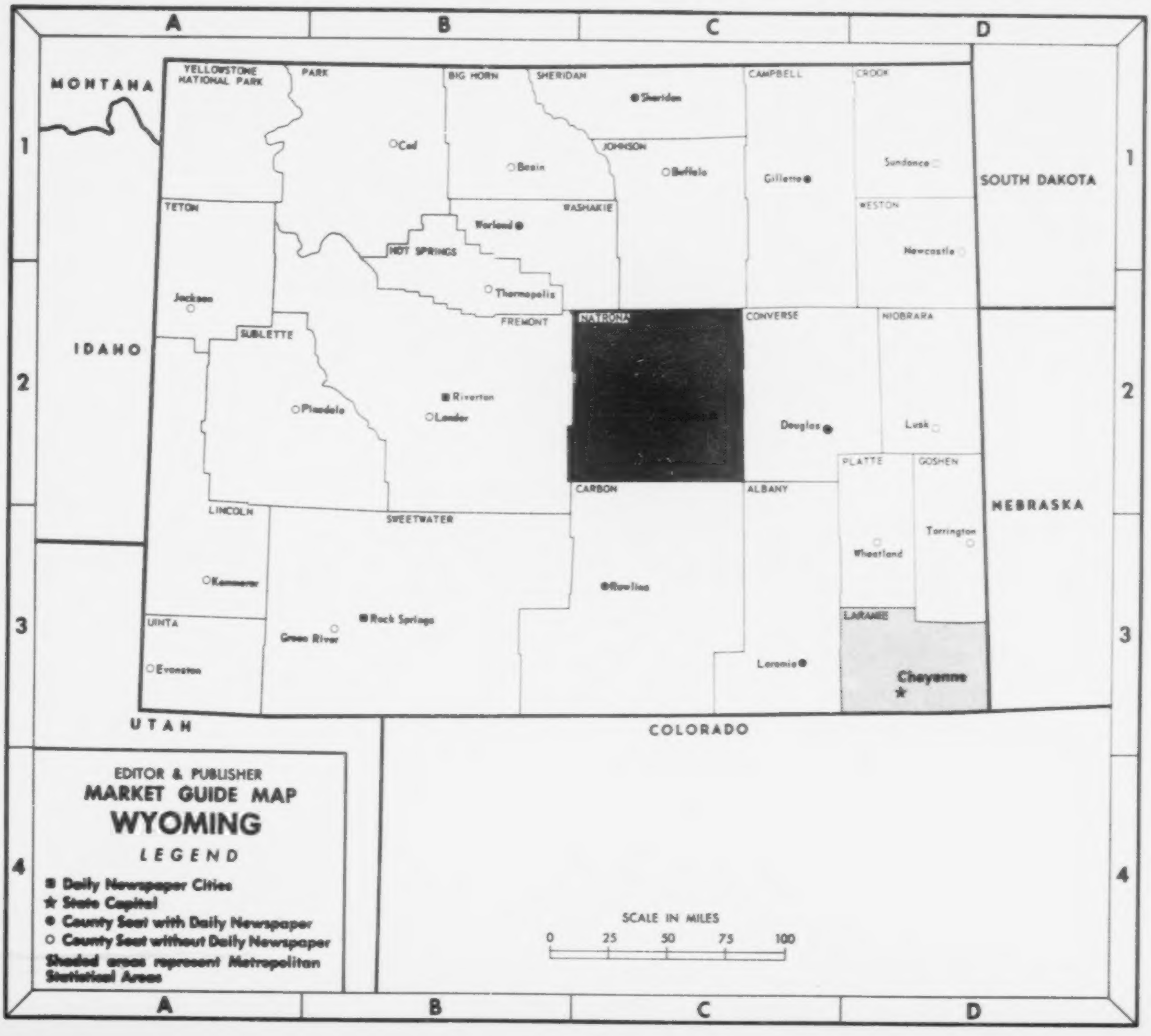
13 - RETAIL OUTLETS: Department Stores-JCPenney; Gamble's; Sears (catalog); Montgomery Ward; Karl's; Anthony's; Tieman's Clothes for Men.
Variety Stores-Woolworth; Western Auto; True Value; Corral West Ranchwear; B & H Sports.
Discount Stores-Pamida; Alco-Duckwall.
Chain Drug Stores-Bi-Rite 4; Hi-Way Ment.
Chain Supermarkets-City Market; Sav-on; Price Slasher Food Barn.

14 - NEWSPAPERS: TIMES (m-tues to sat) 4,015; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Mark Helwick, Adv. Mgr., TIMES, 6th & Buffalo Sts., PO Box 370, Rawlins, WY 82301; Tel. (307) 324-3411.
National Representative: Branham/Newspaper Sales.

RIVERTON

1 - LOCATION: Fremont County. E&P Map B-2. Mining, milling, mfg., agric., dairy, meat packing, oil and gas. West central portion of state. 123 mi. W of Casper.

2 - TRANSPORTATION: Railroads-Chicago & Northwestern.
Motor Freight Carriers-Salt Creek Freightways;


A
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MONTANA
IDAHO
UTAH
COLORADO
NEBRASKA
SOUTH DAKOTA
YELLOWSTONE NATIONAL PARK
PARK
BIG HORN
SHERIDAN
CAMPBELL
CROOK
JOHNSON
WASHAKIE
WESTON
TETON
HOT SPRINGS
FREMONT
NATRONA
CONVERSE
NIOBRARA
SUBLETTE
PLATTE
GOSHEN
LINCOLN
SWEETWATER
CARBON
ALBANY
UINTA
LARAMIE
Sheridan
Cody
Basin
Buffalo
Gillette
Sundance
Worland
Newcastle
Thermopolis
Jackson
Riverton
Lander
Pinedale
Casper
Douglas
Lusk
Wheatland
Torrington
Kemmerer
Rawlins
Rock Springs
Green River
Evanston
Laramie
Cheyenne
EDITOR & PUBLISHER
MARKET GUIDE MAP
WYOMING
LEGEND
Daily Newspaper Cities
State Capital
County Seat with Daily Newspaper
County Seat without Daily Newspaper
Shaded areas represent Metropolitan Statistical Areas
SCALE IN MILES
0
25
50
75
100

DLR Freight Service; Edson Express; North Park Transit; Zanetti Bus and Fast Express; United Parcel.
Intercity Bus Lines-Zanetti; Burlington Trailways; PC.
Airlines-Continental Commuter; Centennial; Trans-Colorado.

3 - POPULATION:
Corp. City 80 Cen. 9,247; E&P 85 Est. 9,637
County 80 Cen. 40,251; E&P 85 Est. 38,921
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 80 Cen. 3,427; E&P 85 Est. 3,576
County 80 Cen. 13,294; E&P 85 Est. 13,231

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Comm.	5	$150,073,420

6 - PASSENGER AUTOS: County 21,534

7 - ELECTRIC METERS: Residence 4,190

8 - GAS METERS: Residence 4,462

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-Agric., Forestry & Fisheries 101 ($174.54); Mining 1,371 ($486.91); Constr. 1,034 ($382.35); Mfg. 572 ($297.78); Trans., Comm., & Util. 682 ($382.75); Wholesale Trade 515 ($308.30); Retail Trade 2,547 ($181.64); Fin., Ins., & Real Estate 453 ($362.31); Serv. 4,773 ($285.06); Govt. 6,727 ($127.55).

10 - CLIMATE: Min. & Max. Temp.-Spring 20-75; Summer 45-95; Fall 20-75; Winter -40-55. First killing frost, Oct. 4; last killing frost, Apr. 29.

11 - TAP WATER: Artesian, very soft, pure.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Riverton Mall	1	Safeway, K mart, Anthony's, Sound Room
N. Federal	1	Woodward's IGA, Corral West Ranchwear, Bi-Rite, Sayer Appliances

Principal Shopping Days-Thur., Fri., Sat., Mon.
Stores Open Evenings-Grocery; Safeway, evenings & Sun.; Woodward's, IGA (open 24 hours).

13 - RETAIL OUTLETS: **Department Stores**-JCPenney; C.R. Anthony; Klines; Rod's for Men and Wardrobe for Gals.
Variety/Discount Stores-Woolworth's; K mart; Alco.
Chain Drug Stores-Bi-Rite (Rexall); Safeway.
Chain Supermarkets-Safeway; IGA; Smith's Food Stores.
Other Chain Stores-Gambles; Coast-to-Coast; NAPA Motor Parts, Inc.; Big A Auto Parts; Montgomery Ward; Sears; Valley Motor Supply; Champion Auto Stores; Riverton Builders Mart; Aldrich Lbr.; Linton's Big R; Goodyear; Michelin; Mini Mart; JB's Big Boy; Wendy's; Alco.

14 - NEWSPAPERS: RANGER (e-mon to fri) 6,646; sworn Oct. 8, 1984.
Local Contact for Advertising and Merchandising Data: Robert H. Cole, Adv. Dir., RANGER, 421 E. Main, Riverton, WY 82501; Tel. (307) 856-2244.
National Representative: Branham/Newspaper Sales.

ROCK SPRINGS

1 - LOCATION: Sweetwater County, E&P Map B-3. Retail center for 5-county area: bituminous coal and trona (sodium carbonate) mining area, oil & gas. Shipping center for sheep and cattle. Chevron Fertilizer Plant. Wholesale center. 190 mi. E of Salt Lake City, UT; 350 mi. W of Denver, CO. On I-80 (U.S. 30) and U.S. 187; on State 430 & 1908.

2 - TRANSPORTATION: **Motor Freight Carriers**-10.
Intercity Bus Lines-Greyhound; Jackson.
Airlines-Commuter; Trans-Colorado; Skywest; Flightaire, Inc; Pioneer.

3 - POPULATION:
Corp. City 80 Cen. 19,458; E&P 85 Est. 21,512
CZ-ABC: (80) 19,458
RTZ-ABC: (80) 71,312
County 80 Cen. 41,723; E&P 85 Est. 46,127
City & RTZ-ABC: (80) 90,770
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 7,031; E&P 85 Est. 7,952
CZ-ABC: (80) 7,031
RTZ-ABC: (80) 23,764
County 80 Cen. 14,052; E&P 85 Est. 15,995
City & RTZ-ABC: (80) 30,795

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	$346,682,991
Savings & Loan	3	(incl. above)

6 - PASSENGER AUTOS: County 21,415

7 - ELECTRIC METERS: Residence 11,872

8 - GAS METERS: Residence 9,548

9 - PRINCIPAL INDUSTRIES: Industry No. of Wage Earners (Av. Wkly. Wage)-Mining 5,812 ($671); Constr. 3,384 ($408); Mfg. 404 ($466); Trans., Comm. and Util. 1,534 ($537); Wholesale and Retail Trade 3,889 ($189-422); Finance, Insurance and Real Estate 433 ($353); Agriculture, Forestry, Fisheries 4,242 ($278); Public Administrations 765 ($315).

10 - CLIMATE: Min. & Max. Temp.-Spring 22-69; Summer 44-94; Fall 18-72; Winter 7-33. First killing frost, Sept. 28; last killing frost, May 10.

11 - TAP WATER: Alkaline, soft in Spring to very hard in Fall and Winter; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Rock Springs Plaza(38)	NA	Thrifty Drug, Sunset Sports, Anthony's, Albertson's
White Mountain (50)	NA	JCPenney, Ernst, K mart, Herbergers, Woolworth

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Herberger's; JCPenney; Sunset Sports; Anthony's.
Variety Stores-Woolworth; Sprouse Reitz; K mart; Ernst.
Discount Stores-Pamida; Thrifty.
Chain Drug Stores-Thrifty; Osco; Del's Bi-Rite; Ernst; College Hill Drug.
Chain Supermarkets-Safeway; Ben's; City Market; Albertson's.
Other Chain Stores-Sunset Sports; Coast-to-Coast; Yellow Front; Anthony's; Radio Shack; Montgomery Ward; Sears; Kinney Shoes; Lerner; Gallenkamps; Maurice's; Work Wearhouse; Zale's; Schuback's; So-Fro Fabrics; General Nutrition Center; Circus World.

14 - NEWSPAPERS: ROCKET-MINER (m-tues to sat) 7,292; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Helen Pulos, Bus. Mgr., ROCKET-MINER, 215 D St., PO Box 98, Rock Springs, WY 82901; Tel. (307) 362-3736.
National Representative: None.

SHERIDAN

1 - LOCATION: Sheridan County, E&P Map C-1. County Seat. Agric., mining, tourism ctr. Sheridan College. 25 mi. from Montana state line; 135 mi. SE of Billings, MT; 151 mi. N of Casper. On U.S. Hwys. 87, 14, I-90.

2 - TRANSPORTATION: **Railroads**-Burlington-Northern.
Motor Freight Carriers-4.
Intercity Bus Lines-Trailways.
Airlines-Aspen Airways; Pioneer; Falcon Flight; Big Horn Airways.

3 - POPULATION:
Corp. City 80 Cen. 15,146; E&P 85 Est. 19,669
CZ-ABC: (80) 15,146
RTZ-ABC: (80) 16,602
County 80 Cen. 25,048; E&P 85 Est. 29,073
City & RTZ-ABC: (80) 31,748
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 6,053; E&P 85 Est. 7,579
CZ-ABC: (80) 6,053
RTZ-ABC: (80) 5,753
County 80 Cen. 9,321; E&P 85 Est. 11,209
City & RTZ-ABC: (80) 11,806

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	7	$238,448,000
Savings & Loan	2	$111,721,645

6 - PASSENGER AUTOS: County 15,509

7 - ELECTRIC METERS: Residence 10,004

8 - GAS METERS: Residence 5,382

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Heavy Constr. 200 ($500); Sawmills 100 ($225); Coal 253 ($350); VA Hospital 514 ($410).

10 - CLIMATE: Min. & Max. Temp.-Spring 11-91; Summer 31-100; Fall 04-95; Winter -21-59.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Area**-5 blocks downtown on Main St.
Neighborhood Shopping Center-Sugarland Village (13 units).
Principal Shopping Days-Fri., Sat., Sun.
Stores Open Evenings-K mart, Pamida, Yellow Front until 9; Corral West until 8pm; Woolworth.
Stores Open Sunday-Woolworth, Corral West 12-5pm.

13 - RETAIL OUTLETS: **Department Stores**-Stevens Fryberger; Conrad's; JCPenney; Montgomery Ward; Sears.
Variety Stores-Woolworth.
Discount Stores-Yellow Front; K mart; Pamida.
Chain Drug Stores-Rexall; Buttrey.
Chain Supermarkets-Safeway; I.G.A.; Boyd's 3; Buttreys.
Other Chain Stores-Coast-to-Coast; Sweet Briar; Fashion Crossroads; Maurice's.

14 - NEWSPAPERS: PRESS (e) 6,629; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Milton B. Chilcott, Pub., PRESS, 144 Grinnell, PO Box 2006, Sheridan, WY 82801; Tel. (307) 672-2431.
National Representative: Landon Associates.

WORLAND

1 - LOCATION: Washakie County, E&P Map B-1. County Seat. 165 mi. from Billings, MT; 164 mi. from Casper; 365 mi. from Cheyenne. Shipping center for oil and livestock. At junction of U.S. Hwys. 16 and 20.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-3.
Airlines-Centennial.
Intercity Bus Lines-Continental Trailways.

3 - POPULATION:
Corp. City 80 Cen. 6,391; E&P 85 Est. 7,673
CZ-ABC: (80) 6,391
RTZ-ABC: (80) 16,344
County 80 Cen. 9,496; E&P 85 Est. 10,449
City & RTZ-ABC: (80) 22,735
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 80 Cen. 2,309; E&P 85 Est. 2,680
CZ-ABC: (80) 2,309
RTZ-ABC: (80) 5,852
County 80 Cen. 3,275; E&P 85 Est. 3,712
City & RTZ-ABC: (80) 8,161

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	$70,000,000
Savings & Loan	2	$16,678,000

6 - PASSENGER AUTOS: County 5,389

7 - ELECTRIC METERS: Residence 4,156

8 - GAS METERS: Residence 2,875

9 - PRINCIPAL INDUSTRIES: Industry-Refinery; Gasoline; Propane Butane; Sugar; Betonite; Brewery; Beverages.
Principal Industrial Pay Days-5th, 20th.

10 - CLIMATE: Min. & Max. Temp.-Spring 10-87; Summer 30-98; Fall 11-81; Winter -20-65. First killing frost, Sept. 12; last killing frost, Apr. 18.

11 - TAP WATER: Artesian well; hard, flouridated.

12 - RETAILING: **Principal Shopping Center**-Big Horn Ave.
Neighborhood Shopping Centers-10th and Bonine; 11th and Charles.
Principal Shopping Days-Thur., Sat.

13 - RETAIL OUTLETS: **Department Stores**-C.R. Anthony; Gamble's; JCPenney; Hart's; Montgomery Ward; Pamida; Linton's; Sears (catalog).
Variety Stores-Ben Franklin.
Chain Supermarkets-IGA; Wea.

14 - NEWSPAPERS: NORTHERN WYOMING DAILY NEWS (m-tues to sat) 4,333; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Elmer Downing, Assoc. Publ., NORTHERN WYOMING DAILY NEWS, 723 Robertson Ave., Worland, WY 82401; Tel. (307) 347-3241.
National Representative: Branham/Newspaper Sales.

Editor & Publisher the story behind hot news stories.

PUERTO RICO SURVEYS

METROPOLITAN STATISTICAL AREAS

Aguadilla-Aguada, Aguadilla, Isabela and Moca Municipios.
Arecibo-Arecibo, Camuy, Hatillo and Quebradillas Municipios.
Mayaguez-Anasco, Cabo Rojo, Hormigueros, Mayaguez and San German Municipios.
Ponce-Juana Diaz and Ponce Municipios.

PRIMARY METROPOLITAN STATISTICAL AREAS

Caguas-Aguas Buenas, Caguas, Cayey, Cidra, Gurabo and San Lorenzo Municipios.
San Juan-Barceloneta, Bayamon, Canovanas, Carolina, Catano, Corozal, Dorado, Fajardo, Florida, Guaynabo, Humacao, Juncos, Las Piedras, Loiza, Luquillo, Manati, Naranjito, Rio Grande, San Juan, Toa Alta, Toa Baja, Trujillo Alto, Vega Alta and Vega Baja Municipios.

CONSOLIDATED METROPOLITAN STATISTICAL AREA

San Juan-Caguas-Includes Caguas PMSA and San Juan PMSA.

POPULATION ESTIMATES
(Thousands)

Age Group	**1970**	**1980**	**1986**
Under 5 Years	318	311	N.A.
5-14 Years	673	725	N.A.
15-24 Years	525	669	N.A.
25-44 Years	613	824	N.A.
45-64 Years	406	468	N.A.
65 and Over	177	191	N.A.
TOTAL	2,712	3,188	N.A.

Based on U.S. Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1977 Census**	**1982 Census**	**1986 Est.**
Bldg. Mat./Hdwr	N.A.	N.A.	N.A.
General Mdse	N.A.	N.A.	N.A.
Food	N.A.	N.A.	N.A.
Automobiles	N.A.	N.A.	N.A.
Gasoline Stations	N.A.	N.A.	N.A.
Apparel	N.A.	N.A.	N.A.
Furniture	N.A.	N.A.	N.A.
Eat-Drink Places	N.A.	N.A.	N.A.
Drugs	N.A.	N.A.	N.A.
TOTAL	N.A.	N.A.	N.A.

SAN JUAN

1 - LOCATION: San Juan is located on the NE Coast of Puerto Rico, which is an island commonwealth located about 1,000 miles SE of Miami, 1,600 mi. from N.Y., and 500 mi. N of Caracas, Venezuela. Smallest and most Easterly of the Greater Antilles. Bet. longitude 66 and 67 W., and bet. 18 and 18 30' N. Bounded N. by the Atlantic Ocean, S. by the Caribbean Sea, W. by the Mona Passage, and E. by the Viegues Passage. The rectangular island is 95 to 100 mi. long by 35 mi. wide, with an area of 3,423 sq. mi.
The City of San Juan is the center of the San Juan PMSA, the commercial, industrial, and transportation center of the island.

2 - TRANSPORTATION: **Motor Freight Carriers**-In San Juan-358; In Puerto Rico-1,698.
Bus Lines-Puerto Rico Motor Coach; Travel Service; Borinquen Tour; Will Rey, Inc; Pronto Seeing Tour; Contact of Puerto Rico; Puerto Rico Sight Seeing; Grayline; Limousine Service Group (bet. Isla Verde Airport and Condado Hotel Area).
Also Government Operated-Metropolitan Bus Authority (bet. San Juan City and the municipios of Bayamon, Guaynabo, Trujillo Alto, Catano, Carolina.)
Air Transportation-American; Capitol; Delta; Eastern; Pan American; BWIA; Iberia; Avianca; Mexicana; Dominicana; Quisquellana; Air France; ALM (Dutch Antillean Airlines); Viasa; Windward Islands International.
Local Airlines-Antilles Air Boats; Air Best; Dorado Wings; Pan Island; Vieques Air Link; Prinair; Saint Thomas Tax Air; Trans Commuter Air Lines; Caribbean Islands Air Services; Helicopter Service.
Steamshop Companies-26.

3 - POPULATION:
San Juan City 80 Cen. 434,849
CZ-ABC: (80) 982,179

RTZ-ABC: (80) 307,230
City & RTZ-ABC: (80) 1,289,409
Commonwealth 80 Cen. 3,196,520
  Aguadilla MSA 80 Cen. 152,793
  Arecibo MSA 80 Cen. 160,336
  Caguas PMSA 80 Cen. 265,854
  Mayaguez MSA 80 Cen. 200,424
  Ponce MSA 80 Cen. 232,551
  San Juan PMSA 80 Cen. 1,509,406

All Municipios in Puerto Rico (80 Census)
Adjuntas 18,786
Aguada 31,567
Aguadilla 54,606
Aguas Buenas 22,429
Aibonito 22,167
Anasco 23,274
Arecibo 86,766
Arroyo 17,014
Barceloneta 18,942
Barranquitas 21,639
Bayamon 196,206
Cabo Rojo 34,045
Caguas 117,959
Camuy 24,884
Canovanas 31,880
Carolina 165,954
Catano 26,243
Cayey 41,099
Ceiba 14,944
Ciales 16,211
Cidra 28,365
Coamo 30,822
Comerico 18,212
Corozal 28,221
Culebra 1,265
Dorado 25,511
Fajardo 32,087
Florida 7,232
Guanica 18,799
Guayama 40,183
Guayanilla 21,050
Guaynabo 80,742
Gurabo 23,574
Hatillo 28,958
Hormigueros 14,030
Humacao 46,134
Isabela 37,435
Jayuay 14,722
Juana Diaz 43,505
Juncos 25,397
Lajas 21,236
Lares 26,743
Las Marias 8,747
Las Piedras 22,412
Loiza 20,867
Luquillo 14,895
Manati 36,562
Maricao 6,737
Maunabo 11,813
Mayaquez 96,193
Moco 29,185
Morovis 21,142
Naguabo 20,617
Naranjito 23,633
Orocovis 19,332
Patillas 17,774
Penuelas 19,116
Ponce 189,046
Quebradillas 19,728
Rincon 11,788
Rio Grande 34,283
Sabana Grande 20,207
Salinas 26,438
San German 32,922
San Juan 434,849
San Lorenzo 32,428
San Sebastian 35,690
Santa Isabel 19,854
Toa Alta 31,910
Toa Baja 78,246
Trujillo Alta 51,389
Utuado 34,505
Vega Alta 28,696
Vega Baja 47,115
Vieques 7,662
Villalba 20,734
Yabucoa 31,425
Yauco 37,742

Cities of 25,000 or more (80 Census)
Arecibo 48,779
Bayamon 185,087
Caguas 87,214
Carolina 147,835
Catano 26,243
Fajardo 26,928
Guaynabo 65,075
Mayaguez 82,968
Ponce 161,739
San Juan 424,600
Toa Baja 31,613
Trujillo Alta 41,141

4 - HOUSEHOLDS:
San Juan City 80 Cen. 152,266
Commonwealth 80 Cen. 989,753
CZ-ABC: (80) 285,635
RTZ-ABC: (80) 80,240
City & RTZ-ABC: (80) 365,875

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial Banks	22	N.A.
Savings & Loan	8	N.A.
Savings	NA	N.A.

NOTE: There are 244 (1976) Banking Offices located in Puerto Rico, including those with main offices located there as well as the USA and Canada (Resources $5,781,000,000). An accurate figure for deposits is not possible, particularly since Banks that have their main offices in the USA do not disclose figures for local areas or branches.

6 - PASSENGER AUTOS: (Commonwealth) 925,552 (1980) San Juan 48,170 (1980).

7 - ELECTRIC METERS: Residence 232,114; Commonwealth 422,979.

8 - GAS METERS: Residence (City) 22,500

9 - PRINCIPAL INDUSTRIES: Agric., Mining; Constr.; Food; Tobacco; Textile Mill Products; Apparel, etc.; Lumber & Wood Prods.; Furniture Fixtures; Paper Prods.; Printing & Publ.; Chemicals & Allied Prods.; Petroleum & Coal Prods.; Rubber & Plastics; Leather Prods.; Stone, Clay & Glass Prods.; Primary Metals; Fabricated Metal Prods.; Machinery (ex. elect.); Elect. Mach.; Trans. Equip.; Instruments; Misc. Mfg.; Trans. & Util.; Whol.; Retail; Finance, Insurance & Real Estate; Services.

10 - CLIMATE: Av. Winter Temperature - 75. Summer - 79. Av. An. Rainfall 61 inches; fairly even distribution; heavier normally from May to Dec.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Areas**: Old San Juan, principally Fortaleza St. (6 blocks) and San Francisco St. (5 blocks).
On Santurce-Ponce de leon Ave. from San Antonio Bridge to San Jorge St.; Jose De Diego Ave. from Ponce de Leon Ave. to the Minillas Govt. Center; Roberto H. Todd Ave. from Ponce de Leon Ave. to del Carmen St.; Fernandez Juncos Ave. from Esteves Bridge to San Jorge St.; Roberto H. Todd from Del Carmen St. to Torres de La Vega Dr.; Ashford Ave. from Hermanos Behn Bridge to De Diego Ave.; Isla Verde in the area included between the Atlantic Ocean, Baldorioty Ave. and the Boundary line between San Juan and Carolina Municipio; Both sides of Loiza St. from Jose de Diego Ave. at Las Americas St. before Providencia St.
On Rio Piedras-Rio Piedras town principally on De Diego Robles; Brungbaugh; Arzuaaga; Georgetti; Vallejo Sts. and Ponce de Leon Ave. from Martin Pena Canal to F.D. Roosevelt Ave.; Both sides of Munoz Rivera Ave. from Martin Pena Canal to Celly Toste St.
On Bayamon-Area bounded by Betances St.; W. side of Barbosa St.; Baldorioty St.; E. side of Degetau St.; S. side of Maceo St.; E. side of Palmar St.; W. side of Ferrer St.; W. side of T'io St.; S. side of Dr. Veve St.; E. side of Parque St.; Highway No. 2; Sanchez Lopez St.; N. side of Dr. Veve St. and Parque St.
Shopping Center/San Juan PMSA (Car Parking Spaces)-Norte 1,500; Bayamon 709; Santa Rosa 1,500; Plaza Las Americas 4,000; Caparra 600; 65th Infanteria 470; Repto. Metrop. 300; San Patricio 1,500; Sta. Maria (Guay.) 1,000; Metropolitan 400; Victory 375; Santa Juanita 100; Monte Mall 200; Country Club 75; El Commandante 250; San Jose 285; Berwind 265; Bayamon Oeste 1,500; Los Dominicos 235; Levitt Plaza 275; San Francisco 400; Borinquen Towers 105; Laguna Gardens 456; El Centro 125; Central Plaza 100.

13 - RETAIL OUTLETS: **Department Stores-(San Juan PMSA)** International Dept. 6; New York Dept. Stores 5; Gonzalez Padin 4; Velasco 2; La Colombina; La California; Infanzon; La Reina; K mart 3; JCPenney 2; Sears 7; Walgreens 14; Seedmans 2.
Variety Stores-Woolworth; Kresge's.
Chain Drug Stores-Moscoso 8; Walgreens 4; Arlivon 3; Puerto Rico 3; Gonzalez 2.
Chain Supermarkets-Pueblo 18; Criollo 16; Coop 7; Amigo 6; Conchita 4; Casablanca 4; Econo 10; Selectos 8; Pueblo X-Tra 3; Grande 2; Centro Plaza 5.
Auto Supplies-Western Auto 5; Garcia Motor 5; Bolivar 4; Mopar 3; Narvaez 2; Labra.
Other Chain Stores-Kress 5; Lerner Shop 4; Tiendas Capri 3; Marianne 2; Blackton 2; Fernandez Donato 12; San Rio 7; Clubman 6; La Esquina Famosa 4; Franks 3; Martinez 2; D'Elegants Mens 5; Euromoda 2; Madison 4; Thom McAn 15; General Tire 6; JCPenney (catalog); Sears Whse.; Tecnicentros Mundiales 7; La Favorita 3; Kinney 5.

14 - NEWSPAPERS: EL MUNDO (Spanish) (m) 107,778; (S) 126,044; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Jose Luis Perez, Adv. Dir., EL MUNDO, PO Box 2408, San Juan, PR 00936.
National Representative: Branham International.
EL NUEVO DIA (Spanish) (m) 205,159; (S) 212,286; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Fernando Zegri, Jr., V.P. Adv., EL NUEVO DIA, PO Box S-297, San Juan, PR 00902.
National Representative: S.S. Koppe & Co.
EL VOCERO DE PUERTO RICO (Spanish) (m-mon to fri) 205,809; (sat) 161,823; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Aida Vallamil, Dir. Mkt., EL VOCERO DE PUERTO RICO, PO Box 3831, Old San Juan, PR 00904.
National Representative: None.
STAR (English) (m) 35,080; (S) 41,835; Mar. 31, 1984 ABC.
Local Contact for Advertising and Merchandising Data: Tony Martinez, Display Adv. Mgr., STAR, PO Box 4187, San Juan, PR 00936; Tel. (809) 782-4200.
National Representative: Story & Kelly Smith.
EL REPORTERO (m-mon to sat.) 50,000 (Pub. statement 1983-1984 latest information available).
Local Contact for Advertising and Merchandising Data: Adolfo Flores, Adv. Dir., EL REPORTERO, PO Box 4234, San Juan, PR 00905; Tel. (809) 721-2560.
National Representative: None.

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SECTION III

Surveys of Daily Newspaper Cities

Communities in Canada where daily newspapers are published

Canadian Daily Newspaper Cities

Alberta	1
British Columbia	2
Manitoba	6
New Brunswick	7
Newfoundland	8
Nova Scotia	8
Ontario	9
Prince Edward Island	18
Quebec	19
Saskatchewan	20

Note: Tables showing Population, Income and Retail Sales for Canadian markets are on pages 78 & 151 in Section IV.

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VANCOUVER—1200 Burrard St. V6Z 2C7 (604) 685-0308

CANADA

Surveys of all cities and communities publishing newspapers daily in Canada

ALBERTA SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1976	1981	1986
Under 5 Years	153	188	201
5-14 Years	350	354	379
15-24 Years	379	479	512
25-44 Years	500	695	743
45-64 Years	319	359	384
65 and Over	139	163	174
TOTAL	1,840	2,238	2,393

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1983	1986
General Mdse.	561	2,602	2,752
Apparel	64	689	1,025
Furniture	38	289	451
Groceries	519	2,439	2,845
Lumber/Bldg. Mat	49	89	60
Restaurants	103	1,115	999
Autos	424	3,107	3,384
Gasoline/Fuel Oil	246	776	654
Drugs	68	390	641
TOTAL SALES	2,675	13,617	14,712

Source: Census of Canada/Retail Trade

CALGARY, ALTA.

1 - LOCATION: Division 6, E&P Map B-3. Business and industrial ctr., distributing point. Agric., military ctr. 826 mi. W. of Winnipeg; 620 mi. E. of Vancouver; 201 mi. N. of U.S. Border; 77 mi. E. of Banff.

2 - TRANSPORTATION: **Railroads**-C.P.R.; C.N.R.; VIA.
Motor Freight Carriers-100.
Intercity Bus Lines-Greyhound; Cardinal; Coach Lines; Brewster; Diversified; Pacific Western; Canadian Coachways; Red Arrow.
Airlines-Air Canada; C.P. Air; W.A.; Pacific Western; Time Airways; Wardair; Lufthansa; United; American.

3 - POPULATION:
Corp. City/Met. Area 81 Cen. 592,743; E&P 85 Est. 667,669
CZ-ABC: (81) 592,743
RTZ-ABC: (81) 413,368
City & RTZ-ABC: (81) 1,006,111
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 81 Cen. 212,466; E&P 85 Est. 212,112
Met. Area 81 Cen. 212,466; E&P 85 Est. 212,111
CZ-ABC: (81) 210,830
RTZ-ABC: (81) 137,090
City & RTZ-ABC: (81) 347,920

5 - BANKS	NUMBER	DEPOSITS
All Banks	11 (211 Br.)	N.A.

6 - PASSENGER AUTOS: City 395,547

7 - ELECTRIC METERS: Residence 212,558

8 - GAS METERS: Residence 246,262

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 16,800 ($506); Constr. 13,200 ($630).

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring -11 to 16; Summer 7 to 23; Fall -8 to 17; Winter -17 to -1.

11 - TAP WATER: Slightly alkaline, moderately hard; not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-(No. of Stores) Beddington Mall 133; Franklin Mail 40; Mt. Royal 20; Calgary North Hill 98; Calgary Market Mall 72; Chinook 200; Westbrook 50; Macleod Mall 25; Brentwood 70; Lake Bonavista 53; Marlborough Town Sq. 110; Northland Vlg. 35; Palliser Square 20; Southcentre 100; Trans Canada Mall 27; Richmond Sq. 35; Penny Lane 22; Toronto Dominion & Scotia Ctr. 130; Deerfoot Mall (95); Sunridge Mall (150).
Neighborhood Shopping Centers-Approximately 70 centers, throughout Metropolitan Calgary.
Principal Shopping Days-Department and food stores-Thur., Fri., Sat.
Stores Open Evenings-Wed., Thur., Fri. Some stores open every evening.

13 - RETAIL OUTLETS: **Department Stores**-The Bay 4; Eatons 3; Simpsons-Sears 3; Woodwards 3; Wosk's; Woolco 5; K mart 4; Zellers 5; Calgary Co-op 11.
Variety Stores-Woolworth 4; Kresge; Metropolitan Stores 2; Army and Navy; The Brick.
Chain Drug Stores-Douglass; Boots 9; Shoppers Drug Mart 12; Big M; Pinder's 4.
Chain Supermarkets-Canada Safeway 37; IGA 5; Calgary Co-op 11; 7-Eleven 45; Macs 65; Loaf'n Jug 7; Ranch Discount; Allwest 5; Super Valu 6; Food City 5; Jay's 2.
Other Chain Stores-Agnew-Surpass 6; Amantea; Bata 4; British Boot 5; Bourne Shoes 7; Arnold Churgin 3; Kinney 7; Roberts 3; Scholls; Spences 7; Fredella Shoe Boutique 5; Women's Wear: Dalliards 5; Country Club Casuals; Dalmys 7; Daytons 2; Penningtons 3; Melanie's Dress Shops 4; Reitmans 8; Sweet 16 7; Tall Shop 2; Holt Renfrew 2; Hurtig; Gray's Apparel 2; Fairweather 7; Rickis 7; Silk-o-Lina 3; Marks and Spencer 4; Men's Wear: Big Steel 8; Jack Fraser 6; Black Sheep Boutique Ltd. 3; McLeod Bros. 6; O'Connors; Tip Top 8; Jewelry: Ben Moss 5; Birks 5; Classic; McKenzie 3; Mappins 6; Peoples 8; Sporting Goods: Collegiate Sports 2; Sportchek 2; Edie Bauer; Other: Thriftys 8; Saan 4; Kelly's Stereo 4; Radio Shack 15; Canadian Tire 4; Laura Secord Candy 6; Lighting Unlimited 4.

14 - NEWSPAPERS: CALGARY SUN (m-mon to fri) 72,253; (S) 82,958; Mar. 31, 1985 ABC.
Local Contact for Advertising & Merchandising Data: Donald Buzzee, Adv. Dir., CALGARY SUN, 2615-12 St. N.E., Calgary, AB T2E 7W9; Tel (403) 250-4244.
National Representative: None.
HERALD (e-mon to thur, sat) 142,284; (e-fri) 186,753; (S) 114,165; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Donald A. Babick, Adv. Dir., HERALD, 215 16th St., SE, Calgary, AB T2P 0W8; Tel. (403) 235-7175.
National Representative: Southam Newspapers.

EDMONTON, ALTA.

1 - LOCATION: Division 11, E&P Map B-3. N Saskatchewan River. 300 mi. N of U.S. border; 793 mi. W of Winnipeg; 711 mi. E of Vancouver.

2 - TRANSPORTATION: **Railroads**-Canadian Pacific; Canadian Nat'l; No. Alberta; Great Slave Lake; Alberta Resources; Via Rail.
Motor Freight Carriers-90; over 300 truck firms.
Intercity Bus Lines-Canadian Coachways; Greyhound; Western.
Airlines-Air Canada; CP Air; Northwest Orient; Western; Associated Helicopters; Wardair; Pacific Western; Jetair; Time Air; Northwest Territorial Airways Ltd.; Southern Frontier Airlines; Trans North Air; Wapiti Aviation.

3 - POPULATION:
Corp. City 81 Cen. 532,246; E&P 85 Est. 566,219
Met. Area 81 Cen. 657,057; E&P 85 Est. 710,792
JOURNAL:
CZ-ABC: (81) 593,695
RTZ-ABC: (81) 705,094
City & RTZ-ABC: (81) 1,298,789
SUN:
NDM-ABC: (81) 683,622
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 76 Cen. 198,391; E&P 85 Est. 208,957
Met. Area 76 Cen. N.A.; E&P 85 Est. 224,974
JOURNAL:
CZ-ABC: (81) 213,867
RTZ-ABC: (81) 220,323
City & RTZ-ABC: (81) 434,190
SUN:
NDM-ABC: (81) 240,469

5 - BANKS	NUMBER	EST. DEP.
Debits-$22.7 Billion Total Alberta		

6 - PASSENGER AUTOS: City 323,664

7 - ELECTRIC METERS: Residence 236,819

8 - GAS METERS: Residence Metro 255,622

9 - PRINCIPAL INDUSTRIES: (Av. Wkly. Wage)-Constr. ($639); Mfg. ($495); Transp. ($545); Fin. $425.
Principal Pay Days-Fri. 1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 14-85; Summer 33-92; Fall 14-68; Winter 31-50. First & last killing frosts, Oct. 9 and May 4.

11 - TAP WATER: Alkaline, soft; flouridated.

12 - RETAILING: **Principal Shopping Areas**-4 blocks on 101 St.; 4 on 97 St.; 10 on Jasper Ave.; 3 on 102 St.
Neighborhood Shopping Areas-South Edmonton; 99 St. to 109 St. on 82 Ave.; 82 Ave. to 85 Ave. on 104 St.; West End 149 St. to 156 St. on Stony Plain Rd; 102 Ave. to 109 Ave. on 124 St.
Shopping Centres-Bonnie Doon Mall (66 units); Capilano Mall (48 units); Centennial Vlg. (85 units); McCauley Plz. (31 units); Meadowlark Park (70 units); Northwood (82 units); Southgate (122 units); Londonderry Mall (165 units); Westmount Mall (58 units); Edmonton Ctr. (90 units); Kingsway Garden Mall (98 units); Northtown Mall (27 units); Parkway Vlg. (30 units); Abbotsfield Mall (20 units); Millbourne Mall (32 units); Castle Downs Town Sq. (10 units); St. Albert Ctr. (62 units); Eastgate Mall (20 units); Heritage Mall (161 units); West Edmonton Mall (426 units).
Principal Shopping Days-Department stores-Thur., Fri., Sat.; Food-Thur., Fri. evenings, Sat.

13 - RETAIL OUTLETS: **Department Stores**-Eaton's 4; The Bay 5; Woodward's 4; Simpsons-Sears 5; Zellers 5; Woolco 6; Woolworth; Kresge; Army & Navy 2; Macleods 2; K mart 3; Saveco 4.
Chain Drug Stores-ARP 6; Baydala 7; IDA 12; Shoppers Drug Mart 13; Sprague 9; Rexall 24; Dispensaries Ltd. 7; Boots 6; London Drugs 3; Owl Drug 6.
Chain Supermarkets-Safeway 40; IGA 10; Tomboy 5; Q-Mart 10; 7-Eleven 30; Mac's Convenient Foods 28; M&M 47; Red Rooster 30; Superstores 2.
Other Chain Stores-Shoes: Bata 5, Agnews-Surpass 11, Cedar 4, Dack's, Florsheim, Gallenkamp 3, Saan Stores 10, Kinney 6, Fredelle, Scholl's, Lewis, Villager 3. Clothing: Sally 4, Betty Shops 6, Burdines 2, Dalmy's 5, Thrifty's 7, Marks & Spencer 3, D'Allairds 4, Fairweather 5, Francine's 6, Gray's 3, Giselle 3, Pennington's 4, Reitman's 5, Ricki's 6, Sweet Sixteen 6, Town & Country 2, Big Steel 3, Black Sheep 5, Jack Fraser 3, Tip Top 7, Work Wearhouse 5. Electronics: Radio Shack 16, Kelly's Stereo Mart 6, International Stereo, Mister Sound 6, Sam the Record Man 3, A&A Records, Ikea, Leon's. Other: National Drapery; Harrisons Drapery; Montreal Drapery; Cara Shops 8; Cargo Canada; Coles 7; McBain Camera 6; Birks 4; Beau Jangles 6; MacKenzies 3; Mappins 3; Peoples 10; General Paints 2; Bapco Paint 2; Cloverdale Paint; Tower Paint 4; Sherwin-Williams 3; General Paint 4; St. Clair 3; Glidden 2; Totem Lumber 2; Crown Marts; Hometown Stores 2; Revelstoke 4; Windsor Plywood 3; Beaver Lumber 2; Factory Carpet.

14 - NEWSPAPERS: JOURNAL (e-mon to thur, sat) 171,753; (e-fri) 217,134; (S) 147,232; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Norman R. Weitzel, Adv. Dir., JOURNAL, 10006-101 St., Edmonton, AB T5J 2S6; Tel (403) 429-5440.
National Representative: Southam Newspapers.
SUN (m-mon to fri) 77,843; (S) 105,534; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: David Black, Adv. Dir., The Edmonton Sun, 100-9405-50 St., Edmonton, Alberta T6B 2Y2; Tel. (403) 468-5111.
National Representative: None.

FORT McMURRAY, ALTA.

1 - LOCATION: E&P Map B-4. Primary industry extraction and conversion of tar sands to crude oil. Located on Athabasca River 275 mi. NE of Edmonton. On Provincial Hwy. 63.

2 - TRANSPORTATION: **Railroads**-Northern Alberta.
Motor Freight Carriers-Grimshaw; Byers; Yukon Frt.; Hwy. 63 Transport; Alltrans; MacCoshan.
Intercity Bus Lines-Greyhound; Red Arrow.
Airlines-Pacific Western; Wapiti Aviation; Time Air.

3 - POPULATION:
Corp. City 81 Cen. 31,000; E&P 85 Est. 42,973

4 - HOUSEHOLDS:
City 81 Cen. 9,275; E&P 85 Est. 11,531

5 - BANKS	NUMBER	EST. DEP.
Commercial	9	N.A.

6 - PASSENGER AUTOS: City 17,683

7 - ELECTRIC METERS: Residence 11,080

8 - GAS METERS: Residence 9,246

9 - PRINCIPAL INDUSTRIES: Type of Industry, No. of Wage Earners-Constr. 2,385; Inside Oil Plant Workers 5,830; 2,500 in related Service Commerce. Av. Income $9,826; Ret. 2,337; Educ. 1,614; Govt. 1,493; Utilities 1,108.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Av.-Spring 30; Summer 71; Fall 45; Winter -6. First killing frost, Sept. 1; last killing frost, May 15.

11 - TAP WATER: Medium.

12 - RETAILING: **Principal Shopping Area**-2 (1 block three major malls each) on Franklin Ave.
Neighborhood Shopping Centers-6.
Principal Shopping Days-Thur., Fri.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Zellers; The Brick Warehouse; Macleods; Canadian Tire.
Drug/Variety Stores-Hills; Fort Super Drugs; Park Plz. Drug Mart.
Chain Food Stores-Safeway; Super A; IGA.
Other Chain Stores-Simpson-Sears; Tiremaster; Beaver Lumber; Kits Cameras; A & W; Dairy Queen; Coles Book Store; Kinney Shoes; Revelstoke; People's Jewelers; Reitman's; Fairweather's; Thrifty's; Tip Top Tailors; Bootlegger; Stereo People; Big K Music; Video Station; O.B. Allon Jewelers; Work Warehouse.

14 - NEWSPAPERS: TODAY (e-mon to thurs) 7,110; (e-fri) 8,549; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Neil Sutcliffe, Adv. Mgr., TODAY, 9701 Franklin Ave., PO Box 4008, Fort McMurray, AB T9H 3G1; Tel. (403) 743-8186.
National Representative: None.

GRAND PRAIRIE, ALTA.

1 - LOCATION: Census Division No. 15, E&P Map B-3. 278 mi. NW of Edmonton; 87 mi. E. of B.C. border. On Hwy. No. 2 (connecting with Alaska Hwy. at Dawson Creek, B.C.), paved roads to N, E and W.

2 - TRANSPORTATION: **Railroads**-Northern Alberta; Alberta Resources.
Motor Freight Carriers-12.
Interprovincial Bus Lines-Greyhound.
Airline-Canadian Pacific; Time Air; Wapiti Aviation.

3 - POPULATION:
Corp. City 81 Cen. 24,263; E&P 85 Est. 28,784
CZ-ABC: (81) 24,263
RTZ-ABC: (81) 84,240
City & RTZ-ABC: (81) 108,503

4 - HOUSEHOLDS:
City 81 Cen. 8,083; E&P 85 Est. 8,408
CZ-ABC: (81) 7,985
RTZ-ABC: (81) 24,980
City & RTZ-ABC: (81) 32,965

5 - BANKS	NUMBER	EST. DEP.
All Banks	8	N.A.

6 - PASSENGER AUTOS: City 14,229

7 - ELECTRIC METERS: Residence 5,150

8 - GAS METERS: Residence 5,150

9 - PRINCIPAL INDUSTRIES: North Canadian Forest Industries (plywood plant, lumber camps, etc.); Cellulose; Pulp Mill; Grain Elevators; Feed & Seed Plants; Whol. Warehouses; Steel Industries; Iron Works; Northern Alberta Dairy Pool; Soft Drink Botting Plants; Poultry Hatcheries; Farming; Ranching; Gas and Oil Industries; Govt. Telephones; Elec.; Gas; Railway; Federal and Provincial Govt. Depts.; Constr. Firms; Concrete; Telecommunications; Sulphur; Higher Educ.; Aviation; Meat Packing; Natural Gas Plant.

10 - CLIMATE: Av. an. temp. 36 F.; Min & Max Temp.-Min.-Jan. 9 F.; Max.- July 60 F. Av. mo. rainfall 10 in.; Av. mo. snowfall 69 in.; Total av. precip. 17 in.

11 - TAP WATER: Hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on 99 through 102 Aves.; 3 blocks on 101 St.; 10 blocks on 100 St.; Industrial District 98 to 102 St., on 97 & 98 Aves., S. and N. of NAR tracks; Industrial Pk. at 100 Ave.-108 St.
Neighborhood Shopping Centers-Safeway Plz.;

N on Clairmont Road. Towne Ctr Mall-Downtown Prairie Mall 100 St & 177 Ave Patterson Pl Shopping Ctr 84th Ave

13 - RETAIL OUTLETS: **Department Stores**-Hudson's Bay, Co-op, Simpson-Sears, T Eaton.
Variety Stores-Woolworth's, Metropolitan.
Other Chain Stores-Fields, Saan, St Clair Shop, Singer Co., Sweet 16, MacLeod's, National Home Furn
Chain Supermarkets-Safeway, IGA, Alberta Grocers, Much More Stores

14 - NEWSPAPERS: HERALD-TRIBUNE (e-mon to thu) 8,039; (e-fri) 10,388 Mar 31, 1985 ABC
Local Contact for Advertising and Merchandising Data Allan R Parsons, Adv Mgr, HERALD-TRIBUNE, 10604-100th St, Grand Prairie, AB T8V 2M5; Tel (403) 532-1110
National Representative None

LETHBRIDGE, ALTA.

1 - LOCATION: Division 2, E&P Map B-3. 135 mi. S of Calgary and 66 mi. N. of the US border. On Provincial Hwy 3 E. and W. (Trans-Alberta)

2 - TRANSPORTATION: **Railroads**-Canadian Pacific
Motor Freight Carriers-50
Interprovincial Bus Lines-Greyhound
Airlines-Time Airways

3 - POPULATION:
Corp City 81 Cen 54,072; E&P 85 Est 57,184
CZ-ABC (81) 54,072
RTZ-ABC (81) 104,170
City & RTZ-ABC (81) 158,242

4 - HOUSEHOLDS:
City 81 Cen 19,904; E&P 85 Est 18,621
CZ-ABC (81) 19,760
RTZ-ABC (81) 31,865
City & RTZ-ABC (81) 51,625

5 - BANKS	NUMBER	DEPOSITS
Savings	23	$6,563,863,000
Savings & Loan	21	N.A

6 - PASSENGER AUTOS: City 34,881

7 - ELECTRIC METERS: Residence 19,724

8 - GAS METERS: Residence 20,347

9 - PRINCIPAL INDUSTRIES: Grain Elevators; Food Proc.; Furn.; Metal Fab.; Rollers; Tanks; House Trailers; Comm. Trailers; Pre-fab. Homes; Drums; Cinder Blocks; Brewery; Macaroni; Farm Mach.; Oxygen Plant; Mfg. & Refining Edible & Non-Edible Oils; Meat Packing & Dressing; Telephone Assembly; Distillers; Ceramics; Poultry; Oilwell Equip.; Frozen Foods; Foundry; Flour Milling; Metal Door & Windows; Higher Educ.

10 - CLIMATE: Min. & Max Temp. (Celsius)-Spring 11-25; Summer 5-32; Fall -7-30; Winter -11-1. First killing frost Oct. 9; last killing frost May 20

11 - TAP WATER: Alkaline, hard, fluoridated

12 - RETAILING: **Principal Shopping Centers**-3 blocks on 3rd & 4th Aves.; 4 on 5th St.; 2 on 6th & 7th Sts. S; 4 on 13th St. N.
Neighborhood Shopping Centers-3rd Ave. & 13th St. S., 9th Ave. & 15th St. S., Holiday Vlg. on Mayor Magrath Dr.; on 16th Ave. S., Norbridge, 24th St. at 7th Ave. N.; College Mall on Mayor Magrath Dr. at 20th Ave. S.; Centre Vlg., 13th St. and 2nd Ave. N., Westminster, 5th Ave. and 13th St. N.; Lethbridge Ctr., 5th St. and 4th Ave. S.; South Plz., 16th Ave. and Mayor Magrath Dr.; Chinook Ctr., 13th Ave. N.; Park Meadow Mall, 23 St. & 18 Ave. N.; 100 Columbia Blvd. W.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Center Vlg Mall(36)	NA	Simpson-Sears, Food Giant, MacLeods
College Mall(46)	NA	Woolco, Super Valu, Canadian Tire
Lethbridge Inn Plz (26)	NA	7-Eleven
Lethbridge Ctr.	NA	Woodward's
South Plz (15)	NA	Zellers, Safeway
Chinook Ctr (5)	NA	
Park Meadow(35)	NA	Safeway
West Vlg. Mall(1)	NA	Super Sam

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-T Eaton; Woolco; Zeller's; Simpsons-Sears; MacLeod's; Woodward's
Variety Stores-Woolworth; Saan; Kresge's; Field's; Canadian Tire
Chain Supermarkets-Safeway 3; Super Valu; Woodward's; Valdi; Food Giant

14 - NEWSPAPERS: HERALD (e) 27,753; Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data Len Sevick, Adv. Mgr., HERALD, 504-7th St., S Lethbridge, AB T1J 3Z7; Tel (403) 328-4411
National Representative Thomson Newspapers

MEDICINE HAT, ALTA.

1 - LOCATION: Division 1, E&P Map B-3. Industrial trading ctr. for SE Alberta. On S. branch of Saskatchewan River. 175 mi. from Calgary; 340 mi. from Edmonton. On Trans-Canada Hwy.

2 - TRANSPORTATION: **Railroads** Canadian Pacific
Airlines-Time Airways
Bus Lines-Greyhound
Motor Freight Carriers-7

3 - POPULATION:
Corp. City 81 Cen 40,380; E&P 85 Est 44,855
CZ-ABC (81) 40,380
RTZ-ABC (81) 21,616
City & RTZ-ABC (81) 61,996
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 81 Cen 14,901; E&P 85 Est 14,630
CZ-ABC (81) 14,730
RTZ-ABC (81) 6,555
City & RTZ-ABC (81) 21,285

5 - BANKS	NUMBER	EST. DEP.
All Banks	8	N A

6 - PASSENGER AUTOS: City 24,885

7 - ELECTRIC METERS: Residence 16,808

8 - GAS METERS: Residence 14,037

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)- Garages 300 ($195), Chemical 320 ($200), Clay & Glass 1,100 ($185), Constr. 1,200 ($200), Trans. 600 ($185), Whse. 300 ($130), Ret. 1,500 ($125), Fin. 160 ($155), Restaurant 380 ($140), Dairy 70 ($165), Servs. 2,000 ($145), Others 2,000 ($150). Industrial composite for firms employing 20 or more ($285)
Principal Industrial Pay Days-2nd and 4th Thur

10 - CLIMATE: Min. & Max. Temp.-Spring 13-72; Summer 49-106; Fall 45-90; Winter 22-60. First killing frost, Sept. 24; last killing frost, Apr. 5

11 - TAP WATER: Alkaline, hard 140 ppm

12 - RETAILING: **Principal Shopping Center**-5 blocks on 2nd and 3rd Sts.
Neighborhood Shopping Centers-4th Ave. Aberdeen St., 3rd St. on Riverside, Industrial Dist., N Railway St., Division Ave. bet. 6th & 7th Sts., Crescent Hghts., Dunmore Rd. SE, Southview Mall, Medicine Hat Mall
Principal Shopping Days-Department Stores-Mon., Thur., Fri., Sat.; Food-Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-T Eaton, Simpson-Sears, K mart, The Bay
Variety Stores-Woolworth, Kresge
Chain Supermarkets-Safeway 3, Co-op, IGA 2, OK Economy, Red Owl Foods 2

14 - NEWSPAPERS: NEWS (e) 14,088; Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data Stuart M. Warne, Adv. Mgr., NEWS, 3257 Dunmore Rd. SE, Medicine Hat, AB T1A 7E6; Tel (403) 527-1101
National Representative Southam Newspapers

RED DEER, ALTA.

1 - LOCATION: E&P Map B-3. Midway btwn. Calgary and Edmonton (95 mi.). Hub for the four western Canadian Provinces, accessible to newly developing Canadian Northland, Alaska and NW U.S.

2 - TRANSPORTATION: **Railroads**-Canadian Pacific, Canadian National
Bus Lines-Greyhound, Coachways, Red Arrow Express
Motor Freight Carriers-40

3 - POPULATION:
Corp. City 81 Cen 46,393; E&P 85 Est 56,076
CZ-ABC (81) 46,393
RTZ-ABC (81) 134,199
City & RTZ-ABC (81) 180,592
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 81 Cen 16,168; E&P 85 Est 17,219
CZ-ABC (81) 16,050
RTZ-ABC (81) 43,570
City & RTZ-ABC (81) 59,620

5 - BANKS	NUMBER	DEPOSITS
Commercial	25	N A

6 - PASSENGER AUTOS: City [illegible]

7 - ELECTRIC METERS: Residence 17,900

8 - GAS METERS: Residence 18,300

9 - PRINCIPAL INDUSTRIES: Milk Condensery, Poultry Eviscerating & Creamery, Packing & Can Mfg., Mfg. of Transformers, Bottling, Trailer Mfg., Concrete, Auto Parts, Railroads, over 3,500 oil and gas wells, Brewery, Prov. Govt. 3,000, Alberta Gas Ethylene Mfg., Pipeline Line Mfg., Steel Mfg.-2

10 - CLIMATE: Av. Temp.-May to Sept. 54. First killing frost, Oct. 1; last killing frost, Mar. 31

11 - TAP WATER: Filtered, soft, fluoridated, reduced from 232 ppm to 70 ppm hardness

12 - RETAILING: **Principal Shopping Centers**-On Gaetz Ave. & Ross St. Other shopping centers in West Park, Eastview & Ross St., E Parkland Shopping Mall (North Hill), Bower Place (Southhill)

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Bower Place(99)	NA	Woodwards, Eatons
Eastview(10)	NA	IGA, Eastview Super Drug
Parkland Mall(88)	NA	Sears, Woolco
Safeway Plz Ctr (20)	NA	Co-op
Port-O-Call(8)	NA	Safeway, Western
Pines Shopping Plz (10)	NA	Red Rooster

Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-T Eaton, Hudson's Bay, Simpsons-Sears, Co-op, MacLeod's, Woolco, Merit Stores, Woodwards

Variety Stores-S.S. Kresge, London Drug, Zellers, Sean

Discount Stores Saveco, Valdis

Chain Stores-Safeway 2, IGA 2, Tom Boy, Co-Op, Woodwards Food Floor, Collegiate Sports, The Brick, North Star Sports, Shoppers Drugmart, Boots

14 - NEWSPAPERS: ADVOCATE (e) 22,912; Mar. 31, 1985 ABC

Local Contact for Advertising and Merchandising Data R.F. Grainger, Adv. Mgr., ADVOCATE, 2950 Bremner Ave., PO Box 5200, Red Deer, AB T4N 5G3; Tel (403) 343-2400
National Representative None

BRITISH COLUMBIA SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1976	1981	1986
Under 5 Years	173	191	206
5-14 Years	422	397	428
15-24 Years	460	491	530
25-44 Years	676	831	896
45-64 Years	495	536	578
65 and Over	243	298	322
TOTAL	2,469	2,744	2,960

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	[illegible]	1986
General Mdse	719	2,611	2,594
Apparel	122	584	700
Furniture	99	299	480
Groceries	904	3,104	3,745
Lumber/Bldg. Mat.	36	105	107
Restaurants	205	1,535	3,019
Autos	580	2,801	2,682
Gasoline/Fuel Oil	283	885	1,126
Drugs	124	596	589
TOTAL SALES	3,744	15,190	17,264

Source: Census of Canada/Retail Trade

CRANBROOK, B. C.

1 - LOCATION: E&P Map B-3. Located on Hwys. 3 & 95, 52 mi. N. of the Canadian-U.S. border, 90 mi. W. of the B.C.-Alta. border. Div. No. 1, Sub-div. 8, SE corner of Province. Hub city of the East Kootenay region & a major hwy. & railway ctr.

2 - TRANSPORTATION: **Railroads**-C.P.R.
Intercity Bus Lines-Greyhound
Airlines-Pacific Western

3 - POPULATION:
Corp. City 81 Cen 15,915; E&P 85 Est 17,669
CZ-ABC (81) 15,915
RTZ-ABC (81) 37,808
City & RTZ-ABC (81) 53,723

4 - HOUSEHOLDS:
City 81 Cen 5,520; E&P 85 Est 5,055
CZ-ABC (81) 5,475
RTZ-ABC (81) 12,650
City & RTZ-ABC (81) 18,125

5 - BANKS	NUMBER	DEPOSITS
Commercial	7	N A
Credit Union	1	N A

6 - PASSENGER AUTOS: City 10,433

7 - ELECTRIC METERS: N A

8 - GAS METERS: N A

9 - PRINCIPAL INDUSTRIES: Forestry, Coal Mining, Transp., Gold, Silver & Lead Mining, Dairy, Trucking & Farming

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 55-100; Fall 25-75; Winter 0-60. First killing frost, Oct. 15; last killing frost, Apr. 15

11 - TAP WATER: N A

12 - RETAILING: **Principal Shopping Centers**-Downtown on Baker St., Tamarack Shopping Ctr., Cranbrook Mall

13 - RETAIL OUTLETS: N A

14 - NEWSPAPERS: TOWNSMAN (e-mon to fri) 4,482; Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data Carol Murray, Pub., TOWNSMAN, 822 Cranbrook St. N., Cranbrook, BC V1C 3R9; Tel (604) 426-5201
National Representative None

DAWSON CREEK, B.C.

1 - LOCATION: Peace River-Prince George Elec. Dist. (PC), E&P Map B-2. 800 mi. NE of Vancouver; 380 mi. NW of Edmonton, Alta. Major coal development underway, oil development, Forestry, farming & agriculture. Mile Zero on Alaska Hwy.

2 - TRANSPORTATION: **Railroads**-Canadian National; British Columbia.
Motor Freight Carriers-11
Airlines-Pacific Western; CPAir via Fort St. John; Various Charter Lines.

3 - POPULATION:
Corp. City 81 Cen 11,373; E&P 85 Est 12,055

4 - HOUSEHOLDS:
City 81 Cen 4,095; E&P 85 Est 3,539

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	1	N.A.
Commercial	7	N.A.

6 - PASSENGER AUTOS: City 7,893

7 - ELECTRIC METERS: Residence 4,421

8 - GAS METERS: Residence 3,600

9 - PRINCIPAL INDUSTRIES: Lumbering; Mining; Oil Development; Farming & Ranching; Agric.; Tourism; Transp.
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Six-year av. (Celsius)-Spring 1; Summer 14; Fall 3; Winter 13. Av. frost free days 74.

11 - TAP WATER: Akaline, hard.

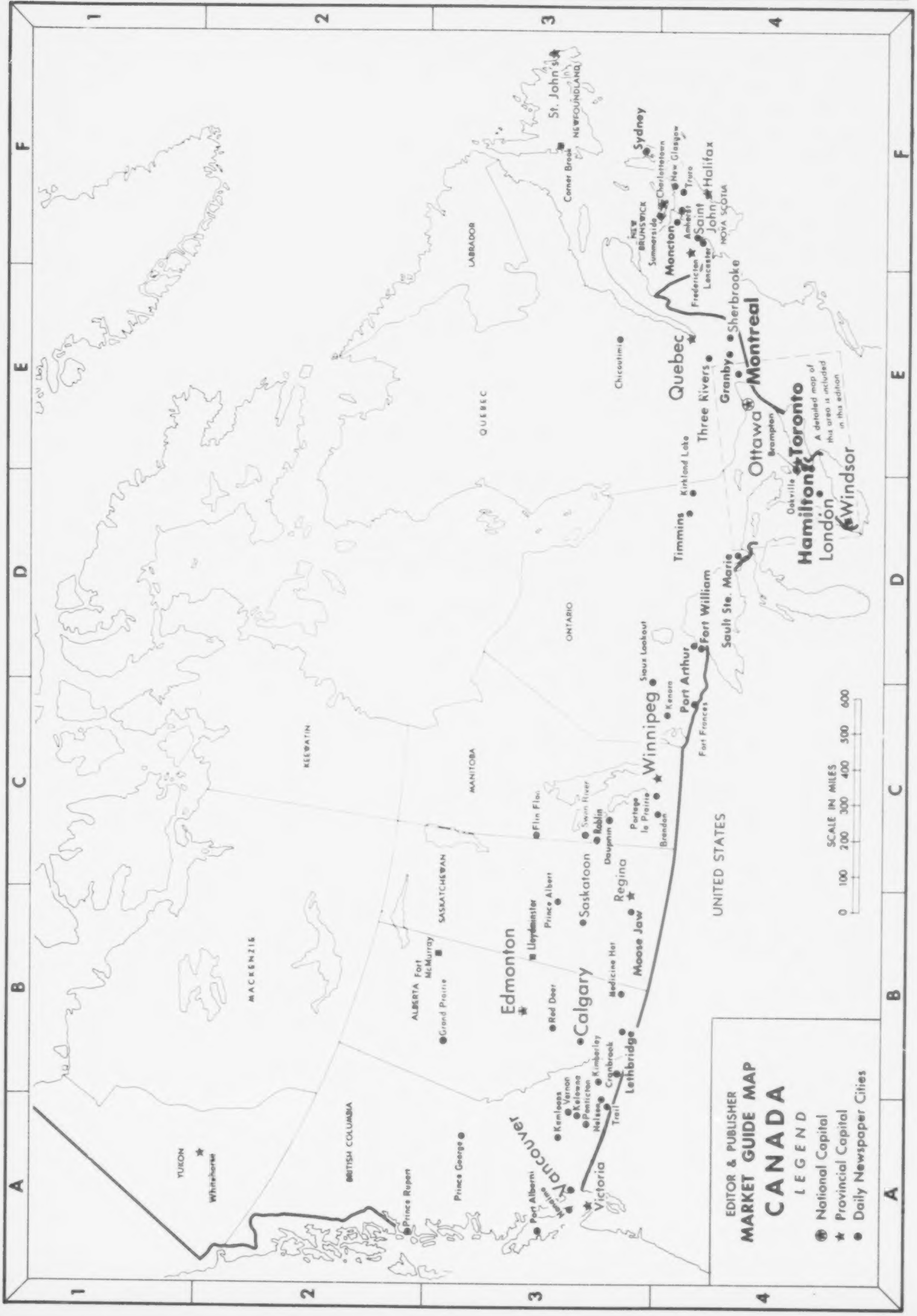
12 - RETAILING: **Principal Shopping Center**-Dawson Mall, 40 stores.
Neighborhood Shopping Centers-Dawson Co-op; Century Place mini mall.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Grand Prairie Mall	80	Zeller's, Safeway
Fort St. John	50	Zeller's, Safeway

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-K mart; Zeller's; Co-op; MacLeod's.
Discount Stores: Woolworth; Kresge's; Saan; Fields.
Variety Stores-Woolworth; Kresge's.
Chain Drug Stores-Shoppers; IDA.


EDITOR & PUBLISHER
MARKET GUIDE MAP
CANADA
LEGEND
⊛ National Capital
★ Provincial Capital
● Daily Newspaper Cities
SCALE IN MILES
0 100 200 300 400 500 600
A detailed map of this area is included in this edition
YUKON
Whitehorse
BRITISH COLUMBIA
Prince Rupert
Prince George
Port Alberni
Nanaimo
Vancouver
Victoria
Kamloops
Vernon
Kelowna
Penticton
Nelson
Trail
Kimberley
Cranbrook
MACKENZIE
ALBERTA
Grand Prairie
Fort McMurray
Edmonton
Red Deer
Calgary
Lethbridge
Medicine Hat
Lloydminster
SASKATCHEWAN
Prince Albert
Saskatoon
Moose Jaw
Regina
KEEWATIN
MANITOBA
Flin Flon
Swan River
Roblin
Dauphin
Brandon
Portage la Prairie
Winnipeg
UNITED STATES
ONTARIO
Kenora
Sioux Lookout
Fort Frances
Port Arthur
Fort William
Sault Ste. Marie
Timmins
Kirkland Lake
Oakville
Hamilton
London
Windsor
Brampton
Toronto
Ottawa
QUEBEC
Chicoutimi
Three Rivers
Quebec
Granby
Montreal
Sherbrooke
LABRADOR
NEW BRUNSWICK
Fredericton
Lancaster
Moncton
Saint John
Summerside
Charlottetown
Amherst
Truro
New Glasgow
Halifax
NOVA SCOTIA
Sydney
Corner Brook
NEWFOUNDLAND
St. John's
A B C D E F
1 2 3 4

Chain Supermarkets-Safeway; Co-op
Other Chain Stores-Reitmans; Sweet 16; Kelly's Stereos; Sears; Kits Camera; Bumper to Bumper.

14 - NEWSPAPERS: PEACE RIVER BLOCK NEWS (e) 3,693; sworn Mar. 31, 1985.
Local Contact for Advertising and Merchandising Data: Wendy Fynn, Pub., PEACE RIVER BLOCK NEWS, PO Box 180, Dawson Creek, BC V1G 4G6; Tel. (604) 782-4888.
National Representative None

FORT ST. JOHN, B.C.

1 - LOCATION: Peace River-Liard Regional District E&P Map B-2. 45 mi. NW of Dawson Creek. tourism, gas, logging, oil wells & diversified farming.

2 - TRANSPORTATION: **Railroads**-B.C.R.
Motor Freight Carriers-White Pass, Canadian Freightways.
Airlines-CPAir; (connecting point Edmonton, Whitehorse, Prince George, Vancouver)
Intercity Bus Lines-Greyhound

3 - POPULATION:
Corp. City 81 Cen. 13,891; E&P 85 Est. 18,210
CZ-ABC: (81) 13,891
RTZ-ABC: (81) 36,375
City & RTZ-ABC: (81) 50,266

4 - HOUSEHOLDS:
City 81 Cen. 4,642; E&P 85 Est. 4,963
CZ-ABC: (81) 4,642
RTZ-ABC: (81) 11,361
City & RTZ-ABC: (81) 16,003

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Comm.	6	NA

6 - PASSENGER AUTOS: City 8,676

7 - ELECTRIC METERS: City 6,430

8 - GAS METERS: 5,677

9 - PRINCIPAL INDUSTRIES: Forestry; Gas & Oil Wells; Dairying; Livestock; Alfalfa Seed; Feed Grains; Honey.

10 - CLIMATE: Min. & Max. Temp. + 40 to 40 C.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Center**-Totem Mall
Neighborhood Shopping Centers-Northgate Mall; Co-op Shopping Ctr.

13 - RETAIL OUTLETS: **Department Stores**-Zeller's; Central; The Bay; Co-op
Discount Stores-Save-A-Lot
Chain Drug Stores-People's Drug Mart; Shoppers Drug
Chain Supermarkets-Overwaitea; IGA; Safeway
Other Chain Stores-The Bay; MacLeod's; Fields; Marshall Wells; Workwear World; Daines Western; Ming Loong.

14 - NEWSPAPERS:ALASKA HIGHWAY NEWS (e-mon to fri) 3,658; Mar.31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Heinz Goldbach, Adv. Mgr., ALASKA HIGHWAY NEWS, 9916-98th St., Fort St. John, BC V1J 3T8; Tel. (604) 785-5631.
National Representative None

KAMLOOPS, B.C.

1 - LOCATION: Division 6. E&P Map A-3. About 250 mi. NE of Vancouver; approx. same distance NW of Trail; 390 mi. W. of Calgary.

2 - TRANSPORTATION: **Railroads**-Canadian Pacific; Canadian Nat'l Railway
Airlines-Pacific Western

3 - POPULATION:
Corp. City 81 Cen. 64,048; E&P 85 Est. 68,777
CZ-ABC: (81) 64,048
RTZ-ABC: (81) 37,935
City & RTZ-ABC: (81) 101,983

4 - HOUSEHOLDS:
City 81 Cen. 21,841; E&P 85 Est. 19,410
CZ-ABC: (81) 21,690
RTZ-ABC: (81) 12,435
City & RTZ-ABC: (81) 34,125

5 - BANKS	**NUMBER**	**DEPOSITS**
All Banks	10	N.A.

6 - PASSENGER AUTOS:City 26,511

7 - ELECTRIC METERS: Residence 10,732

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Employees-Lumbering (268 mills) 1,500; Railways (2) 1,259; Farming & Ranching 1,200; Govt. 1,000; Contractors (40) 400; Canning, Packing (seasonal) 300; Schools 250; Oil Refinery 125; Whlse. Distr. (18) 115; Hop Kilns (picking etc.) 100; Natural Gas 100; Pulp Mill 450; Industrial & Commercial Payroll $48,000,000.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Town, soft. Trading area, fairly hard; fluoridated.

12 - RETAILING: **Principal Shopping Days**-Thur., Fri. & Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Chain and Department Stores**-Women's Clothing 22; Men's Clothing 14; Appliance and Radio 28; Furniture 11; Drug 10; Grocery 67; Simpson-Sears; Hudson's Bay; T. Eaton; Safeway 2; Overwaitea; Super Valu 3; Woolworth; Copp's; Sweet 16; Buckerfield's; Singer Co.; Sally; Fashion First; Woodward's; Marshall Wells; Shoppers Drug Mart; Jack Fraser; People Credit Jewelers; Zeller's; Fields; Saan.

14 - NEWSPAPERS: NEWS (e-mon to fri) 21,708; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: M.L. Recchi, Adv. Mgr., NEWS, 63 W. Victoria St., Kamloops, BC V2C 6J6; Tel. (604) 372-2331.
National Representative: Southam Newspapers

KELOWNA, B.C.

1 - LOCATION: Division 3. E&P Map A-3. On Okanagan Lake; 295 mi. E. of Vancouver. In Central Okanagan Regional District.

2 - TRANSPORTATION: **Railroads**-C.P., C.N.R.
Motor Freight Carriers-12
Intercity Bus Lines-Greyhound
Airlines-C.P.; Pacific Western; Time Air

3 - POPULATION:
Corp. City 81 Cen. 59,196; E&P 85 Est. 65,330
CZ-ABC: (81) 46,890
RTZ-ABC: (81) 38,347
City & RTZ-ABC: (81) 85,237

4 - HOUSEHOLDS:
City 81 Cen. 22,310; E&P 85 Est. 20,357
CZ-ABC: (81) 17,588
RTZ-ABC: (81) 13,577
City & RTZ-ABC: (81) 31,165

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	17	N.A.
Savings & Loan	6	N.A.

6 - PASSENGER AUTOS: City 48,397

7 - ELECTRIC METERS: 11,000

8 - GAS METERS: 6,500

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Fruit Picking & Pkg. 2,800; Logging & Saw Mills 1,050; Retailing 2,000; Office & Clerical 1,200; Transp. 288; Cons. 1,200; Distillery 400; Truck Mfg. 450; Rec. Vehicles 850.

10 - CLIMATE: Daily mean temperature 47. Precipitation 12.35 in. annually.

11 - TAP WATER: Fluoridated.

12 - RETAILING: **N.A.**

13 - RETAIL OUTLETS: **Department Stores**-Field's; Hudson's Bay; MacLeod's; Sears; Woolco
Variety Stores-Woolworth; Metropolitan; Saan
Chain Drug Stores-Rexall; Western; London Drug; Shoppers Drug Mart
Chain Supermarkets: Safeway; Super Valu; IGA; Overwaitea

14 - NEWSPAPERS: COURIER (e) 16,550; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Ron Harding, Gen. Adv. Mgr., COURIER, 550 Doyle Ave., Kelowna, BC V1Y 7V1; Tel. (604) 762-4445.
National Representative: Thomson Newspapers

KIMBERLEY, B.C.

1 - LOCATION: Division 3. E&P Map B-3. Hwy. 95. In East Kootenay Regional District.

2 - TRANSPORTATION: **Railroads**-Canadian Pacific.
Intercity Bus Lines-Greyhound
Airlines-Pacific Western Airlines

3 - POPULATION:
Corp. City 81 Cen. 7,375; E&P 85 Est. 7,559

4 - HOUSEHOLDS:
City 81 Cen. 2,744; E&P 85 Est. 2,324

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	N.A.

6 - PASSENGER AUTOS: City 4,204

7 - ELECTRIC METERS: Residence 2,701

8 - GAS METERS: Residence 1,600

9 - PRINCIPAL INDUSTRIES: Mining, Fertilizer Plant 429 emp.; Transp. Comm. Utilities 240 emp.; Pulp mill 250.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: **N.A.**

13 - RETAIL OUTLETS: **Department Stores**-Field's (catalog); Simpson
Variety Stores-MacLeod's
Chain Drug Stores-Rexall; Tamblyn
Chain Supermarkets-Super Valu; Overwaitea

14 - NEWSPAPERS: BULLETIN (e-mon to fri) 2,425; sworn Mar. 31, 1984.
Local Contact for Advertising and Merchandising Data: Norman Picco, Adv. Mgr., BULLETIN, 335 Spokane St., Kimberly, BC V1A 1Y9; Tel. (604) 427-5333.
National Representative None

NANAIMO, B.C.

1 - LOCATION: Division 5. E&P Map A-3. 32 mi. W. of Vancouver; 70 mi. N. of Victoria, on Island Hwy. Center of wood pulp prod. area.

2 - TRANSPORTATION: **Railroads**-E&N; CPR and B.C. Ferries to Vancouver.
Interprovincial Bus Lines-Vancouver Island

3 - POPULATION:
Corp. City 81 Cen. 47,069; E&P 85 Est. 52,834
CZ-ABC: (81) 47,069
RTZ-ABC: (81) 71,493
City & RTZ-ABC: (81) 118,562

4 - HOUSEHOLDS:
City 81 Cen. 17,739; E&P 85 Est. 16,393
CZ-ABC: (81) 17,555
RTZ-ABC: (81) 26,025
City & RTZ-ABC: (81) 43,580

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Loan	12	$149,000,000

6 - PASSENGER AUTOS: City 29,400

7 - ELECTRIC METERS: Residence 14,000

8 - GAS METERS: Residence 1,350

9 - PRINCIPAL INDUSTRIES: Lumber; Logging Mach.; Pulp; Shipbldg.; Fishing; Agric.; Tourism.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **N.A.**

13 - RETAIL OUTLETS: **Department Stores**-T. Eaton; Simpson-Sears; MacLeod's; Fields; Woolworth; Woolco; The Bay
Chain Drug Stores-Shoppers Drug Mart 3; Central Drug 3; Nanaimo Pharmacy 2; Western
Chain Supermarkets-Safeway 2; Super Valu 2; Overwaitea; IGA
Stores Open Evenings-Thur., Fri., Woolco Mon. thru Sat.

14 - NEWSPAPERS: FREE PRESS (e) 8,995; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Clyde T. Wicks, Pub./Gen. Mgr., FREE PRESS, 225 Commercial St., Nanaimo, BC V9R 5K5; Tel. (604) 753-3451.
National Representative: Thomson Newspapers

NELSON, B.C.

1 - LOCATION: West Kootenay Electoral District. E&P Map A-3. 450 mi. E. of Vancouver; 400 mi. W. of Calgary. On West Arm of Kootenay Lake; Near Duncan and Hugh Keenlyside Dams. On Southern Trans-Canada Hwy. No. 3.

2 - TRANSPORTATION: **Railroads**-Canadian Pacific; Burlington Northern.
Motor Freight Carriers-8
Intercity Bus Lines-Greyhound; Kaslo-Nelson Airline Service
Airlines-PWA

3 - POPULATION:
Corp. City 81 Cen. 9,143; E&P 85 Est. 8,991
CZ-ABC: (81) 9,507
RTZ-ABC: (81) 46,757
City & RTZ-ABC: (81) 56,264

4 - HOUSEHOLDS:
City 81 Cen. 3,599; E&P 85 Est. 2,907
CZ-ABC: (81) 3,703
RTZ-ABC: (81) 16,987
City & RTZ-ABC: (81) 20,690

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	3	N.A.
Savings & Loan	4	N.A.

6 - PASSENGER AUTOS: City 8,258

7 - ELECTRIC METERS: Residence 3,983

8 - GAS METERS: Residence 2,327

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Transp. 400 ($150); Lumber 900 ($175); Contracting 300 ($175); Mfg. 400 ($150).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-80; Summer 55-100; Fall 25-75; Winter 0-60. First killing frost, Oct. 15th; last killing frost, Apr. 15th.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Centers**-12 blocks on Baker, Stanley, Josephine, Ward & Vernon Sts.
Neighborhood Shopping Centers-Fairview-Nelson Ave.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri. until 9

13 - RETAIL OUTLETS: **Department Stores**-Eaton's; Army & Navy; Field's; Zeller's; Woodward's; Saan; MacLeod's
Variety Stores-Woolworth
Chain Supermarkets-Super-Valu; Safeway

14 - NEWSPAPERS: NEWS (m-mon to fri) 6,230; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Steen O. Jorgenson, Natl. Adv. Mgr., NEWS, 266 Baker St., Nelson, BC V1L 4H3; Tel. (604) 352-3552.
National Representative None

PENTICTON, B.C.

1 - LOCATION: Division 3. E&P Map A-3. On Lake Okanagan; 256 mi. E. of Vancouver.

2 - TRANSPORTATION: **Railroads**-C.P., C.N.
Intercity Bus Lines-Greyhound
Airlines-Pacific Western; Canadian Pacific Airways.

3 - POPULATION:
Corp. City 81 Cen. 23,181; E&P 85 Est. 24,617
CZ-ABC: (81) 24,043
RTZ-ABC: (81) 28,405
City & RTZ-ABC: (81) 52,448

4 - HOUSEHOLDS:
City 81 Cen. 9,143; E&P 85 Est. 8,209
CZ-ABC: (81) 9,676
RTZ-ABC: (81) 10,684
City & RTZ-ABC: (81) 20,360

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	7	N.A.

6 - PASSENGER AUTOS: City 20,529

7 - ELECTRIC METERS: 5,758

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Forestry 312; Mfg. 420; Constr. 670; Transp. Storage 700; Mining 305; Fruit & Pkg. 1,984.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: **Stores Open Evenings**-Fri.

13 - RETAIL OUTLETS: **Department Stores**-Zeller's; Sears (catalog); Woodwards; Woolco
Variety Stores-Woolworth; Pentiction 5
Chain Drug Stores-Rexall 2; Shoppers Drug Mart
Chain Supermarkets-Super-Valu 2; Canada Safeway; IGA; Shop Easy; Woodwards.

14 - NEWSPAPERS: HERALD (e-mon to fri) 8,189; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: George Solomonides, Adv. Mgr., HERALD, 186 Nanaimo Ave. W., Penticton, BC V2A 1N4; Tel. (604) 492-4002.
National Representative: Thomson Newspapers.

PORT ALBERNI, B.C.

1 - LOCATION: Division 5. E&P Map A-3. 50 mi. NW of Nanaimo on Hwy. 4 and 30 mi. from the E coast of Vancouver Island. Center of forest complex (pulp, paper, plywood and lumber mfg.). Province's third largest deep-sea port with commercial fishery facilities.

2 - TRANSPORTATION: **Railroads**-Canadian Pacific.
Motor Freight Carriers-2
Intercity Bus Lines-Pacific Coach Lines Ltd.

3 - POPULATION:
Corp. City 81 Cen. 19,892; E&P 85 Est. 19,603
CZ-ABC: (81) 19,892

RTZ-ABC: (81) 12,666
City & RTZ-ABC: (81) 32,558

4 - HOUSEHOLDS:
City 81 Cen. 6,864; E&P 85 Est. 5,581
CZ-ABC: (81) 6,815
RTZ-ABC: (81) 4,070
City & RTZ-ABC: (81) 10,885

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	N.A.
Credit Union	1	N.A.

6 - PASSENGER AUTOS: City 11,487

7 - ELECTRIC METERS: Residence 7,005

8 - GAS METERS: None

9 - PRINCIPAL INDUSTRIES: Pulp & Paper; Plywood & Lumber Mills; Logging; Fishing & Heavy Mach.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-50; Summer 60-90; Fall 55-70; Winter 20-40.

11 - TAP WATER: Soft

12 - RETAILING: Principal Shopping Areas-3 blocks on Third Ave.; Port Alberni; Plz. Shopping Ctr. & Alberni Mall; 10th & Redford; Southgate Shopping Ctr.; Harbor Quay; Waterfront facility.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Woodward's; K mart; Simpson-Sears (catalog).
Chain Drug Stores-Shopper's Drug Mart; Boots.
Chain Supermarkets-Safeway; Super-Valu; Economart; Woodward's.
Other Chain Stores-Color Your World; Alberni Co-op; MacLeod's; Woolworth; Saan Stores; Kelly's Stereo Mart; Radio Shack; Kit's Camera; People's Jewelers; Revelstoke Lumber; Copp Shoes; Reitman's; Bootlegger; Sweet 16; Windsor Plywoods.

14 - NEWSPAPERS: ALBERNI VALLEY TIMES (e-mon to fri) 7,002; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: N.E. Hannaford, Pub., ALBERNI VALLEY TIMES, 4918 Napier St., PO Box 400, Port Alberni, BC V9Y 7N1; Tel. (604) 723-8171.
National Representative: None.

PRINCE GEORGE, B.C.

1 - LOCATION: E&P Map A-3. 466 mi. N. of Vancouver.

2 - TRANSPORTATION: Railroads-British Columbia; Canadian National.
Airlines-C.P.A.; P.W.A.; NTAir.
Bus Lines-Greyhound; Coachways.

3 - POPULATION:
Corp. City 81 Cen. 67,559; E&P 85 Est. 73,983
CZ-ABC: (81) 67,559
RTZ-ABC: (81) 60,181
City & RTZ-ABC: (81) 127,740
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 81 Cen. 22,037; E&P 85 Est. 19,917
CZ-ABC: (81) 21,875
RTZ-ABC: (81) 18,260
City & RTZ-ABC: (81) 40,135

5 - BANKS	NUMBER	DEPOSITS
Savings & Loan	27	N.A.

6 - PASSENGER AUTOS: City 34,532

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry (Av. Wkly. Wage)-Lumbering ($411); Transp.; Govt.; Pulp and Paper; Oil Refinery; Caustic Chemicals.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Fluoridated

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: Department Stores-Zeller's; Sears; Woodward's; Woolco.
Variety Stores-Kresge; MacLeod's-Stedman's; Saan; Canadian Tire.
Chain Supermarkets-Safeway 2; Overwaitea 4; Woodward's.

14 - NEWSPAPERS: CITIZEN (e-mon to fri) 23,182; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Doug French, Adv. Mgr., CITIZEN, PO Box 5700; 150 Brunswick St., Prince George, BC V2L 5K9; Tel. (604) 562-2441.
National Representative: None.

PRINCE RUPERT, B.C.

1 - LOCATION: Skeena-Queen Charlotte Regional District. E&P Map A-2. On Kaien Island. NW part of Hecate Strait, bet. mouths of Skeena River and Portland Canal; Pacific Coast terminus of Canadian Natl. Railway; 500 mi. N of Vancouver; 40 mi. S of Alaskan boundary.

2 - TRANSPORTATION: Railroads-Can. Nat'l.
Motor Freight Carriers-3.
Passenger Steamship Lines-2.
Freight Steamship Lines-4.
Intercity Bus Lines-Watson Island; Far West.
Airlines-Canadian Pacific; B.C.; Alaska Coastal; North Coast Air Servs.; Trans Provincial.

3 - POPULATION:
Corp. City 81 Cen. 16,197; E&P 85 Est. 17,386
CZ-ABC: (81) 16,197
RTZ-ABC: (81) 6,443
City & RTZ-ABC: (81) 22,640

4 - HOUSEHOLDS:
City 81 Cen. 5,296; E&P 85 Est. 4,683
CZ-ABC: (81) 5,235
RTZ-ABC: (81) 1,665
City & RTZ-ABC: (81) 6,900

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	6	N.A.

6 - PASSENGER AUTOS: City 6,278

7 - ELECTRIC METERS: Residence 3,600

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Fishing 2,500 (N.A.); Transp. 200 (N.A.); Pulp & Paper 1,000 ($400); Mfg. 300 (N.A.); Food 190 (N.A.); Govt. 300 (N.A.); Govt.-Owned Paper Mill (N.A.).
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-50; Summer 49-62; Fall 42-53; Winter 32-41. First killing frost, Oct. 1; last killing frost, May 7.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Centers-Rupert Sq.; Third Ave.; Pride 'O' North Mall.
Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Fri. until 9.
Stores Close-Mon.

13 - RETAIL OUTLETS: Variety Stores-Woolworth; Field's; MacLeod's.
Chain Supermarkets-Hudson Bay; Reitman's; Overwaitea; Fisherman's Co-Op; Safeway; Super Valu.
Other Chain Stores-Sears.

14 - NEWSPAPERS: NEWS (e-mon to fri) 4,032; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Iris M. Christison, Pub.; Mrs. Christal Case, Adv. Mgr., NEWS, Box 580, Prince Rupert, BC V8J 3R9; Tel. (604) 624-6781.
National Representative: None.

TRAIL, B.C.

1 - LOCATION: Dist. of West Kootenay. E&P Map A-3. On the Columbia River. 10 mi. from International boundary, in section of district, 410 mi. E of Vancouver.

2 - TRANSPORTATION: Railroads-Canadian Pacific.
Motor Freight Carriers-3.
Intercity Bus Lines-Greyhound; Airline; City Transit Service.
Airlines-Pacific Western; Arrow.

3 - POPULATION:
Corp. City 81 Cen. 9,599; E&P 85 Est. 9,192
CZ-ABC: (81) 11,568
RTZ-ABC: (81) 27,386
City & RTZ-ABC: (81) 38,954

4 - HOUSEHOLDS:
City 81 Cen. 3,770; E&P 85 Est. 2,975
CZ-ABC: (81) 4,460
RTZ-ABC: (81) 9,350
City & RTZ-ABC: (81) 13,810

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.

6 - PASSENGER AUTOS: City 11,727

7 - ELECTRIC METERS: Residence 6,457

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mining-Lead, Zinc, Silver, Cadmium, Bismuth, Mercury, Tin, Iron & Electronic Metals. Mfg. Steel; Fertilizers; Chemicals; Hardware Specialties; Zinc (Die Castings & Extruded); Chain Saws; Employment 7,500.
Principal Industrial Pay Days-8th, 23rd.

10 - CLIMATE: Min. & Max. Temp.-Spring 21-85; Summer 44-96; Fall 27-87; Winter 16-52.

11 - TAP WATER: Neutral, soft, not fluoridated.

12 - RETAILING: Principal Shopping Center-9 blocks on 3 streets. (Waneta Pl.)
Neighborhood Shopping Centers-Rossland Ave. (2 blocks); E Trail (3 blocks); Glenmerry (1 block).
Principal Shopping Days-Tues., Wed., Thur., Fri., Sat.
Stores Open Evenings-Fri.
Stores Close-Most on Mon.

13 - RETAIL OUTLETS: Department Stores-Hudson's Bay; Simpson-Sears; Woolco.
Variety Stores-S.S. Kresge.
Chain Supermarkets-Super Valu; Safeway.
Other Chain Stores-Sally; MacLeod's; Sweet 16; Firestone.

14 - NEWSPAPERS: TIMES (e-mon to fri) 6,301; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Al Jensen, Adv. Mgr., TIMES, 1163 Cedar Ave., Trail, BC V1R 4B8; Tel. (604) 368-8551.
National Representative: None.

VANCOUVER, B.C.

1 - LOCATION: Division 15. E&P Map A-3. On Burrard Inlet. Canada's largest Pacific seaport, direct access to ocean. 45.2 cargo tons. Principal products handled: forest prod., grain, potash, propane gas, sulphur, coal, flour and fish. Harbor has 98 mi. water frontage; 49 sq. mi. deep-sea anchorage. Commercial metropolis for British Columbia and Yukon financial, distributing & University. 31 mi. N. of U.S. border; 140 mi. N. of Seattle; 80 mi. from Victoria. Hwys. to Trans-Canada and U.S.

2 - TRANSPORTATION: Railroads-Terminus for Canadian National and Canadian Pacific. Terminus for Burlington Northern Inc. (serves Southern British Columbia en route to U.S.). British Columbia Railway, serves Northern and interior British Columbia.
Motor Freight Carriers-200.
Intercity Bus Lines-Greyhound; Pacific Stage; Continental Trailways; British Columbia Hydro; Kay's Trans.; SMT Coachlines; Sechelt Thunderbird Tours; Columbia Stage Lines; Gray Line; H & H; Maverick Coach; Sechelt; Squamish Coachlines; V & J Trans.; Vancouver Airline Limousines; Seabus (betw. Vanc. & N. Vanc.).
Airlines-Air Canada; B.C.; United; CP Air; Japan; Quantas; Nanaimo; Ocean Air (Port Alberni); Pacific Western; Western; Wardair Canada; Associated; Air France; British Airways; Alaska; Sabena; Lufthansa; NW Orient; Alitalia; KLM; Pan American; Japan; Air India; Air West; Irish Intl.; Swiss; Continental; Eastern; APSA Peruvian; El Al Israel; Iberian of Spain; Olympic Airways; Pakistan International; Philippine; Scandinavian; TAP Portuguese Airways; Trans International World Airways; Finn Air; Transavia Holland (charter only).
Steamship Lines-67.

3 - POPULATION:
Met. Area 81 Cen. 1,268,183; E&P 85 Est. 1,351,117
Corp. City 81 Cen. 414,281; E&P 85 Est. 415,248
CZ-ABC: (81) 820,526
RTZ-ABC: (81) 612,903
City & RTZ-ABC: (81) 1,433,429

4 - HOUSEHOLDS:
Met. Area 81 Cen. 476,755; E&P 85 Est. 427,475
City 81 Cen. 173,040; E&P 85 Est. 144,743
CZ-ABC: (81) 327,750
RTZ-ABC: (81) 205,720
City & RTZ-ABC: (81) 533,470

5 - BANKS	NUMBER	EST. DEP.
Savings	204(city) 370(metro)	N.A.
Commericial	4	N.A.
Savings & Loan	38	N.A.
Trust Companies	34(city) 41(metro)	N.A.
Credit Unions	47	N.A.

6 - PASSENGER AUTOS: City 245,227

7 - ELECTRIC METERS: Lower Mainland 595,772

8 - GAS METERS: Residence Lower Mainland 349,554

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 62,800 ($509.40); Constr. 15,000 ($541); Trans., Communication & Other Util. 56,000 ($544); Trade 87,500 ($342); Fin., Ins. & Real Estate 36,200 ($444); Community, Bus. & Personal Serv. 189,200 ($342); Industrial Aggregate 458,500 ($412).

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring 3-18; Summer 4-30; Fall 7-21; Winter 13-14.

11 - TAP WATER: Neutral, very soft; not fluoridated.

12 - RETAILING: Principal Shopping Centers-5 blocks on Granville, Pacific; Royal 9 blocks on Hastings; Vancouver; Harbour.
Neighborhood Shopping Centers-41st & Cambie; Oakridge Broadway & Granville; Main & Broadway; 41st & Boulevard; 41st & Victoria Dr.; 49th & Fraser; Commercial & 1st; Nanaimo & Hastings; Kingsway & Joyce; Kingsway & Knight Rd.; "King Edward Mall", King Edward at Oak St.; Mandarin Trade Ctr.; Arbutus Vlg., Arbutus & West 25th Ave.; Kingsgate Kingsway & Broadway; Park Royal, W. Vancouver; Middlegate 7155 Kingsway; Brentwood Mall, Lougheed & Willingdon; Richmond Ctr.; Westview Gardens; Kennedy Height; Killarney Sq. S.C.; Lougheed Mall, Lougheed Hwy. & North Rd.; Old Orchard S.C.; Delbrook N. Vancouver; Capilano Mall, N. Vancouver; Guilford Town Ctr.; Surrey Place Ctr., N. Surrey; Scott Town Plaza; Scotsdale Mall, Delta; Champlain Mall, 54th & Kerr; Westwood, "Coquitlam", Coquitlam Ctr., Coquitlam (at Barnet Hwy. & Lougheed Hwy.); "Lansdowne", Richmond.
Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Woodward's; The Bay; Eaton's; Sears; Woolco; Fields.
Variety Stores-Woolworth; Kresge's; Metropolitan; Army & Navy; K mart; Marks & Spencer; Zeller's.
Chain Drug Stores-The Bay 2; Boots 18; Collingwood 2; United 4; Fred's 2; Garlane 3; Gaynor's 2; K mart 4; London 11; Woodward's 8; Peoples 10; MacDonald's 3; Owl 6; Pay Less 3; Pharmasave 15; Regency 6; Shopper's 29.
Chain Supermarkets-Supervalu 29; Safeway 53; 7-Eleven 18; Stong's 5; High-Low 3; Mac's 56; Red & White 6; Overwaitea 6; Shop Easy 7; Lucky Dollar 3; Woodward's Food Fair 7.

14 - NEWSPAPERS: PROVINCE (m-mon to fri) 162,154; (S) 202,841; Mar. 31, 1985 ABC.
SUN (e-mon to thur) 240,907; (e-fri) 287,115; (e-sat) 288,321; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: A.J. McNair, Gen. Adv. Mgr., Pacific Press Ltd., 2250 Granville St., Vancouver, BC V6H 3G2; Tel. (604) 732-2513.
National Representative: Southam Newspapers; Cresmar, Woodward, O'Mara & Ormsbee.

VERNON, B.C.

1 - LOCATION: North Okanagan Regional District. E&P Map R-12. Fruit & vegetable proc., agric., lumber, stock-raising area. 71 mi. SE of Kamloops.

2 - TRANSPORTATION: Railroads-Canadian Pacific; Canadian National.
Motor Freight Carriers-3.
Intercity Bus Lines-Trailways; Central Coach; Greyhound.
Airlines-American; Eastern; USAir.

3 - POPULATION:
Corp. City 81 Cen. 19,987; E&P 85 Est. 21,935
CZ-ABC: (81) 27,271
RTZ-ABC: (81) 50,209
City & RTZ-ABC: (81) 77,480

4 - HOUSEHOLDS:
City 81 Cen. 7,827; E&P 85 Est. 7,085
CZ-ABC: (81) 10,115
RTZ-ABC: (81) 17,160
City & RTZ-ABC: (81) 27,275

5 - BANKS	NUMBER	DEPOSITS
Commercial	4	N.A.

6 - PASSENGER AUTOS: City 18,063

7 - ELECTRIC METERS: City 4,250

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Fruit & Vegetable Proc. (dehydration and canning); Lumber Mills (sash & door); Farming, fruit, cattle, beef, sheep raising, dairying.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: NEWS (e) 8,629; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Gary Oldfield, Pub./Gen. Mgr., NEWS, 3309 31st Ave., Vernon, BC V1T 6N8; Tel. (604) 545-0671.
National Representative: Thomson Newspapers.

VICTORIA, B.C.

1 - LOCATION: Vancouver Island. E&P Map A-3. Provincial Capital. Tourism. Oceanographic. Research Ctr. Educ. and Cultural Ctr. Lumbering. Small Fruits and Agric. Naval base and dockyard. Whol. ctr. On S. tip of Vancouver Island. 80 mi. from Vancouver and Seattle, WA.

2 - TRANSPORTATION: **Railroads**-Esquimalt & Nanaimo; Canadian National (freight).
Steamship Lines-4 also B.C. Steamship Ltd. Ferry to Seattle, Washington State Ferries to Anacortes. B.C. Government Ferries. Swartz Bay to Tsawwassen. Black Ball Ferries to Port Angeles, U.S.A.
Motor Freight Carriers-5.
Intercity Bus Lines-Vancouver Island Coach covering Vancouver Island.
Airlines-Air Canada; CP Air; Air B.C.; Pacific Western; Warddair; San Juan; Time Air. (Jet Foil) Island Jet Foil Service to Vancouver, B.C./Seattle, WA.

3 - POPULATION:
Corp. City 81 Cen. 64,379; E&P 85 Est. 65,550
Met. Area 81 Cen. 233,481; E&P 85 Est. 245,550
Met. Area-ABC: (81) 233,481
Bal. in RTZ-ABC: (81) 145,794
Total Met Area & RTZ-ABC: (81) 379,275

4 - HOUSEHOLDS:
City 81 Cen. 33,372; E&P 85 Est. 27,901
Met. Area 81 Cen. N.A.; E&P 85 Est. 83,481
Met. Area-ABC: (81) 94,980
Bal. in RTZ-ABC: (81) 53,500
Total Met. Area & RTZ-ABC: (81) 148,480

5 - BANKS	NUMBER	DEPOSITS
Commercial	69	N.A.
Trust & Loan	17	N.A.
Credit Unions	37	N.A.

6 - PASSENGER AUTOS: City 117,487

7 - ELECTRIC METERS: Residence 120,958

8 - GAS METERS: Residence 3,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 4,800 ($213); Transp. & Utilities 3,800 ($204); Trade 6,600 ($151); Service 5,400 (N.A.); Industrial Composite 24,300 ($167).

10 - CLIMATE: Min. & Max. Temp.-Spring 42-55; Summer 51-67; Fall 45-56; Winter 36-44. First killing frost, Dec. 4; last killing frost, Mar. 4.

11 - TAP WATER: Acid, very soft.

12 - RETAILING: **Principal Shopping Area** Downtown area bounded by Wharf St., Humboldt, Cook and Herald Sts. Downtown Association comprises 350 member firms.
Neighborhood Shopping Centers-Major Shopping Ctrs. Hillside Mall 120 stores, Mayfair Mall 100 stores, Tillicum Mall 80 stores, Town & Country 23 stores. Other neighborhood shopping ctrs.
Stores Open Evenings-Many stores open 6 nights a week, all stores open Wed., Thurs., Fri., evening. Substantial Sun. opening.

13 - RETAIL OUTLETS: **Department Stores**-Eaton's; Hudson's Bay; Woodward; Woolco; Simpson-Sears; Zeller's; K mart.
Chain Drug Stores-Shoppers 5; London; Pharmasave Peoples; Boots.
Chain Supermarkets-Safeway 10; Low Cost Stores 18; Shop Easy 5; I.G.A.; Oakcrest; Fairways; Thriftys; 7-Eleven; Woodwards; Economart; Mac's Convenience Stores 4.
Other Chain Stores-Aamco Transmission; A & B Sound; A & A Records; O.B. Allan Jewelers; Agnew-Surpass 2; Allied Radio Shack 5; Bata Shoe Store 2; Beaver Lumber Co. Ltd.; Buckerfield's Ltd.; Charmante's; Color Your World 2; D'Allaird's Ltd 2; Dalmy's Canada Ltd. 2; Discus Music World; Fairweather; Firestone Stores; Jack Fraser Stores; Footlocker; Great West Gold & Diamond Co.; Japan Camera Ctr.; Grassies 2; Jordans Victoria Ltd. 2; Kinney Shoes; Kits Cameras; Lords Shoes; Mappins Jewellers; Mariposa; Marks & Spencer; Millers; Midas Muffler Shops; Murray Goldman; The Nut House; Pennington's Large Size Shop; Peoples Jewellers 2; The Pop-Shoppe; Purdy Chocolates; Reitman's (BC); Ricki's; Roots Natural Footwear; Saba Bros.; Sally Shops (BC); Shirley K Maternity (Canada); Singer Co. of Canada; Speedy Muffler King; Sterling Shoes 2; Superstar Athletic Footwear; Sweet Sixteen 3; Thriftys 3; Thunderbird Stores; Tip Top Tailors; Windsor Plywoods.

14 - NEWSPAPERS: TIMES-COLONIST (all day) 75,485; (S) 72,758; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: B.E. Hobbs, Adv. Dir., TIMES-COLONIST, 2621 Douglas St.; Box 300, Victoria, BC V8W 2N4; Tel. (604) 382-7211.
National Representatives: Thomson Newspapers. Cresmer, Woodward, O'Mara & Ormsbee.

MANITOBA SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1976	1981	1986
Under 5 Years	82	77	82
5-14 Years	183	161	171
15-24 Years	194	190	201
25-44 Years	253	278	294
45-64 Years	202	198	210
65 and Over	107	122	129
TOTAL	1,021	1,026	1,087

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1983	1986
General Mdse.	335	884	964
Apparel	52	176	267
Furniture	26	90	203
Groceries	281	1,031	1,357
Lumber/Bldg. Mat.	17	25	37
Restaurants	17	336	577
Autos	225	808	970
Gasoline/Fuel Oil	95	260	426
Drugs	40	141	199
TOTAL SALES	1,346	4,338	5,442

Source: Census of Canada/Retail Trade

BRANDON, MAN.

1 - LOCATION: Division 7, E&P Map C-4.

2 - TRANSPORTATION: **Railroads**-C.P., C.N.
Intercity Bus Lines-Greyhound; Manitoba Motor Transit; Grey Goose.
Airlines-Pacific Western.

3 - POPULATION:
Corp. City 81 Cen. 36,242; E&P 85 Est. 39,298
CZ-ABC: (81) 36,242
RTZ-ABC: (81) 71,641
City & RTZ-ABC: (81) 107,883
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 81 Cen. 13,619; E&P 85 Est. 13,995
CZ-ABC: (81) 13,455
RTZ-ABC: (81) 24,810
City & RTZ-ABC: (81) 38,265

5 - BANKS	NUMBER	DEPOSITS
Commercial	11	N.A.

6 - PASSENGER AUTOS: City 17,962

7 - ELECTRIC METERS: Residence 9,210

8 - GAS METERS: 5,725

9 - PRINCIPAL INDUSTRIES: Metal Fabrication; Chemicals & Fertilizers; Electrical Components; Health Care; Railroads (4,400 employees); Meat & Poultry Proc.; Power Generating.

10 - CLIMATE: N.A.

11 - TAP WATER: Neutral, soft; fluoridated.

12 - RETAILING: **Shopping Centers**-Brandon Shopping Mall-2 mi. S of downtown-72 stores (open 9:30 a.m.-10:00 p.m.-Mon. through Sat.); Downtown area open Thur., Fri. evening; K mart Shopping Complex-1 mile W. of downtown (open 10:00 a.m. to 10:00 p.m.-Mon. through Sat.); Brandon Gallery Downtown, 54 stores (open 9:30 a.m.-9:30 p.m. Mon. through Fri., 9:30 a.m.-6:00 p.m. Sat.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Shoppers Mall(24)	NA	Woolco, Allen-Brown Drug, Saan, Safeway
River Heights	NA	K mart
Gallery	NA	Zellers, Eaton's, IGA, Shoppers Drug

Principal Shopping Days-Thur., Fri. (evening), Sat.

13 - RETAIL OUTLETS: **Department Stores**-Eaton's; Simpson-Sears; Woolco; K mart; Zellers.
Variety Stores-Woolworth; Metropolitan.
Chain Supermarkets-Safeway 2; Solo Stores; Econo-Mart; IGA 4; Economy; Other Grocery Stores 50.

Other Chain Stores-MacLeod's; Maher; Reitmans; Gallenkamp; White Cross Drugs; Canadian Tire; Thriftys; Tip Top; Bootlegger; Bata; Dalmys; Irene Hill; Kinney Shoes; Drapery Shoppe; Jean Junction; Orange Julius; Coles Books; Kinsey Wool; Radio Shack; Pot Pouri; Astral Photo; Sterling Shoes; Birks Jewelers; Peoples Jewelers; Japan Camera.

14 - NEWSPAPERS: SUN (e-mon-thur, sat) 18,882; (e-fri) 22,433; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: E.W. Pow, Adv. Mgr., SUN, 501 Rosser Ave., Brandon, MB R7A 5Z6; Tel. (204) 727-2451.
National Representative: Southam Newspapers (Toronto and Montreal).

DAUPHIN, MAN.

1 - LOCATION: On E&P Map C-3. Approx. 210 mi. NW of Winnipeg; 90 mi. N. of Brandon.

2 - TRANSPORTATION: **Railroads**-Canadian Natl.
Intercity Bus Lines-Grey Goose; Greyhound.
Airlines-Skywest.

3 - POPULATION:
Corp. City 81 Cen. 8,971; E&P 85 Est. 9,236

4 - HOUSEHOLDS:
City 81 Cen. 3,546; E&P 85 Est. 3,451

5 - BANKS	NUMBER	DEPOSITS
Commercial	6	N.A.

6 - PASSENGER AUTOS: 4,261

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, Number of Emp.-RR 383; Beverages 34; Hwy. 189; Telephone 71.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: BULLETIN (e-mon to fri) 1,200; sworn Aug. 8, 1984.
Local Contact for Advertising and Merchandising Data: Robert Gilroy, Pub., BULLETIN, 120-1st Ave., Dauphin, MB R7N 1A5; Tel. (204) 638-4420.
National Representative: None.

FLIN FLON, MAN.

1 - LOCATION: Retailing, resort, mining and smelting ctr. E&P Map S-3.

2 - TRANSPORTATION: **Intercity Bus Lines**-Grey Goose.
Airlines-Pacific Western.

3 - POPULATION:
Corp. City 81 Cen. 7,894; E&P 85 Est. 8,039

4 - HOUSEHOLDS:
City 81 Cen. 2,819; E&P 85 Est. 2,722

5 - BANKS	NUMBER	DEPOSITS
Commercial	2	N.A.

6 - PASSENGER AUTOS: City 2,649

7 - ELECTRIC METERS: 3,100

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mining, Smelting.

10 - CLIMATE: Min. & Max. Temp.-38, 84.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: REMINDER (e-mon to fri) 3,975; sworn Nov. 19, 1984.
Local Contact for Advertising and Merchandising Data: Sharon Salthammer, Adv. Mgr., REMINDER, 38 Main St., Box 727, Flin Flon, MB R8A 1N5; Tel. (204) 687-3454.
National Representative: None.

PORTAGE LA PRAIRIE, MAN.

1 - LOCATION: Division 9, E&P Map C-4, 56 mi. W. of Winnipeg. On Hwys. 1, 4.

2 - TRANSPORTATION: **Railroads**-C.P., C.N.
Interprovincial Bus Lines-Greyhound.

3 - POPULATION:
Corp. City 81 Cen. 13,086; E&P 85 Est. 14,203
CZ-ABC: (81) 13,086
RTZ-ABC: (81) 14,251
City & RTZ-ABC: (81) 27,337
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 81 Cen. 4,634; E&P 85 Est. 4,770
CZ-ABC: (81) 4,600
RTZ-ABC: (81) 4,115
City & RTZ-ABC: (81) 8,715

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	N.A.

6 - PASSENGER AUTOS: City 6,539

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Grain Elevators; Flour Mills; General Farm Mach.; Clothing; Soup Plant; Pea Proc. & Intl. Shipping; Glassware Mfg.; Electric Cable Mfg.; Fishing Equip. Mfg.; Govt. of Man. Servs.; Frozen Potato Chip Plant.

10 - CLIMATE: Min. & Max. Temp.: Spring 35-55; Summer 50-85; Fall 26-50; Winter 0-25.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: **Principal Shopping Center**-40-store mall-Woolco & Safeway.
Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Stylerite; Canadian Tire; Robinson Stores; Federated Co-op; Woolco.
Variety Stores-Metropolitan; Saan; Dalfens.
Chain Supermarkets-Safeway; Co-op.

14 - NEWSPAPERS: THE DAILY GRAPHIC (e) 4,594; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: W. J. (Bill) Hamilton, Adv. Mgr., THE DAILY GRAPHIC, 201 Saskatchewan Ave. E., Portage La Prairie, MB R1N 3B4; Tel. (204) 857-3427.
National Representative: None.

ROBLIN, MAN.

1 - LOCATION: Division No. 16, E&P Map C-3, 150 mi. N of Brandon. Summer resort.

2 - TRANSPORTATION: **Railroads**-CN.
Intercity Bus Lines-Greyhound.
Airlines-N.A.

3 - POPULATION:
Corp. City 81 Cen. 1,953; E&P 85 Est. 2,028

4 - HOUSEHOLDS:
Corp. City 81 Cen. N.A.; E&P 85 Est. 761

5 - BANKS N.A.

6 - PASSENGER AUTOS: City 1,200

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Flour Mills; Creamery; Grain Elevators; Wood Treating; Timber Products; Grain, Dairy, Stock Farms.
Principal Industry Pay Days-N.A.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: THE ROBLIN NEWS (e-mon to fri) 2,200; sworn Jan. 1984.
Local Contact for Advertising and Merchandising Data: Joey Halasz, Pub., THE ROBLIN NEWS, Hal-Man Publications, Ltd., 182 Main St.; Box 299, Roblin, MB R0L 1P0; Tel. (204) 937-2517.
National Representative: None.

SWAN RIVER, MAN.

1 - LOCATION: In Churchill Elec. Dist.; E&P Map C-3. Mfg. & agricultural area; about 300 mi. NW of Winnipeg. On Canadian Hwy. 10, 49, 83.

2 - TRANSPORTATION: **Railroads**-Burlington Northern.
Motor Freight Carriers-2.
Intercity Bus Lines-Grey Goose; Manitoba Motor Transit.

3 - POPULATION:
Corp. City 81 Cen. 3,782; E&P 85 Est. 4,005

4 - HOUSEHOLDS:
City 81 Cen. 1,458; E&P 85 Est. 1,450

5 - BANKS	NUMBER	DEPOSITS
Commercial	3	N.A.

6 - PASSENGER AUTOS: City 2,129

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Plywood Mfg., Brick Mfg.; Farming (livestock, grain, dairy)

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: REPORT (e-mon to fri) 1,200, sworn Nov. 1984
Local Contact for Advertising and Merchandising Data: Wilfred or Dale-Marie Wiebach, Editors, REPORT, Main St., Box 1629, Swan River, MB R0L 1Z0; Tel. (204) 734-2729
National Representative: None

WINNIPEG, MAN.

1 - LOCATION: Metropolitan Corp. of Greater Winnipeg. E&P Map C-4. Provincial Capital. At the junction of the Red and Assiniboine rivers, 60 mi. N of U. S. border. Largest wholesale and distribution center in western Canada; center of natural market area between Head of Lakes and Rocky Mountains.

2 - TRANSPORTATION: **Railroads**-Canadian Pacific/Canadian National; VIA Rail.
Intercity Bus Lines-Beaver; Eagle; Greyhound; Grey Goose; Southern Bus Lines; Winnipeg Transit.
Airlines-Air Canada; CP Air; Northwest; Pacific Western; Frontier Air; Nordair; North Central; Soundair.

3 - POPULATION:
Corp. City 81 Cen. 564,473; E&P 85 Est. 595,457
CZ-ABC: (81) 510,814
Bal. in NDM-ABC: (81) 196,245
Met. Area 81 Cen. 548,842; E&P 85 Est. 619,728
Total NDM-ABC: (81) 707,059
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 213,038; E&P 85 Est. 213,031
CZ-ABC: (81) 213,080
Bal. in NDM-ABC: (81) 61,065
Met Area 81 Cen. N.A.; E&P 85 Est. 221,712
Total NDM-ABC: (81) 274,145

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial (221 Branches)	12	N.A.

6 - PASSENGER AUTOS: City 238,630

7 - ELECTRIC METERS: Residences combined totals Wpg. Hydro/Man. Hydro: 236,815

8 - GAS METERS: Residences 161,600 Total Greater Wpg. Gas customers 161,600

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners, (Av. Wkly. Wage)-Wholesale 18,400 ($394); Retail 30,800 ($243); Finance, Insurance & Real Estate 15,600 ($394); Service 86,300 ($365); Industrial Composite 129,000 ($340); Manufacturing 39,200 ($405); Durable Goods 17,500 ($440); Non-durable goods 21,700 ($377); Construction 6,300 ($467); Transportation and Communications 25,400 ($519).
Principal Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp. - Mean Daily (Celsius)-Jan. 19.3, Apr. 3.4, Jul. 19.6, Oct. 6.1. Max. Temp. 40.6, Min. -45. First killing frost, Sept. 22; last killing frost, May 23.

11 - TAP WATER: Acid, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centre**-11 blocks on Portage Ave., 12 on Main St.; Polo Park; Grant Park Plaza; Garden City Shopping Centre; Unicity Mall; Northgate Shopping Plaza; Niakawa Park; Goulet; Kern Park; Westwood; Dakota; Munroe; Kildonan; Rossmere; Windsor Park; Tuxedo Park; St. James; Crossroads; Southdale; St. Boniface; Osborne St.; River W. Park; Selkirk Ave.; Garden City Square; St. Vital Shopping Centre; Kildonan Place; Park W. Mall; Eaton Place; Forest Park Mall; Shops of Winnipeg Sq.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Mon., Thur., Fri.; Food-Thur., Fri.; Shopping centers-every evening.

13 - RETAIL OUTLETS: **Department Stores**-Eaton's 4; Hudson's Bay 4; Simpson-Sears 3.
Discount Stores-K mart 5; Woolco 5; Zellers 7.
Variety Stores-Woolworth; S.S. Kresge; Metropolitan.
Chain Drug Stores-Boots 3; ARP 5; Metro 15; Shoppers 12; Nieman Pharmacies 7; Woolco Pharmacies 5; Price Watchers 15.
Chain Supermarkets-Dominion 3; Economart 7; IGA 13; Loblaw's 2; Canada Safeway 31; Penner 2; Tom Boy 4; Family Fare 9; Super Valu 5.
Other Chain Stores-Agnew-Surpass 4; Birk's 5; Beaver Lumber 4; People's Jewelers 9; Tip Top Tailors 7; Steen & Wright; Holt-Renfrew; D'Allairds 5; Gray's Apparel 2; Bata Shoe 5; Bowring's 2; Radio Shack 12; Reitman's 5; MacLeod's 2; Canadian Tire 7; Firestone 5; Pennington's 6; Fairweather 5; Goodyear 7; Clifford's 4; Consumers Distributing 9; B.F. Goodrich 2; Color Your World 4.

14 - NEWSPAPERS: FREE PRESS (e-mon to fri) 179,949; (e-sat) 244,452, Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: R.W. Churchward, Adv. Dir., FREE PRESS, 300 Carlton St., Winnipeg, MB R3C 3C1; Tel. (204) 943-9331
National Representative: Cresmer, Woodward, O'Mara & Ormsbee; Thomson Newspapers
SUN (m-mon to fri) 42,358; (S) 48,177, sworn Mar. 29, 1984
Local Contact for Advertising and Merchandising Data: Bryon R. Berry, Sales Dir., SUN, 1700 Church Ave., Winnipeg, MB R2X 3A2; Tel. (204) 694-2022
National Representative: None

NEW BRUNSWICK SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	**1976**	**1981**	**1986**
Under 5 Years	58	49	64
5-14 Years	130	118	151
15-24 Years	115	114	146
25-44 Years	134	156	200
45-64 Years	84	87	112
65 and Over	37	44	56
TOTAL	558	568	729

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1971**	**1983**	**1986**
General Mdse	159	414	542
Apparel	21	106	164
Furniture	8	40	95
Groceries	130	507	771
Lumber/Bldg. Mat	61	5	21
Restaurants	8	160	392
Autos	96	331	824
Gasoline/Fuel Oil	39	190	314
Drugs	15	92	140
TOTAL SALES	599	2,009	3,562

Source: Census of Canada/Retail Trade

FREDERICTON, N.B.

1 - LOCATION: York County. E&P Map F-4. Provincial Capital. County Seat. Location of Federal Government/Provincial offices. 15 mi. from Canadian Forces Base Gagetown. Divison Headquarters of Royal Canadian Mounted Police. Centre of agricultural and dairying area; lumber and pulpwood industries. Important wholesale distributing point. Situated on navigable river 65 mi. from year round seaport; 561 mi. from Montreal; 783 mi. from Gander, Newfoundland. On Trans-Canadian Hwy.

2 - TRANSPORTATION: **Motor Freight Carriers**-8.
Intercity Bus Lines-SMT (Eastern).
Airlines-Air Canada; Eastern Provincial Airways.

3 - POPULATION:
Corp. City 81 Cen. 43,723; E&P 85 Est. 43,138
CZ-ABC: (81) 46,983
RTZ-ABC: (81) 67,156
City & RTZ-ABC: (81) 114,139

4 - HOUSEHOLDS:
City 81 Cen. 16,067; E&P 85 Est. 13,022
CZ-ABC: (81) 16,685
RTZ-ABC: (81) 20,715
City & RTZ-ABC: (81) 37,400

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	21	N.A.
Finance & Trust	9	N.A.

6 - PASSENGER AUTOS: City 25,580

7 - ELECTRIC METERS: City 18,700

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. wkly. wage N.A.)-Footwear 150; Millwork 200; Ptg. 200; Creamery 70; Food Proc. 115; Brick & Concrete Prod. 115; Govt. Offices and Educational Institutions (combined) 2,450.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-55; Summer 60-90; Fall 40-65; Winter-10-30.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Downtown Shopping Center**-4 blocks and facing blocks bounded by Queen, Regent, King and Westmorland Sts. on S Side; Union & Bridge Sts., Brookside Dr. & Sunset Dr., in section of city across 3/4-mile wide river on North Side.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Fredericton Mall	NA	Zeller's, Sobeys, Metropolitan
K mart Plz	NA	K mart, Mr. Grocer
Devon Park	NA	Save Easy Mkt
Oromocto Mall	10	Woolworth, Save Easy Mkt
Regent Mall	NA	Woolco, Dominion
Brookside Mall	NA	K mart

Principal Shopping Days-Thur., Fri.
Stores Close-N.A.

13 - RETAIL OUTLETS: **Department Stores**-Creaghan, Levine's, Neill's, Sears, Zellers, Metropolitan, K mart, Canadian Tire, Western Tire, Woolco.
Chain Supermarkets-Dominion 2; Sobeys 4; Red & White 2; Save Easy 3.
Chain Drug Stores-Ross 3; Shoppers 2; Devon Pharmacy 2; Lawtons.

14 - NEWSPAPERS: GLEANER (e) 27,947, Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: D.H. Lawson, Adv. Mgr., GLEANER, PO Box 3370, Fredericton, NB E3B 5A2; Tel. (506) 452-6671.
National Representative: Media Marketing Co.

MONCTON, N.B.

1 - LOCATION: Westmorland County. E&P Map F-4. Geographical center of Maritimes - On Trans-Canada Highway.

2 - TRANSPORTATION: **Railroads**-Can. Natl.
Motor Freight Carriers-31.
Intercity Bus Lines-S.M.T. (Eastern).
Airlines-Air-Canada; Canadian Pacific; Atlantair Ltd.

3 - POPULATION:
Corp. City 81 Cen. 54,743; E&P 85 Est. 54,645
CZ-ABC: (81) 78,161
RTZ-ABC: (81) 224,110
City & RTZ-ABC: (81) 302,271

4 - HOUSEHOLDS:
City 81 Cen. 19,402; E&P 85 Est. 15,929
CZ-ABC: (81) 26,265
RTZ-ABC: (81) 63,400
City & RTZ-ABC: (81) 89,665

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Comm	30	N.A.

6 - PASSENGER AUTOS: City 29,384

7 - ELECTRIC METERS: Residence 19,500

8 - GAS METERS: Residence 1,000

9 - PRINCIPAL INDUSTRIES: Regional HQ C.N.R. (Offices & Shps) 6,000 emp., payroll $24 mil. an. Mfg. 2,342 emp., payroll approx. $17 mil. an. Approx. 400 smaller industries.
Principal Industrial Pay Days-15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 29-47; Summer 52-74; Fall 37-56; Winter 11-28; last killing frost, May 23.

11 - TAP WATER: Acidic, very soft.

12 - RETAILING: **Principal Shopping Areas**-7 blocks on Main St., 4 shpg. malls: Highfield Sq., Champlain Pl. Shpg. Mall, Riverview Mall, Moncton Mall.
Neighborhood Shopping Centers-St. George St., Mountain Rd.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Wed., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Eaton's, Sears, Lounsbury's, Creaghan's.
Variety Stores-Woolco; Metropolitan; Zeller's; K mart.
Chain Drug Stores-Good Neighbor 3; Shoppers 4; Lawton's.
Chain Supermarkets-Sobey's 4; Save-Easy 3; Mountain Way 3; Dewares 3; Low Food; No Frills; Mr. Grocer; Nub.
Other Chain Stores-Goodrich; Peoples Jewelers; Agnew-Surpass; Dalmy's; Reitman's; Firestone; Lewis Shoes; Fifth Avenue Stores Ltd.; Canadian Tire; Birks; Marks & Spencer; Tip Top Tailors; Jack Frazer's; Town and Country; Suzy Sheer; Dominion Playworld; Jean Junction; Tower Jewellers; Direct Film; D'Allairds; Penningtons; Cole's Book Stores; Braemar; Fredelle's; Nortell's; Singer; Mona Liza; Smart Set; Thrifty's; Battah Shoe; Cara Tobacco; Consumers Distributing; Elk's; Gazebo; Krazy Tops; Merrils; Montreal Draperies; Pant City; Radioland; Cartier's; Abram's; Pantorama; Meduck's; Sam the Record Man; Kelly's Stereo Mart; Big Steel; Fairweathers; Radio Shack; Building Supplies; Kent; Lockhart's.

14 - NEWSPAPERS: TIMES-TRANSCRIPT (e) 45,564, Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: B. Coyle, Adv. Mgr., TIMES-TRANSCRIPT, 939 Main St., Moncton, NB E1C 8P3; Tel. (506) 853-9321
National Representative: Associated Media Representatives

SAINT JOHN, N.B.

1 - LOCATION: St. John County. E&P Map F-4. County Seat. National port on Bay of Fundy at mouth of the St. John River 482 mi. E of Montreal. Mfg. and distribution center.

2 - TRANSPORTATION: **Railroads**-Canadian Pacific; VIA Rail.
Motor Freight Carriers-8.
Steamship Lines-15.
Airlines-Air Canada; Eastern Provincial.

3 - POPULATION:
Corp. City 81 Cen. 80,521; E&P 85 Est. 77,226
CZ-ABC: (81) 83,288
RTZ-ABC: (81) 613,115
Met. Area 81 Cen. 114,048; E&P 85 Est. 117,112
City & RTZ-ABC: (81) 696,403

4 - HOUSEHOLDS:
City 81 Cen. 27,665; E&P 85 Est. 21,764
CZ-ABC: (81) 28,085
RTZ-ABC: (81) 186,830
Met. Area 81 Cen. 30,900; E&P 85 Est. 30,849
City & RTZ-ABC: (81) 214,915

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Comm	28	N.A.

6 - PASSENGER AUTOS: City 41,862

7 - ELECTRIC METERS: Residence 28,382

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. wkly. wage N.A.)-Drydock & Shipbuilding 921; Sugar Refinery 416; Oil Refinery 450; Pulp Mill 500; Newsprint Mill 550; Port of Saint John 1,500; Paint Brush Manufacturer 180; Newspaper 200; Tea Company 200; Breweries 300; Steel/Welding 400; Telecommunications 2,500; Hospitals (2) 2,900; University/Community College 310.
Principal Pay Days-5th, 15th, 20th & 30th.

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring 3-27; Summer 13-24; Fall 13-21; Winter 23-14. First killing frost, Oct. 11; last killing frost, May 11.

11 - TAP WATER: Neutral, very soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on King, Charlotte, Union Street (Uptown).
Neighborhood Shopping Centers-Lancaster, Haymarket Sq., Loch Lomond Mall, Prince Edward Square, Parkway Mall, Manawagonish Road Mall, McAllister Pl., Brunswick Sq., Westmorland Pl., Chesley Pl., Market Sq. Complex.
Principal Shopping Days-Mon. through Sat.
Stores Open Evenings-Centers open every evening until 10 p.m. Sears- Wed., Thur., Fri. until 9:30. Mon., Tue., Sat., until 5:30 p.m.

13 - RETAIL OUTLETS: **Department Stores**-Calp's Limited, Sears, K mart 2, Woolco, Towers, Pascal-Emerson, Ideal Stores, Woolworth 2, Metropolitan, Zeller's 2.
Chain Supermarkets-Sobey's 7, Mr. Grocer, Save-Easy, IGA, No Frill 3, Best For Less 3, Thrift.
Other Chain Stores-Canadian Tire 2; Agnew-Surpass Shoes; Bata Shoe; Henry Birks; D'Allaird's; Dalmy's; Sally Shops; Tip-Top Tailors; Reitman's; Singer Co.; Martin Senour International; Pennington's; Fairweather's; Big Steel; Gallenkamp; Firestone; Jack Fraser; People's Jewellers; B.F. Goodrich; Radio Shack; Tibbett's Paints; Maher Shoes; Reward Shoes; O.B. Allen Jewellers; Thrifty's; Smart Set; Radioland; Sam The Record Man; Factory Shoe Outlet; Colour Your World.

Chain Drug Stores-Shoppers; Lawton's; Drug City; Guardian.

14 - NEWSPAPERS: THE TELEGRAPH-JOURNAL (m-mon to fri) 33,365; THE EVENING TIMES-GLOBE (e-mon to fri) 32,822; (m-sat) 64,654, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Duncan Weir, Mkt. Dir., THE TELEGRAPH-JOURNAL and THE EVENING TIMES-GLOBE, 210 Crown Street, PO Box 2350, Saint John, NB E2L 3V8; Tel. (506) 632-8888.
National Representatives: Cresmer, Woodward, O'Mara & Ormsbee; Bardal, Gosbee & Associates.

NEWFOUNDLAND SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1976	1981	1986
Under 5 Years	58	53	45
5-14 Years	135	120	101
15-24 Years	138	137	115
25-44 Years	167	194	163
45-64 Years	118	122	103
65 and Over	62	70	58
TOTAL	678	696	585

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1983	1986
General Mdse	158	456	435
Apparel	29	125	160
Furniture	22	52	82
Groceries	197	667	741
Lumber/Bldg. Mat	19	19	16
Restaurants	8	196	182
Autos	150	553	504
Gasoline/Fuel Oil	78	256	289
Drugs	22	112	125
TOTAL SALES	851	2,772	2,704

Source: Census of Canada/Retail Trade

CORNER BROOK, NFLD.

1 - LOCATION: E&P Map F-3.

2 - TRANSPORTATION: **Railroads**-Can. Natl.
Steamship Lines-6
Airlines-Air Canada; E.P.A.; LabAir; Sealand.
Intercity Bus Lines-CN Roadcruiser; Corner Brook Transit.

3 - POPULATION:
Corp. City 81 Cen. 24,339; E&P 85 Est. 24,100
CZ-ABC: (81) 24,748
RTZ-ABC: (81) 63,281
City & RTZ-ABC: (81) 88,029

4 - HOUSEHOLDS:
City 81 Cen. 6,745; E&P 85 Est. 6,669
CZ-ABC: (81) 6,825
RTZ-ABC: (81) 15,910
City & RTZ-ABC: (81) 22,735

5 - BANKS	NUMBER	DEPOSITS
Savings	7	NA

6 - PASSENGER AUTOS: Province 148,000

7 - ELECTRIC METERS: Residence 8,092

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)- Newsprint 3,000 ($190); Cement 130 ($170); Gypsum 65 ($140).

10 - CLIMATE: Min. & Max. Temp.-Spring 40-65; Summer 45-90; Fall 32-60; Winter 10-40.

11 - TAP WATER: Soft; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Millbrook; Broadway; West Street; Millbrook and Corner Brook Plz.; Valley Mall.
Principal Shopping Days-Thur., Fri. and Sat.
Stores Close-Sun.
Stores Open Evenings-Wed., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Co-op; Coleman's; K mart; Zellers; The Met.
Chain Drug Stores-Shoppers; Lawtons.
Chain Supermarkets-Sobeys; Dominion; IGA.
Discount Stores-Kearseys; Thrift Mart.

14 - NEWSPAPERS: WESTERN STAR (e) 10,887; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: William Osmond, Adv. Mgr., WESTERN STAR, West St.; Box 460, Corner Brook, NF A2H 6E7; Tel. (709) 634-4348.
National Representative: Thomson Newspapers.

ST. JOHN'S, NFLD.

1 - LOCATION: E&P Map F-3. Easternmost point in Canada. Industrial ctr.; Capital of Province.

2 - TRANSPORTATION: **Railroads**-C.N.R.
Motor Freight-20
Intercity Bus Lines-St. John's; United; Fleet Line.
Airlines-Air Canada; E.P.A.; Air Transit, Ltd.; United Helicopter, Ltd.; Sealand Helicopter.

3 - POPULATION:
Corp. City 81 Cen. 83,770; E&P 85 Est. 83,496
CZ-ABC: (81) 83,770
RTZ-ABC: (81) 483,911
Met. Area 81 Cen. 154,820; E&P 85 Est. 168,046
City & RTZ-ABC: (81) 567,681

4 - HOUSEHOLDS:
City 81 Cen. 24,953; E&P 85 Est. 24,752
CZ-ABC: (81) 24,525
RTZ-ABC: (81) 123,895
Met. Area 81 Cen. N.A.; E&P 85 Est. 47,118
City & RTZ-ABC: (81) 148,420

5 - BANKS 39 Branches. Deposits N.A.

6 - PASSENGER AUTOS: Province 148,000

7 - ELECTRIC METERS: Residence 144,884

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 14,300 ($293); Food & Bev. 8,200 ($213); Trade 13,000 ($208); Industrial Composite 58,700 ($296); Constr. 2,100 ($360); Ret. 9,500 ($185).
Principal Industrial Pay Days-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 34-49; Summer 50-65; Fall 33-43; Winter 6-46. First killing frost, Oct. 11; last killing frost, June 5.

11 - TAP WATER: Soft, neutral (lime added); not fluoridated.

12 - RETAILING: **Neighborhood Shopping Centers**-Water St.; LeMarchant Rd.; Churchill Park; Cornwall Ave.; Elizabeth Ave. E; Elizabeth Ave. W; Topsail Hwy.; Avalon Mall; Kenmount Rd.; K mart Plz.; Torbay Rd.; Tobay Rd. Mall; Atlantic Place; Water Street; Duckworth Street; Village Mall.
Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Sun.
Stores Open Evenings-Wed., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Sears.
Variety Stores-Bowrings; Ayres; Woolworth; Woolco; K mart; Zeller's; The Met.
Chain Supermarkets-Dominion 7; Cooper's Discount; The General 2; Consumers Co-op; Sobeys 5.

14 - NEWSPAPERS: TELEGRAM (e-mon to fri) 38,832; (m-sat) 53,781.
Local Contact for Advertising and Merchandising Data: R.T. Keeping, Adv. Mgr., TELEGRAM, 400 Topsail Rd., St. John's, NF A1E 2B8; Tel. (709) 364-6300.
National Representative: Thomson Newspapers.

NOVA SCOTIA SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1976	1981	1986
Under 5 Years	66	61	65
5-14 Years	158	138	146
15-24 Years	163	164	173
25-44 Years	208	236	250
45-64 Years	154	156	165
65 and Over	83	92	97
TOTAL	832	847	896

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1983	1986
General Mdse	187	541	694
Apparel	42	165	267
Furniture	21	66	131
Groceries	246	924	1,218
Lumber/Bldg. Mat	8	34	55
Restaurants	16	303	605
Autos	173	633	1,127
Gasoline/Fuel Oil	113	270	389
Drugs	27	149	270
TOTAL SALES	971	3,545	5,274

Source: Census of Canada/Retail Trade

AMHERST, N.S.

1 - LOCATION: Cumberland County. E&P Map F-4. Between Northumberland Strait and Bay of Fundy on Isthmus of Chignecto.

2 - TRANSPORTATION: **Railroads**-C.N.
Motor Freight Carriers-1
Intercity Bus Lines-S.M.T.; Acadian.

3 - POPULATION:
Corp. City 81 Cen. 9,684; E&P 85 Est. 9,384
CZ-ABC: (81) 9,684
RTZ-ABC: (81) 33,492
City & RTZ-ABC: (81) 43,176

4 - HOUSEHOLDS:
City 81 Cen. 3,448; E&P 85 Est. 2,933
CZ-ABC: (81) 3,435
RTZ-ABC: (81) 11,025
City & RTZ-ABC: (81) 14,460

5 - BANKS	NUMBER	DEPOSITS
Commercial	5	N.A.

6 - PASSENGER AUTOS: County 13,629

7 - ELECTRIC METERS: Residence 3,263

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Iron Mills; Structural Steel & Boilers; Clothing; Chemicals; Polyethelene; Galvanizing; Woodworking; Tanning Oils; Plastics; Aircraft Components; Reinforcing Steel; Dairy Products; Custom Mach.; Mobile Home Mfg.; Electronics; Chewing Gum.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Neutral.

12 - RETAILING: **Shopping Centers**-Cumberland Mall (20 stores); Amherst Centre Mall (30 stores).
Principal Shopping Days-Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Margolians.
Variety Stores-Woolworth; Metropolitan; Zeller's; County Fair; K mart.
Chain Drug Stores-Rexall; Good Neighbor Drug Mart; Shoppers Drug Mart.
Chain Supermarkets-Save-Easy; Co-op Stores; Sobeys; IGA; Dominion.

14 - NEWSPAPERS: NEWS (m-mon to fri) 3,556; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Richard Spicer, Adv. Dir., NEWS, PO Box 280, Amherst, NS B4H 3Z2; Tel. (902) 667-5102.
National Representative: None.

HALIFAX, N.S.

1 - LOCATION: Halifax County. E&P Map F-4. Provincial Capital. On the Atlantic Coast, 805 mi. E. of Montreal.

2 - TRANSPORTATION: **Railroads**-C.N.; Dominion Atlantic.
Motor Freight Carriers-13
Intercity Bus Lines-Acadian; DTS Buses Ltd.
Passenger Steamship Lines-5
Freight Steamship Lines-Container 7; Freight 25.
Airlines-Canadian Pacific; Air Canada; Eastern Provincial Airways.

3 - POPULATION:
Corp. City 81 Cen. 114,594; E&P 85 Est. 114,637
Met. Area 81 Cen. 277,727; E&P 85 Est. 294,285
CHRONICLE-HERALD MAIL-STAR
CZ-ABC: (81) 209,702
RTZ-ABC: (81) 467,652
City & RTZ-ABC: (81) 677,354
DAILY NEWS
NDM-ABC: (81) 288,126

4 - HOUSEHOLDS:
City 81 Cen. 44,640; E&P 85 Est. 39,080
Met. Area 81 Cen. N.A.; E&P 85 Est. 91,036
CHRONICLE-HERALD MAIL STAR
CZ-ABC: (81) 74,325
RTZ-ABC: (81) 149,640
City & RTZ-ABC: (81) 223,965
DAILY NEWS:
NDM-ABC: (81) 97,295

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	9	N.A.

6 - PASSENGER AUTOS: County 132,104

7 - ELECTRIC METERS: City 105,800

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: **Metro Area**-Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 6,700 ($306); Nondurable Goods 4,200 ($309); Constr. 2,900 ($364); Trans. Comm. & Util. 9,100 ($316); Trade 14,500 ($192); Fin., Insur. & R. E. 6,100 ($258); Service 9,000 ($155); Industrial Composite 48,500 ($243).

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring 0-20; Summer 9-28; Fall 2-14; Winter -8-8. First killing frost, Oct. 31; last killing frost, May 13.

11 - TAP WATER: Acid, very soft; fluoridated.

12 - RETAILING: **Metro Area**-Principal Shopping Areas-6 blocks on Barrington St.; 2 on Granville St.; 6 on Gottingen St.; 5 on Spring Garden Rd.; 4 on Portland St. (Dartmouth); 2 on Commercial St. (Dartmouth); 7 on Quinpool Road.
Neighborhood Shopping Centers-Capitol Plz. (8 stores); Capitol Vlg. Ctr. (7 stores); Clayton Park Plz. (5 stores); Green Street Plz. (3 stores); Shannon Plz. (8 stores).

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Barrinston Pl.(35)	NA	Colwell Bros.; Import Bazaar
Bayers Road(80)	NA	Dominion; Zellers
Bedford Place(36)	NA	Towers; IGA
Clayton Park(12)	NA	Dominion
Dartmouth S.C.(12)	NA	Zellers; Dominion
Downsview Mall(16)	NA	Metropolitan; K mart
Halifax S.C.(74)	NA	Eatons; Kresges
Historic Prop.(31)	NA	
K mart Mall(15)	NA	K mart
Maritime Mall(32)	NA	
Micmac Mall(99)	NA	Simpson's; Eaton's
Penhorn Mall(85)	NA	Woolco; Sobeys; Sears
Quinpool Ctr.(20)	NA	Canadian Tire; Dominion
Sackville Town Centre(15)	NA	Dominion
Scotia Square(100)	NA	Woolco
Simpson's Mall(26)	NA	Simpson's; Sobeys
Spryfield Mall(21)	NA	Save-Easy; Metropolitan
Sunnyside(30)	NA	Zellers; Dominion
Woodlawn Mall(20)	NA	Save-Easy; Metropolitan

Stores Close-Sunday.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Wed., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-T. Eaton Co.; Robert Simpson; Woolco; Towers.
Variety Stores-Woolworth; Zellers 4; Metropolitan 6; Kresges.
Chain Drug Stores-Associated Retail 8; McQuinn's 3; Lawton's 17; Shoppers 7; Independents 40.
Chain Supermarkets-Sobey's 12; Dominion 10; Capitol 6; IGA 5; Save-Easy 2; Green Gables 39; Independents 159.
Other Chain Stores-Men's: Tip top Tailors; Women's: Sally Shop; Dalmy's; P3; Reitman's; Penningtons; Gazebo; Fairweather; Arcade; Cojana; Next To You; Smart Set; Shirley K. Maternity; Suzy Shier; Town and Country; Shoes: Agnew-Surpass; Athlete's World; Bata Shoes; Bonita; Maher Shoes; Roots Natural Foot Wear; Winsbys; Auto Supply: Canadian Tire; Western Tire; Jewelry: Birk's; Peoples Jewelry; Charm Jewelry; G.C. Murphy; Mappins.

14 - NEWSPAPERS: THE CHRONICLE-HERALD (m) 78,759; THE MAIL-STAR (e) 58,589; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: F.E. Buckland, Adv. Mgr., THE CHRONICLE-HERALD and THE MAIL-STAR, 1650 Argyle St., Halifax, NS B3J 2T2; Tel. (902) 426-2811.
National Representative: None.
THE DAILY NEWS (m) 18,649; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: David Bentley, Pub./Gen. Mgr., THE DAILY NEWS, 2441 Agricola St., Halifax, NS B3K 4C1; Tel. (902) 425-8170.
National Representative: None.

Editor & Publisher

NEWS OF NEWSPAPERS 52 WEEKS A YEAR

NEW GLASGOW, N.S.

1 - LOCATION: Pictou County, E&P Map F-4. On the East River near Pictou Harbor. 36 mi. NE of Truro; 100 mi. NE of Halifax.

2 - TRANSPORTATION: Railroads-Can. Natl.
Motor Freight Carriers-3.
Intercity Bus Lines-Pictou Co. Transit; Acadian.

3 - POPULATION:
Corp. City 81 Cen. 10,464; E&P 85 Est. 10,551
CZ-ABC: (81) 23,575
RTZ-ABC: (81) 26,775
City & RTZ-ABC: (81) 50,350

4 - HOUSEHOLDS:
City 81 Cen. 3,598; E&P 85 Est. 3,180
CZ-ABC: (81) 7,815
RTZ-ABC: (81) 8,180
City & RTZ-ABC: (81) 15,995

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Comm.	13	N.A.

6 - PASSENGER AUTOS: County 18,258

7 - ELECTRIC METERS: Residence 7,270

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. wkly. wage N.A.)-Railway. Cars & Parts; Heavy Mach. 2,100; Boilers & Mining Equip. 55; Bed Spring Mattresses 175; Paint N.A.; Steel Fab. 325; Sheet Metal 50; Pulp and Paper 675; Chemicals 75; Tire Mfg. 2,100; Shipyard 200; Dairy 400; Casket Making N.A.; Coal Mining; Ship Building.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-55; Summer 52-80; Fall 36-60; Winter 10-52.

11 - TAP WATER: Alkaline, soft; not fluoridated.

12 - RETAILING: Principal Shopping Center-4 blocks on Provost and Archmedes Sts.
Neighborhood Shopping Centers-Stellarton; Westville; Trenton; Pictou; West Side; New Glasgow, Aberdeen Mall on East River Rd.; Highland Mall on Westville Rd.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Malls-Mon. through Sat.; Other Stores-Wed. through Fri.

13 - RETAIL OUTLETS: Department Stores-Zeller's; K mart; Woolco; Metropolitan.
Chain Drug Stores-Shoppers 2; Lawton's; Guardian; ARP 3.
Chain Supermarkets-Sobey's 4; Dominion; IGA 2; Johnson & MacDonald 2; Red & White.
Other Chain Stores-Agnew-Surpass (shoes); Sally Shops (women's); Canadian Tire; Maritime Auto; Maher Shoes; Reitman's; Radio Shack; People's Jewelry; Sherwin-Williams; Lindor; Jack Frazer (men's).

14 - NEWSPAPERS: THE EVENING NEWS (e) 11,282; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: John Cheek, Adv. Mgr., NEWS, 352 East River Road, New Glasgow, NS B2H 5E2; Tel. (902) 752-3000.
National Representative: Thomson Newspapers.

SYDNEY, N.S.

1 - LOCATION: Cape Breton County, E&P Map F-3. SE end of Sydney Harbor, Cape Breton Island.

2 - TRANSPORTATION: Railroads-Intercommunication; Sydney to Glace Bay-Sydney & Louisburg RR; Sydney to North Sydney, Sydney Mines, Florence, Bras d'Or, Pt. Tupper, Inverness and St. Peters-C.N.R.
Motor Freight Carriers-16.
Intercity Bus Lines-Acadian; Sydney & Whitney Pier; Sydney-Grace Bay; Sydney-New Waterford; Sydney Mines; North Sydney; Cabot.
Airlines-Air-Canada; Eastern Provincial Airways.
Steamship Lines-12.

3 - POPULATION:
Corp. City 81 Cen. 29,444; E&P 85 Est. 29,142
CZ-ABC: (81) 36,708
RTZ-ABC: (81) 133,380
City & RTZ-ABC: (81) 170,088

4 - HOUSEHOLDS:
City 81 Cen. 9,444; E&P 85 Est. 8,202
CZ-ABC: (81) 11,371
RTZ-ABC: (81) 37,859
City & RTZ-ABC: (81) 49,230

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Comm.	33	N.A.

6 - PASSENGER AUTOS: County 43,312

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Ctr. of industrial area of Cape Breton; 12 miles from Sydney. Farming pop. of 169,865. Main industries: Steel Plant 2,000 emp.; Canadian Coast Guard College; Ship Repair Drydock; 2 Aluminum Fab. Plants. Coal 6,000 emp. Point Tupper: Power Plant, Oil Refinery, Pulp Mill 2,000 emp.; Raw & Refined Limestone; Component Homes Plant.

10 - CLIMATE: Min. & Max. Temp. Spring 28-66; Summer 46-89; Fall 32-66; Winter 11-55.

11 - TAP WATER: Neutral, very soft.

12 - RETAILING: Principal Shopping Areas-Sydney: 10 blocks on Charlotte St.; 10 on George St.; 8 on Prince St.; 4 on Townsend St.; 6 on Victoria Rd.; Glace Bay: 4 on Main St.; 8 on Commercial St.; New Waterford: 6 Plummer L Ave. North Sydney: 10 on Commercial St.; 2 on Bowers St. Sydney Mines, 4 on Main St.; 1 on Fraser Ave.; Port Hawkesbury: 4 on Main St.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
K mart Plz (21)	NA	K mart, Dominion
Sydney(27)	NA	Zeller's, Sobey's
Woolco(15)	NA	Woolco, Sobey's
Glace Bay(20)	NA	Sobey's, Met.
North Sydney(25)	NA	Zeller's, Peoples, Sobey's
Mayflower(60)	NA	Woolco, Simpson's, Best For Less

Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Fri.; Shopping Piazas-daily.

13 - RETAIL OUTLETS: Department Stores-Oak Hall; Crowell's; Sears 4; Simpson's; Woolco; Kresge; Zellers.
Variety Stores-Woolworth 4; Metropolitan 3; People's 2; Zeller's; Woolco 2; Furniture Stores 8.
Chain Supermarkets-IGA 4; F.N.S. 26; Sobeys 6; Shores 2; Eastern Co-op 3; Red & White 3; Cosmo Metro Raheys 3; Basic Foods 3; Best For Less 2; Lo Food 2.
Other Chain Stores-Canadian Tire; Agnew-Surpass; Woodhouse; Sally; Tip Top; Suzy Sheir; Big Steel; Jack Frazer; Fairweather; Sherwin-Williams Paints; Shoppers 3; Radio Shack; Kelly's Stereo; Reitmans 2; Singer Co.

14 - NEWSPAPERS: CAPE BRETON POST (e) 31,676; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Roger Brown, Adv. Mgr., CAPE BRETON POST, P.O. Box 1500, Sydney, NS B1P 6K6; Tel. (902) 564-5451.
National Representative: Thomson Newspapers.

TRURO, N.S.

1 - LOCATION: Colchester County, E&P Map F-4. County Seat. On Salmon River; 65 mi. from Halifax, 124 mi. from Moncton. On Hwys running E, W & S. Ry. & Hwy. hub.

2 - TRANSPORTATION: Railroads-Canadian National; Dominion Atlantic.
Motor Freight Carriers-17.
Intercity Bus Lines-Acadian Coach.
Airlines-Halifax Intl. Airport (37 mi.). Regular Air Line taxi service.

3 - POPULATION:
Corp. City 81 Cen. 12,552; E&P 85 Est. 12,621
CZ-ABC: (81) 18,982
RTZ-ABC: (81) 39,242
City & RTZ-ABC: (81) 58,244

4 - HOUSEHOLDS:
City 81 Cen. 4,755; E&P 85 Est. 4,218
CZ-ABC: (81) 6,810
RTZ-ABC: (81) 12,320
City & RTZ-ABC: (81) 19,130

5 - BANKS 12. Deposits N.A.

6 - PASSENGER AUTOS: County 18,118

7 - ELECTRIC METERS: Residence 5,744

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Textiles; Bldg. Materials; Dairy Prod.; Railway.
Principal Industrial Pay Days-5th, 15th, 20th, 30th.

10 - CLIMATE: First killing frost, Sept. 15; last killing frost, May 31.

11 - TAP WATER: Acid, very soft; trace of fluorine.

12 - RETAILING: Principal Shopping Centers-Inglis and Prince Sts.; Fundy Trail Shopping Ctr. (15 Stores); Truro Mall (30 Stores).
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Margolian's; Walker's; K mart; Zeller's; People's.
Variety Stores-Woolworth; Metropolitan; Zeller's; Big Top.
Chain Drug Stores-MacQuarries; Lawtons; Shoppers.
Chain Supermarkets-Sobey's; IGA; Save-Easy; Best for Less; LoFood.
Other Chain Stores-Canadian Tire; Simpson-Sears; Handy Andy; Charm Jewelers; G.C. Murphy.

14 - NEWSPAPERS: NEWS (e) 8,654; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Grant Jones, Adv. Mgr., NEWS, 6 Louise St., P.O. Box 220, Truro, NS B2N 5C3; Tel. (902) 893-9405.
National Representative: Thomson Newspapers.

ONTARIO SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	**1976**	**1981**	**1986**
Under 5 Years	607	593	636
5-14 Years	1,467	1,294	1,387
15-24 Years	1,552	1,599	1,714
25-44 Years	2,267	2,529	2,711
45-64 Years	1,632	1,742	1,867
65 and Over	739	868	931
TOTAL	8,264	8,625	9,246

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1971**	**1983**	**1986**
General Mdse.	1,874	5,340	6,459
Apparel	739	2,084	2,673
Furniture	385	889	1,034
Groceries	2,831	10,206	12,495
Lumber/Bldg. Mat.	138	250	444
Restaurants	270	4,101	9,696
Autos	1,839	7,670	13,597
Gasoline/Fuel Oil	988	3,431	4,026
Drugs	316	1,392	2,140
TOTAL SALES	12,606	41,753	54,231

Source: Census of Canada/Retail Trade

BARRIE, ONT.

1 - LOCATION: Simcoe County, E&P Maps E-4 & M-2. County Seat. Agricultural, light mfg., tourism. 60 mi. N. of Toronto. On Ontario Hwys. 400, 11, 26-27, 93 (90 to Base Borden).

2 - TRANSPORTATION: Railroads C.N., C.P. (at Midhurst, 5 miles).
Intercity Bus Lines-Gray Coach, Greer Transp.
Motor Freight Carriers-10.
Airlines-Air Canada, American, C.P.A. (Toronto Airport 40 mi.)

3 - POPULATION:
Corp. City 81 Cen. 38,423; E&P 85 Est. 43,228
CZ-ABC: (81) 38,423
RTZ-ABC: (81) 115,441
City & RTZ-ABC: (81) 153,864
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 13,477; E&P 85 Est. 15,724
CZ-ABC: (81) 13,370
RTZ-ABC: (81) 37,075
City & RTZ-ABC: (81) 50,445

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	8	$49,000,000

6 - PASSENGER AUTOS: Province 3,969,000

7 - ELECTRIC METERS: Residence 7,820

8 - GAS METERS: Residence 2,100

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Elect. Appl. 850; Railways 250; Tanning 375; Rubber 220; Compressors 156; Steel Rules 75.
Principal Industrial Pay Days-15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 28-80; Winter 9-54. First killing frost, Sept. 28; last killing frost, Apr. 21.

11 - TAP WATER: From Artesian wells, alkaline, medium hard.

12 - RETAILING: Principal Shopping Areas-5 blocks on Dunlop St.; 2 on Collier St.; 1 each on Bayfield & Clapperton.
Neighborhood Shopping Centers-Barrie Plaza, Wellington & Anne Sts.; Simcoe, Hwy. 11.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Bayfield Mall(38)	NA	Miracle Food Mart
Wellington St.	NA	Woolworth
Georgian Mall(40)	NA	Sears, Dominion

Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Zeller's, Woolworth, Tower, K mart, Sayvette, Walker's, Sears.
Chain Supermarkets-Loblaw's, Dominion, A&P, Power, K mart, Food City, IGA, Red & White, Super Save, Miracle Mart.
Other Chain Stores-Walkers, Sally, Evangeline, Walkwel, Maher, Burroughs, Canadian Tire, Tamblyn, Adams, Laura Secord, Coward, Kerns, Valu Fair Mart, Lincoln, Reward, Uniroyal, Firestone.

14 - NEWSPAPERS: EXAMINER (e) 13,169; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Len Sevick, Adv. Dir., EXAMINER, 16 Bayfield St., Barrie, ON L4M 4T6; Tel. (705) 726-6537.
National Representative: Thomson Newspapers.

BELLEVILLE, ONT.

1 - LOCATION: Hastings County, E&P Maps E-4 & N-2. County Seat. Dairy and agric. area. 115 mi. from Toronto, 235 mi. from Montreal. Whole., shopping, mfg. ctr. On provincial Hwys. 2, 14, 37 and 401. Steamboat connections with Great Lakes and St. Lawrence River ports.

2 - TRANSPORTATION: Railroads-C.N., C.P. Div. point & repair shops for C.N.R.
Motor Freight Carriers-6.
Intercity Bus Lines-Belleville Transit, Colonial Coach, Rathbun, Smith.

3 - POPULATION:
Corp. City 81 Cen. 34,881; E&P 85 Est. 35,399
CZ-ABC: (81) 34,881
RTZ-ABC: (81) 109,746
City & RTZ-ABC: (81) 144,627

4 - HOUSEHOLDS:
City 81 Cen. 13,400; E&P 85 Est. 14,080
CZ-ABC: (81) 13,285
RTZ-ABC: (81) 36,680
City & RTZ-ABC: (81) 49,965

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Trust	15	N.A.

6 - PASSENGER AUTOS: Province 3,969,000

7 - ELECTRIC METERS: Total 13,203

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Electronics 1,199; Lock Mfg. 367; Plastics 180; Cement 320; Locomotive Shops 1,204; Conveyor Systems 250; Pablum, Metrecal 200; Sporting Goods; Liquor and Industrial Alcohol; Cheese and Spices.
Principal Industrial Pay Days-Fri., 15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 7-75; Summer 45-90; Fall 25-76; Winter -13-54. First killing frost, Oct. 24; last killing frost, May 16.

11 - TAP WATER: Neutral, soft; not fluoridated.

12 - RETAILING: Principal Shopping Areas-4 blocks on Front St.; 1 on Bridge St.; 1 on Victoria Ave.; N. Front St.; Pinnacle St.
Neighborhood Shopping Centers-2 on Pinnacle St.; Belleville Plz.; Dundas St.; Westgate Plz.; Allied Towers; Trent Road; North Front St.

Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Quinte Mall(65)	NA	Town & Country, Miracle Food, Sears, K mart

Principal Shopping Days-Fri. & Sat.
Stores Open Evenings-Fri.; many Thur. & Fri.

13 - RETAIL OUTLETS: Department Stores-Walker Stores, Lipson's, Sears, Allied Towers, Family Fair, McIntosh, Grafton-Fraser, People's Credit Jewelers, K mart.
Variety Stores-Kresges, Woolworths.
Chain Drug Stores-Shoppers Drug Mart, Tamblyn's, IDA 6, Rexall 2, Guardian Drugs 2.
Chain Supermarkets-Loblaws 2, Dominion, A&P 2, Food City, Miracle Food Mart.
Other Chain Stores-Reitman's, Adams, Canadian Tire; Firestone; Goodyear; Goodrich; Provincial Tire; Shoes: Bata, Lincoln, Mahar's, Pollack's;

Men's Wear: Jack Fraser's; Coles Books; Pulvers. **Ladies Wear**: Laura Secord; 5th Avenue; Living Lighting; Young Canada.

14 - NEWSPAPERS: INTELLIGENCER (e) 17,471; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: R.E. Rabe, Adv. Dir., INTELLIGENCER, 45 Bridge St. E., Belleville, ON K8N 1L5; Tel. (613) 962-9171.
National Representative: Thomson Newspapers.

BRAMPTON, ONT.

1 - LOCATION: Peel County. E&P Maps E-4 and M-2. 25 mi. NW of Toronto. Hwys. 10 & 7.

2 - TRANSPORTATION: **Railroads**-CNR; CPR; GO Trans.
Motor Freight Carriers-20.
Intercity Bus Lines-Gray Coach.
Airlines-Toronto International Airport, 15 min. from downtown Brampton.

3 - POPULATION:
Corp. City 81 Cen. 149,030; E&P 85 Est. 195,837
CZ-ABC: (81) 149,030
RTZ-ABC: (81) 26,645
City & RTZ-ABC: (81) 175,675

4 - HOUSEHOLDS:
City 81 Cen. 44,055; E&P 85 Est. 60,249
CZ-ABC: (81) 43,950
RTZ-ABC: (81) 7,855
City & RTZ-ABC: (81) 51,805

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	9	N.A.
Trust Co's.	3	N.A.

6 - PASSENGER AUTOS: Province 3,969,000.

7 - ELECTRIC METERS: 9,087.

8 - GAS METERS: 4,200.

9 - PRINCIPAL INDUSTRIES: Building Products; Packaging; Auto Mfg.; Roofing Supplies; Flowers; Communications Equip.; Mattresses; Cigarettes; Food; Air Conditioning; Plastics; Adhesives; Office Supplies; Shoes; Boats. 10,000 employees.

10 - CLIMATE: Min. & Max. Temp.-Winter 27-32; Summer 39-85.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Brampton Mall(33)	NA	Steinberg's Mkt.
Brampton Ctr.(4)	NA	Dominion Store
Peel Vlg. Sq.(9)	NA	Shoppers Drug Mart, Dominion
Shoppers World(119)	NA	K mart, Canada Safeway, Simpsons
Bramalea City Ctr.(160)	NA	Hudson's Bay, Eaton's
Mississauga Sq. One(170)	NA	Sears, Woolco, Hudson's Bay
Centennial Mall(20)	NA	Zeller's, Dominion
Southgate Mall(20)	NA	Steadmans

13 - RETAIL OUTLETS: **Department Stores**-K mart; Towers; Eaton's; Simpson's; Zeller's; Hudson's Bay; Miracle Beaucoup.
Discount Stores-BiWay; Stripe Discount.
Chain Drug Stores-Boots; Shoppers Drug Mart.
Chain Supermarkets-Dominion; Safeway; IGA; Loblaws; Miracle Mart; Food City; Warehouse Foods.
Other Chain Stores-Canadian Tire; Goodrich; Firestone; Uniroyal; Elks; Reitmans; Jack Fraser; Laura Secord; Maher; Agnew Surpass; Peoples Credit Jewelers; Flagg Shoes; Modernage; Lighting Unlimited; Ostranders; Stitsky's; Bonita Shoes; Aikenhead.

14 - NEWSPAPERS: TIMES (e) 6,262; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Rick Shaver, Adv. Mgr., TIMES, 33 Queen St. W., Brampton, ON L6Y 1M1; Tel. (416) 451-2020.
National Representative: Thomson Newspapers.

BRANTFORD, ONT.

1 - LOCATION: Brant County. E&P Maps E-4, M-3. On the Grand River. 24 mi. WSW of Hamilton; 65 mi. SW of Toronto. On Provincial Hwys. 2, 24, 53, 403.

2 - TRANSPORTATION: **Railroads**-C.N.; Tor., Ham. & Buffalo.
Motor Freight Carriers-31.
Intercity Bus Lines-Greyhound; Canada Coach; Public Utilities Comm.; Burley; United Trails.

3 - POPULATION:
Corp. City 81 Cen. 74,315; E&P 85 Est. 80,981
CZ-ABC: (81) 74,315
RTZ-ABC: (81) 106,012
City & RTZ-ABC: (81) 180,327

4 - HOUSEHOLDS:
City 81 Cen. 26,631; E&P 85 Est. 30,121
CZ-ABC: (81) 26,545
RTZ-ABC: (81) 35,055
City & RTZ-ABC: (81) 61,600

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Comm.	17	N.A.
Trust Co's.	11	N.A.

6 - PASSENGER AUTOS: Province 3,969,000.

7 - ELECTRIC METERS: Residence 24,700.

8 - GAS METERS: Residence 20,700.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Farm Mach., Refrigeration, Automotive, Textiles; Durables 10,300; Non-Durables 5,000.

10 - CLIMATE: Min. & Max. Temp.-Spring 22-67; Summer 53-82; Fall 29-72; Winter 11-33.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Brantford Mall; Lynden Park Mall; Mohawk Plz. Towers; Colborne Sq.; Fairview; Morrell Street Plz.; Pleasant Plz.; St. Paul Plz.; Greenbrier Plz.; Dunsdon Plz.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Brantford and Lynden Park Malls and Towers Mon.-Sat. All others Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Right House; Zeller's; Woolco 2; Towers; K mart; Sears.
Chain Drug Stores-SupeRx; Shoppers; Boots; Towers; Woolco; K mart.
Chain Supermarkets-Red & White 2; Dominion; IGA; Food City; Calbecks 5; Gordon-Guscott Super Save; Loblaws; Miracle Mart; Vickerman's; Valdi's; No Frills.
Other Chain Stores-Reitmans 3; Agnew Surpass 4; Maher's; Cole's Book Store; People's Jewellers; Pennington's; Elk's; Belinda and Brother 3; A & A Records; Black's Camera; Laura Secord 3; Muntz Stereo; Fotomat 2; Jean Junction; St. Clair Paint; Beaver Lumber; Cashway; Dominion Hardware; Mufflerman; Midas Muffler; Mr. Transmission; Speedy Muffler King; Speedy Auto Glass; Sherwin-Williams; Canadian Pittsburgh Ind.; Firestone 2; Goodyear; Uniroyal; Gallenkamp Shoes; Radio Shack 2; Jack Fraser; Japan Camera; BiWay Stores 2.

14 - NEWSPAPERS: EXPOSITOR (e) 32,550; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: G. D. McNaughton, Adv. Mgr., EXPOSITOR, 53 Dalhousie St., Brantford, ON N3T 5S8; Tel. (519) 756-2020.
National Representative: Southam Newspapers.

BROCKVILLE, ONT.

1 - LOCATION: Leeds County. E&P Maps E-4, O-2. On St. Lawrence River, 208 mi. E. of Toronto, 125 mi. W. of Montreal, 70 mi. S. of Ottawa. Queen's Hwys. 2, 29, 401.

2 - TRANSPORTATION: **Intercity Bus Lines**-Voyageur; Howard Bus; Leeds County; City; Greyhound; Healey Trans. Ltd.
Airlines-Local Class "B" Airport; Torontair.

3 - POPULATION:
Corp. City 81 Cen. 19,896; E&P 85 Est. 20,413
CZ-ABC: (81) 19,896
RTZ-ABC: (81) 62,256
City & RTZ-ABC: (81) 82,152
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 81 Cen. 7,729; E&P 85 Est. 8,214
CZ-ABC: (81) 7,695
RTZ-ABC: (81) 20,870
City & RTZ-ABC: (81) 28,565

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	9	N.A.
Savings & Loan	3	N.A.

6 - PASSENGER AUTOS: Province 3,969,000.

7 - ELECTRIC METERS: Residence 8,000.

8 - GAS METERS: Residence 2,500.

9 - PRINCIPAL INDUSTRIES: Abr. & Grind. Wheels; Ins. Chimneys; Computers; Concrete Prod.; Tel. Inst. & Switchboards; Wire & Cables; Elect. Tools; Phcy. Supplies; Footwear; Exhaust Fans; Beverage Base; Steel Tubing; Chemical Ind.; Publishers; Railway; Provincial Hospital; Computer Component Assembly; Chain Saws; Vacuum Cleaners.
Wage Rates-Manufacturing: Unskilled $3.50-$5.00; Semi-Skilled $4.50-$6.50; Skilled $8.00-$11.50.
Principal Industrial Pay Days-15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 38-72; Summer 55-92; Fall 38-65; Winter 20-40. First killing frost, Oct. 1; last killing frost, May 24.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-14 blocks on King St., 3 on Buell St., 5 on Perth St. Shpg. Plz. on Stewart Blvd., 32 stores; Thousand Islands Mall, 30 stores.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Lipson's; Zeller's; Woolco.
Variety Stores-Woolworth.
Chain Drug Stores-IDA 3; Rexall; Shoppers; Family Pharmacy 2; Boots.
Chain Supermarkets-Dominion; No Frills; OK Economy; Steinberg; I.G.A.
Other Chain Stores-Kern's Jeweler; Agnew Surpass Shoes 2; Lindor; Irene Hill; Canadian Tire; Giant Tiger; Home Hardware; Sherwin-Williams; Firestone; Goodyear; Singer Co.; Pro Hardware; Reitman's; Cashway; Smart Set; Domininion Hardware.

14 - NEWSPAPERS: RECORDER & TIMES (e) 14,709; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Dick Powers, Adv. Mgr., RECORDER & TIMES, 23 King St. W., PO Box 10, Brockville, ON K6V 5T8; Tel. (613) 342-4441.
National Representative: None.

CAMBRIDGE, ONT.

1 - LOCATION: Waterloo County. E&P Map E-4, M-3. 13 mi. SE of Kitchener, 25 mi. NW of Hamilton. On Provincial Hwys. 8, 24, 24A, 97, 401.

2 - TRANSPORTATION: **Railroads**-Canadian Pacific; Canadian National.
Motor Freight Carriers-12.
Intercity Bus Lines-Canada Coach; Burley; Grey Coach; Cambridge Transit.

3 - POPULATION:
Corp. City 81 Cen. 77,183; E&P 85 Est. 83,728
CZ-ABC: (81) 77,183
RTZ-ABC: (81) 13,452
City & RTZ-ABC: (81) 90,635

4 - HOUSEHOLDS:
City 81 Cen. 25,585; E&P 85 Est. 28,874
CZ-ABC: (81) 25,495
RTZ-ABC: (81) 4,115
City & RTZ-ABC: (81) 29,610

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	26	N.A.

6 - PASSENGER AUTOS: Province 3,969,000.

7 - ELECTRIC METERS: Residence 19,986.

8 - GAS METERS: Residence 12,000; Cml. 1,400; Industrial 250.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textiles 2,610; Mach. 5,875; Shoes 1,436; Rubber & Plastics 1,265. (Av. Wkly. Wage) Mfg. ($280); Indus. ($300).
Principal Industrial Pay Days-15th, 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-70; Summer 50-95; Fall 30-80; Winter 10-60.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING: **Principal Shopping Center**-Main St., Ainslie, Dickson, & Water Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ayr	11	Zehr's
K mart Centre	5	K mart
Fairview Mall	9	Simpson's, Sears, Woolco, Zehr's

Other Shopping Centers-Cambridge Shoppers Mall; Highlands; Westgate; The Mall; John Galt Ctr.; Bishop Gate Mall; South Cambridge Ctr.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Shopping centres open every evening. Downtown stores open Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Right House; Zeller's; Woolco; Miracle Mart; K mart.
Chain Drug Stores-Rexall; IDA; Shoppers; Boots.
Chain Supermarkets-Miracle Mart 2; Zehr's 4; Food Barn; A&P.
Other Chain Stores-Woodhouse; Canadian Tire; Firestone; Zeller's; Goodyear; Agnew-Surpass.

14 - NEWSPAPERS: REPORTER (e) 13,315; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Jim Waterton, Adv. Mgr., REPORTER, 26 Ainslie St., Cambridge, ON N1R 3K1; Tel. (519) 621-3810.
National Representative: Thomson Newspapers.

CHATHAM, ONT.

1 - LOCATION: Kent County. E&P Maps D-4, L-3. County Seat. On River Thames. 190 mi. W. of Toronto; 50 mi. E. of Detroit. On Kings Hwys. 2, 401; Bluewater Hwy., near KH's 3, 21, 98.

2 - TRANSPORTATION: **Railroads**-C.P.; C.N.; Norfolk, Western; C&O (freight).
Motor Freight Carriers-15.
Intercity Bus Lines-Chatham; Greyhound.

3 - POPULATION:
Corp. City 81 Cen. 40,952; E&P 85 Est. 44,161
CZ-ABC: (81) 40,952
RTZ-ABC: (81) 66,070
City & RTZ-ABC: (81) 107,022

4 - HOUSEHOLDS:
City 81 Cen. 14,622; E&P 85 Est. 16,326
CZ-ABC: (81) 14,555
RTZ-ABC: (81) 22,140
City & RTZ-ABC: (81) 36,695

5 - BANKS	**NUMBER**	**EST. DEP.**
Trust & Mortgage	6	N.A.
Credit Unions	6	N.A.

6 - PASSENGER AUTOS: Province 3,969,000.

7 - ELECTRIC METERS: Residence 12,462.

8 - GAS METERS: Residence Chatham and immediate rural areas 30,654.

9 - PRINCIPAL INDUSTRIES: Auto Parts; Motor Trucks & Parts; Plastics; Metal & Paper Containers; Canned Goods; Fertilizers; Natl. Gas Distr.; Jute Bags; Comm. Frozen Foods; Brick & Tile; Flour; Aluminum; Steel; Filters.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 24-75; Summer 57-102; Fall 31-85; Winter -3-50. First killing frost, Oct. 5; last killing frost, May 10.

11 - TAP WATER: Alkaline, hard, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on King St. & adjoining 2 blocks on Market Sq.; 1 on 4th St.; 1 on 5th St.; 1 on 6th St.
Neighborhood Shopping Centers-St. Clair St.; Thames St.; Queen St.; Richmond St.; Nortown-Chatham North.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Thames Lea(20)	2	Dominion, Zeller's, Gordon's, K mart
Nortown(12)	2	Stedman's, Gordon's
North Maple Mall(24)	3	Woolco, Dominion, Bi Way
Downtown Chatham Centre(60)	NA	Sears, Miracle Mart

Principal Shopping Days-Fri., Sat.
Stores Close-Sun.
Stores Open Evenings-Fri.; Food Thur., Fri.; some nightly.

13 - RETAIL OUTLETS: **Department Stores**-Zeller's; Woolco; K mart; Stedman's; Sears.
Discount Stores-Shoppers Drug Mart; Krazy Kelly; Valdi.
Variety Stores-Bi-Way.
Chain Drug Stores-SupeRx 4; Shoppers; Boots.
Chain Supermarkets-A&P; Dominion 2; IGA; Gordon's 4.
Other Chain Stores-Young's Jewellers; Singer Co.; Women's Wear: Reitman's; Men's Wear: Tip Top Tailors; Jack Fraser; Shoes: Kinney; Bata; Fitzgerald-Walkwell; Agnew-Surpass; Kent; E. & R. Maher; Reward; Auto: Canadian Tire; Firestone; Goodyear; Furniture: Tepperman's; Capri; Misc.: Canada (paint); Beaver Lumber & Hdwe.; Cashway Lumber; Pro Hardware.

14 - NEWSPAPERS: NEWS (e) 15,763; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Larry Koziana, Adv. Mgr., NEWS, PO Box 2007, Chatham, ON N7M 2G4; Tel. (519) 354-2000.
National Representative: Thomson Newspapers.

COBOURG, ONT.

1 - LOCATION: Northumberland County. E&P Map E-4, M-2. On Lake Ontario. 35 mi. E of Oshawa. Mfg. and cultural ctr.

2 - TRANSPORTATION: **Railroads**-C.N.; C.P.
Intercity Bus Lines-Gray; Colonial; Charterway; G.O. Buses.

Airlines-At Toronto Int'l Airport

3 - POPULATION:
Corp. City 81 Cen. 11,385; E&P 85 Est. 11,650
CZ-ABC: (81) 11,385
RTZ-ABC: (81) 53,581
City & RTZ-ABC: (81) 64,966

4 - HOUSEHOLDS:
Corp. City 81 Cen. 4,150; E&P 85 Est. 4,401
CZ-ABC: (81) 4,125
RTZ-ABC: (81) 18,255
City & RTZ-ABC: (81) 22,350

5 - BANKS N.A.

6 - PASSENGER AUTOS: Province 3,969,000

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Type of Industry-Mfg. Chrome Office Furn. & Fixtures; Tires; Mobile Homes; Boxes; Core; Pallets; Cocoa Mats & Matting; Rubber Mats; Metal Fabrication

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Hard, fluoridated

12 - RETAILING: **N.A.**

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: DAILY STAR (e-mon to fri) 5,162; Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: William J. Poirier, Pub., COBOURG DAILY STAR, 415 King St. W., Box 400, Cobourg, ON K9A 4L1; Tel. (416) 372-0131
National Representative: None

CORNWALL, ONT.

1 - LOCATION: Stormont County. E&P Maps E-4, O-2. County Seat. On St. Lawrence River. HQ St. Lawrence Seaway. Site of Intl. St. Lawrence Power Generating Sta. 75 mi. W. of Montreal, 270 mi. E. of Toronto, 70 mi. SE of Ottawa.

2 - TRANSPORTATION: **Railroads**-C.N., C.P.
Motor Freight Carriers-7
Intericty Bus Lines-Voyageur Coach
Water Shipping-Great Lakes and Ocean Steamships

3 - POPULATION:
Corp. City 81 Cen. 46,144; E&P 85 Est. 47,379
CZ-ABC: (81) 46,144
RTZ-ABC: (81) 34,452
City & RTZ-ABC: (81) 80,596

4 - HOUSEHOLDS:
City 81 Cen. 16,228; E&P 85 Est. 17,295
CZ-ABC: (81) 16,130
RTZ-ABC: (81) 10,975
City & RTZ-ABC: (81) 27,105

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	9	N.A.

6 - PASSENGER AUTOS: Province 3,969,000

7 - ELECTRIC METERS: Province 3,700,000; Residence 16,600

8 - GAS METERS: Residence 5,300

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Paper 1,700; Textiles 1,000; Men's Clothing 200; Chemicals 1,450; Other 1,850
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 9-88; Summer 36-90; Fall -6-77; Winter -16-48. First killing frost, Oct.; last killing frost, May

11 - TAP WATER: Alkaline, hard, fluoridated

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Pitt St.; 2 on Second St.; 5 on Montreal Rd. (E. Cornwall) 5 plazas
Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Wed. afternoon
Stores Open Evenings-Thur., Fri.; Shpg. Plazas daily to 10 p.m.

13 - RETAIL OUTLETS: **Department Stores**-Zeller's; Woolco; Sears; K mart; Reitman's
Variety Stores-People's
Chain Drug Stores-Fullerton's IDA 2; Tamblyn's 2; Medical Arts; Woolco Pharmacy; Shoppers
Chain Supermarkets-Loblaws 2; Dominion 2; Steinberg's 2; Red & White; Super Save; Valdi Food
Other Chain Stores-Laura Secord; Canadian Tire; Firestone; Goodyear; Cashway; Radio Shack; Marks & Spencer; Tip Top; Elks; Family Fair; Leisure World; Joe Feller; Suzy Shier; Steel Man; Agnew Shoes; Astral Photo; Atlantic Video & Sound; Bare Essentials; Belinda & Brother Shoes; Boutique Marie Claire; Coles Books; Fairweather; Flipside Records; Fredelle Shoes; Irene Hill; Kinney Shoes; Lewis Shoes; Maher Shoes; Mappins Jewelry; Montreal Draperies; Penningtons; Peoples Jewelers; St. Clair Paint & Wallpaper; Smart Set; Town & Country; Dexter Shoes.

14 - NEWSPAPERS: STANDARD-FREEHOLDER (e) 17,050; Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Rick Shaver, Adv. Dir., STANDARD-FREEHOLDER, 44 Pitt St., Cornwall, ON K6J 3P3; Tel. (613) 933-3160
National Representative: Thomson Newspapers

FORT FRANCES, ONT.

1 - LOCATION: Rainy River District. E&P Map D-4. Judicial Seat. Pulp, paper, lumber, tourism, agric. Canada-U.S. border crossing point.

2 - TRANSPORTATION: **Railroads**-CN, DWP
Intercity Bus Lines-Grey Goose; Excel Motor Coach
Motor Freight Carriers-3
Airlines-Republic (Intl. Falls); NorOntair

3 - POPULATION:
Corp. City 81 Cen. 8,906; E&P 85 Est. 8,763

4 - HOUSEHOLDS:
City 81 Cen. 3,257; E&P 85 Est. 3,316

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	3	N.A.
Savings & Loan	1	N.A.
Credit Unions	1	N.A.

6 - PASSENGER AUTOS: Province 3,969,000

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Pulp & Paper; Agric.; Lumbering; Tourism

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Soft, fluoridated & chlorinated

12 - RETAILING: **Principal Shopping Area**-5 blocks in town
Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Chain Stores**-Safeway; Canadian Tire; Saan; Acklands; Auto Glass; McLeods

14 - NEWSPAPERS: BULLETIN (e-mon, tues, thur, fri) 2,750; sworn Mar. 21, 1984
Local Contact for Advertising and Merchandising Data: J. Cumming, Adv. Mgr., BULLETIN, 116 First St., PO Box 339, Fort Frances, ON P9A 3M7; Tel. (807) 274-5373
National Representative: None

GUELPH, ONT.

1 - LOCATION: Wellington County. E&P Map E-4, M-2. County Seat. Agricultural, manufacturing, dairy and university center. 55 mi. W. of Toronto, 28 mi. N. of Hamilton. On Provincial Hwys. 6, 7, 24, 25, 86, 401.

2 - TRANSPORTATION: **Railroads**-CN, CP Junction
Intercity Bus Lines-Canada; Elliott Coach; Grey Coach
Motor Freight Carriers-31
City Bus Lines-Guelph Trans. Comm.
Airlines-Waterloo Wellington, Private & Charter; Guelph Air Park, Private & small charter (Wellington Waterloo Airport)

3 - POPULATION:
Corp. City 81 Cen. 71,207; E&P 85 Est. 76,530
CZ-ABC: (81) 71,207
RTZ-ABC: (81) 71,431
City & RTZ-ABC: (81) 142,638

4 - HOUSEHOLDS:
City 81 Cen. 25,180; E&P 85 Est. 28,585
CZ-ABC: (81) 25,180
RTZ-ABC: (81) 22,584
City & RTZ-ABC: (81) 47,764

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Comm.	38	N.A.

6 - PASSENGER AUTOS: Province 3,969,000

7 - ELECTRIC METERS: Residence 22,988

8 - GAS METERS: Residence 15,695

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Sports Equip. 200; Alum. & Zinc Castings 185; Steel Buildings 35; Hats 296; Power Transformers 1496; Steel Wheels & Drums 246; Fiberglass 500; Metal Fluxes 230; Cigarettes 900; General Mach. 265; Wire & Cables 210. (Av. Wkly. Wage-$435).
Principal Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-70; Summer 55-90; Fall 30-65; Winter 0-40. First killing frost, Sept. 28; last killing frost, Apr. 30

11 - TAP WATER: Acid, hard, not fluoridated

12 - RETAILING: **Principal Shopping Centers**-on 9 Sts., 8 blocks Macdonell; Eaton Ctr., Carden; Quebec; Woolwich; Wyndham; Cork; Norfolk; Douglas; Wilson; Speedvale; Willow West Mall; Victoria Rd. Plz.; Stone Rd. Mall; Westwood Plz.; Bullfrog Mall

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Fergus	14	Russels, Vince's Mkt., IGA, Zehr's, J&M Mkt.
Elora	13	L&M Food
Acton	14	Eisen, IGA

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri. until 9

13 - RETAIL OUTLETS: **Department Stores**-Budds; Sears; Zeller's; County Fair 2; K mart; Biway 2; Eaton's
Variety Stores-Woolworth; Bargain Harold
Chain Drug Stores-IDA 2; Big V 3; Boots 2; Shoppers 3
Chain Supermarkets-A&P 2; Dominion; Foodland; Zehr's 6; Miracle Mart; Bonanza; Valdi
Other Chain Stores-Shoes: Aggies; Athletes Foot; Joggers; Rizzo; Cord Wainer 3; Kiddie Cobbler; Gallenkamp; Belinda & Brother 2; Shoe House; Heller & Moisan; Ab Amies; Auto Supply: Canadian Tire 2; Firestone; Marsh Tire; Apple Auto Glass; Guelph Auto Electric; Standard Auto Glass; Confectionery: Laura Secord 2; Clothing: Lorraine; Robert K. Smith; Milady; Zacks; Reitmans 2; Arcade; Irene Hill; Suzy Shier 2; Browns; House of David; Alb Brown; Star; Ellens Fashions; Lees Apparel; Petticoat Lane; T.V.: Wickham's County TV; Shortreed; Loves; Japan Camera; Tip Top; Fairweather; Playtime; Thrifty's; Black's; Jewelry: Birk's; Pequegnat's; A.W. Smith; Walters; Peoples; Morse; Youngs; Brancier

14 - NEWSPAPERS: MERCURY (e) 18,024; Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Peter Kohl, Pub. & Gen. Mgr., MERCURY, 8-14 Macdonnell St., Guelph, ON N1H 6P7; Tel. (519) 822-4310
National Representative: Thomson Newspapers

HAMILTON, ONT.

1 - LOCATION: Wentworth & Halton Counties. E&P Maps E-4, M-3. Western end Lake Ontario. County Seat. 19,230 acres; one of the largest land-locked harbors on Great Lakes. 43 mi. SW of Toronto; 73 mi. W. of Buffalo; 48 mi. W. of Niagara Falls; 201 mi. E. of Detroit, on Queen Elizabeth Hwy. & Ontario Hwys. 2, 5, 6, 8, 20, 403.

2 - TRANSPORTATION: **Railroads**-CN, CP, TH&B
Motor Freight Carriers-100
Intercity Bus Lines-Eastern Canadian Greyhound; Gray Coach; Canada Coach
Steamship Lines-61
Airlines-Air Canada; C.P.; American; B. Airways; Nordair; United; Alitalia; Eastern; USAir; Jamaica; Transair; Lufthansa; KLM; Air France

3 - POPULATION:
Corp. City 81 Cen. 306,434; E&P 85 Est. 309,344
CZ-ABC: (81) 473,903
RTZ-ABC: (81) 258,435
Met. Area 81 Cen. 542,095; E&P 85 Est. 568,317
City & RTZ-ABC: (81) 732,338
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 81 Cen. 114,684; E&P 85 Est. 120,149
Met. Area 81 Cen. N.A.; E&P 85 Est. 212,505
CZ-ABC: (81) 169,075
RTZ-ABC: (81) 82,360
City & RTZ-ABC: (81) 251,435

5 - BANKS	**NUMBER**	**EST. DEP.**
All	140	NA

6 - PASSENGER AUTOS: Province 3,969,000

7 - ELECTRIC METERS: Residence 151,593

8 - GAS METERS: Residence 73,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mfg. 70,600 ($387); Durable Goods 54,400 ($411); Non-durable Goods 16,300 ($311); Food & Beverages 4,400 ($289); Metal Fabricating Industries 7,800 ($387); Mach. & Electrical 5,400 ($418); Elec. Prod. 7,900 ($360); Constr. 4,900 ($452); Trans. Communication & Util. 7,200 ($344); Trade 21,300 ($222); Fin., Ins. & R.E. 5,000 ($222); Serv. 9,100 ($165).
Principal Pay Days-Thur., Fri.; 1st, 15th

10 - CLIMATE: Min. & Max. Temp.-Spring 34-53; Summer 60-95; Fall 40-59; Winter 15-31. First killing frost, Oct. 23; last killing frost, Apr. 28.

11 - TAP WATER: Alkaline, hard, fluoridated

12 - RETAILING: **Principal Shopping Districts**-4 blocks on King, James, John, Main and York Sts. centered on King and James; Mohawk & Upper James St. Mtn.
Neighborhood Shopping Districts-Ottawa St. N.; Kenilworth Ave. N.; Locke St. S.; Westdale (King St. W); Concession St. Mountain; Barton St. E.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
University Plz. Dundas(32)	5	Miracle Food Mart, New Dominion
Greater Hamilton(70)	3	Robinson's, Sears, New Dominion, K mart
Burlington Mall(80)	12	Sears, Eaton's, K mart, Robinson's, New Dominion
Mountain Plz (30)	2	Woolco
Skyway Plz. Stoney Crk (20)	8	Woolworth, New Dominion
Skyway	14	Eames
Fennel Sq (15)	30	Woolworth
Terminal Towers	0	
Aldershot(15)	8	Towers, New Dominion, Canadian Tire
Brant Plaza(15)	10	
Roseland Plz (20)	11	SupeRx
County Fair(5)	4	Zeller's
Appleby Mall-Burlington	10	Zeller's, New Dominion
Queenston Mall	5	Miracle Mart, Canadian Tire
Eastgate Sq (104)	5	Eaton's, Woolco, Robinson's
Jackson Sq (110)	0	Eaton's, Marks & Spencer
Westcliffe Mall(34)	3	Home Hdwe., A&P
Gage Square(6)	NA	
Stadium Mall(7)	3	Consumer Dist.
Strath-Barton(6)	4	Family Fair
Harvard Sq	NA	
Lime Ridge Mall(190)	5	Sears, Robinson's, Eaton's
Fiesta Mall	7	Zeller's, New Dominion
Hopedale Mall(20)	NA	

Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Most downtown chain food & shopping centers Thur., Fri.; Plaza food stores open 6 nights

13 - RETAIL OUTLETS: **Department Stores**-Eaton's; G.W. Robinson; Sears
Discount Stores-Towers; Zeller's; Woolco; Miracle Mart; K mart
Variety Stores-Woolworth; Kresge
Chain Drug Stores-Rexall 3; IDA 34; Shoppers 5; Fair-Way 8; A.R.P. 5; Super Save 4; Parke & Park 2; Big V 7; SupeRx 12
Chain Supermarkets-Miracle Marts 7; New Dominion 5; IGA 17; A&P 10; Red and White 4; Safeway 3; Valdi 3; Fortino 4; No Frills 3; Min-A-Mart 3; Zehrs 2
Other Chain Stores-Sally Shops; Tip-Top Tailors; Reitman's; Evangeline Shops; D'Allaird's; Agnew Surpass; Maher; Reward; Elks Men's Wear; Lindor; Auto: Canadian Tire 7; Firestone 5; Jewelery: Henry Birks and Sons; People's Credit Jewelers; Mappin's; Kern's; Bowring's

14 - NEWSPAPERS: SPECTATOR (e) 144,091; Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Ray Johnston, Adv. Sales Mgr., SPECTATOR, 44 Frid St., Hamilton, ON L8N 3G3; Tel. (416) 526-3333
National Representatives: Southam Newspapers.

KENORA, ONT.

1 - LOCATION: District of Kenora. E&P Map C-3. Hwy. 17. Agricultural, tourist resort, manufacturing area.

2 - TRANSPORTATION: **Railroads**-C.P.
Intercity Bus Lines-Greyhound
Airlines-Norontair; Bearskin; Helitac (Helicopter Service); Walsten Air Service (Float & Ski Service)

3 - POPULATION:
Corp. City 81 Cen. 9,817; E&P 85 Est. 9,421
CZ-ABC: (81) 9,817
RTZ-ABC: (81) 10,482
City & RTZ-ABC: (81) 20,299
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 81 Cen. 3,677; E&P 85 Est. 3,638
CZ-ABC: (81) 3,610
RTZ-ABC: (81) 3,230
City & RTZ-ABC: (81) 6,840

5 - BANKS	NUMBER	DEPOSITS
Banks	6	N.A.
Credit Unions	2	N.A.

6 - PASSENGER AUTOS: Province 3,969,000

7 - ELECTRIC METERS: Residence 10,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg. Paper; Fresh Water Fishing; Lumber Mills; Boat Mfg.; Tourism; Mining; Crafts.

10 - CLIMATE: Min. & Max. Temp.-Spring-0-10; Summer-20-26; Fall-10-20; Winter-25-20. First killing frost, mid-Oct; last killing frost, mid-May.

11 - TAP WATER: Lake water (treated).

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Kenora Shoppers Mall(15)	NA	Woolworth, Dominion
Kenora Town Centre(65)	NA	

Principal Shopping Days-Thur. through Sat. Major food stores and mall open 9 to 9 (summer only).

13 - RETAIL OUTLETS: Canadian Tire; Safeway; Saan; Loblaws; Eatons; Sears (mail order).

14 - NEWSPAPERS: MINER & NEWS (e-mon to fri) 4,724; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Bob Ponton, Adv. Mgr., MINER & NEWS, 33 Main St. S., Kenora, ON P9N 3X7; Tel. (807) 468-5555.
National Representative: None.

KINGSTON, ONT.

1 - LOCATION: Frontenac County. E&P Maps E-4, N-2. 165 mi. E of Toronto; 185 mi. W of Montreal; 129 mi. SW of Ottawa. On Queen's Hwy. 2, 15 and Macdonald-Cartier Freeway.

2 - TRANSPORTATION: **Railroads**-C.N.; C.P.
Water-St. Lawrence Seaway Port.
Motor Freight Carriers-20.
Intercity Bus Lines-Voyageur Colonial, Ltd.; Charter Aircraft.
Airlines-Corporate Air; Kingston Flying Club.

3 - POPULATION:
Corp. City 81 Cen. 52,616; E&P 85 Est. 50,982
Bal. in NDM: (81) 75,481
Total NDM: (81) 128,364
CZ-ABC: (81) 52,883
RTZ-ABC: (81) 31,851
Total NDM & RTZ-ABC: (81) 160,215

4 - HOUSEHOLDS:
City 81 Cen. 22,209; E&P 85 Est. 22,104
Bal. in NDM: (81) 23,308
Total NDM: (81) 44,795
CZ-ABC: (81) 21,487
RTZ-ABC: (81) 10,745
Total NDM & RTZ-ABC: (81) 55,540

5 - BANKS	NUMBER	EST. DEP.
Savings & Comm.	32	NA

6 - PASSENGER AUTOS: Province 3,969,000

7 - ELECTRIC METERS: 22,839

8 - GAS METERS: 5,316

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Synthetic Fibers 2,000 (N.A.); Metal Proc. 2,500 (N.A.).
Principal Industrial Pay Days-15th and 31st.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-60; Summer 65-83; Fall 32-60; Winter -10-40. First killing frost, Oct. 9; last killing frost, May.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: **Principal Shopping Centers**-Cataraqui Town Ctr.; 5 blocks on Princess St.; Kingston Shopping Ctr.; Frontenac Mall; 4 other plzs., 30 stores.
Neighborhood Shopping Centers-Upper Princess St.; N. Montreal St. and Reddendale, Hwy. 33.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
K mart Plz.(6)	NA	K mart, Loblaw's
Kingston Centre(4)	NA	Simpsons-Sears, Loblaw's
Frontenac Centre(6)	NA	Dominion, Woolco
Cataraqui Centre(6)	8	Simpson's, Zeller's, Loblaw's

Principal Shopping Days-Wed., Thurs., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-Jos. Abramsky & Sons; Zeller's; Sears; Cherney's; Simpsons.
Discount Stores-S&R; Woolco; K mart; Consumers Distributing; Bi-Way.
Variety Stores-Woolworth; Kresge.
Chain Drug Stores-Tamblyn; Thrifty; Shoppers; Boots; Guardian; Medical Arts Pharmacy; I.D.A.
Chain Supermarkets-A&P; Loblaw; Dominion; IGA; Food City; Valdi's.
Other Chain Stores-Reitman's (ladies'); Sally Shops (ladies'); Tip Top Tailors (men's); Agnew-Surpass (shoes); Firestone; Peoples Credit Jewellers; Canadian Tires; Fairweather (apparel); Bata Shoes; Kiddie-Kobbler (shoes); Uniroyal; Cherney's (furn.); Kinney Shoes; Suzy Shier; Marks & Spencer; Elk's; Frontier Fruit & Nut; Bowrings; Shorneys; Keyman Shop; Town & Country; National Bakeries; Singer; Sport Experts; Family Fair; Dapper Dan; Laura Secord; Toy World; Aggies; Astral Photo; Atlantic Stereo; Barnes Wines; Big Steel; Birks Jewellers; Classic Bookshop; D'Allairds Discus; Drapery Shoppe; Jack Fraser; Garfield H. Halpern, Esq.; Health-Tex; Japan Camera; Lawley's of London; Lights & Lamps; Lindor; Maher Shoes; Micro Cooking Centre; Mmmuffins; Merle Norman; Orange Krate; Pantorama; Radio Shack; Stitches; Stokes; W.H. Smith Books; The Bombay Co.; The Key Shop; Trans-Canada Shoes; Turning Point; Walters Jewellers; Redmond Optical.

14 - NEWSPAPERS: WHIG-STANDARD (e) 36,228; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Michael Davies, Pub., WHIG-STANDARD, 306 King St. E., Kingston, ON K7L 4Z7; Tel. (613) 544-5000.
National Representative: Bardal, Gosbee & Associates.

KIRKLAND LAKE, ONT.

1 - LOCATION: Temiskaming County. E&P Map D-4. Mining, farming, educ., distribution ctr. 365 mi. from Toronto. On Hwys. II, 66.

2 - TRANSPORTATION: **Railroads**-Ontario-Northland and Bus.
Motor Freight Carriers-2.
Airlines: NorOntair.

3 - POPULATION:
Corp. City 81 Cen. 12,219; E&P 85 Est. 11,398
CZ-ABC: (81) 12,219
RTZ-ABC: (81) 29,069
City & RTZ-ABC: (81) 41,288

4 - HOUSEHOLDS:
City 81 Cen. 4,716; E&P 85 Est. 4,536
CZ-ABC: (81) 4,645
RTZ-ABC: (81) 9,485
City & RTZ-ABC: (81) 14,130

5 - BANKS	NUMBER	EST. DEP.
Commercial	4	NA

6 - PASSENGER AUTOS: Province 3,969,000

7 - ELECTRIC METERS: Residence 5,160

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mining

10 - CLIMATE: Min. & Max Temp.-Spring 16-70; Summer 45-95; Fall 0-80; Winter 0-50.

11 - TAP WATER: Neutral; very soft; fluoridated.

12 - RETAILING: **Principal Shopping Center**- 4 blocks on Government Road.
Principal Shopping Days-Mon., Thur., Fri., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: **Variety Stores**-Metropolitan; Kresge; Woolworth.
Chain Drug Stores-IDA 2; Rexall.
Chain Supermarkets-A&P; Dominion; Montemurro's; IGA.

14 - NEWSPAPERS: NORTHERN NEWS (e) 5,958; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Scott Swindells, Adv. Mgr., NORTHERN NEWS, 8 Duncan Ave., Kirkland Lake, ON P2N 3L4; Tel. (705) 567-5321.
National Representative: Thomson Newspapers.

KITCHENER-WATERLOO, ONT.

1 - LOCATION: Regional Municipality of Waterloo. E&P Maps D-4, M-2, M-3; County Seat. 72 mi. W of Toronto, 66 mi. E of London.

2 - TRANSPORTATION: **Railroads**-C.N.; C.P.
Motor Freight Carriers-34.
Intercity Bus Lines-Gray; Canada; United Trails.
Airlines-Air Canada; C.P.; American; Eastern; Wardair; Lufthansa; Swissair; Pearson Int'l Airport (45 minutes); Nordair; Hamilton Airport (40 minutes).

3 - POPULATION:
Corp. Cities 81 Cen. 189,162; E&P 85 Est. 204,172
Kitchener 81 Cen. 139,734; E&P 85 Est. 150,806
Waterloo 81 Cen. 49,428; E&P 85 Est. 53,366
CZ-ABC: (81) 189,162
RTZ-ABC: (81) 123,721
City & RTZ-ABC: (81) 312,883
Met Area 81 Cen. 287,801; E&P 85 Est. 310,083
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
Cities 81 Cen. 68,774; E&P 85 Est. 77,037
Kitchener 81 Cen. 50,329; E&P 85 Est. 56,377
Waterloo 81 Cen. 18,445; E&P 85 Est. 20,660
Met. Area 81 Cen. 99,395; E&P 85 Est. 118,016
CZ-ABC: (81) 67,460
RTZ-ABC: (81) 38,220
City & RTZ-ABC: (81) 105,680

5 - BANKS	NUMBER	EST. DEP.
Savings	111	N.A.

6 - PASSENGER AUTOS: Regional Municipality of Waterloo 114,609

7 - ELECTRIC METERS: Residence 90,046

8 - GAS METERS: Residence 53,574

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Managerial/Administrative 12,334; Clerical 27,435; Sales 14,730; Service 16,240; Proc. 9,095; Machining 8,900; Product fabricating, assembling and repairing 20,310; Constr. trades 7,015.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-51; Summer 55-81; Fall 40-61; Winter 19-31. First killing frost, Oct.; last killing frost, May.

11 - TAP WATER: Neutral, very hard; Kitchener not fluoridated; Waterloo fluoridated.

12 - RETAILING: **Principal Shopping Centers**-Fairview Park, 5 mi. from downtown Kitchener (145 stores); Market Sq., downtown Kitchener (74 stores); King Ctr., downtown Kitchener (70 stores); 8 blocks on King St., Kitchener; Waterloo Sq., downtown Waterloo (52 stores); Conestoga Mall, 6 mi. from downtown Waterloo (74 stores); 3 blocks on King St., Westmount Place (41 stores); John Galt Shopping Ctr. (26 stores); Highland Shopping Ctr. (10 stores); Plz. 651 (10 stores); Cambridge Shoppers Mall (9 stores); South Cambridge Shopping Ctr. (8 stores); Bishop Gate Mall (10 stores).
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri. Food-every evening except Sunday.

13 - RETAIL OUTLETS: **Department Stores**-Budds; Eaton's 2; Marks & Spencer; Robert Simpson; Sears; Robinson's 2.
Variety Stores-Woolworth; Big Top; Zeller's.
Discount Stores-Woolco; Towers 2; K mart 2.
Chain Drug Stores-Boots 7; Guardian 3; IDA 2; Shoppers Drug Mart 5; Big V 3.
Chain Supermarkets-Dutch Boy 6; Zehrs 11; Central; Knechtel's 3; Hi Way Market; Mr. Grocer; Miracle Mart.
Other Chain Stores-Agnew Surpass Shoes 4; Reward Shoe 2; Singer Co.; Youngs Jewelry 2; Weston Jewelers; Walters Jewelers 4; Reitman's 4; Tip Top Tailors 4; Firestone 3; Goodrich; Uniroyal; Canadian Tire 5; Goodyear; Fairweathers 3 (womens'); Town & Country (womens') 6; Leon's Furniture; Brick Furniture; Pennington's 2; D'Aillard's 2; Bowring's 2; Dalmy's; Jack Fraser 2; Elk's 2; Goudies (women's); Biway (3); Nabour (3); Bargain Harolds (2).

14 - NEWSPAPERS: RECORD (e) 77,046; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: H.J. Baird, Adv. Dir., RECORD, 225 Fairway Rd., Kitchener, ON N2G 4E5; Tel. (519) 894-2231.
National Representative: Bardal, Gosbee & Associates; Newspaper Marketing Bureau.

LINDSAY, ONT.

1 - LOCATION: Victoria County, E&P Maps E-4 & M-2. On the Scugog River. 78 mi. SE of Georgian Bay; 69 mi. NE of Toronto.

2 - TRANSPORTATION: **Railroads**-C.P.; C.N.
Intercity Bus Lines-Travelway Bus.

3 - POPULATION:
Corp. City 81 Cen. 13,596; E&P 85 Est. 14,456
CZ-ABC: (81) 13,596
RTZ-ABC: (81) 38,993
City & RTZ-ABC: (81) 52,589

4 - HOUSEHOLDS:
City 81 Cen. 5,292; E&P 85 Est. 5,828
CZ-ABC: (81) 5,260
RTZ-ABC: (81) 13,510
City & RTZ-ABC: (81) 18,770

5 - BANKS	NUMBER	EST. DEP.
Commercial	6	N.A.

6 - PASSENGER AUTOS: Province 3,969,000

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textiles 300; Chemical 600; Brake Shoe 115; Die Casting 150; Rubber Mfg. 450; Gen. Mfg. 200; R.R.; Printing.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: **Principal Shopping Days**-Thur., Fri., Sat.
Stores Open Evenings-Fri.; Shopping Malls (2) open Mon. through Sat. until 10 p.m.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: POST (e) 4,392; (e-thurs) 4,900; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Thomas F. McConomy, Pres./Gen. Mgr., POST, 15 William St. N., Lindsay, ON K9V 3Z9; Tel. (705) 324-2114.
National Representative: None.

LONDON, ONT.

1 - LOCATION: Middlesex County, E&P Maps D-4 & L-3. On River Thames, 110 mi. W. of Toronto and 105 mi. E. of Detroit, MI.

2 - TRANSPORTATION: **Railroads**-C.N.; C.P.
Motor Freight Carriers-67.
Intercity Bus Lines-Greyhound; Gray Coach; London Charterways.
Airlines-Air Canada; Air Ontario.

3 - POPULATION:
Corp. City 81 Cen. 254,280; E&P 85 Est. 274,011
Met. Area 81 Cen. 283,668; E&P 85 Est. 303,624
CZ-ABC: (81) 257,057
RTZ-ABC: (81) 548,363
City & RTZ-ABC: (81) 805,420
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 98,070; E&P 85 Est. 109,182
Met. Area 81 Cen. 105,595; E&P 85 Est. 121,651
CZ-ABC: (81) 97,433
RTZ-ABC: (81) 185,232
City & RTZ-ABC: (81) 282,665

5 - BANKS	NUMBER	EST. DEP.
Savings & Comm.	81Br.	NA

6 - PASSENGER AUTOS: Province 3,969,000

7 - ELECTRIC METERS: Residence 78,157

8 - GAS METERS: Residence 65,685

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Primary 500; Mfg. 25,000; Constr. 6,500; Trans., Communications, Utilities 7,500; Trade 23,500; Fin., Ins., Real Estate 11,500; Serv. 44,000; Public Administration 7,000.
Principal Pay Days-Thur., Fri., 1st, 15th.

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring -6-32; Summer 5-32; Fall -16-25; Winter -25-10.

11 - TAP WATER: Lake Huron Pipeline, fluoridated.

12 - RETAILING: **Principal Shopping Centers**-(No. of Stores)-Wellington Sq. (48), Wellington King Sts.; Eastown Plz. (30), East Dundas St.; Westown Plz. (20), Oxford St. W; London Plz. (10), Adelaide St. N; Wharncliffe Plz. (8), Wharncliff-Base Line Rds.; Oakridge Mall (40); Northland Mall (20), Highbury and Huron Sts.; White Oaks (120), Wellington Rd.; Southcrest (11), Springbank Dr.; King Plz. (13), Hamilton Rd.; Oxford Plz. (18), Oxford-Adelaide Sts.; Argyle Mall (35), Dundas Clark Rd.; Norton Estates, Commissioners' Rd. (23); London Mall (20); Westmount Plz. (70); City Centre (24), Dundas at Wellington; Sherwood Forest Mall (28), Gainsborough & Halton Rd.; Oxbury Place (17), Oxford St. E; Towers Plz. (7), Wellington Rd. S; London Mews (70); Wonderland Mall (24), Wonderland & Southdale.
Core Shopping Area-7 blocks on Dundas St.; 5 on Richmond St.; 2 on Clarence St.; 2 on Talbot St.; 3 on King St.

Neighborhood Shopping Areas-6 blocks on Dundas St. E from Adelaide; 2 on Richmond St., S of Oxford; 3 on Wharncliffe, N of Wyatt; 5 on Wharncliffe, S of Elmwood; 8 on Hamilton Rd., E of Little Hill St.; 5 on Oxford, E of Gammage; 3 on Wortley, S of Askin; 1 on Clark Rd. & Trafalgar; 1 on Trafalgar & Highbury; The Boulevard.
Stores Close-Sundays.
Stores Open Evenings-Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Eatons 3; Simpsons 2; Kingsmills; Hudsons; Fairweather 3.
Discount Stores-Towers; K mart 2; Zellers 3; Woolco 3; Family Fare 2.
Variety Stores-Zellers; Woolworths 2; Metropolitan; Kresges.
Chain Drug Stores-Boots 6; Canadian Apothecary 5; Shopper's Drug 6; SupeRx 6.
Chain Supermarkets-Loblaws 6; Dominion 6; A&P 5; Miracle Mart 5; Superior 4; Foodcity 2.
Other Chain Stores-Apparel: D Allaird's, Bonds 2, Boughners' Reitmans 5, Marks & Spencer 5, Fairweather 3. Jewelry: Birks Mappins 2, Peoples 2, Youngs 5, Morse 2, Nash 2; Furn.: Leons, Interior Trend, Deisng Plus, Pattons Place, London Furn., Common Mkt., Jensens, Ethan Allen; Shoes: Agnew-Surpass 3, Arliss 2, Bata 3, Belinda 3, Dacks, Fredelle 2, Kinney 2, Maher 2, Mugford 2; Bakeries: Grandma Lees 2, Hunts 4; Misc.: Coles Books 3, Oxford 2, Provident 2, Wendell Holmes 3, Classic 3.

14 - NEWSPAPERS: FREE PRESS (m) 129,469; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: G.W. Smith, Adv. Dir., FREE PRESS, PO Box 2280, London, ON N6A 4G1; Tel. (519) 679-1111.
National Representative: Newspaper Marketing Bureau.

NIAGARA FALLS, ONT.

1 - LOCATION: Regional Municipality of Niagara. E&P Map E-4. On Niagara River between Lake Erie and Lake Ontario. On Hwys. 3, 3A, 8, 20 and the Queen Elizabeth Hwy.

2 - TRANSPORTATION: **Railroads**-C.N.; Wabash; C.P.
Motor Freight Carriers-7.
Intercity Bus Lines-Municipal Transit System; Canada Coach; Grey Coach; Greyhound.
Airlines-Air Canada; American; United; Mohawk; Lake Central.

3 - POPULATION:
Corp. City 81 Cen. 70,960; E&P 85 Est. 74,272
CZ-ABC: (81) 70,960
RTZ-ABC: (81) 36,282
Met. Area 81 Cen. 304,353; E&P 85 Est. 314,642
City & RTZ-ABC: (81) 107,242

4 - HOUSEHOLDS:
City 81 Cen. 25,087; E&P 85 Est. 27,187
CZ-ABC: (81) 24,880
RTZ-ABC: (81) 12,660
Met. Area 81 Cen. N.A.; E&P 85 Est. 115,383
City & RTZ-ABC: (81) 37,540

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Comm.	24	N.A.

6 - PASSENGER AUTOS: Province 3,969,000

7 - ELECTRIC METERS: Residence 20,810

8 - GAS METERS: Residence 16,415

9 - PRINCIPAL INDUSTRIES: Abrasives; Chemicals; Machinery; Silverware; Cereals; Fishing Boxes; Wine; Baby Food; Canned Goods; Refractories. (Av. Wkly. Wage $162.)
Principal Industrial Pay Days-Thur., Fri.

10 - CLIMATE: Av. Temp.-Summer 68; Av. An. 47; An. Rainfall 30 inches.

11 - TAP WATER: Neutral, soft, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-5 blocks on Queen St., Main St., Victoria Ave. at Centre St. and Victoria Ave. at Morrison St.
Neighborhood Shopping Centers-Stamford; Chippawa; Lundy's Lane Plaza; Dorchester Rd.; Niagara Square.
Principal Shopping Days-Thur., Sat.
Stores Close-Wed. afternoon.
Stores Open Evenings-Thur. & Fri. North End; Fri. South End.

13 - RETAIL OUTLETS: **Department Stores**-Rosberg's; Zeller's; Towers; Robinson's; K mart.
Variety Stores-Metropolitan.
Chain Drug Stores-Rexall 7; IDA 3; Super-Save; Shoppers Drug Mart.
Chain Supermarkets-Red & White 4; Super Save; A&P 2; Dominion 2; Miracle Food Mart; IGA; Food City; Safeway.
Other Chain Stores-Reitman's Shoes; Agnew-Surpass; Maher; Reward; Firestone; Canadian Tire; Goodyear; Dunlop; Consumers Distributing.

14 - NEWSPAPERS: REVIEW (e) 20,285; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Clyde T. Wicks, Adv. Mgr., REVIEW, 4801 Valley Way, Niagara Falls, ON L2E 6T6; Tel. (416) 358-5711.
National Representative: Thomson Newspapers.

NORTH BAY, ONT.

1 - LOCATION: Nipissing County. E&P Maps D-4, M-1. 220 mi. N of Toronto.

2 - TRANSPORTATION: **Railroads**-C.N., C.P., O.N.R. Hdq.
Motor Freight Carriers-15.
Intercity Bus Lines-Deluxe Transp.; Voyageur Colonial; Greyhound; Gray Coach; Ontario Northland; Colonial.
Airlines-Air Canada; First Air; Voyager; Norontair.

3 - POPULATION:
Corp. City 81 Cen. 51,268; E&P 85 Est. 52,269
CZ-ABC: (81) 51,268
RTZ-ABC: (81) 50,389
City & RTZ-ABC: (81) 101,657
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 17,075; E&P 85 Est. 18,237
CZ-ABC: (81) 17,075
RTZ-ABC: (81) 16,378
City & RTZ-ABC: (81) 33,453

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	19	N.A.

6 - PASSENGER AUTOS: Province 3,969,000

7 - ELECTRIC METERS: Residence 16,559

8 - GAS METERS: Residence 8,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Primary Industry 453; Mfg. 4,334; Constr. 1,461; Trans., Communications & Util. 3,376; Trade & Commerce 3,956; Fin., Ins. & R.E. 730; Service 6,728; Public Admin. 4,158.
Principal Pay Days-Fri., 15th & 30th.

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring 2-9; Summer 12-21; Fall 0-9; Winter -17-7. First killing frost, Sept.; last killing frost, June.

11 - TAP WATER: Neutral, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Center**-7 blocks on Main St.
Neighborhood Shopping Centers-2 blocks on Lakeshore Dr.; 1 on McIntyre St.; 3 on Algonquin Ave. Northgate Sq.-21 acres, 60 stores, incl. Loblaw, Woolco, Reitman; 1450 cars. Nipissing Plz.: Dominion, Zellers, 6 mi. from downtown. Widdifield Plz. 2 stores, 700 cars; North Bay Mall, K mart, A&P, 65 stores, 1,200 cars.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri., some 6 nights.

13 - RETAIL OUTLETS: **Department Stores**-Zeller's; Woolco; Tower's; K mart.
Variety Stores-Kresge's.
Chain Drug Stores-Boots 2; Shopper's 2.
Chain Supermarkets-Dominion 2; A&P 2; Loblaw's 1; IGA; Food City.
Other Chain Stores-Reward; Agnew-Surpass; Bata (men's); Tip Top Tailor's; Scarfe (paint); Reitman's (women's); Canadian Pittsburgh (paints & glass); Canadian Tire; Singer Co.; Firestone.

14 - NEWSPAPERS: NUGGET (e) 23,510; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Jim Davidson, Adv. Mgr., NUGGET, 259 Worthington St., North Bay, ON P1B 8J6; Tel. (705) 472-3200.
National Representative: Southam Newspapers.

ORILLIA, ONT.

1 - LOCATION: Simcoe County. E&P Maps E-4 & M-2. Head of Lake Simcoe, 78 mi. from Toronto.

2 - TRANSPORTATION: **Railroads**-C.P., C.N.
Motor Freight Carriers-5.
Intercity Bus Lines-Gray Coach; Stock Bros. Coach; Orillia; Midland-Penetang.
Airlines-Orillia.

3 - POPULATION:
Corp. City 81 Cen. 23,955; E&P 85 Est. 24,163
CZ-ABC: (81) 23,955
RTZ-ABC: (81) 33,163
City & RTZ-ABC: (81) 57,118

4 - HOUSEHOLDS:
City 81 Cen. 8,521; E&P 85 Est. 8,913
CZ-ABC: (81) 8,475
RTZ-ABC: (81) 11,215
City & RTZ-ABC: (81) 19,690

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5 - BANKS N.A.

6 - PASSENGER AUTOS: Province 3,969,000

7 - ELECTRIC METERS: Residence 6,692

8 - GAS METERS: 2,900

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Foundry 1,437; Appliances 380; Wood Prods. 180; Steel Prods. 350; Govt. Serv. 1,100; Misc. 430. (Av. Wkly. Wage $210).
Principal Pay Days-2nd, 4th; Fri.

10 - CLIMATE: First killing frost, Oct. 15; last killing frost, Apr. 15.

11 - TAP WATER: Neutral, hard; not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Beaverton	20	IGA, Red & White
Coldwater	15	IGA
Gravenhurst	20	IGA, A&P, Dominion
Washago	14	IGA
Bracebridge	NA	Dominion, IGA

Principal Shopping Days-Thur., Fri., Sat.
Stores Close-9 p.m.

13 - RETAIL OUTLETS: **Department Stores**-K mart; Zeller's; Woolworth; A and N.
Chain Drug Stores-Rexall; Drug City; Shoppers Drug Mart.
Chain Supermarkets-Dominion 1; Loblaws; A&P; IGA; Miracle Food Mart.

14 - NEWSPAPERS: PACKET & TIMES (e) 9,789; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Peter Hinton, Adv. Dir., PACKET & TIMES, 31 Colborne St. E, Orillia, ON L3V 1T4; Tel. (705) 325-1355.
National Representative: Thomson Newspapers.

OSHAWA-WHITBY, ONT.

1 - LOCATION: Regional Municipality of Durham, E&P Maps E-4 & M-2. On Lake Ontario, 30 mi. E of Toronto on Hwy. 401.

2 - TRANSPORTATION: **Railroads**-C.N., C.P.
Intercity Bus Lines-Gray; Colonial; Charterways & G.O. Buses.
Airlines-At Toronto Int'l Airport.

3 - POPULATION:
Cities 81 Cen. 154,217; E&P 85 Est. 176,165
Oshawa 81 Cen. 117,519; E&P 85 Est. 130,482
Whitby 81 Cen. 36,698; E&P 85 Est. 45,683
CZ-ABC: (81) 154,217
RTZ-ABC: (81) 120,134
City & RTZ-ABC: (81) 274,351
Met. Area 81 Cen. 154,217; E&P 85 Est. 176,166

4 - HOUSEHOLDS:
Cities 81 Cen. 51,091; E&P 85 Est. 60,632
Oshawa 81 Cen. 39,316; E&P 85 Est. 45,406
Whitby 81 Cen. 11,775; E&P 85 Est. 15,226
CZ-ABC: (81) 50,905
RTZ-ABC: (81) 36,615
Met. Area 81 Cen. N.A.; E&P 85 Est. 60,275
City & RTZ-ABC: (81) 87,520

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	29	N.A.
Trust Cos.	4	N.A.
Credit Unions	4	N.A.
Loan Cos.	9	N.A.

6 - PASSENGER AUTOS: Province 3,969,000

7 - ELECTRIC METERS: Residence 26,700

8 - GAS METERS: Residence, Oshawa 9,900

9 - PRINCIPAL INDUSTRIES: Automotive Assembly; Elec. Mach.; Leather Goods; Furn.; Metal Extrusions; Glass & Alum. Prods.; Automotive Parts; Pet Foods; Aluminum & Plastic Boats; Sugar; Steel.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Acid, hard; fluoriuated.

12 - RETAILING: **Principal Shopping Centers**-Oshawa Centre West End; Midtown Mall; Whitby Mall; Five Points Mall; Bond Towers Shopping Mall; Oshawa Sq.
Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Every evening (ex. Sat.) 9:30; Simpson-Sears open Wed., Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-Eaton's; Simpson-Sears; Zeller's; Woolco; The Bay.
Variety Stores-Kresge's; Woolworth; K mart.
Chain Drug Stores-Tamblyns 2; IDA 4; Jury & Lovell 2; Shoppers Drug Mart; Top Drug Mart.
Chain Supermarkets-Dominion Stores 2; Loblaw's 2; A&P 3; Miracle Mart; Canada Safeway; Sunnybook; Super Save.
Other Chain Stores-Canadian Tire; Firestone; B.F. Goodrich; Green & Ross; Uniroyal; Cherney's; Bata; Birks; Coles; Fairweather; Jack Fraser; Lighting Unlimited; Maher; Playtime; Reitman's; Tip Top Tailors; Swans; Laura Secord; Singer; Beaver Lumber; Cashway; Saveway; St. Michaels; Town & Country; Family Fair; Biway; Collegiate Sports.

14 - NEWSPAPERS: TIMES (e) 23,019; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Bill Provick, Adv. Mgr., TIMES, 44 Richmond St. W., Oshawa, ON L1G 1C8; Tel. (416) 723-3474.
National Representative: Thomson Newspapers.

OTTAWA, ONT.

1 - LOCATION: Carleton County, E&P Maps E-4, 0-1. Capital City of Canada, on S side of Ottawa River, 125 mi. W of Montreal and 270 mi. E of Toronto. Commercial and industrial ctr.

2 - TRANSPORTATION: **Railroads**-C.N., C.P.
Motor Freight Carriers-10
Intercity Bus Lines-OC Transp.; Voyageur Colonial; Commission de Transport; Travelways; Abitibi Provincial; Greyhound.
Airlines-Air Canada; Eastern; C.P. Air; Laurentian; Nordair; Quebec Air; Air Atonabee; Air Ontario; First Air; Pilgrim; City Express; Eastern Provincial; Empire; Torontair.

3 - POPULATION:
Corp. City 81 Cen. 295,163; E&P 85 Est. 294,441
Met. Area 81 Cen. 717,978; E&P 85 Est. 760,080
CITIZEN
NDM-ABC: (81) 717,978
LE DROIT
CZ-ABC: (81) 614,768
RTZ-ABC: (81) 490,021
City & RTZ-ABC: (81) 1,104,789

4 - HOUSEHOLDS:
City 81 Cen. 124,424; E&P 85 Est. 128,420
Met. Area 81 Cen. 256,390; E&P 85 Est. 299,797
CITIZEN
NDM-ABC: (81) 256,390
LE DROIT
CZ-ABC: (81) 225,379
RTZ-ABC: (81) 157,896
City & RTZ-ABC: (81) 383,275

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	125	N.A.

6 - PASSENGER AUTOS: Province 3,969,000

7 - ELECTRIC METERS: Residence 186,639

8 - GAS METERS: Residence 84,609

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage-N.A.)-Federal Govt. 72,089; Crown Corps. etc. 30,000; High Tech Industry, technology firms employ over 28,000; Ins. 1,141; Food & Beverages 1,612; Clothing 3,230; Printing & Publ. 3,694; Rubber & Plastic 18; Metal Fabricating 907; Chemicals & Chemical Products 511; Scientific & Professional Equip. 1,273; Other 1,621.
Principal Industrial Pay Days-Fri.; 1st & 15th.

10 - CLIMATE: Min. & Max. Temp.-Spring 3-81; Summer 40-92; Fall 8-74; Winter -12-41. First killing frost, Oct. 21; last killing frost, May 27.

11 - TAP WATER: Purified, soft.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on Sparks St.; 4 on Rideau St. plus Rideau Ctr.; 6 on Bank St.
Neighborhood Shopping Centers-Alta Vista; Merivale Rd.; Elmvale; Riverside; Westgate; Billings Bridge; Carlingwood; Heron Gate; Eastview; Manor Park; Alta Vista McArthur; Towers; K mart; St. Laurent; Lincoln Fields; Vista Plz.; Place du Portage; Les Galeries de Hull; Les Galleries Aylmer; Bayshore; Place Cartier-Hull; Les Promenades de L'Outaouais-Catineau.
Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-The Bay Co.; Robinson Ogilvy; Eaton's; Sears; Brettons.
Variety Stores-Woolworth; Kresge's; Metropolitan; R.A. Beamish; Zeller's; Giant Tiger.
Discount Stores-Towers Mart 3; K mart 5; Miracle Mart 2; Woolco 3.
Catalogue Discount Stores-Consumers Distributing.
Chain Drug Stores-Boots; IDA 16; Rexall 21; Shoppers; Uniprix 2; Jean Coutu 2.
Chain Supermarkets-Loblaw's 10; Steinberg's 12; A&P 12; Dominion 12; IGA 31; Provigo 9; Metro 9; Warehouse Plus 2; Red & White; Superstore 2; Super Save; Richelieu.
Other Chain Stores-Birks (Jewelry, China); People's Jewelers; Tip Top Tailors; Evangeline Shops; Reitman's; Bata; Dolci's; Holt Renfrew; Singer Co.; Shoe World; Kinney; Agnew Surpass; Canadian Tire; Laura Secord Candy; Fairweather Ladies Wear; Goodyear; Firestone; Penningtons; Uniroyal; Michelin; Blacks Camera; Montreal Draperies; National Draperies; Leon's Furniture; Pascal Hdwe.; George Richards King Size Clothes; Arlington Sports; Bouclair; Liberty; Tie City; B.F. Goodrich; Dunlop Tires; Dalmy's; Susy Shier; Speedy Muffler; Radio Shack; Wackid; Ottawa Stereo Hi-Fi; Atlantique; French; Astral Photo; Merle Norman; Boots; Collegiate Sportsworld; W.H. Smith; Athlete's Foot; O.B. Allan; Leather Attic; Mappins; Doucet.

14 - NEWSPAPERS: CITIZEN (all day-mon to fri) 189,448; (m-sat) 240,826; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: R.S. Littlemore, Adv. Dir., CITIZEN, 1101 Baxter Rd., PO Box 5020, Ottawa, ON K2C 3M4; Tel. (613) 829-9100.
National Representatives: Southam Newspapers.
LE DROIT (French) (e-mon to fri) 43,976; (m-sat) 49,487; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Andre Laurin, Adv. Dir., LE DROIT, 375 Rideau St., Ottawa, ON K1N 5Y7; Tel. (613) 560-2500.
National Representatives: None.

OWEN SOUND, ONT.

1 - LOCATION: Grey County, E&P Maps D-4 & M-2. County Seat. 120 mi. NW of Toronto on Provincial Hwys. 6, 10, 21 and 26.

2 - TRANSPORTATION: **Railroads**-C.P., C.N.
Steamship Lines-Ontario Northland Transp. Co.
Motor Freight Carriers-8.
Intercity Bus Lines-Gray Coach; Charterways; Travelways.

3 - POPULATION:
Corp. City 81 Cen. 19,883; E&P 85 Est. 20,742
CZ-ABC: (81) 19,883
RTZ-ABC: (81) 93,321
City & RTZ-ABC: (81) 113,204

4 - HOUSEHOLDS:
City 81 Cen. 7,551; E&P 85 Est. 8,151
CZ-ABC: (81) 7,490
RTZ-ABC: (81) 32,210
City & RTZ-ABC: (81) 39,700

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	6	N.A.
Trust Co's.	3	N.A.

6 - PASSENGER AUTOS: Province 3,969,000

7 - ELECTRIC METERS: Residence 5,869

8 - GAS METERS: Residence 3,097

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mach. Shop 850 ($180); Ptg. & Publ. 465 ($200); Elect. Devices 225 ($185); Sheet Glass 450 ($195); Foam Rubber 250 ($155); Shock Absorbers 250 ($193).

10 - CLIMATE: Min. & Max. Temp.-Spring 28-70; Summer 50-92; Fall 30-75; Winter 0-45.

11 - TAP WATER: Neutral, very hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-4 blocks on 2nd Ave. E.; 2 on 8th St. E.; 2 on 9th St. E.; 2 on 10th St. E.
Shopping Centers-Towers(Food City); Grey County Mall(Woolco, Loblaw's).
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: **Department Stores**-McKay Bros.; Simpson-Sears; Towers.
Discount Stores-Woolco.
Variety Stores-Woolworth; People's; S.S. Kresge.
Chain Drug Stores-IDA 3; Rexall 2; Drug City.
Chain Supermarkets-Loblaws; A&P; Dominion; Food City.
Other Chain Stores-Maher; Bata; Firestone; Canadian Tire; Grafton; Reitman's 2; Superior Propane; Pro Hdwe.; Crest; Home Hdwe; Consumers Distributing; Smart Set; Radio Shack; Colour Your World.

14 - NEWSPAPERS: SUN-TIMES (e) 21,729; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Robert A. Martin, Adv. Mgr., SUN-TIMES, Box 200, Owen Sound, ON N4K 5P2; Tel. (519) 376-2250.
National Representatives: Southam Newspapers.

PEMBROKE, ONT.

1 - LOCATION: Renfrew County, E&P Maps E-4 & N-1. County Seat. Major ret. and industrial ctr. in Upper Ottawa Valley. Ottawa 97 mi. SE; North Bay 138 mi. NW; Toronto 257 mi. SW; Montreal 227 mi. SE on Hwy. 17 with connections to Hwys. 62, 60, 41.

2 - TRANSPORTATION: **Railroads**-C.N., C.P.
Motor Freight Carriers-5.
Airlines-Pem-Air Ltd.
Intercity Bus Lines-Colonial Coach; Renfrew County Coach.

3 - POPULATION:
Corp. City 81 Cen. 14,026; E&P 85 Est. 13,598
CZ-ABC: (81) 15,359
RTZ-ABC: (81) 47,200
City & RTZ-ABC: (81) 62,559

4 - HOUSEHOLDS:
City 81 Cen. 5,040; E&P 85 Est. 5,067
CZ-ABC: (81) 5,430
RTZ-ABC: (81) 14,630
City & RTZ-ABC: (81) 20,060

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	8	$18,000,000
Savings	6	Incl. above
Savings & Loan	6	Incl. above

6 - PASSENGER AUTOS: Province 3,969,000

7 - ELECTRIC METERS: Residence 5,124

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Wood and Wood Prod. 1,494; Dept. of National Defense (Civilians 794, soldiers 3,000); Steel Furn. 224; Suitings (Cloth) 65; Appliances 43; Shook Mills 360; Lumber 140; Veneers 266; Paper 179; Shoosplin 450; Matches 99; Petawawa and Atomic Energy Comm.; Chalk River 2,643.

10 - CLIMATE: Min. & Max. Temp.-Spring 15-67; Summer 52-81; Fall 37-70; Winter 2-25.

11 - TAP WATER: Soft, not fluoridated.

12 - RETAILING: **Principal Shopping Areas**-8 blocks surrounding Pembroke St.; Petawawa Shopping Plz.; Glendale Shopping Ctr.; Deep River; Pembroke Mall; West End Mall.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur. & Fri.

13 - RETAIL OUTLETS: **Department Stores**-Order Office; Dorans of Pembroke; Simpson's Order Office.
Discount Stores-Giant Tiger; Cost Plus.
Variety Stores-Woolworth.
Chain Drugs-IDA 2; Rexall; Guardian.
Chain Supermarkets-Loblaws 2; A&P; IGA 4; Red & White; IGA Foodliner; M & M; Brash's 2.
Other Chain Stores-Sally Shops (Womens'); Firestone; Canadian Tires; Shoes Reward; Maher; Bata; Singer Co.; Woodhouse (furn.).

14 - NEWSPAPERS: OBSERVER (e) 7,214; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Fred Thrasher, Adv. Mgr., OBSERVER, 186 Alexander St., Pembroke, ON K8A 4L9; Tel. (613) 732-3691.
National Representative: Thomson Newspapers.

PETERBOROUGH, ONT.

1 - LOCATION: Peterborough County, E&P Maps E-4, N-2. County Seat. On Otonabee River, part of Trent Severn Canal System. 90 mi. E of Toronto. Provincial Hwys. 2, 28, 115, 401 to Toronto and Montreal; also Hwys. 7, 7A to Ottawa.

2 - TRANSPORTATION: **Railroads**-C.N., C.P.
Interprovincial Bus Lines-Voyageur Colonial.
Motor Freight Carriers-14.
Airlines-City Express.
Intercity Bus Lines-Peterborough.

3 - POPULATION:
Corp. City 81 Cen. 60,620; E&P 85 Est. 63,095
CZ-ABC: (81) 60,620
RTZ-ABC: (81) 70,081
City & RTZ-ABC: (81) 130,701

4 - HOUSEHOLDS:
City 81 Cen. 22,677; E&P 85 Est. 24,504
CZ-ABC: (81) 22,525
RTZ-ABC: (81) 23,765
City & RTZ-ABC: (81) 46,290

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	14	N.A.
Savings & Loans	3	N.A.

6 - PASSENGER AUTOS: Province 3,969,000

7 - ELECTRIC METERS: Residence 19,618

8 - GAS METERS: Res. & Comm. 5,992

9 - PRINCIPAL INDUSTRIES: Elect. Apparatus; Food Proc.; Paper Prods.; Plastics; Clocks & Watches; Atomic Energy; Dairy Mchy.; Brake Lining & Flexible Hose; Outboard Motors; Power Mowers; Power Saws & Snowmobiles.
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: Principal Shopping Centers-Peterborough Sq., downtown Peterborough (Eaton major store with 65 other Ret. outlets), Lansdowne Pl.: (Sears major store with 70 other outlets).
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Thur., Fri. to 9.

13 - RETAIL OUTLETS: Department Stores-Zeller's; Marks & Spencer; Eaton's; Simpson-Sears; K mart; Towers.
Variety Stores-Woolworth 2; Zeller's; Bi-Way; Pathway.
Chain Drug Stores-IDA 6; Shoppers 2.
Chain Supermarkets-Loblaw's; A&P 2; Dominion 2; Red & White; Sunnybrook; Food City 2; IGA; Kawartha.

14 - NEWSPAPERS: EXAMINER (e) 24,542; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Robert Marshall, Adv. Mgr., EXAMINER, PO Box 389, Peterborough, ON K9J 6Z4; Tel. (705) 745-4641.
National Representative: Thomson Newspapers.

PORT HOPE, ONT.

1 - LOCATION: Northumberland County. E&P Maps E-4 & N-2. On N. shore of Lake Ontario and 401 63 mi. E. of Toronto. On Provincial Hwy. 2 between Montreal and Toronto.

2 - TRANSPORTATION: Railroads-C.P.; C.N.
Motor Freight Carriers-4.
Intercity Bus Lines-Colonial; Burley.

3 - POPULATION:
Corp. City 81 Cen. 9,992; E&P 85 Est. 10,447
CZ-ABC: (81) 9,992
RTZ-ABC: (81) 29,538
City & RTZ-ABC: (81) 39,530

4 - HOUSEHOLDS:
City 81 Cen. 3,648; E&P 85 Est. 3,952
CZ-ABC: (81) 3,630
RTZ-ABC: (81) 9,895
City & RTZ-ABC: (81) 13,525

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	5	N.A.

6 - PASSENGER AUTOS: Province 3,969,000.

7 - ELECTRIC METERS: Residence 2,740.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Tools 230; Bathroom Fixtures 415; Conveyors 260; Refining 290; Other 505.
Principal Industrial Pay Day-Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 40-60; Summer 70-89; Fall 30-65; Winter 10-30.

11 - TAP WATER: Alkaline, hard.

12 - RETAILING: Principal Shopping Areas-3 blocks on Walton, 1 each on John, Ontario, Queen.
Principal Shopping Days-Fri., Sat.
Stores Open Evenings-Food & Dept. Fri.

13 - RETAIL OUTLETS: Department Stores-Coleman & Philip.
Variety Stores-Chainway; Stedman's.
Chain Supermarkets-Dominion; A&P; Super Save; IGA; Loblaw's.
Other Chain Stores-Canadian Tire.

14 - NEWSPAPERS: GUIDE (e-mon to fri) 3,426; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: R.E. David, Adv. Dir., GUIDE, 56 Walton St., Box 296, Port Hope, ON L1A 3W4; Tel. (416) 885-2471.
National Representative: None.

ST. CATHARINES, ONT.

1 - LOCATION: E&P Maps E-4, M-3. Regional municipality of Niagara. On Queen Elizabeth Way; on Welland Ship Canal connecting Lake Erie & Lake Ontario; 111 KM (69 mi.) South of Toronto; 19 KM (12 mi.) from Niagara River. Regional government seat 19 KM (12 mi.) from U.S. border.

2 - TRANSPORTATION: Railroads-C.N.
Motor Freight Carriers-20.
Intercity Bus Lines-Gray; Canada; Farr.

3 - POPULATION:
Corp. City 81 Cen. 124,018; E&P 85 Est. 127,905
CZ-ABC: (81) 133,854
RTZ-ABC: (81) 43,062
Met. Area 81 Cen. 304,353; E&P 85 Est. 314,642
City & RTZ-ABC: (81) 176,916
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 44,644; E&P 85 Est. 47,839
CZ-ABC: (81) 47,685
RTZ-ABC: (81) 13,910
Met. Area 81 Cen. 106,485; E&P 85 Est. 115,383
City & RTZ-ABC: (81) 61,595

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	35	NA
Savings & Loan	13	NA
Credit Unions	9	NA

6 - PASSENGER AUTOS: City 76,155; Municipal city 222,048; Province 3,969,000.

7 - ELECTRIC METERS: Residence 39,497.

8 - GAS METERS: Residence 38,768.

9 - PRINCIPAL INDUSTRIES: Automotive and Aeroplane Parts; Electrical Apparatus; Shipbuilding and Repair; Pleasure Boat Building; Paper Products; Newsprint Mills; Boilers & Furnaces; Fabrics; Tools & Dies; Greenhouses; Leather Tanning; Slate Flooring & Roofing; Structural Steel Fabrication.
Principal Pay Days-Wed., Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 2C (35F)-12C (54F); Summer 13C (55F)-24C (76F); Fall 6C (43F)-16C (60F); Winter -4C (24F) -2C (35F). Av. yearly rainfull 61.65cm (24.27 in.). Av. yearly snowfall 97.79 cm (38.5 in.).

11 - TAP WATER: Neutral, hard, not fluoridated.

12 - RETAILING: Principal Shopping Centers-Pen Centre (122); Fairview Mall (127); Lincoln Mall (17).
Neighborhood Shopping Centers-Pendale (4); Towers Plz. (5); Thorold Pine Plz. (6); Lake St. Plz. (3); Midtown Plz. (4); Linwell Plz. (7); Glenridge Plz.; K mart Plz. (4); North End Plz. (8); Corbloc (downtown).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Pen Centre(116)	4	Sears
Fairview Mall(27)	3	Right House
Lincoln Mall(17)	6	Woolco

Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-The Right House; Eaton's; Sears; Robinson's.
Variety Stores-Kresge; Woolworth; Zeller's; Marks & Spencer; K mart; Woolco.
Chain Drug Stores-IDA 5; Crown 5; Towers (Kent); Shoppers 3; Woolco (Jack Austin); Super Discount; Guardian; Boots; Dominion.
Discount Stores-Woolco; K mart; Towers; Consumer's Distributing; Biway; Bargain Harold's; Pathway; A&N Discount; Nabours.
Chain Supermarkets-Red & White; Valdi's 2; No Frills; IGA 3; Food City; Dominion 2; A&P 4.
Other Chain Stores-Tires: Motorcade; Firestone; Goodyear; Canadian Tire; Uniroyal; Lottridge; Direct Tire. Shoes: Agnew-Surpass; Mahers; Bata; Gallenkamp; Kiddie Kobbler; Kinney; Ruby's Shoe World; Boot Shop; Vogue Shoes; Athlete's Foot; Naturalizer. Furniture: The Brick; Eastwoods; Carriage House; Davies; Towers; Dominion; Waterbed Co.; Woodhouse. Women's: Reitman's; J. Michaels; Opus; Dalmys; Big Steel; Fairweather; Lilianne; Braemar; Irene Hill; Smart Set; Susan Miles; Suzy Shiner; Town & Country; Thrifty's; Leather Attic; Antel's; Pennington's; Cotton Plus; Wrays; Arlies; Rosanne. Mens: Tip Top Tailors; Elks; Todd's; Jack Fraser; Moore's The Suit People; John Pomer. Stationery: Grand & Toy; Beatties; C. Cole & Co. Crafts: Lewsicraft; Kinsey Wool. Living Lighting. Records: Sunrise; Sam the Record Man; Discus. Jewelry: Birk's; O.B. Allen. Others: Buildall; Radio Shack; Laura Secord (candy); Micro Cooking Centre; For Goodness Sake; Collacutt Luggage; Classic Books; Epic Books; St. Clair Paint & Wallpaper; Provincial Gas; Joseph's Hairstyling; Eddie Black Cameras; Japan Cameras; Imperial Optical; Bright's Wines; Inniskillen Wines; Coy's; Pan Handler; Pot Pourie; Le Chateau; Chateau Gai; Fabricland; Lizannes; Mark's Work Wearhouse; Bell Phone Centre; Brewer's Retail; LCBO.

14 - NEWSPAPERS: STANDARD (e) 42,470; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Edward F. Zwolak, Adv. Dir., STANDARD, 17 Queen St., St. Catherines, ON L2R 5G5; Tel. (416) 684-7251.
National Representative: Newspaper Marketing Bureau.

ST. THOMAS, ONT.

1 - LOCATION: Elgin County. E&P Maps D-4 & L-3. County Seat. Diversified mfg. & Argic. North Shore of Lake Erie, midway between Buffalo & Detroit. Provincial Hwys. 3, 4.

2 - TRANSPORTATION: Railroads-Conrail; C&O; B&O; C.N.; C.P.; Norfolk and Western.
Motor Freight Carriers-13.
Intercity Bus Lines-Eastern Can. Greyhound.
Freight Steamship Lines-4.
Airlines-Air Canada; Air Ontario.

3 - POPULATION:
Corp. City 81 Cen. 28,165; E&P 85 Est. 29,808
CZ-ABC: (81) 28,165
RTZ-ABC: (81) 41,542
City & RTZ-ABC: (81) 69,707

4 - HOUSEHOLDS:
City 81 Cen. 10,365; E&P 85 Est. 11,353
CZ-ABC: (81) 10,300
RTZ-ABC: (81) 13,195
City & RTZ-ABC: (81) 23,495

5 - BANKS	**NUMBER**	**EST. DEP.**
Commercial	13	NA

6 - PASSENGER AUTOS: Province 3,969,000.

7 - ELECTRIC METERS: Residence 10,200.

8 - GAS METERS: Residence 6,200.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Paper Prod. 100; Trans. 800; Auto Assembling 3,000; Iron & Steel Prod. 1,869; Constr. 245.
Principal Pay Days-Railways 9th, 21st; Mfg. 15th, 30th; Others Thur., Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 41-61; Summer 61-82; Fall 40-71; Winter 15-28. First killing frost Sept. 21; last killing frost May 10.

11 - TAP WATER: 110 ppm hardness, fluoridated.

12 - RETAILING: Principal Shopping Centers-16 blocks on Talbot St.; 12 Store Centre on 5th Ave.; 30 Store Mall, Wellington St. E.
Principal Shopping Days-Thur., Fri., Sat.
Stores Close-Some on Wed. aft.
Stores Open Evenings-All Stores Fri.; Food Stores Wed., Thur., Fri.

13 - RETAIL OUTLETS: Department Stores-Anderson's; K mart.
Discount Stores-Jupiter.
Variety Stores-Woolworth; Zellers.
Chain Drug Stores-Super Discount Drug; Pricegard.
Chain Supermarkets-A&P; Dominion; Loblaw's 2; IGA.
Other Chain Stores-Agnew-Surpass; Singer Co.; Canadian Tire; Maher; Ostrander; Simpson-Sears; Reitman's; Firestone.

14 - NEWSPAPERS: TIMES-JOURNAL (e) 9,975; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: William Barthorpe, Adv. Mgr., TIMES-JOURNAL, 16-18 Hincks St., St. Thomas, ON N5P 3W6; Tel. (519) 631-2790.
National Representative: Thomson Newspapers.

SARNIA, ONT.

1 - LOCATION: Lambton County. E&P Maps D-4 & L-3. County Seat. 170 mi. W of Toronat entrance to Lake Huron, site of Blue Water Bridge and St. Clair Tunnel. Through motor highway from Chicago, Detroit, New York and points E.

2 - TRANSPORTATION: Railroads-C.N.; C&O.
Motor Freight Carriers-132.
Freight Steamship Lines-12.
Intercity Bus Lines-Blue Water; Greyhound; Chatham Coach; Sarlon.
Airlines-Air Ontario.

3 - POPULATION:
Corp. City 81 Cen. 50,892; E&P 85 Est. 48,195
CZ-ABC: (81) 75,223
RTZ-ABC: (81) 48,222
City & RTZ-ABC: (81) 123,445

4 - HOUSEHOLDS:
City 81 Cen. 19,396; E&P 85 Est. 19,048
CZ-ABC: (81) 26,874
RTZ-ABC: (81) 15,586
City & RTZ-ABC: (81) 42,460

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings & Loan	8	N.A.

6 - PASSENGER AUTOS: Province 3,969,000.

7 - ELECTRIC METERS: Residence 15,990.

8 - GAS METERS: Residence 13,050.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Oil Refineries 2,493; Synthetic Rubber 2,450; Chemical 1,689; Automotive Parts 1,156; Constr. 1,500. Av. Wkly. Wage ($290).
Principal Pay Days-Fri. 15th & 30th.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-60; Summer 55-100; Fall 30-80; Winter 0-30. First killing frost Oct. 22; last killing frost Apr. 27.

11 - TAP WATER: Neutral, very soft, fluoridated.

12 - RETAILING: Principal Shopping Days-Wed., Thur., Fri., Sat.
Stores Open Evenings-Shopping centers, Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Walker Bros.; Simpson-Sears; Zeller's; Woolco; Bi-Way; K mart; Canadian Tire; Eaton's.
Discount Stores-K mart.
Variety Stores-Woolworth.
Chain Drug Stores-Guardian; Super Save; Woolco; IDA; K mart; Big V Pharmacy; Boots; Shoppers.
Chain Supermarkets-A&P 2; IGA; National Grocer 11; Dominion Stores 4; Miracle Mart.

14 - NEWSPAPERS: OBSERVER (e) 23,687; March 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: John Trickett, Adv. Mgr., OBSERVER, 140 S. Front St., Sarnia, ON N7T 7M8; Tel. (519) 344-3641.
National Representative: Thomson Newspapers.

SAULT STE. MARIE, ONT.

1 - LOCATION: Algoma District. E&P Map D-4. District Seat. On St. Mary's River bet. Lakes Superior and Huron. Steamship calling point. On Trans-Canada Hwy. 17.

2 - TRANSPORTATION: Railroads-C.P.; Algoma Central Term. pt. & Hq.
Motor Freight Carriers-18.
Intercity Bus Lines-Greyhound; Ontario Northland.
Airlines-Air Canada; Norontair; Nordair.

3 - POPULATION:
Corp. City 81 Cen. 82,697; E&P 85 Est. 86,423
CZ-ABC: (81) 82,697
RTZ-ABC: (81) 18,639
City & RTZ-ABC: (81) 101,336
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 27,252; E&P 85 Est. 29,567
CZ-ABC: (81) 27,095
RTZ-ABC: (81) 6,105
City & RTZ-ABC: (81) 33,200

5 - BANKS	**NUMBER**	**DEPOSITS**
Chartered	6	N.A.
Trust Co's	3	N.A.
Finance Co's	5	N.A.
Investment Houses	2	N.A.
Credit Unions	5	N.A.
Insurance Co's	29	N.A.

6 - PASSENGER AUTOS: Province 3,969,000.

7 - ELECTRIC METERS: Residence 28,788 (Dist.) 9,200.

8 - GAS METERS: Residence 8,619.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Steel 9,200; Paper 475; Railway 550; Veneer & Plywood Mills 400.

10 - CLIMATE: Av. Daily Temp. (Celsius)-Spring 2; Summer 16; Fall 7; Winter -10.

11 - TAP WATER: Alkaline, soft, not fluoridated.

12 - RETAILING: Principal Shopping Centers-8 blocks on Queen; 4 on Wellington W.; 1 on James; 3 blocks on Bay Street (A.C.R. Station Mall); 2 on Great Northern Road.
Neighborhood Shopping Centers-Wallace Terrace; Peoples and Korah Rds; Bruce St.; East End subdivisions; Monterey Gardens; Churchill Plz.; Pine Plz.; K mart Plz.; Second Line; Market Mall; ACR Station Mall; Wellington Sq. Mall; Cambrian Mall.
Principal Shopping Days-Mon. through Sat.
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-Marks & Spencer; Friedman's; Sears; Virene's; Woolco; K mart; Fairweather; Stedman's; Canadian Tire; Zellers.
Variety Stores-Woolworth's; Jupiter.
Chain Supermarkets-A&P 7; IGA; Loblaws; Red & White 2; Safeway.

14 - NEWSPAPERS: STAR (e) 26,405; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Howard Newbigging, Adv. Mgr., STAR, 145 Old Garden River Rd., PO Box 460, Sault Ste. Marie, ON P6A 5M5; Tel. (705) 253-1111.
National Representative: Southam Newspapers.

SIMCOE, ONT.

1 - LOCATION: Regional Muncipality of Haldimand-Norfolk (west half). E&P Maps D-4, M-3. Junction of Hwys. 3, 24. County Seat. Industrial center. 25 mi. S of Brantford; 40 mi. SW of Hamilton; 84 mi. SW of Toronto; 175 mi. E of Windsor.

2 - TRANSPORTATION: **Railroads**-C.N.R., Wabash, C.P.R.
Motor Freight Carriers-10
Intercity Bus Lines-Greyhound; Canada Coach

3 - POPULATION:
Corp. City 81 Cen. 14,326; E&P 85 Est. 14,832
CZ-ABC: (81) 14,326
RTZ-ABC: (81) 46,113
City & RTZ-ABC: (81) 60,439

4 - HOUSEHOLDS:
City 81 Cen. 5,175; E&P 85 Est. 5,565
CZ-ABC: (81) 5,150
RTZ-ABC: (81) 12,415
City & RTZ-ABC: (81) 17,565

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	5	N.A.
Trust Co's.	3	N.A.

6 - PASSENGER AUTOS: Province 3,969,000

7 - ELECTRIC METERS: Residence 4,558

8 - GAS METERS: Residence 3,700

9 - PRINCIPAL INDUSTRIES: Town Zone-Mach., Canning, Textile, Farmers' Co-op, Tobacco Proc., Safety Clothing; 18 smaller.

10 - CLIMATE: Min. & Max. Temp.-Spring 32-60; Summer 50-90; Fall 20-70; Winter 10-40. First killing frost, early Oct.; last killing frost, Apr.

11 - TAP WATER: Hard; fluoridated.

12 - RETAILING: **Principal Shopping Centers**-3 blocks on Norfolk St., 3 on Robinson St., 2 on Colborne St., 2 on Kent St., 2 on Pell St., 1 on Sydenham St., 1 on Culvert St.
Shopping Center-At town's southern limits. No. 3 Highway East. Shopping Mall corners of Head St. and West St.
Principal Shopping Days-Thur., Fri., Sat.
Stores Open Evenings-Fri.

13 - RETAIL OUTLETS: Total 273
Department Stores-Budd's; Woolworth; K mart.
Chain Supermarkets-A&P; Loblaw's; Calbeck Miracle Mart.
Other Chain Stores-Potter & Shaw Drug; IDA; Canadian Tire; McKerlie; United Auto Parts; Uniroyal Centre; SupeRx Drug; Reitmans.
Nearby Chain Stores-Grocery: IGA 2; Red & White 3; Cluver Farm 17; Calbeck's 2; Mini Marts 11; Drug: IDA; Rexall.

14 - NEWSPAPERS: REFORMER (e-mon. to fri.) 9,766; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: B. Lightbourn, Adv. Mgr., REFORMER, 105 Donly Dr. S., PO Box 370, Simcoe, ON N3Y 4L2; Tel. (519) 426-5710.
National Representative: Thomson Newspapers.

SIOUX LOOKOUT, ONT.

1 - LOCATION: District of Kenora. On E&P Map D-3. Approx. 165 mi. NW of Port Arthur; 100 mi. N of the U.S. border.

2 - TRANSPORTATION: **Railroads**-Canadian Nat.
Airlines-Bearskin Airservice Ltd.; State Falls; Austin Airways.

3 - POPULATION:
Corp. City 81 Cen. 3,074; E&P 85 Est. 3,123

4 - HOUSEHOLDS:
City 81 Cen. 1,036; E&P 85 Est. 1,087

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	2	N.A.

6 - PASSENGER AUTOS: Province 3,969,000

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: N.A.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: N.A.

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: BULLETIN (e-mon. to fri.) 1,780; sworn Aug. 6, 1984.
Local Contact for Advertising and Merchandising Data: S.M. Cummings, Pub., BULLETIN, Box 668, Sioux Lookout, ON P0V 2T0; Tel. (807) 737-2161.
National Representative: None.

STRATFORD, ONT.

1 - LOCATION: Perth County. E&P Maps D-4, M-3. County Seat. 41 mi. NE of London, Ont.; 165 mi. NE of Detroit; 100 mi. W of Toronto. On Hwys. 7, 8, 19.

2 - TRANSPORTATION: **Railroads**-C.N.
Motor Freight Carriers-10
Intercity Bus Lines-Gray; Greyhound; Ganner's Coach.
Airlines-Airgo; Air Canada (at London, Ont.).

3 - POPULATION:
Corp. City 81 Cen. 26,262; E&P 85 Est. 27,522
CZ-ABC: (81) 26,262
RTZ-ABC: (81) 32,424
City & RTZ-ABC: (81) 58,686

4 - HOUSEHOLDS:
City 81 Cen. 9,957; E&P 85 Est. 10,806
CZ-ABC: (81) 9,860
RTZ-ABC: (81) 10,135
City & RTZ-ABC: (81) 19,995

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	11	NA

6 - PASSENGER AUTOS: Province 3,969,000

7 - ELECTRIC METERS: Residence 9,924

8 - GAS METERS: Residence 7,136

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. wkly. wage 1984 $9.50 per hr.)-Furniture & Woodworking 700; Auto Supply 3,600; Textile & Knitting 250; Cloth & Fabric 300; Bearings 500; Electr. 500.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: Acid, hard.

12 - RETAILING: **Principal Shopping Area**-Downtown with three department stores. One major shopping ctr. at east edge of town with two department stores and 30 additional units. One small ctr. at west end with 6 stores.

13 - RETAIL OUTLETS: **Department Stores**-K mart; Hudson's; Towers; Woolco.
Variety Stores-Pinto 2; Beckers 3; Mac's Milk 2; Little Short Stop.
Chain Drug Stores-Towers; K mart; Woolco.
Chain Supermarkets-Loblaw's; Grocetarias; A&P; Mr. Grocer; Lon-Jo; Knechtel's; Food City; Perth Co. Market; Kwikie; Valdi.
Other Chain Stores-Agnew-Surpass; Reward; Firestone; Woodhouse; Canadian Tire; Sherwin-Williams; Beaver Lumber; Consumers Dist.; Nabour's; Home Hardware; Color Your World; Young's Jewelers; Radio Shack; Bun's Master Bakery; T.S.C.

14 - NEWSPAPERS: BEACON HERALD (e) 12,965; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: David Nickel, Adv. Mgr., BEACON HERALD, 108 Ontario St., PO Box 430, Stratford, ON N5A 6T6; Tel. (519) 271-2220.
National Representative: None.

SUDBURY, ONT.

1 - LOCATION: Sudbury Regional County. E&P Maps D-4 & M-1. County Seat. Shipping and wholesale center. 241 mi. NW of Toronto; 433 mi. W of Montreal. On Trans-Canada Hwy.

2 - TRANSPORTATION: **Railroads**-C.N., C.P.
Motor Freight Carriers-13
Intercity Bus Lines-Eastern Canadian Greyhound; Nickel Belt; Gray; Colonial; Ontario Northland.
Airlines-Air Canada; Norontair; Voyageur Airways.

3 - POPULATION:
Corp. City 81 Cen. 91,829; E&P 85 Est. 84,623
NDM-ABC: (81) 159,779
Met. Area 81 Cen. 149,923; E&P 85 Est. 147,481
RTZ-ABC: (81) 55,696
NDM & RTZ-ABC: (81) 215,475

4 - HOUSEHOLDS:
City 81 Cen. 32,263; E&P 85 Est. 30,811
Met. Area 81 Cen. N.A.; E&P 85 Est. 49,905
NDM-ABC: (81) 51,415
RTZ-ABC: (81) 17,130
NDM & RTZ-ABC: (81) 68,545

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	17	N.A.
Savings & Loan	26	N.A.
Commercial	1	N.A.

6 - PASSENGER AUTOS: Province 3,969,000

7 - ELECTRIC METERS: Residence 25,871

8 - GAS METERS: Residence 8,529

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Mining 24,116 ($209); Forests 3,600 ($186); R.R. 2,000 ($170); Constr. 3,600 ($252).
Principal Industrial Pay Days-Mon., Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 1-75; Summer 37-87; Fall 35-61; Winter -15-35.

11 - TAP WATER: Neutral, soft, fluoridated.

12 - RETAILING: **Principal Shopping Areas**-6 blocks on Elm St., 6 on Durham St., 3 on Cedar St.
Neighborhood Shopping Centers-2 blocks on Notre Dame Ave., 2 on Donovan St., 3 on Elm W. Lorne, Regent and Eyre Sts. in W End area. Shopping Plaza in centre of city and in New Sudbury 3 mi. E area of City. Southridge Mall (22 stores), Plaza 69, Cedar Point Plaza (20 stores), S area of city. Falcon Plaza, NE section of city.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
City Centre(40)	NA	Bonimart, Reitman's, Pennington's
Supermall-New Sudbury(30)	NA	Loblaw's, Woolco, Sears

Principal Shopping Days-Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores**-T. Eaton; Pit Stop; Sears; Zeller's 2; Green, Ltd.; Woolco; K mart; Bonimart; Mark's & Spencer.
Variety Stores-Kresge's; Woolworth.
Chain Drug Stores-Tamblyn's 3; IDA 5; Bonimart; Shopper's Drug Mart; Woolco.
Chain Supermarkets-Dominion 4; Loblaw's 3; Miracle Food Mart; Red & White; A&P 2; IGA 4; K mart; Bonimart Foods.
Other Chain Stores-Jewelry: Birks; Morse; Kerns; Ostrander's. Auto: Canadian Tire 2; Firestone Tire; Dominion Tire; Goodyear. Women's Apparel: Reitmen's 3; Fairweathers; Pennington; Evangeline Shoes; Agnew-Surpass 2; Bata 2; Dolemoty 2. Other: Yolles (furn.); Laura Secord (candy) 2; Singer (sewing mach.); United Cigar 3; Coles Bookstores 2; Bowrings.

14 - NEWSPAPERS: STAR (e) 26,355; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Don R. Herron, Pub., STAR, 33 McKenzie St., Sudbury, ON P3C 4Y1; Tel. (705) 674-5271.
National Representative: Thomson Newspapers.

THUNDER BAY, ONT.

1 - LOCATION: Thunder Bay District. E&P Maps D-4, N-2. District Seat. On NW shore of Lake Superior; 200 mi. from Duluth; 800 mi. from Toronto; 400 mi. from Winnipeg. On Trans-Canada and International Hwys.

2 - TRANSPORTATION: **Railroads**-C.P., C.N.
Motor Freight Carriers-20
Intercity Bus Lines-Greyhound; Grey Goose; Voyageur.
Airlines-Air Canda; Norontair; Nordair; Austin Airways; Pacific Western Airlines; Bearskin Airlines.

3 - POPULATION:
Corp. City 81 Cen. 112,486; E&P 85 Est. 116,394
CZ-ABC: (81) 112,486
RTZ-ABC: (81) 59,409
Met. Area 81 Cen. 121,379; E&P 85 Est. 126,570
City & RTZ-ABC: (81) 171,895
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 39,220; E&P 85 Est. 42,428
Met. Area 81 Cen. N.A.; E&P 85 Est. 45,735
CZ-ABC: (81) 39,220
RTZ-ABC: (81) 18,655
City & RTZ-ABC: (81) 57,875

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Comm.	58 Br.	N.A.

6 - PASSENGER AUTOS: Province 3,969,000

7 - ELECTRIC METERS: Residence 42,000

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage N.A.)-Paper Mills 5,670; Grain Elevators 1,800; Forestry 450; Fishing & Trapping 85; Mining 110; Constr. 3,850; Trans. & Communication 4,700; Public Util. 950; Ret. 3,820; Ins. & Fin. 925; Serv. 15,640; Total Manufacturing Employment 10,394; Total Employment 57,880; Av. an. Income $14,085.
Principal Pay Days-7, 10, 15, 22, 31.

10 - CLIMATE: Min. & Max. Temp.-Spring 17-40; Summer 27-80; Fall 35-79; Winter 6-29. First killing frost, Sept. 7; last killing frost, June 4.

11 - TAP WATER: Neutral, soft.

12 - RETAILING: **Principal Shopping Centers**-8 blocks on Arthur & Cumberland Streets; 11 blocks Victoria Ave.; 3 blocks May St.; 6 blocks Algoma; 3 blocks Bay; 5 blocks Court St.; 7 blocks of Red River Rd.
Neighborhood Shopping Centers-Current River District, South Algoma St., Red River Rd., Simpson St., Westfort District, Memorial Ave., Balmoral Ave., N Cumberland St., May St. N & S, Westfort, Edward & Arthur Sts.

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Intercity Plz (147)	NA	Woolworth, Zellers, Simpson-Sears
Grandview Mall(23)	NA	A&P
County Fair(97)	NA	Zeller's, Safeway
Northwood Plz (17)	NA	Zeller's, Safeway
Keskus Mall(92)	NA	Eaton's
McIntyre Plz (26)	NA	Shoppers Drug Mart, Hudsons Bay
Green Acres(13)	NA	Colguhouns, IDA
Thunder Bay(43)	NA	K mart, A&P
Centennial Sq Ctr (20)	NA	Canada Safeway
Victoria Mall(36)	NA	
Victoriaville Mall(144)	NA	

Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: **Department Stores**-T. Eaton; Simpson-Sears; McNulty's; Zeller's 4; K mart.
Variety Stores-Woolworth; Kresge's 2; Canadian Tire 2; Saan 2; Stedmans; Western Tire; Big Top (3); Health Tex; Acklands.
Chain Supermarkets-Safeway 4; A&P 6.
Other Chain Stores-Singer Co.; Agnew Surpass; Bata Shoes; Reitman's; Reward Shoes; Penningtons; Thriftys; Tip Top Tailors; Rickis; Shop-Rite (catalog); Dalmy's; Consum. Distributing; Jack Feaser's; Drug World; Town & Country Ladies Wear; Gallenkamp; Coles Books; A&A Record; Sam the Record; Birks Jewellers; Mappins-Birkstitt; People's Jewellers; Grafton-Fraser; Fairweather/Big Steel; Suzy Shier; Town & Country Shops; Charms 'n Things; The Pop Shoppe; Home Hardware; IDA Drugs; Dominion Hardware; Records on Wheels; Laura Secord; B.H. Emporium; Irene Hill; Marie Claire; Juniors; Elephant and Castle Pub; Boots Phcy; Kinney Shoes; Louis Shoes; Fredell Shoes; Fairweathers; Dalmy's Ladies Wear; M-M Muffins; Wismith Books; McCartneys Jewelers; Shoppers Drug Mart; Music City; Golden Griddle Pancakes; Kelsey's Pubs; Blacks Cameras; O.B. Allan Jewelers; Econoville; St. Clair Paints; Color Your World; Glidden Paints; Pittsburgh Paints; Sherwin Williams Paints; Caesy's; Kentucky Fried Chicken; Taco Time; Pizza-Hut; Burger King; A&W; Mr. Perogy; Wimpy's; Daffy Donairs; Dairy Queen; Mr. Submarine.

14 - NEWSPAPERS: TIMES-NEWS (m) 9,126; CHRONICLE-JOURNAL (e) 28,460; Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Wayne Davidson, Adv. Mgr., TIMES-NEWS/CHRONICLE-JOURNAL, 75 S. Cumberland St., Thunder Bay, ON P7B 1A3; Tel. (807) 344-3535.
National Representative: Thomson Newspapers.

TIMMINS, ONT.

1 - LOCATION: Cochrane District. E&P Map D-4. Retail and wholesale distributing centre; gold and base metals; waferboard; timber and lumber; area service centre. NE part of Province, on Hwy. 101, 35 mi. off Hwy. 11; 455 mi. from Toronto.

2 - TRANSPORTATION: **Railroads**-Ontario Northland connects with CPR and CNR.
Motor Freight Carriers-Alary Transport; Ontario Northland Transport; Dominion Consolidated Truck Lines; Manitoulin Transport; Bolduc Mattagami Transport Ltd.; J. Logan Kerr Transport Ltd.
Intercity Bus Lines-Timmins Transit; Dalton's; Ontario Northland; Gray Coach Lines.
Airlines-Air Canada; Norontair; Austin.

3 - POPULATION:
Corp. City 81 Cen. 46,114; E&P 85 Est. 48,612
CZ-ABC: (81) 46,114
RTZ-ABC: (81) 15,885
City & RTZ-ABC: (81) 61,999

4 - HOUSEHOLDS:
City 81 Cen. 15,295; E&P 85 Est. 16,740
CZ-ABC: (81) 15,170
RTZ-ABC: (81) 5,050
City & RTZ-ABC: (81) 20,220

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Comm.	14	N.A.

6 - PASSENGER AUTOS: Province 3,969,000

7 - ELECTRIC METERS: Residence 17,462

8 - GAS METERS: 9,650

9 - PRINCIPAL INDUSTRIES Industry No. of Wage Earners (Av. Wkly. Wage) Mining 5,170 ($442); Forestry 940 ($380). Tot. Labor Force 24,450 ($417).

Principal Pay Days Tues., 10th, 25th.

10 - CLIMATE Min. & Max. Temp.: Spring 0-70; Summer 50-100; Fall 15-75; Winter 35-35. First killing frost, Sept. 15; last killing frost, June 1.

11 - TAP WATER Neutral, very soft.

12 - RETAILING Principal Shopping Centers 4 blocks on Third Ave., 3 on Pine St., 2 on Cedar St.
Neighborhood Shopping Centers Pine St. (South), Wilson Ave. (West), Midtown Plz.; The 101 Mall (21 stores); Timmins Sq. (55 stores); Porcupine Mall (16 stores); River Park Plz. (9 stores).
Principal Shopping Days Thur., Fri., Sat.
Stores Open Evenings Thur., Fri. to 9.

13 - RETAIL OUTLETS Department Stores Bucovetsky's, Woolco 2, K mart.
Variety Stores Metropolitan, S.S. Kresge, Giant Tiger.
Chain Supermarkets Dominion 2, IGA, Mike's Supermarkets 4, Consumers Co-Op 2, Red & White.
Other Chain Stores Shoes: Reward, Agnew Surpass, Belinda, Bata, Dolomity, Kinney, Elmojem; Gallenkamp. Jewelry: Peoples. Ladies: Dalmy's, Lindor, Irene Hill, Suzy Shier, Sally Shops, Pennington's, Reitmans. Men's: Elks Men's Shops, Jack Fraser Stores 2, Seymour & Others, Simpson-Sears, Firestone Stores, Canadian Tire, Shoppers Drug Mart 2, Cashway Lumber, Coles Books, Radio Shack, The Furniture Place.

14 - NEWSPAPERS PRESS (e) 13,840 Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Maurice H. Switzer, Pub., PRESS, 173 Cedar St. S., Timmins ON P4N 2G9; Tel. (705) 264-2131.
National Representative Thomson Newspapers.

TORONTO, ONT.

1 - LOCATION York County, E&P Maps L-4, M-2. Provincial Capital. Cml. and industrial ctr. North shore of Lake Ontario; 60 mi. NW of Buffalo; 240 mi. NE of Detroit.

2 - TRANSPORTATION Railroads C.N., C.P., Toronto, GO Transit, Amtrak.
Intercity Bus Lines Greyhound, Gray Coach, Travel Ways, Trailways of Canada, GO Transit, Voyager.
Airlines Air Canada, U.S.Air, American, British Airways, Canadian Pacific, Eastern, United, Alitalia, Swissair, Nordair, Quebecair, Wardair, Air France, Air Jamaica, BWIA, Cathay Pacific, KLM, Lufthansa, several charter lines. Island Airport: Central Airways, Air Autonoby, Voyager Airways.

3 - POPULATION
Corp. City 81 Cen. 599,217; E&P 85 Est. 584,616.
Sur.
NDM-ABC: (81) 3,256,994
Globe & Mail, Star
NDM-ABC: (81) 5,208,277
Met. Area 81 Cen. 2,998,947; E&P 85 Est. 3,262,031.
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS
City 81 Cen. 246,417; E&P 85 Est. 248,403.
Sur.
NDM-ABC: (81) 1,123,345
Globe & Mail, Star
NDM-ABC: (81) 1,795,380
Met. Area 81 Cen. N.A.; E&P 85 Est. 1,238,995.

5 - BANKS	NUMBER	EST. DEP.
8 Banks	779 Branches	NA

6 - PASSENGER AUTOS Province 3,969,000.

7 - ELECTRIC METERS Res. Met. Area 540,000.

8 - GAS METERS Res. Met. Area 352,597.

9 - PRINCIPAL INDUSTRIES (Metro) 10 Foods and Beverages, Trans. Equip., Electr. Prods., Metal Fabricating, Chemical Prods., Printing, Publishing and Allied Industries, Machy. Industries, Paper Products, Petroleum & Coal Prods., Clothing.

10 - CLIMATE Min. & Max. Temp.: Spring 25-56; Summer 38-94; Fall 33-70; Winter 8-53.

11 - TAP WATER Alkalinity 90 parts per M. Calcium Carbonate; Hardness 9.3 grs.; Iron content negligible. Fluoridated; Fluorine 1.0 parts per million.

12 - RETAILING Principal Shopping Area Downtown and Yonge-Bloor-Bay areas; Yorkdale, Fairview, Eaton's Ctr., Scarborough Town Ctr., Sherway, Square One.
Nearby Shopping Centers
West Oakville Place-Simpson's, The Bay, Food City; Bramalea City Ctr.-Eaton's, The Bay, Shoppers World Brampton; Square One Ctr.-Woolco, Sears, The Bay; Cloverdale Mall-The Bay; Sherway Gardens-Eaton's, Simpson's; Rockwood Ctr.
East Scarborough Town Ctr.-Eaton's, Simpson's, The Bay; Cedarbrae Mall-Eaton's, Simpson's, Loblaws; Markham Place-Sears, Eaton's; Eglinton Square-The Bay; Shopper's World Danforth-Eaton's; Warden Woods-Simpson's; Oshawa Ctr.
Central Eaton's Ctr.-Eaton's, Simpson's; Dufferin Mall-Eaton's; Gerrard Square-Sears; Lawrence Plaza-The Bay, Loblaws, No Frills; Yonge-Eglinton Ctr.-Eaton's, Dominion; Hudson's Bay Plz.-The Bay.
North Yorkdale-Eaton's, Simpson's, Dominion; Fairview Mall-Simpson's, The Bay; Upper Canada Mall; Hillcrest Shopping Center-Sears, Simpson's; Don Mills Shopping Center-Eaton's, Dominion; Markville-Eaton's, Sears.
Principal Shopping Days Thur., Fri., Sat.
Stores Open Evenings Major shopping malls open nightly.

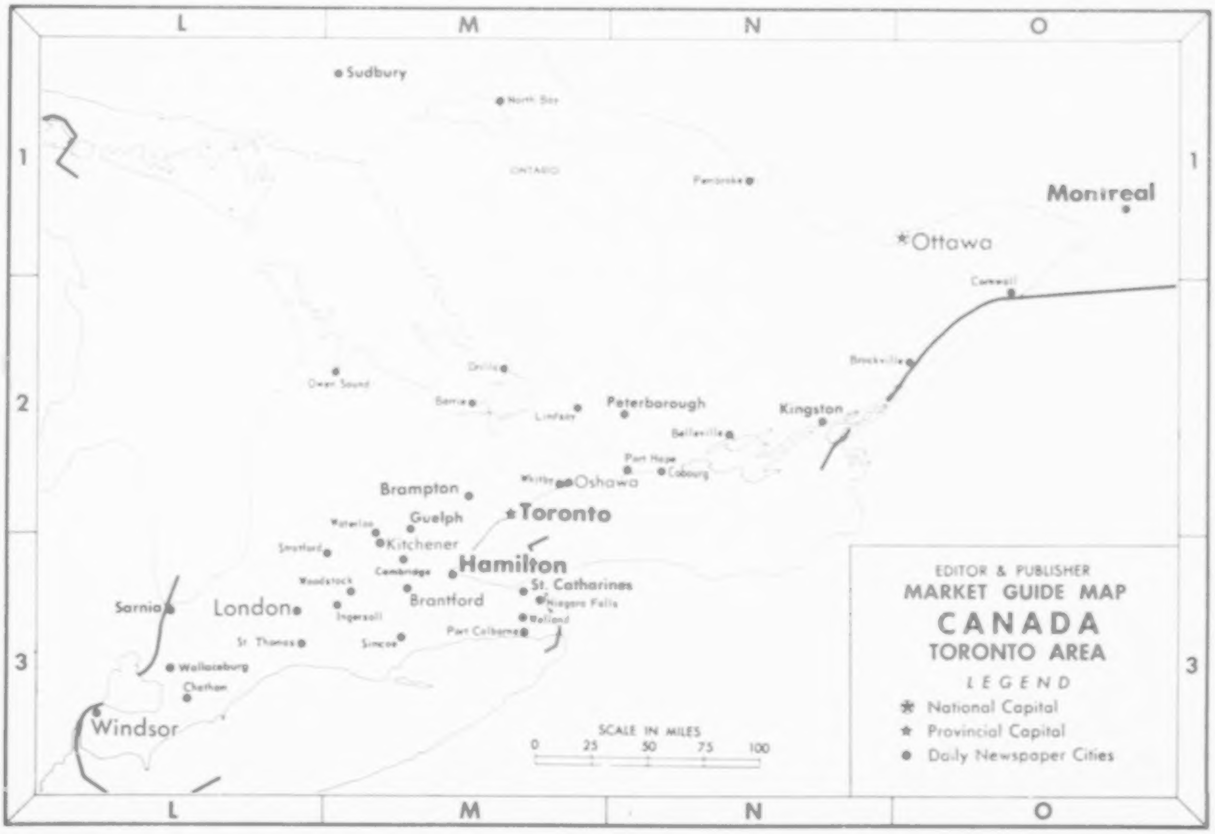
13 - RETAIL OUTLETS Department Stores Eaton's, Simpson's, Sears Canada Ltd., The Bay, Holt Renfrew.
Discount Stores Honest Ed's, Towers, Shoppers World, K mart.
Variety Stores Kresge, Woolworth, Zeller's.
Chain Drug Stores IDA, Boots, Rexall, Shoppers, Top, Vanguard, Economy, Drug City.
Chain Supermarkets A & P, Dominion, Food City, IGA, Knob Hill Farms, Loblaws, Miracle Mart, No Frills, Red and White, Safeway, Thrifty, Valdi.
Other Chain Stores Furniture: Leon's, Pascal, The Brick, Eko, De Boer's, The Art Shoppe, Ikea, Atwoods, Lyon's, Idomo. Hardware: Home Hardware, Dominion, Pascal's, Beaver Lumber, Lansing Buildall, Pro Hardware, Reitman's, D'Allaird's, Fairview's, Town & Country, Braemar, Men's Wear: Elks, Ely, Jack Fraser, Tip Top Tailors, Studio 267, Harry Rosen, Moores. Shoes: Agnew Surpass, Ingeborg, Bata, Town, Maher, Calderone, Ruby, Florsheim, Tara, Kinney. Candy: Chocolate Squirrel, Laura Secord. Women's Bakery, Hunt's Bakery.

14 - NEWSPAPERS GLOBE & MAIL (m) 316,763 Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: R.R. Fish, Gen. Sales Mgr. (Retail-Classified), THE GLOBE & MAIL, 444 Front St. W., Toronto ON M5V 2S9; Tel. (416) 585-5411.
National Representative Thomson Newspapers.
STAR (all day mon to fri) 519,154 (sat) 826,856 (S) 528,245 Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Norman R. Kirk, Adv. Dir., STAR, One Yonge St., Toronto ON M5E 1E6; Tel. (416) 367-2000.
National Representatives Metro National Advertising Representatives.
SUN (m mon to fri) 252,119 (S) 456,036 Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Tom MacMillan, Dir. of Sales, SUN, 333 King St. E., Toronto ON M5A 3X5; Tel. (416) 947-2333.
National Representatives None.

WELLAND-PORT COLBORNE, ONT.

1 - LOCATION Niagara Regional Municipality, E&P Maps F-4 & M-3. County Seat. In Niagara Peninsula on Welland Canal, 8 mi. from Lake Erie, 17 mi. from Lake Ontario.

2 - TRANSPORTATION Railroads Michigan Central, C.N., C.P., Conrail, TH&B, Wabash, Pere Marquette.
Motor Freight Carriers 7.
Freight Steamship Lines 1.



Intercity Bus Lines Canada Coach; Greyhound; Lakeview

3 - POPULATION
Corp. Cities 81 Cen. 64,673; E&P 85 Est. 65,596
Welland 81 Cen. 45,448; E&P 85 Est. 47,020
Port Colborne 81 Cen. 19,225; E&P 85 Est. 18,576
CZ-ABC: (81) 64,673
RTZ-ABC: (81) 56,612
City & RTZ-ABC: (81) 121,285

4 - HOUSEHOLDS
Cities 81 Cen. 22,680; E&P 85 Est. 23,917
Welland 81 Cen. 15,866; E&P 85 Est. 17,075
Port Colborne 81 Cen. 6,814; E&P 85 Est. 6,842

CZ-ABC: (81) 22,585
RTZ-ABC: (81) 19,165
City & RTZ-ABC: (81) 41,750

5 - BANKS	NUMBER	EST. DEP.
Commercial	22	N.A.

6 - PASSENGER AUTOS Province 3,969,000

7 - ELECTRIC METERS Residence Greater Welland 12,440; Port Colborne 5,800

8 - GAS METERS Residence Welland 12,200; Port Colborne 5,500

9 - PRINCIPAL INDUSTRIES Industry, No. of Wage Earners (Av. wkly. wage N.A.)-Textiles 840; Plastics 425; Steel 4,500; Alloys; Agric. Implements 314; Other 471.
Principal Industrial Pay Days Thurs., Fri.

10 - CLIMATE Min. & Max. Temp.-Spring 40-60; Summer 50-100; Fall 45-76; Winter 0-40

11 - TAP WATER Alkaline, hard, fluoridated

12 - RETAILING **Principal Shopping Centers** 3 blocks on E. Main St.; 1 on W. Main St.; 1 on Niagara St.; 3 on King St.; 1 on Cross St.; 1 on Hellems Ave.; 1 on Division St.
Neighborhood Shopping Centers Welland Plz., Fitch St.; Lincoln Plz., Lincoln St.; Port Colborne: 4 blocks on King St.; 3 on Clarence St.; 2 on Charlotte St.; 3 on West St.; Seaway Mall on Niagara St.
Principal Shopping Days Mon., Thurs., Fri., Sat.
Stores Close Wed. afternoon
Stores Open Evenings Fri.

13 - RETAIL OUTLETS **Department Stores** Sears (catalog) 2; Zeller's
Variety Stores Woolworth 3; People's
Chain Drug Stores Woolco; Boots
Chain Supermarkets Loblaw's; A&P 3; Dominion 3; IGA 3; Miracle Food Mart
Other Chain Stores Canadian Tire 2; Reitman's 2; A. Leon; Davies Furn.

14 - NEWSPAPERS TRIBUNE (e) 17,278 Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Tim Cote, Adv. Mgr., TRIBUNE, 228 E. Main St., Welland, ON L3B 3W8. Tel. (416) 732-2411.
National Representative Thomson Newspapers

WINDSOR, ONT.

1 - LOCATION Essex County. E&P Maps D-4, L-3. County Seat. On Detroit River opposite Detroit, MI. 229 mi. SW of Toronto.

2 - TRANSPORTATION **Railroads** C.N.; C.P.; Conrail; C&O; Essex Terminal; Norfolk & Western.

Motor Freight Carriers 50
Intercity Bus Lines Canadian Greyhound; Charterways; Chatham Coach Lines; Windsor Chartabus
Airlines Air Canada; Nordair
Freight & Steamship Lines 2

3 - POPULATION
Corp. City 81 Cen. 192,083; E&P 85 Est. 193,047
CZ-ABC: (81) 210,482
RTZ-ABC: (81) 160,255
Met. Area 81 Cen. 246,110; E&P 85 Est. 251,204
City & RTZ-ABC: (81) 370,737

4 - HOUSEHOLDS
City 81 Cen. 70,563; E&P 85 Est. 73,339
CZ-ABC: (81) 75,205
Met. Area 81 Cen. N.A.; E&P 85 Est. 92,642
RTZ-ABC: (81) 52,270
City & RTZ-ABC: (81) 127,475

5 - BANKS	NUMBER	EST. DEP.
All Banks	80 Branches	N.A.
Trust Companies	12	N.A.

6 - PASSENGER AUTOS Province 3,969,000

7 - ELECTRIC METERS Residence 65,918

8 - GAS METERS Residence 57,615

9 - PRINCIPAL INDUSTRIES Industries (No. of plants); No. Wage Earners-Transp. Equip. (37) 22,287; Foods & Beverages (35) 2,546; Wood (19) 227; Furniture & Fixtures (13) 102; Printing & Publishing (32) 711; Metal Fabricating (117) 4,685; Mach. (21) 1,202; Elect. Products (9) 275; Nonmetallic Mineral (12) 189; Chemical Products (16) 1,313; Other Indust. (33) 3,279. Av. Pay-Annual $11,399; Wkly. $219.

10 - CLIMATE Min. & Max. Temp.-Spring 90-20; Summer 100-45; Fall 90-10; Winter 60-11

11 - TAP WATER Neutral, soft, fluoridated

12 - RETAILING **Principal Shopping Centers** 7 blocks on Ouellette Ave. & adjacent side sts.; 10 blocks on Ottawa St.; 20 blocks on Wyandotte St. E.; 8 mi. E of Ouellette Ave. on Tecumseh Blvd.
Neighborhood Shopping Centers 6 blocks on Drouillard Rd.; 2 at Pillette & Wyandotte E.; 2 at Wyandotte & at Lauzon; 2 on Seminole at George; 3 on Howard Ave. (Remington Park); 3 on Erie St. E. at Parent; 4 on Wyandotte W. at Randolph; 2 on Sandwich W. at Mill; 6 on University Ave. W. 1 E of Dominion St.; on Grand Marais, Windsor
Shopping Centers Devonshire Windsor Shopping Ctr., 82 units; Dorwin Plz., Dougall Rd., 32 units; Gateway, Dougall Rd., 20 units; Southland, 10 units on Dougall Rd.; Yorktown, 13 units on Grand Marais Rd. W.; K mart, Tecumseh Rd. at Lauzon, 11 units; Eastown, 6 units, Tecumseh Rd. at Lauzon; K mart, Huron Line, 12 units; University Mall, 18 units; Tecumseh Mall, 27 units.
Retail Outlets Food 67; Men's Wear 49; Women's Wear 82; ~~Furniture 46~~; Appliances 71; Hardware 36; Bldg. Mat. 27; Auto 68; Drug 69; Jewellery 42; Tobacco 4; Stationers 10; Paint 58; Serv. Stations 120; Florists 42; Photo Supplies 10; Optometrists 14; Hearing Aids 14; Shoe Stores 42; Dry Cleaners 40; Beauty Shops 219; Floor Coverings 22; Dry Goods 36; Variety & Gift 84; Luggage 5; Book Stores 15; Upholsterers 21; Music 13; Office Supplies 11; Sporting Goods 25.
Principal Shopping Days Thur., Fri., Sat.
Stores Open Evenings Thur., Fri.; Malls open evenings, Mon. to Fri.

13 - RETAIL OUTLETS **Department Stores** Marks & Spencer; Gray's; Woolco 2; K mart 2; Miracle Mart; Sears; Simpsons; Zellers 2
Variety Stores Woolworth 2; Kresge's
Chain Drug Stores IDA 3; Big V 15; Shoppers 7; Boots 3
Chain Supermarkets A&P 5; Dominion 8; Red & White 3; IGA 3; Steinberg's Miracle Marts; Zehr's 2
Other Chain Stores Agnew Surpass 6; Beaver Lumber; Belinda Shoes; Coles Bookstore 2; Dack's Shoes; Maher Shoes; Reward Shoes; Birks; Bond Clothes; Canadian Tire 3; Firestone 2; Goodyear 2; Jack Fraser's 3; Laura Secord 3; Leon's Furniture 2; People's Credit Jewelers 3; Reitman's 6; Singer Co.; Tip Top Tailors; Black's Cameras 2; Young Canada; Kinney Shoes; Fairweather.

14 - NEWSPAPERS STAR (e) 86,489 Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Clarence Heringer, Adv. Dir., STAR, 167 Ferry St., Windsor, ON N9A 4M5. Tel. (519) 255-5711.
National Representative Southam Newspapers

WOODSTOCK-INGERSOLL, ONT.

1 - LOCATION Oxford County. E&P Maps E-4, M-3. County Seat. 27 mi. from London; 87 mi. from Toronto; 51 mi. from Hamilton; 139 mi. from Windsor; 91 mi. from Niagara.

2 - TRANSPORTATION **Railroads** CN; CP
Motor Freight Carriers 8
Intercity Bus Lines Greyhound; Gray Coach

3 - POPULATION
Corp. Cities 81 Cen. 35,097; E&P 85 Est. 36,133
Woodstock 81 Cen. 26,603; E&P 85 Est. 27,138

Ingersoll 81 Cen. 8,494; E&P 85 Est. 8,995
CZ-ABC: (81) 26,603
RTZ-ABC: (81) 48,830
City & RTZ-ABC: (81) 75,433

4 - HOUSEHOLDS
Cities 81 Cen. 12,696; E&P 85 Est. 13,580
Woodstock 81 Cen. 9,692; E&P 85 Est. 10,281
Ingersoll 81 Cen. 3,004; E&P 85 Est. 3,299
CZ-ABC: (81) 9,655
RTZ-ABC: (81) 15,135
City & RTZ-ABC: (81) 24,790

5 - BANKS	NUMBER	DEPOSITS
Savings	9	N.A.
Savings & Loan	13	N.A.

6 - PASSENGER AUTOS Province 3,969,000

7 - ELECTRIC METERS Residence Woodstock 7,654; County 27,870

8 - GAS METERS Residence Woodstock 4,200; Ingersoll 1,900

9 - PRINCIPAL INDUSTRIES Woodstock 53; Ingersoll 14. Textiles; Feed Mills; Machine Shops; Woodworking; Lumber; Paper Prod.; Cement; Heavy Mach.; General Motors Parts Distribution Center. No. of Wage Earners-Woodstock 8,000; Ingersoll 2,500.
Principal Industrial Pay Day Fri.

10 - CLIMATE Min. & Max. Temp.-Spring 29-78; Summer 39-87; Fall 27-77; Winter 6-45. First killing frost, Oct. 12; last killing frost, May 4.

11 - TAP WATER Neutral, hard, not fluoridated

12 - RETAILING **Principal Shopping Centers** 8 blocks on Dundas St.; 2 on Peel St.; 2 on Market Sq.
Neighborhood Shopping Centers 1 block on Huron St.; 2 blocks Norwich Ave.; Plz. on Springbank Drive; Plz. Norwich Ave.; Dundas St.; Blandford Shopping Ctr., Hwy. 2
Principal Shopping Days Thur., Fri., Sat.
Stores Close Sun.
Stores Open Evenings Food Stores Thur., Fri.; Some 6 days

13 - RETAIL OUTLETS **Discount Stores** Towers; Woolco; Nabours; Bi-Way
Chain Drug Stores IDA 2; Rexall 4; Big V 2
Chain Supermarkets A&P; Food City; Zehr's
Other Chain Stores Canadian Tire; Firestone Tire; Maher Shoes; Reward Shoes; Simpson-Sears; Woolworth; Bata Shoes; Belinda; Heath's; Consumers Distributing; Town & Country; Colour Your World; Home Hardware; Elks; Risso & Risso; People's Jewelers; Irene Hill; Reitman's; TSC Stores; Vaidi; Twins; New Orlean Pizza; King Optical; Radio Shack; Sherwin Williams; St. Claire Paint & Wallpaper; Craik Wiseway.

14 - NEWSPAPERS SENTINEL-REVIEW (e) 9,108 Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Sam Sacco, Adv. Mgr., SENTINEL-REVIEW, 16-18 Brock St., PO Box 1000, Woodstock, ON N4S 8A5. Tel. (519) 537-2341.
National Representative Thomson Newspapers

PRINCE EDWARD ISLAND SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	1976	1981	1986
Under 5 Years	10	10	10
5-14 Years	24	21	21
15-24 Years	23	24	26
25-44 Years	29	32	34
45-64 Years	20	21	22
65 and Over	14	15	16
TOTAL	119	123	125

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	1971	1983	1986
General Mdse.	28	106	137
Apparel	5	15	33
Furniture	2	3	5
Groceries	32	94	121
Lumber Bldg. Mat.	1	2	4
Restaurants	1	42	78
Autos	23	86	154
Gasoline Fuel Oil	14	53	58
Drugs	5	15	22
TOTAL SALES	146	490	667

Source: Census of Canada Retail Trade

CHARLOTTETOWN, P.E.I.

1 - LOCATION Queens County. E&P Map F-4. Capital of P.E.I. Agric., fisheries, tourism, shipping, whol. and college ctr.

2 - TRANSPORTATION **Railroads** C.N.R. connected with mainland by car ferry
Motor Freight Carriers 5
Steamships 7 pass. & frt. (2 strictly frt.)
Intercity Bus Lines Island Bus Service
Airlines Eastern Provincial; Air Canada

3 - POPULATION
Corp. City 81 Cen. 15,282; E&P 85 Est. 13,886
CZ-ABC: (81) 22,981
RTZ-ABC: (81) 99,525
City & RTZ-ABC: (81) 122,506

4 - HOUSEHOLDS
City 81 Cen. 5,910; E&P 85 Est. 5,223
CZ-ABC: (81) 8,235
RTZ-ABC: (81) 29,425
City & RTZ-ABC: (81) 37,660

5 - BANKS	NUMBER	DEPOSITS
Commercial	8	N.A.
Savings & Loan	9	N.A.

6 - PASSENGER AUTOS County 76,929

7 - ELECTRIC METERS Residence 45,804

8 - GAS METERS N.A.

9 - PRINCIPAL INDUSTRIES Industry, No. of Wage Earners-Railway Shops 300; Packers 500; Constr. 1,200
Principal Pay Day Fri.

10 - CLIMATE Min. & Max. Temp.-Spring 37-48; Summer 65-79; Fall 36-48; Winter 17-18. First killing frost, Oct. 14; last killing frost, May 24.

11 - TAP WATER Alkaline, soft

12 - RETAILING **Principal Shopping Centers** 7 blocks on Queen, Grafton, University Ave. and Kent St.

Nearby Shopping Centers

Name (No. of stores)	Miles from Downtown	Principal Stores
Confederation Plz (30)	NA	
Charlott (50)	NA	Towers
K mart Plz (8)	NA	K mart, Reitman's
Royalty Mall (6)	NA	Central Farmers Co-Op
Sherwood (5)	NA	

Principal Shopping Days Thur., Fri. & Sat.
Stores Open Evenings Thur. & Fri.

13 - RETAIL OUTLETS **Department Stores** R.T. Holman; Smallman's; Towers; Eatons
Variety Stores Woolworth; Stedman's; Metropolitan; Zeller's
Chain Drug Stores Rexall 2; ARP 20; Shoppers Drug Mart
Chain Supermarkets Co-Op 2; Lucky Dollar 45; Clover Farm 45; Sobey's Ltd.; Towers
Other Chain Stores Firestone; Agnew Surpass; Sally Shop; Tip Top; Singer; Canadian Tire; Finacentre; Sherwin Williams; Stedman's; K mart; Goodyear

14 - NEWSPAPERS GUARDIAN (m) 17,533; PATRIOT (e) 5,750; Comb. (m&e) 23,283 Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Stewart Vickerson, Pub., GUARDIAN and PATRIOT, 165 Prince St., Charlottetown, PEI C1A 4R7. Tel. (902) 894-8506.
National Representative Thomson Newspapers

SUMMERSIDE, P.E.I.

1 - LOCATION Prince County. E&P Map F-4. County Seat. Business center western half of P.E.I. Trading center, fisheries and agriculture. Hwys. 1 and 1A.

2 - TRANSPORTATION **Railroads** C.N.
Intercity Bus Lines Island Transit
Airlines Eastern Provincial Airways; Air Canada

3 - POPULATION
Corp. City 81 Cen. 7,828; E&P 85 Est. 7,224
CZ-ABC: (81) 12,107
RTZ-ABC: (81) 35,053
City & RTZ-ABC: (81) 47,160
Demographic information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS
City 81 Cen. 2,612; E&P 85 Est. 2,364
CZ-ABC: (81) 3,860
RTZ-ABC: (81) 10,250
City & RTZ-ABC: (81) 14,110

5 - BANKS	NUMBER	DEPOSITS
Savings & Comm.	3	N.A.

6 - PASSENGER AUTOS County 18,008

7 - ELECTRIC METERS 6,732

8 - GAS METERS N.A.

9 - PRINCIPAL INDUSTRIES Agric.; Fishing; Tourism (June to Sept.); Canadian Forces Base

10 - CLIMATE Min. & Max. Temp.-Winter 18; Summer 85

11 - TAP WATER Hard, fluoridated

12 - RETAILING **Principal Shopping Center** 3

blocks on Water; 1 block E on Central; Summer and Spring Sts.; 3 shopping malls
Stores Open Evenings-Mon. through Sat.

13 - RETAIL OUTLETS: Department Stores-R.T. Holman; Smallman's; Zeller's; Towers
Variety Stores-Metropolitan
Chain Supermarkets-Sobey's; Save-Easy; Co-op; Towers
Other Chain Stores-Jewelry 4; Canadian Tire; Shoppers Drug Mart; Charm Jewelers

14 - NEWSPAPERS: JOURNAL-PIONEER (e) 11,257; Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Don K. Chapman, Adv. Mgr., JOURNAL-PIONEER, PO Box 1480, Summerside, PEI C1N 4K5; Tel (902) 436-2121
National Representative: None

QUEBEC SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	**1976**	**1981**	**1986**
Under 5 Years	443	473	487
5-14 Years	1,108	923	951
15-24 Years	1,264	1,264	1,302
25-44 Years	1,759	1,965	2,024
45-64 Years	1,179	1,244	1,281
65 and Over	482	569	598
TOTAL	6,235	6,438	6,631

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1971**	**1983**	**1986**
General Mdse	1,015	2,992	3,759
Apparel	563	1,783	2,718
Furniture	286	696	1,510
Groceries	2,046	7,974	9,648
Lumber Bldg. Mat.	158	342	446
Restaurants	198	2,562	4,001
Autos	1,212	4,823	7,486
Gasoline/Fuel Oil	666	2,110	2,967
Drugs	229	637	1,265
TOTAL SALES	8,325	27,643	36,029

Source: Census of Canada/Retail Trade

CHICOUTIMI, QUE.

1 - LOCATION: Chicoutimi County, E&P Map E-3 (In Chicoutimi-Jonquiere Met. Area). County Seat. 120 mi. N of Quebec

2 - TRANSPORTATION: Railroads-Can. Natl.
Intercity Bus Lines-Autobus Voyageur
Airlines-Quebecair

3 - POPULATION:
Corp. City 81 Cen. 60,064; E&P 85 Est. 62,266
Met. Area 81 Cen. 135,172; E&P 85 Est. 141,389
CZ-ABC: (81) 60,064
RTZ-ABC: (81) 131,202
City & RTZ-ABC: (81) 191,266
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
City 81 Cen. 18,365; E&P 85 Est. 20,539
Met. Area 81 Cen. N.A.; E&P 85 Est. 45,907
CZ-ABC: (81) 18,140
RTZ-ABC: (81) 38,175
City & RTZ-ABC: (81) 56,315

5 - BANKS N.A.

6 - PASSENGER AUTOS: Province 2,476,000

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg. Furniture, Aluminum, Paper, Pulp, Furniture & Shoes, Agric., Fishing Outfitters

10 - CLIMATE: Min. & Max. Temp. 3-77

11 - TAP WATER: N.A.

12 - RETAILING:
Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Chicoutimi Ctr (4)	NA	Steinberg's
Place Racine(4)	NA	Gagnon Freres and Steinberg
Place du Royaume(170)	NA	Woolco; The Bay
Place du Saguenay(45)	NA	Simpson; Sears; Zeller's

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: (French) LE QUOTIDIEN DU SAGUENAY LAC-ST-JEAN (m) 32,271; PROGRES-DIMANCHE (S) 52,896; Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Jean Tremblay, Adv. Mgr., LE QUOTIDIEN DU SAGUENAY LAC-ST-JOHN & PROGRES-DIMANCHE, 1051 Boul Talbot, Chicoutimi, QC G7H 5C1; Tel (418) 545-4480
National Representatives: Landon Associates, Hal Herman Associates

GRANBY, QUE.

1 - LOCATION: Shefford County, E&P Map E-4. 50 mi. from Montreal. On Hwy. 10. Industrial and commercial center

2 - TRANSPORTATION: Railroads-C.N.
Motor Freight Carriers-100
Intercity Bus Lines-Voyageur; Inter Cities

3 - POPULATION:
Corp. City 81 Cen. 38,069; E&P 85 Est. 38,984
CZ-ABC: (81) 49,381
RTZ-ABC: (81) 93,951
City & RTZ-ABC: (81) 143,332

4 - HOUSEHOLDS:
City 81 Cen. 13,687; E&P 85 Est. 15,132
CZ-ABC: (81) 17,000
RTZ-ABC: (81) 29,850
City & RTZ-ABC: (81) 46,850

5 - BANKS	**NUMBER**	**DEPOSITS**
Commercial	9	NA
Savings	5	NA

6 - PASSENGER AUTOS: Province 2,476,000

7 - ELECTRIC METERS: Residence 14,500

8 - GAS METERS: Residence 2,115

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Textiles 1,920; Rubber Prods. 686; Plastics 551; Metal Prod. 957; Clothing 720; Furniture 280; Electronics 197; Printing 584; Food Prods. 785; Building Prods. 294; Electrical Prods. 473; Precision Parts 189
Principal Industrial Pay Day-Thur.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-60; Summer 70-90; Fall 40-50; Winter -20-25

11 - TAP WATER: Alkaline, soft, fluoridated

12 - RETAILING: Principal Shopping Center-Galeries De Granby (90 stores) between Simonds and Evangeline on Main St.
Neighborhood Shopping Centers-Court St.; St. Joseph St.; Plaza Shopping Center; Frontenac
Stores Open Evenings-Thur., Fri.
Principal Shopping Days-Thur., Fri., Sat.

13 - RETAIL OUTLETS: Department Stores-Greenberg; Harts; Woolco; K mart; Sears
Chain Supermarkets-Provigo 3; Steinberg; Metro Richelieu; Select
Other Chain Stores-Trans-Canada Shoe; Cite Shoes; Yellow; Woodhouse; Reitman's (furn.); Canadian Tire; Sports Experts; Radio Shack

14 - NEWSPAPERS: LA VOIX DE L'EST (French) (m) 13,749; Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Gilles Gagnon, Adv. Dir., LA VOIX DE L'EST, 136 Main St., Granby, QC J2G 2V4; Tel (514) 372-5433
National Representative: Probec 5 (Montreal)

MONTREAL, QUE.

1 - LOCATION: E&P Maps E-4 & D-1. One of the world's largest inland ports. Shipping, trans. and industrial ctr. of Eastern Canada. Gateway to St. Lawrence Seaway

2 - TRANSPORTATION: Railroads-Headquarters of Via Rail; Burlington Northern; Chicago & North Western; Detroit, Toledo & Ironton; French National; Italian State; Norfolk & Western; Quebec North Shore-Labrador; Technique Industrielle; Conrail; Delaware & Hudson; Napierville Junction; Amtrak
Motor Freight Carriers and Movers-193
Intercity Bus Lines-Autobus Auger Leo; Autobus Concorde Ltee.; Autobus Mt. Royal; Autobus Laurentides; Autocar Rive-Sud; City of Laval Transit Commission; Greyhound; Autobus Intercite; Metropolitan Provincial; Metropolitan Sud; Voyageur Inc.
Steamship Lines-(Pass. & Frt.) 190
Airlines-Aeroflot; Air Canada; Air France; Alitalia; British Airways; C.P. Air; Delta; El Al; USAir; Eastern; K.L.M.; Lufthansa; Nordair; Quebecair; Sabena; Scandianavian; Swissair; Iberia; Olympic; Pilgrim. Hdqrs. Int'l. Air Transport Assoc. (I.A.I.A.). Airports located in Dorval & Mirabel; A.C.H. Services Ltee.; Aer Lingus; Irish Airlines; Aerocondor; Aerolineas Argentinas; Aeromexico; Air Antoinabee; Alia-Royal Jordanien; American; Air Caravane Quebec; Air India; Air Jamaica Toronto; Air Lachute; Air North; Air Panama; Air Taxi Skycom; B.W.I.A.; USAir; Amos Aviation; British Caledonian; Cubana; Execair Aviation; Finnair; First Air Reg.; Gulf Air; Japan; Lan-Chile; Lot Polish; National; Pakistan International; Pem-Air; Philippine; Quantas; Royal Air Maroc; Singapore; Tap Air Portugal; Trans Mediterranean; Varig Brazilian; Viasa Venezuelan International; Wardair Canada
Waterborne Commerce-22,000,000 tons (approx.)

3 - POPULATION:
Corp. City 81 Cen. 980,354; E&P 85 Est. 898,312
Met. 81 Cen. 2,828,349; E&P 85 Est. 2,856,087
CZ-ABC: (81) 2,358,561
RTZ-ABC: (81) 1,117,761
City & RTZ-ABC: (81) 3,476,322
Demographic Information available from Newspaper. See paragraph 14

4 - HOUSEHOLDS:
Corp. City 81 Cen. 417,336; E&P 85 Est. 409,100
Met. Area 81 Cen. N.A.; E&P 85 Est. 1,134,742
CZ-ABC: (81) 884,770
RTZ-ABC: (81) 355,685
City & RTZ-ABC: (81) 1,240,455

5 - BANKS	**NUMBER**	**EST. DEP.**
Savings	800 Branches	NA
Commercial	195 Branches	NA

6 - PASSENGER AUTOS: Province 2,476,000

7 - ELECTRIC METERS: Residence 374,938

8 - GAS METERS: Residence 154,000

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners (Av. Wkly. Wage)-Clothing 39,500 ($184); Food & Beverages 29,900 ($298); Constr. 18,000 ($449); Transp. & Comm. 97,100 ($345); Fin., Ins. & R.E. 60,000 ($278); Trade 118,700 (Whol. $289, Ret. $200); Total-631,500 ($281 Av.)
Principal Industrial Pay Days-1st & 15th

10 - CLIMATE: Min. & Max. Temp.-(Celsius) Spring 7-18; Summer 14-24; Fall -2-6; Winter -11 to -4

11 - TAP WATER: Neutral, soft

12 - RETAILING: Principal Shopping Centers-Downtown Ste. Catherine St. (Atwater to Amherst, Approx. 1 mi.); Promenade La Cite
Shopping Centers (Miles from Downtown)-Alexis Nihon Plz. (Downtown); Place Bonaventure (Downtown); Place Victoria (Downtown); Place Ville Marie (Downtown); Place Versailles (6); Place Longueuil (4); Fairview (15); Dorval (10); Boulevard (3); Normandie (3); West Island Mall (11); Rockland (4); Center Laval (9); Champlain (7); Cote St. Luc (5); De Salaberry (7); Domaine (6); Forest (6); Maisonneuve (3); Norgate (6); Place La Salle (5); Place Pte. Aux Trembles (10); Plz. (6); St. Remi (7); Van Horne (3); Valois (10); Village Shopping Plz. (5); Wilderton (3); Ville Jacques Cartier (3); St. Martin (9); Cote Des Neiges (4); Ile Perrot (19); Pie IX (6); Duvernay (8); Mount Royal (4); Westmount Sq. (2); Mercier (6); Galerie D'Anjou (8); Notre Dame (7); LeBazar (6); 2020 University (Dwtn.); Beaconsfield (16); Place Bourassa (8); Fleury (6); Greenfield Pk. (4); Galleries St. Laurent (6); Carrefour Laval (9); Hypermarche (9); Cavendish Mall (5); Place Vertu (7); Les Promenades St. Bruno (15); Place Newman (5)
Principal Shopping Days-Thur., Fri. & Sat.
Stores Open Evenings-Thur. & Fri.

13 - RETAIL OUTLETS: Department Stores-Eaton's 9; Simpson's 5; Ogilvy's 3; The Bay 9; Miracle Mart 15; K mart 6; Woolco 9; Boni Mart 8; Croteau 18; Greenberg's 20; Hart 3; Sears 4; Wise Bros. 6
Variety Stores-People's 7; Rossy's 18; Woolworth 25; Zeller's 11; Kresge's 3; People's Jewellers 12; Glen Bargain 6; Pascals 13
Chain Drug Stores-Uniprix 115; Cadieux 7; Super Pharm 5; Pharmacie Mayrand 6; Cumberland 13; Pharmaprix 14; Kane 2; Jean Coutu 24
Chain Supermarkets-Steinberg 98; A&P 8; Dominion 75; IGA 15; Metro Richelieu 17; Four Bros. 4; Provigo 60
Other Chain Stores-Woodhouse-Legare 32; Reitman's (womens' wear) 51; Shoes City 13; Lefebvre 16; Lewis 18; Yellow 22; Trans Canada 36; Villager 8; Cleaners: Troy 6; Town & Country 9; MacKay Smith 13; Bette Brite 20; Cantor's Bakeries 30; Holt Renfrew 6; Montreal Draperies 12; Harrisons Fabrics 19; Bouclair Fabrics 6; Perrette Dairies 85; Tip Top Tailors 16; Handy Andy 13; Canadian Tire 26; Firestone 22; Consumer Distributors 44; Cardinal 19; Radio Shack 50; Arlington Sports 7; Beaver/Le Castor 6; Birks Jewellers 15; Sports Expert 27; Consumer Carpet 3; Consumer Glass 3

14 - NEWSPAPERS: LE DEVOIR (French) (m-mon to fri) 33,300; (m-sat) 35,140; Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Michelle Alie, Adv. Mgr., LE DEVOIR, 211 Rue du St. Sacrament, Montreal, QC H2Y 1X1; Tel (514) 844-3361

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National Representative None
THE GAZETTE (m-mon to fri) 198,559; (m-sat) 272,498 Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: James T. Arklay, Adv. Dir., THE GAZETTE, 250 Rue St. Antoine, Montreal, QC H2Y 3R7; Tel. (514) 282-2750
National Representatives Southam Newspapers (Toronto, Montreal)
LE JOURNAL DE MONTREAL (French) (m-mon to fri) 320,886; (m-sat) 357,286; (S) 318,193 Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Gerald Dufour, Natl. Adv. Mgr., LE JOURNAL DE MONTREAL, 155 Port Royal W., Montreal, QC H3L 2B1; Tel. (514) 382-1312
National Representatives None
LA PRESSE (French) (m-mon to fri) 201,721; (m-sat) 313,954; (S) 136,851 Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Denis Belanger, Adv. Dir., LA PRESSE, 7 rue St. Jacques, Montreal, QC H2Y 1K9; Tel. (514) 285-7272
National Representatives North American Travel Publications

QUEBEC, QUE.

1 - LOCATION: Quebec County, E&P Map E-4. 350 ft. above level of St. Lawrence River at confluence with St. Charles River, 400 mi. from Gulf of St. Lawrence, 167 mi. E. of Montreal.

2 - TRANSPORTATION: **Railroads** Canadian National, Canadian Northern, Canadian Pacific.
Motor Freight Carriers 59.
Intercity Bus Lines La Commision des Transports de la Communaute Urbaine de Quebec (CTCUQ), Autobus Voyageur, Autobus La Malbaie, Autobus Laval Ltee, Autobus Nolin Inc., Autobus Ste-Anne de Beaupre, Autobus Ste-Claire, Autobus Tremblay, Autobus Deshaies Ltee, Autobus Dupont Ltee, Autobus Fournier Ltee, Autobus Drolet Ltee, Autobus Fortin Enr., Autobus de la Rive-Sud Inc.
Airlines Air Canada, Quebecair, Nordair, Quebec Aviation, Air Satellite, Les Ailes Quebecoises.

3 - POPULATION:
Corp. City 81 Cen. 166,474; E&P 85 Est. 157,558
Met. Area 81 Cen. 576,075; E&P 85 Est. 608,036
LE JOURNAL DE QUEBEC
NDM-ABC: (81) 576,075
RTZ-ABC: (81) 138,883
City & RTZ-ABC: (81) 714,958
LE SOLEIL
NDM-ABC: (81) 553,437
RTZ-ABC: (81) 161,521
RTZ & NDM-ABC: (81) 714,958
Demographic Information available from Newspapers. See paragraph 14.

4 - HOUSEHOLDS:
Corp. City 81 Cen. 66,321; E&P 85 Est. 67,186
Met. Area 81 Cen. N.A.; E&P 85 Est. 244,428
LE JOURNAL DE QUEBEC
NDM-ABC: (81) 195,465
RTZ-ABC: (81) 41,190
City & RTZ-ABC: (81) 236,655
LE SOLEIL
NDM-ABC: (81) 190,160
RTZ-ABC: (81) 46,495
RTZ & NDM-ABC: (81) 236,655

5 - BANKS	**NUMBER**	**EST. DEP.**
11 Banks	152 Branches	NA

6 - PASSENGER AUTOS: Province 2,476,000

7 - ELECTRIC METERS: Residence 73,921

8 - GAS METERS: Residence 4,290

9 - PRINCIPAL INDUSTRIES: Industry, No. of Plants (No. of Employees)-Food & Beverage 96 (3,567); Leather Footwear 47 (3,198); Leather Prod. 21 (409); Textiles 15 (1,724); Apparel 43 (2,163); Woods Prod. 124 (1,187); Printing & Publ. 96 (1,810); Iron & Steel Prod. 61 (1,029); Nonferrous Metal Prod. 23 (673); Cement, etc. 21 (466); Chemical Prod. 28 (1,261); Misc. Mfg. 89 (8,457).

10 - CLIMATE: Av. Max. Temp. 77; Av. Min. Temp. 3; Av. Temp. 40.

11 - TAP WATER: Acidic, very soft, not fluoridated.

12 - RETAILING:

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Galeries Ste Anne(26)	NA	Woolco
Place Laurier (300)	NA	Simpson-Sears, La Baie
Les Galeries de la Canardiere(20)	NA	
Place Fleur de Lys(220)	NA	Simpson-Sears, Pascal
Place Ste-Foy(110)	NA	Eaton
Galeries de la Capitale(250)	NA	Eaton, La Baie
Place Lebourgneuf (50)	NA	Le Castor
Carrefour Beauport (40)	NA	Ikea

Principal Shopping Days Thur., Fri., Sat.
Stores Open Evenings Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores** Eaton 2, La Baie 2, Holt Renfrew 2, J.B. Laliberte, Simon's 2, Greenbergs, Wise Bros., Norman & Fils 3, Simpson-Sears 3.
Discount Stores Jupiter Towers, Miracle Mart 2, K mart, Woolco 2.
Variety Stores Woolworth 3, Metropolitan, Kresge's 3, Zeller's 4.
Chain Drug Stores Ph. Brunet 5, Jean Coutu 5, Uniprix Pharmaprix.
Chain Supermarkets Steinberg's 11, Excel 64, Gem 46, IGA 7, Dallaire 5, Provigo 22.
Other National Chain Stores Agnew Surpass Shoes, D'Allaird's (women's), Henry Birks (jewelry), Reitman's (women's), J.B. Lefebvre Shoes, Simard & Voyer, Trans-Canada Shoes, Willis Musical Instruments, Zeller's, Legare, Dr. Scholl's, Singer Co., Laura Secord, Sally's, Tip Top Tailor, Canadian Tire, Handy Andy, Pascal Howr., Bata Shoes, Pennington (women's), Goodyear.

14 - NEWSPAPERS: LE JOURNAL DE QUEBEC (French) (m-mon to fri) 105,791; (m-sat) 106,678; (S) 86,401 Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Jean Claude L'Abbee, Gen. Mgr., LE JOURNAL DE QUEBEC, 450 Bechard St., Ville de Vanier, QC G1M 2E9; Tel. (418) 683-1573
National Representative Quebecor
LE SOLEIL (French) (m-mon to fri) 122,374; (m-sat) 144,889; (S) 95,794 Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: P.A. Audet, Pres. & Gen. Mgr., LE SOLEIL, 390 St. Vallier St. E., Quebec, QC G1K 7J6; Tel. (418) 647-3270
National Representative Landon Associates National Advertising Representatives, Hal Hermon Associates

SHERBROOKE, QUE.

1 - LOCATION: Sherbrooke County, E&P Map E-4. County Seat. Industrial and Agric. ctr. 100 mi. SE of Montreal, 140 mi. SW of Quebec, 30 mi. N of Vermont border. On Provincial Hwys. 112, 143, 108, 147 & 249; Autoroutes 10, 55 & 410.

2 - TRANSPORTATION: **Railroads** Canadian National, Canadian Pacific.
Motor Freight Carriers 11.
Intercity Bus Lines Corporation Municipale de Sherbrooke, Voyageur, Bourgeois, Autobus de l'Estrie, Autobus St-Louis, Autobus Dostie, Autobus Pouliot.

3 - POPULATION:
Corp. City 81 Cen. 74,075; E&P 85 Est. 71,765
CZ-ABC: (81) 89,211
RTZ-ABC: (81) 183,564
City & RTZ-ABC: (81) 272,775

4 - HOUSEHOLDS:
City 81 Cen. N.A.; E&P 85 Est. 29,060
CZ-ABC: (81) 32,575
RTZ-ABC: (81) 58,515
City & RTZ-ABC: (81) 91,090

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	7	N.A.
Charter Branches	27	N.A.
Trust Co's	3	N.A.

6 - PASSENGER AUTOS: Province 2,476,000

7 - ELECTRIC METERS: Residence 46,569

8 - GAS METERS: Residence N.A.

9 - PRINCIPAL INDUSTRIES: Industry, No. of Wage Earners-Rubber 432; Woodwork 51; Hockey Sticks 219; Lumber 70; Stockings & Gloves 451; Jewelry 50; Plastic 63; Drugs 15; Textile 1,600; Foundry 55; Shoes 156; Superheaters 514; Mach. 1,300; Food 520; Chocolate 832; Aluminum Products 84; Soft Drinks 1,490; Bathing Suits 44; Bakery Machineries 58; Sportswear; Ladies Pants 60; Men's Pants 125; Shoes 93; Metal 224; Apparel 822.
Principal Pay Days-Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring 6-17; Summer 15-27; Fall 4-12; Winter -30 to -11.

11 - TAP WATER: Alkaline, soft.

12 - RETAILING: **Principal Shopping Areas**-Downtown: 3 blocks Wellington N., 3 Wellington S., 15 King W., 5 King E.
Neighborhood Shopping Centers Galeries 4 Saisons, 13e Avenue North (30 units); Place Belvedere, Galt St. W. & Belvedere St. S. (17 units); Place Dunant, Dunant St. (12 units); Centre d'Achats Sherbrooke, King St. W. (25 units); Carrefour de l'Estrie, Portland Blvd. (125 units); Plaza Rock Forest, Bourque Blvd., Rock Forest (40 units).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Center d'Achats Sherbrooke(25)	NA	Zeller's, Dominion
Plaza Rock Forest(40)	NA	Woolco, Dominion, Nutri-Plus
King Street(19)	NA	Zeller's, Dominion
Place Belvedere(17)	NA	Steinberg, Miracle Mart
Plaza Sherbrooke Downtown(70)	NA	Dominion
Carrefour de l'Estrie(125)	NA	Eaton's, Pascal, Reitman's, Sears, Steinberg
Galerie Quatre Saisons(30)	NA	Zeller's, A&P
Place Dunant(12)	NA	Nutri Plus

Principal Shopping Days-Wed., Thur., Fri. & Sat.
Stores Open Evenings Thur. & Fri.

13 - RETAIL OUTLETS: **Department Stores** Setlakwe, Au Bon Marche, Miracle Mart, Woolco, Eaton's, Sears.
Variety Stores Greenberg's, Zeller's.
Chain Drug Stores Cadec 4, Center 4, Medical Arts 3, Jean Coutu, Cadieux, Cumberland, Pharmaprix, Pharmaplus, Uniprix.
Chain Supermarkets Dominion 2, Steinbergs 3, Provigo 7, A&P, Metro Richelieu 4, Servi Plus 4, Nutri Plus 4.
Independent Grocers Les Epiciers, Supreme 40, Red & White Stores 41, Trans-Kebec 24, Normandie 23, AER 20, Cardinal 18, Alouette 9.
Other Chain Stores Reitman's (ladies), Firestone, Yellow Sample Shoe, Trans Canada Shoe, Lindor (ladies), Canadian Tire, United Auto Parts, Pascal, Western Tire, Goodrich, Goodyear, Arlington, Sports Experts, Princess Silk, Montreal Draperies, Astral Photo, Atlantique Image & Son, Birks, Bowring, Centre de Rasoir, Singer, Beatrice Colonial Electronique, Dalmys, Boiteau Luminaire, Tip Top Tailors, Legare Woodhouse, Pennington, People's Jewelers, Lumberland, Radio Shack, Castor Bricoleur, CTR Tire, Simard & Voyer.

14 - NEWSPAPERS: RECORD (e-mon to fri) 6,416 Mar. 31, 1985 ABC
Local Contact for Advertising & Merchandising Data: Lloyd G. Scheib, Adv. Dir., RECORD, 2850 Delorme St., Sherbrooke, QC J1K 1A1; Tel. (819) 569-9525
National Representative Bardal, Gosbee & Associates
LA TRIBUNE (m-mon to fri) 41,218; (m-sat) 45,874 Mar. 31, 1985 ABC
Local Contact for Advertising & Merchandising Data: Francois Vaillancourt, Adv. Dir., LA TRIBUNE, 1950 Roy St., Sherbrooke, QC J1K 2X8; Tel. (819) 569-9201
National Representative Probec 5

TROIS-RIVIERES, QUE.

1 - LOCATION: St. Maurice County, E&P Map E-4. North shore of St. Lawrence River at mouth of St. Maurice River. 85 mi. from Montreal, 88 mi. from Quebec, 93 mi. from Sherbrooke. Natural ocean port, open year round.

2 - TRANSPORTATION: **Railroads** CN, CP.
Intercity Bus Lines Provincial Transport, Transport en Commun de Trois-Rivieres.
Airlines C.P., C.N.

3 - POPULATION:
Corp. City 81 Cen. 50,466; E&P 85 Est. 48,726
Met. Area 81 Cen. 111,453; E&P 85 Est. 116,990
NDM-ABC: (81) 200,575
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 19,275; E&P 85 Est. 19,883
Met. Area 81 Cen. N.A.; E&P 85 Est. 44,390
NDM-ABC: (81) 68,110

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	21	N.A.
Savings & Loan	53	N.A.
Commercial	22	N.A.

6 - PASSENGER AUTOS: Province 2,476,000

7 - ELECTRIC METERS: 23,304

8 - GAS METERS: 2,680

9 - PRINCIPAL INDUSTRIES: Industry, Av. Wkly. Wage (including overtime)-All Employees, Mfg. ($491); Durable Goods ($452); Non-durable Goods ($508); Paper & Allied Industries ($601); Goods Producing Industries ($499); Trans., Comm. & Other Utilities ($527); Service Producing Industries ($268); Industrial Aggregate ($404).
Principal Industrial Pay Days Thur. & Fri.

10 - CLIMATE: Min. & Max. Temp.-Spring 20-68; Summer 55-102; Fall 30-70; Winter -20-25.

11 - TAP WATER: Alkaline, very soft, fluoridated.

12 - RETAILING: **Principal Shopping Centers** on des Forges Blvd.; Centre Commercial Les Rivieres (105 stores).

Nearby Shopping Centers

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Ctre d'Achats(8) Normandville(8)	2	Provigo, Normandville
Trois Rivieres W. Ctr.(150)	1	Reitman's, Woolco, Steinberg's
Les Galeries du Cap(20)	NA	Provigo, Woolco
Plaza de la Mauricie	2½	Steinberg, K mart, Canadian Tire
Les Promenade St. Centre Ville		

Principal Shopping Days Fri., Sat.
Stores Open Evenings Shopping Centers Thur., Fri.

13 - RETAIL OUTLETS: **Department Stores** Sears, Woolco, Pascal, Zeller's, Miracle Mart.
Discount Stores Bonaprix.
Variety Stores Zeller's, Greenberg's.
Chain Drug Stores Pharmacie PSM, Pharmacie Jean Coutu, Pharmaprix, Uniprix.
Chain Supermarkets Steinberg's 2, A&P, Metro 11, Trans-Kebec 41, Richelieu Select 11, Supreme 16, Metropole 34, Provigo 27, IGA, Coopix, Bar-Bo-Aero.
Other Chain Stores Reitman's, Trans Canada, Laura Secord, Crown Diamond, Lowe Brothers, Lewis Shoe, Mix Birks, Agnew-Surpass, Carter Frigidie, Charmon, Boiteau, Maher, Bonita, Chez Liliane, Kim, Pennington, Stokes, Au Coin des Petits, The Shoe Man, Jerome, Jacques Allard, Centre Coiffure Masculine, Woolco, Dalmys, Miracle Mart, Princess Silk, Trans-Canada Shoe, Mart's, Children Wear, Dexter Shoe, Podium, Ro-Na, Aldo, Simard & Voyer, Naturalizer, Dalmys, Fur Plus, Radio Shack, Sports Experts.

14 - NEWSPAPERS: LE NOUVELLISTE (French) (m) 54,524 Mar. 31, 1985 ABC
Local Contact for Advertising and Merchandising Data: Elzear LeBlanc, Adv. Dir., LE NOUVELLISTE, 500 St. Georges, Trois Rivieres, QC G9A 5J6; Tel. (819) 376-2501
National Representatives Hal Herman Associates

SASKATCHEWAN SURVEYS

POPULATION ESTIMATES
(Thousands)

Age Group	**1976**	**1981**	**1986**
Under 5 Years	75	81	87
5-14 Years	173	157	169
15-24 Years	178	194	198
25-44 Years	207	246	265
45-64 Years	198	194	198
65 and Over	103	116	126
TOTAL	922	968	1,043

Based on Statistics Canada Census

RETAIL SALES ESTIMATES
(Millions)

Kind of Business	**1971**	**1983**	**1986**
General Mdse.	249	861	930
Apparel	54	201	278
Furniture	25	141	133
Groceries	212	882	1,276
Lumber Bldg. Mat.	23	38	75
Restaurants	16	324	640
Autos	243	1,158	1,071
Gasoline Fuel Oil	111	295	204
Drugs	37	152	227
TOTAL SALES	1,188	4,740	5,387

Source: Census of Canada Retail Trade

LLOYDMINSTER, SASK.

1 - LOCATION: Division No. 17, E&P Map B-3, 170 mi. W of Saskatoon. Mfg. and agric. ctr.

2 - TRANSPORTATION: N.A.

3 - POPULATION:
Corp. City 81 Cen. 6,034; E&P 85 Est. 7,634

4 - HOUSEHOLDS:
City 81 Cen. 2,079; E&P 85 Est. 2,399

5 - BANKS N.A.

6 - PASSENGER AUTOS: City 2,927

7 - ELECTRIC METERS: N.A.

8 - GAS METERS: N.A.

9 - PRINCIPAL INDUSTRIES: Mfg. Homes, Oil Tanks, Elevators, Flour & Feed Mills, Creamery, Refinery, Gas, Asphalt, Oil Wells, Agric., Grain, Livestock, Poultry, Tourism.

10 - CLIMATE: Min. & Max. Temp.-N.A.

11 - TAP WATER: N.A.

12 - RETAILING: **N.A.**

13 - RETAIL OUTLETS: N.A.

14 - NEWSPAPERS: TIMES (e-mon. to fri.) 2,976 sworn Sept. 30, 1984.
Local Contact for Advertising and Merchandising Data: Ken Ebert, Adv. Mgr., TIMES, 4828 44th St., Lloydminster, SK S9V 0G8; Tel. (403) 825-5522.
National Representative: None.

MOOSE JAW, SASK.

1 - LOCATION: Division 7, E&P Map B-3. Situated 434 mi. E of Calgary, 398 mi. W of Winnipeg, 112 mi. N of US border.

2 - TRANSPORTATION: **Railroads**-Canadian Pacific, Canadian National.
Motor Freight Carriers-3.
Intercity Bus Lines-Saskatchewan Trans., Greyhound.

3 - POPULATION:
Corp. City 81 Cen. 33,941; E&P 85 Est. 36,072
CZ-ABC: (81) 33,941
RTZ-ABC: (81) 66,772
City & RTZ-ABC: (81) 100,713

4 - HOUSEHOLDS:
City 81 Cen. 12,833; E&P 85 Est. 12,432
CZ-ABC: (81) 12,660
RTZ-ABC: (81) 23,140
City & RTZ-ABC: (81) 35,800

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	8	NA
Savings & Loan	1	NA

6 - PASSENGER AUTOS: City 14,596

7 - ELECTRIC METERS: Residence 11,500

8 - GAS METERS: Residence 7,100

9 - PRINCIPAL INDUSTRIES: Meat Packing, Food Processing, Oil Refining, Men's Work Clothes, Tank Car Repairing and Cleaning Plant, Steel Rolling Mill, R.R., Winery. Total 2,050 employees. Av. Wkly. Wage $213.
Principal Industrial Pay Days-5, 15, 20, & 30.

10 - CLIMATE: Min. & Max. Temp.-Spring 39-53; Summer 37-93; Fall 8-81; Winter 8-53. First killing frost, Sept. 13; last killing frost, May 31.

11 - TAP WATER: Alkaline, hard, fluoridated.

12 - RETAILING: **Principal Shopping Areas**-7 blocks on Main St., 3 on High St., 2 on River St.
Neighborhood Shopping Centers-4th Ave. SW between Home & Coteau Sts., 9th Ave. NW N. of Caribou, Athabasca St. E., 3rd Ave. to 4th Ave., both sides, 1st Ave. N.W., Stadacona St. W. to Athabasca St. W., Shopping Centre Complex 7 blocks from downtown area.
Principal Shopping Days-Mon. through Sat.
Stores Close-Sun.

13 - RETAIL OUTLETS: **Department Stores**-Army & Navy, T. Eaton, Moose Jaw Co-Op, Joyner's, Saan, Simpson-Sears, Zellers, MacLeod's, Woolco, Gallenkamp.
Variety Stores-Kresge, Metropolitan.
Chain Drug Stores-Bi-rite, Price Watchers, Shoppers.
Chain Supermarkets-Safeway 2, Co-op.
Other Chain Stores-Sally's, Women's, Tip Top Tailors, Agnew-Surpass, Reitmans, Canadian Tire.

14 - NEWSPAPERS: TIMES-HERALD (e) 9,991, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: R.G. Calvert, Pub./Gen. Mgr., TIMES-HERALD, 44 Fairford St. W., Moose Jaw, SK S6H 1V1; Tel. (306) 692-6441.
National Representative: Thomson Newspapers.

PRINCE ALBERT, SASK.

1 - LOCATION: Division 15, E&P Map B-3. Capital of Sask. Northland 100 mi. NE of Saskatoon. On Hwys. 2, 3, 11, 55 and "All-Weather" Hwy. to U.S. and Winnipeg, Edmonton, Calgary and Vancouver.

2 - TRANSPORTATION: **Railroads**-Div. Point for Can. Pac. & Can. Natl. (21 branches out of city).
Motor Freight Carriers-20.
Intercity Bus Lines-Saskatchewan Trans. Co.
Airlines-Transair, North Can. Air, Athabaska (charter).

3 - POPULATION:
Corp. City 81 Cen. 31,380; E&P 85 Est. 34,442
CZ-ABC: (81) 31,380
RTZ-ABC: (81) 75,521
City & RTZ-ABC: (81) 106,901
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 10,806; E&P 85 Est. 10,806
CZ-ABC: (81) 10,680
RTZ-ABC: (81) 25,285
City & RTZ-ABC: (81) 35,965

5 - BANKS	**NUMBER**	**DEPOSITS**
Credit Unions	3	N.A.
Commercial	7	N.A.
Trust Co.	2	N.A.

6 - PASSENGER AUTOS: City 14,618

7 - ELECTRIC METERS: Residence 7,710

8 - GAS METERS: Residence 8,163

9 - PRINCIPAL INDUSTRIES: Industry (Av. Wkly. Wage)-Mfg. ($599), Constr. ($501), Trade ($246), Industrial Composite ($368).

10 - CLIMATE: Min. & Max. Temp.-Spring 30-60; Summer 55-80; Fall 20-65; Winter 30-10.

11 - TAP WATER: Fluoridated.

12 - RETAILING:

Nearby Shopping Center

Name (No. of stores)	**Miles from Downtown**	**Principal Stores**
Gateway North Plaza(65)	NA	Safeway, Sears, Eaton's, Zellers, Fields
South Hill(40)	NA	Safeway, Woolco, Reitmans, The Bay

13 - RETAIL OUTLETS: Hardware 5, Beauty Salons 29, Barbers 11, Jewelers 10, Painters 15, Plumbers 18, Radio Electric 11, R.E. & Ins. 14, Restaurants 53, Stationery 3, Ladies Apparel 12, Childrens Wear 1, Men's Wear 12, Auto Sales & Garages 12, Service Stations 33, Bakeries 10, Shoe Stores 9, Building Materials 11, Cleaners & Dyers 7, Dairies 2, Dept. & Variety Stores 1, Drug Stores 11, Farm Implements 13, Furniture Stores 12.
Department Stores-Eaton's, Simpson-Sears, The Bay, Zellers.
Chain Drug Stores-Rexall 3, White Cross, Shopper's Drugmart, Boots.
Chain Supermarkets-Safeway 2, OK Economy 2, Red & White 6, Co-op, Save-A-Dollar 11, IGA 3.
Other Chain Stores-Agnew-Surpass, Singer Co., Sherwin-Williams, Beaver Lbr., Woolworth's, S.S. Kresge, Fields, Sally, Saan, McLeod's Ltd., Firestone, North-American Lbr., Kaufman's, Radio Shack, Reily & McCormick, Famous Furniture City, Sound City, People's Credit Jewelers, Cole's Book Store.

14 - NEWSPAPERS: HERALD (e) 9,955, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Robert W. Gibb, Pub./Gen. Mgr., HERALD, 30-10th St., Prince Albert, SK S6V 5R9; Tel. (306) 764-4276.
National Representative: Thomson Newspapers.

REGINA, SASK.

1 - LOCATION: Division 6, E&P Map B-3. Western Canada, situated 347 mi. (559 km.) W of Winnipeg; 480 mi. (773 km.) E of Calgary, Calgary 168 mi. (270 km.) SE of Saskatoon; 510 mi. (821 km.) SE of Edmonton.

2 - TRANSPORTATION: **Railroads**-C.P., C.N., Via Rail.
Motor Freight Carriers-90.
Intercity Bus Lines-Saskatchewan Transportation, Greyhound, Moose Mountain.
Airlines-Air Canada, Norcanair, Pacific Western, Frontier Airlines.

3 - POPULATION:
Corp. City 81 Cen. 162,613; E&P 85 Est. 178,919
CZ-ABC: (81) 162,613
Bal. in NDM-ABC: (81) 329,189
Met. Area 81 Cen. 164,313; E&P 85 Est. 180,772
Total NDM-ABC: (81) 491,802
Demographic Information available from Newspaper. See paragraph 14.

4 - HOUSEHOLDS:
City 81 Cen. 58,557; E&P 85 Est. 59,023
Met. Area 81 Cen. N.A.; E&P 85 Est. 59,590
CZ-ABC: (81) 58,125
Bal. in NDM-ABC: (81) 114,630
Total NDM-ABC: (81) 172,755

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings	51	N.A.
Trust	18	N.A.
Loan	15	N.A.
Credit Union	20	N.A.

6 - PASSENGER AUTOS: City 87,103

7 - ELECTRIC METERS: Residence 58,500

8 - GAS METERS: Residence 48,500

9 - PRINCIPAL INDUSTRIES: Govt., Steel, Meat Proc., Fertilizer, Cement, Concrete, Dairy, Sheet Metal, Refineries, Steel Tank Mfg., Dist. Ctr., Comm., Steel Pipe, Paint, Agricultural Implements, Grain Farming, Marketing, Cable & Telephone Equip., Gases, Dry Ice, Chemicals, Steel. Total Employed 92,000. Av. Wkly. Wage $374.
Principal Industrial Pay Days-1st, 15th.

10 - CLIMATE: Min. & Max. Temp. (Celsius)-Spring 26-25; Summer 3-37; Fall 3-28; Winter 37-5. First killing frost, Sept. 30; last killing frost, May 6. 2,450 average hours of sunshine annually.

11 - TAP WATER: Neutral, very hard, not fluoridated.

12 - RETAILING: **Principal Shopping Centers**-6 blocks on 11th Ave., 3 on Broad St., 2 on Rose St., 3 on Hamilton St., 3 on Scarth St., 3 on 12th Ave.
Neighborhood Shopping Centers-Dewdney & Retallack Sts., Victoria & Winnipeg, 15th & Toronto, 13th Ave. W., Gordon Rd. & Rae St., 3 on Albert St.
Shopping Centers (No. of Stores)-Avon Ctr. 14, Broad Plz. 5, Broadway 10, Cornwall Ctr. 75, Eatons Mall 16, Golden Mile Plz. 40, Gordon Road 11, Glen Cairn Shopping Ctr. 14, Hill Ave. 11, Hillsdale Ctr. 7, Midtown Plz. 35, Normanview 40, Northgate 70, Park Plz. 7, Regent Pk. 16, Regina Inn Ctr. 21, Riverheights 13, Scarth St. Mall 40, Southland Mall 54, Sherwood Vlg. 40, Thirteenth Ave. Ctr. 9, Whitmore Pk. 7, Victoria Sq. 45.
Principal Shopping Days-Mon. through Sat. Open Thur. evening.

13 - RETAIL OUTLETS: **Department Stores**-Army & Navy, T. Eaton Co., Saan Stores Ltd., Sears Ltd., Sherwood Co-op Assoc. Ltd., The Bay, Woolco, MacLeods, Robinson Stores, Zeller's 3.
Variety Stores-Kresge, Woolworth, Metropolitan, Zeller's, Robinson.
Chain Drug Stores-Boots 3, Pinders Rexall 6, Bi-Rite 5, White Cross 4, Shoppers 2, Arp 8.
Chain Supermarkets-Safeway 7, Dominion 4, Loblaws-OK Economy 6, Tom Boy 4, Sherwood Co-op 2, Econo Mart 2, Food Barn.
Other Chain Stores-Shoes: Agnew-Surpass, Bata, Kinney, Reward, Sterling, Chandler, Duet, Naturalizer, Fredelle, Maher, Julia, Lewis, Boutique Aldo, Agnew, Aggies. Jewelry: People's Credit, Henry Birks, Mappins, D.B. Allan, Juniors Kitchen Boutique, Picadilly Gifts, Zale's, Heinrichs Gem Centre, R & R Merchants, Ben Moss. Clothing: Dalmy's, Pennington's, Jack Fraser, Thrifty's, The Pant House, Jean Junction, Sweet 16, Shirley K Maternity, D'Allaird's, Sally's, Tip Top Tailors, Reitman's, Mortons, P3, Suzy Shier, Mannequin, Ricki's, Fairweather, Cactus, Town & Country, Cicana, Smart Set, Irene Hill, Ayres, J. Michaels, Liz Porter, This is Maggie, Antels, Chantel, Addition-Elle, Modissa, Suzy Creamcheese, Boutique Marie Claire, The Loft, Big Steel Man, George Richards Kingsize Clothes, Bootlegger. Automotive: Uniroyal, Dunlop, Firestone 3, B.F. Goodrich, Goodyear 3, General, Peavy Mart, Canadian Tire 2, Triangle Auto. Other: Radio Shack, Laura Secord, Sam The Record Man, Bumper to Bumper 2, Classic Book Shop, Caprice Cards, Astral Photo, Willson Office Specialty, Coles Books, Mr. Sound Records & Tapes, Happy Hour Card'n Party Shop, A & A Records, One Hour Photo, Foot Locker (athletic supplies), Lewiscraft Hobbies & Crafts, Shans Christian Toys, The Teachers Store (educ. toys & suppl.), The Drapery Shoppe, Samco Electronics, Andrea's Bath Boutique, The Key Man, Big Brothers T-Shirts, Punchy's Posys, Kids World.

14 - NEWSPAPERS: THE LEADER-POST (e) 72,441, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Ed Schultz, Dir. Adv., THE LEADER-POST, Victoria Ave. & Park St., Regina, SK S4P 3G4; Tel. (306) 565-8211.
National Representatives: Landon Associates.

SASKATOON, SASK.

1 - LOCATION: E&P Map B-3. On South Saskatchewan River, 326 mi. E of Edmonton, 490 mi. NW of Winnipeg. On Hwys. 5, 7, 11, 14.

2 - TRANSPORTATION: **Railroads**-CN, CP, Via Rail.
Motor Freight Carriers-5.
Intercity Bus Lines-Saskatoon Transit, Saskatchewan Transportation, Greyhound, Western Trailways.
Air Service-Ray's Flying Service, Mitchison's Flying Service, Wardair, Summer Overseas Service, CP Air.
Airlines-Air Canada, Norcanair, Pacific Western, Frontier.

3 - POPULATION:
Corp. City-Met. Area 81 Cen. 154,210; E&P 85 Est. 177,271
CZ-ABC: (81) 154,210
Bal. in NDM-ABC: (81) 83,253
Total NDM-ABC: (81) 237,463
RTZ-ABC: (81) 139,188
Total NDM & RTZ-ABC: (81) 376,651

4 - HOUSEHOLDS:
City-Met. Area 81 Cen. 58,177; E&P 85 Est. 61,100
CZ-ABC: (81) 57,340
Bal. in NDM-ABC: (81) 27,580
Total NDM-ABC: (81) 84,920
RTZ-ABC: (81) 47,595
Total NDM & RTZ-ABC: (81) 132,515

5 - BANKS	**NUMBER**	**DEPOSITS**
Savings & Comm.	52	N.A.

6 - PASSENGER AUTOS: City 79,410

7 - ELECTRIC METERS: Residence 50,180

8 - GAS METERS: Residence 47,940

9 - PRINCIPAL INDUSTRIES: Industry-No. of Wage Earners: R.R. 1,500; Dairy 310; Flour Mills 185; Meat Packing 784; Meats 300-400; Gasoline 100; Road Mach. 65; Iron Works 75; Brewery 155; Cereal 200; Fibreboard 28; Potash 2,000; Chemicals Mfg. 155; Garment Mfg. 600; Electronics 250. Av. Weekly Wages $408.

10 - CLIMATE: Min. & Max. Temp.-Spring 35-89; Summer 34-93; Fall 7-75; Winter 40-35. First killing frost, Sept. 4; last killing frost, May 8.

11 - TAP WATER: Alkaline, hard, fluoridated, artificially softened.

12 - RETAILING: **Principal Shopping Centers**-Midtown Plz. (1st Ave., Idylwyld 62 units) 5 blocks on 2nd Ave., 4 on 3rd Ave., 3 in 21st St. E, 4 on 20th Street W.
Neighborhood Shopping Centers (No. of stores)-Nutana 5 blocks, Mayfair 5 blocks, Pleasant Hill 1 block, Broadway 1 block, Grosvenor Park (45), Avalon (17), Cumberland (20), Haultain (4), Mount Royal (10), Westgate (15), Ford's (6), Co-Op (33), Churchill (13), Market Mall (75), Zeller's County Fair (4), Confederation Park Plz. (36), Wildwood Mall (30), Lawson Heights (63), Midtown Vlg. (14), Sturdy Stone Ctr. (16).
Principal Shopping Days-Thur., Sat.
Stores Open Evenings-Thur.

13 - RETAIL OUTLETS: **Department Stores**-The Bay, Eaton's, Sears, Army & Navy, MacLeod's, Robinson, Saan, Zeller's, Woolco, Co-op Center.
Variety Stores-Kresge's, Woolworth.
Chain Drug Stores-Pinders 8, Price Wathers 13, Shoppers Dry Mart 2, Others 20.
Chain Supermarkets-Safeway 6, OK Economy 4, Shop-Rite 12, Dominion 2, IGA, Independent 36, Super Valu 2.
Other Chain Stores-Singer, Laura Secord, Fairweather, Ricki's, Pennington's, Bata, Agnew Surpass, D'Allards, People's Credit, Birk's, Reitmans's, United Cigar, Canadian Tire, Coles, Tip Top, Firestone, Ben Moss Jewelers, Jack Fraser, Irene Hill.

14 - NEWSPAPERS: STAR-PHOENIX (e) 61,180, Mar. 31, 1985 ABC.
Local Contact for Advertising and Merchandising Data: Armand M. Kraft, Adv. Mgr., STAR-PHOENIX, 204-5th Ave. N., Saskatoon, SK S7K 2P1; Tel. (306) 664-8340.
National Representatives: Landon Associates.

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SECTION IV

Population, income, retail sales tables

1986 estimates of population, income, retail sales, food sales—U.S. and Canada

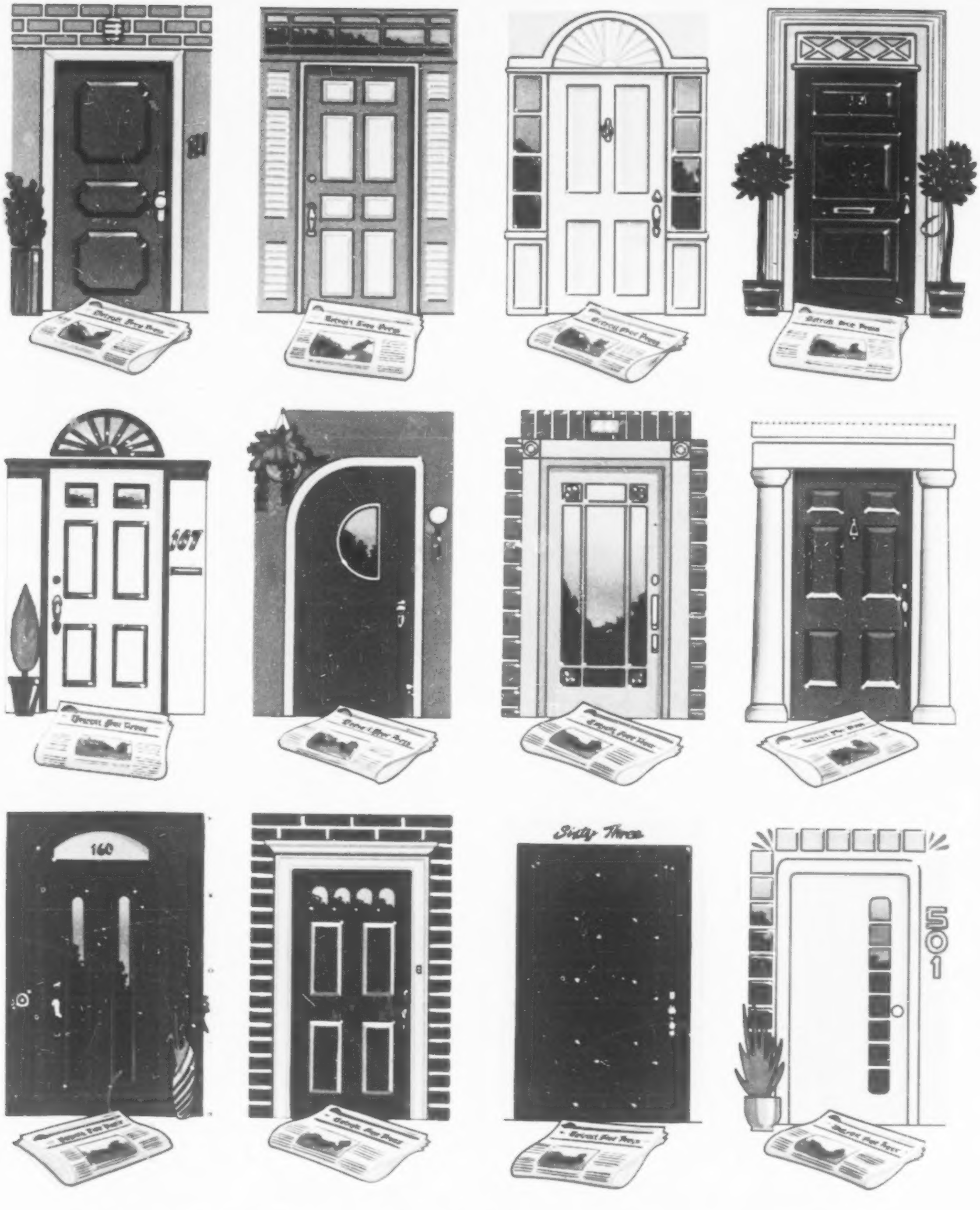
U.S. DAILY NEWSPAPER MARKETS
Metro areas (MSAs), counties, cities

States	Pop. Income Tables	Ret. Sales Tables
Alabama	3	80
Alaska	4	81
Arizona	5	82
Arkansas	6	82
California	7	84
Colorado	10	87
Connecticut	12	88
Delaware	12	89
Dist. of Columbia	13	89
Florida	13	89
Georgia	15	91
Hawaii	18	93
Idaho	18	94
Illinois	19	94
Indiana	22	97
Iowa	24	99
Kansas	26	101
Kentucky	28	103
Louisiana	30	105
Maine	32	107
Maryland	33	107
Massachusetts	33	108
Michigan	34	109
Minnesota	36	111
Mississippi	38	113
Missouri	40	115
Montana	42	117

States	Pop. Income Tables	Ret. Sales Tables
Nebraska	43	118
Nevada	45	119
New Hampshire	45	120
New Jersey	46	120
New Mexico	47	121
New York	47	122
North Carolina	49	124
North Dakota	52	126
Ohio	53	127
Oklahoma	55	129
Oregon	57	131
Pennsylvania	58	132
Rhode Island	61	135
South Carolina	61	135
South Dakota	62	136
Tennessee	63	137
Texas	65	139
Utah	70	144
Vermont	71	144
Virginia	71	145
Washington	74	147
West Virginia	75	148
Wisconsin	76	149
Wyoming	77	150

DAILY NEWSPAPER MARKETS—CANADA

Provinces Metro Areas Cities	Pop. Income Tables	Ret. Sales Tables
All Canadian markets	78	151



Free Press readers are among the best-addressed people around.

The morning Free Press has more readers in the 25-49 age group; more college educated and college graduate readers; more white collar and professional readers; more readers of all ages and backgrounds in every income bracket from $25,000 per year and up. The morning Free Press. It addresses the audience you want.

Detroit Free Press
Michigan's Morning Newspaper

NATIONWIDE SUMMARY OF POPULATION INCOME, HOUSEHOLDS, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1984)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
U.S. TOTALS	226,505,894	241,568,794	6.7	89,562,304	1800,450,327	2,824,314,643	11,692	31,535	2,240,406	69,039,539	72,738,996
ALABAMA	3,890,061	4,068,917	4.6	1,465,194	24,712,441	37,874,515	9,308	25,849	48,448	801,614	1,387,335
ALASKA	400,481	510,698	27.5	175,640	4,132,498	8,030,756	15,725	45,723	570	17,738	7,069
ARIZONA	2,717,866	3,218,368	18.4	1,186,669	20,043,927	34,367,034	10,678	28,961	7,334	768,434	752,986
ARKANSAS	2,285,513	2,389,099	4.5	892,756	14,224,532	21,970,965	9,196	24,610	50,525	1,442,579	1,873,539
CALIFORNIA	23,668,562	26,659,393	12.6	10,159,300	217,032,193	349,444,376	13,108	34,397	82,463	9,761,196	4,470,565
COLORADO	2,888,834	3,295,042	14.1	1,259,717	24,064,879	40,986,128	12,439	32,536	27,111	1,147,707	2,204,408
CONNECTICUT	3,107,576	3,211,672	3.3	1,181,677	29,818,935	47,900,618	14,915	40,536	3,754	141,906	220,602
DELAWARE	595,225	614,809	3.3	223,795	4,792,214	7,583,974	12,335	33,888	3,338	137,097	383,351
DIST. OF COLUMBIA	638,432	610,629	-4.4	252,753	6,297,014	9,357,581	15,324	37,023	N.A.	N.A.	N.A.
FLORIDA	9,739,992	12,010,370	23.3	4,842,958	73,854,063	131,770,939	10,971	27,209	36,352	3,496,426	1,090,603
GEORGIA	5,464,265	5,847,843	7.0	2,088,165	36,459,546	63,398,558	10,841	30,361	49,630	1,738,605	1,848,869
HAWAII	964,856	1,038,938	7.7	330,538	7,575,971	12,720,581	12,244	38,484	4,595	529,568	87,151
IDAHO	943,935	1,009,950	7.0	362,487	6,675,557	9,880,939	9,784	27,259	24,714	1,385,904	902,553
ILLINOIS	11,418,461	11,575,924	1.4	4,272,396	100,981,833	148,508,446	12,829	34,760	98,483	4,555,724	2,182,203
INDIANA	5,490,179	5,524,885	.6	2,021,781	41,122,720	60,757,244	10,997	30,051	77,180	2,149,944	1,773,902
IOWA	2,913,387	2,920,436	.2	1,099,378	22,563,979	33,125,382	11,343	30,131	115,413	4,299,673	5,012,623
KANSAS	2,363,208	2,539,613	7.5	979,655	19,942,057	30,316,511	11,937	30,946	73,315	2,327,946	3,619,546
KENTUCKY	3,661,433	3,757,766	2.6	1,352,084	24,051,119	37,110,073	9,876	27,447	101,642	1,239,714	1,412,434
LOUISIANA	4,204,417	4,452,069	5.9	1,552,729	30,387,847	46,322,131	10,405	29,833	31,628	1,047,122	477,701
MAINE	1,124,660	1,179,433	4.9	434,064	7,573,609	11,805,796	10,010	27,198	7,003	166,601	289,230
MARYLAND	4,216,446	4,361,639	3.4	1,575,683	35,119,282	56,624,964	12,982	35,937	16,183	342,932	811,066
MASSACHUSETTS	5,737,037	5,867,974	2.3	2,171,826	47,520,712	78,673,869	13,407	36,225	5,401	251,112	131,822
MICHIGAN	9,258,344	9,146,002	-1.2	3,292,656	75,720,126	104,953,876	11,475	31,875	58,661	1,479,372	1,297,626
MINNESOTA	4,077,148	4,157,636	2.0	1,535,489	32,360,505	50,833,754	12,227	33,106	94,382	2,904,343	3,338,025
MISSISSIPPI	2,520,638	2,615,837	3.8	895,527	14,220,821	22,194,115	8,485	24,783	42,415	1,117,400	1,044,860
MISSOURI	4,917,444	5,064,853	3.0	1,927,280	37,090,171	56,950,764	11,244	29,550	112,447	1,560,039	2,166,168
MONTANA	786,415	843,331	7.2	317,040	5,555,808	7,960,508	9,439	25,109	23,570	647,011	772,433
NEBRASKA	1,570,006	1,614,294	2.8	612,722	11,718,989	18,466,897	11,440	30,139	60,243	2,558,707	4,522,959
NEVADA	799,184	1,003,119	25.5	398,660	6,988,787	11,526,660	11,491	28,914	2,719	79,958	172,372
NEW HAMPSHIRE	920,610	1,013,849	10.1	372,356	7,138,969	12,547,848	12,376	33,699	2,757	33,367	75,521
NEW JERSEY	7,364,158	7,622,443	3.5	2,758,588	67,413,242	107,251,325	14,070	38,879	8,277	370,564	134,746
NEW MEXICO	1,300,230	1,455,678	12.0	514,966	8,777,605	14,136,716	9,711	27,452	12,914	332,199	656,526
NEW YORK	17,557,288	17,782,490	1.3	6,700,885	146,080,680	226,924,908	12,761	33,865	42,207	794,294	1,911,126
NORTH CAROLINA	5,874,429	6,299,799	7.2	2,287,487	39,181,126	63,617,437	10,098	27,811	72,792	2,192,776	1,927,227
NORTH DAKOTA	652,695	702,639	7.7	254,899	4,858,010	8,404,657	11,962	32,972	36,431	1,853,852	690,312
OHIO	10,797,419	10,911,171	1.1	4,041,625	85,258,072	123,646,654	11,332	30,593	86,934	1,998,970	1,611,728
OKLAHOMA	3,025,266	3,416,759	12.9	1,321,050	23,417,809	36,145,011	10,579	27,361	72,523	786,738	1,775,728
OREGON	2,632,663	2,725,848	3.5	1,071,250	20,608,732	28,832,619	10,577	26,915	34,087	1,166,142	625,641
PENNSYLVANIA	11,866,728	12,055,718	1.6	4,473,699	92,658,849	137,475,043	11,403	30,730	55,535	923,093	2,242,437
RHODE ISLAND	947,154	978,394	3.3	364,443	7,379,049	11,667,938	11,926	32,016	728	47,662	13,871
SOUTH CAROLINA	3,119,208	3,373,085	8.1	1,164,209	19,595,356	31,825,085	9,435	27,336	24,929	708,133	427,682
SOUTH DAKOTA	690,178	712,541	3.2	261,067	4,550,896	7,719,892	10,834	29,571	37,148	1,085,880	1,802,904
TENNESSEE	4,590,750	4,829,420	5.2	1,778,631	30,451,438	47,595,942	9,855	26,760	90,565	981,205	1,003,352
TEXAS	14,228,383	16,758,877	17.8	6,065,666	116,110,200	192,238,813	11,471	31,693	185,020	3,711,655	5,900,910
UTAH	1,461,037	1,651,103	13.0	529,095	9,286,498	15,305,882	9,270	28,928	13,984	135,690	444,370
VERMONT	511,456	543,749	6.3	198,581	3,379,495	5,392,223	9,917	27,154	6,315	30,669	369,279
VIRGINIA	5,346,279	5,772,139	8.0	2,095,658	41,951,679	69,600,214	12,058	33,212	51,859	672,933	1,121,157
WASHINGTON	4,130,163	4,487,935	8.7	1,751,560	36,391,105	53,391,222	11,897	30,482	36,080	1,902,960	1,029,542
WEST VIRGINIA	1,949,644	1,979,111	1.5	726,665	13,048,900	18,330,579	9,262	25,226	18,742	44,038	181,594
WISCONSIN	4,705,335	4,856,790	3.2	1,775,177	36,225,119	54,752,708	11,273	30,844	82,199	1,062,926	4,072,912
WYOMING	470,816	528,717	12.3	194,128	4,085,363	6,093,973	11,526	31,392	8,861	107,421	466,430

NATIONWIDE SUMMARY OF RETAIL SALES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
U.S. TOTALS	1,085,917,087	1,337,438,261	1,415,463,098	66,402	74,516,828	34,145	157,908,218	176,219	297,351,763	91,068	322,372,436	116,188	104,255,298	134,137	77,993,365	93,734	73,327,462	319,873	135,744,247	49,527	50,758,601
ALABAMA	14,479,552	17,965,941	18,769,836	1,108	1,053,104	843	2,106,873	2,997	4,295,796	1,964	4,598,686	2,003	1,252,000	2,262	1,109,611	1,551	852,853	3,439	1,392,818	1,031	709,243
ALASKA	3,227,327	4,238,218	4,570,606	134	545,962	86	472,434	297	919,897	135	744,585	176	243,728	207	187,135	166	221,504	749	579,149	63	205,040
ARIZONA	13,894,262	18,720,877	20,165,216	685	1,102,386	426	2,122,039	1,959	4,501,670	1,156	4,737,178	1,204	1,561,530	1,468	811,943	1,243	1,113,577	4,191	2,025,757	502	797,284
ARKANSAS	9,113,502	11,710,810	12,336,158	797	703,976	521	1,528,182	1,960	2,548,686	1,278	3,299,056	1,216	846,830	1,477	638,894	927	505,585	2,512	837,776	653	363,444
CALIFORNIA	123,945,914	158,941,727	168,496,425	5,531	7,948,435	2,262	18,778,865	16,749	35,002,288	8,798	37,112,635	10,625	11,859,514	14,031	8,650,062	10,376	9,752,022	36,734	18,257,568	4,308	7,352,769
COLORADO	16,581,084	20,911,121	22,352,508	966	1,432,574	376	2,209,054	1,869	4,604,471	1,358	5,307,857	1,570	1,592,821	1,864	1,068,267	1,488	1,257,177	5,057	2,454,151	508	500,087
CONNECTICUT	15,828,588	20,380,477	21,605,505	866	1,027,674	374	2,140,481	2,259	4,424,631	1,143	4,707,750	1,728	1,667,730	1,792	1,323,591	1,379	1,081,743	4,612	1,987,287	715	683,163
DELAWARE	3,130,558	3,849,199	4,047,757	201	227,410	92	539,204	508	809,867	225	859,954	302	289,569	416	223,680	267	208,678	788	341,522	128	146,960
DIST. OF COLUMBIA	2,654,366	3,204,150	3,322,172	40	57,036	38	294,331	377	600,116	74	206,183	158	197,847	388	327,325	190	207,997	1,048	743,659	140	178,208
FLORIDA	55,468,945	74,265,597	80,280,979	3,264	4,195,137	1,591	8,480,585	9,420	16,495,858	4,516	20,385,911	5,504	5,647,577	7,472	4,014,668	5,634	4,681,757	13,933	7,917,893	2,291	3,018,690
GEORGIA	24,408,112	32,469,939	34,565,686	1,574	2,042,085	998	3,848,513	4,720	7,144,108	2,602	8,170,201	3,075	2,787,050	3,309	1,800,426	2,427	1,722,713	6,118	3,166,001	1,473	1,187,715
HAWAII	5,193,406	6,219,540	6,571,127	126	216,809	153	840,734	797	1,298,369	227	886,881	366	428,047	793	504,721	335	251,921	1,741	1,127,978	121	458,534
IDAHO	4,060,204	5,003,213	5,222,476	399	368,179	204	389,379	753	1,229,826	545	1,297,338	494	373,343	523	229,574	434	254,320	1,536	465,482	214	219,454
ILLINOIS	50,747,397	61,427,603	63,778,232	3,024	2,964,943	1,309	7,369,763	6,334	12,107,704	3,616	14,154,923	5,139	4,796,523	6,412	4,221,617	4,035	3,258,077	16,215	6,372,639	2,514	2,800,827
INDIANA	23,723,731	30,050,817	31,340,156	1,762	1,691,459	860	3,490,193	3,116	6,361,558	2,282	7,296,326	3,167	2,983,708	2,898	1,440,489	2,165	1,385,759	7,720	3,025,168	1,212	1,363,843
IOWA	12,646,359	14,896,630	15,424,979	1,566	1,070,011	620	1,641,768	2,164	3,323,482	1,496	3,611,775	2,064	1,389,053	2,065	759,464	1,361	683,281	5,298	1,351,494	715	496,718
KANSAS	10,841,925	12,843,762	13,412,606	1,028	858,957	437	1,555,471	1,767	2,663,481	1,231	3,407,220	1,512	1,085,876	1,572	673,218	1,184	664,122	3,613	1,142,937	566	369,259
KENTUCKY	14,572,388	17,606,259	18,393,974	1,163	1,043,113	797	2,201,057	2,987	4,173,449	1,553	3,942,460	2,121	1,639,447	1,893	811,561	1,309	763,449	3,817	1,559,605	973	715,873
LOUISIANA	19,986,261	23,612,095	24,957,853	1,298	1,588,127	802	2,829,234	3,755	5,645,570	1,727	5,810,583	1,976	1,572,000	2,615	1,432,637	1,645	1,340,335	4,755	2,220,311	1,046	948,011
MAINE	5,331,613	6,697,937	7,061,524	457	464,828	361	623,565	1,327	1,616,073	581	1,583,932	642	436,895	517	294,215	423	219,796	1,629	561,332	275	230,288
MARYLAND	20,982,781	27,955,080	29,610,679	880	1,236,459	492	3,445,351	2,970	6,100,417	1,305	6,746,801	1,877	2,350,205	2,381	1,627,471	1,569	1,598,819	5,181	2,722,444	759	1,099,739
MASSACHUSETTS	28,815,549	38,447,709	41,013,363	1,466	1,873,896	760	4,301,191	4,308	7,940,965	1,778	8,461,711	2,963	2,791,957	3,159	2,649,934	2,182	1,991,451	8,755	4,450,765	1,463	1,443,086
MICHIGAN	39,215,526	42,956,313	47,389,984	2,551	2,374,493	937	5,883,260	6,469	9,104,369	3,095	11,381,004	4,128	3,974,823	4,466	2,756,325	2,900	2,385,179	12,260	4,530,273	1,822	1,894,563
MINNESOTA	19,599,240	25,642,524	27,092,429	1,949	1,878,722	585	3,105,913	2,911	4,952,763	1,623	6,179,615	2,230	2,372,835	2,337	1,299,429	1,738	1,258,318	5,687	2,459,264	846	812,496
MISSISSIPPI	9,044,004	11,581,618	12,226,080	761	701,845	680	1,560,056	2,489	2,858,165	1,377	2,978,929	1,192	767,384	1,471	602,713	981	511,173	2,218	805,524	743	469,215
MISSOURI	21,635,411	28,292,879	30,809,707	1,678	1,665,076	889	3,971,703	3,334	6,122,862	2,249	7,176,226	2,944	2,614,763	2,717	1,528,624	1,984	1,363,298	6,827	2,894,313	1,013	918,091
MONTANA	3,955,199	4,522,276	4,701,638	438	354,120	151	352,044	709	1,020,639	459	1,099,094	522	380,292	560	239,658	389	236,224	1,925	489,533	200	167,600
NEBRASKA	6,995,482	8,242,495	8,577,090	820	601,064	328	947,083	1,229	1,610,028	822	2,006,870	1,129	750,741	1,022	432,413	651	484,703	2,870	816,012	421	257,317
NEVADA	5,343,074	6,892,652	7,409,603	242	407,481	113	819,999	623	1,534,616	395	1,672,793	476	650,095	631	373,498	346	343,029	1,495	759,393	129	261,695
NEW HAMPSHIRE	5,353,641	7,051,622	7,522,202	426	531,621	219	741,111	924	1,660,703	446	1,719,143	548	470,048	563	358,747	444	332,932	1,378	596,796	226	199,172
NEW JERSEY	36,306,776	46,344,794	49,006,461	1,687	2,035,217	794	4,911,253	5,821	10,738,693	2,297	10,638,093	4,159	3,581,949	4,753	3,182,664	2,872	2,804,091	10,482	4,331,574	1,544	1,441,489
NEW MEXICO	6,318,724	7,948,562	8,426,240	398	580,742	265	753,558	1,001	1,831,672	645	2,111,451	770	672,827	766	439,480	551	386,473	1,929	816,639	220	222,898
NEW YORK	72,266,689	90,860,042	95,504,646	3,851	3,814,453	2,018	10,162,500	14,850	21,470,566	4,276	16,766,502	6,335	4,953,455	10,993	7,290,164	6,503	5,724,942	26,168	9,854,481	3,835	3,596,108
NORTH CAROLINA	25,005,089	34,238,785	36,433,555	1,966	2,412,393	1,349	3,571,678	5,372	8,095,915	2,984	8,609,769	3,050	2,281,845	3,649	2,024,508	2,838	2,034,035	6,670	3,041,018	1,439	1,308,612
NORTH DAKOTA	3,366,973	4,242,884	4,480,947	479	352,495	138	446,758	533	676,547	378	1,351,729	421	388,788	517	229,138	323	207,741	1,261	368,365	179	130,537
OHIO	46,315,071	55,996,196	58,165,166	2,758	2,550,749	1,364	7,657,963	7,716	12,836,971	3,804	12,615,119	5,907	5,541,145	4,925	2,496,426	3,686	2,673,675	15,787	5,816,082	2,048	2,154,625
OKLAHOMA	16,070,649	19,081,371	20,338,294	1,039	1,277,661	543	2,206,063	2,674	4,238,853	1,641	5,736,112	1,589	1,138,020	2,025	1,194,829	1,360	1,039,904	4,256	1,726,991	756	438,239
OREGON	12,634,032	15,060,390	15,678,679	941	767,286	369	2,195,462	2,370	3,080,083	1,221	3,507,521	1,492	1,141,523	1,354	753,636	1,253	744,613	4,581	1,649,678	465	487,544
PENNSYLVANIA	50,775,600	60,634,320	63,179,360	2,985	2,936,517	1,551	7,618,916	8,594	13,697,755	4,209	13,768,281	5,781	4,463,403	6,474	3,509,266	4,191	2,900,855	16,228	5,452,504	2,628	2,204,981
RHODE ISLAND	4,162,811	5,274,946	5,570,781	238	263,713	94	605,462	780	1,151,639	361	1,083,940	519	419,356	492	329,840	376	230,109	1,571	545,325	222	248,274
SOUTH CAROLINA	12,498,005	16,198,486	17,157,823	993	1,092,096	621	1,680,955	2,616	3,954,435	1,434	3,784,528	1,667	1,366,031	1,963	956,540	1,454	926,826	3,372	1,482,166	775	595,807
SOUTH DAKOTA	2,989,152	3,690,544	3,859,062	430	288,888	146	325,830	583	713,235	360	947,654	533	382,444	488	190,816	317	167,426	1,286	344,613	194	146,621
TENNESSEE	19,604,644	24,498,038	25,739,655	1,348	1,272,002	938	3,044,941	3,857	5,543,186	2,083	6,229,618	2,490	2,125,465	2,803	1,295,056	1,906	1,228,493	4,913	2,155,427	1,167	881,794
TEXAS	82,272,213	102,410,101	109,122,730	4,211	6,313,184	2,465	11,857,971	13,103	22,812,374	7,438	29,441,248	8,234	7,211,518	10,139	6,477,756	6,525	5,713,942	19,755	9,624,540	3,196	2,781,741
UTAH	6,327,012	7,939,912	8,399,542	383	537,778	205	928,141	867	1,822,501	615	1,981,576	842	720,734	742	397,622	537	489,477	1,693	560,489	225	224,560
VERMONT	2,600,585	3,324,167	3,529,866	265	269,517	155	235,811	662	770,733	286	820,544	359	250,507	316	152,867	255	127,900	908	301,722	142	99,658
VIRGINIA	24,706,372	31,514,501	33,324,668	1,277	1,611,855	984	3,828,577	4,465	7,185,788	2,208	7,773,737	2,652	2,672,272	2,846	1,701,460	2,314	1,855,439	6,024	2,846,890	1,076	1,240,599
WASHINGTON	20,007,660	24,850,414	26,188,432	1,335	1,596,108	480	2,822,982	3,299	5,869,006	1,880	5,344,137	2,144	1,838,461	1,909	1,313,248	1,958	1,302,382	6,543	2,936,228	842	1,099,957
WEST VIRGINIA	7,521,088	8,565,827	8,865,608	543	576,380	500	1,173,739	1,553	2,150,869	783	1,974,342	1,062	690,614	903	397,634	661	391,151	1,955	615,670	433	333,837
WISCONSIN	20,553,996	25,005,428	26,124,201	1,805	1,473,909	739	3,066,052	3,107	5,349,137	1,844	5,602,230	2,701	2,245,950	2,413	1,100,664	1,879	1,311,613	9,493	2,786,345	961	737,403
WYOMING	2,818,525	3,157,473	3,338,832	270	265,903	123	224,170	315	689,378	265	740,685	430	394,760	386	167,841	252	134,583	897	332,656	110	114,933

EDITOR & PUBLISHER'S
POPULATION, INCOME, HOUSEHOLDS AND FARM PRODUCTS ESTIMATES* AND DATA FOR 1986

ALABAMA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	3,890,061	4,068,917	4.6	1,465,194	24,712,441	37,874,515	9,308	25,849	48,448	606,428	1,067,389
METROPOLITAN STATISTICAL AREAS											
Anniston, Al	116,936	127,175	8.8	44,186	656,134	1,101,576	8.662	24,930	733	3,784	14,758
Birmingham, Al	883,819	900,121	1.8	335,764	6,280,092	9,358,213	10,397	27,871	3,674	15,409	101,624
Columbus, Ga-Al	239,196	239,443	.1	82,329	1,586,953	2,198,581	9,182	26,705	381	6,806	3,229
Dothan, Al	122,453	126,332	3.2	44,502	879,159	1,147,329	9,082	25,782	1,537	41,221	19,231
Florence, Al	135,023	139,547	3.4	51,236	798,617	1,252,547	8,976	24,447	2,099	34,288	19,679
Gadsden, Al	103,057	104,095	1.0	38,907	514,601	934,672	8,979	24,023	998	3,764	18,506
Huntsville, Al	196,966	214,890	9.1	76,452	1,402.317	2,688.147	12,509	35,161	1,101	32,326	16,044
Mobile, Al	442,819	484,869	9.5	171,205	2,751,286	4,441,216	9,160	25,941	2,002	59,904	24,164
Montgomery, Al	272,687	291,884	7.0	103,496	1,894,156	2,985,191	10,227	28,844	1,925	29,017	34,086
Tuscaloosa, Al	137,473	139,347	1.4	50,224	886,872	1,342,710	9,636	26,734	650	5,583	6,929
COUNTIES, Cities											
AUTAUGA	32,259	34,432	6.7	11,337	221,667	331,946	9,641	29,280	453	10,227	7,785
BALDWIN	78,440	91,764	17.0	32,724	480,621	831,412	9,060	25,407	1,119	30,509	14,060
BARBOUR	24,756	25,937	4.8	9,207	114,806	189,363	7,301	20,567	587	15,225	9,195
BIBB	15,723	17,207	9.4	5,856	90,488	133,593	7,764	22,813	228	756	1,408
BLOUNT	36,459	38,347	5.2	13,880	256,742	308,606	8,048	22,234	1,338	6,610	44,610
BULLOCK	10,596	10,542	–.5	3,554	47,878	65,296	6,194	18,373	342	11,026	4,617
BUTLER	21,680	22,681	4.6	8,197	123,139	168,758	7,441	20,588	593	4,289	12,653
CALHOUN	116,936	127,175	8.8	44,186	656,134	1,101,576	8,662	24,930	733	3,784	14,758
Anniston	29,523	28,435	–3.7	10,910	181,177	259,467	9,125	23,782	*	*	*
CHAMBERS	39,191	41,283	5.3	14,913	214,799	335,185	8,119	22,476	409	582	5,770
Lanett	6,897	6,925	.4	2,774	44,561	56,810	8,204	20,479	*	*	*
CHEROKEE	18,760	19,937	6.3	7,270	86,551	158,345	7,942	21,781	588	15,686	9,350
CHILTON	30,612	31,595	3.2	11,543	181,984	263,188	8,330	22,801	793	6,218	4,081
CHOCTAW	16,839	16,800	–.2	5,616	77,848	122,034	7,264	21,730	404	672	2,915
CLARKE	27,702	27,842	.5	9,407	140,738	225,000	8,081	23,918	429	537	2,334
CLAY	13,703	13,984	2.1	5,136	67,285	104,479	7,471	20,342	466		
CLEBURNE	12,595	13,453	6.8	4,891	68,851	108,497	8,065	22,183	380		
COFFEE	38,533	41,486	7.7	15,090	273,920	386,516	9,317	25,614	944	18,453	42,076
Enterprise	18,033	19,922	10.5	7,236	149,889	202,479	10,164	27,982	*	*	*
COLBERT	54,519	54,784	.5	20,143	318,243	493,919	9,016	24,521	686	18,291	9,668
Muscle Shoals	8,911	9,528	6.9	3,351	77,236	92,963	9,757	27,742	*	*	*
Sheffield	11,903	10,600	–11.0	4,182	76,461	99,034	9,343	23,681	*	*	*
Tuscumbia	9,137	8,876	–2.9	3,214	70,149	80,880	9,112	25,165	*	*	*
CONECUH	15,884	15,494	–2.5	5,511	67,732	107,251	6,922	19,461	483	5,450	4,164
COOSA	11,377	11,356	–.2	4,104	57,769	79,827	7,029	19,451	299	149	2,142
COVINGTON	36,850	37,895	2.8	14,817	238,265	318,066	8,393	21,466	1,006	13,302	21,127
Andalusia	10,415	10,410	–.1	4,023	77,543	89,925	8,638	22,353	*	*	*
CRENSHAW	14,110	14,100	–.1	5,309	72,808	100,719	7,143	18,971	558	8,067	36,278
CULLMAN	61,642	65,579	6.4	24,225	437,192	523,477	7,982	21,609	2,303	9,962	111,049
Cullman	13,084	12,955	–1.0	4,988	116,105	122,734	9,474	24,606	*	*	*
DALE	47,821	46,474	–2.8	15,241	322,271	374,885	8,067	24,597	582	13,223	8,349
DALLAS	53,981	55,754	3.3	19,010	304,650	406,742	7,295	21,396	557	18,207	11,858
Selma	26,684	27,532	3.2	9,599	170,492	215,393	7,823	22,439	*	*	*
DE KALB	53,658	56,826	5.9	21,278	355,190	435,530	7,664	20,469	2,228	15,378	82,884
Fort Payne	11,485	11,967	4.2	4,657	76,924	101,064	8,445	21,702	*	*	*
ELMORE	43,390	47,663	9.8	16,151	263,346	451,676	9,476	27,966	713	10,111	9,216
ESCAMBIA	38,392	38,303	–.2	13,173	201,742	313,159	8,176	23,773	542	10,892	8,279
ETOWAH	103,057	104,095	1.0	38,907	514,601	934,672	8,979	24,023	998	3,764	18,506
Gadsden	47,565	41,574	–12.6	16,783	257,135	393,733	9,471	23,460	*	*	*
FAYETTE	18,809	19,653	4.5	7,343	115,847	168,126	8,555	22,896	419	1,905	3,756
FRANKLIN	28,350	29,537	4.2	11,154	181,925	266,895	9,036	23,928	896	3,223	18,303
GENEVA	24,253	24,203	–.2	8,958	146,093	194,031	8,017	21,660	940	22,893	21,216
GREENE	11,021	11,268	2.2	3,698	45,550	64,142	5,692	17,345	390	3,965	8,775
HALE	15,604	14,943	–4.2	4,882	67,547	90,633	6,065	18,565	481	5,919	12,917
HENRY	15,302	15,398	.6	5,482	87,998	122,953	7,985	22,428	475	26,816	6,171
HOUSTON	74,632	79,858	7.0	29,261	556,888	772,444	9,673	26,398	955	27,998	10,882
Dothan	48,756	51,664	6.0	19,061	405,259	543,393	10,518	28,508	*	*	*
JACKSON	51,407	51,968	1.1	18,642	368,183	441,792	8,501	23,699	1,295	13,110	18,014
Scottsboro	14,758	14,640	–.8	5,448	106,231	136,058	9,294	24,974	*	*	*
JEFFERSON	671,197	670,227	–.2	254,351	4,935,318	7,227,241	10,783	28,414	556	1,647	19,705
Birmingham	284,413	266,116	–6.4	105,306	1,847,817	2,452,281	9,215	23,287	*	*	*

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

ALABAMA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
LAMAR	16,453	16,620	1.0	6,105	92,486	139,777	8,410	22,895	447	1,584	2,728
LAUDERDALE	80,504	84,763	5.3	31,093	480,374	758,628	8,950	24,399	1,413	15,997	10,011
Florence	37,029	37,245	.6	13,940	247,023	345,110	9,266	24,757	*	*	*
LAWRENCE	30,170	32,183	6.7	10,918	162,526	234,966	7,301	21,521	1,226	20,953	30,491
LEE	76,283	81,984	7.5	30,334	487,316	721,076	8,795	23,771	407	4,625	3,843
Auburn	28,471	30,321	6.5	11,012	190,190	250,917	8,275	22,786	*	*	*
Opelika	21,896	22,738	3.8	8,184	143,908	207,565	9,129	25,362	*	*	*
LIMESTONE	46,005	49,308	7.2	17,267	244,632	503,952	10,220	29,186	1,171	30,512	12,215
Athens	14,558	14,811	1.7	5,571	95,977	168,431	11,372	30,234	*	*	*
LOWNDES	13,253	12,994	−2.0	3,878	52,005	70,486	5,425	18,176	440	4,744	13,911
MACON	26,829	26,800	−.1	8,679	137,916	180,639	6,740	20,813	401	6,125	4,122
MADISON	196,966	214,890	9.1	76,452	1,402,317	2,688,147	12,509	35,161	1,101	32,326	16,044
Huntsville	142,513	153,447	7.7	56,592	1,125,453	2,096,141	13,660	37,040	*	*	*
MARENGO	25,047	25,426	1.5	8,619	134,282	196,178	7,716	22,761	622	6,764	7,493
MARION	30,041	32,558	8.4	12,230	186,366	268,552	8,248	21,958	748	3,170	7,855
MARSHALL	65,622	71,995	9.7	26,948	391,396	702,217	9,754	26,058	1,664	6,127	73,757
MOBILE	364,379	393,105	7.9	138,481	2,270,665	3,609,804	9,183	26,067	883	29,395	10,104
Chickasaw	7,402	6,729	−9.1	2,729	51,848	66,246	9,845	24,275	*	*	*
Mobile	200,452	205,811	2.7	75,695	1,362,128	2,017,798	9,804	26,657	*	*	*
Prichard	39,541	37,924	−4.1	12,227	162,177	205,558	5,420	16,812	*	*	*
MONROE	22,651	22,984	1.5	7,686	128,569	179,698	7,818	23,380	540	7,036	5,392
MONTGOMERY	197,038	209,789	6.5	76,008	1,409,143	2,201,569	10,494	28,965	759	8,679	17,085
Montgomery	206,957	220,527	6.6	69,410	1,298,366	2,068,742	9,381	29,805	*	*	*
MORGAN	90,231	97,163	7.7	35,259	716,001	1,045,414	10,759	29,650	1,353	7,029	30,701
Decatur	42,002	43,863	4.4	16,432	361,378	469,323	10,700	28,562	*	*	*
PERRY	15,012	14,979	−.2	4,792	68,816	86,778	5,793	18,109	422	8,270	8,585
PICKENS	21,481	22,458	4.5	7,643	113,498	154,962	6,900	20,275	525	4,399	23,912
PIKE	28,050	28,953	3.2	10,300	165,820	213,114	7,361	20,691	733	14,519	16,392
Troy	12,587	12,821	1.9	4,464	82,635	101,689	7,931	22,780	*	*	*
RANDOLPH	20,075	20,811	3.7	7,632	97,388	147,226	7,074	19,291	695	542	20,094
RUSSELL	47,356	47,542	.4	17,168	306,637	419,066	8,815	24,410	314	6,770	3,138
ST. CLAIR	41,205	44,611	8.3	15,670	255,897	393,592	8,823	25,118	661	3,791	13,744
SHELBY	66,298	77,668	17.1	26,788	445,334	820,272	10,561	30,621	516	2,477	9,595
SUMTER	16,908	17,227	1.9	5,624	81,380	116,877	6,785	20,782	475	3,594	8,020
TALLADEGA	73,826	77,353	4.8	26,498	348,150	603,939	7,808	22,792	630	4,225	15,139
Sylacauga	12,708	12,649	−.5	4,744	72,157	117,154	9,262	24,695	*	*	*
Talladega	19,128	19,555	2.2	6,378	91,095	140,761	7,198	22,070	*	*	*
TALLAPOOSA	38,676	41,116	6.3	14,755	211,749	336,228	8,178	22,787	391	1,129	7,423
Alexander City	13,807	14,485	4.9	4,874	80,681	116,215	8,023	23,844	*	*	*
TUSCALOOSA	137,473	139,347	1.4	50,224	886,872	1,342,710	9,636	26,734	650	5,583	6,929
Northport	14,291	15,356	7.5	5,317	106,073	158,857	10,345	29,877	*	*	*
Tuscaloosa	75,143	75,159		27,766	520,900	706,715	9,403	25,453	*	*	*
WALKER	68,660	69,268	.9	25,075	386,801	608,502	8,785	24,267	603	884	13,970
Jasper	11,894	11,355	−4.5	4,293	84,861	117,422	10,341	27,352	*	*	*
WASHINGTON	16,821	17,790	5.8	5,779	83,449	133,816	7,522	23,156	466	1,786	11,063
WILCOX	14,755	15,052	2.0	4,682	63,662	87,689	5,826	18,729	399	4,177	4,522
WINSTON	21,953	22,337	1.7	8,160	138,385	186,667	8,357	22,876	625	370	40,120

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Alabama 1984 Cash Receipts as follows: From Crops $801,614,000; from Livestock & Livestock Products $1,387,335,000; Total $2,188,949,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

ALASKA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	400,481	510,698	27.5	175,640	4,132,498	8,030,756	15,725	45,723	570	6,010	5,389
METROPOLITAN STATISTICAL AREAS											
Anchorage, Ak	173,017	226,800	31.1	81,934	2,031,761	3,984,412	17,568	48,630	223	3,733	3,691
COUNTIES, Cities											
ALEUTIAN ISLAND	7,768	7,041	−9.4	1,519	34,427	68,806	9,772	45,297	28	6	235
ANCHORAGE	173,017	226,800	31.1	81,934	2,031,761	3,984,412	17,568	48,630	223	3,733	3,691
Anchorage	173,017	226,800	31.1	81,934	2,025,760	4,011,037	17,685	48,954	*	*	*
BETHEL	10,999	11,995	9.1	3,036	57,851	117,102	9,763	38,571	N.A.	N.A.	N.A.
BRISTOL BAY	1,094	1,214	11.0	310	13,662	18,217	15,006	58,765	N.A.	N.A.	N.A.
DILLINGHAM	4,616	5,771	25.0	1,607	36,885	64,119	11,111	39,900	N.A.	N.A.	N.A.
FAIRBANKS NORTH STAR	53,983	63,729	18.1	22,288	530,808	987,264	15,492	44,296	170	1,935	684
Fairbanks	22,645	26,726	18.0	9,532	405,833	478,993	17,922	50,251	*	*	*
HAINES	1,680	1,954	16.3	735	15,616	28,482	14,576	38,751	N.A.	N.A.	N.A.
JUNEAU	19,528	25,410	30.1	9,621	233,097	486,117	19,131	50,527	12	25	12
Juneau	19,528	25,410	30.1	9,621	218,622	455,929	17,943	47,389	*	*	*
KENAI PENINSULA	25,282	38,858	53.7	13,809	186,014	529,947	13,638	38,377	137	311	767
Kenai	3,533	5,776	63.5	1,790	11,040				*	*	*

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

ALASKA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
KETCHIKAN GATEWAY	11,316	12,498	10.4	4,602	162,240	227,816	18,228	49,504	N.A.	N.A.	N.A.
Ketchikan	7,198	7,512	4.4	2,785	106,451	137,040	18,243	49,206	*	*	*
KOBUK	4,831	4,800	-.7	1,225	24,087	49,804	10,376	40,656	N.A.	N.A.	N.A.
KODIAK ISLAND	9,939	12,807	28.9	4,113	107,665	175,225	13,682	42,603	N.A.	N.A.	N.A.
Kodiak	4,756	6,651	39.8	2,072	60,007	98,315	14,782	47,449	*	*	*
MATANUSKA-SUSITNA	17,766	34,776	95.7	11,760	129,057	491,375	14,130	41,784	N.A.	N.A.	N.A.
NOME	6,537	7,176	9.8	1,989	32,652	70,811	9,868	35,601	N.A.	N.A.	N.A.
NORTH SLOPE	4,199	5,312	26.5	1,302	62,449	75,469	14,207	57,964	N.A.	N.A.	N.A.
PRINCE OF WALES-OUTER KETCHIKAN	3,822	4,708	23.2	1,463	39,312	62,181	13,208	42,502	N.A.	N.A.	N.A.
SITKA	7,603	7,155	-8.3	2,263	70,415	118,155	16,514	52,212	N.A.	N.A.	N.A.
Sitka	7,803	7,155	-8.3	2,263	70,415	118,155	16,514	52,212	*	*	*
SKAGWAY-YAKUTAT-ANGOON	3,478	3,500	.6	1,123	24,663	48,362	13,818	43,065	N.A.	N.A.	N.A.
SOUTHEAST FAIRBANKS	5,770	7,039	22.0	2,145	42,098	72,201	10,257	33,660	N.A.	N.A.	N.A.
VALDEZ-CORDOV.	8,348	8,868	6.2	3,016	155,484	146,071	16,472	48,400	N.A.	N.A.	N.A.
WADE HAMPTON.	4,665	4,549	-2.5	929	14,528	29,755	6,541	32,029	N.A.	N.A.	N.A.
WRANGELL-PETERSBURG	6,167	6,768	9.7	2,408	74,192	106,488	15,734	44,223	N.A.	N.A.	N.A.
YUKON-KOYUKU.	7,873	7,970	1.2	2,441	53,535	72,577	9,106	29,732	N.A.	N.A.	N.A.

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Alaska 1984 Cash Receipts as follows. From Crops $17,738,000; from Livestock & Livestock Products $7,069,000; Total $24,807,000 *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

ARIZONA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	2,717,866	3,218,368	18.4	1,186,669	20,043,927	34,367,034	10,678	28,961	7,334	806,847	720,067
METROPOLITAN STATISTICAL AREAS											
Phoenix, Az	1,508,030	1,822,195	20.8	685,262	11,832,777	21,576,264	11,841	31,486	2,403	317,880	309,677
Tucson, Az	531,263	622,247	17.1	239,491	4,245,963	7,000,558	11,250	29,231	539	24,313	20,828
COUNTIES, Cities											
APACHE	52,083	52,526	.9	13,305	188,408	254,165	4,839	19,103	296	616	12,932
COCHISE	86,717	93,805	8.2	33,006	496,738	763,583	8,140	23,135	785	25,190	20,320
Bisbee	7,154	5,931	-17.1	2,575	48,985	50,799	8,565	19,726	*	*	*
Douglas	13,058	12,334	-5.6	3,781	56,792	73,311	5,944	19,389	*	*	*
Sierra Vista	25,968	27,284	5.1	8,270	177,645	214,712	7,870	25,963	*	*	*
COCONINO	74,947	85,416	14.0	26,598	468,092	659,669	7,723	24,801	232	817	12,048
Flagstaff	34,641	36,525	5.4	9,091	214,171	271,354	7,429	29,849	*	*	*
GILA	37,080	39,800	7.3	14,379	246,030	304,302	7,646	21,163	163	89	3,508
GRAHAM	22,862	23,895	4.5	7,236	104,463	155,262	6,498	21,457	308	16,908	13,587
GREENLEE	11,406	9,768	-14.4	3,256	71,035	93,196	9,541	28,623	121	879	2,984
LA PAZ											
MARICOPA	1,508,030	1,822,195	20.8	685,262	11,832,777	21,576,264	11,841	31,486	2,403	317,880	309,677
Chandler	29,673	34,951	17.8	11,277	185,690	358,565	10,259	31,796	*	*	*
Mesa	157,053	184,988	17.8	71,011	1,240,601	2,479,813	13,405	34,922	*	*	*
Phoenix	764,911	870,295	13.8	314,250	5,748,123	9,924,058	11,403	31,580	*	*	*
Scottsdale	89,922	102,055	13.5	44,036	1,013,872	1,740,868	17,058	39,533	*	*	*
Sun City	40,664	52,123	28.2	21,663	405,208	620,450	11,904	28,641	*	*	*
Tempe	106,743	125,729	17.8	43,722	849,233	1,564,024	12,440	35,772	*	*	*
MOHAVE	55,693	76,774	37.9	30,378	464,759	671,468	8,746	22,104	223	5,019	9,359
Kingman	9,257	10,536	13.8	3,348	63,598	76,778	7,287	22,932	*	*	*
NAVAJO	67,709	74,095	9.4	20,955	330,521	464,447	6,268	22,164	331	1,604	26,604
PIMA	531,263	622,247	17.1	239,491	4,245,963	7,000,558	11,250	29,231	539	24,313	20,828
Tucson	341,737	367,188	7.4	137,444	2,470,030	3,732,612	10,165	27,157	*	*	*
PINAL	90,918	103,689	14.0	34,016	470,263	750,525	7,238	22,064	605	136,133	187,620
Casa Grande	14,971	16,964	13.3	5,275	80,698	123,633	7,288	23,438	*	*	*
SANTA CRUZ	20,459	22,063	7.8	6,779	105,061	159,553	7,232	23,536	133	378	3,965
Nogales	15,683	16,721	6.6	4,766	67,934	110,071	6,583	23,095	*	*	*
YAVAPAI	68,145	88,563	30.0	36,279	501,668	739,020	8,345	20,370	474	835	17,460
Prescott	20,055	23,552	17.4	8,770	147,097	226,240	9,606	25,797	*	*	*
YUMA	90,554	103,532	14.3	35,729	518,149	775,022	7,486	21,692	721	276,186	79,175
Yuma	42,481	47,026	10.7	14,797	248,993	374,538	7,964	25,312	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Arizona 1984 Cash Receipts as follows. From Crops $768,434,000; from Livestock & Livestock Products $752,986,000; Total $1,521,420,000 *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

ARKANSAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop Change 87 vs 80	1987 number of households	E&P 1988 estimate (Thousands)	E&P 1988 estimate (Thousands)	Income per capita	E&P 1988 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	2,285,513	2,389,099	4.5	892,756	14,224,532	21,970,965	9,196	24,610	50,525	1,355,703	1,433,455
METROPOLITAN STATISTICAL AREAS											
Fayetteville-Springdale, Ar	99,735	106,663	6.9	40,812	677,300	1,117,628	10,478	27,385	2,784	3,845	202,341
Fort Smith, Ar-Ok	162,571	173,300	6.6	65,400	1,038,047	1,652,534	9,536	25,268	2,768	10,575	45,298
Little Rock-North Little Rock, Ar	474,204	500,917	5.6	186,055	3,735,489	5,506,026	10,992	29,594	3,103	83,294	47,078
Memphis, Tn-Ar-Ms.	912,887	957,885	4.9	341,867	6,459,150	10,133,112	10,579	29,641	2,588	139,502	15,911
Pine Bluff, Ar	90,718	90,094	-.7	31,790	641,211	813,540	9,030	25,591	497	51,480	1,657
Texarkana, Tx-Ar	113,067	119,495	5.7	45,339	522,024	1,125,084	9,415	24,815	1,645	14,153	40,834
COUNTIES, Cities											
ARKANSAS	24,175	23,087	-4.5	8,877	164,409	224,875	9,740	25,332	636	83,801	606
Stuttgart	10,941	10,491	-4.1	3,985	84,078	116,724	11,126	29,291	*	*	*
ASHLEY	26,538	26,544		9,445	132,042	232,228	8,749	24,587	335	26,788	901
BAXTER	27,409	32,232	17.6	13,783	173,010	311,357	9,660	22,590	519	175	10,228
BENTON	78,115	91,742	17.4	35,247	514,557	975,168	10,629	27,667	2,457	3,797	150,551
Bentonville	8,756	9,957	13.7	3,669	71,265	108,727	10,920	29,634	*	*	*
Rogers	17,429	19,790	13.5	7,372	130,139	233,846	11,816	31,721	*	*	*
BOONE	26,067	27,805	6.7	10,919	166,446	258,701	9,304	23,693	1,161	316	16,523
Harrison	9,567	9,886	3.3	4,162	70,802	105,860	10,708	25,435	*	*	*
BRADLEY	13,803	13,314	-3.6	5,111	59,687	101,430	7,618	19,845	332	2,480	5,289
CALHOUN	6,079	6,384	5.0	2,276	25,318	44,960	7,043	19,754	146	246	895
CARROLL	16,203	18,047	11.4	7,476	98,750	163,373	9,053	21,853	1,081	649	47,962
CHICOT	17,793	17,888	.5	6,326	77,180	115,714	6,469	18,292	419	50,800	4,655
CLARK	23,326	23,442	.5	8,490	117,325	204,438	8,721	24,080	460	5,489	4,511
Arkadelphia	10,005	9,656	-3.5	3,179	64,803	81,187	8,408	25,539	*	*	*
CLAY	20,616	20,319	-1.5	8,113	114,567	153,065	7,533	18,867	793	47,361	2,923
CLEBURNE	16,909	19,884	17.6	7,907	91,851	172,587	8,680	21,827	726		
CLEVELAND	7,868	8,042	2.2	2,977	32,701	65,544	8,150	22,017	272	475	11,088
COLUMBIA	26,644	27,931	4.8	10,501	163,868	247,382	8,857	23,558	477	1,046	14,604
Magnolia	11,909	12,706	6.7	4,731	88,009	129,559	10,197	27,385	*	*	*
CONWAY	19,505	19,642	.7	7,162	117,549	177,771	9,051	24,821	746	4,085	31,837
CRAIGHEAD	63,218	64,053	1.3	23,269	442,233	590,591	9,220	25,381	1,020	61,308	4,187
Jonesboro	31,530	31,295	-.8	11,530	253,620	322,194	10,295	27,944	*	*	*
CRAWFORD	36,892	39,742	7.7	14,186	206,388	348,652	8,773	24,577	943	5,651	24,935
CRITTENDEN	49,097	49,384	.6	16,364	266,864	383,774	7,771	23,452	334	70,689	687
West Memphis	28,138	28,302	.6	9,281	178,873	242,480	8,568	26,126	*	*	*
CROSS	20,434	20,684	1.2	6,971	119,083	165,362	7,995	23,721	497	57,264	1,493
DALLAS	10,515	10,435	-.8	3,893	48,445	88,632	8,494	22,767	143	483	642
DESHA	19,760	19,313	-2.3	6,743	103,053	150,137	7,774	22,266	427	53,691	612
DREW	17,910	18,326	2.3	6,579	82,733	157,303	8,584	23,910	424	16,829	2,755
FAULKNER	46,192	52,879	14.5	18,456	295,031	497,426	9,407	26,952	1,169	5,031	16,729
Conway	20,375	21,980	7.9	7,382	145,197	224,624	10,219	30,429	*	*	*
FRANKLIN	14,705	16,405	11.6	[illegible],110	82,283	133,037	8,110	21,774	739	1,577	42,235
FULTON	9,975	10,995	10.2	4,302	44,019	79,421	7,223	18,461	828	230	11,934
GARLAND	69,916	77,716	11.2	32,516	428,941	767,259	9,873	23,596	372	403	11,019
Hot Springs	35,166	33,610	-4.4	14,542	207,986	321,867	9,577	22,134	*	*	*
GRANT	13,008	13,426	3.2	4,844	64,629	126,725	9,439	26,161	255	304	2,871
GREENE	30,744	31,411	2.2	12,027	190,437	259,709	8,268	21,594	917	35,015	2,444
Paragould	15,214	15,437	1.5	6,253	108,839	148,683	9,632	23,778	*	*	*
HEMPSTEAD	23,635	23,828	.8	9,045	134,286	202,694	8,507	22,410	834	3,495	82,977
Hope	10,290	10,127	-1.6	3,837	64,475	86,637	8,555	22,579	*	*	*
HOT SPRING	26,819	27,653	3.1	10,437	151,303	240,647	8,702	23,124	512	645	5,404
Malvern	10,163	10,229	.6	4,048	71,141	90,708	8,868	22,408	*	*	*
HOWARD	13,459	13,926	3.5	5,151	80,544	[illegible]8,167	8,485	22,941	674	453	49,397
INDEPENDENCE	30,147	33,795	12.1	12,768	181,228	[illegible]7,175	8,793	23,275	976	12,489	30,039
Batesville	8,263	8,622	4.3	3,539	55,558	[illegible]8,767	9,136	22,257	*	*	*
IZARD	10,768	11,511	6.9	4,784	55,521	96,846	8,413	20,244	679		
JACKSON	21,646	21,243	-1.9	7,980	129,481	173,894	8,186	21,791	475	54,810	2,120
Newport	8,339	8,184	-1.9	3,129	53,176	70,015	8,555	22,376	*	*	*
JEFFERSON	90,718	90,094	-.7	31,790	641,211	813,540	9,030	25,591	497	51,480	1,657
Pine Bluff	56,576	53,489	-5.5	19,534	428,181	485,242	9,072	24,841	*	*	*
JOHNSON	17,423	19,105	9.7	7,341	91,120	156,707	8,202	21,347	663	1,331	17,182
LAFAYETTE	10,213	10,103	-1.1	3,677	52,237	74,813	7,405	20,346	277	9,062	18,894
LAWRENCE	18,447	18,826	2.1	7,298	103,936	139,633	7,417	19,133	781	35,164	3,255
LEE	15,539	15,138	-2.6	5,084	59,446	81,805	5,404	16,091	512	50,912	640
LINCOLN	13,369	12,794	-4.3	3,878	59,452	84,220	6,583	21,717	420	29,645	7,442
LITTLE RIVER	13,952	13,827	-.9	4,879	76,443	124,392	8,996	25,495	413	4,888	7,777
LOGAN	20,144	21,947	9.0	8,063	100,312	168,178	7,663	20,858	1,058	1,700	27,042
LONOKE	34,518	36,632	6.1	12,675	200,348	324,673	8,863	25,615	984	62,514	25,325
MADISON	11,373	12,395	9.0	4,707	52,807	93,123	7,513	19,784	1,232	601	58,530
MARION	11,334	13,147	16.0	5,220	59,280	111,734	8,499	21,405	570	130	8,217
MILLER	37,766	39,363	4.2	14,671	218,588	330,554	8,398	22,531	515	9,667	19,023
Texarkana, Ark.-Texarkana, Tex.	52,730	52,303	-.8	20,971	272,866	563,570	10,775	26,874	*	*	*
MISSISSIPPI	59,517	56,894	-4.4	19,702	302,226	425,768	7,484	21,610	727	93,502	697
Blytheville	24,314	23,622	-2.9	7,961	137,351	187,016	7,917	23,492	*	*	*
MONROE	14,052	13,058	-7.1	4,747	69,948	90,547	6,934	19,075	369	38,357	1,786
MONTGOMERY	7,771	7,942	2.2	3,182	38,199	59,256	7,461	18,622	443	111	15,401
NEVADA	11,097	11,089	-.1	4,117	55,400	87,628	7,902	21,284	501	955	30,132
NEWTON	7,756	8,226	6.1	3,007	30,847	50,931	6,191	16,937	582	56	4,372

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

ARKANSAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
OUACHITA	30,541	32,376	6.0	12,422	152,499	286,476	8,848	23,062	259	409	7,254
Camden	15,356	16,552	7.8	6,549	82,807	150,333	9,082	22,955	*	*	*
PERRY	7,266	7,868	8.3	2,921	31,708	60,811	7,729	20,819	381	1,858	9,148
PHILLIPS	34,772	32,761	−5.8	11,216	153,140	213,632	6,521	19,047	544	62,720	2,189
Helena	9,598	9,273	−3.4	3,359	46,219	61,462	6,628	18,298	*	*	*
West Helena	11,367	11,844	4.2	4,075	59,304	88,205	7,447	21,645	*	*	*
PIKE	10,373	10,400	.3	3,982	54,343	85,279	8,200	21,416	417	1,212	19,137
POINSETT	27,032	26,160	−3.2	9,583	156,153	211,482	8,084	22,068	641	80,293	925
POLK	17,007	18,421	8.3	7,210	86,488	137,982	7,490	19,138	840	197	50,100
Mena	5,154	5,264	2.1	2,255	30,663	39,394	7,484	17,470	*	*	*
POPE	39,003	44,116	13.1	16,072	239,459	406,330	9,210	25,282	909	2,658	52,951
Russellville	14,000	14,838	6.0	5,428	101,070	168,170	11,334	30,982	*	*	*
PRAIRIE	10,140	9,987	−1.5	3,773	54,550	77,574	7,767	20,560	489	49,435	5,966
PULASKI	340,613	353,532	3.8	134,914	2,869,279	4,048,331	11,451	30,007	529	15,078	2,820
Jacksonville	27,589	29,774	7.9	9,693	198,222	278,978	9,370	28,781	*	*	-
Little Rock	167,861	174,404	3.9	65,799	1,440,126	2,094,089	12,007	31,826	*	*	*
North Little Rock	64,419	63,509	−1.4	25,065	573,919	833,681	13,127	33,261	*	*	*
RANDOLPH	16,834	16,898	.4	6,378	96,334	139,067	8,230	21,804	760	14,618	9,558
ST. FRANCIS	30,858	30,587	−.9	10,308	142,527	209,048	6,835	20,280	472	50,447	851
Forrest City	13,803	14,495	5.0	4,945	76,506	113,529	7,832	22,958	*	*	*
SALINE	52,881	57,874	9.4	20,010	370,831	635,596	10,982	31,764	427	671	2,204
Benton	17,437	16,287	−6.6	6,061	137,707	203,781	12,512	33,622	*	*	*
SCOTT	9,685	10,126	4.6	3,825	47,926	67,639	6,680	17,683	661	124	72,044
SEARCY	8,847	9,511	7.5	3,655	38,584	62,751	6,598	17,169	710	226	8,929
SEBASTIAN	94,930	98,737	4.0	38,835	694,528	1,057,295	10,708	27,225	814	2,085	12,812
Fort Smith	71,384	72,197	1.1	29,270	568,028	830,384	11,502	28,370	*	*	*
SEVIER	14,060	14,100	.3	5,309	78,287	122,043	8,656	22,988	567	472	34,902
De Queen	4,594	4,494	−2.2	1,767	31,529	41,076	9,140	23,246	*	*	*
SHARP	14,607	16,447	12.6	6,654	80,645	138,244	8,405	20,776	549	459	7,283
STONE	9,022	9,995	10.8	3,787	37,968	68,293	6,833	18,034	558	80	17,114
UNION	49,988	49,665	−.7	19,337	275,889	471,400	9,492	24,378	390	157	30,422
El Dorado	25,270	23,634	−6.5	10,385	167,589	269,872	11,419	25,987	*	*	*
VAN BUREN	13,357	15,389	15.2	6,051	65,602	127,307	8,273	21,039	579	293	15,100
WASHINGTON	99,735	106,663	6.9	40,812	677,300	1,117,628	10,478	27,385	2,784	3,845	202,341
Fayetteville	36,604	37,956	3.7	14,638	272,801	408,791	10,770	27,927	*	*	*
Springdale	23,458	25,247	7.6	9,642	182,052	305,623	12,105	31,697	*	*	*
WHITE	50,835	54,495	7.2	19,588	304,869	460,180	8,444	23,493	1,651	24,186	32,446
Searcy	13,612	14,344	5.4	4,901	103,285	151,866	10,587	30,987	*	*	*
WOODRUFF	11,222	10,962	−2.3	4,070	57,336	77,287	7,050	18,989	325	42,414	333
YELL	17,026	18,421	8.2	7,001	95,725	145,744	7,912	20,818	953	3,816	44,201

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A. Economic Research Service Bulletin indicates State of Arkansas 1984 Cash Receipts as follows: From Crops $1,442,579,000; from Livestock & Livestock Products $1,873,539,000. Total $3,316,118,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

CALIFORNIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	23,668,562	26,659,393	12.6	10,159,300	217,032,193	349,444,376	13,108	34,397	82,463	8,158,495	4,331,207
METROPOLITAN STATISTICAL AREAS											
Anaheim-Santa Ana, Ca	1,931,570	2,204,442	14.1	817,393	22,981,077	32,741,541	14,853	40,056	574	140,068	11,012
Bakersfield, Ca	403,089	480,105	19.1	174,505	3,919,517	5,696,357	11,865	32,643	2,133	946,668	127,393
Chico, Ca	143,851	173,088	20.3	70,970	1,129,297	1,686,405	9,743	23,762	1,785	137,270	14,475
Fresno, Ca	515,013	597,378	16.0	216,346	4,851,655	5,930,421	9,927	27,412	7,394	1,110,175	385,459
Los Angeles-Long Beach, Ca	7,477,657	8,049,392	7.6	3,072,141	47,492,956	101,261,882	12,580	32,961	2,331	167,061	52,242
Modesto, Ca	265,902	317,825	19.5	117,981	2,287,368	3,040,262	9,566	25,769	4,611	232,539	322,877
Oakland, Ca	1,752,631	1,915,849	8.7	758,308	18,100,945	28,640,527	14,949	37,769	1,701	84,122	33,638
Oxnard-Ventura,	529,899	606,636	14.5	207,370	5,972,235	8,890,943	14,656	42,875	2,064	348,431	54,906
Redding, Ca	115,715	136,589	18.0	53,154	940,199	1,363,985	9,986	25,661	990	14,430	13,227
Riverside-San Bernardino, Ca	1,557,080	1,934,261	24.2	718,332	13,016,870	20,836,642	10,772	29,007	5,980	340,432	757,889
Sacramento, Ca	1,099,814	1,299,697	18.2	514,545	13,787,976	17,384,914	13,376	33,787	4,871	272,526	111,432
Salinas-Seaside-Monterey, Ca	290,444	324,721	11.8	112,437	2,954,539	3,816,113	11,752	33,940	1,347	623,476	114,345
San Diego, Ca	1,861,846	2,191,909	17.7	823,312	17,902,595	28,543,158	13,022	34,669	6,180	263,547	129,127
San Francisco, Ca	1,490,090	1,575,109	5.7	681,252	16,868,134	25,700,827	16,317	37,726	603	73,134	38,109
San Jose, Ca	1,295,071	1,413,187	9.1	523,465	15,772,758	24,988,797	17,663	47,737	1,518	79,774	30,856
Santa Barbara-Santa Maria-Lompoc, Ca	298,660	337,205	12.9	128,701	3,171,566	4,490,115	13,316	34,888	1,524	184,362	43,579

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

CALIFORNIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Santa Cruz, Co	188,141	215,810	14.7	85,649	1,741,446	2,859,737	13,251	33,389	820	100,404	6,852
Santa Rosa-Petaluma, Co	299,827	344,846	15.0	137,760	3,193,044	4,491,316	13,024	32,602	3,073	70,699	112,219
Stockton, Co	347,342	426,099	22.7	160,945	3,602,292	4,305,523	10,105	26,752	4,475	364,728	228,499
Vallejo-Fairfield-Napa, Co	334,402	383,853	14.8	141,238	4,469,270	5,929,945	15,448	41,985	[illegible]	142,840	22,650
Visalia-Tulare-Porterville, Co	245,751	288,914	17.6	99,180	2,435,115	3,016,527	10,441	30,415	5,568	599,123	363,866
Yuba City, Co	101,979	113,967	11.8	42,575	765,654	1,075,313	9,435	25,257	1,912	223,951	22,968
COUNTIES, Cities											
ALAMEDA	1,105,379	1,186,645	7.4	478,160	10,723,599	16,970,475	14,301	35,491	739	46,735	12,391
Alameda	63,852	63,377	-.8	27,895	670,818	1,000,823	15,792	35,878	*	*	*
Dublin	13,496	14,265	5.7	4,383	220,541	226,081	15,849	51,581	*	*	*
Fremont	131,945	158,662	20.2	55,290	1,391,053	2,429,287	15,311	43,937	*	*	*
Hayward	94,342	101,362	7.4	38,957	882,230	1,389,849	13,712	35,676	*	*	*
Livermore	48,349	57,872	19.7	[illegible]30	493,682	897,607	15,510	44,591	*	*	*
Newark	32,126	34,874	8.6	10,381	277,793	500,239	14,344	48,188	*	*	*
Oakland	339,288	346,197	2.0	154,979	3,004,820	4,420,967	12,770	28,526	*	*	*
Pleasanton	35,160	45,352	29.0	15,209	403,400	776,718	17,126	51,070	*	*	*
ALPINE	1,097	1,384	26.2	543	8,907	15,720	11,358	28,950	5		
AMADOR	19,314	24,405	26.4	9,902	169,286	252,857	10,361	25,536	359	2,110	5,409
BUTTE	143,851	173,088	20.3	70,970	1,129,297	1,686,405	9,743	23,762	1,785	137,270	14,475
Chico	26,601	30,660	15.3	12,287	205,017	276,868	9,030	22,533	*	*	*
Oroville	8,683	9,569	10.2	4,345	73,987	97,388	10,177	22,414	*	*	*
CALAVERAS	20,710	29,158	40.8	11,887	175,423	307,172	10,535	25,841	405	602	5,581
COLUSA	12,791	15,239	19.1	5,848	107,147	164,795	10,814	28,180	882	116,034	4,884
Colusa	4,075	4,940	21.2	1,839	44,353	54,009	10,933	29,369	*	*	*
CONTRA COSTA	657,252	729,204	10.9	280,148	7,377,346	11,670,052	16,004	41,657	962	37,337	21,247
Antioch	43,559	51,803	18.9	19,032	421,613	698,661	13,487	36,710	*	*	*
Martinez	22,582	26,184	16.0	10,297	246,445	413,305	15,785	40,138	*	*	*
Pinole	14,253	15,163	6.4	5,414	147,472	266,290	17,562	49,185	*	*	*
Pittsburg	33,034	39,501	19.6	14,321	276,474	504,141	12,763	35,203	*	*	*
San Ramon											
Walnut Creek	53,643	61,981	15.5	28,315	811,287	1,291,576	20,838	45,615	*	*	*
DEL NORTE	18,217	18,342	.7	7,163	127,499	165,159	9,004	23,057	119	6,405	4,374
EL DORADO	85,812	111,237	29.6	44,028	805,071	1,289,324	11,591	29,284	721	2,845	3,914
South Lake Tahoe	20,681	24,066	16.4	11,979	249,093	269,260	11,188	22,478	*	*	*
FRESNO	515,013	597,378	16.0	216,346	4,851,655	5,930,421	9,927	27,412	7,394	1,110,175	385,459
Fresno	246,489	286,184	16.1	99,225	2,171,071	2,811,041	9,822	28,330	*	*	*
GLENN	21,350	23,533	10.2	8,812	169,357	229,232	9,741	26,014	1,125	86,187	40,997
HUMBOLDT	108,024	113,116	4.7	45,328	777,740	1,112,694	9,837	24,548	876	4,431	38,055
Eureka	24,153	23,918	-1.0	10,142	184,642	236,909	9,905	23,359	*	*	*
IMPERIAL	92,110	105,842	14.9	33,872	943,183	798,217	7,542	23,566	797	353,458	388,363
Brawley	14,946	16,184	8.3	4,940	149,060	128,279	7,926	25,967	*	*	*
El Centro	23,996	27,517	14.7	8,917	292,320	242,411	8,809	27,185	*	*	*
INYO	17,895	19,037	6.4	8,003	150,253	201,245	10,571	25,146	97	982	3,756
Bishop	3,333	3,158	-5.3	1,442	26,472	33,354	10,562	23,130	*	*	*
KERN	403,089	480,105	19.1	174,505	3,919,517	5,696,357	11,865	32,643	2,133	946,668	127,393
Bakersfield	105,735	125,035	18.3	47,576	1,205,022	1,817,358	14,535	38,199	*	*	*
Ridgecrest	15,929	18,836	18.2	7,429	178,032	242,705	12,885	32,670	*	*	*
Taft	5,316	6,307	18.6	2,665	58,965	78,737	12,484	29,545	*	*	*
KINGS	73,738	84,188	14.2	28,163	617,845	719,651	8,548	25,553	1,187	341,697	136,715
Hanford	20,958	25,994	24.0	9,491	215,039	253,638	9,758	26,724	*	*	*
LAKE	36,366	51,297	41.1	22,493	250,801	436,001	8,500	19,384	824	16,752	2,454
Lakeport	3,675	4,392	19.5	1,555	27,069	40,257	9,166	25,889	*	*	*
LASSEN	21,661	25,203	16.4	9,038	165,848	239,800	9,515	26,532	418	7,450	11,127
LOS ANGELES	7,477,657	8,049,392	7.6	3,072,141	47,492,956	101,261,882	12,580	32,961	2,331	167,061	52,242
Arcadia	45,994	49,650	7.9	20,137	604,930	875,472	17,633	43,476	*	*	*
Baldwin Park	50,554	54,538	7.9	15,507	219,529	432,606	7,932	27,897	*	*	*
Bell	25,450	28,935	13.7	10,542	164,254	242,695	8,388	23,022	*	*	*
Covina	33,751	37,378	10.7	13,990	321,350	574,322	15,365	41,052	*	*	*
Downey	82,602	81,880	-.9	33,444	867,044	1,216,173	14,853	36,364	*	*	*
Glendale	139,060	148,695	6.9	66,025	1,446,256	2,141,945	14,405	32,441	*	*	*
Glendora	38,500	41,534	7.9	14,281	299,884	632,380	15,226	44,281	*	*	*
Hermosa Beach	18,070	19,209	6.3	10,255	220,324	339,054	17,651	33,062	*	*	*
Huntington Park	46,223	54,725	18.4	18,504	378,659	781,543	14,281	42,236	*	*	*
Long Beach	361,334	376,781	4.3	166,795	3,303,432	4,891,778	12,983	29,328	*	*	*
Los Angeles	2,966,763	3,188,129	7.5	1,280,116	26,522,949	39,533,151	12,400	30,882	*	*	*
Manhattan Beac	31,542	30,344	-3.8	13,204	428,140	696,939	22,968	52,782	*	*	*
Maywood	21,810	25,445	16.7	7,988	124,436	201,131	7,905	25,179	*	*	*
Palmdale	12,277	13,245	7.9	5,384	81,037	167,389	12,638	31,090	*	*	*
Pasadena	118,072	126,066	6.8	53,608	1,174,139	1,718,121	13,629	32,050	*	*	*
Pomona	92,742	99,974	7.8	34,712	649,909	949,605	9,499	27,357	*	*	*
Quartz Hill											
Redondo Beach	57,102	59,019	3.4	26,776	644,979	1,062,568	18,004	39,684	*	*	*
San Fernando	17,731	19,209	8.3	5,991	108,912	167,584	8,724	27,973	*	*	*
San Fernando Valley	1,231,595	1,370,589	6.9	497,281	10,740,600	11,934,671	8,708	24,000	*	*	*
San Gabriel Valley	263,315	290,219	10.2	95,838	2,087,623	3,087,101	10,637	32,205	*	*	*
San Pedro	62,108	70,161	13.0	25,785	218,721				*	*	*
Santa Monica	88,314	91,645	3.8	48,242	1,026,478	1,553,670	16,953	32,206	*	*	*
South Bay	567,177	597,491	5.3	235,388	5,418,874	7,913,316	13,244	33,618	*	*	*
South Gate	66,784	76,205	14.1	26,958	463,343	702,426	9,218	26,056	*	*	*
Torrance	131,497	134,318	2.1	53,003	1,483,493	2,222,704	16,548	41,935	*	*	*
West Covina	80,094	91,477	14.2	31,245	811,170	1,300,260	14,214	41,615	*	*	*
Whittier	68,872	68,814	-.1	27,554	727,374	1,007,290	14,638	36,557	*	*	*

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CALIFORNIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
MADERA	63,116	79,542	26.0	27,613	571,837	723,523	9,096	26,202	1,704	191,064	85,716
Madera	21,732	25,597	17.8	8,633	205,598	238,644	9,323	27,643	*	*	*
MARIN	222,952	226,837	1.7	94,812	2,984,275	4,356,857	19,207	45,953	274	2,117	36,322
San Rafael	44,700	47,091	5.3	20,349	591,196	845,051	17,945	41,528	*	*	*
MARIPOSA	11,108	14,368	29.3	5,693	84,192	133,014	9,258	23,364	250	45	8,350
MENDOCINO	66,738	75,511	13.1	29,717	477,370	706,766	9,360	23,783	1,084	22,747	8,421
Ukiah	12,035	12,994	8.0	4,764	88,576	122,667	9,440	25,749	*	*	*
MERCED	134,560	162,629	20.9	56,414	1,337,665	1,462,264	8,991	25,920	2,951	252,496	402,901
Merced	36,499	43,722	19.8	16,415	405,776	438,954	10,040	26,741	*	*	*
MODOC	8,610	10,339	20.1	4,011	69,376	97,858	9,465	24,397	536	25,390	20,439
MONO	8,577	8,742	1.9	3,693	78,389	112,169	12,831	30,373	70	3,014	4,219
MONTEREY	290,444	324,721	11.8	112,437	2,954,539	3,816,113	11,752	33,940	1,347	623,476	114,345
Monterey	27,558	29,174	5.9	12,4[illegible]8	341,259	409,528	14,037	32,926	*	*	*
Salinas	80,479	94,269	17.1	32,294	823,797	1,051,567	11,155	32,562	*	*	*
NAPA	99,199	108,437	9.3	42,421	1,444,392	1,847,757	17,040	43,558	1,087	60,270	8,057
Napa	50,879	57,475	13.0	22,151	733,796	955,610	16,627	43,141	*	*	*
NEVADA	51,645	72,291	40.0	29,390	458,422	790,965	10,941	26,913	363	585	3,233
Grass Valley	6,697	7,965	18.9	3,420	70,810	68,451	8,594	20,015	*	*	*
Nevada City	2,431	2,646	8.8	1,063	23,562	28,951	10,941	27,235	*	*	*
ORANGE	1,931,570	2,204,442	14.1	817,393	22,981,077	32,741,541	14,853	40,056	574	140,068	11,012
Anaheim	219,494	244,935	11.6	92,663	2,504,906	3,473,246	14,180	37,483	*	*	*
Brea	27,913	32,052	14.8	12,773	406,207	590,535	18,424	46,233	*	*	*
Costa Mesa	82,291	87,559	6.4	35,776	963,847	1,304,085	14,894	36,451	*	*	*
Huntington Beach	170,505	194,696	14.2	72,201	1,672,059	1,622,333	8,333	22,470	*	*	*
La Habra	45,232	47,187	4.3	17,808	527,873	679,126	14,392	38,136	*	*	*
Newport Beach	63,475	70,400	10.9	34,882	1,255,559	1,712,217	24,321	49,086	*	*	*
San Clemente	27,325	31,708	16.0	15,246	376,994	591,471	18,654	38,795	*	*	*
Santa Ana	204,023	226,939	11.2	74,190	1,761,172	2,491,293	10,978	33,580	*	*	*
PLACER	117,247	144,940	23.6	55,129	1,417,229	1,879,651	12,968	34,096	1,335	11,996	21,110
Auburn	7,540	8,297	10.0	3,178	91,687	104,556	12,602	32,900	*	*	*
Roseville	24,347	27,976	14.9	9,281	258,703	322,367	11,523	34,734	*	*	*
PLUMAS	17,340	19,289	11.2	7,688	149,450	197,317	10,230	25,666	112	1,114	3,106
RIVERSIDE	663,923	840,317	26.6	322,341	5,605,520	9,100,307	10,830	28,232	3,907	306,859	312,323
Banning	14,020	16,284	16.1	6,186	100,491	150,901	9,267	24,394	*	*	*
Beaumont	6,818	8,066	18.3	2,902	66,138	81,604	10,117	28,120	*	*	*
Corona	37,791	45,740	21.0	13,046	283,296	457,325	9,998	35,055	*	*	*
Hemet	24,111	29,499	22.3	13,420	184,103	308,047	10,443	22,954	*	*	*
Indio	21,611	26,441	22.3	8,403	168,829	272,341	10,300	32,410	*	*	*
Palm Springs	32,366	39,598	22.3	25,745	560,999	846,878	21,387	32,895	*	*	*
Palm Desert	11,801	14,438	22.3	10,674	134,566	165,864	11,488	15,539	*	*	*
Riverside	170,591	200,795	17.7	65,106	1,401,141	2,060,089	10,260	31,642	*	*	*
SACRAMENTO	783,381	917,757	17.2	367,644	10,292,287	12,745,878	13,888	34,669	1,845	75,660	76,755
Sacramento	275,741	299,304	8.5	130,158	3,437,529	3,738,336	12,490	28,722	*	*	*
SAN BENITO	25,005	30,464	21.8	10,082	224,466	299,919	9,845	29,748	645	47,990	27,134
Hollister	11,488	14,084	22.6	4,715	100,744	138,006	9,799	29,270	*	*	*
SAN BERNARDINO	893,157	1,093,944	22.5	395,991	7,411,350	11,736,335	10,728	29,638	2,073	33,573	445,566
Barstow	17,690	19,074	7.8	6,326	151,575	223,638	11,725	35,352	*	*	*
Fontana	41,307	49,856	20.7	14,716	285,652	534,716	10,725	36,336	*	*	*
Ontario	88,820	107,202	20.7	33,036	652,336	1,034,181	9,647	31,305	*	*	*
Redlands	43,619	51,538	18.2	17,692	407,689	588,878	11,426	33,285	*	*	*
San Bernardino	118,794	136,988	15.3	46,884	839,845	1,174,834	8,576	25,058	*	*	*
Upland	47,647	58,879	23.6	20,070	485,880	755,573	12,833	37,647	*	*	*
Victorville	14,220	17,164	20.7	6,439	195,061	228,024	13,285	35,413	*	*	*
SAN DIEGO	1,861,846	2,191,909	17.7	823,312	17,902,595	28,543,158	13,022	34,669	6,180	263,547	129,127
El Cajon	73,892	85,713	16.0	33,978	707,662	1,069,340	12,476	31,472	*	*	*
Escondido	65,880	75,927	15.3	29,829	588,497	994,081	13,093	33,326	*	*	*
Oceanside	76,698	88,395	15.3	36,718	721,217	1,301,766	14,727	35,453	*	*	*
San Diego	875,504	989,096	13.0	375,945	8,446,007	12,805,226	12,946	34,061	*	*	*
Vista	35,834	41,793	16.6	16,983	342,189	549,501	13,148	32,356	*	*	*
SAN FRANCISCO	678,974	733,075	8.0	339,512	6,922,443	10,788,868	14,717	31,778	7	1,452	
San Francisco	678,974	733,075	8.0	339,512	6,922,107	10,788,868	14,717	31,778	*	*	*
SAN JOAQUIN	347,342	426,099	22.7	160,945	3,602,292	4,305,523	10,105	26,752	4,475	364,728	228,499
Lodi	35,221	43,428	23.3	17,616	410,670	470,102	10,825	26,686	*	*	*
Manteca	24,925	30,556	22.6	10,837	286,468	374,637	12,261	34,570	*	*	*
Stockton	149,779	183,605	22.6	72,503	1,566,448	1,888,460	10,285	26,047	*	*	*
SAN LUIS OBISPO	155,345	193,595	24.6	76,429	1,575,584	2,148,692	11,099	28,114	1,754	87,401	47,259
Paso Robles	9,163	10,587	15.5	4,233	89,640	117,504	11,099	27,759	*	*	*
San Luis Obispo	34,252	39,163	14.3	15,220	361,981	416,943	10,652	27,394	*	*	*
SAN MATEO	588,164	615,197	4.6	246,928	6,961,416	10,555,102	17,157	42,746	322	69,565	1,787
Redwood City	54,965	54,982		23,889	605,857	894,371	16,267	37,439	*	*	*
San Mateo	77,640	77,444	-.3	34,741	990,336	1,441,686	18,616	41,498	*	*	*
SANTA BARBARA	298,660	337,205	12.9	128,701	3,171,566	4,490,115	13,316	34,888	1,524	184,362	43,579
Lompoc	26,267	28,247	7.5	10,561	248,352	316,697	11,212	29,987	*	*	*
Santa Barbara	74,542	81,248	9.0	36,840	857,151	1,159,754	14,274	31,481	*	*	*
Santa Maria	39,685	46,160	16.3	17,368	386,637	505,629	10,954	29,113	*	*	*
SANTA CLARA	1,295,071	1,413,187	9.1	523,465	15,772,758	24,988,797	17,683	47,737	1,518	79,774	30,856
Gilroy	21,641	23,603	9.1	8,001	213,491	378,729	16,046	47,335	*	*	*
Palo Alto	55,225	53,660	-2.8	23,448	854,998	1,248,277	23,263	53,236	*	*	*
San Jose	636,246	693,932	9.1	242,762	7,008,297	11,770,864	16,963	48,487	*	*	*
Saratoga	29,261	30,189	3.2	10,005	440,957	587,943	19,475	58,735	*	*	*
SANTA CRUZ	188,141	215,810	14.7	85,649	1,741,446	2,859,737	13,251	33,389	820	100,404	6,852
Santa Cruz	41,483	44,120	6.4	17,534	357,341	522,543	11,844	29,802	*	*	*
Watsonville	23,663	26,355	11.4	9,014	202,125	314,957	11,951	34,941	*	*	*
SHASTA	115,715	136,589	18.0	53,154	940,199	1,363,985	9,986	25,661	990	14,430	13,227
Redding	44,595	50,988	14.3	19,452	368,708	596,520	11,699	30,666	*	*	*
SIERRA	3,073	3,649	18.7	1,597	25,060	39,017	10,693	24,431	61	402	2,242
SISKIYOU	39,732	45,237	13.9	18,032	298,769	434,274	9,600	24,084	796	33,653	25,959
Yreka City	5,916	6,424	8.6	2,491	58,869	64,094	9,977	25,730	*	*	*

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CALIFORNIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	HOUSEHOLDS 1987 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	INCOME Income per capita	E&P 1986 estimate income per household	FARM PRODUCTS (1982) Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
SOLANO	235,203	275,416	17.1	98,817	3,024,878	4,082,188	14,822	41,311	910	82,570	14,593
Fairfield	58,099	66,485	14.4	21,713	695,739	881,727	13,262	40,608	*	*	*
Sui Sun	11,087	14,568	31.4	4,808	130,483	187,898	12,898	39,080	*	*	*
Vacaville	43,367	50,063	15.4	17,750	457,374	836,046	16,700	47,101	*	*	*
Vallejo	80,188	86,921	8.4	32,860	1,059,317	1,254,562	14,433	38,179	*	*	*
SONOMA	299,827	344,846	15.0	137,760	3,193,044	4,491,316	13,024	32,602	3,073	70,699	112,219
Petaluma	33,834	37,151	9.8	13,274	369,758	484,282	13,036	36,484	*	*	*
Santa Rosa	83,205	92,761	11.5	37,790	971,275	1,270,416	13,696	33,618	*	*	*
STANISLAUS	265,902	317,825	19.5	117,981	2,287,368	3,040,262	9,566	25,769	4,611	232,539	322,877
Modesto	106,105	125,313	18.1	48,058	1,054,320	1,434,724	11,449	29,854	*	*	*
Turlock	26,291	32,882	25.1	13,237	247,149	333,529	10,143	25,197	*	*	*
SUTTER	52,246	60,637	16.1	22,898	438,359	639,875	10,553	27,945	1,283	159,380	7,315
Yuba City	18,736	22,029	17.6	9,619	176,141	258,700	11,744	26,895	*	*	*
TEHAMA	38,888	46,647	20.0	18,260	297,484	426,308	9,139	23,347	1,424	36,470	45,583
Corning	4,745	5,584	17.7	2,135	45,887	50,410	9,028	23,611	*	*	*
Red Bluff	9,490	10,981	15.7	4,245	79,754	107,234	9,765	25,261	*	*	*
TRINITY	11,858	14,032	18.3	5,560	93,795	132,949	9,475	23,912	134	63	
TULARE	245,751	288,914	17.6	99,180	2,435,115	3,016,527	10,441	30,415	5,568	599,123	363,866
Porterville	19,707	23,738	20.5	8,226	207,136	266,709	11,236	32,423	*	*	*
Tulare	22,475	26,084	16.1	9,024	233,263	284,412	10,904	31,517	*	*	*
Visalia	49,729	57,714	16.1	21,506	571,208	677,763	11,743	31,515	*	*	*
TUOLUMNE	33,920	41,432	22.1	16,510	270,537	405,548	9,788	24,564	254	193	7,310
Sonora	3,239	3,301	1.9	1,045	28,490	31,940	9,676	30,565	*	*	*
VENTURA	529,899	606,636	14.5	207,370	5,972,235	8,890,943	14,656	42,875	2,064	348,431	54,906
Camarillo	37,732	45,404	20.3	16,896	512,900	551,126	12,138	32,619	*	*	*
Oxnard	108,195	124,809	15.4	39,992	999,112	1,499,075	12,011	37,484	*	*	*
Port Hueneme	17,803	19,676	10.5	7,413	180,575	270,815	13,764	36,532	*	*	*
San Buenaventura	74,474	82,925	11.3	33,728	989,580	1,407,232	16,970	41,723	*	*	*
Santa Paula	20,552	22,049	7.3	7,570	185,521	265,935	12,061	35,130	*	*	*
Simi Valley	77,500	86,456	11.6	24,959	842,901	1,251,176	14,472	50,129	*	*	*
Thousand Oaks	77,797	88,289	13.5	31,356	1,381,976	1,842,635	20,870	58,765	*	*	*
YOLO	113,374	125,763	10.9	47,744	1,273,389	1,470,061	11,689	30,790	970	182,025	9,653
Davis	36,640	43,650	19.1	17,109	464,996	329,070	12,121	30,923	*	*	*
Woodland	30,235	35,575	17.7	13,061	357,590	434,453	12,212	33,263	*	*	*
YUBA	49,733	53,330	7.2	19,677	327,295	435,438	8,165	22,129	629	64,571	15,653
Marysville	9,898	10,305	4.1	[illegible],584	90,005	111,379	10,808	24,297	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A. Economic Research Service Bulletin indicates State of California 1984 Cash Receipts as follows: From Crops $9,761,196,000; from Livestock & Livestock Products $4,470,565,000. Total $14,231,761,000. * —Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

COLORADO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	HOUSEHOLDS 1987 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	INCOME Income per capita	E&P 1986 estimate income per household	FARM PRODUCTS (1982) Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	2,888,834	3,295,042	14.1	1,259,717	24,064,879	40,986,128	12,439	32,536	27,111	847,277	2,092,482
METROPOLITAN STATISTICAL AREAS											
Boulder-Longmont, Co	189,625	219,726	15.9	83,645	1,568,715	3,008,368	13,691	35,966	761	12,799	34,033
Colorado Springs, Co	309,424	364,095	17.7	133,015	2,617,014	3,958,597	10,872	29,761	760	6,462	18,643
Denver, Co	1,427,855	1,634,715	14.5	638,284	12,431,965	23,389,522	14,308	36,644	1,976	71,286	70,758
Fort Collins-Loveland Co	149,184	177,905	19.3	67,766	1,367,228	2,062,497	11,593	30,436	1,129	17,345	68,979
Greeley, Co	123,438	137,754	11.6	50,361	1,007,945	1,329,240	9,649	26,394	3,059	123,824	705,356
Pueblo, Co	125,972	125,773	-.2	46,809	758,045	985,558	7,836	21,055	630	10,298	26,039
COUNTIES, Cities											
ADAMS	245,944	280,573	14.1	100,256	1,838,154	3,397,071	12,108	33,884	763	41,331	54,914
ALAMOSA	11,799	12,081	2.4	4,523	75,991	101,940	8,438	22,538	306	18,887	3,592
Alamosa	6,830	6,734	-1.4	2,476	45,470	55,515	8,244	22,421	*	*	*
ARAPAHOE	293,621	[illegible]9,786	32.8	147,514	2,889,250	6,185,019	15,868	41,928	301	11,435	3,579
ARCHULETA	3,664	4,971	35.7	1,728	23,294	37,812	7,607	21,882	128	221	6,824
BACA	5,419	5,280	-2.6	2,034	34,842	41,156	7,795	20,234	643	21,067	39,835
BENT	5,945	5,871	-1.3	2,032	33,820	45,725	7,788	22,502	301	8,501	29,844
BOULDER	189,625	219,726	15.9	83,645	1,568,715	3,008,368	13,691	35,966	761	12,799	34,033
Boulder	76,685	81,693	6.5	31,199	612,453	1,036,394	12,686	33,219	*	*	*
Longmont	42,942	50,744	18.2	18,677	331,302	650,720	12,824	34,841	*	*	*
CHAFFEE	13,227	13,168	-.5	4,899	103,231	121,995	9,265	24,902	135	828	2,903
Salida	4,870	4,499	-7.6	1,691	35,670	40,347	8,968	23,860	*	*	*
CHEYENNE	2,153	2,299	6.8	919	16,612	21,363	9,292	23,246	307	19,754	16,928

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COLORADO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livesto[illegible] (Thous[illegible]
CLEAR CREEK	7,308	7,300	–.1	2,961	79,362	105,544	14,458	35,645	7		
CONEJOS	7,794	7,587	–2.7	2,344	30,652	36,278	4,782	15,477	435	8,864	16,350
COSTILLA	3,071	3,441	12.0	1,240	13,074	18,029	5,239	14,540	192	10,140	1,502
CROWLEY	2,988	3,214	7.6	1,231	16,854	20,744	6,454	16,851	218	4,472	85,431
CUSTER	1,528	2,008	31.4	755	10,042	14,018	6,981	18,567	130	645	4,523
DELTA	21,225	25,520	20.2	9,972	133,252	203,249	7,964	20,382	937	11,559	13,815
DENVER	491,396	495,872	.9	220,817	4,047,226	6,634,708	13,380	30,046	36	2,709	60
Denver	491,396	495,872	.9	220,817	4,047,226	6,634,708	13,380	30,046	*	*	*
DOLORES	1,658	1,700	2.5	613	11,622	13,915	8,185	22,700	152	3,849	1,891
DOUGLAS	25,153	38,947	54.8	12,729	288,281	595,618	15,293	46,792	401	5,311	10,116
Castle Rock	3,921	5,349	36.4	1,964	27,137	81,802	15,293	41,651	*	*	*
EAGLE	13,171	17,607	33.7	7,235	148,809	247,578	14,061	34,219	124	179	5,378
ELBERT	6,850	8,889	29.8	3,062	50,530	94,432	10,623	30,840	611	5,766	19,313
EL PASO	309,424	364,095	17.7	133,015	2,617,014	3,958,597	10,872	29,761	760	6,462	18,643
Colorado Springs	235,921	275,861	16.9	99,221	1,947,943	3,221,577	11,678	32,469	*	*	*
FREMONT	28,676	33,105	15.4	12,223	177,374	260,175	7,859	21,286	368	1,403	5,268
Canon City	[illegible]	15,210	16.7	5,535	80,720	113,082	7,435	20,430	*	*	*
GARFIELD	[illegible]	28,995	28.8	10,952	213,803	[illegible]	11,328	29,990	407	1,920	10,135
Glenwood Springs	[illegible]	5,225	12.7	2,223	42,403	60,070	11,497	27,022	*	*	*
GILPIN	2,441	3,231	32.4	1,320	18,435	41,894	12,966	31,738	15		
GRAND	7,475	8,921	19.3	3,536	75,432	105,533	11,830	29,845	138	610	3,468
GUNNISON	10,689	10,700	.1	4,288	84,558	116,297	10,869	27,122	170	349	8,791
Gunnison	5,785	5,465	–5.5	1,415	43,872	55,169	10,095	38,989	*	*	*
HINSDALE	408	654	60.3	223	5,703	5,645	8,631	25,314	19		
HUERFANO	6,440	7,054	9.5	2,778	35,846	51,611	7,317	18,578	252	590	7,632
JACKSON	1,863	1,694	–9.1	610	20,394	16,898	9,975	27,702	123	1,629	10,395
JEFFERSON	371,741	429,537	15.5	156,968	3,369,054	6,577,106	15,312	41,901	475	10,500	2,089
KIOWA	1,936	1,788	–7.7	710	13,604	18,588	10,396	26,180	327	14,430	9,199
KIT CARSON	7,599	7,954	4.7	2,981	56,138	74,461	9,361	24,979	763	52,384	91,127
LAKE	8,830	6,926	–21.6	2,424	78,001	81,487	11,765	33,617	17		
Leadville	3,879	2,716	–30.0	929	34,398	31,696	11,670	34,118	*	*	*
LA PLATA	27,424	33,054	20.5	12,145	201,948	313,281	9,478	25,795	625	2,264	9,690
Durango	11,649	12,567	7.9	3,858	80,626	111,019	8,834	28,776	*	*	*
LARIMER	149,184	177,905	19.3	67,766	1,367,228	2,062,497	11,593	30,436	1,129	17,345	68,979
Fort Collins	64,632	73,080	13.1	25,890	550,732	772,150	10,566	29,824	*	*	*
Loveland	30,244	34,873	15.3	12,810	265,457	406,516	11,657	31,734	*	*	*
LAS ANIMAS	14,897	14,859	–.3	5,600	84,820	108,452	7,299	19,366	484	1,149	12,996
Trinidad	9,663	9,812	1.5	3,422	55,978	70,806	7,216	20,691	*	*	*
LINCOLN	4,663	4,695	.7	1,938	33,757	48,127	10,251	24,833	466	14,213	34,455
LOGAN	19,800	19,778	–.1	7,483	149,769	204,115	10,320	27,277	908	33,302	98,087
Sterling	11,385	11,524	1.2	4,523	92,818	123,373	10,706	27,277	*	*	*
MESA	81,530	101,300	24.2	38,474	660,377	1,053,724	10,402	27,388	1,310	13,893	22,211
Grand Junction	27,956	32,853	17.5	14,251	243,504	341,641	10,399	23,973	*	*	*
MINERAL	804	800	–.5	306	5,825	7,987	9,984	26,101	14	3	197
MOFFAT	13,133	14,947	13.8	5,405	122,848	180,310	12,063	33,360	296	3,219	10,723
Craig	8,133	8,834	8.6	3,220	76,091	107,185	12,133	33,287	*	*	*
MONTEZUMA	16,510	20,268	22.8	7,253	113,237	171,837	8,478	23,692	622	5,235	5,792
Cortez	7,095	8,585	18.2	3,076	52,708	73,052	8,712	23,749	*	*	*
MONTROSE	24,352	26,247	7.8	9,489	173,714	244,474	9,314	25,764	808	13,110	34,057
Montrose	8,722	9,271	6.3	3,520	68,360	86,967	9,381	24,707	*	*	*
MORGAN	22,513	23,779	5.6	8,819	161,188	239,733	10,082	27,184	846	40,507	126,452
Fort Morgan	8,768	9,417	7.4	3,570	67,742	95,889	10,183	26,860	*	*	*
OTERO	22,567	22,118	–2.0	8,138	126,244	159,445	7,209	19,593	536	15,523	74,790
La Junta	8,338	8,638	3.6	3,180	51,254	63,553	7,357	19,985	*	*	*
Rocky Ford	4,804	4,784	–.4	1,771	27,468	33,235	6,947	18,766	*	*	*
OURAY	1,925	2,295	19.2	959	15,540	23,842	10,389	24,861	85	206	2,166
PARK	5,333	7,289	36.7	2,666	45,059	75,369	10,340	28,270	146	384	1,725
PHILLIPS	4,542	4,642	2.2	1,855	33,868	46,220	9,957	24,916	427	43,806	32,541
PITKIN	10,338	11,153	7.9	5,119	139,439	184,185	16,514	35,981	67	92	2,154
PROWERS	13,070	13,981	7.0	5,237	82,539	111,805	7,997	21,349	518	27,278	115,426
Lamar	7,713	8,287	7.4	3,102	48,969	65,820	7,943	21,219	*	*	*
PUEBLO	125,972	125,773	–.2	46,809	758,045	985,558	7,836	21,055	630	10,298	26,039
Pueblo	101,686	100,205	–1.5	37,672	621,303	775,616	7,740	20,589	*	*	*
RIO BLANCO	6,255	7,011	12.1	2,421	55,818	79,310	11,312	32,759	184	1,436	9,326
RIO GRANDE	10,511	11,295	7.5	3,913	67,336	90,507	8,013	23,130	352	35,948	5,388
ROUTT	13,404	13,968	4.2	5,374	126,653	194,277	13,909	36,151	362	2,386	13,098
SAGUACHE	3,935	4,141	5.2	1,547	19,636	27,434	6,625	17,734	244	20,604	9,057
SAN JUAN	833	1,027	23.3	419	6,426	9,775	9,518	23,329	1		
SAN MIGUEL	3,192	2,986	–6.5	1,156	24,796	26,413	8,846	22,849	78	522	2,756
SEDGWICK	3,266	3,187	–2.4	1,322	23,365	30,326	9,516	22,939	253	20,368	19,348
SUMMIT	8,848	11,216	26.8	4,690	103,931	118,312	10,549	25,226	24	28	901
TELLER	8,034	11,590	44.3	4,354	69,229	129,450	11,169	29,731	65	49	440
WASHINGTON	5,304	5,506	3.8	2,249	36,952	55,856	10,145	24,836	854	40,085	32,221
WELD	123,438	137,754	11.6	50,361	1,007,945	1,329,240	9,649	26,394	3,059	123,824	705,356
Greeley	53,006	57,647	8.8	21,909	471,748	567,954	9,852	25,923	*	*	*
YUMA	9,682	9,984	3.1	3,913	68,378	92,963	9,311	23,757	996	81,600	98,533

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Colorado 1984 Cash Receipts as follows: From Crops $1,147,707,000; from Livestock & Livestock Products $2,204,408,000; Total $3,352,115,000. *—Included in county totals.
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CONNECTICUT POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	3,107,576	3,211,672	3.3	1,181,677	29,818,935	47,900,618	14,915	40,536	3,754	102,057	183,268
METROPOLITAN STATISTICAL AREAS											
Bridgeport-Milford, Ct	438,557	449,806	2.6	171,119	5,896,219	7,064,265	15,705	41,283	N.A.	N.A.	N.A.
Bristol, Ct	73,762	77,611	5.2	28,392	690,785	1,046,494	13,484	36,859	N.A.	N.A.	N.A.
Danbury, Ct	170,369	184,338	8.2	64,614	2,472,759	3,120,081	16,926	48,288	N.A.	N.A.	N.A.
Hartford, Ct	743,143	768,177	3.4	290,119	8,573,437	10,467,811	13,627	36,081	N.A.	N.A.	N.A.
Middletown, Ct	81,582	86,657	6.2	32,526	1,085,517	1,294,822	14,942	39,809	N.A.	N.A.	N.A.
New Britain, Ct	142,241	142,277		54,651	1,396,162	1,949,515	13,702	35,672	N.A.	N.A.	N.A.
New Haven-Meriden, Ct	390,172	397,961	2.0	152,192	4,646,393	5,464,495	13,731	35,905	N.A.	N.A.	N.A.
New London-Norwich, Ct-R.I.	250,839	259,155	3.3	94,894	3,085,934	4,095,195	15,802	43,155	N.A.	N.A.	N.A.
Norwalk, Ct	126,692	130,060	2.7	47,371	1,472,483	2,236,302	17,194	47,208	N.A.	N.A.	N.A.
Stamford, Ct	198,854	202,268	1.7	76,261	2,741,400	3,608,502	17,840	47,318	N.A.	N.A.	N.A.
Waterbury, Ct	204,968	209,021	2.0	78,008	2,416,113	2,808,375	13,436	36,001	N.A.	N.A.	N.A.
COUNTIES, Cities											
FAIRFIELD	807,143	831,636	3.0	301,750	9,949,732	13,913,721	16,731	46,110	275	4,452	4,497
Bridgeport	142,546	136,343	-4.4	52,625	1,221,141	1,580,898	11,595	30,041	*	*	*
Danbury	60,470	67,959	12.4	25,253	658,983	1,007,715	14,828	39,905	*	*	*
Greenwich	59,578	60,524	1.6	22,546	924,676	1,211,286	20,013	53,725	*	*	*
Norwalk	77,767	78,251	.6	29,485	930,796	1,300,825	16,624	44,118	*	*	*
Stamford	102,453	100,183	-2.2	38,979	1,345,918	1,766,113	17,629	45,309	*	*	*
Trumbull	32,989	34,676	5.1	10,650	409,892	585,739	16,892	54,999	*	*	*
HARTFORD	807,766	828,169	2.5	310,604	7,780,003	11,758,018	14,198	37,855	712	44,419	19,756
Bristol	57,370	60,297	5.1	22,322	519,470	794,377	13,174	35,587	*	*	*
Enfield	42,695	41,659	-2.4	13,307	351,782	542,628	13,025	40,778	*	*	*
Hartford	136,392	127,289	-6.7	52,143	965,562	1,303,686	10,242	25,002	*	*	*
Manchester	49,761	52,393	5.3	20,020	493,916	749,486	14,305	37,437	*	*	*
New Britain	73,840	70,028	-5.2	28,541	634,791	877,523	12,531	30,746	*	*	*
LITCHFIELD	156,769	165,563	5.6	61,601	1,362,289	2,332,393	14,088	37,863	640	4,795	24,603
Torrington	30,987	30,517	-1.5	11,900	245,436	382,149	12,522	32,113	*	*	*
MIDDLESEX	129,017	138,237	7.1	51,456	1,219,567	2,121,547	15,347	41,230	289	8,690	7,167
Middletown	39,040	40,398	3.5	14,325	339,153	529,962	13,119	36,996	*	*	*
NEW HAVEN	761,337	782,829	2.8	292,161	5,903,364	10,956,402	13,996	37,501	440	17,786	8,846
Ansonia	19,039	17,968	-5.6	6,798	136,906	250,985	13,968	36,920	*	*	*
Meriden	57,118	58,607	2.6	22,577	434,999	814,139	13,891	36,061	*	*	*
Milford	50,898	51,547	1.3	17,568	409,622	756,189	14,670	43,044	*	*	*
Naugatuck	26,456	29,117	10.1	10,613	198,277	376,608	12,934	35,486	*	*	*
New Haven	126,109	120,393	-4.5	47,915	798,342	1,293,198	10,741	26,989	*	*	*
Wallingford	37,274	38,795	4.1	13,635	293,355	566,902	14,613	41,577	*	*	*
Waterbury	103,266	101,414	-1.8	39,770	714,934	1,225,069	12,080	30,804	*	*	*
NEW LONDON	238,409	245,689	3.1	88,138	2,030,122	3,943,811	16,052	44,746	573	15,308	52,987
New London	28,842	25,815	-10.5	9,753	226,378	355,350	13,765	36,435	*	*	*
Norwich	38,074	34,086	-10.5	13,035	305,228	500,129	14,673	38,368	*	*	*
TOLLAND	114,823	121,195	5.5	40,036	990,038	1,756,156	14,490	43,864	308	3,179	19,660
Vernon	27,974	28,160	.7	10,632	264,056	431,329	15,317	40,569	*	*	*
WINDHAM	92,312	98,354	6.5	35,931	583,820	1,118,570	11,373	31,131	517	3,428	45,752
Willimantic	14,652	14,938	2.0	5,718	89,876	96,428	6,455	16,864	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Connecticut 1984 Cash Receipts as follows: From Crops $141,906,000; from Livestock & Livestock Products $220,602,000. Total $362,508,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

DELAWARE POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	595,225	614,809	3.3	223,795	4,792,214	7,583,974	12,335	33,888	3,338	110,276	260,286
METROPOLITAN STATISTICAL AREAS											
Wilmington, De-N.J.-Md	524,108	542,588	3.5	195,481	4,345,418	6,910,886	12,737	35,353	1,640	59,364	53,283
COUNTIES, Cities											
KENT	98,219	100,616	2.4	35,067	600,467	1,018,956	10,127	29,057	1,009	41,335	32,112
Dover	23,507	23,981	2.0	8,052	175,436	294,588	12,284	36,586	*	*	*

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DELAWARE POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
NEW CASTLE	399,002	407,525	2.1	148,449	3,573,257	5,470,396	13,423	36,850	488	20,385	6,766
Newark	25,247	27,844	10.3	8,192	207,175	307,932	11,059	37,589	*	*	*
Wilmington	70,195	64,023	−8.8	27,343	531,256	703,609	10,990	25,733	*	*	*
SUSSEX	98,004	106,668	8.8	40,279	618,490	1,094,622	10,262	27,176	1,841	48,556	221,408
Milford	5,366	5,243	−2.3	1,510	30,645	44,483	8,484	29,459	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A. Economic Research Service Bulletin indicates State of Delaware 1984 Cash Receipts as follows: From Crops $137,097,000; from Livestock & Livestock Products $283,351,000; Total $520,448,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

DIST. OF COLUMBIA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	638,432	610,629	−4.4	252,753	6,297,014	9,357,581	15,324	37,023	N.A.	N.A.	N.A.
METROPOLITAN STATISTICAL AREAS											
Washington, D.C.-Md-Va	3,250,392	3,483,069	7.2	1,308,533	39,599,992	59,599,142	17,111	45,547	5,981	79,751	131,933
COUNTIES, Cities											
DISTRICT OF COLUMBIA	638,432	610,629	−4.4	252,753	6,297,014	9,357,581	15,324	37,023	N.A.	N.A.	N.A.
Washington	638,432	610,629	−4.4	252,753	6,297,014	9,357,581	15,324	37,023	*	*	*

FLORIDA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	9,739,992	12,010,370	23.3	4,842,958	73,854,063	131,770,939	10,971	27,209	36,352	2,516,069	1,002,040
METROPOLITAN STATISTICAL AREAS											
Bradenton, Fl	148,442	190,218	28.1	83,065	1,235,668	1,987,920	10,451	23,932	707	96,749	23,184
Daytona Beach, Fl	258,762	341,995	32.2	146,127	1,820,424	3,468,319	10,141	23,735	1,037	45,996	13,634
Fort Lauderdale-Hollywood-Pompano Beach, Fl	1,014,043	1,199,590	18.3	514,245	9,497,393	15,973,221	13,316	31,061	479	27,991	17,256
Fort Myers-Cape Coral, Fl	205,266	283,033	37.9	119,100	1,732,168	3,059,219	10,809	25,686	349	33,865	1,875
Fort Pierce, Fl	151,196	208,002	37.6	84,266	1,179,839	2,100,324	10,098	24,925	713	147,486	27,051
Fort Walton Beach, Fl	109,920	131,352	19.5	46,969	646,898	1,334,690	10,161	28,416	371	3,790	4,773
Gainesville, Fl	171,371	201,472	17.6	74,335	1,492,937	1,832,259	9,094	24,649	1,505	15,235	36,883
Jacksonville, Fl	722,230	827,566	14.6	310,603	4,459,049	8,662,186	10,467	27,888	1,204	40,705	77,963
Lakeland-Winter Haven, Fl	321,652	384,653	19.6	143,685	2,121,719	3,365,180	8,749	23,421	2,357	190,477	40,718
Melbourne-Titusville-Palm Bay, Fl	272,959	350,601	28.4	136,814	1,425,074	4,303,697	12,275	31,457	540	14,579	4,182
Miami-Hialeah, Fl	1,625,979	1,909,071	17.4	751,064	12,169,850	21,284,293	11,149	28,339	1,483	173,007	6,636
Naples, Fl	85,791	121,239	41.3	50,159	898,099	1,470,645	12,130	29,320	196	61,333	5,084
Ocala, Fl	122,488	172,566	40.9	67,199	813,103	1,360,582	7,884	20,247	1,557	26,020	52,508
Orlando, Fl	700,699	901,289	28.6	341,210	5,431,536	10,213,411	11,332	29,933	2,287	225,322	32,552
Panama City, Fl	97,740	115,046	17.7	42,916	541,414	1,062,997	9,240	24,769	93	797	484
Pensacola, Fl	289,782	330,300	14.0	119,279	1,859,491	2,980,828	9,025	24,990	1,001	20,521	8,455
Sarasota, Fl	202,251	269,389	33.2	123,858	1,805,213	3,326,592	12,349	26,858	317	7,517	6,662
Tallahassee, Fl	190,220	217,993	14.6	80,399	1,918,834	2,040,431	9,360	25,379	714	27,249	8,893
Tampa-St. Petersburg-Clearwater, Fl	1,613,961	1,996,206	23.7	850,561	12,045,530	22,106,779	11,074	25,991	4,505	175,215	164,164
West Palm Beach-Boca Raton-Delray, Fl	573,125	774,533	35.1	329,661	4,987,176	10,458,806	13,503	31,726	800	519,451	15,328
COUNTIES, Cities											
ALACHUA	151,348	177,447	17.2	66,302	1,398,657	1,658,930	9,349	25,021	1,106	13,873	21,323
Gainesville	81,371	89,269	9.7	31,236	750,598	833,604	9,338	26,687	*	*	*

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FLORIDA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
BAKER	15,289	17,716	15.9	5,214	71,526	131,882	7,444	25,294	232	5,445	11,914
BAY	97,740	115,046	17.7	42,916	541,414	1,062,997	9,240	24,769	93	797	484
Panama City	33,346	34,844	4.5	12,540	174,092	290,643	8,341	23,177	*	*	*
BRADFORD	20,023	24,025	20.0	8,033	94,280	173,329	7,215	21,577	399	1,362	15,560
BREVARD	272,959	350,601	28.4	136,814	1,425,074	4,303,697	12,275	31,457	540	14,579	4,182
Cocoa	10,926	9,894	-9.5	5,309	53,245	145,313	14,687	27,371	*	*	*
BROWARD	1,014,043	1,199,590	18.3	514,245	9,497,393	15,973,221	13,316	31,061	479	27,991	17,256
Fort Lauderdale	153,256	156,419	2.1	73,387	1,580,342	2,228,277	14,246	30,363	*	*	*
Hollywood	117,188	119,519	2.0	50,184	1,056,800	1,567,740	13,117	31,240	*	*	*
Pompano Beach	63,418	68,525	8.1	32,019	676,535	1,239,166	18,083	38,701	*	*	*
CALHOUN	9,294	10,011	7.7	3,650	41,184	78,359	7,827	21,468	169	6,712	1,031
CHARLOTTE	59,115	85,402	44.5	39,654	528,024	929,498	10,884	23,440	139	8,748	4,476
Punta Gorda	6,797	8,698	28.0	4,274	63,715	98,265	11,297	22,991	*	*	*
CITRUS	54,703	86,313	57.8	38,040	375,795	724,024	8,388	19,033	293	2,085	3,948
CLAY	67,052	90,924	35.6	30,760	421,411	947,776	10,424	30,812	244	848	27,486
Orange Park	8,766	9,569	9.2	3,185	64,626	102,389	10,700	32,147	*	*	*
COLLIER	85,791	121,239	41.3	50,159	898,099	1,470,645	12,130	29,320	196	61,333	5,084
Naples	17,581	21,056	19.8	10,294	312,228	435,054	20,662	42,263	*	*	*
COLUMBIA	35,399	40,800	15.3	14,665	262,200	336,764	8,254	22,964	573	6,673	8,944
Lake City	9,257	8,172	-11.7	3,121	75,666	75,725	9,266	24,263	*	*	*
DADE	1,625,979	1,909,071	17.4	751,064	12,169,850	21,284,293	11,149	28,339	1,483	173,007	6,636
Florida City	6,174	7,010	13.5	2,400	56,046	78,155	11,149	32,565	*	*	*
Homestead	20,668	24,681	19.4	10,179	128,363	228,072	9,241	22,406	*	*	*
Miami	346,931	364,208	5.0	148,048	2,086,521	3,184,360	8,743	21,509	*	*	*
DE SOTO	19,039	22,268	17.0	7,685	113,058	157,197	7,059	20,455	541	22,256	13,941
DIXIE	7,751	9,588	23.7	3,442	30,610	63,442	6,617	18,432	118	654	1,279
DUVAL	570,981	626,106	9.7	239,164	3,522,088	6,585,755	10,519	27,537	470	4,668	26,526
Jacksonville	540,898	573,496	6.0	216,532	3,412,569	5,983,633	10,434	27,634	*	*	*
ESCAMBIA	233,794	262,649	12.3	95,716	1,513,546	2,382,453	9,071	24,891	522	8,191	4,704
Pensacola	57,619	58,519	1.6	22,799	414,137	588,096	10,050	25,795	*	*	*
FLAGLER	10,913	17,673	61.9	7,397	80,764	170,337	9,638	23,028	103	8,431	1,289
FRANKLIN	7,661	8,463	10.5	3,227	31,424	60,473	7,146	18,740	5		
GADSDEN	41,565	43,288	4.1	13,218	227,281	278,710	6,439	21,086	404	24,989	5,219
GILCHRIST	5,767	7,915	37.2	2,839	41,931	56,331	7,117	19,842	329	4,192	23,121
GLADES	5,992	6,426	7.2	2,499	34,188	45,839	7,133	18,343	170	14,153	16,804
GULF	10,658	11,463	7.6	4,143	51,756	90,655	7,908	21,881	39		
HAMILTON	8,761	9,503	8.5	3,234	52,096	61,861	6,510	19,128	278	7,796	5,366
HARDEE	19,379	21,532	11.1	7,258	106,418	157,978	7,337	21,766	954	42,477	16,245
HENDRY	18,599	24,051	29.3	8,040	128,623	197,327	8,205	24,543	298	89,411	22,837
HERNANDO	44,469	77,981	75.4	32,659	311,053	653,529	8,381	20,011	463	5,866	22,850
Brooksville	5,582	7,919	41.9	2,823	38,145	65,530	8,275	23,213	*	*	*
HIGHLANDS	47,526	61,751	29.9	25,916	315,233	513,609	8,317	19,818	564	59,111	27,352
HILLSBOROUGH	646,960	776,242	20.0	298,176	4,698,281	8,429,035	10,859	28,269	2,748	122,958	96,080
Tampa	271,523	275,730	1.5	109,771	1,858,211	2,772,997	10,057	25,262	*	*	*
HOLMES	14,723	16,263	10.5	6,095	84,418	112,131	6,895	18,397	579	6,403	17,947
INDIAN RIVER	59,896	82,900	38.4	33,943	489,715	908,843	10,963	26,776	422	69,805	4,805
Vero Beach	16,176	20,259	25.2	9,424	184,165	307,258	15,166	32,604	*	*	*
JACKSON	39,154	41,474	5.9	14,737	237,750	301,164	7,262	20,436	960	30,608	15,176
Marianna	7,074	7,146	1.0	2,655	41,156	56,203	7,865	21,169	*	*	*
JEFFERSON	10,703	11,411	6.6	3,849	61,637	79,287	6,948	20,599	314	11,219	10,493
LAFAYETTE	4,035	4,284	6.2	1,562	26,536	31,981	7,465	20,474	308	5,463	32,746
LAKE	104,870	134,937	28.7	56,151	772,987	1,258,566	9,327	22,414	1,637	181,209	15,507
Leesburg	13,191	14,745	11.8	5,850	107,683	146,857	9,960	25,104	*	*	*
LEE	205,266	283,033	37.9	119,100	1,732,168	3,059,219	10,809	25,686	349	33,865	1,875
Cape Coral	32,103	43,781	36.4	16,823	569,346	624,666	14,268	37,132	*	*	*
Fort Myers	36,638	44,315	21.0	15,290	241,197	337,525	7,616	22,075	*	*	*
LEON	148,655	174,705	17.5	67,181	1,691,553	1,761,721	10,084	26,224	310	2,260	3,674
Tallahassee	106,948	109,996	2.8	31,160	917,581	1,065,143	9,683	34,183	*	*	*
LEVY	19,870	26,200	31.9	10,004	91,021	185,037	7,062	18,496	476	7,072	5,988
LIBERTY	4,260	4,726	10.9	1,678	18,463	34,450	7,289	20,530	81	313	363
MADISON	14,894	15,885	6.7	5,510	86,990	103,167	6,495	18,724	595	13,156	19,472
MANATEE	148,442	190,218	28.1	83,065	1,235,668	1,987,920	10,451	23,932	707	96,749	23,184
Bradenton	30,170	36,425	20.7	14,157	221,044	337,601	9,268	23,847	*	*	*
MARION	122,488	172,566	40.9	67,199	813,103	1,360,582	7,884	20,247	1,557	26,020	52,508
Ocala	37,170	48,766	31.2	16,530	267,381	411,843	8,445	24,915	*	*	*
MARTIN	64,014	88,158	37.7	37,449	565,888	1,013,915	11,501	27,075	280	66,951	12,677
Stuart	9,467	11,632	22.9	5,231	163,814	182,356	15,677	34,861	*	*	*
MONROE	63,098	71,564	13.4	31,210	557,349	807,959	11,290	25,888	11		
Key West	24,292	21,727	-10.6	7,249	155,764	178,471	8,214	24,620	*	*	*
NASSAU	32,894	39,295	19.5	13,731	192,548	404,180	10,286	29,436	304	846	20,786
OKALOOSA	109,920	131,352	19.5	46,969	646,898	1,334,690	10,161	28,416	371	3,790	4,773
Fort Walton Beach	20,829	22,556	8.3	7,472	135,780	259,111	11,487	34,678	*	*	*
OKEECHOBEE	20,264	27,325	34.8	9,886	140,152	210,993	7,722	21,343	326	5,404	85,028
ORANGE	471,660	573,007	21.5	218,055	3,642,858	6,390,528	11,153	29,307	1,320	186,286	11,588
Orlando	128,594	149,877	16.6	58,459	966,245	1,602,677	10,693	27,415	*	*	*
OSCEOLA	49,287	79,581	61.5	31,568	326,563	772,535	9,708	24,472	464	20,908	18,862
PALM BEACH	573,125	774,533	35.1	329,661	4,987,176	10,458,806	13,503	31,726	800	519,451	15,328
Boca Raton	49,505	63,499	28.3	27,318	609,072	1,171,490	18,449	42,883	*	*	*
Palm Beach	9,729	11,028	13.4	8,096	264,694	391,751	35,523	48,388	*	*	*
West Palm Beac	62,530	71,626	14.5	27,832	417,745	732,180	10,222	26,307	*	*	*
PASCO	194,123	264,016	36.0	116,328	1,240,934	2,532,231	9,591	21,768	1,072	36,729	44,440
PINELLAS	728,409	877,967	20.5	403,398	5,795,262	10,491,984	11,950	26,009	222	9,662	794
Clearwater	85,450	101,165	18.4	46,271	752,335	1,405,771	13,896	30,381	*	*	*
St. Petersburg	236,893	259,250	9.4	115,108	1,697,431	2,724,547	10,509	23,669	*	*	*

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

FLORIDA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	HOUSEHOLDS 1987 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	INCOME Income per capita	E&P 1986 estimate income per household	FARM PRODUCTS (1982) Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
POLK	321,652	384,653	19.6	143,685	2,121,719	3,365,180	8,749	23,421	2,357	190,477	40,718
Lake Wales	8,466	8,624	1.9	3,392	59,038	74,550	8,644	21,978	*	*	*
Lakeland	52,306	56,289	7.6	20,933	366,139	528,403	9,387	25,243	*	*	*
Winter Haven	21,119	23,870	13.0	10,322	183,532	267,676	11,214	25,933	*	*	*
PUTNAM	50,549	61,837	22.3	23,514	252,943	477,069	7,715	20,289	549	14,407	6,588
Palatka	10,175	10,977	7.9	3,429	42,542	67,797	6,176	19,772	*	*	*
ST. JOHNS	51,303	71,241	38.9	26,948	323,002	724,475	10,169	26,884	186	34,343	3,165
St. Augustine	11,985	12,830	7.1	4,588	73,819	132,205	10,304	28,815	*	*	*
ST. LUCIE	87,182	119,844	37.5	46,817	613,951	1,086,409	9,065	23,205	433	80,535	14,374
Fort Pierce	33,802	39,682	17.4	14,712	203,834	285,447	7,193	19,402	*	*	*
Port St Lucie	14,690	18,989	29.3	6,846	128,382	172,139	9,065	25,144	*	*	*
SANTA ROSA	55,988	67,653	20.8	23,563	345,945	598,375	8,845	25,395	479	12,330	3,751
SARASOTA	202,251	269,389	33.2	123,858	1,805,213	3,326,592	12,349	26,858	317	7,517	6,662
Sarasota	48,868	56,831	16.3	24,112	406,248	604,906	10,644	25,087	*	*	*
SEMINOLE	179,752	248,701	38.4	91,587	1,462,115	3,050,348	12,265	33,305	503	18,128	2,102
Sanford	23,176	27,360	18.1	10,370	151,134	266,589	9,744	25,708	*	*	*
SUMTER	24,272	30,925	27.4	11,541	141,349	221,513	7,163	19,194	658	7,457	15,651
SUWANNEE	22,287	26,705	19.8	9,661	150,700	195,914	7,336	20,279	1,030	17,903	36,303
TAYLOR	16,532	18,597	12.5	6,857	81,881	159,147	8,558	23,209	180	666	1,595
UNION	10,166	11,620	14.3	2,648	52,180	65,148	5,607	24,603	216	2,715	6,586
VOLUSIA	258,762	341,995	32.2	146,127	1,820,424	3,468,319	10,141	23,735	1,037	45,996	13,634
Daytona Beach	54,176	64,689	19.4	27,535	353,204	570,498	8,819	20,719	*	*	*
De Land	15,354	18,773	22.3	7,272	99,727	173,047	9,218	23,796	*	*	*
WAKULLA	10,887	12,889	18.4	4,601	94,036	103,815	8,055	22,564	96	502	956
WALTON	21,300	26,207	23.0	10,382	105,569	222,286	8,482	21,411	470	6,514	13,709
WASHINGTON	14,509	17,632	21.5	6,711	62,142	124,514	7,062	18,554	424	3,804	6,295

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Florida 1984 Cash Receipts as follows. From Crops $3,496,426,000; from Livestock & Livestock Products $1,090,603,000; Total $4,587,029,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

GEORGIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	HOUSEHOLDS 1987 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	INCOME Income per capita	E&P 1986 estimate income per household	FARM PRODUCTS (1982) Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	5,464,265	5,847,843	7.0	2,088,165	36,459,546	63,398,558	10,841	30,361	49,630	1,175,065	1,583,611
METROPOLITAN STATISTICAL AREAS											
Albany, Ga	112,662	113,614	.8	38,694	763,718	1,074,767	9,460	27,776	385	40,446	9,050
Athens, Ga	130,015	139,563	7.3	50,241	857,604	1,385,115	9,925	27,569	1,761	8,632	144,712
Atlanta, Ga	2,138,078	2,397,902	12.2	881,523	16,141,593	31,915,974	13,310	36,205	5,785	20,532	194,926
Augusta, Ga-S.C.	345,918	375,217	8.5	130,226	2,443,189	3,638,748	9,698	27,942	1,257	14,434	19,228
Chattanoga, Tn-Ga.	426,540	429,508	.7	158,358	2,488,112	4,149,813	9,662	26,205	2,200	5,581	30,422
Columbus, Ga-Al	239,196	239,443	.1	82,329	1,586,953	2,198,581	9,182	26,705	381	6,806	3,229
Macon-Warner Robins, Ga	264,420	270,844	2.4	95,802	2,161,813	2,858,649	10,555	29,839	825	31,691	19,162
Savannah, Ga	220,553	228,884	3.8	83,485	1,408,892	2,361,939	10,319	28,292	352	7,170	3,055
COUNTIES, Cities											
APPLING	15,565	16,168	3.9	5,571	75,200	120,020	7,423	21,544	653	13,493	16,980
ATKINSON	6,141	6,241	1.6	2,158	27,776	42,152	6,754	19,533	267	6,964	16,678
BACON	9,379	9,292	–.9	3,197	45,830	70,592	7,597	22,081	422	9,717	10,468
BAKER	3,808	3,057	–19.7	1,007	16,257	21,693	7,096	21,542	178	16,835	3,945
BALDWIN	34,686	37,834	9.1	11,878	221,676	374,639	9,902	31,541	148	655	1,792
Milledgeville	12,176	13,281	9.1	4,288	77,177	125,526	9,452	29,274	*	*	*
BANKS	8,702	10,207	17.3	3,722	43,701	99,904	9,788	26,841	414	490	22,642
BARROW	21,293	24,508	15.1	8,801	121,807	221,685	9,045	25,189	421	317	31,637
BARTOW	40,760	44,353	8.8	15,687	224,254	390,411	8,802	24,888	463	4,399	20,065
Cartersville	9,247	8,460	–8.5	3,320	62,396	89,625	10,594	26,995	*	*	*
BEN HILL	16,000	16,711	4.4	6,204	90,768	134,265	8,035	21,642	232	9,023	1,813
BERRIEN	13,525	13,500	–.2	4,901	74,365	124,263	9,205	25,355	556	19,161	7,185
BIBB	151,085	151,816	.5	55,329	1,205,972	1,562,701	10,293	28,244	167	1,118	3,251
Macon	116,860	109,926	–5.9	41,654	920,273	1,098,544	9,993	26,373	*	*	*
BLECKLEY	10,767	10,390	–3.5	3,570	75,226	117,812	11,339	33,001	249	9,281	2,791
BRANTLEY	8,701	9,411	8.2	3,133	44,163	72,742	7,729	23,218	345	2,667	16,470
BROOKS	15,255	15,354	.6	5,260	70,711	107,053	6,972	20,352	521	23,988	20,419
BRYAN	10,175	11,905	17.0	3,945	54,028	96,345	8,093	24,422	93	1,998	478
BULLOCH	35,785	37,932	6.0	12,459	210,019	332,285	8,760	26,670	702	32,948	15,676
Statesboro	14,866	14,771	–.6	4,680	105,683	151,679	10,269	32,410	*	*	*
BURKE	19,349	20,003	3.4	6,705	111,562	182,914	9,144	27,280	390	27,266	7,499
BUTTS	13,665	14,979	9.6	4,609	71,633	136,561	9,117	29,629	171	485	1,618
CALHOUN	5,717	5,340	–6.6	1,817	25,883	37,415	7,007	20,592	135	22,641	2,142
CAMDEN	13,371	18,227	36.3	6,310	85,058	162,991	8,942	25,831	59	73	696
CANDLER	7,518	7,926	5.4	2,801	41,282	63,213	7,975	22,568	261	7,778	8,561
CARROLL	56,346	62,979	11.8	21,819	303,208	549,810	8,730	25,199	868	594	26,605
Carrollton	14,078	14,284	1.5	5,199	88,897	141,225	9,887	27,164	*	*	*
CATOOSA	36,991	39,274	6.2	14,025	204,784	377,630	9,615	26,925	315	507	9,020
CHARLTON	7,343	7,584	3.3	2,375	35,375	57,213	7,544	24,090	130	663	6,952

GEORGIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
CHATHAM	202,226	207,742	2.7	76,467	1,299,266	2,174,947	10,469	28,443	59	2,429	717
Savannah	141,634	145,498	2.7	53,642	851,408	1,439,926	9,897	26,843	*	*	*
CHATTAHOOCHEE	21,732	20,380	-6.2	2,929	87,998	107,128	5,257	36,575	18	36	91
CHATTAOGA	21,856	21,576	-1.3	7,992	115,554	177,158	8,211	22,167	292	1,258	3,712
CHEROKEE	51,699	66,644	28.9	22,790	328,546	742,662	11,144	32,587	[illegible]	1,991	39,41[illegible]
CLARKE	74,498	78,763	5.7	28,431	542,377	790,472	10,036	27,803	102	1,706	12,410
Athens	42,549	40,333	-5.2	14,308	286,827	365,942	9,073	25,576	*	*	*
CLAY	3,553	2,862	-19.5	1,008	14,756	18,411	6,433	18,265	94	7,637	1,416
CLAYTON	150,357	162,053	7.8	56,858	1,066,094	2,190,491	13,517	38,526	81	184	204
Jonesboro	4,132	3,621	-12.4	1,254	32,512	47,159	13,024	37,607	*	*	*
CLINCH	6,660	6,613	-.7	2,251	31,860	48,338	7,310	21,474	115	934	1,802
COBB	297,694	369,863	24.2	137,776	2,446,580	5,600,899	15,143	40,652	264	824	2,376
Marietta	30,805	33,597	9.1	14,731	261,651	473,050	14,080	32,113	*	*	*
COFFEE	26,894	28,463	5.8	9,860	145,078	215,922	7,586	21,899	833	25,362	47,357
COLQUITT	35,376	36,111	2.1	12,941	198,442	305,169	8,451	23,582	867	38,172	21,095
Moultrie	15,708	15,997	1.8	5,928	100,182	146,782	9,176	24,761	*	*	*
COLUMBIA	40,118	51,753	29.0	17,285	315,638	540,260	10,439	31,256	222	966	2,705
1COLUMBUS											
CONSOL. GOVT.											
1Columbus											
COOK	13,490	13,414	-.6	4,634	71,236	105,125	7,837	22,686	380	17,610	4,413
COWETA	39,268	44,110	12.3	15,609	250,372	443,664	10,058	28,424	376	2,414	4,135
CRAWFORD	7,684	7,442	-3.2	2,394	41,811	61,439	8,256	25,664	153	4,711	2,539
CRISP	19,489	19,642	.8	6,855	113,579	160,057	8,149	23,349	226	20,938	3,601
Cordele	11,184	11,047	-1.2	3,465	56,814	76,504	6,925	22,079	*	*	*
DADE	12,318	11,729	-4.8	3,923	51,202	90,345	7,703	23,030	183	273	1,906
DAWSON	4,774	6,098	27.7	2,254	22,262	49,873	8,179	22,126	192	287	15,414
DECATUR	25,495	27,205	6.7	9,259	136,345	213,748	7,857	23,085	484	29,788	9,046
DE KALB	483,024	494,653	2.4	184,964	4,020,491	7,581,929	15,328	40,991	95	259	307
DODGE	16,955	16,665	-1.7	6,047	106,090	159,463	9,569	26,371	482	12,057	6,528
DOOLY	10,826	10,384	-4.1	3,568	50,350	73,568	7,085	20,619	304	36,138	3,844
DOUGHERTY	100,978	99,498	-1.5	34,069	688,295	938,439	9,432	27,545	199	14,239	3,697
Albany	84,150	78,247	-7.0	23,541	486,710	721,873	9,226	30,665	*	*	*
DOUGLAS	54,573	60,995	11.8	19,706	360,687	729,000	11,952	36,994	151	329	2,040
EARLY	13,158	13,016	-1.1	4,396	67,058	100,098	7,690	22,770	389	29,395	5,836
ECHOLS	2,297	2,225	-3.1	723	9,822	15,285	6,870	21,141	110	1,827	743
EFFINGHAM	18,327	21,142	15.4	7,018	109,626	186,992	8,845	26,645	293	4,741	2,338
ELBERT	18,758	18,942	1.0	6,856	103,675	158,364	8,360	23,099	368	2,882	7,921
EMANUEL	20,795	20,822	.1	7,327	113,638	178,952	8,594	24,424	519	13,630	7,250
EVANS	8,428	8,684	3.0	3,093	41,898	68,560	7,895	22,166	211	6,651	5,002
FANNIN	14,748	14,984	1.6	5,852	66,381	113,086	7,547	19,324	233	394	1,301
FAYETTE	29,043	44,219	52.3	14,675	244,644	648,838	14,673	44,214	253	553	2,556
FLOYD	79,800	79,032	-1.0	29,465	486,998	789,846	9,994	26,806	504	2,752	8,910
Rome	29,654	27,242	-8.1	10,842	187,170	284,054	10,427	26,199	*	*	*
FORSYTH	27,958	33,968	21.5	11,955	181,740	397,673	11,707	33,264	631	578	52,207
FRANKLIN	15,185	15,768	3.8	5,883	72,682	128,531	8,151	21,848	665	1,058	35,883
FULTON	589,904	596,407	1.1	237,367	4,484,566	7,727,667	12,957	32,556	379	2,329	5,017
2Atlanta	425,022	390,724	-8.1	157,144	2,705,912	4,460,703	11,417	28,386	*	*	*
Roswell	23,337	23,323	-.1	8,446	205,703	312,502	13,399	37,000	*	*	*
GILMER	11,110	12,237	10.1	4,515	51,876	93,369	7,630	20,680	272	759	13,551
GLASCOCK	2,382	2,400	.8	919	14,894	22,038	9,183	23,980	96	1,046	1,190
GLYNN	54,981	59,471	8.2	22,457	388,956	652,098	10,965	29,038	55	87	229
Brunswick	17,605	16,779	-4.7	6,111	99,683	145,975	8,700	23,887	*	*	*
GORDON	30,070	32,516	8.1	11,588	171,525	289,919	8,916	25,019	578	3,707	39,718
GRADY	19,845	20,511	3.4	7,118	104,461	150,212	7,323	21,103	625	15,982	16,937
GREENE	11,391	11,684	2.6	4,011	53,025	82,348	7,048	20,531	236	805	12,680
GWINNETT	166,903	245,477	47.1	84,958	1,234,879	2,911,029	11,859	34,264	492	1,512	10,374
Lawrenceville	8,928	11,382	27.5	4,146	80,806	133,369	11,718	32,168	*	*	*
HABERSHAM	25,020	26,847	7.3	9,484	125,641	225,000	8,381	23,724	409	499	40,080
HALL	75,649	82,279	8.8	29,605	471,119	866,213	10,528	29,259	874	207	90,839
Gainesville	15,280	14,401	-5.8	5,503	129,471	193,170	13,414	35,103	*	*	*
HANCOCK	9,466	9,090	-4.0	2,754	35,509	55,766	6,135	20,249	151	587	1,360
HARALSON	18,422	20,215	9.7	7,438	98,113	174,067	8,611	23,402	321	391	10,821
HARRIS	15,464	16,068	3.9	5,675	94,350	164,176	10,218	28,930	255	679	1,931
HART	18,585	18,884	1.6	6,666	99,081	160,466	8,497	24,072	548	3,092	18,009
HEARD	6,520	6,784	4.0	2,378	28,866	55,954	8,248	23,530	190	297	2,760
HENRY	36,309	44,400	22.3	14,894	246,875	522,643	11,771	35,091	426	1,782	3,537
HOUSTON	77,605	81,437	4.9	27,958	692,014	949,989	11,665	33,979	295	13,993	5,565
Warner Robins	39,893	41,059	2.9	14,791	392,885	497,402	12,114	33,629	*	*	*
IRWIN	8,988	9,000	.1	3,165	49,439	77,524	8,614	24,494	419	26,010	7,160
JACKSON	25,343	26,721	5.4	9,543	138,186	254,995	9,543	26,721	782	1,148	70,387
JASPER	7,553	10,229	35.4	3,661	47,938	87,434	8,548	23,883	232	570	11,656
JEFF DAVIS	11,473	11,500	.2	3,982	60,579	100,723	8,759	25,295	394	12,575	11,124
JEFFERSON	18,403	18,292	-.6	6,157	105,079	156,524	8,557	25,422	391	15,450	8,225
JENKINS	8,841	8,616	-2.6	2,967	47,528	71,988	8,355	24,263	251	7,915	18,455
JOHNSON	8,660	8,689	.3	3,095	55,873	90,989	10,472	29,399	304	5,375	2,328
JONES	16,579	18,163	9.6	5,972	143,014	178,596	9,833	29,906	184	343	8,017
LAMAR	12,215	12,342	1.0	4,200	67,216	110,480	8,952	26,305	238	933	4,518
LANIER	5,654	5,657	.1	1,857	27,191	39,492	6,981	21,267	172	7,767	3,260
LAURENS	36,990	37,426	1.2	13,113	263,146	414,364	11,072	31,599	803	19,282	9,852
Dublin	16,083	15,687	-2.5	5,495	129,062	185,065	11,797	33,679	*	*	*
LEE	11,684	14,116	20.8	4,625	75,423	136,328	9,658	29,476	186	26,207	5,353
LIBERTY	37,583	42,858	14.0	11,760	173,177	289,797	6,762	24,643	61	180	858
LINCOLN	6,949	6,770	-2.6	2,270	37,597	56,064	8,281	24,698	182	163	5,228
LONG	4,524	5,517	21.9	1,913	22,426	47,701	8,646	24,935	104	1,009	1,475

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

GEORGIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
LOWNDES	67,972	70,842	4.2	24,281	405,815	623,560	8,802	25,681	548	15,318	4,882
Valdosta	37,596	38,044	1.2	13,247	235,856	330,492	8,687	24,948	*	*	*
LUMPKIN	10,762	12,220	13.5	3,912	51,201	91,954	7,525	23,506	289	175	32,502
MCDUFFIE	18,546	19,637	5.9	6,960	107,574	166,902	8,499	23,980	216	1,975	3,462
MCINTOSH	8,046	8,142	1.2	2,771	34,302	56,283	6,913	20,311	29	8	91
MACON	14,003	14,000		4,525	72,341	99,296	7,093	21,944	267	20,403	10,974
MADISON	17,747	19,405	9.3	7,023	92,454	163,674	8,435	23,305	582	2,181	35,036
MARION	5,297	5,554	4.9	1,856	25,167	37,737	6,795	20,332	147	2,798	5,640
MERIWETHER	21,229	20,552	-3.2	6,960	115,964	179,895	8,753	25,847	380	1,301	8,839
MILLER	7,038	6,709	-4.7	2,351	36,384	51,778	7,718	22,024	342	19,686	6,251
MITCHELL	21,114	22,379	6.0	7,166	107,702	172,180	7,694	24,027	578	44,203	11,049
MONROE	14,610	15,026	2.8	5,045	91,329	143,229	9,532	28,390	172	423	11,206
MONTGOMERY	7,011	6,741	-3.9	2,260	33,520	50,215	7,449	22,219	274	5,270	2,752
MORGAN	11,572	12,311	6.4	4,051	59,298	102,638	8,337	25,336	355	3,422	28,919
MURRAY	19,685	21,121	7.3	7,292	106,903	184,434	8,732	25,293	310	1,146	7,679
MUSCOGEE	170,108	171,521	.8	62,232	1,192,318	1,672,387	9,750	26,873	49		
Columbus	169,441	170,422	.6	61,829	1,186,765	1,662,497	9,755	26,889	*	*	*
NEWTON	34,489	38,621	12.0	12,862	200,646	394,502	10,215	30,672	286	821	9,802
OCONEE	12,427	14,674	18.1	5,244	84,587	175,974	11,992	33,557	295	3,597	26,879
OGLETHORPE	8,929	9,468	6.0	3,222	45,529	78,941	8,338	24,501	351	1,745	21,648
PAULDING	26,042	30,263	16.2	10,549	148,403	304,441	10,060	28,860	296	184	11,178
PEACH	19,151	19,428	1.4	6,543	120,813	167,363	8,615	25,579	179	16,237	2,329
PICKENS	11,652	13,120	12.6	4,852	62,557	112,021	8,538	23,088	228	88	14,946
PIERCE	11,897	12,753	7.2	4,375	61,565	97,066	7,611	22,187	491	12,498	11,512
PIKE	8,937	8,900	-.4	2,961	48,897	86,219	9,688	29,118	292	1,818	3,463
POLK	32,386	32,826	1.4	12,095	166,791	284,098	8,655	23,489	327	1,315	4,034
PULASKI	8,950	8,740	-2.4	3,180	52,969	74,146	8,484	23,316	188	13,518	2,970
PUTNAM	10,295	11,579	12.5	4,011	64,175	105,102	9,077	26,203	167	207	17,497
QUITMAN	2,357	2,094	-11.2	713	8,297	12,572	6,004	17,633	34	1,922	238
RABUN	10,466	11,211	7.1	4,371	49,992	99,940	8,914	22,864	143	293	3,125
RANDOLPH	9,599	9,600		3,267	42,587	64,344	6,703	19,695	162	17,717	4,173
RICHMOND	181,629	189,416	4.3	64,811	1,316,172	1,724,934	9,107	26,615	139	2,128	1,804
Augusta	47,532	39,483	-16.9	16,854	318,648	326,875	8,279	19,395	*	*	*
ROCKDALE	36,747	44,089	20.0	14,503	252,169	564,141	12,796	38,898	128	349	1,186
Conyers	6,567	6,709	2.2	2,502	55,276	88,060	13,126	35,196	*	*	*
SCHLEY	3,433	3,313	-3.5	1,127	18,132	25,086	7,572	22,259	111	3,233	2,002
SCREVEN	14,043	13,914	-.9	4,941	85,293	125,357	9,009	25,371	409	15,941	7,715
SEMINOLE	9,057	8,605	-5.0	2,998	52,858	70,689	8,215	23,579	232	17,358	6,025
SPALDING	47,899	50,316	5.0	17,814	307,167	487,958	9,698	27,392	262	1,638	3,673
Griffin	20,728	18,269	-11.9	7,003	145,231	197,053	10,786	28,138	*	*	*
STEPHENS	21,763	21,844	.4	8,222	115,489	190,642	8,727	23,187	221	136	7,693
STEWART	5,896	5,780	-2.0	1,933	25,418	33,431	5,784	17,295	111		
SUMTER	29,360	30,253	3.0	10,090	174,775	253,060	8,365	25,080	360	30,298	9,534
Americus	16,120	15,740	-2.4	5,241	99,802	136,593	8,678	26,062	*	*	*
TALBOT	6,536	6,281	-3.9	2,138	33,080	51,366	8,178	24,025	144	1,280	1,585
TALIAFERRO	2,032	1,880	-7.5	707	9,708	12,058	6,414	17,055	82	59	3,764
TATTNALL	18,134	18,144	.1	5,763	85,692	120,079	6,618	20,836	631	16,096	27,929
TAYLOR	7,902	8,014	1.4	2,864	59,151	94,548	11,798	33,013	204	6,546	4,137
TELFAIR	11,445	10,762	-6.0	3,866	68,620	101,427	9,425	26,236	425	8,143	10,562
TERRELL	12,017	11,595	-3.5	3,878	59,175	87,915	7,582	22,670	229	23,497	2,914
THOMAS	38,098	38,360	.7	13,399	218,260	348,618	9,088	26,018	540	20,753	7,565
Thomasville	18,463	17,702	-4.1	6,387	116,279	173,026	9,774	27,090	*	*	*
TIFT	32,862	33,326	1.4	11,376	200,964	282,115	8,465	24,799	393	29,154	6,771
Tifton	13,749	13,478	-2.0	4,680	106,070	137,720	10,218	29,427	*	*	*
TOOMBS	22,592	23,168	2.5	8,228	120,161	181,726	7,844	22,086	407	13,275	6,939
TOWNS	5,638	6,303	11.8	2,321	26,920	45,419	7,206	19,569	176	263	2,035
TREUTLEN	6,087	5,917	-2.8	2,048	46,762	74,532	12,596	36,393	195	3,374	1,547
TROUP	50,003	52,700	5.4	19,282	300,247	495,028	9,393	25,673	291	394	4,733
La Grange	24,204	24,344	.6	9,049	154,900	238,074	9,780	26,309	*	*	*
West Point	4,294	4,254	-.9	1,667	30,964	42,129	9,903	25,272	*	*	*
TURNER	9,510	9,456	-.6	3,184	51,001	72,859	7,705	22,883	324	20,597	4,807
TWIGGS	9,354	9,542	2.0	2,974	54,944	72,517	7,600	24,384	149	2,954	1,132
UNION	9,390	10,821	15.2	4,037	39,479	73,474	6,790	18,200	307	588	9,463
UPSON	25,998	26,152	.6	9,587	154,805	234,656	8,973	24,476	243	1,047	6,058
WALKER	56,470	54,869	-2.8	19,904	292,427	486,407	8,865	24,438	584	1,692	9,860
WALTON	31,211	32,337	3.6	10,833	174,294	310,191	9,592	28,634	462	3,983	13,665
WARE	37,180	36,411	-2.1	13,042	209,700	317,530	8,721	24,347	394	6,770	4,542
Waycross	19,371	18,015	-7.0	6,892	117,934	165,892	9,209	24,070	*	*	*
WARREN	6,583	6,275	-4.7	2,034	30,576	43,744	6,971	21,506	168	1,109	5,217
WASHINGTON	18,842	18,800	-.2	6,330	106,474	147,300	7,835	23,270	379	10,598	6,341
WAYNE	20,750	21,653	4.4	7,541	121,728	203,097	9,380	26,932	416	7,691	2,694
WEBSTER	2,341	2,082	-11.1	709	11,945	15,425	7,409	21,756	106	7,696	3,089
WHEELER	5,155	4,909	-4.8	1,739	28,961	39,235	7,992	22,562	260	5,595	5,253
WHITE	10,120	11,379	12.4	4,119	50,350	95,146	8,362	23,099	320	464	27,405
WHITFIELD	65,780	66,511	1.1	23,661	416,328	686,587	10,323	29,018	422	1,277	13,310
Dalton	20,743	20,053	-3.3	7,724	154,693	232,260	11,582	30,070	*	*	*
WILCOX	7,682	7,538	-1.9	2,668	39,039	58,103	7,708	21,778	304	14,143	3,712
WILKES	10,951	11,284	3.0	4,217	59,057	94,359	8,362	22,376	382	598	15,253
WILKINSON	10,368	10,542	1.7	3,588	62,954	90,501	8,585	25,223	162	1,063	932
WORTH	18,064	18,811	4.1	6,298	96,020	157,413	8,368	24,994	557	32,271	9,096

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Georgia 1984 Cash Receipts as follows. From Crops $1,738,605,000, from Livestock & Livestock Products $1,848,869,000, Total $3,587,474,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

HAWAII POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS.......	964,856	1,038,938	7.7	330,538	7,575,971	12,720,581	12,244	38,484	4,595	456,068	102,540
METROPOLITAN STATISTICAL AREAS											
Honolulu, Hi...........	762,874	797,148	4.5	250,786	6,280,962	10,071,238	12,634	40,159	976	83,413	60,615
COUNTIES, Cities											
HAWAII..................	92,053	110,432	20.0	36,615	575,449	1,129,356	10,227	30,844	2,539	182,179	24,247
Hilo......................	35,269	41,168	16.7	12,125	228,419	398,346	9,676	32,853	*	*	*
North Kona........	13,748	17,935	30.5	8,010	110,369	183,416	10,227	22,898	*	*	*
South Kona........	5,914	7,047	19.2	2,196	44,020	72,068	10,227	32,818	*	*	*
HONOLULU............	762,874	797,148	4.5	250,786	6,280,962	10,071,238	12,634	40,159	976	83,413	60,615
Honolulu.............	365,048	369,370	1.2	137,501	3,555,091	5,349,398	14,482	38,904	*	*	*
KAUAI.....................	39,082	44,926	15.0	14,441	242,604	493,180	10,978	34,151	410	65,798	5,159
Lihue....................	4,000	4,464	11.6	1,511	29,056	52,474	11,755	34,728	*	*	*
MAUI.......................	70,847	86,432	22.0	28,696	476,956	1,026,807	11,880	35,782	670	124,678	12,519
Wailuku..............	10,674	11,603	8.7	2,898	73,944	165,857	14,294	57,232	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Hawaii 1984 Cash Receipts as follows: From Crops $529,568,000; from Livestock & Livestock Products $87,151,000; Total $616,719,000 *—Included in county totals
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data

IDAHO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS.......	943,935	1,009,950	7.0	362,487	6,675,557	9,880,939	9,784	27,259	24,714	1,151,294	1,069,388
METROPOLITAN STATISTICAL AREAS											
Boise City, Id.........	173,036	194,600	12.5	73,794	1,536,674	2,338,298	12,016	31,687	1,408	18,842	56,813
COUNTIES, Cities											
ADA........................	173,036	194,600	12.5	73,794	1,536,674	2,338,298	12,016	31,687	1,408	18,842	56,813
Boise City..........	102,160	107,879	5.6	44,581	993,733	1,417,535	13,140	31,797	*	*	*
ADAMS..................	3,347	3,581	7.0	1,358	22,170	31,773	8,873	23,397	218	473	7,317
BANNOCK.............	65,421	66,253	1.3	23,777	465,917	726,197	10,961	30,542	617	15,300	9,737
Pocatello.............	46,340	45,088	−2.7	17,075	345,322	513,162	11,381	30,053	*	*	*
BEAR LAKE............	6,931	6,900	−.5	2,246	42,893	59,700	8,652	26,581	451	3,250	10,748
BENEWAH..............	8,292	8,726	5.2	3,212	60,412	92,032	10,547	28,653	222		
BINGHAM..............	36,489	37,211	2.0	11,500	213,946	311,127	8,361	27,055	1,447	107,806	66,095
Blackfoot............	10,065	9,863	−2.0	3,396	70,773	94,055	9,536	27,696	*	*	*
BLAINE....................	9,841	13,308	35.2	5,698	87,724	145,721	10,950	25,574	236	8,072	13,327
BOISE......................	2,999	3,011	.4	1,166	21,685	28,641	9,512	24,563	73	561	1,644
BONNER..................	24,163	26,900	11.3	10,313	147,596	224,739	8,355	21,792	559	1,174	6,346
Sandpoint..	4,460	4,198	−5.9	1,367	27,053	32,691	7,787	23,914	*	*	*
BONNEVILLE..........	65,980	67,563	2.4	22,823	493,968	723,896	10,714	31,718	976	62,096	17,094
Idaho Falls.........	39,590	37,943	−4.2	13,778	324,588	444,225	11,708	32,242	*	*	*
BOUNDARY............	7,289	7,726	6.0	2,802	41,405	59,164	7,658	21,115	301	6,947	3,461
BUTTE.....................	3,342	3,225	−3.5	1,029	20,652	24,318	7,540	23,633	247	11,565	7,450
CAMAS....................	818	800	−2.2	306	6,444	6,938	8,673	22,673	121	8,246	2,996
CANYON................	83,756	90,052	7.5	32,003	542,346	796,717	8,847	24,895	2,127	99,082	133,985
Caldwell.............	17,699	18,079	2.1	6,809	125,543	179,549	9,931	26,369	*	*	*
Nampa...............	25,112	25,469	1.4	9,680	165,047	218,138	8,565	22,535	*	*	*
CARIBOU...............	8,695	8,582	−1.3	2,712	57,139	77,663	9,050	28,637	455	25,048	10,877
CASSIA...................	19,427	20,395	5.0	6,734	119,567	166,063	8,142	24,660	870	97,914	48,610
Burley.................	8,761	8,797	.4	3,069	57,578	75,912	8,629	24,735	*	*	*
CLARK....................	798	800	.3	306	5,083	6,110	7,638	19,967	82	11,350	6,213
CLEARWATER........	10,390	10,050	−3.3	3,657	77,710	105,358	10,483	28,810	219	3,056	1,587
CUSTER..................	3,385	6,180	82.6	2,393	21,482	48,811	7,898	20,397	240	1,713	9,819
ELMORE..................	21,565	21,925	1.7	7,184	124,481	168,410	7,681	23,442	307	40,246	81,456
FRANKLIN..............	8,895	9,753	9.6	3,040	45,309	73,522	7,538	24,185	650	7,666	34,287
FREMONT...............	10,813	10,790	−.2	3,430	61,673	79,948	7,409	23,308	547	44,362	19,808
GEM........................	11,972	11,806	−1.4	4,365	77,558	109,166	9,247	25,009	543	9,471	13,035
GOODING...............	11,874	12,753	7.4	4,687	78,471	105,796	8,296	22,572	740	25,450	68,033
IDAHO.....................	14,769	14,768		5,370	96,627	133,591	9,046	24,877	751	16,758	18,633
JEFFERSON............	15,304	16,011	4.6	4,863	81,733	119,417	7,458	24,556	842	43,718	31,301
JEROME..................	14,840	16,079	8.3	5,751	92,429	141,640	8,809	24,629	867	48,327	82,260
KOOTENAI.............	59,770	68,895	15.3	25,714	436,905	695,810	10,100	27,060	615	13,122	3,469
Coeur d'Alene...	20,054	20,259	1.0	7,306	140,432	219,377	10,829	30,027	*	*	*
LATAH....................	28,749	30,832	7.2	11,570	207,173	308,183	9,996	26,636	662	35,756	3,716
Moscow..............	16,513	17,813	7.9	6,300	121,891	171,583	9,632	27,235	*	*	*
LEMHI.....................	7,460	7,926	6.2	3,009	46,608	66,852	8,435	22,217	337	734	12,100
LEWIS.....................	4,118	3,892	−5.5	1,426	29,588	34,612	8,893	24,272	219	17,949	2,144

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

IDAHO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
LINCOLN	3,436	3,668	6.8	1,352	20,281	28,639	7,908	21,183	348	15,830	34,400
MADISON	19,480	21,489	10.3	5,774	98,845	136,845	6,368	23,700	551	43,506	8,746
MINIDOKA	19,718	20,979	6.4	6,863	117,514	174,753	8,330	25,463	955	57,522	24,066
NEZ PERCE	33,220	33,266	.1	12,969	258,587	363,250	10,920	28,009	433	32,573	6,245
Lewiston	27,986	27,732	−.9	10,909	218,618	307,273	11,080	28,167	*	*	*
ONEIDA	3,258	3,695	13.4	1,258	16,837	24,718	6,690	19,649	373	10,964	6,622
OWYHEE	8,272	9,011	8.9	3,032	41,347	60,752	6,742	20,037	598	27,870	59,905
PAYETTE	15,722	16,695	6.2	6,132	94,287	131,195	7,858	21,395	606	18,092	27,071
POWER	6,844	6,800	−.7	2,246	43,080	61,899	9,103	27,560	348	50,870	10,638
SHOSHONE	19,226	16,946	−11.9	6,275	138,209	169,052	9,976	26,941	51		
Kellogg	3,417	2,835	−17.0	1,105	26,472	27,975	9,868	25,317	*	*	*
Wallace	1,736	1,325	−23.7	563	12,861	13,217	9,975	23,476	*	*	*
TETON	2,897	3,184	9.9	1,049	14,930	21,816	6,852	20,797	270	16,583	6,605
TWIN FALLS	52,927	56,879	7.5	21,166	376,845	555,963	9,774	26,267	1,609	78,504	70,175
Twin Falls	26,209	27,326	4.3	10,588	205,154	284,195	10,400	26,841	*	*	*
VALLEY	5,604	7,234	29.1	2,824	41,260	72,750	10,057	25,761	126	867	5,536
WASHINGTON	8,803	8,811	.1	3,309	50,167	69,094	7,842	20,881	497	12,059	26,017

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Idaho 1984 Cash Receipts as follows. From Crops $1,385,904,000; from Livestock & Livestock Products $902,553,000; Total $2,288,457,000 *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

ILLINOIS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	11,418,461	11,575,924	1.4	4,272,396	100,981,833	148,508,446	12,829	34,760	98,483	5,020,577	2,198,720
METROPOLITAN STATISTICAL AREAS											
Alton-Granite City, Il	268,209	271,834	1.4	101,407	2,481,985	3,045,243	11,203	30,030	2,473	76,948	40,143
Aurora-Elgin, Il	315,607	336,135	6.5	117,833	3,122,083	4,542,012	13,512	38,546	528	100,459	47,452
Bloomington-Normal, Il	119,149	120,663	1.3	44,074	1,240,538	1,615,021	13,385	36,643	2,126	179,485	24,453
Champaign-Urbana-Rantoul, Il	168,392	171,242	1.7	61,869	1,725,253	2,035,367	11,886	32,898	1,871	146,852	13,195
Chicago, Il	6,059,091	6,141,042	1.4	2,269,700	50,299,626	83,949,644	13,670	36,987	1,890	95,292	47,765
Davenport-Rock Island-Moline, Ia-Il	383,958	383,140	−.2	143,614	3,521,449	4,571,726	11,932	31,833	3,787	158,759	178,104
Decatur, Il	131,375	127,809	−2.7	48,911	1,191,358	1,533,096	11,995	31,348	916	80,021	5,110
East St. Louis-Belleville, Il	298,086	300,498	.8	106,206	2,423,526	2,940,591	9,786	27,688	2,417	77,193	70,574
Joliet, Il	355,042	360,784	1.6	120,839	3,412,675	4,864,282	13,483	40,254	1,987	131,239	22,813
Kankakee, Il	102,926	100,293	−2.6	35,461	809,231	1,001,225	9,983	28,235	1,173	92,518	13,615
Lake County, Il	440,372	472,658	7.3	157,137	4,830,925	7,014,742	14,841	44,641	513	24,857	9,508
Peoria, Il	365,864	353,963	−3.3	131,473	4,078,114	4,199,869	11,865	31,945	3,581	203,632	63,933
Rockford, Il	279,514	282,342	1.0	104,444	2,419,691	3,427,066	12,138	32,812	1,541	65,103	49,501
St. Louis, Mo-Il	1,809,519	1,828,550	1.1	679,535	14,525,396	24,039,634	13,147	35,377	4,774	72,226	71,752
Springfield, Il	187,789	192,347	2.4	77,322	1,773,265	2,457,493	12,776	31,783	1,892	150,055	42,761
COUNTIES, Cities											
ADAMS	71,622	71,742	.2	27,481	737,596	729,171	10,164	26,534	1,707	51,543	82,916
Quincy	42,352	40,221	−5.0	16,386	451,684	418,185	10,397	25,521	*	*	*
ALEXANDER	12,264	11,894	−3.0	4,796	76,014	95,778	8,053	19,970	246	9,723	1,340
Cairo	5,931	5,453	−8.1	2,267	41,301	44,355	8,134	19,566	*	*	*
BOND	16,224	16,484	1.6	6,157	140,386	164,230	9,963	26,674	824	23,456	16,280
BOONE	28,630	29,879	4.4	10,548	245,870	351,821	11,775	33,354	608	31,168	17,608
Belvidere	15,176	15,447	1.8	5,828	139,640	192,680	12,474	33,061	*	*	*
BROWN	5,411	5,499	1.6	2,246	47,454	48,409	8,803	21,553	481	13,345	10,556
BUREAU	39,114	38,808	−.8	14,807	311,011	438,723	11,305	29,629	1,629	122,985	45,552
Spring Valley	5,822	5,859	.6	2,244	57,568	64,216	[illegible]	28,617	*	*	*
CALHOUN	5,867	5,803	−1.1	2,145	48,004	49,786	[illegible]	23,210	542	7,282	13,486
CARROLL	18,779	18,236	−2.9	7,122	187,028	198,761	10,899	27,908	846	36,363	71,336
CASS	15,084	14,602	−3.2	5,718	131,486	168,126	11,514	29,403	550	37,847	21,880
Beardstown	6,338	5,975	−5.7	2,318	55,579	68,582	11,478	29,587	*	*	*
CHAMPAIGN	168,392	171,242	1.7	61,869	1,725,253	2,035,367	11,886	32,898	1,871	146,852	13,195
Champaign	58,133	58,748	1.1	22,103	613,885	683,602	11,636	30,928	*	*	*
Urbana	35,978	37,823	5.1	13,012	358,338	417,438	11,037	32,081	*	*	*
CHRISTIAN	36,446	36,808	1.0	14,438	328,356	435,859	11,841	30,188	1,161	99,693	11,326
Taylorville	11,386	11,694	2.7	4,790	122,218	156,934	13,420	32,763	*	*	*

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

ILLINOIS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
CLARK	16,913	16,900	−.1	6,739	151,991	185,333	10,966	27,502	938	43,120	16,575
CLAY	15,283	15,949	4.4	6,287	121,221	146,503	9,186	23,303	894	28,187	10,331
Flora	5,379	5,538	3.0	2,231	46,982	51,094	9,226	22,902	*	*	*
CLINTON	32,617	33,595	3.0	11,640	254,617	328,164	9,768	28,193	1,154	31,184	51,447
COLES	52,992	53,000		19,603	478,351	590,198	11,136	30,108	915	57,678	9,642
Charleston	19,355	19,997	3.3	6,549	162,027	200,722	10,038	30,649	*	*	*
Mattoon	19,055	17,495	−8.2	7,789	203,513	242,186	13,843	31,093	*	*	*
COOK	5,253,190	5,247,607	−.1	1,956,119	40,594,672	69,413,803	13,228	35,485	428	24,897	2,825
Chicago	3,005,072	2,872,241	−4.4	1,105,484	25,321,393	32,528,090	11,325	29,424	*	*	*
CRAWFORD	20,818	21,503	3.3	8,658	208,145	256,816	11,943	29,662	726	34,889	11,558
Robinson	7,285	7,356	1.0	3,196	82,580	91,299	12,412	28,567	*	*	*
CUMBERLAND	11,062	11,003	−.5	4,122	94,065	111,072	10,095	26,946	818	27,435	14,738
DE KALB	74,624	74,318	−.4	25,087	796,701	835,513	11,242	33,305	1,150	88,918	59,738
De Kalb	33,099	32,212	−2.7	9,572	324,578	309,297	9,602	32,313	*	*	*
DE WITT	18,108	18,242	.7	7,163	182,863	227,574	12,475	31,771	629	51,580	4,227
Clinton	8,014	8,043	.4	3,303	79,948	99,054	12,316	29,989	*	*	*
DOUGLAS	19,774	19,768		7,479	192,372	245,208	12,404	32,786	845	65,179	12,308
DU PAGE	658,177	732,945	11.4	257,950	8,220,248	12,283,662	16,759	47,620	207	19,612	1,138
Wheaton	43,043	47,101	9.4	16,423	573,542	832,132	17,667	50,638	*	*	*
EDGAR	21,725	21,493	−1.1	8,574	188,930	233,962	10,885	27,287	1,045	73,142	16,309
Paris	9,885	9,685	−2.0	4,020	85,328	105,310	10,874	26,197	*	*	*
EDWARDS	7,961	8,142	2.3	3,284	68,133	85,354	10,483	25,991	422	14,205	11,428
EFFINGHAM	30,944	31,753	2.6	11,424	282,088	355,054	11,182	31,080	1,261	32,622	26,716
Effingham	11,270	11,233	−.3	4,442	124,702	149,247	13,286	33,599	*	*	*
FAYETTE	22,167	22,911	3.4	8,656	186,499	221,256	9,657	25,561	1,463	42,317	14,162
FORD	15,265	15,245	−.1	6,002	147,187	191,629	12,570	31,928	804	65,827	11,424
Paxton	4,258	4,379	2.8	1,720	42,551	55,292	12,627	32,147	*	*	*
FRANKLIN	43,201	44,337	2.6	18,210	313,018	472,897	10,666	25,969	672	19,784	4,626
Benton	7,778	8,023	3.1	3,366	75,751	87,695	10,930	26,053	*	*	*
West Frankfort	9,437	9,383	−.6	3,940	88,258	99,999	10,657	25,380	*	*	*
FULTON	43,687	40,941	−6.3	15,905	325,860	433,577	10,590	27,260	1,440	54,400	28,107
Canton	14,626	13,590	−7.1	5,496	122,017	154,044	11,335	28,028	*	*	*
GALLATIN	7,590	8,081	6.5	3,094	59,447	76,778	9,501	24,815	333	28,952	3,537
GREENE	16,661	16,255	−2.4	6,312	142,920	143,873	8,851	22,794	912	39,679	26,592
GRUNDY	30,582	31,595	3.3	11,646	312,894	401,435	12,706	34,470	606	52,347	5,882
Morris	8,833	8,780	−.6	3,617	93,172	110,117	12,542	30,444	*	*	*
HAMILTON	9,172	9,484	3.4	3,914	67,075	89,962	9,486	22,985	687	25,099	5,742
HANCOCK	23,877	24,154	1.2	9,414	175,026	246,804	10,218	26,217	1,507	61,901	42,466
HARDIN	5,383	5,684	5.6	2,280	34,271	46,124	8,115	20,230	216	979	965
HENDERSON	9,114	9,046	−.8	3,489	69,000	93,039	10,285	26,666	562	32,763	20,862
HENRY	57,968	55,429	−4.4	20,532	531,387	598,931	10,805	29,171	1,853	87,549	103,974
Kewanee	14,508	12,423	−14.4	5,077	134,703	132,188	10,641	26,037	*	*	*
IROQUOIS	32,976	32,758	−.7	12,542	302,828	378,962	11,569	30,215	1,899	154,604	38,149
Watseka	5,543	5,732	3.4	2,252	52,852	66,490	11,600	29,525	*	*	*
JACKSON	61,522	63,347	3.0	24,615	489,400	630,950	9,960	25,633	814	24,009	6,627
Carbondale	26,414	27,715	4.9	10,078	199,947	230,898	8,331	22,911	*	*	*
Murphysboro	9,866	9,386	−4.9	3,819	80,335	101,287	10,791	26,522	*	*	*
JASPER	11,318	11,949	5.6	4,446	105,102	129,005	10,796	29,016	1,017	39,946	21,324
JEFFERSON	36,354	39,100	7.6	15,635	284,229	430,189	11,002	27,514	1,168	24,476	9,614
Mount Vernon	16,995	17,264	1.6	7,407	156,677	216,172	12,522	29,185	*	*	*
JERSEY	20,538	20,784	1.2	7,279	201,244	210,279	10,117	28,888	738	26,928	16,274
JO DAVIESS	23,520	23,327	−.8	8,624	230,597	251,305	10,773	29,140	1,142	16,954	61,919
East Dubuque	2,194	1,948	−11.2	643	17,896	20,986	10,773	32,638	*	*	*
JOHNSON	9,624	10,595	10.1	3,781	67,095	92,682	8,748	24,513	532	5,038	9,027
KANE	278,405	298,240	7.1	105,006	2,738,246	4,052,953	13,590	38,597	912	58,681	31,097
Aurora	81,293	86,670	6.6	31,162	766,326	1,089,705	12,573	34,969	*	*	*
Elgin	63,981	68,689	7.4	26,562	654,159	937,344	13,646	35,289	*	*	*
KANKAKEE	102,926	100,293	−2.6	35,461	809,231	1,001,225	9,983	28,235	1,173	92,518	13,615
Kankakee	30,141	27,825	−7.7	10,531	245,660	261,609	9,402	24,842	*	*	*
KENDALL	37,202	37,895	1.9	12,827	383,837	489,059	12,906	38,127	616	41,778	16,355
KNOX	61,607	59,407	−3.6	22,834	512,874	666,352	11,217	29,182	1,301	65,632	46,557
Galesburg	35,305	33,154	−6.1	13,107	301,548	376,730	11,363	28,743	*	*	*
LAKE	440,372	472,658	7.3	157,137	4,830,925	7,014,742	14,841	44,641	513	24,857	9,508
North Chicago	38,774	33,566	−13.4	6,227	224,986	246,701	7,350	39,518	*	*	*
Waukegan	67,653	68,241	.9	24,969	649,508	854,079	12,516	34,206	*	*	*
LA SALLE	109,139	111,118	1.8	42,418	1,013,284	1,281,167	11,530	30,203	2,146	144,365	30,959
La Salle	10,347	10,489	1.4	4,269	98,177	112,474	10,723	26,347	*	*	*
Ogelsby	3,979	3,975	−.1	1,486	38,590	44,099	11,094	29,676	*	*	*
Ottawa	18,166	18,370	1.1	7,130	189,360	220,700	12,014	30,954	*	*	*
Peru	10,886	10,660	−2.1	4,018	107,137	122,530	11,494	30,495	*	*	*
Streator	14,795	14,732	−.4	5,728	137,357	159,984	10,860	27,930	*	*	*
LAWRENCE	17,807	18,295	2.7	7,287	151,876	195,613	10,692	26,844	501	26,684	3,827
Lawrenceville	5,652	5,599	−.9	2,414	52,211	60,249	10,761	24,958	*	*	*
LEE	36,328	35,348	−2.7	12,809	385,046	408,104	11,545	31,861	1,230	91,026	34,075
Dixon	15,659	14,150	−9.6	5,277	179,463	174,625	12,341	33,092	*	*	*
LIVINGSTON	41,381	41,684	.7	14,834	407,578	528,982	12,690	35,660	1,835	143,281	32,483
Pontiac	11,227	11,610	3.4	3,900	108,187	135,547	11,675	34,756	*	*	*
LOGAN	31,802	31,713	−.3	11,710	301,900	379,474	11,966	32,406	1,024	86,328	17,052
Lincoln	16,327	16,040	−1.8	6,168	161,367	197,773	12,330	32,064	*	*	*
MCDONOUGH	37,236	37,016	−.6	13,176	272,237	349,617	9,445	26,534	1,109	62,444	22,822
Macomb	19,632	19,321	−1.6	6,070	147,772	178,180	9,222	29,354	*	*	*
MCHENRY	147,724	160,490	8.6	55,631	1,484,706	2,252,179	14,033	40,484	1,255	50,783	43,802
Crystal Lake	18,590	19,623	5.6	6,699	215,121	301,311	15,355	44,979	*	*	*
Woodstock	11,725	11,967	2.1	4,551	125,731	175,087	14,631	38,472	*	*	*

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ILLINOIS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
MCLEAN	119,149	120,663	1.3	44,074	1,240,538	1,615,021	13,385	36,643	2,126	179,485	26,453
Bloomington	44,189	44,411	.5	19,405	508,229	625,417	14,082	32,230	*	*	*
Normal	35,672	38,332	7.5	10,730	345,819	453,533	11,832	42,268	*	*	*
MACON	131,375	127,809	-2.7	48,911	1,191,358	1,533,096	11,995	31,345	916	80,021	5,110
Decatur	94,081	90,967	-3.3	36,247	876,318	1,085,620	11,934	29,951	*	*	*
MACOUPIN	49,384	50,253	1.8	19,293	491,278	514,299	10,234	26,657	1,754	69,457	46,917
MADISON	247,671	251,050	1.4	94,128	2,280,741	2,834,964	11,292	30,118	1,735	50,020	23,869
Alton	34,171	31,561	-7.6	12,705	295,199	318,247	10,084	25,049	*	*	*
East Alton	7,123	7,137	.2	3,073	70,041	84,433	11,830	27,476	*	*	*
Edwardsville	12,460	13,658	9.6	5,432	135,195	169,242	12,391	31,156	*	*	*
Wood River	12,446	12,208	-1.9	4,920	125,037	150,715	12,346	30,633	*	*	*
MARION	43,523	46,058	5.8	18,062	386,049	489,601	10,630	27,107	1,179	34,084	11,937
Central City	1,377	1,544	12.1	551	4,485				*	*	*
Centralia	15,126	14,897	-1.5	6,035	157,328	179,613	12,057	29,762	*	*	*
MARSHALL	14,479	13,916	-3.9	5,213	116,821	159,876	11,489	30,669	656	42,654	10,655
MASON	19,492	18,315	-6.0	7,089	176,064	215,021	11,740	30,332	672	56,890	8,431
MASSAC	14,990	15,142	1.0	6,041	119,940	155,043	10,239	25,665	480	9,156	6,675
MENARD	11,700	11,700		4,390	93,463	140,266	11,989	31,951	520	39,320	13,950
MERCER	19,286	19,442	.8	7,163	141,104	216,115	11,116	30,171	1,058	54,500	32,267
MONROE	20,117	21,298	5.9	7,766	183,438	250,643	11,768	32,274	783	24,491	22,536
MONTGOMERY	31,686	32,553	2.7	12,862	296,764	339,154	10,419	26,369	1,398	66,400	25,444
Litchfield	7,204	7,198	-.1	2,885	63,019	74,753	10,385	25,911	*	*	*
MORGAN	37,502	37,500		14,294	405,382	408,903	10,904	28,607	1,074	61,700	27,418
Jacksonville	20,284	19,642	-3.2	7,452	225,024	216,722	11,034	29,082	*	*	*
MOULTRIE	14,546	14,642	.7	5,427	135,126	172,583	11,787	31,801	597	43,238	10,057
OGLE	46,338	46,868	1.1	17,215	503,542	550,274	11,741	31,965	1,406	75,523	70,751
PEORIA	200,466	190,928	-4.8	72,390	2,218,517	2,251,701	11,793	31,105	1,161	56,476	14,793
Peoria	124,160	114,475	-7.8	45,005	1,416,311	1,365,498	11,928	30,341	*	*	*
PERRY	21,714	22,553	3.9	8,880	174,740	274,906	12,189	30,958	700	19,349	6,855
Du Quoin	6,594	6,400	-3.0	2,673	66,363	77,317	12,081	28,925	*	*	*
Pickneyville	3,319	3,216	-3.1	1,372	33,709	39,228	12,198	28,592	*	*	*
PIATT	16,581	16,481	-.6	6,156	166,735	216,005	13,106	35,089	640	69,094	7,042
PIKE	18,896	18,994	.5	7,655	167,771	173,713	9,146	22,693	1,291	46,340	52,250
POPE	4,404	4,684	6.4	1,767	25,870	40,289	8,601	22,801	338	3,911	3,285
PULASKI	8,840	8,594	-2.8	3,367	50,364	66,725	7,764	19,817	285	10,404	3,319
PUTNAM	6,085	6,101	.3	2,284	51,243	73,980	12,126	32,391	261	17,144	6,679
RANDOLPH	35,566	35,936	1.0	12,403	334,636	391,243	10,887	31,544	1,173	27,053	21,330
RICHLAND	17,587	18,844	7.1	7,551	144,394	199,971	10,612	26,483	697		
Olney	9,026	9,424	4.4	4,022	83,289	109,132	11,560	27,134	*	*	*
ROCK ISLAND	165,968	166,073	.1	63,596	1,673,080	1,948,534	11,733	30,639	837	26,305	21,378
East Moline	20,907	21,016	.5	8,078	220,414	254,945	12,131	31,560	*	*	*
Moline	46,278	46,434	.3	18,715	509,228	586,987	12,641	31,365	*	*	*
Rock Island	46,928	45,007	-4.1	17,628	466,598	503,577	11,189	28,567	*	*	*
ST. CLAIR	265,469	266,903	.5	94,566	2,168,909	2,612,427	9,788	27,625	1,263	46,009	19,127
Belleville	42,150	44,516	5.6	17,611	429,445	496,142	11,145	28,172	*	*	*
SALINE	27,360	30,242	10.5	12,579	209,710	318,948	10,547	25,356	550	20,968	3,516
Eldorado	5,198	6,310	21.4	2,669	52,747	63,201	10,016	23,680	*	*	*
Harrisburg	9,322	9,812	5.3	4,031	78,272	109,385	11,148	27,136	*	*	*
SANGAMON	176,089	180,647	2.6	72,932	1,679,802	2,317,227	12,827	31,772	1,372	110,735	28,811
Springfield	100,054	102,577	2.5	44,032	1,001,912	1,326,539	12,932	30,127	*	*	*
SCHUYLER	8,365	8,088	-3.3	3,262	73,625	81,147	10,033	24,876	657	23,896	14,125
SCOTT	6,142	6,214	1.2	2,456	55,581	60,140	9,678	24,487	454	20,975	9,553
SHELBY	23,923	23,803	-.5	9,023	207,453	262,707	11,037	29,115	1,599	73,835	19,528
Shelbyville	5,259	5,473	4.1	2,109	44,734	59,462	10,865	28,194	*	*	*
STARK	7,389	6,969	-5.7	2,643	56,113	77,634	11,140	29,373	474	42,883	8,943
STEPHENSON	49,536	50,263	1.5	19,565	526,286	592,245	11,783	30,271	1,434	35,558	93,241
Freeport	26,266	25,450	-3.1	10,812	299,453	304,708	11,973	28,182	*	*	*
TAZEWELL	132,078	129,398	-2.0	47,463	1,507,685	1,565,679	12,100	32,987	1,251	75,738	24,297
Pekin	33,967	32,916	-3.1	13,234	391,857	384,174	11,671	29,029	*	*	*
UNION	16,851	18,825	11.7	7,377	135,081	193,035	10,254	26,167	650	12,323	5,395
VERMILION	95,222	92,739	-2.6	35,738	904,750	1,072,275	11,562	30,004	1,390	110,115	13,357
Danville	38,985	36,189	-7.2	14,729	398,108	436,933	12,074	29,665	*	*	*
WABASH	13,713	14,503	5.8	5,695	133,962	168,759	11,636	29,633	323	19,472	4,900
Mount Carmel	8,908	9,571	7.4	3,796	94,474	113,731	11,883	29,961	*	*	*
WARREN	21,943	21,067	-4.0	7,951	164,488	219,896	10,438	27,656	987	60,175	39,594
Monmouth	10,706	9,972	-6.9	3,820	83,184	105,143	10,544	27,524	*	*	*
WASHINGTON	15,472	15,784	2.0	5,954	138,350	167,359	10,603	28,109	1,057	37,440	29,237
Wamac	1,665	1,767	6.1	713	16,009	18,736	10,603	26,278	*	*	*
WAYNE	18,059	19,385	7.3	7,772	145,998	196,003	10,111	25,219	1,239		
WHITE	17,864	18,776	5.1	7,730	161,362	217,886	11,604	28,187	684	37,351	8,112
Carmi	6,264	6,607	5.5	2,802	64,956	77,484	11,728	27,653	*	*	*
WHITESIDE	65,970	63,759	-3.4	23,570	724,204	804,613	12,620	34,137	1,328	73,534	62,193
Rock Falls	10,624	10,168	-4.3	3,748	116,931	123,776	12,173	33,025	*	*	*
Sterling	16,273	15,350	-5.7	6,070	201,312	209,942	13,677	34,587	*	*	*
WILL	324,460	329,189	1.5	109,193	3,099,781	4,462,847	13,557	40,871	1,381	78,892	16,931
Joliet	77,956	69,187	-11.3	26,094	760,584	891,902	12,891	34,180	*	*	*
WILLIAMSON	56,538	60,479	7.0	24,472	444,328	654,570	10,823	26,748	674	7,476	3,843
Herrin	10,708	11,241	5.0	4,394	108,149	123,828	11,016	28,181	*	*	*
Marion	14,031	15,241	8.6	6,446	124,152	175,696	11,528	27,257	*	*	*
WINNEBAGO	250,884	252,463	.6	93,896	2,173,821	3,075,243	12,181	32,752	933	33,935	31,893
Rockford	139,712	133,973	-4.1	52,676	1,239,728	1,619,910	12,091	30,752	*	*	*

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ILLINOIS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	HOUSE-HOLDS 1987 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	E&P 1986 estimate (Thousands)	INCOME Income per capita	E&P 1988 estimate income per household	FARM PRODUCTS (1982) Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Rockton	2,313	2,442	5.6	958	24,793	29,746	12,181	31,050	*	*	*
South Beloit	4,088	4,253	4.0	1,738	40,474	48,133	11,317	27,694	*	*	*
WOODFORD	33,320	33,637	1.0	11,620	351,912	382,489	11,371	32,916	1,169	71,418	24,843

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Illinois 1984 Cash Receipts as follows: From Crops $4,555,724,000; from Livestock & Livestock Products $2,182,203,000; Total $6,737,927,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

INDIANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	HOUSE-HOLDS 1987 number of households	DISPOSABLE PERSONAL INCOME E&P 1988 estimate (Thousands)	E&P 1986 estimate (Thousands)	INCOME Income per capita	E&P 1988 estimate income per household	FARM PRODUCTS (1982) Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	5,490,179	5,524,885	.6	2,021,781	41,122,720	60,757,244	10,997	30,051	77,180	2,237,382	1,679,917
METROPOLITAN STATISTICAL AREAS											
Anderson, In	139,336	133,386	-4.3	49,914	863,237	1,504,402	11,279	30,140	1,126	46,473	13,070
Bloomington, In	98,387	102,237	3.9	36,342	908,232	1,108,135	10,839	30,492	619	3,812	4,442
Cincinnati, Oh-Ky-In.	1,401,403	1,425,379	1.7	528,185	12,961,181	17,040,537	11,955	32,262	5,626	65,966	33,746
Elkhart-Goshen, In	137,330	143,837	4.7	52,577	1,043,733	1,600,895	11,130	30,449	1,678	28,154	60,489
Evansville, In-Ky	276,252	282,601	2.3	108,249	2,212,437	3,336,883	11,808	30,826	2,266	70,850	21,223
Fort Wayne, In	354,156	350,799	-1.0	128,607	2,677,861	3,967,611	11,310	30,851	3,764	86,015	71,348
Gary-Hammond, In.	642,781	625,619	-2.7	217,313	4,952,762	6,699,150	10,708	30,827	1,299	59,127	17,422
Indianapolis, In	1,166,929	1,200,163	2.8	448,473	9,500,182	14,501,981	12,083	32,336	6,450	238,190	97,985
Kokomo, In	103,715	100,528	-3.1	37,445	774,496	1,223,637	12,172	32,678	1,370	72,701	36,913
Lafayette-West Lafayette, In	121,702	125,679	3.3	43,908	1,210,754	1,437,365	11,437	32,736	945	51,657	20,968
Louisville, Ky-In	956,844	957,879	.1	355,027	6,491,621	11,213,240	11,706	31,584	6,322	79,532	86,202
Muncie, In	128,587	123,556	-3.9	44,391	844,589	1,267,706	10,260	28,558	965	34,569	12,319
South Bend-Mishawaka, In	241,617	241,238	-.2	89,616	1,766,310	2,728,551	11,311	30,447	1,006	30,245	16,412
Terre Haute, In	137,247	135,564	-1.2	51,066	1,091,303	1,366,761	10,082	26,765	1,397	45,075	13,115
COUNTIES, Cities											
ADAMS	29,619	30,026	1.4	10,253	200,954	295,574	9,844	28,828	1,230	27,042	44,139
Decatur	8,649	8,388	-3.0	3,251	59,619	80,664	9,617	24,812	*	*	*
ALLEN	294,335	290,911	-1.2	107,166	2,268,091	3,333,032	11,457	31,102	1,776	44,621	32,791
Fort Wayne	174,028	162,895	-6.4	65,083	1,310,445	1,768,964	10,860	27,180	*	*	*
BARTHOLOMEW	65,088	65,382	.5	23,870	510,868	791,524	12,106	33,160	794	29,700	12,803
Columbus	30,292	30,429	.5	12,031	263,934	380,913	12,518	31,661	*	*	*
BENTON	10,218	10,255	.4	3,863	79,001	108,969	10,626	28,208	628	61,175	8,327
BLACKFORD	15,570	15,479	-.6	5,812	105,212	153,456	9,914	26,403	412		
Hartford City	7,622	7,304	-4.2	2,900	52,431	72,027	9,861	24,837	*	*	*
BOONE	36,446	39,953	9.6	14,472	290,055	483,374	12,099	33,401	935	43,407	18,020
Lebanon	11,456	12,523	9.3	5,090	97,934	156,971	12,535	30,839	*	*	*
BROWN	12,377	12,826	3.6	4,846	84,967	137,366	10,710	28,346	232	1,341	1,016
CARROLL	19,722	19,321	-2.0	7,089	143,079	203,484	10,532	28,704	868	43,126	67,470
CASS	40,936	40,394	-1.3	15,211	311,143	437,447	10,830	28,759	946	39,223	25,726
Logansport	17,731	16,411	-7.5	6,824	137,182	180,888	11,022	26,508	*	*	*
CLARK	88,838	89,841	1.1	32,754	465,391	972,128	10,821	29,680	848	13,810	7,258
Jeffersonville	21,220	20,292	-4.4	7,863	115,062	222,653	10,972	28,317	*	*	*
CLAY	24,862	24,900	.2	9,700	187,921	241,260	9,689	24,872	719	24,017	8,415
Brazil	7,852	7,464	-5.0	3,051	56,188	70,548	9,452	23,123	*	*	*
CLINTON	31,545	31,500	-.2	11,844	223,848	324,622	10,305	27,408	828		
Frankfort	15,168	14,955	-1.4	5,845	110,062	150,746	10,080	25,791	*	*	*
CRAWFORD	9,820	9,942	1.2	3,691	52,661	80,602	8,107	21,837	481	1,930	3,617
DAVIESS	27,836	29,893	7.4	11,070	197,847	260,137	8,702	23,499	1,207	32,516	46,135
Washington	11,325	11,785	4.1	4,980	93,727	117,424	9,964	23,579	*	*	*
DEARBORN	34,291	37,690	9.9	13,212	210,173	365,998	9,711	27,702	905	4,369	4,922
DECATUR	23,841	23,800	-.2	8,407	192,438	278,047	11,683	33,073	818	31,917	30,057
Greensburg	9,254	9,363	1.2	3,476	82,988	115,547	12,341	33,241	*	*	*
DE KALB	33,606	33,546	-.2	11,931	224,598	343,444	10,238	28,786	974	20,343	16,852
Auburn	8,122	8,176	.7	3,139	60,059	85,179	10,418	27,136	*	*	*
DELAWARE	128,587	123,556	-3.9	44,391	844,589	1,267,706	10,260	28,558	965	34,569	12,319
Muncie	77,216	74,195	-3.9	27,480	488,451	724,209	9,761	26,354	*	*	*
DUBOIS	34,238	36,332	6.1	12,469	229,469	369,149	10,160	29,605	1,019	16,419	91,169
Jasper	9,097	9,364	2.9	3,494	74,673	112,964	12,064	32,331	*	*	*
ELKHART	137,330	143,837	4.7	52,577	1,043,733	1,600,895	11,130	30,449	1,678	28,154	60,489
Elkhart	41,305	39,874	-3.5	16,604	341,945	462,081	11,589	27,829	*	*	*
Goshen	19,665	20,663	5.1	7,917	150,935	229,451	11,104	28,982	*	*	*
FAYETTE	28,272	27,932	-1.2	10,258	169,725	263,251	9,425	25,663	495	11,710	14,505
Connersville	17,023	15,662	-8.0	6,087	101,860	150,309	9,597	24,693	*	*	*

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INDIANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
FLOYD	61,169	64,753	5.9	23,767	331,621	735,959	11,366	30,966	475	3,645	2,569
New Albany	37,103	36,142	−2.6	14,374	201,030	401,156	11,099	27,908	*	*	*
FOUNTAIN	19,033	19,549	2.7	7,511	128,485	196,944	10,074	26,221	707	33,847	7,432
FRANKLIN	19,612	21,021	7.2	6,876	134,571	193,861	9,222	28,194	1,043	12,720	18,484
FULTON	19,335	19,192	−.7	7,425	157,563	215,552	11,231	29,031	817	25,181	19,233
Rochester	5,050	4,895	−3.1	1,884	40,148	54,246	11,082	28,793	*	*	*
GIBSON	33,156	35,047	5.7	13,484	240,388	386,310	11,023	28,650	895	42,017	17,933
Princeton	8,976	9,976	11.1	4,222	76,262	113,854	11,413	26,967	*	*	*
GRANT	80,934	78,470	−3.1	28,265	517,812	822,231	10,478	29,090	876		
Marion	35,874	33,324	−7.1	12,829	234,802	340,583	10,220	26,548	*	*	*
GREENE	30,416	31,112	2.3	12,334	226,632	300,297	9,652	24,347	1,071		
Bloomfield	2,705	2,657	−1.8	1,167	20,015	26,342	9,914	22,572	*	*	*
Linton	6,315	6,546	3.7	2,824	45,372	61,548	9,402	21,795	*	*	*
HAMILTON	82,381	90,500	9.9	31,463	738,685	1,303,040	14,398	41,415	843	31,992	12,355
Noblesville	12,056	12,797	6.1	4,786	96,201	161,532	12,623	33,751	*	*	*
HANCOCK	43,939	45,321	3.1	15,562	342,156	558,896	12,332	35,914	773	31,087	12,412
Greenfield	11,299	11,066	−2.1	4,052	91,690	136,623	12,346	33,717	*	*	*
HARRISON	27,276	29,005	6.3	10,079	170,247	272,935	9,410	27,080	1,438	12,768	21,513
HENDRICKS	69,804	76,763	10.0	26,125	556,928	965,389	12,576	36,953	997	31,842	13,918
HENRY	53,336	49,939	−6.4	18,319	328,470	500,557	10,023	27,324	1,054	33,405	20,962
New Castle	20,056	17,905	−10.7	7,067	127,735	179,269	10,012	25,367	*	*	*
HOWARD	86,896	84,254	−3.1	31,431	625,739	1,027,875	12,200	32,703	784	31,080	19,899
Kokomo	47,808	47,457	−.7	19,043	344,599	543,943	11,462	28,564	*	*	*
HUNTINGTON	35,596	34,573	−2.9	12,548	249,492	369,215	10,679	29,424	927		
Huntington	16,202	15,551	−4.0	5,919	120,888	170,095	10,938	28,737	*	*	*
JACKSON	36,523	37,779	3.4	14,026	279,773	382,685	10,130	27,284	1,026	25,325	55,552
Seymour	15,050	15,784	4.9	6,119	125,683	167,547	10,615	27,381	*	*	*
JASPER	26,138	26,526	1.5	8,823	204,686	305,001	11,498	34,569	877	60,188	34,956
Rensselaer	4,944	4,523	−8.5	1,820	38,633	54,399	12,027	29,890	*	*	*
JAY	23,239	21,899	−5.8	8,232	145,107	210,696	9,621	25,595	1,062	27,802	25,452
Portland	7,074	6,709	−5.2	2,698	46,794	63,361	9,444	23,484	*	*	*
JEFFERSON	30,419	30,400	−.1	10,721	228,736	297,684	9,792	27,766	1,055	14,008	6,718
Madison	12,472	11,215	−10.1	4,341	110,737	131,510	11,726	30,295	*	*	*
JENNINGS	22,854	23,184	1.4	7,788	158,393	221,809	9,567	28,481	751	13,518	17,717
JOHNSON	77,240	82,033	6.2	28,161	596,613	978,610	11,929	34,751	737	25,496	12,500
Edinburg	4,856	4,578	−5.7	1,627	38,022	52,866	11,548	32,493	*	*	*
Franklin	11,563	11,030	−4.6	3,719	80,915	124,574	11,294	33,497	*	*	*
KNOX	41,838	43,659	4.4	16,330	311,771	411,895	9,434	25,223	882	51,177	17,654
Bicknell	4,713	5,485	16.4	2,286	35,257	50,450	9,198	22,069	*	*	*
Vincennes	20,857	22,339	7.1	8,272	160,021	208,690	9,342	25,228	*	*	*
KOSCIUSKO	59,555	61,305	2.9	22,443	494,517	699,810	11,415	31,182	1,442	34,921	80,295
Warsaw	10,647	11,239	5.6	3,324	99,011	103,874	9,242	31,250	*	*	*
LAGRANGE	25,550	26,879	5.2	8,595	152,433	236,234	8,789	27,485	1,415	23,395	59,291
LAKE	522,965	498,714	−4.6	174,018	3,959,901	5,240,771	10,509	30,116	622	30 379	8,973
East Chicago	39,786	34,887	−12.3	12,863	272,335	337,954	9,687	26,273	*	*	*
Gary	151,953	135,186	−11.0	47,578	994,772	1,261,674	9,333	26,518	*	*	*
Hammond	93,714	83,569	−10.8	31,623	729,819	887,567	10,621	28,067	*	*	*
LA PORTE	108,632	107,528	−1.0	38,640	795,765	1,259,981	11,718	32,608	982	47,655	21,954
La Porte	21,796	20,894	−4.1	8,355	171,541	261,471	12,514	31,295	*	*	*
Michigan City	36,850	34,157	−7.3	12,214	256,741	365,743	10,708	29,945	*	*	*
LAWRENCE	42,472	42,273	−.5	16,172	277,159	410,141	9,702	25,361	962	8,151	9,381
Bedford	14,410	14,220	−1.3	6,083	113,387	159,556	11,221	26,230	*	*	*
MADISON	139,336	133,386	−4.3	49,914	863,237	1,504,402	11,279	30,140	1,126	46,473	13,070
Anderson	64,695	57,951	−10.4	23,389	403,337	632,369	10,912	27,037	*	*	*
Elwood	10,867	10,129	−6.8	3,913	61,703	108,819	10,743	27,810	*	*	*
MARION	765,233	770,709	.7	299,304	6,309,505	9,167,183	11,894	30,628	400	14,150	4,582
Indianapolis	700,807	692,517	−1.2	268,909	5,735,415	8,218,472	11,868	30,562	*	*	*
MARSHALL	39,155	41,189	5.2	15,019	266,044	424,322	10,302	28,252	1,182	30,537	26,398
Plymouth	7,693	7,573	−1.6	2,872	52,648	76,541	10,107	26,651	*	*	*
MARTIN	11,001	10,680	−2.9	3,872	64,191	92,620	8,672	23,920	390	3,598	12,185
MIAMI	39,820	36,436	−8.5	13,010	260,029	344,032	9,442	26,444	924	27,837	34,806
Peru	13,764	12,238	−11.1	4,903	96,283	121,043	9,891	24,688	*	*	*
MONROE	98,387	102,237	3.9	36,342	908,232	1,108,135	10,839	30,492	619	3,812	4,442
Bloomington	51,646	54,543	5.6	17,958	424,191	477,811	8,760	26,607	*	*	*
MONTGOMERY	35,501	36,211	2.0	13,865	264,979	392,368	10,836	28,299	976	50,726	28,227
Crawfordsville	13,325	12,853	−3.6	5,239	107,180	146,972	11,435	28,053	*	*	*
MORGAN	51,999	54,842	5.5	18,872	377,219	607,381	11,075	32,184	803	19,074	8,950
Martinsville	11,311	11,859	4.8	4,432	87,353	126,467	10,664	28,535	*	*	*
NEWTON	14,844	14,671	−1.2	5,201	118,009	164,035	11,181	31,539	504	46,532	8,903
NOBLE	35,443	36,537	3.1	12,984	234,239	366,443	10,029	28,223	1,146	21,664	28,164
Kendallville	7,299	7,284	−.2	2,500	50,503	72,922	10,011	29,169	*	*	*
OHIO	5,114	5,526	8.1	2,090	38,528	56,678	10,257	27,119	316	2,546	1,765
ORANGE	18,677	18,842	.9	7,060	105,318	153,043	8,122	21,677	655	7,593	10,422
OWEN	15,840	17,363	9.6	6,399	111,444	158,068	9,104	24,702	748	7,658	5,351
Spencer	2,732	2,791	2.2	1,028	18,705	25,409	9,104	24,717	*	*	*
PARKE	16,372	17,537	7.1	6,662	108,723	163,866	9,344	24,597	640	22,993	12,271
PERRY	19,346	19,092	−1.3	6,940	117,851	176,625	9,251	25,450	570	3,383	6,301
PIKE	13,465	13,392	−.6	5,243	102,956	140,392	10,483	26,777	413	12,917	5,953
PORTER	119,816	126,905	5.9	43,295	992,861	1,458,379	11,492	33,685	677	28,748	8,449
Chesterton	8,531	8,833	3.5	3,200	74,805	101,508	11,492	31,721	*	*	*
Valparaiso	22,247	21,512	−3.3	7,479	187,618	243,489	11,319	32,556	*	*	*
POSEY	26,414	26,542	.5	9,510	191,146	296,648	11,177	31,193	616	39,551	12,205
Mount Vernon	7,656	7,402	−3.3	2,864	59,173	83,283	11,251	29,079	*	*	*
PULASKI	13,258	13,268	.1	4,926	102,989	141,395	10,657	28,704	775	40,614	15,341
PUTNAM	29,163	30,195	3.5	10,208	220,856	309,694	10,256	30,338	985	26,961	18,157
Greencastle	8,403	7,980	−5.0	2,575	56,425	75,937	9,516	29,490	*	*	*
RANDOLPH	29,997	28,581	−4.7	10,713	178,539	276,534	9,675	25,813	1,208	36,013	20,247
Union City	3,908	3,581	−8.4	1,440	26,046	34,365	9,596	23,865	*	*	*
Winchester	5,659	5,366	−5.2	2,191	38,516	51,837	9,660	23,659	*	*	*

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INDIANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop Change 87 vs 80	1987 number of households	E&P 1988 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
RIPLEY	24,398	25,395	4.1	8,988	166,819	235,519	9,274	26,204	1,165	19,264	13,321
RUSH	19,604	19,559	–.2	6,928	143,642	189,725	9,700	27,385	883	36,664	30,794
Rushville	6,113	5,897	–3.5	2,237	42,553	56,041	9,503	25,052	*	*	*
ST. JOSEPH	241,617	241,238	–.2	89,616	1,766,310	2,728,551	11,311	30,447	1,006	30,245	16,412
Mishawaka	40,224	43,501	8.1	18,509	301,939	473,528	10,885	25,584	*	*	*
South Bend	109,727	100,608	–8.3	40,637	816,182	1,126,103	11,193	27,711	*	*	*
SCOTT	20,422	20,639	1.1	7,059	133,465	180,329	8,737	25,546	464		
SHELBY	39,887	40,042	.4	14,514	289,021	438,108	10,941	30,185	962	41,142	15,248
Shelbyville	14,989	14,466	–3.5	5,590	111,087	156,319	10,806	27,964	*	*	*
SPENCER	19,361	20,961	8.3	7,308	143,301	213,797	10,200	29,255	831	19,622	15,851
STARKE	21,997	21,817	–.8	7,734	150,984	207,050	9,490	26,771	493	22,176	6,432
STEUBEN	24,694	26,121	5.8	9,755	171,489	279,104	10,685	28,611	651	13,255	14,636
SULLIVAN	21,107	21,100		8,270	159,415	207,410	9,830	25,080	660	29,245	5,837
Sullivan	4,774	4,654	–2.5	2,039	34,694	45,716	9,823	22,421	*	*	*
SWITZERLAND	7,153	7,626	6.6	2,803	46,927	63,197	8,287	22,546	715	6,814	5,879
TIPPECANOE	121,702	125,679	3.3	43,908	1,210,754	1,437,365	11,437	32,736	945	51,657	20,968
Lafayette	43,011	40,349	–6.2	17,144	457,514	464,244	11,506	27,079	*	*	*
West Lafayette	21,247	21,894	3.0	7,732	246,896	288,960	13,198	37,372	*	*	*
TIPTON	16,819	16,274	–3.3	6,014	148,757	195,762	12,029	32,551	586	41,621	17,014
Tipton	5,004	4,710	–5.9	1,875	40,798	55,360	11,754	29,525	*	*	*
UNION	6,860	6,900	.6	2,553	43,188	64,037	9,281	25,083	339	11,603	11,921
VANDERBURGH	167,515	167,649	.1	66,855	1,371,006	1,949,288	11,627	29,157	408	15,480	3,495
Evansville	130,496	125,749	–3.6	51,906	1,035,368	1,379,722	10,972	26,581	*	*	*
VERMILLION	18,229	18,114	–.6	7,192	129,693	173,111	9,557	24,070	375	17,714	4,614
Clinton	5,267	4,924	–6.5	2,133	37,054	46,441	9,432	21,773	*	*	*
VIGO	112,385	110,664	–1.5	41,366	903,382	1,125,501	10,170	27,208	678	21,058	4,700
Terre Haute	61,125	55,170	–9.8	21,748	472,550	516,995	9,371	23,772	*	*	*
WABASH	36,640	35,997	–1.8	12,863	267,985	359,735	9,993	27,967	939	27,283	60,466
Wabash	12,985	12,266	–5.5	4,687	100,742	127,670	10,408	27,239	*	*	*
WARREN	8,976	8,913	–.7	3,170	61,009	90,899	10,198	28,675	530		
WARRICK	41,474	45,905	10.7	15,869	325,400	556,290	12,118	35,055	517	15,819	5,523
WASHINGTON	21,932	22,184	1.1	7,994	128,302	189,286	8,533	23,679	1,222	15,643	24,216
WAYNE	76,058	73,677	–3.1	27,751	493,492	742,651	10,080	26,761	1,000	32,275	26,370
Richmond	41,349	39,434	–4.6	15,763	269,691	386,262	9,795	24,504	*	*	*
WELLS	25,401	25,335	–.3	9,239	181,119	273,867	10,810	29,642	970	35,073	18,954
Bluffton	8,705	8,591	–1.3	3,479	66,072	96,482	11,231	27,733	*	*	*
WHITE	23,867	23,619	–1.0	9,069	175,787	247,441	10,476	27,284	883	58,312	26,189
Monticello	5,162	4,907	–4.9	1,671	39,980	51,793	10,555	30,995	*	*	*
WHITLEY	26,215	26,342	.5	9,510	185,172	291,135	11,052	30,614	1,014	21,049	21,705
Columbia City	5,091	4,884	–4.1	1,929	36,366	52,251	10,698	27,087	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Indiana 1984 Cash Receipts as follows: From Crops $2,149,944,000; from Livestock & Livestock Products $1,773,902,000; Total $3,923,846,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

IOWA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1988 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	2,913,387	2,920,436	.2	1,099,378	22,563,979	33,125,382	11,343	30,131	115,413	3,771,826	5,116,460
METROPOLITAN STATISTICAL AREAS											
Cedar Rapids, Ia	169,775	169,801		64,119	1,369,662	2,154,009	12,685	33,594	1,810	56,889	47,499
Davenport-Rock Island-Moline, Ia-Il	383,958	383,140	–.2	143,614	3,521,449	4,571,726	11,932	31,833	3,787	158,759	179,104
Des Moines, Ia	367,561	379,254	3.2	147,750	3,072,882	5,053,650	13,325	34,204	3,712	124,137	92,945
Dubuque, Ia	93,745	91,568	–2.3	30,621	754,419	941,923	10,287	30,761	1,708	15,467	120,196
Iowa City, Ia	81,717	88,452	8.2	32,262	687,328	1,024,150	11,579	31,745	1,508	40,002	66,154
Ompha, Ne-Ia	585,907	606,143	3.5	225,221	4,426,897	7,619,918	12,571	33,833	3,582	132,382	280,853
Sioux City, Ia-Ne	117,457	116,718	–.6	43,972	863,408	1,253,116	10,736	28,498	1,957	73,502	101,646
Waterloo-Cedar Falls, Ia	162,781	160,874	–1.2	58,466	1,381,156	1,833,838	11,399	31,366	2,639	89,890	93,991
COUNTIES, Cities											
ADAIR	9,509	8,968	–5.7	3,561	72,675	86,833	9,683	24,384	1,065	26,759	44,283
ADAMS	5,731	5,580	–2.6	2,238	37,906	51,731	9,271	23,115	737	16,108	31,255
ALLAMAKEE	15,108	15,227	.8	5,523	85,849	131,620	8,644	23,831	1,134	11,805	66,348
APPANOOSE	15,511	14,574	–6.1	5,911	99,293	127,422	8,743	21,557	900		
Centerville	6,558	6,044	–7.8	2,548	43,048	52,648	8,711	20,662	*	*	*
AUDUBON	8,559	8,359	–2.3	3,251	63,783	84,823	10,148	26,091	905	29,524	63,082
BENTON	23,649	22,981	–2.8	8,672	170,539	257,235	11,193	29,663	1,585	66,985	71,198
Vinton	5,040	4,921	–2.4	2,067	39,748	53,496	10,871	25,881	*	*	*
BLACK HAWK	137,961	135,932	–1.5	49,568	1,195,922	1,553,599	11,429	31,343	1,352	55,082	48,152
Evansdale	4,798	4,465	–7.0	1,557	43,014	51,506	11,535	33,080	*	*	*
Waterloo	75,985	73,348	–3.5	28,584	667,514	847,659	11,557	29,655	*	*	*

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IOWA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
BOONE	26,184	26,294	.4	10,208	195,539	300,179	11,416	29,406	1,153	59,071	43,782
Boone	12,602	12,845	1.9	5,278	102,678	151,084	11,762	28,625	*	*	*
BREMER	24,820	24,942	.5	8,898	185,234	280,239	11,236	31,495	1,287	34,808	45,839
BUCHANAN	22,900	22,781	-.5	7,992	151,468	229,504	10,074	28,717	1,403	51,248	61,687
BUENA VISTA	20,774	21,268	2.4	8,194	188,652	248,718	11,694	30,354	1,185	58,562	79,704
BUTLER	17,668	17,191	-2.7	6,429	116,042	176,374	10,260	27,434	1,467	48,887	61,608
CALHOUN	13,542	13,026	-3.8	5,178	93,709	144,045	11,058	27,819	1,164	62,862	53,058
CARROLL	22,951	22,896	-.2	8,166	183,650	244,735	10,689	29,970	1,396	47,143	139,383
Carroll	9,705	10,314	6.3	3,680	87,509	113,452	11,000	30,829	*	*	*
CASS	16,932	17,114	1.1	6,846	143,472	180,394	10,541	26,350	1,087	35,329	52,836
Atlantic	7,789	7,873	1.1	3,268	61,483	84,954	10,791	25,996	*	*	*
CEDAR	18,635	18,742	.6	7,163	150,837	222,174	11,854	31,017	1,323	60,021	65,847
CERRO GORDO	48,458	49,200	1.5	19,705	380,830	574,035	11,667	29,131	1,045	61,184	39,078
Mason City	30,144	30,605	1.5	11,878	228,730	332,884	10,877	28,025	*	*	*
CHEROKEE	16,238	15,838	-2.5	6,102	142,453	182,571	11,527	29,920	1,214		
Cherokee	7,004	6,948	-.8	2,743	58,863	81,302	11,701	29,640	*	*	*
CHICKASAW	15,437	15,205	-1.5	5,515	102,024	151,049	9,934	27,389	1,180	33,730	51,176
CLARKE	8,612	9,026	4.8	3,728	61,527	84,726	9,387	22,727	766	10,060	18,682
CLAY	19,576	19,243	-1.7	7,572	151,790	236,909	12,311	31,288	1,045	51,948	62,028
Spencer	11,726	12,034	2.6	4,721	94,729	148,719	12,358	31,502	*	*	*
CLAYTON	21,098	21,242	.7	7,877	131,135	202,021	9,510	25,647	1,725	25,196	107,251
CLINTON	57,122	55,527	-2.8	20,597	450,601	657,235	11,836	31,909	1,570	64,062	83,218
Clinton	32,828	30,549	-7.0	11,933	276,574	371,890	12,174	31,165	*	*	*
CRAWFORD	18,935	19,427	2.6	7,157	144,138	203,452	10,473	28,427	1,511		
DALLAS	29,513	30,211	2.4	11,412	220,607	365,599	12,102	32,036	1,208	58,083	38,374
DAVIS	9,104	9,384	3.1	3,503	63,584	86,039	9,169	24,562	954	14,739	22,612
DECATUR	9,794	9,594	-2.1	3,571	57,650	78,458	8,178	21,971	769	12,865	24,939
DELAWARE	18,933	19,368	2.3	6,660	123,201	187,742	9,693	28,189	1,481	34,561	118,825
DES MOINES	46,203	44,764	-3.1	17,509	379,389	543,282	12,137	31,029	815	37,625	20,261
Burlington	29,529	27,134	-8.1	10,832	240,154	320,494	11,812	29,588	*	*	*
DICKINSON	15,629	15,742	.7	6,347	120,823	184,525	11,722	29,073	652	33,323	44,966
DUBUQUE	93,745	91,548	-2.3	30,621	754,419	941,923	10,287	30,761	1,708	15,467	120,196
Dubuque	62,321	59,533	-4.5	21,118	537,679	634,902	10,665	30,064	*	*	*
EMMET	13,336	13,059	-2.1	4,886	90,994	141,142	10,808	28,887	714	42,394	28,353
Estherville	7,518	7,227	-3.9	2,803	59,090	78,953	10,925	28,167	*	*	*
FAYETTE	25,488	24,897	-2.3	9,253	164,439	250,245	10,051	27,045	1,641	47,553	98,913
Oelwein	7,564	7,543	-.3	2,981	56,432	77,408	10,262	25,967	*	*	*
FLOYD	19,597	19,154	-2.3	7,232	139,013	202,612	10,578	28,016	1,097	51,012	36,304
Charles City	8,778	8,353	-4.9	3,322	68,923	95,323	11,412	28,694	*	*	*
FRANKLIN	13,036	12,555	-3.7	5,087	90,233	137,465	10,949	27,023	1,168	64,281	66,060
FREMONT	9,401	9,400		3,778	75,480	95,522	10,162	25,284	771	38,588	31,669
GREENE	12,119	11,638	-4.0	4,672	91,850	122,787	10,551	26,281	1,054	65,450	40,811
GRUNDY	14,366	13,887	-3.3	5,304	112,686	171,232	12,330	32,284	1,135		
GUTHRIE	11,983	11,774	-1.8	4,686	83,236	117,775	10,003	25,133	1,105	32,851	44,104
HAMILTON	17,862	17,124	-4.1	6,607	135,122	197,198	11,516	29,847	1,158	67,458	83,799
Webster City	8,572	8,432	-1.6	3,258	71,771	96,024	11,388	29,473	*	*	*
HANCOCK	13,833	13,394	-3.2	5,001	93,809	143,678	10,727	28,730	1,176	62,051	53,079
HARDIN	21,776	22,427	3.0	8,791	160,852	245,913	10,965	27,973	1,208	59,098	73,996
HARRISON	16,348	16,300	-.3	6,228	122,669	160,233	9,830	25,728	1,192	53,164	31,937
HENRY	18,890	19,326	2.3	7,194	131,679	202,604	10,483	28,163	963	34,778	38,056
Mount Pleasant	7,322	7,497	2.4	2,807	57,175	77,306	10,312	27,540	*	*	*
HOWARD	11,114	10,868	-2.2	4,072	77,501	107,875	9,926	26,492	1,055	30,002	40,386
HUMBOLDT	12,246	11,968	-2.3	4,684	92,604	136,079	11,370	29,052	848	51,722	36,641
IDA	8,908	8,879	-.3	3,463	81,816	89,571	10,088	25,865	874		
IOWA	15,429	15,187	-1.6	5,814	113,985	176,919	11,649	30,430	1,150	37,126	69,669
JACKSON	22,503	22,784	1.2	8,096	155,437	231,834	10,175	28,636	1,422	20,083	71,696
JASPER	36,425	36,151	-.8	14,007	277,086	411,202	11,375	29,357	1,589	55,025	80,812
Newton	15,292	14,682	-4.0	6,078	134,922	189,736	12,923	31,217	*	*	*
JEFFERSON	16,316	16,584	1.6	6,055	117,266	160,019	9,649	26,428	894	26,358	26,932
Fairfield	9,428	9,859	4.6	3,568	69,769	91,943	9,326	25,769	*	*	*
JOHNSON	81,717	88,452	8.2	32,262	687,328	1,024,150	11,579	31,745	1,508	40,002	66,1[illegible]4
Iowa City	50,508	53,124	5.2	19,080	415,015	584,169	10,996	30,617	*	*	*
JONES	20,401	20,400		7,249	138,490	210,136	10,301	28,988	1,307		
KEOKUK	12,921	12,779	-1.1	5,097	84,604	128,953	10,091	25,300	1,193		
KOSSUTH	21,891	21,305	-2.7	7,929	151,220	223,022	10,468	28,127	1,885	111,625	90,681
LEE	43,106	42,786	-.8	16,229	332,602	493,375	11,531	30,401	1,060	27,856	37,077
Fort Madison	13,520	13,070	-3.3	5,067	110,330	157,962	12,086	31,175	*	*	*
Keokuk	13,536	12,716	-6.1	5,236	109,536	153,232	12,050	29,265	*	*	*
LINN	169,775	169,801		64,119	1,369,662	2,154,009	12,685	33,594	1,810	56,889	47,499
Cedar Rapids	110,243	107,189	-2.8	41,980	922,584	1,384,605	12,917	32,982	*	*	*
Marion	19,474	19,932	2.4	7,302	168,021	275,276	13,811	37,699	*	*	*
LOUISA	12,055	12,100	.4	4,390	88,576	130,062	10,749	29,627	699	35,144	22,555
LUCAS	10,313	10,300	-.1	4,186	69,638	97,723	9,488	23,345	769	8,499	18,997
LYON	12,896	12,555	-2.7	4,578	97,224	125,823	10,022	27,484	1,391	40,340	103,894
MADISON	12,597	12,589	-.1	4,730	89,061	129,488	10,286	27,376	1,154	21,353	35,228
MAHASKA	22,507	23,676	5.2	9,361	146,899	237,584	10,035	25,390	1,265	35,013	81,195
Oskaloosa	10,629	10,673	.4	4,422	79,857	117,021	10,964	26,453	*	*	*
MARION	29,669	30,837	3.9	11,251	222,313	329,494	10,685	29,236	1,231	24,206	47,753
MARSHALL	41,652	42,122	1.1	16,281	329,704	497,899	11,820	30,582	1,201	55,252	44,302
Marshalltown	26,938	27,486	2.0	10,826	223,390	324,130	11,793	29,940	*	*	*
MILLS	13,406	13,826	3.1	4,946	114,548	145,668	10,536	29,452	684	32,189	31,253
MITCHELL	12,329	11,939	-3.2	4,469	87,343	128,820	10,790	28,825	1,011	36,414	59,521
MONONA	11,692	11,462	-2.0	4,579	89,023	115,331	10,062	25,187	933	51,498	41,184
MONROE	9,209	8,974	-2.6	3,563	61,995	84,704	9,439	23,773	761	7,088	22,053
MONTGOMERY	13,413	13,346	-.5	5,533	115,459	147,083	11,021	26,583	769		

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

IOWA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
MUSCATINE	40,436	42,532	5.2	15,650	329,063	505,826	11,893	32,321	1,005	34,395	37,346
Muscatine	23,467	24,134	2.8	9,013	194,717	284,787	11,800	31,597	*	*	*
O'BRIEN	16,972	16,974		6,525	134,766	183,237	10,795	28,082	1,337	52,525	112,898
OSCEOLA	8,371	8,068	-3.6	3,051	58,882	86,196	10,684	28,252	833	38,512	49,760
PAGE	19,063	18,927	-.7	7;566	147,757	190,932	10,088	25,236	1,057	37,901	42,372
Shenandoah	6,274	6,309	.6	2,690	46,838	64,815	10,273	24,095	*	*	*
PALO ALTO	12,721	12,579	-1.1	4,689	88,717	128,613	10,224	27,429	1,015	60,024	46,656
PLYMOUTH	24,743	24,700	-.2	8,781	202,988	262,153	10,613	29,855	1,874	55,585	135,157
Le Mars	8,276	8,241	-.4	3,060	60,267	84,746	10,283	27,695	*	*	*
POCAHONTAS	11,369	11,159	-1.9	4,374	79,618	121,485	10,887	27,774	1,105	67,498	45,194
POLK	303,170	312,864	3.2	123,853	2,593,851	4,259,561	13,615	34,392	1,110	42,510	17,489
Des Moines	191,003	183,652	-3.9	75,865	1,556,444	2,361,704	12,860	31,130	*	*	*
POTTAWATTAMIE	86,500	87,681	1.4	32,599	744,766	1,005,081	11,463	30,832	1,828	76,892	111,607
Council Bluffs	56,449	54,831	-2.9	21,212	493,076	619,542	11,299	29,207	*	*	*
POWESHIEK	19,306	19,116	-1.0	7,051	139,497	196,279	10,268	27,837	1,152		
RINGGOLD	6,112	5,980	-2.2	2,442	40,446	50,276	8,407	20,588	776	14,104	27,886
SAC	14,118	13,499	-4.4	5,371	119,014	148,124	10,973	27,578	1,146	51,264	96,912
SCOTT	160,022	161,638	1.0	59,486	1,316,982	2,024,261	12,523	34,029	1,097	44,905	53,752
Bettendorf	27,381	27,658	1.0	9,660	268,842	416,075	15,044	43,072	*	*	*
Davenport	103,264	100,251	-2.9	38,695	831,617	1,214,410	12,114	31,384	*	*	*
SHELBY	15,043	15,193	1.0	5,511	115,743	156,192	10,281	28,342	1,317	45,416	69,779
SIOUX	30,813	31,226	1.3	10,457	216,99[illegible]	309,664	9,917	29,613	2,100	52,214	271,779
STORY	72,326	72,441	.2	24,620	543,776	794,693	10,970	32,278	1,248	66,947	43,047
Ames	45,775	46,014	.5	14,552	345,668	476,319	10,352	32,732	*	*	*
Nevada	5,912	6,010	1.7	2,387	55,511	73,281	12,193	30,700	*	*	*
TAMA	19,533	19,259	-1.4	7,336	132,856	199,296	10,348	27,167	1,508	57,353	56,991
TAYLOR	8,353	8,379	.3	3,463	53,538	76,533	9,134	22,100	890	17,603	25,993
UNION	13,858	13,900	.3	5,616	96,394	138,722	9,980	24,701	772		
Creston	8,429	8,480	.6	3,569	63,390	90,183	10,635	25,268	*	*	*
VAN BUREN	8,626	8,387	-2.8	3,262	52,073	71,588	8,536	21,946	883	17,377	22,149
WAPELLO	40,241	39,958	-.7	15,810	302,874	426,040	10,662	26,948	959		
Ottumwa	27,381	26,560	-3.0	10,840	213,762	291,495	10,975	26,891	*	*	*
WARREN	34,878	36,179	3.7	12,485	258,424	428,490	11,844	34,320	1,394	23,544	37,082
WASHINGTON	20,141	20,384	1.2	7,586	148,911	214,082	10,502	28,221	1,238	44,444	89,808
Washington	6,584	6,594	.2	2,706	51,595	67,854	10,290	25,075	*	*	*
WAYNE	8,199	7,868	-4.0	3,355	56,021	69,020	8,772	20,572	824	15,090	23,937
WEBSTER	45,953	43,940	-4.4	16,849	339,487	500,771	11,397	29,721	1,357	82,686	42,090
Fort Dodge	29,423	27,968	-5.0	10,952	228,835	319,694	11,431	29,190	*	*	*
WINNEBAGO	13,010	12,787	-1.7	4,998	91,502	133,639	10,451	26,738	847	43,867	23,693
WINNESHIEK	21,876	22,595	3.3	7,690	142,888	205,706	9,104	26,750	1,724	20,563	97,020
WOODBURY	100,884	99,692	-1.2	37,800	712,849	1,056,574	10,598	27,952	1,579	56,865	89,254
Sioux City	82,003	79,622	-2.9	30,486	594,466	861,727	10,823	28,266	*	*	*
WORTH	9,075	8,894	-2.0	3,469	67,159	97,600	10,974	28,135	798	38,910	29,522
WRIGHT	16,319	15,818	-3.1	6,297	133,959	180,328	11,400	28,637	1,009	73,453	35,056

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Iowa 1984 Cash Receipts as follows: From Crops $4,299,673,000; from Livestock & Livestock Products $5,012,623,000; Total $9,312,296,000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

KANSAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	2,363,208	2,539,613	7.5	979,655	19,942,057	30,316,511	11,937	30,946	73,315	2,102,611	4,011,187
METROPOLITAN STATISTICAL AREAS											
Kansas City, Mo-Ks.	1,433,372	1,505,485	5.0	580,985	12,100,384	19,637,543	13,044	33,800	10,702	144,873	155,473
Lawrence, Ks	67,640	72,147	6.7	26,634	634,047	727,808	10,088	27,326	896	10,331	17,912
Topeka, Ks	154,916	163,249	5.4	64,901	1,264,601	2,077,114	12,724	32,004	937	13,232	9,787
Wichita, Ks	411,313	455,945	10.9	178,096	3,186,442	5,954,118	13,059	33,432	3,041	57,593	119,991
COUNTIES, Cities											
ALLEN	15,654	16,249	3.8	6,492	86,936	178,183	10,966	27,447	735	11,755	11,967
Iola	6,938	7,307	5.3	2,842	53,087	80,367	10,999	28,278	*	*	*
ANDERSON	8,749	9,408	7.5	3,718	45,059	99,412	10,567	26,738	797	15,341	14,358
ATCHISON	18,397	20,108	9.3	7,186	147,471	184,924	9,197	25,734	768	12,644	14,250
Atchison	11,407	11,998	5.2	4,275	95,813	114,213	9,519	26,716	*	*	*
BARBER	6,548	7,227	10.4	3,075	64,086	84,856	11,742	27,595	517	20,351	32,072
BARTON	31,343	34,561	10.3	13,556	321,448	411,381	11,903	30,347	962	34,036	83,804
Great Bend	16,608	18,412	10.9	7,284	189,538	237,329	12,890	32,582	*	*	*
BOURBON	15,969	17,017	6.6	7,136	92,441	192,180	11,293	26,931	882	8,621	17,910
Fort Scott	8,893	9,127	2.6	3,899	67,716	102,199	11,197	26,212	*	*	*
BROWN	11,955	11,594	-3.0	4,694	97,721	108,119	9,325	23,033	826	28,394	32,280
Hiawatha	3,702	3,756	1.5	1,557	25,710	34,914	9,296	22,424	*	*	*
BUTLER	44,782	49,715	11.0	18,563	300,063	610,068	12,271	32,865	1,376	15,903	86,053
Augusta	6,968	7,738	11.1	2,967	65,351	95,478	12,339	32,180	*	*	*
El Dorado	10,510	9,600	-8.7	4,105	78,798	131,489	13,697	32,031	*	*	*

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KANSAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
CHASE	3,309	3,295	−.4	1,325	29,563	33,765	10,247	25,483	295	3,453	25,215
CHAUTAUQUA	5,016	5,508	9.8	2,291	43,657	52,619	9,553	22,968	431	4,805	10,944
CHEROKEE	22,304	22,726	1.9	9,138	135,760	199,691	8,787	21,853	939	18,655	5,898
Columbus	3,426	3,455	.8	1,524	23,407	30,043	8,696	19,713	*	*	*
CHEYENNE	3,678	3,672	−.2	1,621	33,516	42,765	11,646	26,382	546	24,061	27,811
CLARK	2,599	2,806	8.0	1,228	25,090	33,975	12,108	27,667	308	9,002	41,548
CLAY	9,802	9,795	−.1	3,980	62,727	95,036	9,703	23,878	719	17,728	20,850
Clay Center	4,948	4,967	.4	2,136	36,868	48,549	9,774	22,729	*	*	*
CLOUD	12,494	12,139	−2.9	4,876	81,097	113,187	9,324	23,213	726	19,363	15,207
Concordia	6,847	6,757	−1.3	2,599	50,691	63,413	9,385	24,399	*	*	*
COFFEY	9,370	9,968	6.4	3,946	55,279	117,695	11,807	29,826	671	13,410	16,220
COMANCHE	2,554	2,595	1.6	1,121	23,312	30,300	11,676	27,029	259	11,213	12,708
COWLEY	36,824	38,747	5.2	15,287	362,764	434,419	11,212	28,418	1,101	19,219	60,336
Arkansas City	13,201	13,421	1.7	5,723	134,352	155,555	11,590	27,181	*	*	*
Winfield	10,736	10,491	−2.3	4,142	112,766	143,914	13,718	34,745	*	*	*
CRAWFORD	37,916	39,944	5.3	16,847	251,085	363,871	9,110	21,599	915	13,915	13,879
Pittsburg	18,770	18,809	.2	8,099	135,232	184,694	9,819	22,805	*	*	*
DECATUR	4,509	4,584	1.7	1,933	43,416	52,664	11,489	27,245	516	18,964	52,593
DICKINSON	20,175	20,341	.8	8,184	132,594	205,969	10,126	25,167	1,149	25,605	39,063
Abilene	6,572	6,528	−.7	2,740	51,099	69,188	10,599	25,251	*	*	*
DONIPHAN	9,268	9,203	−.7	3,472	73,801	81,533	8,859	23,483	620	25,629	12,177
DOUGLAS	67,640	72,147	6.7	26,634	634,047	727,808	10,088	27,326	896	10,331	17,912
Lawrence	52,738	55,888	6.0	20,953	501,097	555,638	9,942	26,518	*	*	*
EDWARDS	4,271	4,180	−2.1	1,727	42,798	44,176	10,568	25,580	402	28,932	38,372
ELK	3,918	3,900	−.5	1,736	34,912	36,392	9,331	20,963	467	3,369	12,272
ELLIS	26,098	30,605	17.3	11,392	236,885	332,463	10,863	29,184	790	13,277	25,109
Hays	16,301	19,140	17.4	7,626	164,342	228,152	11,920	29,918	*	*	*
ELLSWORTH	6,640	6,742	1.5	2,774	58,160	67,046	9,945	24,169	527	13,521	8,802
FINNEY	23,825	30,924	29.8	11,024	242,651	350,733	11,342	31,815	558	60,472	164,284
Garden City	18,256	23,447	28.4	8,175	188,661	265,465	11,322	32,473	*	*	*
FORD	24,315	28,278	16.3	10,775	223,338	321,309	11,363	29,820	836	34,875	167,226
Dodge City	18,001	22,466	24.8	8,548	170,787	254,060	11,309	29,722	*	*	*
FRANKLIN	21,813	23,180	6.3	8,927	127,904	270,049	11,650	30,251	1,087	11,904	21,073
Ottawa	11,016	11,071	.5	4,413	68,491	133,114	12,024	30,164	*	*	*
GEARY	29,852	29,143	−2.4	10,225	296,040	359,860	12,348	35,194	299	4,882	9,039
Junction City	19,305	18,310	−5.2	7,357	209,211	248,980	13,598	33,843	*	*	*
GOVE	3,726	3,581	−3.9	1,422	31,250	36,273	10,129	25,508	548	17,385	61,707
GRAHAM	3,995	4,288	7.3	1,731	37,130	44,151	10,296	25,506	495	14,646	15,930
GRANT	6,977	6,752	−3.2	2,367	61,624	78,945	11,692	33,352	276	30,367	109,917
GRAY	5,138	5,242	2.0	1,956	43,076	59,018	11,259	30,173	552	55,098	106,256
GREELEY	1,845	1,800	−2.4	715	19,163	21,012	11,673	29,387	277	17,847	94,296
GREENWOOD	8,764	8,894	1.5	3,775	76,229	91,144	10,248	24,144	651	4,125	27,393
HAMILTON	2,514	2,490	−1.0	1,017	21,504	26,091	10,478	25,655	270	16,418	41,113
HARPER	7,778	8,014	3.0	3,478	58,274	85,426	10,660	24,562	660	31,205	28,083
HARVEY	30,531	32,632	6.9	12,286	228,686	362,525	11,109	29,507	923	24,635	32,465
Newton	16,332	16,859	3.2	6,742	133,938	202,109	11,988	29,978	*	*	*
HASKELL	3,814	3,800	−.4	1,327	31,971	39,436	10,378	29,718	324	48,748	295,409
HODGEMAN	2,269	2,390	5.3	915	23,241	26,973	11,286	29,479	466	16,406	58,127
JACKSON	11,644	11,884	2.1	4,421	105,289	117,748	9,908	26,634	1,156	8,153	18,661
JEFFERSON	15,207	16,905	11.2	6,104	99,075	181,547	10,739	29,742	1,047	11,261	15,863
JEWELL	5,241	4,841	−7.6	2,017	42,828	44,539	9,200	22,082	808	23,507	26,496
JOHNSON	270,269	318,896	18.0	119,591	3,231,161	5,266,469	16,515	44,037	766	12,229	12,579
Olathe	37,258	48,882	31.2	16,912	348,052	685,207	14,018	40,516	*	*	*
KEARNY	3,435	3,908	13.8	1,365	27,592	41,451	10,607	30,367	297	33,012	115,697
KINGMAN	8,960	9,581	6.9	3,707	62,473	100,089	10,447	27,000	860	24,597	17,331
KIOWA	4,046	4,100	1.3	1,634	41,637	44,820	10,932	27,430	354	15,747	10,681
LABETTE	25,682	26,254	2.2	10,436	142,195	291,159	11,090	27,899	1,064	13,952	41,463
Parsons	12,898	13,146	1.9	5,318	78,688	152,278	11,584	28,634	*	*	*
LANE	2,472	2,490	.7	1,017	24,809	28,105	11,287	27,635	335	16,204	63,527
LEAVENWORTH	54,809	59,319	8.2	19,431	513,396	630,506	10,629	32,448	1,237	9,487	14,120
Leavenworth	33,656	40,611	20.7	13,400	297,663	385,602	9,495	28,776	*	*	*
LINCOLN	4,145	3,860	−6.9	1,718	34,835	39,575	10,253	23,036	615	16,012	14,311
LINN	8,234	8,595	4.4	3,407	45,595	90,142	10,488	26,458	772	9,500	12,281
LOGAN	3,478	3,706	6.6	1,534	30,284	39,827	10,747	25,963	379	15,913	10,629
LYON	35,108	38,459	9.5	14,894	349,594	443,480	11,531	29,776	945	10,157	40,352
Emporia	25,287	27,557	9.0	10,782	250,146	323,308	11,732	29,986	*	*	*
MCPHERSON	26,855	28,320	5.5	10,779	201,490	312,952	11,051	29,033	1,476	35,149	35,938
McPherson	11,753	12,396	5.5	4,914	101,197	150,081	12,107	30,542	*	*	*
MARION	13,522	13,588	.5	5,406	87,008	134,187	9,875	24,822	1,184	21,218	38,444
MARSHALL	12,720	13,554	6.6	5,638	101,714	141,180	10,416	25,041	1,149	28,785	27,856
MEADE	4,788	4,687	−2.1	1,833	41,726	47,699	10,177	26,022	489	28,328	42,464
MIAMI	21,618	23,615	9.2	8,663	131,226	295,194	12,500	34,075	1,223	11,409	13,582
MITCHELL	8,117	8,568	5.6	3,499	74,853	90,884	10,607	25,974	642	24,352	27,215
Beloit	4,367	4,737	8.5	1,903	37,542	50,795	10,723	26,692	*	*	*
MONTGOMERY	42,281	44,101	4.3	17,970	290,163	436,212	9,891	24,274	1,021	11,474	15,323
Coffeyville	15,185	15,306	.8	6,254	108,042	153,819	10,050	24,595	*	*	*
Independence	10,598	10,819	2.1	4,705	82,922	118,989	10,998	25,290	*	*	*
MORRIS	6,419	7,308	13.8	3,005	62,430	72,212	9,881	24,031	571	6,338	36,100
Council Grove	2,381	2,688	12.9	1,015	18,418	26,561	9,881	26,168	*	*	*
MORTON	3,454	3,714	7.5	1,332	33,231	39,904	10,744	29,958	235	14,134	7,056
NEMAHA	11,211	11,800	5.3	4,492	90,000	106,020	8,985	23,602	1,158	18,518	45,108
NEOSHO	18,967	19,595	3.3	7,798	129,853	194,882	9,945	24,991	802	12,096	16,205
Chanute	10,506	10,904	3.8	4,511	76,407	112,886	10,353	25,025	*	*	*
NESS	4,498	4,914	9.2	2,048	40,464	55,363	11,266	27,033	644	20,847	14,579
NORTON	6,689	6,779	1.3	2,748	55,013	65,355	9,641	23,783	517	18,355	16,321
Norton	3,400	3,496	2.8	1,437	26,696	33,738	9,650	23,478	*	*	*

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

KANSAS POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
OSAGE	15,319	16,437	7.3	6,254	99,044	169,450	10,309	27,095	989	12,024	18,609
OSBORNE	5,959	5,658	-5.1	2,331	52,857	53,490	9,454	22,947	637	16,635	17,530
OTTAWA	5,971	6,200	3.8	2,450	39,928	58,730	9,473	23,971	589	17,062	22,253
PAWNEE	8,065	8,841	9.6	3,590	78,949	103,066	11,658	28,709	568	30,387	35,548
Larned	4,811	5,603	16.5	2,406	47,504	66,141	11,805	27,490	*	*	*
PHILLIPS	7,406	7,375	-.4	3,053	60,448	77,741	10,541	25,464	647	16,276	18,767
POTTAWATOMIE	14,782	15,795	6.9	6,034	131,751	162,516	10,289	26,933	869	9,783	30,358
PRATT	10,275	11,690	13.8	4,878	104,780	141,330	12,090	28,973	547	30,805	47,996
Pratt	6,885	7,857	14.1	3,319	67,695	95,997	12,218	28,923	*	*	*
RAWLINS	4,105	4,085	-.5	1,628	35,673	43,236	10,584	26,558	621	20,894	13,300
RENO	64,983	67,132	3.3	26,386	481,970	751,136	11,189	28,467	1,638	47,067	50,622
Hutchinson	40,284	41,616	3.3	16,978	310,623	473,015	11,366	27,860	*	*	*
REPUBLIC	7,569	7,240	-4.4	3,139	60,343	67,421	9,312	21,478	923	30,766	47,632
RICE	11,900	11,779	-1.0	4,688	83,667	129,906	11,029	27,710	643	26,563	34,774
Lyons	4,134	4,040	-2.3	1,708	34,568	45,959	11,376	26,908	*	*	*
RILEY	63,505	63,869	.6	19,811	512,143	546,200	8,552	27,571	583	7,969	17,994
Manhattan	32,644	33,825	3.6	13,235	337,442	353,392	10,448	26,701	*	*	*
ROOKS	7,006	7,413	5.8	2,966	62,321	78,259	10,557	26,385	528	16,385	14,065
RUSH	4,516	4,380	-3.0	1,830	41,500	44,671	10,199	24,410	584	17,031	10,366
RUSSELL	8,868	9,400	6.0	3,982	95,278	112,859	12,006	28,342	590	15,449	10,696
Russell	5,427	5,996	10.5	2,448	53,874	73,681	12,288	30,098	*	*	*
SALINE	48,905	53,300	9.0	21,249	374,647	603,763	11,328	28,414	763	18,899	25,163
Salina	41,843	46,906	12.1	18,957	333,205	534,418	11,393	28,191	*	*	*
SCOTT	5,782	5,703	-1.4	2,145	51,163	62,831	11,017	29,292	416	26,553	199,300
SEDGEWICK	366,531	406,230	10.8	159,533	2,886,379	5,344,050	13,155	33,498	1,665	41,690	33,938
Derby	9,786	11,742	20.0	3,800	121,451	174,982	14,902	46,048	*	*	*
Haysville	8,006	9,612	20.1	2,979	90,225	129,989	13,524	43,635	*	*	*
Wichita	282,135	306,419	8.6	125,633	2,263,652	4,049,958	13,217	32,236	*	*	*
SEWARD	17,071	18,425	7.9	6,964	165,470	222,164	12,058	31,902	277	19,525	106,648
Liberal	14,911	16,042	7.6	6,062	145,324	191,418	11,932	31,577	*	*	*
SHAWNEE	154,916	163,249	5.4	64,901	1,264,601	2,077,114	12,724	32,004	937	13,232	9,787
Topeka	115,266	114,887	-.3	48,363	955,078	1,435,471	12,495	29,681	*	*	*
SHERIDAN	3,544	3,589	1.3	1,323	27,701	34,103	9,502	25,777	571	28,568	30,327
SHERMAN	7,759	7,481	-3.6	2,852	68,547	79,381	10,611	27,833	550	43,278	26,147
Goodland	5,708	5,640	-1.2	2,135	48,846	60,552	10,736	28,362	*	*	*
SMITH	5,947	5,780	-2.8	2,442	42,767	50,203	8,686	20,558	761	22,394	32,088
STAFFORD	5,539	5,815	5.0	2,457	54,864	61,639	10,600	25,087	557	33,354	30,608
STANTON	2,339	2,527	8.0	929	21,299	25,240	9,988	27,169	231	30,446	48,910
STEVENS	4,736	4,700	-.8	1,736	47,645	55,093	11,722	31,736	325		
SUMNER	24,928	26,553	6.5	10,451	186,281	307,198	11,569	29,394	1,386	52,659	19,143
Wellington	8,212	8,541	4.0	3,557	70,181	99,534	11,654	27,983	*	*	*
THOMAS	8,451	9,068	7.3	3,433	82,116	101,240	11,165	29,490	628	42,787	35,132
Colby	5,544	6,118	10.4	2,259	50,078	70,770	11,568	31,328	*	*	*
TREGO	4,165	4,400	5.6	1,736	38,277	46,989	10,679	27,067	497	12,434	43,832
WABAUNSEE	6,867	7,042	2.5	2,671	60,924	72,651	10,317	27,200	678	6,540	33,928
WALLACE	2,045	2,099	2.6	816	14,894	19,412	9,248	23,789	338	21,492	11,573
WASHINGTON	8,543	8,465	-.9	3,355	61,376	74,604	8,813	22,237	1,032	26,627	41,576
WICHITA	3,041	2,771	-8.9	1,010	23,767	28,280	10,206	28,000	341	26,034	133,204
WILSON	12,128	11,948	-1.5	4,919	77,257	104,505	8,747	21,245	680	13,421	10,855
WOODSON	4,600	4,699	2.2	1,940	24,183	47,983	10,211	24,734	402	6,338	16,408
WYANDOTTE	172,335	174,950	1.5	67,414	1,299,544	1,899,114	10,855	28,171	216		
Kansas City	161,148	163,594	1.5	63,446	1,213,017	1,779,322	10,876	28,045	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Kansas 1984 Cash Receipts as follows: From Crops $2,327,946,000; from Livestock & Livestock Products $3,619,546,000; Total $5,947,492,000 *—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

KENTUCKY POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	3,661,433	3,757,766	2.6	1,352,084	24,051,119	37,110,073	9,876	27,447	101,642	1,253,934	979,146
METROPOLITAN STATISTICAL AREAS											
Cincinnati, Oh-Ky-	1,401,403	1,425,379	1.7	528,185	12,961,181	17,040,537	11,955	32,262	5,626	65,966	33,746
Clarksville-Hopkinsville, Tn-Ky	150,220	154,663	3.0	50,473	854,235	1,259,093	8,141	24,946	2,594	66,757	24,037
Evansville, In-Ky	276,252	282,601	2.3	108,249	2,212,437	3,336,883	11,808	30,826	2,266	70,850	21,223
Huntington-Ashland, W.V-Ky-Oh	336,410	336,300		124,068	2,264,060	3,117,316	9,269	25,126	3,457	11,912	11,344
Lexington-Fayette, Ky	318,136	327,415	2.9	121,720	2,259,432	3,878,748	11,847	31,866	5,875	128,981	228,096

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

KENTUCKY POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Louisville, Ky-In	956,844	957,879	.1	355,027	6,491,621	11,213,240	11,706	31,584	6,322	79,532	86,[illegible]2
Owensboro, Ky	85,949	89,168	3.7	32,722	508,293	990,264	11,106	30,263	1,497	45,321	8,725
COUNTIES, Cities											
ADAIR	15,233	16,053	5.4	6,017	79,311	117,239	7,303	19,485	1,605	10,311	15,754
ALLEN	14,128	14,668	3.8	5,577	80,582	123,853	8,444	22,208	1,290	9,381	10,734
ANDERSON	12,567	13,595	8.2	5,010	102,722	143,384	10,547	28,620	851	6,796	6,335
BALLARD	8,798	8,280	-5.9	3,259	50,584	81,910	9,893	25,133	527	15,801	5,282
BARREN	34,009	35,279	3.7	13,314	217,766	321,502	9,113	24,148	2,461	24,655	27,763
Glasgow	12,958	13,210	1.9	4,906	96,363	132,239	10,011	26,955	*	*	*
BATH	10,025	10,426	4.0	3,720	53,852	77,948	7,476	20,954	959	12,141	5,670
BELL	34,330	34,442	.3	11,960	166,759	237,268	6,889	19,838	56	51	274
Middlesborough	12,251	11,795	-3.7	4,512	80,639	107,298	9,097	23,781	*	*	*
BOONE	45,842	52,053	13.5	17,574	471,210	628,949	12,083	35,789	962	8,651	5,065
BOURBON	19,405	19,378	-.1	7,073	122,049	190,793	9,846	26,975	1,061	28,714	42,428
BOYD	55,513	53,260	-4.1	19,996	402,441	557,855	10,474	27,898	231	451	3,347
Ashland	27,064	23,714	-12.4	9,798	214,124	265,546	11,198	27,102	*	*	*
BOYLE	25,066	27,089	8.1	10,019	196,736	270,340	9,980	26,983	855	10,753	9,660
Danville	12,942	13,560	4.8	5,145	115,656	149,305	11,011	29,019	*	*	*
BRACKEN	7,738	7,842	1.3	2,874	47,097	68,585	8,746	23,864	752	11,966	5,069
BREATHITT	17,004	16,827	-1.1	5,382	70,718	113,701	6,757	21,126	356	1,825	337
BRECKINRIDGE	16,861	16,900	.2	6,126	89,656	130,191	7,704	21,252	1,539	21,873	12,623
BULLITT	43,346	45,716	5.5	14,210	233,721	449,908	9,841	31,661	688	4,205	5,510
BUTLER	11,064	12,085	9.2	4,392	50,250	89,585	7,413	20,397	733	7,804	4,453
CALDWELL	13,473	13,642	1.3	5,326	79,114	129,709	9,508	24,354	661	12,814	8,113
CALLOWAY	30,031	31,421	4.6	11,694	176,638	292,546	9,311	25,017	949	24,727	5,415
Murray	14,248	14,642	2.8	4,984	89,546	135,223	9,235	27,131	*	*	*
CAMPBELL	83,317	80,529	-3.4	28,625	829,364	1,062,330	13,192	37,112	545	2,230	1,895
CARLISLE	5,487	5,294	-3.5	2,040	29,262	48,792	9,216	23,918	445	9,787	5,724
CARROLL	9,270	9,726	4.9	3,724	66,150	93,983	9,663	25,237	420	6,951	1,678
CARTER	25,060	25,953	3.6	8,867	150,711	196,208	7,560	22,128	1,088	5,843	3,776
CASEY	14,818	15,511	4.7	5,589	74,000	97,746	6,302	17,489	1,682	12,097	10,049
CHRISTIAN	66,878	64,968	-2.9	19,807	380,290	514,297	7,916	25,965	1,400	49,859	14,255
Hopkinsville	27,318	26,483	-3.1	9,822	196,043	264,028	9,970	26,881	*	*	*
CLARK	28,322	29,295	3.4	10,727	198,019	327,122	11,166	30,495	1,018	16,666	15,035
Winchester	15,216	15,451	1.5	6,091	113,070	176,853	11,446	29,035	*	*	*
CLAY	22,752	24,221	6.5	7,585	95,300	142,131	5,868	18,738	614	3,844	883
CLINTON	9,321	10,131	8.7	3,657	38,695	55,492	5,477	15,174	848	3,880	4,770
CRITTENDEN	9,207	9,200	-.1	3,676	51,378	84,202	9,152	22,906	569	6,412	4,999
CUMBERLAND	7,289	7,808	7.1	3,002	39,398	54,313	6,956	18,092	687		
DAVIESS	85,949	89,168	3.7	32,722	508,293	990,264	11,106	30,263	1,497	45,321	8,725
Owensboro	54,450	56,513	3.8	21,872	341,958	639,750	11,320	29,250	*	*	*
EDMONSON	9,962	11,298	13.4	3,985	44,572	74,737	6,615	18,755	786	4,861	3,988
ELLIOTT	6,908	6,889	-.3	2,276	35,115	46,468	6,745	20,417	606	3,263	504
ESTILL	14,495	15,495	6.9	5,516	87,276	119,567	7,716	21,676	529	3,185	1,440
FAYETTE	204,165	209,600	2.7	80,148	1,495,662	2,624,212	12,520	32,742	976	26,251	82,134
1Lexington	204,165	209,600	2.7	80,148	1,496,616	2,656,780	12,675	33,148	*	*	*
FLEMING	12,323	12,726	3.3	4,640	74,360	100,014	7,859	21,555	1,295	16,822	16,237
FLOYD	48,764	50,505	3.6	17,326	261,026	402,704	7,974	23,243	110	314	106
FRANKLIN	41,830	45,068	7.7	17,635	408,322	550,717	12,220	31,229	849	10,903	3,960
Frankfort	25,973	27,643	6.4	11,525	276,367	359,214	12,995	31,168	*	*	*
FULTON	8,971	8,300	-7.5	3,329	43,993	73,731	8,883	22,148	255	16,680	1,372
Fulton	3,137	3,076	-2.0	1,354	19,725	27,713	9,009	20,468	*	*	*
GALLATIN	4,842	5,084	5.0	1,765	29,694	45,643	8,978	25,860	347	5,312	1,147
GARRARD	10,853	11,753	8.3	4,487	75,930	99,610	8,475	22,200	1,049	12,568	12,825
GRANT	13,308	15,005	12.8	5,283	89,789	142,705	9,510	27,012	1,206	12,509	4,422
GRAVES	34,049	33,265	-2.3	13,032	198,938	328,802	9,884	25,230	1,537	34,026	10,265
Mayfield	10,705	9,832	-8.2	4,224	72,778	110,140	11,202	26,075	*	*	*
GRAYSON	20,854	22,889	9.8	8,279	103,372	170,345	7,442	20,576	1,661	11,411	12,567
GREEN	11,043	11,284	2.2	4,217	60,446	82,215	7,286	19,496	1,399	12,275	12,764
GREENUP	39,132	38,906	-.6	13,448	250,441	377,711	9,708	28,087	857	4,162	2,594
HANCOCK	7,742	7,984	3.1	2,786	46,349	74,783	9,367	26,842	562	7,462	1,929
HARDIN	88,917	94,584	6.4	27,754	490,509	740,735	7,832	26,689	1,922	17,824	16,716
Elizabethtown	15,380	16,360	6.4	6,419	126,351	192,629	11,774	30,009	*	*	*
HARLAN	41,889	42,150	.6	14,552	215,987	317,856	7,541	21,843	27		
Harlan	3,024	2,667	-11.8	1,119	19,269	22,157	8,308	19,801	*	*	*
HARRISON	15,166	16,244	7.1	6,116	88,282	139,275	8,574	22,772	1,253	21,087	9,282
HART	15,402	16,725	8.6	6,143	73,979	117,923	7,051	19,196	1,607	15,983	15,618
HENDERSON	40,849	42,505	4.1	16,015	324,885	534,657	12,579	33,385	725		
Henderson	24,834	25,132	1.2	10,090	216,673	339,700	13,517	33,667	*	*	*
HENRY	12,740	14,080	10.5	5,246	95,405	125,734	8,930	23,968	1,108	17,649	10,819
HICKMAN	6,065	5,769	-4.9	2,234	36,620	56,423	9,780	25,256	377	15,477	4,686
HOPKINS	46,174	47,053	1.9	17,656	299,909	501,183	10,651	28,386	688		
Madisonville	16,979	16,511	-2.8	6,562	130,809	201,609	12,211	30,724	*	*	*
JACKSON	11,996	12,853	7.1	4,479	52,904	74,302	5,781	16,589	946	5,849	3,245
JEFFERSON	684,793	671,764	-1.9	255,733	4,922,734	8,151,005	12,134	31,873	725	8,228	4,123
Louisville	298,840	258,398	-13.5	107,864	1,932,323	2,774,160	10,736	25,719	*	*	*
JESSAMINE	26,653	27,979	5.0	9,418	172,144	281,707	10,069	29,912	930	13,922	9,471
JOHNSON	24,432	27,100	10.9	9,574	130,018	221,672	8,180	23,154	263	829	554
KENTON	137,058	136,029	-.8	49,814	1,343,647	1,715,486	12,611	34,438	617	3,386	2,278
Covington	49,013	44,706	-8.8	18,073	391,139	445,566	9,967	24,654	*	*	*
KNOTT	17,940	19,747	10.1	6,196	79,263	131,505	6,659	21,224	34	17	39
KNOX	30,239	30,786	1.8	10,547	135,015	193,242	6,277	18,322	446		
LARUE	11,983	14,675	22.5	5,487	67,089	116,589	7,945	21,248	1,011	10,598	13,493
LAUREL	38,982	41,558	6.6	14,248	234,543	339,969	8,181	23,861	1,393	7,774	5,128
LAWRENCE	14,121	15,379	8.9	5,339	76,338	118,946	7,734	22,279	405	1,396	3,007

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KENTUCKY POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
LEE	7,754	8,226	6.1	2,903	36,480	54,915	6,676	18,917	240	936	183
LESLIE	14,882	15,611	4.9	4,968	60,880	98,246	6,293	19,776	53	112	19
LETCHER	30,687	31,126	1.4	10,662	153,626	228,441	7,339	21,426	49	20	37
LEWIS	14,545	14,784	1.6	4,929	83,857	98,803	6,683	20,045	980	9,021	5,504
LINCOLN	19,053	19,100	.2	6,841	103,954	142,603	7,466	20,845	1,611	13,679	21,862
LIVINGSTON	9,219	9,200	–.2	3,574	50,877	88,331	9,601	24,715	405	6,691	4,993
LOGAN	24,138	25,773	6.8	9,570	148,106	228,861	8,879	23,914	1,495	39,464	13,215
LYON	6,490	6,500	.2	2,348	39,480	64,071	9,857	27,287	320	3,516	2,948
MCCRACKEN	61,310	61,149	–.3	24,399	424,664	685,822	11,216	28,109	555	8,563	2,933
Paducah	29,315	26,855	–8.4	11,597	202,713	286,106	10,654	24,671	*	*	*
MCCREARY	15,634	16,737	7.1	5,418	53,310	84,784	5,066	15,649	125		
MCLEAN	10,090	10,242	1.5	3,896	68,786	94,573	9,234	24,274	655		
MADISON	53,352	55,674	4.4	18,397	364,689	481,151	8,642	26,154	1,712	21,121	14,260
Richmond	21,705	22,443	3.4	7,028	154,197	193,662	8,629	27,556	*	*	*
MAGOFFIN	13,515	14,495	7.3	4,690	66,006	97,865	6,752	20,867	531		
MARION	17,910	17,553	–2.0	5,735	99,424	131,442	7,488	22,919	1,181	12,909	17,684
MARSHALL	25,637	25,600	–.2	9,802	164,879	273,145	10,670	27,866	714	7,715	3,432
MARTIN	13,925	14,611	4.9	4,558	65,711	124,280	8,506	27,266	18	22	28
MASON	17,760	17,800	.2	6,637	127,472	163,950	9,211	24,702	932	17,750	12,030
Maysville	7,983	8,243	3.3	3,331	54,771	75,992	9,219	22,814	*	*	*
MEADE	22,854	22,155	–3.1	7,230	127,258	181,835	8,207	25,150	888	9,105	7,947
MENIFEE	5,117	5,526	8.0	1,881	26,020	34,041	6,160	18,097	405	2,671	435
MERCER	19,011	19,284	1.4	7,178	118,432	177,024	9,180	24,662	1,209	14,273	16,846
METCALFE	9,484	10,585	11.6	3,777	48,592	71,760	6,779	18,999	1,096	10,382	10,624
MONROE	12,353	12,684	2.7	4,728	60,274	86,773	6,841	18,353	1,225	7,231	12,159
MONTGOMERY	20,046	20,284	1.2	7,280	138,085	175,519	8,653	24,110	874	12,647	6,993
MORGAN	12,103	12,526	3.5	4,332	60,173	82,081	6,553	18,948	899	6,409	1,676
MUHLENBERG	32,238	32,233		11,591	197,336	315,263	9,781	27,199	714	8,389	7,482
NELSON	27,584	29,021	5.2	9,531	182,998	254,208	8,759	26,672	1,486	13,235	22,436
NICHOLAS	7,157	7,484	4.6	2,891	46,731	64,258	8,586	22,227	786	12,045	6,094
OHIO	21,765	21,800	.2	7,964	121,727	204,805	9,395	25,716	1,172	14,354	3,958
OLDHAM	28,094	31,511	12.2	9,599	181,965	369,997	11,742	38,545	496	9,047	17,780
OWEN	8,924	9,753	9.3	3,669	56,920	78,794	8,079	21,476	1,102	15,714	5,939
OWSLEY	5,709	5,700	–.2	1,940	21,442	29,203	5,123	15,053	399	2,660	244
PENDLETON	10,989	11,142	1.4	3,997	74,382	99,176	8,901	24,813	1,026	11,808	5,395
PERRY	33,763	34,795	3.1	11,431	173,136	274,041	7,876	23,973	42	141	141
PIKE	81,123	83,232	2.6	28,294	451,278	705,311	8,474	24,928	53	37	55
POWELL	11,101	12,237	10.2	4,095	63,418	89,121	7,283	21,763	373	2,253	576
PULASKI	45,803	49,495	8.1	18,169	263,879	395,537	7,991	21,772	2,488	14,761	16,528
Somerset	10,649	10,087	–5.3	3,489	71,052	90,255	8,948	25,868	*	*	*
ROBERTSON	2,270	2,341	11.9	934	12,492	18,707	7,362	20,029	336	5,091	1,541
ROCKCASTLE	13,973	14,853	6.3	5,193	69,497	92,842	6,251	17,878	960	6,045	4,198
ROWAN	19,049	19,426	2.0	6,371	121,257	153,637	7,909	24,115	556	3,224	1,523
RUSSELL	13,708	15,689	14.5	5,941	69,804	108,116	6,891	18,198	1,257	6,733	9,768
SCOTT	21,813	22,226	1.9	7,701	140,406	227,977	10,257	29,604	1,165	22,738	19,218
SHELBY	23,328	25,289	8.4	8,885	185,942	261,308	10,333	29,410	1,652	27,829	27,449
SIMPSON	14,673	15,126	3.1	5,663	97,195	150,230	9,932	26,528	707	21,732	7,004
SPENCER	5,929	6,181	4.3	2,173	38,079	55,140	8,921	25,375	651	8,943	9,319
TAYLOR	21,178	22,621	6.8	8,427	125,049	198,625	8,781	23,570	1,135	10,801	15,728
TODD	11,874	11,085	–6.7	3,976	67,846	94,549	8,529	23,780	788	26,917	12,350
TRIGG	9,384	9,684	3.2	3,605	58,387	92,288	9,530	25,600	532	13,577	7,349
TRIMBLE	6,253	6,289	.6	2,279	42,370	57,425	9,131	25,197	620	7,740	2,092
UNION	17,821	18,653	4.7	6,004	125,984	181,613	9,736	30,249	471		
WARREN	71,828	82,951	15.5	30,210	505,823	833,691	10,050	27,597	2,113	21,277	16,620
Bowling Green	40,450	44,017	8.8	16,191	297,282	424,244	9,638	26,202	*	*	*
WASHINGTON	10,764	10,062	–6.5	3,356	63,984	84,906	8,438	25,300	1,191	12,953	14,669
WAYNE	17,022	17,711	4.0	6,303	70,797	107,312	6,059	17,026	1,082	7,698	10,188
WEBSTER	14,832	14,800	–.2	5,616	101,129	143,380	9,688	25,531	594	19,160	3,109
WHITLEY	33,396	37,095	11.1	13,150	170,155	262,087	7,065	19,931	438	1,110	1,852
Corbin	8,075	8,029	–.6	3,366	67,339	80,905	10,077	24,036	*	*	*
WOLFE	6,698	7,126	6.4	2,495	28,912	44,954	6,308	18,018	510	3,163	589
WOODFORD	17,778	18,937	6.5	6,653	131,157	226,937	11,984	34,110	725	20,690	59,810

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Kentucky 1984 Cash Receipts as follows: From Crops $1,239,714,000; from Livestock & Livestock Products $1,412,434,000; Total $2,652,148,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

LOUISIANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	4,204,417	4,452,069	5.9	1,552,729	30,387,847	46,322,131	10,405	29,833	31,628	935,173	403,031
METROPOLITAN STATISTICAL AREAS											
Alexandria, La.	135,282	135,584	.2	46,688	1,061,887	1,350,559	9,961	28,927	1,026	25,750	7,735

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LOUISIANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Baton Rouge, La	493,973	537,351	8.8	183,972	3,796,011	6,138,729	11,424	33,368	1,497	13,343	22,827
Houma-Thibodaux, La	176,876	193,953	9.7	62,479	1,429,118	1,968,447	10,149	31,506	504	31,980	2,054
Lafayette, La	190,231	223,465	17.5	76,237	1,734,745	2,672,354	11,959	35,053	1,158	28,067	5,490
Lake Charles, La	167,048	177,801	6.4	62,070	1,289,141	1,936,636	10,892	31,201	817	25,197	3,734
Monroe, La	139,241	142,611	2.4	49,972	846,361	1,420,388	9,960	28,424	454	11,040	3,161
New Orleans, La	1,256,353	1,299,054	3.4	471,629	9,537,[illegible]48	14,908,661	11,477	31,611	881	12,628	7,435
Shreveport, La	333,015	351,616	5.6	129,213	2,306,942	3,925,498	11,164	30,380	1,110	22,055	14,502
COUNTIES, Cities											
ACADIA	56,427	59,100	4.7	19,872	334,639	512,874	8,678	25,809	887	47,853	2,215
Crowley	16,036	15,923	−.7	5,560	104,356	147,277	9,249	26,489	*	*	*
ALLEN	21,390	21,684	1.4	7,687	118,454	181,235	8,358	23,577	435	14,416	3,207
ASCENSION	50,068	58,484	16.8	18,874	339,346	617,568	10,560	32,721	299	10,678	1,512
ASSUMPTION	22,084	23,788	7.7	7,296	139,789	202,871	8,528	27,806	110	21,488	113
AVOYELLES	41,393	44,727	8.1	15,291	233,007	345,466	7,724	22,593	1,302	37,179	3,701
BEAUREGARD	29,692	32,684	10.1	10,914	260,351	314,866	9,634	28,850	925	8,241	4,980
BIENVILLE	16,387	15,893	−3.0	5,919	94,127	132,918	8,363	22,456	405	967	6,087
BOSSIER	80,721	88,516	9.7	30,405	518,873	938,924	10,607	30,881	444	5,463	6,656
CADDO	252,294	263,100	4.3	98,808	1,788,069	2,986,574	11,351	30,226	666	16,592	7,846
Shreveport	207,615	216,507	4.3	81,018	1,508,658	2,459,282	11,359	30,355	*	*	*
CALCASIEU	167,048	177,801	6.4	62,070	1,289,141	1,936,636	10,892	31,201	817	25,197	3,734
Lake Charles	75,051	71,759	−4.4	25,816	589,971	794,211	11,068	30,764	*	*	*
CALDWELL	10,761	11,653	8.3	4,383	64,494	96,762	8,304	22,077	290	8,262	1,203
CAMERON	9,336	10,585	13.4	3,568	70,813	116,712	11,026	32,711	446	4,280	2,935
CATAHOULA	12,287	12,116	−1.4	4,192	55,651	92,646	7,647	22,101	531	34,225	2,043
CLAIBORNE	17,095	18,476	8.1	6,906	101,906	159,436	8,629	23,087	395	764	8,026
CONCORDIA	22,981	23,508	2.3	8,103	118,734	205,460	8,740	25,356	431	34,745	1,015
DE SOTO	25,664	28,364	10.5	10,350	192,370	251,183	8,856	24,269	679	1,089	20,899
EAST BATON ROUGE	366,164	382,542	4.5	133,602	2,946,641	4,557,047	11,913	34,109	589	2,141	7,236
Baton Rouge	240,986	249,894	3.7	83,397	1,799,827	2,885,994	11,549	34,605	*	*	*
EAST CARROLL	11,772	11,205	−4.8	3,543	45,926	70,856	6,324	19,999	323	43,122	484
EAST FELICIANA	19,015	20,539	8.0	5,814	122,284	175,043	8,522	30,107	497	2,620	8,836
EVANGELINE	33,343	35,193	5.5	12,390	190,453	274,907	7,811	22,188	725	28,034	2,142
FRANKLIN	24,141	24,003	−.6	8,373	105,933	175,386	7,307	20,947	971	41,742	4,254
GRANT	16,703	18,689	11.9	6,747	111,534	166,972	8,934	24,748	293	2,601	1,780
IBERIA	63,752	69,891	9.6	22,847	477,680	670,304	9,591	29,339	351	26,866	2,047
New Iberia	32,766	35,473	8.3	11,982	259,175	331,557	9,347	27,671	*	*	*
IBERVILLE	32,159	32,768	1.9	10,263	208,116	271,749	8,293	26,479	218		
JACKSON	17,321	17,442	.7	6,448	109,105	144,225	8,269	22,367	242		
JEFFERSON	454,592	460,569	1.3	164,714	3,837,606	5,989,450	13,004	36,363	115	1,120	341
JEFFERSON DAVIS	32,168	33,337	3.6	11,242	203,374	304,501	9,134	27,086	555	52,366	967
Jennings	12,401	12,605	1.6	4,318	88,117	125,172	9,930	28,988	*	*	*
LAFAYETTE	150,017	176,202	17.5	61,284	1,486,404	2,292,685	13,012	37,411	765	13,152	3,835
Lafayette	83,461	92,330	10.6	32,453	848,237	1,223,850	13,255	37,711	*	*	*
LAFOURCHE	82,483	91,595	11.0	29,349	643,658	889,627	9,713	30,312	361	23,884	1,591
Thibodaux	15,810	16,328	3.3	5,397	131,255	162,025	9,923	30,021	*	*	*
LA SALLE	17,004	17,568	3.3	6,598	105,592	162,651	9,258	24,652	239	975	879
LINCOLN	39,763	44,361	11.6	14,082	269,363	385,465	8,689	27,373	432	1,631	19,634
Ruston	20,585	23,028	11.9	7,438	158,781	220,076	9,557	29,588	*	*	*
LIVINGSTON	58,655	75,337	28.4	24,806	397,29[illegible]	758,068	10,062	30,560	516	524	14,079
MADISON	14,733	15,214	3.3	5,212	59,888	101,829	6,693	19,537	375	41,161	984
MOREHOUSE	34,803	34,942	.4	12,164	169,395	275,004	7,870	22,608	445	53,973	2,213
Bastrop	15,527	15,450	−.5	5,608	84,819	131,659	8,522	23,477	*	*	*
NATCHITOCHES	39,863	38,982	−2.2	13,576	292,293	337,184	8,650	24,837	671	19,983	26,957
ORLEANS	557,927	541,948	−2.9	208,991	3,771,421	5,499,872	10,148	26,316	8		
New Orleans	557,927	541,948	−2.9	208,991	3,771,130	5,499,872	10,148	26,316	*	*	*
OUACHITA	139,241	142,611	2.4	49,972	846,361	1,420,388	9,960	28,424	454	11,040	3,161
Monroe	57,597	53,638	−6.9	18,702	334,889	484,155	9,026	25,888	*	*	*
West Monroe	14,993	13,842	−7.7	5,727	110,542	170,225	12,298	29,723	*	*	*
PLAQUEMINES	26,049	25,093	−3.7	7,757	221,185	268,790	10,712	34,651	127	521	931
POINTE COUPEE	24,045	25,137	4.5	8,383	146,124	214,035	8,515	25,532	494	25,023	2,936
RAPIDES	135,282	135,584	.2	46,688	1,061,887	1,350,559	9,961	28,927	1,026	25,750	7,735
Alexandria	51,565	51,835	.5	19,036	426,387	522,931	10,088	27,471	*	*	*
Pineville	12,034	12,662	5.2	4,766	83,923	122,620	9,684	25,728	*	*	*
RED RIVER	10,433	11,471	9.9	4,078	72,821	93,672	8,166	22,970	288	6,433	2,504
RICHLAND	22,187	23,049	3.9	7,810	101,827	172,657	7,491	22,107	719	41,799	4,870
SABINE	25,280	29,421	16.4	10,865	180,899	243,342	8,271	22,397	527	237	29,780
ST. BERNARD	64,097	68,363	6.7	22,988	472,048	768,839	11,246	33,445	37	454	225
ST. CHARLES	37,259	42,546	14.2	13,667	358,954	528,033	12,411	38,636	64	712	1,094
ST. HELENA	9,827	10,468	6.5	3,391	55,082	78,286	7,479	23,086	485	664	15,485
ST. JAMES	21,495	22,353	4.0	6,609	148,861	207,885	9,300	31,455	89		
ST. JOHN THE BAPTIST	31,924	40,947	28.3	12,467	252,901	415,056	10,136	33,292	36	5,140	149
ST. LANDRY	84,128	88,009	4.6	29,401	496,981	698,570	7,937	23,760	1,483	38,243	4,456
Opelousas	18,903	18,242	−3.5	6,226	129,153	164,981	9,044	26,499	*	*	*
ST. MARTIN	40,214	47,263	17.5	14,953	248,341	379,669	8,033	25,391	393	14,915	1,655
ST. MARY	64,395	64,685	.5	21,061	522,592	673,109	10,406	31,960	101		
Franklin	9,584	9,446	−1.4	3,117	81,607	95,947	10,157	30,782	*	*	*
Morgan City	16,114	15,297	−5.1	5,255	149,587	176,020	11,507	33,496	*	*	*
ST. TAMMANY	110,554	144,681	30.9	48,802	844,418	1,707,411	11,801	34,986	621	5,202	5,626
Slidell	26,718	32,695	22.4	9,702	220,676	419,685	12,836	43,258	*	*	*
TANGIPAHOA	80,698	92,246	14.3	30,760	554,593	824,478	8,938	26,804	1,267	3,623	56,622
Hammond	15,043	16,965	12.8	5,271	123,576	178,070	10,496	33,783	*	*	*
TENSAS	8,525	7,489	−12.2	2,716	33,950	55,692	7,437	20,505	334	47,093	861

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LOUISIANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
TERREBONNE	94,393	102,358	8.4	33,130	785,460	1,078,820	10,540	32,563	143	8,096	463
Houma	32,602	32,330	−.8	11,377	305,884	373,488	11,552	32,828	*	*	*
UNION	21,167	22,905	8.2	8,143	123,246	161,197	7,911	22,252	541	416	38,501
VERMILION	48,458	54,456	12.4	18,951	319,276	529,183	9,718	27,924	1,283	41,855	3,132
Abbeville	12,391	13,943	12.5	5,033	85,343	133,401	9,568	26,505	*	*	*
VERNON	53,475	60,614	13.4	18,628	357,992	446,856	7,372	23,988	625	550	8,624
Leesville	9,054	10,263	13.4	3,667	74,460	74,571	7,266	19,284	*	*	*
WASHINGTON	44,207	46,088	4.3	16,820	321,131	414,698	8,998	24,655	1,042	3,172	28,733
Bogalusa	16,976	16,193	−4.6	6,285	136,425	156,926	9,691	24,968	*	*	*
WEBSTER	43,631	46,146	5.8	17,330	251,867	442,232	9,583	25,518	510	646	3,875
Minden	15,074	15,801	4.8	5,668	87,145	147,899	9,360	26,094	*	*	*
WEST BATON ROUGE	19,086	20,988	10.0	6,690	112,732	206,046	9,817	30,799	93		
WEST CARROLL	12,922	12,895	−.2	4,695	56,854	94,183	7,304	20,060	659	22,996	1,924
WEST FELICIANA	12,186	13,671	12.2	2,812	68,626	93,848	6,865	33,374	195	3,067	2,233
WINN	17,253	17,726	2.7	6,479	97,116	139,641	7,878	21,553	239	192	3,025

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Louisiana 1984 Cash Receipts as follows: From Crops $1,047,122,000; from Livestock & Livestock Products $477,701,000; Total $1,524,823,000 *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

MAINE POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	1,124,660	1,179,433	4.9	434,064	7,573,609	11,805,796	10,010	27,198	7,003	137,290	245,639
METROPOLITAN STATISTICAL AREAS											
Bangor, Me	83,919	86,171	2.7	30,557	554,105	848,467	9,846	27,767	N.A.	N.A.	N.A.
Lewiston-Auburn, Me	84,690	83,175	−1.8	31,197	736,998	814,055	9,787	26,094	N.A.	N.A.	N.A.
Portland, Me	193,831	209,675	8.2	82,233	1,978,247	2,453,885	11,703	29,841	N.A.	N.A.	N.A.
Portsmouth-Dover-Rochester, N.H.-Me	188,060	209,285	11.3	77,270	1,909,979	2,630,513	12,569	34,043	N.A.	N.A.	N.A.
COUNTIES, Cities											
ANDROSCOGGIN	99,657	100,267	.6	37,024	610,290	971,079	9,685	26,228	355	6,814	73,141
Auburn	23,128	21,382	−7.6	8,051	157,770	232,017	10,851	28,818	*	*	*
Lewiston	40,481	37,718	−6.8	14,213	246,780	358,652	9,509	25,234	*	*	*
AROOSTOOK	91,331	87,402	−4.3	29,272	534,215	694,786	7,949	23,736	1,253	82,210	5,202
CUMBERLAND	215,789	234,517	8.7	89,519	1,780,149	2,840,675	12,113	31,733	507	4,638	10,241
Brunswick	17,366	18,381	5.8	5,540	151,276	220,175	11,978	39,743	*	*	*
Portland	61,572	60,045	−2.5	24,427	463,359	653,952	10,891	26,772	*	*	*
FRANKLIN	27,098	30,463	12.4	11,070	179,527	295,261	9,692	26,672	288	879	6,162
HANCOCK	41,781	44,500	6.5	17,259	259,278	402,151	9,037	23,301	286		
KENNEBEC	109,889	114,163	3.9	41,916	743,653	1,158,692	10,149	27,643	573	5,131	29,014
Augusta	21,819	16,383	−24.9	5,965	150,168	180,505	11,018	30,261	*	*	*
Waterville	17,779	16,430	−7.6	5,429	113,029	149,021	9,070	27,449	*	*	*
KNOX	32,941	37,858	14.9	14,706	211,182	349,618	9,235	23,774	211	1,401	7,533
LINCOLN	25,691	26,126	1.7	10,054	156,578	246,099	9,420	24,478	240	781	3,723
OXFORD	48,968	50,421	3.0	18,738	324,771	490,608	9,730	26,183	403	6,374	8,355
PENOBSCOT	137,015	142,968	4.3	50,448	943,599	1,403,058	9,814	27,812	654	6,747	18,590
Bangor	31,643	30,252	−4.4	11,079	231,510	307,515	10,165	27,757	*	*	*
PISCATAQUIS	17,634	17,622	−.1	6,580	106,712	154,233	8,752	23,440	158		
SAGADOHOC	28,795	30,363	5.4	11,094	196,326	331,236	10,909	29,857	120	508	4,486
Bath	10,246	9,970	−2.7	3,326	74,933	109,124	10,945	32,809	*	*	*
SOMERSET	45,028	44,762	−.6	15,852	254,658	371,349	8,296	23,426	523	1,455	21,483
WALDO	28,414	30,674	8.0	11,066	158,748	236,666	7,716	21,387	465	1,850	34,681
WASHINGTON	34,963	34,838	−.4	12,718	177,680	264,692	7,598	20,812	381	12,736	3,803
YORK	139,666	152,489	9.2	56,748	936,243	1,595,593	10,464	28,117	586	5,766	19,225
Biddeford	19,638	18,638	−5.1	5,803	98,651	143,597	7,705	24,745	*	*	*
Saco	12,921	13,214	2.3	4,088	76,256	117,691	8,907	28,789	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Maine 1984 Cash Receipts as follows: From Crops $166,601,000; from Livestock & Livestock Products $289,230,000; Total $455,831,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

MARYLAND POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	4,216,446	4,361,639	3.4	1,575,683	35,119,282	56,624,964	12,982	35,937	16,183	339,429	689,816
METROPOLITAN STATISTICAL AREAS											
Baltimore, Md	2,199,531	2,237,499	1.7	811,191	14,619,798	26,596,728	11,887	32,787	4,688	95,610	109,439
Cumberland, Md-W.V	107,782	105,602	-2.0	40,045	616,842	906,167	8,581	22,629	576	1,619	1,774
Hagerstown, Md	113,086	113,394	.3	41,883	630,994	1,115,925	9,841	26,644	962	10,863	37,890
Washington, D.C-Md-Va	3,250,392	3,483,069	7.2	1,308,533	39,599,992	59,599,142	17,111	45,547	5,981	79,751	131,933
Wilmington, De-N.J-Md	524,108	542,588	3.5	195,481	4,345,418	6,910,886	12,737	35,353	1,640	59,364	53,283
COUNTIES, Cities											
ALLEGANY	80,548	77,834	-3.4	29,978	416,513	643,599	8,269	21,469	276	1,619	1,774
Cumberland	25,933	23,486	-9.4	10,224	144,665	203,569	8,668	19,911	*	*	*
ANNE ARUNDEL	370,775	395,526	6.7	135,135	2,552,419	5,152,765	13,028	38,130	604	9,110	2,268
Annapolis	31,740	31,238	-1.6	12,946	236,543	422,231	13,517	32,615	*	*	*
BALTIMORE	655,615	665,974	1.6	251,911	5,561,716	9,250,626	13,890	36,722	1,006	20,620	17,159
BALTIMORE CITY	786,775	735,599	-6.5	273,537	3,851,606	6,525,547	8,871	23,856	N.A.	N.A.	N.A.
Baltimore	786,775	735,599	-6.5	273,537	3,851,606	6,525,547	8,871	23,856	*	*	*
CALVERT	34,638	41,137	18.8	13,286	201,113	526,637	12,802	39,638	668	9,864	656
CAROLINE	23,143	24,379	5.3	9,023	124,275	218,477	8,962	24,213	730	21,555	46,788
CARROLL	96,356	112,032	16.3	37,382	585,385	1,281,871	11,442	34,291	1,316	17,250	42,894
Westminster	8,808	9,559	8.5	3,826	59,319	117,076	12,248	30,600	*	*	*
CECIL	60,430	66,473	10.0	22,274	315,757	680,260	10,234	30,541	504	11,720	32,612
CHARLES	72,751	84,026	15.5	25,832	550,493	1,060,582	12,622	41,057	746	13,536	1,867
DORCHESTER	30,623	30,742	.4	11,860	171,013	289,142	9,405	24,380	438	22,941	33,252
Cambridge	11,703	11,511	-1.7	4,302	60,187	95,790	8,322	22,266	*	*	*
FREDERICK	114,263	130,216	14.0	44,388	695,521	1,395,517	10,717	31,439	1,463	9,990	86,233
Frederick	27,557	29,329	6.4	11,517	191,423	328,446	11,199	28,518	*	*	*
GARRETT	26,498	27,637	4.3	9,509	109,846	194,139	7,025	20,416	695	1,845	15,651
HARFORD	145,930	154,284	5.7	51,472	911,108	1,840,057	11,926	35,749	800	10,286	19,106
HOWARD	118,572	144,605	22.0	51,012	996,608	2,233,567	15,446	43,785	472	10,605	12,167
KENT	16,695	16,646	-.3	6,348	96,839	161,888	9,725	25,502	374	25,894	31,007
MONTGOMERY	579,053	647,147	11.8	242,229	8,678,226	12,089,216	18,681	49,908	675	13,098	12,232
Rockville	43,811	47,898	9.3	16,304	272,515	773,704	16,153	47,455	*	*	*
PRINCE GEORGES	665,071	654,691	-1.6	231,016	7,327,594	9,452,584	14,438	40,917	767	14,601	2,272
QUEEN ANNES	25,508	29,479	15.6	10,742	160,956	312,295	10,594	29,072	490	27,739	15,845
ST. MARYS	59,895	61,321	2.4	20,047	316,944	712,198	11,614	35,526	940	17,475	5,042
SOMERSET	19,188	18,687	-2.6	6,836	86,136	150,867	8,073	22,069	413	14,369	57,968
TALBOT	25,604	27,447	7.2	11,106	184,001	326,215	11,885	29,373	350	19,394	15,848
Easton	7,536	8,194	8.7	3,284	56,443	95,816	11,693	29,177	*	*	*
WASHINGTON	113,086	113,394	.3	41,883	630,994	1,115,925	9,841	26,644	962	10,863	37,890
Hagerstown	34,132	31,357	-8.1	13,502	190,407	285,832	9,115	21,170	*	*	*
WICOMICO	64,540	67,768	5.0	25,170	409,063	673,751	9,942	26,768	842	18,636	102,881
Salisbury	16,429	16,320	-.7	6,784	117,674	179,760	11,015	26,498	*	*	*
WORCESTER	30,889	34,595	12.0	13,707	185,156	337,239	9,748	24,603	652	16,419	96,404

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Maryland 1984 Cash Receipts as follows: From Crops $342,932,000; from Livestock & Livestock Products $811,066,000; Total $1,153,998,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

MASSACHUSETTS POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	5,737,037	5,867,974	2.3	2,171,826	47,520,712	78,673,869	13,407	36,225	5,401	135,360	141,757
METROPOLITAN STATISTICAL AREAS											
Boston, Ma	3,030,841	3,073,257	1.4	1,160,474	33,367,955	42,239,471	13,744	36,398	N.A.	N.A.	N.A.
Brockton, Ma	182,891	187,963	2.8	62,923	1,437,537	2,452,777	13,049	38,981	N.A.	N.A.	N.A.
Fall River, Ma-R.I.	127,253	125,113	-1.7	48,186	1,155,963	1,273,370	10,178	26,426	N.A.	N.A.	N.A.
Fitchburg-Leominster, Ma.	106,343	107,277	.9	39,758	1,109,415	1,277,937	11,912	32,143	N.A.	N.A.	N.A.
Lawrence-Haverhill, Ma-N.H.	339,090	344,380	1.6	127,107	3,644,185	4,597,367	13,350	36,169	N.A.	N.A.	N.A.
Lowell, Ma-N.H.	243,142	245,846	1.1	83,197	2,575,855	3,252,782	13,231	39,097	N.A.	N.A.	N.A.
New Bedford, Ma	130,548	128,740	-1.4	50,077	1,192,706	1,337,037	10,386	26,700	N.A.	N.A.	N.A.
Pawtucket-Woonsocket-Attleboro, R.I.-Ma.	307,403	400,185	30.2	147,025	3,010,265	4,454,190	11,130	30,295	N.A.	N.A.	N.A.
Pittsfield, Ma	83,490	81.778	-2.1	30,679	574,789	1,010,993	12,363	32,954	N.A.	N.A.	N.A.
Salem-Gloucester, Ma	258,175	261,662	1.4	96,896	2,959,242	3,778,365	14,440	38,994	N.A.	N.A.	N.A.

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MASSACHUSETTS POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Springfield, Ma	515,259	523,864	1.7	195,438	5,198,302	6,121,771	11,686	31,323	N.A.	N.A.	N.A.
Worcester, Ma	402,918	407,214	1.1	150,576	4,170,449	4,870,091	11,960	32,343	N.A.	N.A.	N.A.
COUNTIES, Cities											
BARNSTABLE	147,925	174,333	17.9	72,158	1,285,647	2,410,734	13,828	33,409	123		
Hyannis	10,662	12,068	13.2	3,910	99,108	161,324	13,368	41,259	*	*	*
BERKSHIRE	145,110	144,737	-.3	54,603	979,487	1,807,998	12,492	33,112	352	2,689	13,852
North Adams	18,063	17,595	-2.6	6,381	100,580	179,089	10,178	28,066	*	*	*
Pittsfield	51,974	49,577	-4.6	18,030	346,874	601,898	12,141	33,383	*	*	*
BRISTOL	474,641	485,399	2.3	178,518	2,976,868	5,505,238	11,342	30,839	597	11,920	16,340
Attleboro	34,196	34,400	.6	12,492	240,842	431,171	12,534	34,516	*	*	*
Fall River	92,574	88,082	-4.9	34,982	508,848	833,531	9,463	23,827	*	*	*
New Bedford	98,478	94,495	-4.1	37,665	547,878	931,674	9,860	24,736	*	*	*
North Attleboro	21,095	22,303	5.7	7,979	155,053	293,246	13,148	36,752	*	*	*
Taunton	45,001	44,971	-.1	16,644	293,502	518,263	11,524	31,138	*	*	*
DUKES	8,942	10,983	22.8	4,960	79,321	147,747	13,452	29,788	40	318	371
ESSEX	633,632	654,023	3.2	246,390	5,552,020	9,071,868	13,871	36,819	372	7,485	6,434
Beverly	37,655	38,505	2.3	14,105	332,936	539,679	14,016	38,262	*	*	*
Gloucester	27,768	28,625	3.1	12,148	246,378	405,306	14,159	33,364	*	*	*
Haverhill	46,865	49,035	4.6	18,973	360,751	588,485	12,001	31,017	*	*	*
Lawrence	63,175	62,931	-.4	25,341	445,638	660,359	10,493	26,059	*	*	*
Lynn	78,471	74,052	-5.6	30,127	599,115	915,601	12,364	30,391	*	*	*
Newburyport	15,900	16,525	3.9	6,595	131,587	219,618	13,290	33,301	*	*	*
Peabody	45,976	46,188	.5	15,976	397,045	639,037	13,836	40,000	*	*	*
Salem	38,220	38,027	-.5	15,463	307,734	494,936	13,015	32,008	*	*	*
FRANKLIN	64,317	66,574	3.5	26,198	439,183	776,061	11,657	29,623	521	6,826	14,729
Greenfield	18,436	18,323	-.6	7,049	119,394	194,925	10,638	27,653	*	*	*
HAMPDEN	443,018	445,000	.4	165,901	3,178,653	5,331,627	11,981	32,137	392	8,758	6,814
Holyoke	44,678	42,428	-5.0	16,939	289,893	462,154	10,893	27,283	*	*	*
Springfield	152,319	148,625	-2.4	56,684	977,044	1,555,552	10,466	27,443	*	*	*
Westfield	36,465	40,844	12.0	14,419	271,984	486,663	11,915	33,752	*	*	*
HAMPSHIRE	138,813	148,178	6.7	49,424	958,901	1,656,940	11,182	33,525	559	9,908	15,574
Northampton	29,286	29,054	-.8	10,530	209,295	329,591	11,344	31,300	*	*	*
MIDDLESEX	1,367,034	1,375,076	.6	498,661	12,794,662	20,605,616	14,985	41,322	567	24,114	21,429
Framingham	65,113	67,054	3.0	25,567	687,981	1,094,753	16,326	42,819	*	*	*
Hudson	16,408	16,936	3.2	5,718	138,935	241,075	14,234	42,161	*	*	*
Lowell	92,418	92,907	.5	35,375	669,876	1,071,169	11,529	30,280	*	*	*
Malden	53,386	52,585	-1.5	21,326	442,394	700,390	13,319	32,842	*	*	*
Marlborough	30,617	33,029	7.9	12,518	276,491	477,949	14,471	38,181	*	*	*
Medford	58,076	55,235	-4.9	19,809	480,159	738,610	13,372	37,287	*	*	*
Melrose	30,055	28,667	-4.6	10,558	290,782	438,697	15,303	41,551	*	*	*
Wakefield	24,895	25,016	.5	8,937	245,402	408,369	16,324	45,694	*	*	*
Waltham	58,200	57,084	-1.9	20,999	514,519	814,727	14,272	38,798	*	*	*
Woburn	36,626	36,780	.4	12,888	321,014	519,823	14,133	40,334	*	*	*
NANTUCKET	5,087	6,071	19.3	2,672	47,896	104,540	17,220	39,124	6		
NORFOLK	606,587	612,511	1.0	219,435	6,195,298	9,500,491	15,511	43,295	205	5,941	3,180
Dedham	25,298	24,429	-3.4	8,311	239,560	361,966	14,817	43,553	*	*	*
Quincy	84,743	83,231	-1.8	34,536	806,641	1,216,833	14,620	35,234	*	*	*
PLYMOUTH	405,437	425,862	5.0	145,413	3,262,503	6,028,689	14,156	41,459	649	44,244	8,720
Brockton	95,172	94,192	-1.0	31,306	660,082	1,080,481	11,471	34,514	*	*	*
SUFFOLK	650,142	660,665	1.6	267,545	4,968,382	7,704,429	11,662	28,797	4	152	
Boston	562,994	569,151	1.1	232,295	4,283,426	6,637,343	11,662	28,573	*	*	*
Chelsea	25,431	24,806	-2.5	9,720	172,472	247,105	9,962	25,422	*	*	*
WORCESTER	646,352	658,562	1.9	239,948	4,801,891	8,021,891	12,181	33,432	1,014	13,005	34,314
Athol	10,634	10,358	-2.6	4,091	78,249	126,805	12,242	30,996	*	*	*
Clinton	12,771	12,471	-2.4	4,750	98,267	160,060	12,835	33,697	*	*	*
Fitchburg	39,580	37,543	-5.2	14,323	270,584	412,505	10,988	28,800	*	*	*
Gardner	17,900	16,896	-5.6	6,945	145,071	226,253	13,391	32,578	*	*	*
Milford	23,390	26,120	11.7	9,383	161,716	289,883	11,098	30,894	*	*	*
Southbridge	16,665	16,530	-.8	6,439	125,677	203,924	12,337	31,670	*	*	*
Worcester	161,799	153,818	-4.9	57,665	1,136,795	1,685,863	10,960	29,235	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Massachusetts 1984 Cash Receipts as follows: From Crops $251,112,000; from Livestock & Livestock Products $131,822,000; Total $382,934,000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

MICHIGAN POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	9,258,344	9,146,002	-1.2	3,292,656	75,720,126	104,953,876	11,475	31,875	58,661	1,364,666	1,223,657
STANDARD METROPOLITAN STATISTICAL AREAS											
Ann Arbor, Mi	264,748	267,661	1.1	97,465	2,440,507	3,609,964	13,487	37,039	1,347	26,095	25,676
Battle Creek, Mi	141,557	138,482	-2.2	52,192	1,147,102	1,337,465	9,658	25,626	1,281	28,853	25,966
Benton Harbor, Mi	171,276	163,046	-4.8	59,915	1,251,822	1,647,163	10,102	27,492	1,777	55,259	11,065
Detroit, Mi	4,487,421	4,325,530	-3.6	1,560,226	38,975,372	53,702,052	12,415	34,419	6,951	158,994	91,854
Flint, Mi	450,449	435,044	-3.4	155,368	3,291,029	5,388,573	12,386	34,683	990	18,716	16,025

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MICHIGAN POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Grand Rapids, MI	601,680	632,822	5.2	225,331	5,899,476	7,531,806	11,902	33,426	3,097	103,062	113,309
Jackson, MI	151,495	145,814	−3.8	51,325	1,105,303	1,489,983	10,218	29,030	1,242	20,057	25,853
Kalamazoo, MI	212,378	216,521	2.0	81,016	1,911,012	2,651,125	12,244	32,723	961	30,939	22,185
Lansing-East Lansing, MI	416,667	417,969	.3	149,493	3,245,647	5,144,258	12,308	34,411	3,995	85,999	79,376
Muskegon, MI	157,589	158,764	.7	57,438	1,125,414	1,591,466	10,024	27,708	481	16,009	10,969
Saginaw-Bay City-Midland, MI	421,518	414,124	−1.8	145,367	3,338,609	4,576,423	11,051	31,482	3,276	107,331	22,792
COUNTIES, Cities											
ALCONA	9,740	10,411	6.9	4,169	52,508	76,546	7,352	18,361	295	891	3,947
ALGER	9,225	9,027	−2.2	3,379	62,048	75,789	8,396	22,429	76	158	1,718
ALLEGAN	81,555	86,289	5.8	30,095	557,552	869,799	10,080	28,902	1,831	48,518	74,529
ALPENA	32,315	32,300	−.1	11,639	209,919	275,936	8,543	23,708	442	2,236	7,033
Alpena	12,214	10,851	−11.2	3,589	77,362	86,226	7,946	24,025	*	*	*
ANTRIM	16,194	17,053	5.3	6,322	99,704	145,135	8,511	22,957	279	5,344	6,079
ARENAC	14,706	15,553	5.8	5,604	89,829	122,464	7,874	21,853	377	9,507	6,489
BARAGA	8,484	8,338	−1.7	2,975	54,541	57,181	6,858	19,221	74	125	805
BARRY	45,781	47,221	3.1	16,586	347,853	460,496	9,752	27,764	1,061	13,659	24,525
BAY	119,881	117,522	−2.0	42,138	830,325	1,292,772	11,000	30,679	1,072	39,859	3,757
Bay City	41,593	35,634	−14.3	13,928	283,184	372,124	10,443	26,718	*	*	*
BENZIE	11,205	11,200	−.1	4,186	82,328	98,450	8,790	23,519	184	3,031	920
BERRIEN	171,276	163,046	−4.8	59,915	1,251,822	1,647,163	10,102	27,492	1,777	55,259	11,065
Benton Harbor	14,707	12,598	−14.4	4,065	69,541	79,034	6,274	19,443	*	*	*
Niles	13,115	12,194	−7.0	4,702	105,729	127,733	10,475	27,166	*	*	*
St. Joseph	9,622	8,117	−15.7	3,533	90,082	102,399	12,615	28,984	*	*	*
BRANCH	40,188	39,616	−1.4	14,438	260,072	368,450	9,301	25,519	1,170	26,240	24,221
Coldwater	9,461	9,178	−3.0	3,036	55,053	72,792	7,931	23,976	*	*	*
CALHOUN	141,557	138,482	−2.2	52,192	1,147,102	1,337,465	9,658	25,626	1,281	28,853	25,966
Albion	11,059	10,193	−7.8	3,402	76,849	84,331	8,273	24,789	*	*	*
Battle Creek	56,324	53,142	−5.7	13,881	270,686	469,572	8,836	33,828	*	*	*
Marshall	7,201	7,016	−2.6	2,724	66,662	69,285	9,875	25,435	*	*	*
CASS	49,499	48,387	−2.3	17,601	330,780	450,088	9,302	25,572	1,022	20,792	34,584
Dowagiac	6,307	5,523	−12.4	1,780	47,403	50,218	9,093	28,212	*	*	*
CHARLEVOIX	19,907	19,900		7,351	129,597	172,499	8,668	23,466	256	866	3,614
CHEBOYGAN	20,649	21,737	5.3	7,985	120,724	167,704	7,715	21,002	197	708	3,455
Cheboygan	5,106	4,484	−12.2	1,073	33,640	34,916	7,787	32,541	*	*	*
CHIPPEWA	29,029	28,944	−.3	10,256	186,195	221,379	7,649	21,585	378	1,644	5,578
Sault Ste. Marie	14,448	14,982	3.7	3,776	71,223	83,691	5,586	22,164	*	*	*
CLARE	23,822	25,647	7.7	9,807	140,548	197,615	7,705	20,150	317	1,565	8,669
CLINTON	55,893	56,042	.3	18,597	408,600	690,883	12,328	37,150	1,518	28,314	36,642
CRAWFORD	9,465	10,353	9.4	3,767	59,886	78,633	7,595	20,874	18	36	23
DELTA	38,947	40,605	4.3	14,784	286,997	353,579	8,708	23,916	315	1,857	5,880
Escanaba	14,355	13,568	−5.5	4,628	110,158	118,994	8,770	25,712	*	*	*
DICKINSON	25,341	26,639	5.1	10,445	196,125	222,800	8,364	21,331	123	1,731	2,338
Iron Mountain	8,341	8,183	−1.9	3,147	66,650	67,937	8,302	21,588	*	*	*
Kingsford	5,290	5,349	1.1	1,869	41,821	45,162	8,443	24,164	*	*	*
EATON	88,337	89,721	1.6	32,005	723,605	1,206,636	13,449	37,701	1,372	28,036	15,974
EMMET	22,992	23,853	3.7	8,771	158,847	218,884	9,176	24,955	253	1,063	3,080
Petoskey	6,097	5,413	−11.2	1,548	35,710	40,584	7,498	26,217	*	*	*
GENESEE	450,449	435,044	−3.4	155,368	3,291,029	5,388,573	12,386	34,683	990	18,716	16,025
Flint	159,611	133,858	−16.1	50,681	1,077,875	1,509,089	11,274	29,776	*	*	*
GLADWIN	19,957	22,842	14.5	8,587	123,867	180,683	7,910	21,041	433	2,869	4,841
GOGEBIC	19,686	19,649	−.2	7,943	122,451	135,119	6,877	17,011	82	47	978
Ironwood	7,741	7,375	−4.7	2,618	47,820	50,025	6,783	19,108	*	*	*
GRAND TRAVERSE	54,899	59,589	8.5	21,744	484,469	624,552	10,481	28,723	462	8,798	4,437
Traverse City	15,516	12,733	−17.9	4,188	133,384	146,613	11,514	35,008	*	*	*
GRATIOT	40,448	39,698	−1.9	13,578	276,486	375,118	9,449	27,627	1,215	43,673	26,214
Alma	9,652	9,191	−4.8	2,991	70,138	89,723	9,762	29,998	*	*	*
HILLSDALE	42,071	42,526	1.1	15,156	258,090	373,521	8,783	24,645	1,354	26,659	33,056
Hillsdale	7,432	6,787	−8.7	2,315	48,993	60,054	8,848	25,941	*	*	*
HOUGHTON	37,872	39,179	3.5	14,125	228,710	264,375	6,748	18,717	195	707	1,835
Houghton	7,512	8,223	9.5	1,661	44,237	51,154	6,221	30,797	*	*	*
HURON	36,459	36,284	−.5	13,238	228,854	324,975	8,956	24,549	1,655	59,742	80,801
Bad Axe	3,184	3,155	−.9	937	24,060	29,529	9,359	31,514	*	*	*
INGHAM	272,437	272,206	−.1	98,891	2,113,442	3,246,739	11,928	32,831	1,105	29,649	26,760
East Lansing	48,309	47,441	−1.8	12,820	321,999	461,161	9,721	35,972	*	*	*
Lansing	130,414	125,974	−3.4	49,934	1,018,427	1,483,112	11,773	29,701	*	*	*
IONIA	51,815	53,505	3.3	17,522	354,529	531,426	9,932	30,329	1,187	25,958	37,137
Ionia	5,920	5,402	−8.8	2,069	43,476	53,472	9,899	25,844	*	*	*
IOSCO	28,349	30,692	8.3	11,490	165,084	232,734	7,583	20,255	244	1,831	5,497
IRON	13,635	14,254	4.5	5,944	95,932	108,188	7,590	18,201	98	1,075	802
ISABELLA	54,110	54,953	1.6	16,924	341,036	480,436	8,743	28,388	1,016	12,902	28,333
Mount Pleasant.	23,746	23,545	−.9	5,838	137,200	173,972	7,389	29,800	*	*	*
JACKSON	151,495	145,814	−3.8	51,325	1,105,303	1,489,983	10,218	29,030	1,242	20,057	25,853
Jackson	39,739	33,650	−15.3	12,966	271,616	309,552	9,199	23,874	*	*	*
KALAMAZOO	212,378	216,521	2.0	81,016	1,911,012	2,651,125	12,244	32,723	961	30,939	22,185
Kalamazoo	79,722	74,877	−6.1	28,258	642,350	789,823	10,548	27,950	*	*	*
KALKASKA	10,952	11,853	8.2	4,277	62,344	97,520	8,227	22,801	91	1,406	1,262
KENT	444,506	464,254	4.4	168,760	4,434,390	5,554,992	11,965	32,917	1,524	45,684	32,472
Grand Rapids	181,843	171,468	−5.7	64,605	1,672,938	1,855,087	10,819	28,714	*	*	*
KEWEENAW	1,963	1,670	−14.9	702	10,367	10,381	6,216	14,788	4		2
LAKE	7,711	9,220	19.6	3,851	38,579	60,893	6,604	15,812	123	398	1,185
LAPEER	70,038	71,194	1.7	22,520	436,258	770,510	10,823	34,214	1,361	25,775	27,015
LEELANAU	14,007	15,137	8.1	5,639	115,664	155,423	10,268	27,562	429	11,729	4,311
LENAWEE	89,948	89,684	−.3	31,277	610,486	892,654	9,953	28,540	1,619	57,292	31,544
Adrian	21,186	20,446	−3.5	6,852	143,661	190,025	9,294	27,733	*	*	*

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MICHIGAN POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
LIVINGSTON	100,289	103,000	2.7	33,647	878,858	1,304,949	12,669	38,784	884	13,320	19,631
LUCE	6,659	5,952	−10.6	2,026	47,273	45,496	7,644	22,456	30	192	487
MACKINAC	10,178	10,722	5.3	4,028	69,510	83,694	7,806	20,778	96	127	2,743
MACOMB	694,600	701,523	1.0	241,984	6,228,654	9,119,970	13,000	37,688	819	24,652	9,374
Mount Clemens	18,806	16,977	−9.7	6,750	162,854	215,172	12,674	31,877	*	*	*
MANISTEE	23,019	23,076	.2	8,887	174,946	216,695	9,390	24,383	304	7,960	1,001
Manistee	7,566	6,890	−8.9	2,124	55,734	65,030	9,438	30,617	*	*	*
MARQUETTE	74,101	70,959	−4.3	24,629	558,750	602,533	8,491	24,464	125	517	1,023
Marquette	23,288	21,328	−8.4	6,355	180,063	176,293	8,266	27,741	*	*	*
MASON	26,365	27,111	2.8	10,393	208,377	252,581	9,317	24,303	492	8,328	9,736
Ludington	8,937	8,329	−6.8	2,701	69,547	78,273	9,398	28,979	*	*	*
MECOSTA	36,961	37,738	2.1	11,832	209,115	279,286	7,401	23,604	684	7,053	15,533
Big Rapids	14,361	13,958	−2.8	2,406	58,235	66,766	4,783	27,750	*	*	*
MENOMINEE	26,201	26,484	1.1	9,833	175,371	221,687	8,371	22,545	458	1,023	16,350
Menominee	10,099	9,395	−7.0	3,315	70,437	79,166	8,426	23,881	*	*	*
MIDLAND	73,578	75,164	2.2	26,197	668,344	944,637	12,568	36,059	502	11,553	6,631
Midland	37,250	36,233	−2.7	13,073	404,295	525,888	14,514	40,227	*	*	*
MISSAUKEE	10,009	10,711	7.0	3,854	51,880	77,449	7,231	20,096	343	1,531	21,620
MONROE	134,659	131,459	−2.4	43,915	1,273,741	1,557,232	11,846	35,460	1,458	47,929	14,136
Monroe	23,531	21,032	−10.6	7,447	239,502	258,449	12,288	34,705	*	*	*
MONTCALM	47,555	51,295	7.9	18,674	313,401	469,742	9,158	25,155	1,132	35,904	20,378
Greenville	8,019	8,127	1.3	2,726	61,201	76,910	9,464	28,213	*	*	*
MONTMORENCY	7,492	7,926	5.8	3,113	38,758	55,090	6,951	17,697	106	369	2,379
MUSKEGON	157,589	158,764	.7	57,438	1,125,414	1,591,466	10,024	27,708	481	16,009	10,969
Muskegon	40,823	38,604	−5.4	15,171	264,624	315,412	8,170	20,790	*	*	*
Muskegon Heights	14,611	13,121	−10.2	4,765	86,496	111,978	8,534	23,500	*	*	*
NEWAYGO	34,917	39,021	11.8	14,229	210,569	319,916	8,199	22,483	784	14,266	19,103
OAKLAND	1,011,793	1,022,173	1.0	372,660	10,735,255	15,203,535	14,874	40,797	688	14,816	3,708
Pontiac	76,715	68,393	−10.9	24,513	520,080	667,790	9,764	27,242	*	*	*
Royal Oak	70,893	59,655	−15.9	24,005	721,938	864,540	14,492	36,015	*	*	*
OCEANA	22,002	22,853	3.9	8,053	135,272	187,403	8,200	23,271	735	20,107	9,823
OGEMAW	16,436	17,679	7.6	6,678	90,867	125,871	7,120	18,849	308	1,327	8,211
ONTONAGON	9,861	9,659	-2.1	3,660	70,556	73,471	7,606	20,074	145	317	1,534
OSCEOLA	18,928	21,032	11.1	7,579	112,762	158,332	7,528	20,891	549	1,718	16,233
OSCODA	6,858	7,042	2.7	2,671	38,464	52,101	7,399	19,506	86	178	2,081
OTSEGO	14,993	15,995	6.7	5,513	101,760	139,738	8,736	25,347	142	889	1,864
OTTAWA	157,174	168,568	7.2	56,571	1,465,086	1,976,814	11,727	34,944	1,573	57,378	80,837
Grand Haven	11,763	11,168	−5.1	4,546	132,344	156,418	14,006	34,408	*	*	*
Holland	26,281	25,031	−4.8	9,032	257,779	291,563	11,648	32,281	*	*	*
PRESQUE ISLE	14,267	13,630	−4.5	5,014	80,528	107,637	7,897	21,467	335	5,217	4,790
ROSCOMMON	16,374	19,668	20.1	8,162	105,534	150,268	7,640	18,411	37	152	84
SAGINAW	228,059	221,438	−2.9	77,032	1,839,940	2,339,014	10,563	30,364	1,702	55,919	12,404
Saginaw	77,508	65,278	−15.8	24,253	565,453	582,408	8,922	24,014	*	*	*
ST. CLAIR	138,802	140,579	1.3	50,019	1,047,956	1,468,774	10,448	29,364	1,302	19,856	17,464
Port Huron	33,981	30,469	−10.3	11,451	247,279	285,902	9,383	24,967	*	*	*
ST. JOSEPH	56,083	57,805	3.1	21,322	366,917	539,380	9,331	25,297	1,033	32,912	19,086
Sturgis	9,468	8,943	−5.6	3,424	70,446	91,065	10,183	26,596	*	*	*
Three Rivers	7,015	6,341	−9.6	2,388	51,717	57,541	9,074	24,096	*	*	*
SANILAC	40,789	41,050	.6	14,695	262,977	376,463	9,171	25,618	1,846	41,706	59,753
SCHOOLCRAFT	8,575	8,600	.3	3,165	54,995	66,492	7,732	21,009	56	236	467
SHIAWASSEE	71,140	69,588	−2.2	23,855	487,349	745,066	10,707	31,233	1,386	23,458	19,588
Owosso	16,455	14,526	−11.7	5,638	127,060	169,737	11,685	30,106	*	*	*
TUSCOLA	56,961	56,363	−1.1	18,907	405,963	578,978	10,272	30,622	1,483	59,214	25,146
VAN BUREN	66,814	66,800		24,198	513,476	649,649	9,725	26,847	1,464	52,804	16,476
South Haven	5,943	5,069	−14.7	1,904	43,865	49,524	9,770	26,011	*	*	*
WASHTENAW	264,748	267,661	1.1	97,465	2,440,507	3,609,964	13,487	37,039	1,347	26,095	25,676
Ann Arbor	107,316	105,137	−2.0	38,381	989,337	1,346,932	12,811	35,094	*	*	*
Ypsilanti	24,031	19,651	−18.2	7,317	192,517	236,133	12,016	32,272	*	*	*
WAYNE	2,337,240	2,155,602	−7.8	795,481	18,374,650	24,277,082	11,262	30,519	439	12,646	526
Detroit	1,203,339	1,032,495	−14.2	400,978	8,186,519	9,769,586	9,462	24,364	*	*	*
WEXFORD	25,102	27,658	10.2	10,393	160,442	227,155	8,213	21,857	229	790	3,376
Cadillac	10,199	9,948	−2.5	3,224	62,476	76,751	7,715	23,806	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Michigan 1984 Cash Receipts as follows. From Crops $1,479,372,000; from Livestock & Livestock Products $1,297,626,000; Total $2,776,998,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

MINNESOTA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	4,077,148	4,157,636	2.0	1,535,489	32,360,505	50,833,754	12,227	33,106	94,382	2,655,483	3,259,542
METROPOLITAN STATISTICAL AREAS											
Duluth, Mn-Wi	266,650	250,401	−6.1	95,628	1,890,937	2,372,501	9,475	24,810	1,457	3,551	15,836

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MINNESOTA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Fargo-Moorhead, N.D-Mn	137,574	145,458	5.7	53,686	924,502	1,878,003	12,911	34,981	2,379	188,597	38,516
Minneapolis-St. Paul, Mn-Wi	2,137,856	2,218,748	3.8	832,754	18,890,983	32,134,658	14,483	38,588	11,491	156,353	323,117
Rochester, Mn	91,971	97,841	6.4	36,138	912,407	1,426,388	14,579	39,471	1,532	24,837	70,699
St. Cloud, Mn	163,256	174,385	6.8	54,840	1,118,593	1,767,580	10,136	32,232	5,055	50,615	262,873
COUNTIES, Cities											
AITKIN	13,404	13,684	2.1	5,342	63,159	97,929	7,156	18,332	740	3,357	12,857
ANOKA	195,998	210,779	7.5	68,085	1,546,664	2,813,405	13,348	41,322	633	10,044	7,886
BECKER	29,336	29,593	.9	10,590	184,192	252,530	8,533	23,846	1,368	19,262	48,968
BELTRAMI	30,982	34,463	11.2	11,763	158,329	257,867	7,482	21,922	775	5,365	10,809
Bemidji	10,949	10,716	-2.1	3,073	54,139	73,233	6,834	23,831	*	*	*
BENTON	25,187	26,621	5.7	9,129	177,225	268,059	10,069	29,363	1,035	7,661	55,790
BIG STONE	7,716	7,900	2.4	3,063	61,077	68,523	8,674	22,371	554	24,689	14,797
BLUE EARTH	52,314	51,873	-.9	17,859	348,373	526,739	10,154	29,494	1,459	67,759	47,626
Mankato	28,651	26,955	-5.9	9,292	195,402	273,715	10,155	29,457	*	*	*
BROWN	28,645	28,479	-.6	10,305	181,433	286,464	10,059	27,799	1,390	45,182	58,406
New Ulm	13,755	14,214	3.3	5,252	97,604	151,970	10,692	28,936	*	*	*
CARLTON	29,936	30,326	1.3	10,663	175,263	276,887	9,130	25,967	732	1,200	9,899
CARVER	37,046	39,558	6.8	13,428	274,666	513,297	12,976	38,226	1,141	10,216	48,667
CASS	21,050	21,526	2.3	7,908	101,358	152,367	7,078	19,267	761	1,535	12,384
CHIPPEWA	14,941	14,461	-3.2	5,600	120,618	132,962	9,195	23,743	968	52,390	19,476
CHISAGO	25,717	28,258	9.9	9,548	156,177	313,876	11,108	32,873	1,047	8,128	20,275
CLAY	49,327	49,442	.2	16,964	378,607	466,010	9,425	27,471	1,103	76,613	21,901
Moorhead	29,998	29,189	-2.7	9,772	240,067	273,413	9,367	27,979	*	*	*
CLEARWATER	8,761	8,800	.4	3,165	37,749	58,377	6,634	18,445	693	4,930	15,757
COOK	4,092	4,100	.2	1,634	27,016	40,874	9,969	25,015	11		
COTTONWOOD	14,854	13,943	-6.1	5,389	118,723	141,455	10,145	26,249	1,053	59,070	58,414
CROW WING	41,722	42,979	3.0	16,378	229,646	356,769	8,301	21,783	644	2,432	11,284
Brainerd	11,489	10,533	-8.3	2,782	47,455	64,216	6,097	23,083	*	*	*
DAKOTA	194,111	214,422	10.5	73,956	1,732,382	2,928,363	13,657	39,596	1,084	33,988	33,202
DODGE	14,773	15,226	3.1	5,353	102,239	159,889	10,501	29,869	933	35,303	35,920
DOUGLAS	27,839	29,505	6.0	11,115	194,704	261,350	8,858	23,513	1,308	12,818	37,250
FARIBAULT	19,714	18,672	-5.3	7,301	165,800	192,317	10,300	26,341	1,320	77,378	47,808
FILLMORE	21,930	21,687	-1.1	8,061	121,029	197,862	9,124	24,546	1,867	29,848	92,894
FREEBORN	36,329	34,807	-4.2	13,200	244,578	381,469	10,960	28,899	1,522	66,702	58,844
Albert Lea	19,190	18,814	-2.0	7,521	145,056	226,035	12,014	30,054	*	*	*
GOODHUE	38,749	40,689	5.0	14,919	290,427	453,092	11,135	30,370	1,840	33,715	80,002
Red Wing	13,736	15,421	12.3	5,998	121,017	190,886	12,378	31,825	*	*	*
GRANT	7,171	7,079	-1.3	2,748	53,162	61,467	8,683	22,368	648	33,589	15,307
HENNEPIN	941,411	956,074	1.6	387,539	9,070,368	15,077,623	15,770	38,906	940	17,920	18,052
Minneapolis	370,951	343,853	-7.3	159,007	3,053,657	4,740,504	13,786	29,813	*	*	*
HOUSTON	19,617	19,698	.4	7,117	112,385	191,658	9,730	26,930	1,128	8,157	56,112
HUBBARD	14,098	14,526	3.0	5,459	68,675	112,353	7,735	20,581	504	7,518	6,565
ISANTI	23,600	25,163	6.6	8,425	172,456	256,318	10,186	30,424	947	10,088	15,597
ITASCA	43,006	43,099	.2	15,671	251,347	394,933	9,163	25,202	578	1,159	4,812
JACKSON	13,690	13,459	-1.7	5,090	107,078	132,597	9,852	26,050	1,253	67,016	59,242
KANABEC	12,161	12,911	6.2	4,775	83,919	119,275	9,238	24,979	833	2,449	20,653
KANDIYOHI	36,763	38,932	5.9	14,218	308,719	373,631	9,597	26,279	1,419	46,542	89,178
Willmar	15,895	16,915	6.4	5,678	138,128	162,360	9,599	28,595	*	*	*
KITTSON	6,672	6,581	-1.4	2,545	46,304	57,008	8,663	22,400	642	44,877	4,102
KOOCHICHING	17,571	16,355	-6.9	5,906	104,741	148,262	9,065	25,104	278	1,219	3,187
International Fal	5,611	4,666	-16.9	1,751	38,479	43,847	9,397	25,041	*	*	*
LAC QUI PARLE	10,592	10,033	-5.3	3,854	79,972	89,988	8,969	23,349	1,082	44,320	33,306
LAKE	13,043	11,495	-11.9	4,249	94,001	136,646	11,887	32,160	59		
LAKE OF THE WOODS	3,764	3,576	-5.0	1,420	18,072	28,430	7,950	20,021	230	5,475	2,267
LE SUEUR	23,434	24,111	2.9	8,652	152,900	250,305	10,381	28,930	1,087	27,879	37,055
LINCOLN	8,207	7,887	-3.9	2,956	52,099	60,576	7,680	20,493	823	20,176	35,544
LYON	25,207	25,342	.5	9,102	196,942	245,705	9,696	26,995	1,175	47,591	58,529
Marshall	11,161	11,797	5.7	4,140	79,679	114,287	9,688	27,606	*	*	*
MCLEOD	29,657	30,837	4.0	11,251	220,583	330,478	10,717	29,373	1,492	32,378	47,648
MAHNOMAN	5,535	5,495	-.7	1,836	29,675	36,485	6,640	19,872	410	11,603	7,746
MARSHALL	13,027	12,249	-6.0	4,372	79,305	94,806	7,740	21,685	1,447	72,002	10,438
MARTIN	24,687	24,700	.1	9,700	222,914	269,492	10,911	27,783	1,454	79,172	60,373
Fairmont	11,506	11,893	3.4	4,875	117,014	139,893	11,763	28,696	*	*	*
MEEKER	20,594	21,168	2.8	7,719	133,303	203,553	9,616	26,370	1,376	34,554	65,225
MILLE LACS	18,430	18,968	2.9	6,902	118,259	171,472	9,040	24,844	929	3,483	25,903
MORRISON	29,311	30,437	3.8	10,324	169,305	236,898	7,783	22,946	2,009	8,913	87,995
Little Falls	7,250	6,992	-3.6	2,358	38,924	53,653	7,673	22,754	*	*	*
MOWER	40,390	39,195	-3.0	15,134	289,311	445,598	11,369	29,444	1,477	54,654	54,816
Austin	23,020	22,274	-3.3	9,104	186,017	285,436	12,815	31,353	*	*	*
MURRAY	11,507	10,911	-5.2	3,950	86,313	97,705	8,955	24,735	1,150	44,789	50,976
NICOLLET	26,929	26,446	-1.8	8,727	177,292	275,883	10,432	31,613	969	38,081	46,045
North Mankato	9,145	9,500	3.9	3,480	74,284	104,505	11,001	30,030	*	*	*
NOBLES	21,840	21,318	-2.4	7,934	179,663	215,331	10,101	27,140	1,413	59,156	72,187
Worthington	10,243	10,589	3.4	4,174	102,194	121,165	11,443	29,029	*	*	*
NORMAN	9,379	8,729	-6.9	3,342	61,613	74,725	8,561	22,359	805	57,060	11,873
OLMSTED	91,971	97,841	6.4	36,138	912,407	1,426,388	14,579	39,471	1,532	24,837	70,699
Rochester	57,855	60,962	5.4	24,095	623,570	940,979	15,436	39,053	*	*	*
OTTER TAIL	51,937	49,795	-4.1	18,552	347,176	427,768	8,591	23,058	3,245	38,347	113,395
Fergus Falls	12,519	11,202	-10.5	3,149	82,940	89,262	7,968	28,346	*	*	*
PENNINGTON	15,258	13,988	-8.3	5,202	118,650	128,673	9,199	24,735	655		
PINE	19,871	20,895	5.2	7,560	119,122	175,357	8,392	23,195	1,199	3,650	30,667
PIPESTONE	11,690	11,339	-3.0	4,468	82,083	100,947	8,903	22,593	828	22,451	38,106

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MINNESOTA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
POLK	34,844	34,606	−.7	12,662	238,322	304,394	8,796	24,040	1,774	132,731	24,574
Crookston	8,628	8,700	.8	2,971	62,145	78,211	8,990	26,325	*	*	*
E. Grand Forks	8,537	9,019	5.6	3,172	64,211	83,046	9,208	26,181	*	*	*
POPE	11,657	11,527	−1.1	4,400	96,105	94,680	8,214	21,518	1,042	28,766	34,635
RAMSEY	459,784	461,883	.5	179,259	4,003,131	6,578,284	14,242	36,697	82	3,566	811
St. Paul	270,230	253,082	−6.4	105,343	2,207,437	3,381,431	13,361	32,099	*	*	*
RED LAKE	5,471	5,187	−5.2	1,833	31,908	36,190	6,977	19,744	422	12,065	7,181
REDWOOD	19,341	18,938	−2.1	7,022	153,623	173,295	9,151	24,679	1,544	76,635	66,921
RENVILLE	20,401	19,824	−2.8	7,425	156,545	190,218	9,595	25,619	1,685	104,528	49,192
RICE	46,087	47,664	3.4	15,361	325,995	478,767	10,045	31,168	1,325	25,138	55,750
Faribault	16,241	15,582	−4.1	5,659	129,748	176,633	11,336	31,213	*	*	*
ROCK	10,703	10,344	−3.4	3,859	89,429	100,316	9,698	25,995	953	27,593	62,531
ROSEAU	12,574	12,470	−.8	4,518	82,913	98,823	7,925	21,873	1,213	36,343	19,962
ST. LOUIS	222,229	206,554	−7.1	78,700	1,504,490	1,936,039	9,373	24,600	1,093	2,342	9,120
Duluth	92,811	81,204	−12.5	28,721	590,965	668,607	8,234	23,279	*	*	*
Hibbing	21,193	19,654	−7.3	6,859	142,650	194,681	9,905	28,383	*	*	*
Virginia	11,056	9,434	−14.7	3,794	80,742	93,894	9,953	24,748	*	*	*
SCOTT	43,784	47,921	9.4	15,505	321,964	631,389	13,176	40,722	981	12,232	27,032
SHERBURNE	29,908	33,453	11.9	10,542	226,301	377,529	11,285	35,812	684	15,775	21,566
SIBLEY	15,448	15,161	−1.9	5,499	92,835	146,372	9,655	26,618	1,391	42,868	61,685
STEARNS	108,161	114,311	5.7	35,169	715,067	1,121,992	9,815	31,903	3,336	27,179	185,517
1St. Cloud	42,566	43,568	2.4	13,724	312,045	430,961	9,892	31,402	*	*	*
STEELE	30,328	30,311	−.1	11,038	234,070	329,568	10,873	29,858	1,061	32,620	37,076
Owatonna	18,632	19,304	3.6	7,143	156,173	219,844	11,389	30,778	*	*	*
STEVENS	11,322	10,668	−5.8	3,766	84,724	90,582	8,491	24,053	701	35,644	37,142
SWIFT	12,920	12,561	−2.8	4,784	91,022	103,089	8,207	21,549	1,011	54,957	29,180
TODD	24,991	25,568	2.3	9,044	141,073	190,050	7,433	21,014	2,112	12,692	79,089
TRAVERSE	5,542	5,679	2.5	2,238	45,582	52,228	9,197	23,337	483	35,825	9,831
WABASHA	19,335	19,290	−.2	7,012	129,372	193,234	10,017	27,558	1,079	15,343	55,749
WADENA	14,192	14,157	−.3	5,059	85,822	105,881	7,479	20,929	776	3,022	25,438
WASECA	18,448	18,227	−1.2	6,683	123,833	194,194	10,654	29,058	878	41,036	29,386
WASHINGTON	113,571	125,821	10.8	40,682	934,799	1,765,371	14,031	43,394	801	18,017	11,283
Stillwater	12,290	12,765	3.9	4,392	101,477	170,632	13,367	38,851	*	*	*
WATONWAN	12,361	12,279	−.7	4,791	104,870	124,435	10,134	25,973	885	46,121	31,931
WILKIN	8,382	8,159	−2.7	2,946	61,524	74,078	9,079	25,145	571	57,978	7,875
Breckenridge	3,909	3,909		1,434	27,125	35,658	9,122	24,866	*	*	*
WINONA	46,256	47,011	1.6	16,615	305,605	469,453	9,986	28,255	1,199	12,959	72,011
Winona	25,075	23,925	−4.6	8,716	173,759	235,426	9,840	27,011	*	*	*
WRIGHT	58,962	62,411	5.8	20,446	365,285	708,580	11,353	34,656	2,094	21,334	57,468
YELLOW MEDICIN.	13,653	13,226	−3.1	5,076	102,748	117,657	8,896	23,179	1,211	59,484	34,890

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Minnesota 1984 Cash Receipts as follows: From Crops $2,904,343,000; from Livestock & Livestock Products $3,338,025,000; Total $6,242,368,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

MISSISSIPPI POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	2,520,638	2,615,837	3.8	895,527	14,220,821	22,194,115	8,485	24,783	42,415	1,102,099	766,221
METROPOLITAN STATISTICAL AREAS											
Biloxi-Gulfport, Ms.	182,202	200,806	10.2	69,534	1,119,446	1,908,189	9,503	27,443	575	1,852	3,435
Jackson, Ms.	362,038	380,758	5.2	132,021	2,695,362	4,030,267	10,585	30,527	2,257	45,173	60,860
Memphis, Tn-Ar-Ms.	912,887	957,885	4.9	341,867	6,459,150	10,133,112	10,579	29,641	2,588	139,502	15,911
Pascagoula, Ms.	118,015	122,974	4.2	40,816	693,447	1,175,103	9,556	28,790	255	1,103	2,024
COUNTIES, Cities											
ADAMS	38,035	38,776	1.9	13,642	220,679	318,890	8,224	23,376	220	7,427	763
Natchez	22,015	23,667	7.5	8,742	133,171	193,111	8,160	22,090	*	*	*
ALCORN	33,036	33,152	.4	12,563	200,191	303,841	9,165	24,185	587	5,600	1,962
Corinth	13,839	13,738	−.7	5,726	101,200	144,982	10,553	25,320	*	*	*
AMITE	13,369	13,800	3.2	4,697	58,255	92,032	6,669	19,594	700	1,642	14,075
ATTALA	19,865	19,387	−2.4	7,040	92,398	133,177	6,869	18,917	564	7,469	3,312
BENTON	8,153	8,156		2,673	32,485	58,372	7,157	21,838	309	6,913	1,016
BOLIVAR	45,965	44,434	−3.3	13,701	205,007	289,539	6,516	21,133	528	90,244	3,027
Cleveland	14,524	15,466	6.5	4,892	95,537	136,146	8,803	27,830	*	*	*
CALHOUN	15,664	15,700	.2	5,651	72,049	113,535	7,232	20,091	501	14,390	2,464
CARROLL	9,776	9,494	−2.9	3,265	40,089	67,196	7,078	20,581	490	9,999	3,680
CHICKASAW	17,853	17,900	.3	6,126	87,117	136,483	7,625	22,279	564	11,320	8,833
CHOCTAW	8,996	8,946	−.6	3,079	38,771	58,226	6,509	18,911	332	2,828	2,544
CLAIBORNE	12,279	12,300	.2	3,676	72,503	87,913	7,147	23,915	258	5,079	6,864
CLARKE	16,945	17,184	1.4	6,053	67,382	136,046	7,917	22,476	445	700	2,367
CLAY	21,082	22,379	6.2	7,581	113,976	182,378	8,150	24,057	458	7,103	6,463
West Point	8,811	8,781	−.4	3,277	51,486	73,500	8,370	22,429	*	*	*
COAHOMA	36,918	34,998	−5.2	11,539	165,446	231,571	6,617	20,069	309	63,788	396
Clarksdale	21,137	20,849	−1.4	6,967	111,502	164,792	7,904	23,653	*	*	*

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MISSISSIPPI POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
COPIAH	26,503	26,446	–.2	8,932	124,049	186,893	7,067	20,924	708	3,535	25,491
COVINGTON	15,927	16,468	3.4	5,570	81,546	123,726	7,513	22,213	614	2,889	17,503
DE SOTO	53,930	58,305	8.1	18,486	425,702	651,537	11,175	35,245	632	19,345	6,381
FORREST	66,018	71,541	8.4	25,602	413,549	636,577	8,898	24,864	365	2,560	6,220
Hattiesburg	40,829	42,537	4.2	15,795	278,408	398,217	9,362	25,212	*	*	*
FRANKLIN	8,208	8,568	4.4	3,190	38,208	59,905	6,992	18,779	228		
GEORGE	15,297	16,579	8.4	5,433	87,388	136,930	8,259	25,203	397	2,368	3,810
GREENE	9,827	9,703	–1.3	3,199	40,708	65,402	6,740	20,445	376	956	4,940
GRENADA	21,043	21,284	1.1	7,483	102,142	180,451	8,478	24,115	276	8,274	5,604
Grenada	12,641	13,911	10.0	4,972	78,304	119,545	8,594	24,044	*	*	*
HANCOCK	24,537	30,459	24.1	10,653	144,967	282,214	9,265	26,492	243	688	1,624
HARRISON	157,665	170,347	8.0	58,881	974,479	1,625,975	9,545	27,615	332	1,164	1,811
Biloxi	49,311	49,031	–.6	16,835	304,354	455,018	9,280	27,028	*	*	*
Gulfport	39,676	38,290	–3.5	14,680	272,835	413,113	10,789	28,141	*	*	*
HINDS	250,998	253,274	.9	90,500	1,984,673	2,749,302	10,855	30,379	983	14,607	20,508
Jackson	202,895	204,735	.9	74,750	1,649,668	2,299,489	11,232	30,762	*	*	*
HOLMES	22,970	23,895	4.0	7,688	71,631	131,525	5,504	17,108	505	36,059	2,232
HUMPHREYS	13,931	13,864	–.5	4,481	56,394	85,988	6,202	19,189	346	39,812	19,367
ISSAQUENA	2,513	2,277	–9.4	708	13,044	17,234	7,569	24,342	134	18,402	781
ITAWAMBA	20,518	20,784	1.3	7,381	111,256	169,244	8,143	22,930	600	4,839	13,323
JACKSON	118,015	122,974	4.2	40,816	693,447	1,175,103	9,556	28,790	255	1,103	2,024
Moss Point	18,998	16,705	–12.1	5,022	101,238	149,397	8,943	29,749	*	*	*
Pascagoula	29,318	27,306	–6.9	9,736	199,736	281,877	10,323	28,952	*	*	*
JASPER	17,265	17,300	.2	5,820	75,936	115,698	6,688	19,879	612	799	10,369
JEFFERSON	9,181	9,195	.2	2,755	30,547	47,423	5,157	17,213	288	5,145	2,224
JEFFERSON DAVIS	13,846	14,368	3.8	4,752	62,603	105,806	7,364	22,266	566	1,712	6,573
JONES	61,912	65,712	6.1	23,783	375,767	570,540	8,682	23,989	995	1,820	56,106
Laurel	21,897	20,502	–6.4	7,928	150,316	199,790	9,745	25,201	*	*	*
KEMPER	10,148	10,314	1.6	3,476	38,186	64,961	6,298	18,688	579	3,332	3,163
LAFAYETTE	31,030	31,995	3.1	10,511	165,723	257,421	8,046	24,491	525	5,452	2,589
Oxford	9,882	7,006	–29.1	2,826	87,790	104,117	14,861	36,843	*	*	*
LAMAR	23,821	27,353	14.8	9,450	142,455	252,076	9,216	26,675	435	1,992	8,818
LAUDERDALE	77,285	79,289	2.6	28,802	476,341	715,065	9,018	24,827	551	1,647	2,384
Meridian	46,577	44,831	–3.8	17,287	307,761	421,424	9,400	24,378	*	*	*
LAWRENCE	12,518	13,211	5.5	4,565	68,129	111,909	8,471	24,515	411	1,420	2,349
LEAKE	18,790	18,942	.8	6,753	83,035	125,120	6,605	18,528	787	3,130	39,580
LEE	57,061	60,937	6.8	22,265	369,312	575,687	9,447	25,856	701	9,499	8,636
Tupelo	23,905	24,790	3.7	9,553	192,954	282,662	11,402	29,589	*	*	*
LEFLORE	41,525	41,141	–.9	13,458	207,642	283,763	6,897	21,085	312	75,196	2,164
Greenwood	20,115	18,661	–7.2	7,178	130,482	171,948	9,214	23,955	*	*	*
LINCOLN	30,174	31,763	5.3	11,190	157,635	254,397	8,009	22,734	643	2,394	10,993
Brookhaven	10,800	10,506	–2.7	3,778	63,767	92,620	8,816	24,516	*	*	*
LOWNDES	57,304	59,716	4.2	20,357	329,336	516,662	8,652	25,380	486	12,912	2,295
Columbus	27,383	27,215	–.6	9,656	161,403	228,962	8,413	23,712	*	*	*
MADISON	41,613	44,158	6.1	14,129	189,631	372,838	8,443	26,388	607	25,043	5,754
MARION	25,708	27,783	8.1	9,698	131,868	211,105	7,598	21,768	720	892	10,949
MARSHALL	29,296	31,147	6.3	9,457	111,685	218,758	7,023	23,132	681	13,782	7,645
MONROE	36,404	36,684	.8	12,894	191,581	296,327	8,078	22,982	712	19,140	4,783
MONTGOMERY	13,366	12,880	–3.6	4,587	61,611	86,566	6,721	18,872	374	6,003	2,908
NESHOBA	23,789	24,937	4.8	8,797	126,264	194,637	7,805	22,125	870	694	21,199
NEWTON	19,944	20,817	4.4	7,532	103,730	155,490	7,469	20,644	763	2,006	30,380
NOXUBEE	13,212	12,499	–5.4	3,950	53,057	76,544	6,124	19,378	545	17,686	9,166
OKTIBBEHA	36,018	38,558	7.1	11,978	203,582	309,441	8,025	25,834	454	4,846	6,399
Starkville	15,169	16,439	8.4	6,068	109,067	166,090	10,103	27,371	*	*	*
PANOLA	28,164	29,980	6.4	9,824	111,404	202,965	6,770	20,660	817	29,441	4,940
PEARL RIVER	33,795	38,815	14.9	13,210	194,636	333,755	8,599	25,265	718	3,708	10,529
Picayune	10,361	10,555	1.9	3,544	64,002	97,221	9,211	27,433	*	*	*
PERRY	9,864	10,184	3.2	3,397	46,286	77,977	7,657	22,955	308	1,457	5,719
PIKE	36,173	37,195	2.8	13,276	182,876	278,476	7,487	20,976	601	1,631	14,666
McComb	12,331	11,955	–3.1	4,689	77,357	109,209	9,135	23,290	*	*	*
PONTOTOC	20,918	22,321	6.7	8,221	107,827	180,690	8,095	21,979	815	12,283	8,132
PRENTISS	24,025	25,279	5.2	8,914	125,085	197,582	7,816	22,165	564	6,924	5,053
QUITMAN	12,636	11,406	–9.7	3,715	51,554	67,960	5,958	18,293	323	39,470	159
RANKIN	69,427	83,326	20.0	27,392	521,058	908,127	10,898	33,153	667	5,523	34,598
SCOTT	24,556	25,311	3.1	8,648	124,532	186,839	7,382	21,605	833	4,558	78,555
SHARKEY	7,964	7,759	–2.6	2,336	30,627	47,975	6,183	20,537	162	42,252	2,641
SIMPSON	23,441	25,247	7.7	8,662	120,114	193,376	7,659	22,325	771	2,414	31,749
SMITH	15,077	14,786	–1.9	5,135	78,399	108,332	7,327	21,097	773	1,347	44,999
STONE	9,716	10,553	8.6	3,348	53,022	89,690	8,499	26,789	275	1,333	3,792
SUNFLOWER	34,844	35,889	3.0	10,411	147,260	225,244	6,276	21,635	446	71,904	11,999
TALLAHATCHIE	17,157	16,359	–4.7	5,264	67,586	101,995	6,235	19,376	472	53,320	4,590
TATE	20,119	21,907	8.9	6,658	89,788	166,979	7,622	25,079	647		
TIPPAH	18,739	19,695	5.1	7,048	89,058	136,912	6,952	19,426	673	5,082	3,749
TISHOMINGO	18,434	18,660	1.2	7,080	104,511	166,361	8,915	23,497	364	1,935	1,614
TUNICA	9,652	8,863	–8.2	2,715	31,775	44,583	5,031	16,423	171	44,890	1,085
UNION	21,741	21,743		8,157	120,882	178,137	8,193	21,839	734	7,943	4,662
WALTHALL	13,761	13,465	–2.2	4,514	64,484	98,111	7,286	21,735	807	3,914	17,222
WARREN	51,627	51,839	.4	18,194	336,347	540,809	10,432	29,725	280	9,467	1,380
Vicksburg	25,434	23,474	–7.7	8,724	160,333	221,139	9,421	25,348	*	*	*
WASHINGTON	72,344	70,749	–2.2	23,467	381,295	515,351	7,284	21,961	444	79,848	6,408
Greenville	40,613	39,708	–2.2	13,365	223,997	284,723	7,170	21,304	*	*	*
WAYNE	19,135	20,521	7.2	6,879	91,318	145,548	7,093	21,158	498		
WEBSTER	10,300	10,442	1.4	3,793	55,200	93,385	8,943	24,620	400	6,362	2,045
WILKINSON	10,021	10,164	1.4	3,358	39,200	60,027	5,906	17,876	267	2,732	3,454
WINSTON	19,474	19,262	–1.1	6,760	99,156	139,837	7,260	20,686	729	1,954	7,047

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MISSISSIPPI POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
YALOBUSHA	13,139	13,384	1.9	4,932	56,204	102,464	7,656	20,775	375		
YAZOO	27,349	26,660	−2.5	8,971	114,150	199,184	7,471	22,203	605	52,762	8,623

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Mississippi 1984 Cash Receipts as follows: From Crops $1,117,400,000; from Livestock & Livestock Products $1,044,860,000; Total $2,162,260,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

MISSOURI POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	4,917,444	5,064,853	3.0	1,927,280	37,090,171	56,950,764	11,244	29,550	112,447	1,523,053	2,007,743
METROPOLITAN STATISTICAL AREAS											
Columbia, Mo	100,376	108,926	8.5	40,031	854,010	1,224,005	11,237	30,576	1,345	12,507	15,143
Joplin, Mo	127,513	135,416	6.2	53,804	850,053	1,283,281	9,477	23,851	3,216	20,504	63,423
Kansas City, Mo-Ks.	1,433,372	1,505,485	5.0	580,985	12,100,384	19,637,543	13,044	33,800	10,702	144,873	155,473
St. Joseph, Mo	87,888	86,580	−1.5	33,788	536,068	914,251	10,560	27,058	909	18,164	10,493
St. Louis, Mo-Il	1,809,519	1,828,550	1.1	679,535	14,525,396	24,039,634	13,147	35,377	4,774	72,226	71,752
Springfield, Mo	207,704	223,047	7.4	86,605	1,593,666	2,418,982	10,845	27,931	3,701	4,416	57,252
COUNTIES, Cities											
ADAIR	24,870	25,895	4.1	9,398	192,170	232,519	8,979	24,741	951	9,173	12,143
Kirksville	17,167	17,856	4.0	6,414	138,024	165,431	9,265	25,792	*	*	*
ANDREW	13,980	15,534	11.1	5,672	82,771	156,267	10,060	27,551	1,007	16,708	20,285
ATCHISON	8,605	8,359	−2.9	3,353	74,957	80,460	9,626	23,996	669	36,659	14,922
AUDRAIN	26,458	26,024	−1.7	10,015	226,606	271,957	10,450	27,155	1,256	40,693	34,104
Mexico	12,276	12,061	−1.8	4,854	122,084	138,867	11,514	28,609	*	*	*
BARRY	24,408	27,100	11.0	10,836	146,460	234,234	8,643	21,616	1,726	2,627	38,637
Monett	6,148	6,164	.3	2,284	38,429	56,181	9,114	24,598	*	*	*
BARTON	11,292	11,990	6.2	4,876	77,782	99,229	8,276	20,350	978	22,506	14,702
BATES	15,873	16,295	2.7	6,573	119,565	153,283	9,407	23,320	1,446	19,368	26,891
BENTON	12,183	13,053	7.1	5,414	85,721	116,899	8,956	21,592	988	4,072	18,661
BOLLINGER	10,301	10,584	2.7	4,014	52,209	76,572	7,235	19,076	994	6,616	8,928
BOONE	100,376	108,926	8.5	40,031	854,010	1,224,005	11,237	30,576	1,345	12,507	15,143
Columbia	62,061	61,657	−.7	22,165	539,812	670,171	10,869	30,236	*	*	*
BUCHANAN	87,888	86,580	−1.5	33,788	536,068	914,251	10,560	27,058	909	18,164	10,493
St. Joseph	76,691	77,244	.7	30,433	469,585	799,614	10,352	26,275	*	*	*
BUTLER	37,693	38,837	3.0	15,244	249,676	309,409	7,967	20,297	940	39,752	3,571
Poplar Bluff	17,139	16,740	−2.3	6,916	126,837	147,609	8,818	21,343	*	*	*
CALDWELL	8,660	8,388	−3.2	3,365	59,903	75,968	9,057	22,576	925		
CALLAWAY	32,252	33,721	4.6	11,683	264,939	348,138	10,324	29,799	1,381	13,972	18,946
Fulton	11,046	9,515	−13.9	3,014	94,662	101,353	10,652	33,627	*	*	*
CAMDEN	19,963	24,542	22.9	10,260	155,285	234,428	9,552	22,849	560	357	10,991
CAPE GIRARDEAU	58,837	61,784	5.0	22,891	449,970	642,215	10,395	28,055	1,427	17,690	19,766
Cape Girardeau	34,361	34,526	.5	12,938	282,678	368,965	10,687	28,518	*	*	*
CARROLL	12,131	11,537	−4.9	4,773	99,938	112,675	9,766	23,607	1,099	31,021	24,630
Carrollton	4,700	4,491	−4.5	1,898	32,068	44,471	9,902	23,430	*	*	*
CARTER	5,428	5,826	7.3	2,191	35,163	38,264	6,568	17,464	202	96	1,731
CASS	51,029	56,684	11.1	20,203	342,936	654,061	11,539	32,374	1,741	19,264	22,492
CEDAR	11,894	12,753	7.2	5,416	81,210	102,796	8,061	18,980	956	1,879	10,346
CHARITON	10,489	10,144	−3.3	4,062	78,189	101,450	10,001	24,975	1,271	31,936	34,354
CHRISTIAN	22,402	25,668	14.6	9,549	157,348	244,256	9,516	25,579	1,426	963	23,416
CLARK	8,493	8,403	−1.1	3,269	57,298	78,834	9,382	24,116	728	22,060	9,877
CLAY	136,488	141,616	3.8	54,078	1,103,646	1,917,666	13,541	35,461	767	6,322	15,245
Excelsior Spring	10,424	10,835	3.9	4,412	97,544	132,268	12,207	29,979	*	*	*
CLINTON	15,916	16,611	4.4	6,102	133,919	172,054	10,358	28,196	875	12,052	25,919
COLE	56,663	62,953	11.1	23,037	498,878	725,106	11,518	31,476	1,055	2,323	12,294
Jefferson City	33,619	34,020	1.2	13,531	338,126	435,104	12,790	32,156	*	*	*
COOPER	14,643	15,154	3.5	5,841	122,871	140,039	9,241	23,975	1,009	17,090	24,621
Boonville	6,959	6,848	−1.6	2,700	49,401	63,308	9,245	23,447	*	*	*
CRAWFORD	18,300	19,579	7.0	7,392	127,299	169,910	8,678	22,986	759	549	8,014
DADE	7,383	7,808	5.8	3,209	49,771	67,224	8,610	20,949	932	7,356	15,348
DALLAS	12,096	13,095	8.3	5,014	67,920	102,215	7,806	20,386	1,132	646	26,229
DAVIESS	8,905	8,716	−2.1	3,478	60,704	77,774	8,923	22,362	982	19,144	16,660
DE KALB	8,222	8,484	3.2	3,300	56,812	76,259	8,989	23,109	859	12,127	19,781
DENT	14,517	15,353	5.8	6,021	110,214	118,573	7,723	19,693	764	594	7,343
DOUGLAS	11,594	13,021	12.3	4,853	60,379	91,657	7,039	18,887	1,300	714	22,928
DUNKLIN	36,324	36,343	.1	14,184	223,883	275,192	7,572	19,402	806	57,968	1,259
Kennett	10,145	9,714	−4.3	3,864	75,758	87,105	8,967	22,543	*	*	*
FRANKLIN	71,233	77,453	8.7	27,301	456,212	813,130	10,498	29,784	1,764	7,229	26,988
GASCONADE	13,181	14,285	8.4	5,730	92,785	137,627	9,634	24,019	896	2,589	10,589
GENTRY	7,887	7,890		3,263	53,464	69,324	8,786	21,245	759	15,167	17,537
GREENE	185,302	197,379	6.5	77,056	1,436,318	2,174,726	11,018	28,223	2,275	3,453	33,836
Springfield	133,116	135,196	1.6	55,270	1,056,986	1,454,544	10,759	26,317	*	*	*
GRUNDY	11,959	11,587	−3.1	4,895	89,856	105,917	9,141	21,638	740	18,434	13,058

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MISSOURI POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Trenton	6,811	7,002	2.8	3,097	45,907	62,815	8,971	20,283	*	*	*
HARRISON	9,890	9,989	1.0	4,385	64,684	90,070	9,017	20,540	1,054	16,918	22,959
HENRY	19,672	19,700	.1	8,066	147,979	188,673	9,577	23,391	1,097	11,781	20,792
Clinton	8,366	8,614	3.0	3,463	55,902	84,256	9,781	24,330	*	*	*
HICKORY	6,367	7,253	13.9	3,174	41,850	56,242	7,754	17,720	562	782	9,069
HOLT	6,882	6,803	−1.2	2,860	56,098	62,156	9,137	21,733	679	31,243	10,318
HOWARD	10,008	10,188	1.8	3,875	70,017	90,755	8,908	23,421	740	12,699	13,669
HOWELL	28,807	31,216	8.4	12,226	174,940	234,868	7,524	19,211	1,734	1,078	34,405
West Plains	7,741	8,012	3.5	3,457	43,626	60,746	7,582	17,572	*	*	*
IRON	11,084	11,384	2.7	4,114	75,855	89,030	7,821	21,641	301	144	3,760
JACKSON	629,180	628,115	−.2	253,517	4,701,262	7,715,970	12,284	30,436	1,012	14,802	12,178
Blue Springs	25,927	25,872	−.2	8,531	209,497	498,291	19,260	58,409	*	*	*
Independence	111,806	111,569	−.2	43,002	841,270	1,392,855	12,484	32,390	*	*	*
1Kansas City	448,159	422,918	−5.6	175,773	3,392,646	5,098,609	12,056	29,007	*	*	*
JASPER	86,958	91,405	5.1	36,875	588,766	883,852	9,670	23,969	1,427	15,522	23,855
Carthage	11,104	11,112	.1	4,589	78,276	113,059	10,174	24,637	*	*	*
2Joplin	39,023	38,732	−.8	16,769	289,831	390,349	10,078	23.278	*	*	*
JEFFERSON	146,814	158,168	7.7	53,206	1,007,561	1,805,334	11,414	33,931	759	2,855	6,585
Crystal City	3,573	3,054	−14.5	1,209	26,453	34,287	11,227	28,360	*	*	*
Festus	7,574	6,886	−9.1	2,524	57,412	77,119	11,199	30,554	*	*	*
JOHNSON	39,059	39,155	.2	13,120	278,789	335,890	8,578	25,601	1,855	14,464	30,260
Warrensburg	13,807	13,194	−4.4	4,070	110,832	121,621	9,218	29,882	*	*	*
KNOX	5,508	5,275	−4.2	2,032	36,758	44,687	8,471	21,992	680	16,928	14,311
LACLEDE	24,323	27,281	12.2	10,551	169,348	231,388	8,482	21,930	1,307	841	30,013
Lebanon	9,507	10,098	6.2	4,349	80,333	103,727	10,272	23,851	*	*	*
LAFAYETTE	29,925	30,895	3.2	11,751	268,883	323,157	10,460	27,500	1,599	32,045	41,043
Lexington	5,063	4,663	−7.9	1,880	35,157	47,301	10,144	25,160	*	*	*
LAWRENCE	28,973	30,847	6.5	11,954	175,857	260,460	8,444	21,789	1,859	5,848	45,594
LEWIS	10,901	11,341	4.0	4,304	74,995	104,713	9,233	24,329	823	19,349	15,830
LINCOLN	22,193	25,154	13.3	9,089	173,994	243,619	9,685	26,804	1,272	21,202	37,671
LINN	15,495	15,642	.9	6,654	120,129	149,659	9,568	22,492	989	15,632	21,562
Brookfield	5,555	5,556		2,474	37,810	53,945	9,709	21,805	*	*	*
LIVINGSTON	15,739	15,700	−.3	6,228	124,319	157,405	10,026	25,274	839	20,046	11,894
Chillicothe	9,089	8,657	−4.8	3,561	80,222	95,910	11,079	26,933	*	*	*
MCDONALD	14,917	16,321	9.4	6,288	79,032	124,169	7,608	19,747	1,151	632	48,305
MACON	16,313	17,331	6.2	7,140	125,600	168,233	9,707	23,562	1,259	19,145	19,624
Macon	5,680	6,077	7.0	2,533	40,580	60,270	9,918	23,794	*	*	*
MADISON	10,725	11,411	6.4	4,577	76,817	83,635	7,329	18,273	432	573	5,847
MARIES	7,551	7,884	4.4	2,993	49,990	66,087	8,382	22,081	852	911	11,380
MARION	28,638	30,371	6.1	11,847	222,460	293,448	9,662	24,770	765	18,060	15,109
3Hannibal	18,811	19,779	5.1	7,840	143,937	183,106	9,258	23,355	*	*	*
MERCER	4,685	4,581	−2.2	1,932	33,375	39,021	8,518	20,197	629	8,187	12,394
MILLER	18,532	21,246	14.6	8,254	134,158	186,946	8,799	22,649	1,106	1,304	28,747
MISSISSIPPI	15,726	15,872	.9	5,809	93,178	124,523	7,845	21,436	361	48,760	3,589
MONITEAU	12,068	13,198	9.4	5,014	79,012	122,793	9,304	24,490	1,062	4,944	22,965
MONROE	9,716	9,700	−.2	3,778	67,950	87,205	8,990	23,082	993	19,386	22,880
MONTGOMERY	11,537	12,136	5.2	4,646	89,291	108,787	8,964	23,415	894	17,095	17,808
MORGAN	13,807	16,074	16.4	6,501	95,734	134,783	8,385	20,733	911	3,416	26,404
NEW MADRID	22,945	22,123	−3.6	8,038	135,856	165,993	7,503	20,651	609	67,213	1,615
NEWTON	40,555	44,011	8.5	16,929	261,287	399,429	9,076	23,594	1,789	4,982	39,568
Neosho	9,493	10,211	7.6	4,248	66,363	95,996	9,401	22,598	*	*	*
NODAWAY	21,996	22,727	3.3	7,973	175,973	200,377	8,817	25,132	1,518	34,134	41,274
Maryville	9,558	9,746	2.0	3,241	58,896	80,660	8,276	24,887	*	*	*
OREGON	10,238	10,200	−.4	4,084	61,217	65,711	6,442	16,090	921	687	19,296
OSAGE	12,014	12,000	−.1	4,186	78,973	107,430	8,953	25,664	1,185	2,850	36,213
OZARK	7,961	9,137	14.8	3,604	44,068	66,610	7,290	18,482	844	329	20,500
PEMISCOT	24,987	24,064	−3.7	8,934	143,914	163,619	6,799	18,314	525	51,405	1,002
PERRY	16,784	17,084	1.8	6,156	103,400	147,711	8,646	23,995	1,016	12,975	23,207
PETTIS	36,378	36,173	−.6	14,363	283,334	353,637	9,776	24,621	1,352	19,248	28,126
Sedalia	20,927	18,779	−10.3	8,082	172,232	197,975	10,542	24,496	*	*	*
PHELPS	33,633	37,322	11.0	13,085	263,098	338,252	9,063	25,850	789	864	9,243
Rolla	13,303	13,697	3.0	4,553	117,294	134,177	9,796	29,470	*	*	*
PIKE	17,568	16,794	−4.4	6,328	131,473	158,891	9,461	25,109	1,099	23,880	31,726
PLATTE	46,341	49,284	6.4	18,194	384,194	697,881	14,160	38,358	891	18;523	7,008
POLK	18,822	20,932	11.2	7,896	116,771	170,879	8,164	21,641	1,649	2,273	36,621
PULASKI	42,011	44,505	5.9	12,070	235,099	310,562	6,978	25,730	567	443	6,853
Saint Robert	1,735	2,453	41.4	1,233	9,774	17,118	6,978	13,883	*	*	*
Waynesville	2,879	3,219	11.8	1,356	18,444	28,187	8,756	20,787	*	*	*
PUTNAM	6,092	6,003	−1.5	2,452	38,002	48,502	8,080	19,781	715	5,602	16,278
RALLS	8,911	8,900	−.1	3,369	69,518	89,475	10,053	26,558	701	18,647	11,817
RANDOLPH	25,460	26,211	2.9	9,984	200,294	251,851	9,609	25,225	829	10,039	11,979
Moberly	13,418	13,054	−2.7	5,402	117,155	137,378	10,524	25,431	*	*	*
RAY	21,378	22,111	3.4	8,143	124,136	237,525	10,742	29,169	1,250	20,792	17,226
Richmond	5,499	5,425	−1.4	2,317	37,574	56,348	10,387	24,319	*	*	*
REYNOLDS	7,230	7,200	−.4	2,796	46,343	50,908	7,071	18,207	377	336	3,376
RIPLEY	12,458	13,211	6.0	5,084	67,366	77,601	5,874	15,264	547	4,026	4,725
ST. CHARLES	143,455	170,500	18.9	57,525	1,107,125	2,206,569	12,942	38,358	1,023	24,668	13,820
ST. CLAIR	8,622	9,168	6.3	3,744	52,260	70,237	7,661	18,760	843	6,106	13,832
ST. FRANCOIS	42,600	45,015	5.7	16,807	353,398	378,269	8,403	22,507	729	1,865	12,437
Flat River	4,443	4,251	−4.3	1,709	27,199	34,617	8,143	20,256	*	*	*
ST. LOUIS	974,815	993,829	2.0	366,766	9,038,760	15,035,453	15,129	40,995	445	12,983	1,823
ST. LOUIS CITY	453,085	407,302	−10.1	166,971	2,732,300	3,928,505	9,645	23,528	N.A.	N.A.	N.A.
St. Louis	453,085	407,302	−10.1	166,971	2,732,300	3,928,505	9,645	23,528	*	*	*
STE. GENEVIEVE	15,180	15,626	2.9	5,352	104,505	153,572	9,828	28,694	695	4,114	16,937
SALINE	24,919	24,900	−.1	9,802	199,725	238,421	9,575	24,324	1,168	40,133	25,628
Marshall	12,781	13,211	3.4	4,999	107,493	127,251	9,632	25,455	*	*	*

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MISSOURI POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
SCHUYLER	4,979	4,913	−1.3	2,048	33,048	42,452	8,641	20,729	539		
SCOTLAND	5,415	5,287	−2.4	2,037	34,658	44.377	8,394	21,785	632	14,629	14,512
SCOTT	39,647	40,737	2.7	15,030	354,683	481,980	11,832	32,068	687	35,859	7,056
4Sikeston	17,431	17,848	2.4	6,724	173,573	222,618	12,473	33,108	*	*	*
SHANNON	7,885	8,184	3.8	3,095	46,390	51,464	6,288	16,628	457	115	4,797
SHELBY	7,826	7,795	−.4	3,265	55,902	69,872	8,964	21,400	768	19,728	21,416
STODDARD	29,009	29,853	2.9	11,532	191,553	245,234	8,215	21,266	1,338	70,651	13,198
Dexter	7,043	7,403	5.1	3,059	42,780	63,082	8,521	20,622	*	*	*
STONE	15,587	18,016	15.6	7,337	111,473	161,204	8,948	21,971	824		
SULLIVAN	7,434	7,390	−.6	3,059	52,652	60,113	8,134	19,651	893	9,358	19,856
TANEY	20,467	25,832	26.2	10,745	144,022	242,492	9,387	22,568	619	173	6,042
TEXAS	21,070	22,379	6.2	8,724	123,089	171,684	7,672	19,680	1,630	984	28,409
VERNON	19,806	19,800		7,862	137,787	179,630	9,072	22,848	1,320	21,041	16,989
Nevada	9,044	8,391	−7.2	3,351	55,210	76,970	9,173	22,969	*	*	*
WARREN	14,900	17,458	17.2	6,297	118,044	183,757	10,526	29,182	642	9,092	12,573
WASHINGTON	17,983	19,137	6.4	6,651	107,651	144,517	7,552	21,729	493		
WAYNE	11,277	12,295	9.0	4,917	68,355	80,461	6,544	16,364	442	2,015	3,572
WEBSTER	20,414	21,963	7.6	7,822	120,684	179,775	8,185	22,983	1,595	737	36,139
WORTH	3,008	2,981	−.9	1,217	21,556	23,618	7,923	19,407	389		
WRIGHT	16,188	16,911	4.5	6,617	92,449	130,143	7,696	19,668	1,481	1,122	37,556

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Missouri 1984 Cash Receipts as follows. From Crops $1.560.039.000; from Livestock & Livestock Products $2,166,168,000; Total $3,726,207,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

MONTANA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	786,415	843,331	7.2	317,040	5,555.808	7,960,508	9,439	25,109	23,570	759,174	787,990
METROPOLITAN STATISTICAL AREAS											
Billings, Mt	108,035	123,171	14.0	47,594	916,297	1,327,420	10,777	27,890	1,046	22,514	56,929
Great Falls, Mt	80,696	80,860	.2	30,717	590,998	779,194	9,636	25,367	799	25,255	45,113
COUNTIES, Cities											
BEAVERHEAD	8,186	8,654	5.7	3,288	41,207	70,556	8,153	21,459	342	6,702	34,976
BIG HORN	11,096	11,803	6.4	3,636	113,012	73,530	6,230	20,223	462	22,300	33,742
BLAINE	6,999	7,000		2,348	42,438	49,250	7,036	20,975	455	20,931	15,834
BROADWATER	3,267	3,442	5.4	1,240	15,988	27,527	7,997	22,199	207	8,304	6,914
CARBON	8,099	9,031	11.5	3,667	93,058	66,165	7,326	18,043	597	10,036	22,150
CARTER	1,799	1,899	5.6	714	16,476	18,053	9,507	25,284	335	3,189	13,935
CASCADE	80,696	80,860	.2	30,717	590,998	779,194	9,636	25,367	799	25,255	45,113
Great Falls	56,725	55,113	−2.9	22,297	451,314	571,119	10,363	25,614	*	*	*
CHOUTEAU	6,092	6,189	1.6	2,242-	55,039	62,108	10,035	27,702	742	78,634	13,052
CUSTER	13,109	13,903	6.1	5,491	114,706	167,101	12,019	30,432	382	6,042	32,702
Miles City	9,602	10,124	5.4	4,166	87,069	120,111	11,864	28,831	*	*	*
DANIELS	2,835	2,680	−5.5	1,013	21,766	23,711	8,847	23,407	378	18,180	4,534
DAWSON	11,805	12,663	7.3	4,654	103,992	122,924	9,707	26,413	499	16,644	9,636
DEER LODGE	12,518	11,189	−10.6	4,109	64,173	97,541	8,718	23,738	62	365	2,770
Anaconda	12,518	11,189	−10.6	4,109	82,378	97,053	8,674	23,620	*	*	*
FALLON	3,763	3,785	.6	1,424	29,697	36,491	9,641	25,626	285	5,935	8,217
FERGUS	13,076	13,100	.2	4,901	103,236	106,631	8,140	21,757	805	23,285	28,368
FLATHEAD	51,966	57,400	10.5	21,741	303.826	545,729	9,507	25,101	914	8,167	11,839
Kalispell	10,648	10,200	−4.2	4,007	63,720	97,997	9,608	24,456	*	*	*
GALLATIN	42,865	49,579	15.7	17,866	258,358	442,193	8,919	24,751	782	19,178	32,167
Bozeman	21,645	23,519	8.7	7,752	124,112	191,618	8,147	24,719	*	*	*
GARFIELD	1,656	1,695	2.4	611	12,843	17,093	10,084	27,975	263	8,300	15,819
GLACIER	10,628	11,254	5.9	3,796	70,908	88,182	7,836	23,230	349	21,590	13,490
GOLDEN VALLEY	1,026	1,127	9.8	418	8,231	9,890	8,776	23,660	153	3,755	5,457
GRANITE	2,700	2,700		1,021	13,210	21,912	8,116	21,461	153	450	7,638
HILL	17,985	18,536	3.1	6,583	153,859	180,863	9,757	27,474	675	55,662	8,865
Havre	10,891	11,210	2.9	4,051	99,193	112,905	10,072	27,871	*	*	*
JEFFERSON	7,029	8,137	15.8	2,876	37,299	74,098	9,106	25,764	252	2,321	6,167
JUDITH BASIN	2,646	2,814	6.3	1,026	20,586	23,206	8,247	22,618	325	11,375	15,742
LAKE	19,056	21,232	11.4	7,787	91,878	159,668	7,520	20,504	1,027	10,982	19,049
LEWIS AND CLAR.	43,039	47,832	11.1	18,735	293,454	492,557	10,298	26,291	417	5,076	10,896
Helena	23,938	23,865	−.3	9,258	163,567	249,590	10,458	26,959	*	*	*
LIBERTY	2,329	2,514	7.9	924	20,548	24,405	9,708	26,412	248	30,056	5,327
LINCOLN	17,752	19,008	7.1	6,777	99,006	154,933	8,151	22,862	264	191	1,495
MCCONE	2,702	2,582	−4.5	913	18,462	18,283	7,081	20,025	425	18,342	6,715
MADISON	5,448	6,136	12.6	2,506	39,314	50,163	8,175	20,017	439	5,310	25,848
MEAGHER	2,154	2,200	2.1	817	9,622	17,910	8,141	21,922	119	3,598	11,938
MINERAL	3,675	3,657	−.5	1,348	20,127	30,838	8,433	22,877	81	266	464

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MONTANA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
MISSOULA	76,016	77,705	2.2	29,904	485,085	797,372	10,262	26,664	443	1,262	4,322
Missoula	33,388	31,810	–4.7	13,337	219,957	318,534	10,014	23,883	*	*	*
MUSSELSHELL	4,428	4,949	11.8	2,000	35,804	48,396	9,779	24,198	258	6,090	7,822
PARK	12,660	13,553	7.1	5,514	76,605	125,023	9,225	22,674	398	3,365	12,600
Livingston	6,994	7,021	.4	2,693	52,336	64,741	9,221	24,040	*	*	*
PETROLEUM	655	700	6.9	306	3,716	6,896	9,851	22,536	99	1,548	6,610
PHILLIPS	5,367	5,854	9.1	2,164	39,057	41,926	7,162	19,374	494	17,081	17,390
PONDERA	6,731	7,054	4.8	2,572	54,501	65,425	9,275	25,437	486	38,099	9,489
POWDER RIVER	2,520	2,380	–5.6	911	23,843	30,442	12,791	33,416	338	4,035	15,038
POWELL	6,958	6,688	–3.9	2,344	37,147	55,787	8,341	23,800	210	1,557	10,702
PRAIRIE	1,836	1,914	4.2	720	11,312	11,872	6,203	16,489	183	5,283	9,944
RAVALLI	22,493	26,479	17.7	9,831	113,525	209,584	7,915	21,319	1,019	3,145	17,939
Hamilton	2,661	2,624	–1.4	1,244	16,648	20,769	7,915	16,695	*	*	*
RICHLAND	12,243	14,910	21.8	5,429	113,874	150,950	10,124	27,804	555	26,441	14,868
ROOSEVELT	10,467	11,649	11.3	3,930	75,509	96,841	8,313	24,641	584	25,708	5,742
ROSEBUD	9,899	14,290	44.4	4,827	81,114	157,578	11,027	32,645	353	12,346	22,923
SANDERS	8,675	9,268	6.8	3,536	45,302	71,031	7,664	20,088	379	1,782	6,205
SHERIDAN	5,414	6,027	11.3	2,359	48,822	58,508	9,708	24,802	586	23,982	4,533
SILVER BOW	38,092	35,652	–6.4	14,054	205,684	331,676	9,303	23,600	108	315	2,205
Butte	37,205	34,822	–6.4	13,720	200,319	336,379	9,660	24,517	*	*	*
STILLWATER	5,598	6,303	12.6	2,426	73,641	45,062	7,149	18,575	429	8,831	14,979
SWEET GRASS	3,216	3,454	7.4	1,348	26,209	34,591	10,015	25,661	292	1,413	12,161
TETON	6,491	6,642	2.3	2,466	52,937	57,746	8,694	23,417	625	37,731	25,203
TOOLE	5,559	5,699	2.5	2,246	44,942	53,714	9,425	23,915	354	28,507	5,573
TREASURE	981	1,100	12.1	408	6,546	10,934	9,940	26,799	107	4,338	5,830
VALLEY	10,250	9,493	–7.4	3,534	80,347	84,448	8,896	23,896	654	25,513	13,467
WHEATLAND	2,359	2,182	–7.5	810	16,485	22,211	10,179	27,421	150	3,768	10,490
WIBAUX	1,476	1,614	9.3	618	10,187	12,370	7,664	20,016	184	4,099	4,167
YELLOWSTONE	108,035	123,171	14.0	47,594	916,297	1,327,420	10,777	27,890	1,046	22,514	56,929
Billings	67,942	72,201	6.3	29,191	608,723	898,901	12,450	30,794	*	*	*
YELLOWSTONE NATIONAL PARK											

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Montana 1984 Cash Receipts as follows: From Crops $647,011,000; from Livestock & Livestock Products $772,433,000; Total $1,419,444,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

NEBRASKA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	1,570,006	1,614,294	2.8	612,722	11,718,989	18,466,897	11,440	30,139	60,243	2,379,818	4,245,925
METROPOLITAN STATISTICAL AREAS											
Lincoln, Ne	192,884	205,974	6.8	79,710	1,448,749	2,595,399	12,601	32,561	1,547	35,520	26,656
Omaha, Ne-Ia	585,907	606,143	3.5	225,221	4,426,897	7,619,918	12,571	33,833	3,582	132,382	280,853
Sioux City, Ia-Ne	117,457	116,718	–.6	43,972	863,408	1,253,116	10,736	28,498	1,957	73,502	101,646
COUNTIES, Cities											
ADAMS	30,656	30,941	.9	12,370	300,265	354,336	11,452	28,645	747	48,781	70,125
Hastings	23,045	22,869	–.8	9,574	236,351	271,724	11,882	28,381	*	*	*
ANTELOPE	8,675	8,579	–1.1	3,259	50,173	68,039	7,931	20,877	1,042	43,819	55,815
ARTHUR	513	496	–3.3	203	3,871	5,193	10,470	25,581	81	1,237	6,731
BANNER	918	1,114	21.4	414	6,668	9,457	8,489	22,843	200	12,889	7,547
BLAINE	867	797	–8.1	305	6,009	6,160	7,729	20,197	141	1,058	15,811
BOONE	7,391	7,279	–1.5	2,749	46,917	61,741	8,482	22,459	857	31,074	58,012
BOX BUTTE	13,696	14,411	5.2	5,596	105,598	183,208	12,713	32,739	543	35,427	32,309
Alliance	9,920	10,584	6.7	4,090	91,380	136,910	12,936	33,474	*	*	*
BOYD	3,331	3,277	–1.6	1,318	17,070	24,457	7,463	18,556	442	3,757	14,777
BROWN	4,377	4,206	–3.9	1,738	31,608	38,043	9,045	21,889	353	13,145	48,367
BUFFALO	34,797	38,581	10.9	14,001	252,827	391,684	10,152	27,975	1,191	55,404	80,086
Kearney	21,158	23,311	.10.2	8,360	161,315	242,436	10,400	29,000	*	*	*
BURT	8,813	8,889	.9	3,569	61,197	87,238	9,814	24,443	733	40,019	73,658
BUTLER	9,330	9,289	–.4	3,467	72,778	91,629	9,864	26,429	976	39,699	31,441
CASS	20,297	22,075	8.8	8,139	131,670	235,338	10,661	28,915	915	33,459	40,608
CEDAR	10,852	11,272	3.9	3,972	55,638	94,896	8,419	23,891	1,144	24,754	72,586
CHASE	4,758	4,757		1,757	26,297	43,013	9,042	24,481	433	46,973	32,813
CHERRY	6,758	6,800	.6	2,655	56,807	72,579	10,673	27,337	708	5,674	69,536
CHEYENNE	10,057	10,065	.1	4,171	78,045	114,414	11,368	27,431	701	30,584	54,460
CLAY	8,106	7,874	–2.9	3,053	67,590	81,220	10,315	26,603	664	46,308	64,525
COLFAX	9,890	9,705	–1.9	3,780	69,113	95,323	9,822	25,218	779	25,698	87,924
CUMING	11,664	11,794	1.1	4,286	76,245	118,096	10,013	27,554	1,250	26,204	230,862
CUSTER	13,877	13,780	–.7	5,506	98,172	138,890	10,079	25,225	1,439	46,160	77,927
DAKOTA	16,573	17,026	2.7	6,172	150,559	196,542	11,544	31,844	378	16,637	12,392
DAWES	9,609	9,699	.9	3,777	78,549	98,947	10,202	26,197	452	5,213	13,413
DAWSON	22,162	22,017	–.7	8,456	170,725	238,154	10,817	28,164	959	52,437	170,967

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NEBRASKA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME	INCOME			FARM PRODUCTS (1982)	
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
DEUEL	2,462	2,382	-3.3	1,013	18,272	27,160	11,402	26,811	277	16,245	9,540
DIXON	7,137	6,757	-5.3	2,536	42,840	60,880	9,010	24,006	731	17,531	53,390
DODGE	35,847	35,670	-.5	13,811	280,624	405,791	11,376	29,382	977	39,386	70,647
Fremont	23,979	24,069	.4	9,334	194,945	279,341	11,606	29,927	*	*	*
DOUGLAS	397,884	408,010	2.5	156,749	2,992,268	5,314,958	13,027	33,907	482	17,156	23,251
Omaha	333,111	314,729	-5.5	113,039	2,237,582	3,955,704	12,569	34,994	*	*	*
DUNDY	2,861	3,014	5.3	1,231	24,597	28,287	9,385	22,979	382	23,365	25,818
FILLMORE	7,920	7,890	-.4	3,161	71,117	84,934	10,765	26,869	765	51,865	41,627
FRANKLIN	4,377	4,499	2.8	1,837	31,820	41,722	9,274	22,712	530	23,886	23,437
FRONTIER	3,647	3,581	-1.8	1,320	27,354	34,768	9,709	26,339	463	24,736	17,208
FURNAS	6,486	6,589	1.6	2,752	47,857	60,553	9,190	22,003	520	25,570	26,618
GAGE	24,456	24,766	1.3	9,788	164,411	257,465	10,396	26,304	1,339	38,359	50,441
Beatrice	12,891	13,784	6.9	5,824	99,264	154,348	11,198	26,502	*	*	*
GARDEN	2,802	2,900	3.5	1,225	21,285	30,662	10,573	25,030	330	13,066	34,980
GARFIELD	2,363	2,400	1.6	919	16,445	19,856	8,273	21,606	268	5,933	13,549
GOSPER	2,140	2,200	2.8	817	17,119	21,401	9,728	26,195	324	19,125	17,604
GRANT	877	789	-10.0	302	6,965	7,215	9,144	23,891	80	363	9,734
GREELEY	3,462	3,477	.4	1,217	18,904	24,637	7,086	20,244	438	13,114	23,238
HALL	47,690	50,258	5.4	19,177	386,063	558,703	11,117	29,134	794	46,353	89,687
Grand Island	37,780	38,560	2.1	13,449	276,615	433,100	11,232	32,203	*	*	*
HAMILTON	9,301	9,300		3,471	80,524	104,913	11,281	30,226	821	62,088	40,991
HARLAN	4,292	4,295	.1	1,734	30,672	39,915	9,293	23,019	453	20,667	34,838
HAYES	1,356	1,288	-5.0	506	9,394	12,007	9,322	23,729	328	16,458	11,217
HITCHCOCK	4,079	3,994	-2.1	1,529	30,223	36,834	9,222	24,090	443	18,345	14,827
HOLT	13,552	14,026	3.5	5,151	97,591	117,653	8,388	22,841	1,269	52,246	105,672
HOOKER	990	1,127	13.8	418	8,104	8,218	7,292	19,660	59	194	4,315
HOWARD	6,773	6,587	-2.8	2,445	41,619	62,846	9,541	25,704	702	21,350	40,964
JEFFERSON	9,817	9,769	-.5	4,071	79,905	98,543	10,087	24,206	747	25,687	36,068
JOHNSON	5,285	5,064	-4.2	2,028	31,419	45,682	9,021	22,526	566	10,207	14,389
KEARNEY	7,053	7,024	-.4	2,664	66,331	77,685	11,060	29,161	581	50,730	71,726
KEITH	9,364	9,140	-2.4	3,589	66,858	102,396	11,203	28,531	382	26,061	33,904
KEYA PAHA	1,301	1,300	-.1	511	9,255	12,331	9,485	24,131	269	1,941	14,234
KIMBALL	4,882	4,959	1.6	1,924	37,626	53,568	10,802	27,842	344	14,313	6,344
KNOX	11,457	11,380	-.7	4,382	64,557	94,690	8,321	21,609	1,280	15,115	82,922
LANCASTER	192,884	205,974	6.8	79,710	1,448,749	2,595,399	12,601	32,561	1,547	35,520	26,656
Lincoln	171,932	183,600	6.8	72,154	1,311,243	2,326,799	12,673	32,248	*	*	*
LINCOLN	36,455	35,239	-3.3	13,337	295,322	438,440	12,442	32,874	1,037	46,914	64,854
North Platte	24,509	23,780	-3.0	8,912	204,526	302,237	12,710	33,913	*	*	*
LOGAN	983	894	-9.1	304	7,570	6,388	7,145	21,013	152	4,029	9,611
LOUP	859	794	-7.6	304	6,413	6,801	8,565	22,372	148	2,045	9,717
MCPHERSON	593	600	1.2	204	3,941	5,292	8,820	25,941	138	384	9,172
MADISON	31,382	32,679	4.1	12,602	242,015	368,619	11,280	29,251	991	34,152	58,585
Norfolk	19,449	20,495	5.4	8,242	168,898	254,574	12,421	30,887	*	*	*
MERRICK	8,945	8,694	-2.8	3,163	60,079	84,596	9,730	26,745	680	33,321	68,786
MORRILL	6,085	6,013	-1.2	2,251	36,080	48,449	8,057	21,523	550	25,666	29,137
NANCE	4,740	4,580	-3.4	1,728	27,449	36,566	7,984	21,161	478	16,741	22,588
NEMAHA	8,367	8,479	1.3	3,361	58,639	85,275	10,057	25,372	614	23,349	18,406
NUCKOLLS	6,726	6,883	2.3	2,750	52,014	67,440	9,798	24,524	624	24,107	26,667
OTOE	15,183	15,179		6,015	103,930	157,948	10,406	26,259	957	27,055	25,105
Nebraska City	7,127	7,048	-1.1	2,841	56,684	72,943	10,349	25,675	*	*	*
PAWNEE	3,937	3,872	-1.7	1,622	20,895	31,507	8,137	19,425	531	10,031	14,447
PERKINS	3,637	3,741	2.9	1,445	27,097	37,167	9,935	25,721	547	42,699	10,969
PHELPS	9,769	10,168	4.1	4,009	89,147	114,086	11,220	28,457	588	59,577	89,194
Holdrege	5,624	5,778	2.7	2,390	51,910	66,295	11,474	27,738	*	*	*
PIERCE	8,481	8,614	1.6	3,170	52,602	76,530	8,884	24,142	865	26,504	45,534
PLATTE	28,852	29,753	3.1	10,916	224,711	331,585	11,145	30,376	1,237	45,323	63,708
Columbus	17,328	18,162	4.8	6,882	143,370	212,221	11,685	30,837	*	*	*
POLK	6,320	5,969	-5.6	2,336	54,211	62,495	10,470	26,753	727	37,084	86,556
REDWILLOW	12,615	12,995	3.0	5,143	111,972	148,600	11,435	28,894	474	24,433	44,000
McCook	8,404	8,550	1.7	3,441	79,715	102,737	12,016	29,857	*	*	*
RICHARDSON	11,315	11,179	-1.2	4,586	69,783	102,380	9,158	22,324	813	26,999	24,610
Falls City	5,374	5,548	3.2	2,318	39,233	50,856	9,167	21,940	*	*	*
ROCK	2,383	2,400	.7	919	16,830	23,157	9,649	25,198	309	8,556	24,374
SALINE	13,131	13,368	1.8	5,234	114,679	147,522	11,035	28,185	905	31,288	23,312
SARPY	86,015	94,526	9.9	30,213	577,572	1,121,160	11,861	37,109	460	14,098	94,136
SAUNDERS	18,716	18,700	-.1	6,943	118,265	196,000	10,481	28,230	1,444	52,601	113,178
SCOTTS BLUFF	38,344	38,387	.1	14,467	278,038	404,664	10,542	27,972	987	44,577	139,399
Scottsbluff	14,156	13,477	-4.8	5,322	114,031	154,004	11,427	28,937	*	*	*
SEWARD	15,789	15,822	.2	5,454	136,265	165,391	10,453	30,325	988	39,050	61,164
SHERIDAN	7,544	7,868	4.3	3,090	66,540	83,499	10,612	27,022	704	14,238	37,562
SHERMAN	4,226	3,960	-6.3	1,516	22,854	29,699	7,500	19,590	539	11,163	19,199
SIOUX	1,845	1,899	2.9	714	15,147	19,526	10,282	27,347	365	6,593	28,106
STANTON	6,549	6,338	-3.2	2,157	39,693	61,074	9,636	28,314	712	18,349	73,936
THAYER	7,582	7,800	2.9	3,165	61,037	81,110	10,399	25,627	707	37,181	42,910
THOMAS	973	1,000	2.8	408	7,589	10,038	10,038	24,603	87	149	6,657
THURSTON	7,186	7,342	2.2	2,465	39,203	60,200	8,199	24,422	535	18,992	34,047
VALLEY	5,633	5,800	3.0	2,348	35,788	51,968	8,960	22,133	502	12,368	36,842
WASHINGTON	15,508	15,926	2.7	5,660	112,291	178,719	11,222	31,576	812	24,236	51,859
WAYNE	9,858	10,093	2.4	3,571	65,929	98,529	9,762	27,591	811	17,432	56,504
WEBSTER	4,858	4,876	.4	2,032	34,586	46,278	9,491	22,775	500	14,991	28,546
WHEELER	1,060	1,100	3.8	408	6,900	8,736	7,942	21,412	195	10,462	116,239
YORK	14,798	15,632	5.6	6,011	140,754	179,194	11,463	29,811	911	59,696	43,781
York	7,723	8,411	8.9	3,330	67,532	96,000	11,414	28,829	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Nebraska 1984 Cash Receipts as follows: From Crops $2,558,707,000; from Livestock & Livestock Products $4,522,959,000; Total $7,081,666,000. *—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEVADA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1987	POPULATION % Pop. Change 87 vs 80	HOUSEHOLDS 1987 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1986 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1986 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	799,184	1,003,119	25.5	398,660	6,988,787	11,526,660	11,491	28,914	2,719	72,342	128,770
METROPOLITAN STATISTICAL AREAS											
Las Vegas, Nv	461,816	592,402	28.3	232,522	4,037,317	6,559,340	11,072	28,210	248	1,062	10,866
Reno, Nv	193,623	232,110	19.9	96,427	1,966,460	2,959,246	12,749	30,689	300	2,705	6,254
COUNTIES, Cities											
CARSON CITY	32,022	38,537	20.3	15,588	241,084	509,064	13,210	32,657	34		
Carson City	32,022	38,537	20.3	15,588	241,084	509,064	13,210	32,657	*	*	*
CHURCHILL	13,917	15,179	9.1	5,759	89,056	152,131	10,022	26,416	497	7,134	22,894
Fallon	4,262	4,557	6.9	1,853	43,277	45,417	9,966	24,510	*	*	*
CLARK	461,816	592,402	28.3	232,522	4,037,317	6,559,340	11,072	28,210	248	1,062	10,866
Las Vegas	164,674	189,150	14.9	72,868	1,437,726	2,055,651	10,868	28,211	*	*	*
DOUGLAS	19,421	24,800	27.7	9,823	165,770	269,821	10,880	27,468	159	1,022	7,161
ELKO	17,269	22,517	30.4	8,661	109,926	250,415	11,121	28,913	308	1,713	28,525
Elko	8,758	11,013	25.7	3,966	94,805	124,645	11,318	31,428	*	*	*
ESMERALDA	777	1,508	94.1	660	3,731	18,189	12,062	27,559	29	2,070	1,790
EUREKA	1,198	1,468	22.5	535	6,606	12,561	8,557	23,479	87	4,043	4,444
HUMBOLDT	9,434	11,737	24.4	4,318	57,859	118,483	10,095	27,439	178	23,230	11,055
LANDER	4,082	4,668	14.4	1,695	23,833	52,070	11,155	30,720	64	1,109	3,780
LINCOLN	3,732	3,700	–.9	1,327	18,308	34,308	9,272	25,854	98	956	2,458
LYON	13,594	18,307	34.7	7,105	88,072	197,829	10,806	27,844	297	11,970	14,346
MINERAL	6,217	6,080	–2.2	2,341	38,324	58,891	9,686	25,156	41		
NYE	9,048	16,275	79.9	6,536	66,307	180,179	11,071	27,567	123	1,962	3,247
PERSHING	3,408	3,684	8.1	1,463	19,278	39,488	10,719	26,991	121	12,144	6,265
STOREY	1,459	1,926	32.0	765	9,306	23,352	12,125	30,525	8		
WASHOE	193,623	232,110	19.9	96,427	1,966,460	2,959,246	12,749	30,689	300	2,705	6,254
Reno	100,756	113,966	13.1	50,207	1,029,196	1,449,781	12,721	28,876	*	*	*
WHITE PINE	8,167	8,221	.7	3,135	47,550	91,293	11,105	29,121	127	1,222	5,685
East Ely	1,777	1,720	–3.2	658	17,660	19,103	11,106	29,032	*	*	*
Ely	4,882	5,592	14.5	2,100	51,762	61,547	11,006	29,308	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Nevada 1984 Cash Receipts as follows: From Crops $79,958,000, from Livestock & Livestock Products $172,372,000; Total $252,330,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

NEW HAMPSHIRE POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1987	POPULATION % Pop. Change 87 vs 80	HOUSEHOLDS 1987 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1986 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1986 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
STATE TOTALS	920,610	1,013,849	10.1	372,356	7,138,969	12,547,848	12,376	33,699	2,757	26,207	76,311
METROPOLITAN STATISTICAL AREAS											
Lawrence-Haverhill, Ma-N.H.	339,090	344,380	1.6	127,107	3,644,185	4,597,367	13,350	36,169	N.A.	N.A.	N.A.
Lowell, Ma-N.H.	243,142	245,846	1.1	83,197	2,575,855	3,252,782	13,231	39,097	N.A.	N.A.	N.A.
Manchester, N.H.	129,305	137,409	6.3	52,159	1,411,966	1,821,804	13,258	34,928	N.A.	N.A.	N.A.
Nashua, N.H.	142,527	163,197	14.5	57,371	1,746,477	2,343,362	14,359	40,846	N.A.	N.A.	N.A.
Portsmouth-Dover-Rochester, N.H.-Me	188,060	209,285	11.3	77,270	1,909,979	2,630,513	12,569	34,043	N.A.	N.A.	N.A.
COUNTIES, Cities											
BELKNAP	42,884	46,595	8.7	17,671	320,182	483,658	10,380	27,370	147	619	1,511
Laconia	15,575	14,958	–4.0	4,361	96,765	122,452	8,186	28,079	*	*	*
CARROLL	27,931	31,595	13.1	13,115	204,829	329,430	10,427	25,119	127	681	2,199
CHESHIRE	62,116	66,647	7.3	24,279	474,103	767,623	11,518	31,617	254	1,155	12,320
Keene	21,449	21,459		7,061	159,743	230,336	10,734	32,621	*	*	*
COOS	35,147	34,377	–2.2	13,264	220,879	323,989	9,425	24,426	184	825	7,877
GRAFTON	65,806	71,768	9.1	26,380	475,633	715,857	9,975	27,136	397	1,008	15,311
Hanover	9,119	9,358	2.6	1,816	61,111	82,393	8,805	45,371	*	*	*
Lebanon	11,134	11,854	6.5	3,778	92,020	126,705	10,689	33,538	*	*	*
HILLSBOROUGH	276,608	306,301	10.7	110,694	2,096,225	4,252,300	13,883	38,[illegible]15	396	7,175	8,682
Manchester	90,936	91,656	.8	35,870	649,022	1,198,211	13,073	33,404	*	*	*
Nashua	67,865	74,168	9.3	27,589	553,828	1,080,850	14,573	39,177	*	*	*
MERRIMACK	98,302	106,116	7.9	39,454	792,364	1,312,913	12,372	33,277	385	3,509	10,205
Concord	30,400	29,560	–2.8	10,867	251,808	356,161	12,049	32,775	*	*	*
ROCKINGHAM	190,345	216,588	13.8	78,478	1,638,465	2,874,436	13,271	36,627	427	4,767	8,110
Portsmouth	26,254	25,636	–2.4	8,720	183,565	263,338	10,272	30,199	*	*	*
STRAFFORD	85,408	94,494	10.6	33,843	654,307	1,084,363	11,475	32,041	220	4,835	3,838
Dover	22,377	23,187	3.6	8,559	182,166	282,864	12,199	33,049	*	*	*
SULLIVAN	36,063	39,368	9.2	15,178	261,982	403,279	10,244	26,570	220	1,633	6,258
Claremont	14,557	14,717	1.1	5,061	94,246	135,035	9,175	26,681	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of New Hampshire 1984 Cash Receipts as follows: From Crops $33,367,000; from Livestock & Livestock Products $75,521,000; Total $108,888,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEW JERSEY POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop Change '87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	7,364,158	7,622,443	3.5	2,758,588	67,413,242	107,251,325	14,070	38,879	8,277	315,821	112,195
METROPOLITAN STATISTICAL AREAS											
Allentown-Bethlehem, Pa-N.J	636,714	663,162	4.2	251,397	5,171,857	8,007,948	12,075	31,854	1,957	45,923	56,309
Atlantic City, N.J	276,385	298,994	8.2	118,169	2,578,170	4,959,124	16,586	41,966	496	38,108	1,214
Bergen-Passaic, N.J.	1,292,970	1,311,504	1.4	482,068	13,035,464	20,016,744	15,262	41,523	175	6,162	318
Jersey City, N.J	556,972	552,888	-.7	215,763	3,724,507	5,811,490	10,511	26,935	N.A.	N.A.	N.A.
Middlesex-Somerset-Hunterdon, N.J	886,383	934,706	5.5	322,911	9,374,535	14,422,333	15,430	44,663	1,845	45,065	27,800
Monmouth-Ocean, N.J	849,211	928,814	9.4	341,530	8,027,952	13,877,072	14,941	40,632	946	33,065	9,238
Newark, N.J	1,878,294	1,894,065	.8	681,314	17,026,513	27,092,983	14,304	39,766	1,066	15,871	15,702
Philadelphia, Pa-N.J.	4,716,818	4,830,818	2.4	1,751,730	38,796,698	60,152,877	12,452	34,339	5,241	263,509	137,297
Trenton, N.J	307,863	318,763	3.5	114,787	2,600,963	4,243,343	13,312	36,967	302	9,745	2,112
Vineland-Millville-Bridgeton, N.J	132,866	135,884	2.3	47,373	755,005	1,268,672	9,336	26,780	609	44,490	5,558
Wilmington, De-N.J-Md	524,108	542,588	3.5	195,481	4,345,418	6,910,886	12,737	35,353	1,640	59,364	53,283
COUNTIES, Cities											
ATLANTIC	194,119	203,905	5.0	78,825	1,937,249	3,560,355	17,461	45,168	379	34,442	359
Atlantic City	40,199	35,153	-12.6	16,011	328,659	537,850	15,300	33,593	*	*	*
BERGEN	845,385	856,831	1.4	318,825	9,986,729	14,486,011	16,906	45,436	126	6,162	318
Hackensack	36,039	37,955	5.3	17,569	423,900	622,483	16,401	35,431	*	*	*
BURLINGTON	362,542	388,362	7.1	128,940	3,270,018	5,061,411	13,033	39,254	743	39,716	10,843
Burlington	10,246	9,212	-10.1	3,656	88,523	117,852	12,793	32,235	*	*	*
Willingboro	39,912	37,626	-5.7	10,442	383,904	490,368	13,033	46,961	*	*	*
CAMDEN	471,650	489,800	3.8	176,538	4,231,240	6,108,466	12,471	34,601	152	10,070	94
Camden	84,910	76,027	-10.5	28,581	505,456	562,361	7,397	19,676	*	*	*
Cherry Hill	68,785	72,681	5.7	23,553	717,672	906,430	12,471	38,485	*	*	*
CAPE MAY	82,266	95,089	15.6	39,344	640,921	1,398,769	14,710	35,552	117	3,666	855
CUMBERLAND	132,866	135,884	2.3	47,373	755,005	1,268,672	9,336	26,780	609	44,490	5,558
Bridgeton	18,795	17,169	-8.7	6,395	101,928	156,602	9,121	24,488	*	*	*
Millville	24,815	26,215	5.6	9,763	153,950	262,245	10,004	26,861	*	*	*
Vineland	53,753	56,057	4.3	18,507	313,425	519,849	9,274	28,089	*	*	*
ESSEX	850,451	830,233	-2.4	306,437	6,866,369	10,267,174	12,367	33,505	33	1,203	37
Newark	329,248	309,115	-6.1	112,637	1,790,023	2,532,091	8,191	22,480	*	*	*
GLOUCESTER	199,917	211,694	5.9	72,255	1,683,182	2,558,585	12,086	35,410	687	36,799	5,677
Woodbury	10,353	8,908	-14.0	3,551	99,371	123,365	13,849	34,741	*	*	*
HUDSON	556,972	552,888	-.7	215,763	3,724,507	5,811,490	10,511	26,935	N.A.	N.A.	N.A.
Jersey City	223,532	212,399	-5.0	82,098	1,400,418	2,050,138	9,652	24,972	*	*	*
Union City	55,593	56,444	1.5	21,432	326,905	502,301	8,899	23,437	*	*	*
HUNTERDON	87,361	96,637	10.6	32,992	750,176	1,551,903	16,059	47,039	1,180	12,026	15,524
MERCER	307,863	318,763	3.5	114,787	2,600,963	4,243,343	13,312	36,967	302	9,745	2,112
Trenton	92,124	86,666	-5.9	33,547	605,870	847,261	9,776	25,256	*	*	*
MIDDLESEX	595,893	623,885	4.7	215,546	6,396,292	9,248,747	14,824	42,908	251	25,479	1,290
New Brunswick	41,442	42,406	2.3	14,641	346,270	449,854	10,608	30,726	*	*	*
Perth Amboy	38,951	40,250	3.3	14,764	323,847	432,636	10,749	29,303	*	*	*
Woodbridge	90,074	87,214	-3.2	29,370	1,236,825	1,508,617	17,298	51,366	*	*	*
MONMOUTH	503,173	540,610	7.4	190,982	5,262,212	7,960,294	14,725	41,681	743	30,312	7,835
Asbury Park	17,015	17,640	3.7	8,124	136,828	202,542	11,482	24,931	*	*	*
Middletown	62,574	69,115	10.5	20,795	732,581	800,180	11,578	38,479	*	*	*
Red Bank	12,031	11,714	-2.6	4,882	121,081	165,901	14,163	33,982	*	*	*
Shrewsbury	2,962	2,796	-5.6	912	35,221	47,724	17,069	52,329	*	*	*
MORRIS	407,630	427,561	4.9	144,728	4,302,594	7,172,130	14,775	49,556	385	10,110	1,893
Dover	14,681	14,553	-.9	5,070	128,950	200,610	13,785	39,568	*	*	*
Morristown	16,614	16,069	-3.3	6,570	179,348	268,447	16,706	40,860	*	*	*
Parsippany	49,868	47,015	-5.7	16,727	557,601	788,654	16,775	47,149	*	*	*
OCEAN	346,038	388,204	12.2	150,548	2,765,740	5,916,778	15,241	39,302	203	2,753	1,403
Brick Township	53,629	60,164	12.2	24,930	499,856	979,808	16,286	39,302	*	*	*
Point Pleasant	17,747	17,394	-2.0	5,491	118,634	217,318	12,494	39,577	*	*	*
Toms River	7,303	8,007	9.6	2,821	20,511	84,289	10,527	29,879	*	*	*
PASSAIC	447,585	454,673	1.6	163,243	3,048,735	5,530,733	12,164	33,880	49		
Clifton	74,388	71,891	-3.4	28,711	613,991	1,053,411	14,653	36,690	*	*	*
Passaic	52,463	52,511	.1	20,056	303,659	497,809	9,480	24,821	*	*	*
Paterson	137,970	138,188	.2	48,675	708,355	1,177,098	8,518	24,183	*	*	*
SALEM	64,676	68,590	6.1	24,758	456,404	760,230	11,084	30,706	648	27,259	13,905
Salem	6,959	6,625	-4.8	2,605	56,617	69,699	10,521	26,756	*	*	*
SOMERSET	203,129	214,184	5.4	74,373	2,228,067	3,621,683	16,909	48,696	414	7,560	10,986
Bridgewater	29,175	29,487	1.1	9,207	353,425	498,600	16,909	54,154	*	*	*
Somerville	11,973	11,365	-5.1	4,655	133,584	201,313	17,713	43,247	*	*	*
SUSSEX	116,119	123,347	6.2	41,355	904,344	1,814,329	14,709	43,872	613	4,558	13,772
Newton	7,748	6,985	-9.9	2,397	53,686	90,367	12,937	37,700	*	*	*
UNION	504,094	512,924	1.8	188,794	4,953,206	7,839,350	15,284	41,523	35		
Elizabeth	106,201	109,146	2.8	42,355	844,546	1,293,657	11,853	30,543	*	*	*
WARREN	84,429	88,379	4.7	32,182	649,289	1,070,872	12,117	33,275	608	9,471	19,734
Phillipsburg	16,647	15,344	-7.8	5,937	126,787	182,995	11,926	30,823	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of New Jersey 1984 Cash Receipts as follows: From Crops $370,564,000; from Livestock & Livestock Products $134,746,000; Total $505,310,000.*—Included in county totals.
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NEW MEXICO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	1,300,230	1,455,678	12.0	514,966	8,777,605	14,136,716	9,711	27,452	12,914	229,571	591,469
METROPOLITAN STATISTICAL AREAS											
Albuquerque, N.M	419,700	454,942	8.4	171,170	3,059,262	5,437,314	11,952	31,766	433	3,012	21,226
Las Cruces, N.M	96,340	120,788	25.4	39,890	543,081	983,474	8,142	24,655	943	57,696	52,962
Santa Fe, N.M.	92,905	102,546	10.4	37,594	894,810	1,117,577	10,898	29,728	284	2,780	9,248
COUNTIES, Cities											
BERNALILLO	419,700	454,942	8.4	171,170	3,059,262	5,437,314	11,952	31,766	433	3,012	21,226
Albuquerque	331,767	357,410	7.7	139,449	2,581,325	4,515,784	12,635	32,383	*	*	*
CATRON	2,720	2,842	4.5	1,036	19,097	18,617	6,551	17,970	238		
CHAVES	51,103	60,902	19.2	22,735	313,744	547,489	8,990	24,081	531	21,259	62,573
Roswell	39,676	47,072	18.6	17,701	254,144	430,691	9,150	24,331	*	*	*
CIBOLA	30,347	25,543	−15.8	8,209	234,198	244,033	9,554	29,727	N.A.	N.A.	N.A.
Grants	11,451	10,935	−4.5	3,372	80,431	99,517	9,101	29,513	*	*	*
Milan	3,747	3,773	.7	1,143	26,771	32,439	8,598	28,381	*	*	*
COLFAX	13,706	14,695	7.2	5,522	84,853	127,262	8,660	23,046	294	835	14,380
Raton	8,225	9,055	10.1	2,708	56,755	79,116	8,737	29,216	*	*	*
CURRY	42,019	42,568	1.3	15,171	273,943	382,781	8,992	25,231	696	32,868	55,172
Clovis	31,194	32,145	3.0	11,988	212,741	299,480	9,317	24,982	*	*	*
DE BACA	2,454	2,394	−2.5	1,018	14,870	19,771	8,259	19,421	204	1,802	9,766
DONA ANA	96,340	120,788	25.4	39,890	543,081	983,474	8,142	24,655	943	57,696	52,962
Las Cruces	45,086	52,712	16.9	19,546	307,350	503,662	9,555	25,768	*	*	*
EDDY	47,855	55,749	16.5	20,343	291,329	529,749	9,502	26,041	465	16,701	33,446
Artesia	10,385	11,096	6.8	4,147	64,941	112,771	10,163	27,193	*	*	*
Carlsbad	25,496	29,702	16.5	11,008	160,830	282,213	9,501	25,637	*	*	*
GRANT	26,204	27,763	5.9	9,449	158,452	259,092	9,332	27,420	250	129	5,197
Silver City	9,887	10,697	8.2	3,679	73,668	96,254	8,998	26,163	*	*	*
GUADALUPE	4,496	4,584	2.0	1,628	19,411	27,869	6,080	17,119	246	297	11,052
HARDING	1,090	881	−19.2	400	6,783	8,593	9,754	21,483	182	944	9,803
HIDALGO	6,049	6,284	3.9	2,070	28,942	51,871	8,254	25,058	156	4,600	6,876
LEA	55,634	68,678	23.4	24,288	388,650	748,329	10,896	30,811	534	6,811	23,777
Hobbs	28,794	35,270	22.5	12,543	211,780	404,028	11,455	32,211	*	*	*
Lovington	9,727	11,819	21.5	3,900	86,775	128,782	10,896	33,021	*	*	*
LINCOLN	10,997	14,754	34.2	5,744	71,235	143,357	9,716	24,958	338	97	10,339
LOS ALAMOS	17,599	19,288	9.6	7,228	254,271	301,285	15,620	41,683	4		50
Los Alamos	11,039	10,897	−1.3	4,562	149,389	170,045	15,605	37,274	*	*	*
LUNA	15,585	18,016	15.6	6,699	82,171	134,494	7,465	20,077	191	12,845	10,811
Deming	9,964	10,923	9.6	3,982	63,248	80,964	7,412	20,332	*	*	*
MCKINLEY	54,950	60,258	9.7	16,769	338,085	474,347	7,872	28,287	192		
Gallup	18,167	19,526	7.5	5,881	160,476	193,012	9,885	32,820	*	*	*
MORA	4,205	4,814	14.5	1,638	15,858	24,240	5,035	14,799	381	250	9,058
OTERO	44,665	48,936	9.6	16,759	257,066	414,465	8,470	24,731	421	1,248	6,081
Alamogordo	24,024	25,670	6.9	8,636	144,154	223,020	8,688	25,824	*	*	*
QUAY	10,577	11,127	5.2	4,298	66,461	98,269	8,832	22,864	610	6,124	22,558
RIO ARRIBA	29,282	31,574	7.8	10,224	150,088	181,413	5,746	17,744	825	990	9,226
ROOSEVELT	15,695	17,181	9.5	6,257	94,651	136,797	7,962	21,863	858	24,745	38,453
Portales	9,940	10,809	8.7	3,917	56,192	77,303	7,152	19,735	*	*	*
SANDOVAL	34,799	38,068	9.4	11,943	179,559	340,921	8,956	28,546	376	2,386	9,230
SAN JUAN	80,833	98,989	22.5	31,746	611,320	818,002	8,264	25,767	633	13,989	5,850
Farmington	30,729	35,378	15.1	11,935	312,712	378,177	10,690	31,686	*	*	*
SAN MIGUEL	22,751	24,612	8.2	8,273	102,177	151,752	6,166	18,343	537	158	14,446
Las Vegas	14,322	18,241	27.4	5,606	77,453	115,214	6,316	20,552	*	*	*
SANTA FE	75,306	83,258	10.6	30,366	640,539	816,292	9,804	26,882	280	2,780	9,198
Santa Fe	48,899	50,102	2.5	18,985	438,338	517,619	10,331	27,265	*	*	*
SIERRA	8,454	9,585	13.4	4,419	43,493	69,249	7,225	15,671	185	2,712	8,543
SOCORRO	12,969	13,995	7.9	4,693	58,613	100,411	7,175	21,396	350	3,151	14,867
TAOS	18,862	21,247	12.6	7,405	108,783	140,381	6,607	18,958	462	408	1,585
TORRANCE	7,491	8,921	19.1	3,322	40,165	64,345	7,213	19,369	426	3,950	10,640
UNION	4,725	5,468	15.7	2,068	29,184	46,978	8,591	22,717	427	6,137	100,306
VALENCIA	30,768	36,974	20.2	12,186	197,271	293,474	7,937	24,083	246	647	3,998

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of New Mexico 1984 Cash Receipts as follows: From Crops $332,199,000; from Livestock & Livestock Products $656,526,000; Total $988,725,000.* —Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

NEW YORK POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	17,557,288	17,782,490	1.3	6,700,885	146,080,680	226,924,908	12,761	33,865	42,207	642,310	1,753,283
METROPOLITAN STATISTICAL AREAS											
Albany-Schenectady-Troy, N.Y.	835,880	853,564	2.1	321,485	6,107,422	9,999,827	11,715	31,105	2,848	26,377	94,791

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NEW YORK POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1986 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Binghamton, N.Y.	263,460	267,531	1.5	98,259	1,834,219	3,158,736	11,807	32,147	1,292	4,243	53,592
Buffalo, N.Y.	1,015,472	990,050	-2.5	369,602	7,139,044	10,797,106	10,906	29,213	1,361	29,526	44,766
Elmira, N.Y.	97,656	93,108	-4.7	34,328	541,583	923,656	9,920	26,907	372	2,837	10,866
Glens Falls, N.Y	109,649	113,422	3.4	40,182	630,897	1,095,120	9,655	27,254	1,024	6,252	66,498
Nassau-Suffolk, N.Y.	2,605,813	2,665,435	2.3	864,238	27,635,127	40,930,477	15,356	47,360	895	79,407	17,573
New York, N.Y	8,274,352	8,346,155	.9	3,371,947	71,852,830	110,558,720	13,247	32,788	278	6,890	1,767
Niagara Falls, N.Y	227,101	216,785	-4.6	80,147	1,542,613	2,353,919	10,858	29,370	1,093	26,531	15,124
Orange, N.Y	259,603	276,367	6.5	93,883	1,689,969	3,126,548	11,313	33,303	894	33,507	35,026
Poughkeepsie, N.Y.	245,055	257,605	5.1	88,156	1,789,121	3,147,695	12,219	35,706	635	9,900	32,084
Rochester, N.Y	971,879	996,530	2.5	366,395	8,290,880	13,095,405	13,141	35,741	4,448	160,604	122,976
Syracuse, N.Y	642,375	657,792	2.4	238,646	4,777,174	7,847,199	11,930	32,882	2,549	33,445	114,492
Utica-Rome, N.Y	320,180	323,994	1.2	117,708	1,954,990	3,195,000	9,861	27,143	2,147	13,769	107,613
COUNTIES, Cities											
ALBANY	285,909	290,256	1.5	112,934	2,270,274	3,623,496	12,484	32,085	510	5,097	10,248
Albany	101,727	94,340	-7.3	41,480	784,337	1,101,011	11,671	26,543	*	*	*
ALLEGANY	51,742	51,700	-.1	17,255	282,406	434,246	8,399	25,166	899	2,085	30,965
Wellsville	5,769	5,366	-7.0	1,835	35,668	47,351	8,824	25,804	*	*	*
BRONX	1,169,115	1,178,941	.8	452,916	7,753,580	11,364,250	9,639	25,091	2		
BROOME	213,648	215,467	.9	80,264	1,506,810	2,555,157	11,859	31,834	644	2,091	23,620
Binghamton	55,860	52,561	-5.9	22,268	392,242	584,544	11,121	26,250	*	*	*
CATTARAUGUS	85,697	86,268	.7	30,794	504,326	787,685	9,131	25,579	1,211	3,787	44,632
Olean	18,207	17,144	-5.8	6,224	109,256	154,436	9,008	24,813	*	*	*
Salamanca	6,890	6,147	-10.8	2,170	42,319	55,352	9,005	25,508	*	*	*
CAYUGA	79,894	81,715	2.3	28,665	469,918	772,503	9,454	26,949	1,130	24,832	50,405
Auburn	32,548	31,267	-3.9	10,670	179,418	266,260	8,516	24,954	*	*	*
CHAUTAUQUA	146,925	147,753	.6	55,360	939,845	1,500,221	10,154	27,099	2,143	22,214	52,710
Dunkirk	15,310	14,433	-5.7	5,116	88,954	129,965	9,005	25,404	*	*	*
Fredonia	11,126	11,722	5.4	3,297	69,426	106,995	9,128	32,452	*	*	*
Jamestown	35,775	33,497	-6.4	13,115	218,666	303,018	9,046	23,105	*	*	*
CHEMUNG	97,656	93,108	-4.7	34,328	541,583	923,656	9,920	26,907	372	2,837	10,866
Elmira	35,327	31,769	-10.1	12,109	174,372	267,547	8,422	22,095	*	*	*
CHENANGO	49,344	51,510	4.4	18,392	294,221	466,772	9,062	25,379	1,006	2,149	52,524
Norwich	8,082	7,633	-5.6	2,980	59,045	83,592	10,951	28,051	*	*	*
CLINTON	80,750	81,084	.4	26,164	462,787	715,771	8,828	27,357	705	7,946	37,361
Plattsburgh	21,057	21,332	1.3	6,742	124,117	181,518	8,509	26,923	*	*	*
COLUMBIA	59,487	63,337	6.5	23,705	361,803	680,309	10,741	28,699	599	12,020	35,966
Hudson	7,986	7,227	-9.5	2,697	44,227	68,897	9,533	25,546	*	*	*
CORTLAND	48,820	48,996	.4	17,155	345,033	606,622	12,381	35,361	606	1,616	43,988
Cortland	20,138	19,763	-1.9	6,836	166,272	305,341	15,450	44,667	*	*	*
DELAWARE	46,931	46,900	-.1	17,357	272,657	435,772	9,292	25,106	1,067	2,072	64,836
DUTCHESS	245,055	257,605	5.1	88,156	1,789,121	3,147,695	12,219	35,706	635	9,900	32,084
Beacon	12,937	12,584	-2.7	4,372	85,351	135.034	10,731	30,886	*	*	*
Poughkeepsie	29,757	28,014	-5.9	12,017	212,256	308,708	11,020	25,689	*	*	*
ERIE	1,015,472	990,050	-2.5	369,602	7,139,044	10,797,106	10,906	29,213	1,361	29,526	44,766
Buffalo	357,870	310,355	-13.3	133,486	2,247,538	2,933,931	9,453	21,979	*	*	*
Tonawanda	18,693	17,248	-7.7	6,258	136,354	201,864	11,704	32,257	*	*	*
ESSEX	36,176	37,553	3.8	14,018	217,566	360,754	9,607	25,735	245	1,660	7,004
Lake Placid	2,490	2,361	-5.2	1,022	15,454	22,683	9,607	22,195	*	*	*
FRANKLIN	44,929	44,770	-.4	15,851	244,862	381,165	8,514	24,047	612	3,530	36,274
Malone	7,668	7,275	-5.1	2,237	38,559	54,247	7,457	24,250	*	*	*
Saranac Lake	5,578	5,159	-7.5	1,959	31,506	43,523	8,436	22,217	*	*	*
Tupper Lake	4,478	4,159	-7.1	1,278	25,505	35,342	8,498	27,654	*	*	*
FULTON	55,153	56,337	2.1	21,570	310,776	513,422	9,113	23,803	233	539	8,909
Gloversville	17,836	16,509	-7.5	5,938	90,045	130,636	7,913	22,000	*	*	*
Johnstown	9,360	8,821	-5.8	3,034	50,679	72,785	8,251	23,990	*	*	*
GENESEE	59,400	60,744	2.3	21,322	390,069	626,705	10,317	29,392	741	23,405	36,893
Batavia	16,703	16,523	-1.1	6,205	118,357	174,175	10,541	28,070	*	*	*
GREENE	40,861	42,463	3.9	16,206	240,287	434,640	10,236	26,820	301	3,823	7,438
Catskill	4,718	4,011	-15.0	1,272	29,554	40,764	10,163	32,047	*	*	*
HAMILTON	5,034	5,142	2.1	2,059	25,356	43,652	8,489	21,201	1		
HERKIMER	66,714	68,535	2.7	25,474	386,512	628,716	9,174	24,681	796	1,941	45,451
Herkimer	8,383	8,265	-1.4	2,881	47,201	70,625	8,545	24,514	*	*	*
Ilion	9,190	9,069	-1.3	3,002	65,232	83,269	9,182	27,738	*	*	*
Little Falls	6,156	5,518	-10.4	2,114	42,832	50,619	9,173	23,945	*	*	*
JEFFERSON	88,151	89,522	1.6	32,615	523,146	827,070	9,239	25,359	1,245	4,135	75,795
Watertown	27,861	26,494	-4.9	8,189	143,607	198,997	7,511	24,301	*	*	*
KINGS	2,230,936	2,190,578	-1.8	852,233	15,426,425	22,857,355	10,434	26,821	5	110	
LEWIS	25,035	25,032		8,417	139,111	219,105	8,753	26,031	771	1,641	57,696
LIVINGSTON	57,006	60,019	5.3	20,150	395,217	628,560	10,473	31,194	812	20,728	38,051
MADISON	65,150	68,124	4.6	22,772	433,540	698,406	10,252	30,670	888	6,399	58,493
Oneida	10,810	10,497	-2.9	3,805	73,140	109,482	10,430	28,773	*	*	*
MONROE	702,238	712,923	1.5	267,249	6,386,253	9,949,140	13,955	37,228	800	29,055	14,316
Rochester	241,741	214,872	-11.1	91,616	1,867,821	2,489,943	11,588	27,178	*	*	*
MONTGOMERY	53,439	53,707	.5	20,895	317,724	543,445	10,119	26,008	657	6,167	37,423
Amsterdam	21,872	20,357	-6.9	8,780	139,869	220,463	10,830	25,110	*	*	*
NASSAU	1,321,582	1,350,541	2.2	451,849	15,601,240	22,431,145	16,609	49,643	98	3,525	430
Bethpage	17,794	18,601	4.5	5,814	219,136	298,255	16,034	51,299	*	*	*
Garden City	22,927	23,045	.5	7,426	371,300	427,952	18,570	57,629	*	*	*
Hempstead	40,404	44,160	9.3	16,548	410,222	595,456	13,484	35,984	*	*	*
Hicksville	46,102	48,193	4.5	15,064	569,498	773,303	16,046	51,335	*	*	*
NEW YORK	1,427,533	1,446,669	1.3	744,451	15,063,237	24,014,294	16,600	32,258	N.A.	N.A.	N.A.
NIAGARA	227,101	216,785	-4.6	80,147	1,542,613	2,353,919	10,858	29,370	1,093	26,531	15,124
Lockport	24,844	23,806	-4.2	9,584	187,537	281,854	11,840	29,409	*	*	*
Niagara Falls	71,384	61,636	-13.7	25,243	470,089	635,832	10,316	25,188	*	*	*
North Tonawanda	35,760	34,614	-3.2	12,696	245,308	362,701	10,478	28,568	*	*	*

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NEW YORK POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
ONEIDA	253,466	255,459	.8	92,234	1,568,478	2,566,284	10,046	27,824	1,351	11,828	62,162
Rome	43,826	42,205	−3.7	14,590	268,205	398,570	9,444	27,318	*	*	*
Utica	75,632	70,235	−7.1	28,303	442,177	644,482	9,176	22,771	*	*	*
ONONDAGA	463,324	468,379	1.1	174,387	3,617,915	5,897,059	12,590	33,816	835	13,786	38,435
Syracuse	170,105	157,217	−7.6	66,312	1,238,135	1,740,296	11,069	26,244	*	*	*
ONTARIO	88,909	94,867	6.7	33,709	628,785	1,084,125	11,428	32,161	962	27,663	30,671
Canandaigua	10,419	10,267	−1.5	3,731	77,481	121,536	11,838	32,575	*	*	*
Geneva	15,133	13,979	−7.6	4,666	99,355	146,368	10,471	31,369	*	*	*
ORANGE	259,603	276,367	6.5	93,883	1,689,969	3,126,548	11,313	33,303	894	33,507	35,026
Middletown	21,454	20,005	−6.8	7,357	145,723	222,295	11,112	30,215	*	*	*
Newburgh	23,438	21,015	−10.3	8,429	138,974	214,526	10,208	25,451	*	*	*
Port Jervis	8,699	8,303	−4.6	3,300	52,113	86,038	10,362	26,072	*	*	*
ORLEANS	38,496	40,253	4.6	14,214	273,026	444,017	11,031	31,238	642	34,105	15,254
Medina	6,392	6,531	2.2	2,367	49,155	70,233	10,754	29,672	*	*	*
OSWEGO	113,901	121,289	6.5	41,487	725,719	1,251,734	10,320	30,172	826	13,260	17,564
Fulton	13,312	12,673	−4.8	4,687	89,596	138,843	10,956	29,623	*	*	*
Oswego	19,793	17,256	−12.8	6,098	137,163	192,668	11,165	31,595	*	*	*
OTSEGO	59,075	61,764	4.6	22,191	343,436	547,738	8,868	24,683	1,120	2,395	57,784
Oneonta	14,933	14,406	−3.5	3,953	84,661	111,004	7,705	28,081	*	*	*
PUTNAM	77,193	81,321	5.3	26,846	598,709	1,148,698	14,125	42,788	56		
QUEENS	1,891,325	1,933,206	2.2	761,693	17,468,304	26,750,835	13,838	35,120	9		
RENSSELAER	151,966	154,771	1.8	55,540	1,023,461	1,637,619	10,581	29,485	591	5,199	21,428
Troy	56,638	53,747	−5.1	20,437	353,745	500,101	9,305	24,470	*	*	*
RICHMOND	352,121	373,132	6.0	126,991	3,151,710	5,247,545	14,064	41,322	12	752	
ROCKLAND	259,530	266,889	2.8	83,387	2,562,212	4,111,097	15,404	49,301	36	1,114	225
Nyack	6,428	5,993	−6.8	2,594	66,718	97,602	16,286	37,626	*	*	*
ST. LAWRENCE	114,254	114,430	.2	37,341	645,601	993,017	8,678	26,593	1,807	2,575	76,920
Ogdensburg	12,375	10,967	−11.4	3,332	65,276	88,238	8,046	26,482	*	*	*
SARATOGA	153,759	161,616	5.1	57,073	1,087,443	1,890,228	11,696	33,119	580	4,445	15,560
Saratoga Spring	23,906	24,784	3.7	8,839	164,368	265,029	10,694	29,984	*	*	*
SCHENECTADY	149,946	150,751	.5	58,837	1,168,233	1,870,399	12,407	31,790	209	1,646	2,694
Schenectady	67,972	65,327	−3.9	28,702	502,975	731,188	11,193	25,475	*	*	*
SCHOHARIE	29,710	31,547	6.2	10,805	168,355	270,341	8,569	25,020	658	4,493	28,987
SCHUYLER	17,686	17,984	1.7	6,463	102,501	165,292	9,191	25,575	430	4,693	8,646
SENECA	33,733	32,976	−2.3	11,596	215,825	325,707	9,877	28,088	499		
STEUBEN	99,135	99,414	.3	36,659	638,371	1,008,137	10,141	27,500	1,525	16,926	53,223
Corning	12,953	11,378	−12.2	4,517	97,463	132,648	11,658	29,366	*	*	*
Hornell	10,234	9,146	−10.6	3,386	61,486	82,643	9,036	24,407	*	*	*
SUFFOLK	1,284,231	1,314,894	2.4	412,389	12,033,887	18,499,332	14,069	44,859	797	75,882	17,143
SULLIVAN	65,155	69,463	6.6	25,789	380,996	667,160	9,605	25,870	460	1,432	44,425
TIOGA	49,812	52,064	4.5	17,995	327,409	603,579	11,593	33,541	648	2,152	29,972
Waverly	4,738	4,418	−6.8	1,731	34,050	47,684	10,793	27,547	*	*	*
TOMPKINS	87,085	90,511	3.9	31,802	606,579	915,262	10,112	28,780	567	4,929	34,696
Ithaca	28,732	29,349	2.1	9,596	168,513	224,515	7,650	23,397	*	*	*
ULSTER	158,158	165,732	4.8	60,961	1,041,772	1,869,667	11,281	30,670	570	27,958	13,892
Kingston	24,481	23,246	−5.1	8,450	150,764	233,496	10,045	27,633	*	*	*
WARREN	54,854	56,747	3.5	21,030	336,060	583,722	10,286	27,757	76	304	1,051
Glens Falls	15,897	14,593	−8.2	4,475	80,270	120,095	8,230	26,837	*	*	*
WASHINGTON	54,795	56,675	3.4	19,152	294,837	511,398	9,023	26,702	948	5,948	65,447
WAYNE	85,230	88,468	3.8	31,073	607,599	989,563	11,186	31,846	1,232	49,053	24,684
WESTCHESTER	866,599	875,419	1.0	323,430	9,828,653	15,064,646	17,208	46,578	158	4,914	1,542
Mamaroneck	17,616	17,320	−1.7	6,454	210,258	315,907	18,239	48,947	*	*	*
Mount Vernon	66,713	64,896	−2.7	25,796	609,085	882,677	13,601	34,218	*	*	*
New Rochelle	70,794	69,971	−1.2	26,245	789,654	1,118,133	15,980	42,604	*	*	*
North Tarrytown	7,994	8,013	.2	3,074	97,133	131,590	16,422	42,807	*	*	*
Ossining	20,196	19,868	−1.6	7,396	216,835	356,538	17,945	48,207	*	*	*
Peekskill	18,236	18,108	−.7	7,268	182,853	295,314	16,308	40,632	*	*	*
Port Chester	23,565	22,867	−3.0	9,067	227,572	361,301	15,800	39,848	*	*	*
Tarrytown	10,648	10,664	.2	4,073	134,868	201,445	18,890	49,459	*	*	*
White Plains	46,999	46,270	−1.6	19,145	560,128	797,424	17,234	41,652	*	*	*
Yonkers	195,351	195,406		76,882	1,990,622	2,895,775	14,819	37,665	*	*	*
WYOMING	39,895	40,184	.7	13,403	239,698	363,354	9,042	27,110	904	11,862	69,240
YATES	21,459	21,784	1.5	8,200	127,795	198,051	9,092	24,153	617	18,128	12,344
New York City	7,071,030	7,122,526	.7	2,938,284	61,217,887	90,234,279	12,669	30,710	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture; U.S.D. of A., Economic Research Service Bulletin indicates State of New York 1984 Cash Receipts as follows: From Crops $794,294,000; from Livestock & Livestock Products $1,911,126,000; Total $2,705,420,000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

NORTH CAROLINA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	5,874,429	6,299,799	7.2	2,287,487	39,181,126	63,617,437	10,098	27,811	72,792	1,884,342	1,596,855
METROPOLITAN STATISTICAL AREAS											
Asheville, N.C	160,934	170,989	6.2	66,819	1,911,232	1,748,723	10,227	26,171	1,529	8,147	14,431

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NORTH CAROLINA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Burlington, N.C.	99,136	104,463	5.4	39,571	574,528	1,142,775	10,940	28,879	972	11,178	20,774
Charlotte-Gastonia-Rock Hill, N.C.-S.C.	971,391	1,060,612	9.2	389,770	6,903,984	12,277,252	11,576	31,499	4,868	53,906	191,766
Fayetteville, N.C	247,160	247,626	.2	78,248	1,413,378	2,202,236	8,893	28,144	642	22,320	8,585
Greensboro-Winston-Salem-High Point, N.C.	851,984	906,384	6.4	341,459	5,693,921	10,292,775	11,356	30,144	8,538	90,935	115,987
Hickory, N.C	202,711	217,764	7.4	80,155	1,241,610	2,225,638	10,220	27,767	1,736	9,320	42,185
Jacksonville, N.C.	112,784	119,337	5.8	33,522	653,319	847,995	7,106	25,297	578	19,706	7,229
Raleigh-Durham, N.C	560,728	636,722	13.6	235,669	4,861,911	7,938,889	12,468	33,687	3,072	91,435	44,342
Wilmington, N.C.	103,471	111,742	8.0	42,168	776,975	1,232,911	11,034	29,238	80	1,619	247
COUNTIES, Cities											
ALAMANCE	99,136	104,463	5.4	39,571	574,528	1,142,775	10,940	28,879	972	11,178	20,774
Burlington	37,266	39,483	5.9	15,685	243,278	448,824	11,368	28,615	*	*	*
ALEXANDER	24,999	26,705	6.8	9,574	145,562	256,399	9,601	26,781	658	3,809	20,258
ALLEGHANY	9,587	9,884	3.1	3,810	50,091	80,800	8,175	21,207	568	1,861	11,552
ANSON	25,562	26,311	2.9	8,955	108,131	196,432	7,466	21,935	390	7,546	27,609
ASHE	22,325	23,437	5.0	8,805	107,205	178,931	7,635	20,322	1,504	5,231	13,776
AVERY	14,409	15,395	6.8	5,413	70,073	117,874	7,657	21,776	291	2,091	400
BEAUFORT	40,266	42,574	5.7	15,665	252,805	363,067	8,528	23,177	815	40,471	12,269
Washington	8,418	7,963	-5.4	2,767	52,708	64,506	8,101	23,313	*	*	*
BERTIE	21,024	21,408	1.8	7,286	94,009	141,604	6,615	19,435	724	37,823	18,966
BLADEN	30,448	30,400	-.2	10,516	172,372	220,952	7,268	21,011	919	28,691	6,138
BRUNSWICK	35,767	45,663	27.7	16,551	214,440	384,945	8,430	23,258	476	10,024	2,798
BUNCOMBE	160,934	170,989	6.2	66,819	1,911,232	1,748,723	10,227	26,171	1,529	8,147	14,431
Asheville	53,281	50,285	-5.6	20,820	649,306	563,642	11,209	27,072	*	*	*
BURKE	72,504	77,758	7.2	28,546	433,545	741,488	9,536	25,975	409	1,920	12,078
Morganton	13,763	13,355	-3.0	4,906	99,608	155,271	11,626	31,649	*	*	*
CABARRUS	85,895	94,814	10.4	35,306	538,909	1,022,756	10,787	28,968	580	2,827	20,675
Concord	16,942	16,064	-5.2	6,428	116,441	186,011	11,579	28,938	*	*	*
Kannapolis	29,628	26,061	-12.0	10,119	182,864	270,918	10,396	26,773	*	*	*
CALDWELL	67,746	69,121	2.0	24,859	376,519	647,395	9,366	26,043	459	2,070	7,415
Lenoir	13,748	12,074	-12.2	4,625	88,517	129,541	10,729	28,009	*	*	*
CAMDEN	5,829	5,713	-2.0	1,944	36,864	55,572	9,727	28,586	131	10,748	1,855
CARTERET	41,092	49,997	21.7	19,330	315,820	486,830	9,737	25,185	162	9,330	886
CASWELL	20,705	22,393	8.2	7,379	104,763	174,911	7,811	23,704	870	17,459	3,593
CATAWBA	105,208	113,301	7.7	42,035	662,503	1,227,751	10,836	29,208	669	3,591	9,849
Hickory	20,757	20,599	-.8	8,221	161,073	288,408	14,001	35,082	*	*	*
Newton	7,624	7,369	-3.4	2.811	60,347	80,332	10,901	28,578	*	*	*
CHATHAM	33,415	35,958	7.6	13,558	190,128	372,071	10,347	27,443	1,028	5,117	62,858
CHEROKEE	18,933	20,956	10.7	7,971	92,828	154,619	7,378	19,398	322	660	7,271
CHOWAN	12,558	13,026	3.7	4,743	69,266	103,806	7,969	21,886	259	13,672	5,217
CLAY	6,619	7,311	10.5	2,839	33,983	57,322	7,841	20,191	224	536	5,229
CLEVELAND	83,435	85,958	3.0	30,594	473,509	789,370	9,183	25,801	933	7,841	21,252
Shelby	15,310	13,885	-9.3	5,307	96,652	137,395	9,895	25,889	*	*	*
COLUMBUS	51,037	52,421	2.7	18,527	306,873	402,746	7,683	21,738	1,690	50,922	6,411
CRAVEN	71,043	76,400	7.5	26,384	491,945	665,062	8,705	25,207	562	26,647	10,745
New Bern	14,557	14,423	-.9	6,105	113,884	140,721	9,757	23,050	*	*	*
CUMBERLAND	247,160	247,626	.2	78,248	1,413,378	2,202,236	8,893	28,144	642	22,320	8,585
Fayetteville	59,507	58,096	-2.4	21,641	424,338	609,725	10,495	28,175	*	*	*
CURRITUCK	11,089	13,232	19.3	4,825	82,624	101,377	7,662	21,011	143	9,985	3,727
DARE	13,377	18,242	36.4	7,604	120,397	205,082	11,242	26,970	6		
DAVIDSON	113,162	121,726	7.6	44,939	719,000	1,250,928	10,277	27,836	1,214	8,146	11,555
Lexington	15,711	14,385	-8.4	5,608	111,423	159,149	11,064	28,379	*	*	*
Thomasville	14,144	13,094	-7.4	4,747	91,070	135,264	10,330	28,495	*	*	*
DAVIE	24,599	27,300	11.0	9,887	142,065	284,270	10,413	28,752	680	3,906	13,291
DUPLIN	40,952	41,853	2.2	14,895	237,603	316,920	7,572	21,277	1,856	55,988	151,592
DURHAM	152,785	161,611	5.8	61,434	1,274,494	1,912,665	11,835	31,134	304	5,701	1,158
Durham	108,038	108,310	.3	39,495	810,524	1,177,731	10,874	29,820	*	*	*
EDGECOMBE	55,988	58,416	4.3	20,053	339,226	497,848	8,522	24,827	615	53,584	16,171
Tarboro	8,634	8,130	-5.8	3,053	51,492	69,288	8,523	22,695	*	*	*
FORSYTH	243,683	262,884	7.9	101,747	1,678,957	3,175,182	12,078	31,207	893	8,579	2,772
Winston-Salem	144,385	143,349	-.7	52,005	919,916	1,668,939	11,642	32,092	*	*	*
FRANKLIN	30,055	33,159	10.3	11,494	179,909	259,212	7,817	22,552	878	27,035	15,424
GASTON	162,568	172,929	6.4	62,729	1,129,150	1,870,371	10,816	29,817	386	1,409	7,668
Gastonia	47,333	47,682	.7	17,887	359,567	548,583	11,505	30,669	*	*	*
GATES	8,875	9,522	7.3	3,206	48,487	75,011	7,878	23,397	282	10,970	8,210
GRAHAM	7,217	7,200	-.2	2,553	36,374	56,425	7,837	22,101	197		
GRANVILLE	33,995	37,456	10.2	12,126	169,188	307,963	8,222	25,397	1,041	24,802	8,106
GREENE	16,117	16,384	1.7	5,337	90,453	133,326	8,138	24,981	670	43,018	29,236
GUILFORD	317,154	328,853	3.7	123,509	2,230,579	3,904,397	11,873	31,612	1,354	20,217	10,198
Greensboro	171,142	174,920	2.2	60,296	1,165,764	2,108,398	12,053	34,967	*	*	*
High Point	63,808	62,766	-1.6	23,880	420,036	708,040	11,281	29,650	*	*	*
HALIFAX	55,286	55,726	.8	19,239	285,548	400,161	7,181	20,799	565	43,496	19,589
Roanoke Rapids	14,702	15,371	4.6	5,681	107,675	148,775	9,679	26,188	*	*	*
HARNETT	59,570	63,011	5.8	22,206	357,508	501,409	7,957	22,580	1,163	42,509	6,864
Dunn	8,962	8,950	-.1	3,284	62,421	76,622	8,561	23,332	*	*	*
HAYWOOD	46,495	49,876	7.3	19,058	283,121	489,850	9,821	25,703	1,043	5,054	6,271
HENDERSON	58,580	68,974	17.7	27,569	393,515	729,988	10,584	26,479	608	15,761	10,111
Hendersonville	6,862	7,118	3.7	2,978	46,307	74,431	10,457	24,994	*	*	*
HERTFORD	23,368	23,614	1.1	7,866	124,008	182,695	7,737	23,226	349	22,339	4,502
HOKE	20,383	22,247	9.1	6,908	104,360	167,343	7,522	24,225	209	12,673	5,388
HYDE	5,873	5,813	-1.0	2,149	27,875	41,398	7,122	19,264	189	17,234	3,666
IREDELL	82,538	88,326	7.0	32,593	484,238	886,541	10,037	27,200	1,306	5,582	43,277
Statesville	18,622	17,509	-6.0	6,617	120,046	186,582	10,656	28,197	*	*	*

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NORTH CAROLINA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
JACKSON	25,811	28,358	9.9	9,861	136,791	230,683	8,135	23,393	275	1,011	745
JOHNSTON	70,599	77,258	9.4	28,768	422,824	653,139	8,454	22,704	2,253	80,873	22,586
JONES	9,705	9,800	1.0	3,369	54,266	70,769	7,221	21,006	314	19,805	1,870
LEE	36,718	39,826	8.5	14,634	269,828	399,891	10,041	27,326	457	10,480	4,978
Sanford	14,773	15,962	8.0	6,149	113,940	165,688	10,380	26,946	*	*	*
LENOIR	59,819	61,505	2.8	22,237	442,822	650,356	10,574	29,247	839	53,447	24,056
Kinston	25,234	26,589	5.4	9,800	177,545	257,315	9,677	26,257	*	*	*
LINCOLN	42,372	46,237	9.1	16,748	249,457	438,569	9,485	26,186	560	2,857	8,184
MCDOWELL	35,135	36,805	4.8	13,354	187,083	325,844	8,853	24,400	274	670	2,754
MACON	20,178	24,544	21.6	9,810	116,099	229,307	9,343	23,375	429	1,156	2,948
MADISON	16.827	17,590	4.5	6,502	132,823	123,722	7,034	19,028	1,481	8,921	2,328
MARTIN	25,948	27,312	5.3	9,502	135,017	209,180	7,659	22,014	728	44,370	10,824
MECKLENBURG	404,270	443,617	9.7	167,676	3,309,656	5,788,667	13,049	34,523	429	14,344	6,727
Charlotte	328,347	360,304	9.7	133,241	2,566,845	4,766,664	13,230	35,775	*	*	*
MITCHELL	14,428	15,103	4.7	5,795	76,606	128,397	8,501	22,157	454	2,239	689
MONTGOMERY	22,469	23,637	5.2	8,597	105,173	203,783	8,621	23,704	288	3,103	15,157
MOORE	50,505	57,605	14.1	22,148	347,448	598,378	10,388	27,017	861	13,403	30,760
NASH	67,153	72,954	8.6	26,640	456,628	698,298	9,572	26,212	997	71,552	43,293
Rocky Mount	41,283	46,129	11.7	17,191	315 743	477,434	10,350	27,772	*	*	*
NEW HANOVER	103,471	111,742	8.0	42,168	776,975	1,232,911	11,034	29,238	80	1,619	247
Wilmington	44,000	40,566	-7.8	16,040	288,027	366,521	9,035	22,850	*	*	*
NORTHAMPTON	22,584	22,747	.7	7,436	116,145	187,639	8,249	25,234	513	30,772	23,871
ONSLOW	112,784	119,337	5.8	33,522	653,319	847,995	7,106	25,297	578	19,706	7,229
Jacksonville	18,237	19,736	8.2	6,441	139,714	220,291	11,162	34,201	*	*	*
ORANGE	77,055	84,063	9.1	30,879	674,678	999,318	11,888	32,362	599	9,180	13,875
Chapel Hill	32,421	34,188	5.5	10,862	314,389	421,898	12,341	38,842	*	*	*
PAMLICO	10,398	11,090	6.7	4,051	66,386	90,556	8,166	22,354	136	11,613	376
PASQUOTANK	28,462	29,866	4.9	10,647	180,210	250,486	8,387	23,526	253	19,695	2,154
Elizabeth City	13,784	13,724	-.4	5,112	89,836	118,675	8,647	23,215	*	*	*
PENDER	22,215	24,332	9.5	8,596	141,714	215,349	8,850	25,052	514	18,449	6,844
PERQUIMANS	9,486	10,211	7.6	3,649	47,164	73,066	7,156	20,024	343	16,076	8,238
PERSON	29,164	29,768	2.1	10,474	158,005	257,577	8,653	24,592	753	23,069	4,821
PITT	83,651	98,088	17.3	34,083	565,490	917,810	9,357	26,929	1,070	89,906	27,457
Greenville	35,740	43,468	21.6	13,301	264,257	383,713	8,827	28,848	*	*	*
POLK	12,984	14,766	13.7	5,968	79,956	150,241	10,175	25,174	211	768	2,773
Tryon	1,796	1,811	.8	830	12,720	18,427	10,175	22,201	*	*	*
RANDOLPH	91,861	99,432	8.2	37,288	574,888	1,041,615	10,476	27,934	1,527	11,316	60,148
Asheboro	15,252	17,152	12.5	7,176	120,791	212,011	12,361	29,544	*	*	*
RICHMOND	45,481	45,512	.1	16,522	275,093	410,125	9,011	24,823	273	7,031	10,870
Rockingham	8,300	8,891	7.1	3,336	65,659	97,011	10,911	29,080	*	*	*
ROBESON	101,577	104,726	3.1	33,787	477,168	746,412	7,127	22,092	1,943	78,668	9,245
Lumberton	18,340	17,875	-2.5	6,601	120,844	170,529	9,540	25,834	*	*	*
ROCKINGHAM	83,426	86,811	4.1	32,231	510,495	841,761	9,696	26,117	1,286	26,125	4,593
Eden	15,672	14,834	-5.4	5,990	112,021	146,585	9,882	24,472	*	*	*
Reidsville	12,492	11,251	-9.9	4,322	80,751	113,660	10,102	26,298	*	*	*
ROWAN	99,186	105,026	5.9	39,860	592,615	1,096,652	10,442	27,513	956	6,665	16,035
East Spencer	2,150	2,099	-2.4	722	16,323	21,917	10,442	30,356	*	*	*
Spencer	2,938	2,840	-3.3	1,187	22,318	29,788	10,489	25,095	*	*	*
Salisbury	22,677	22,707	.1	8,514	153,026	242,083	10,661	28,434	*	*	*
RUTHERFORD	53,787	57,068	6.1	21,293	292,342	489,995	8,586	23,012	612	2,027	5,822
Forest City	7,688	7,880	2.5	2,989	47,336	72,795	9,238	24,354	*	*	*
SAMPSON	49,687	50,126	.9	17,605	275,501	384,869	7,678	21,861	1,818	67,404	59,114
Clinton	7,552	7,416	-1.8	2,817	58,506	72,928	9,834	25,889	*	*	*
SCOTLAND	32,273	33,721	4.5	11,269	183,402	287,760	8,534	25,536	142		
STANLY	48,517	50,205	3.5	18,772	276,882	491,504	9,790	26,183	689	11,089	23,367
STOKES	33,086	35,942	8.6	12,755	188,066	349,407	9,721	27,394	1,569	18,392	2,308
SURRY	59,449	61,816	4.0	23,138	345,012	559,473	9,051	24,180	1,605	26,039	21,020
Mount Airy	6,862	6,257	-8.8	2,626	54,951	71,960	11,501	27,403	*	*	*
SWAIN	10,283	11,579	12.6	4,222	45,808	78,333	6,765	18,554	89	202	547
TRANSYLVANIA	23,417	25,816	10.2	9,451	156,364	272,026	10,537	28,783	204	1,746	1,359
TYRRELL	3,975	4,000	.6	1,429	21,958	34,926	8,732	24,441	141	12,068	9,523
UNION	70,380	78,642	11.7	26,763	456,704	831,326	10,571	31,063	1,263	19,977	124,630
Monroe	12,639	13,166	4.2	4,842	92,811	173,175	13,153	35,765	*	*	*
VANCE	36,748	38,832	5.7	13,492	184,877	303,292	7,810	22,479	502	16,545	2,176
Henderson	13,522	13,056	-3.5	4,584	78,015	131,264	10,054	28,635	*	*	*
WAKE	300,833	357,889	19.0	131,862	2,732,830	4,767,694	13,322	36,157	1,291	49,519	13,885
Raleigh	158,571	181,156	14.2	64,287	1,460,890	2,418,371	13,350	37,618	*	*	*
WARREN	16,232	16,481	1.5	5,540	77,621	106,987	6,492	19,312	470	12,719	7,868
WASHINGTON	14,801	14,410	-2.7	4,802	88,519	122,160	8,477	25,439	347	21,500	27,435
WATAUGA	31,678	35,537	12.2	12,552	177,680	300,987	8,470	23,979	885	4,247	5,248
WAYNE	97,054	97,526	.5	33,839	608,874	861,837	8,837	25,469	1,350	60,308	66,914
Goldsboro	31,871	32,026	.5	11,099	195,199	292,985	9,148	26,397	*	*	*
WILKES	58,657	61,258	4.4	22,433	312,324	570,310	9,310	25,423	1,332	4,630	108,879
WILSON	63,132	64,805	2.7	23,154	414,099	604,501	9,328	26,108	910	61,532	10,881
Wilson	34,424	35,336	2.6	12,869	250,851	352,104	9,964	27,361	*	*	*
YADKIN	28,439	30,247	6.4	11,334	160,366	286,976	9,488	25,320	1,301	20,379	15,715
YANCEY	14,934	15,895	6.4	5,826	69,115	117,779	7,410	20,216	861	4,610	1,823

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of North Carolina 1984 Cash Receipts as follows: From Crops $2,192,776,000; from Livestock & Livestock Products $1,927,227,000; Total $4,120,003,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NORTH DAKOTA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	652,695	702,639	7.7	254,899	4,858,010	8,404,657	11,962	32,972	36,431	1,582,292	524,936
METROPOLITAN STATISTICAL AREAS											
Bismarck, N.D	79,988	90,516	13.2	33,100	714,105	1,232,952	13,621	37,249	1,748	35,444	46,848
Fargo-Moorhead, N.D-Mn	137,574	145,458	5.7	53,686	924,502	1,878,003	12,911	34,981	2,379	188,597	38,516
Grand Forks, N.D	66,100	67,947	2.8	23,159	496,186	794,398	11,691	34,302	957	93,929	8,094
COUNTIES, Cities											
ADAMS	3,584	3,590	.2	1,425	36,391	47,324	13,182	33,210	371	11,540	7,067
BARNES	13,960	13,759	−1.4	5,190	93,935	147,669	10,733	28,453	1,015	64,290	10,770
Valley City	7,774	7,873	1.3	2,917	65,436	83,923	10,660	28,770	*	*	*
BENSON	7,944	8,427	6.1	2,766	39,585	72,233	8,572	26,115	760	39,584	8,074
BILLINGS	1,138	1,427	25.4	520	13,723	24,327	17,048	46,783	257	2,869	4,818
BOTTINEAU	9,338	9,500	1.7	3,574	60,824	97,294	10,241	27,223	967	49,762	4,646
BOWMAN	4,229	4,468	5.7	1,659	40,258	57,915	12,962	34,910	377	8,645	8,050
BURKE	3,822	3,868	1.2	1,519	22,880	38,683	10,001	25,466	580	17,084	3,059
BURLEIGH	54,811	62,616	14.2	23,219	485,113	853,418	13,629	36,755	792	20,094	19,012
Bismarck	44,485	49,503	11.3	18,940	414,460	707,367	14,289	37,348	*	*	*
CASS	88,247	96,016	8.8	36,722	545,895	1,411,993	14,706	38,451	1,276	111,984	16,615
Fargo	61,308	65,276	6.5	25,730	401,554	1,004,372	15,387	39,035	*	*	*
CAVALIER	7,636	7,141	−6.5	2,633	48,449	76,240	10,676	28,956	971	64,432	3,033
DICKEY	7,207	7,103	−1.5	2,554	56,209	71,698	10,094	28,073	611	25,407	17,867
DIVIDE	3,494	3,455	−1.1	1,310	25,241	39,134	11,327	29,873	612	22,236	3,420
DUNN	4,627	5,581	20.6	1,968	39,210	57,209	12,042	34,151	697	10,732	16,689
EDDY	3,554	3,480	−2.1	1,320	21,797	33,985	9,766	25,746	345	17,564	5,616
EMMONS	5,877	5,950	1.2	2,025	38,276	49,901	8,387	24,642	849	15,801	20,271
FOSTER	4,611	4,699	1.9	1,735	33,110	50,682	10,786	29,212	345	26,294	4,680
GOLDEN VALLEY	2,391	2,827	18.2	1,031	24,810	37,047	13,105	35,933	288	8,228	8,190
GRAND FORKS	66,100	67,947	2.8	23,159	496,186	794,398	11,691	34,302	957	93,929	8,094
Grand Forks	43,765	45,943	5.0	16,498	360,277	573,577	12,485	34,766	*	*	*
GRANT	4,274	4,376	2.4	1,625	31,248	41,235	9,423	25,375	685	12,686	17,076
GRIGGS	3,714	3,893	4.8	1,529	24,275	40,570	10,421	26,534	457	24,975	6,623
HETTINGER	4,275	4,264	−.3	1,519	35,344	46,410	10,884	30,553	502	25,085	8,870
KIDDER	3,833	3,772	−1.6	1,419	25,230	33,197	8,801	23,395	566	12,882	15,270
LA MOURE	6,473	6,259	−3.3	2,333	46,131	59,171	9,454	25,363	765	38,295	16,284
LOGAN	3,493	3,380	−3.2	1,218	28,264	28,824	8,528	23,665	536	12,057	16,275
MCHENRY	7,858	7,779	−1.0	2,953	43,188	68,346	8,786	23,145	974	29,191	17,047
MCINTOSH	4,800	4,876	1.6	1,930	40,091	45,796	9,392	23,728	595	12,993	15,006
MCKENZIE	7,132	9,620	34.9	3,310	72,889	123,044	12,790	37,173	778	19,749	13,747
MCLEAN	12,288	13,344	8.6	4,784	89,217	147,022	11,018	30,732	1,149	43,063	12,031
MERCER	9,378	14,263	52.1	5,256	95,745	170,046	11,922	32,353	542	9,209	10,675
MORTON	25,177	27,900	10.8	9,881	228,992	379,534	13,603	38,410	956	15,350	27,836
MOUNTRAIL	7,679	8,102	5.5	2,961	50,071	83,099	10,257	28,065	881	25,877	8,214
NELSON	5,233	5,171	−1.2	2,031	30,504	49,789	9,629	24,515	632	37,558	7,909
OLIVER	2,495	2,754	10.4	937	23,651	37,049	13,453	39,540	349	5,456	8,849
PEMBINA	10,399	10,168	−2.2	3,868	72,961	119,456	11,748	30,883	841		
PIERCE	6,166	6,300	2.2	2,246	38,328	60,440	9,594	26,910	589	25,242	7,029
RAMSEY	13,048	13,241	1.5	4,916	90,165	148,278	11,198	30,162	690	46,934	2,815
Devils Lake	7,442	7,739	4.0	2,892	50,285	84,574	10,928	29,244	*	*	*
RANSOM	6,698	6,463	−3.5	2,436	56,778	70,877	10,967	29,096	521	24,215	9,692
RENVILLE	3,608	3,914	8.5	1,435	23,621	39,950	10,207	27,840	480	23,095	2,852
RICHLAND	19,207	20,144	4.9	7,028	163,938	234,394	11,636	33,351	1,207	90,995	17,100
Wahpeton	9,064	10,373	14.4	3,212	71,898	115,715	11,155	36,026	*	*	*
ROLETTE	12,177	12,976	6.6	3,830	56,220	95,252	7,341	24,870	550	19,285	5,242
SARGENT	5,512	5,264	−4.5	1,927	43,290	57,828	10,986	30,009	590	26,403	12,482
SHERIDAN	2,819	2,680	−4.9	1,013	16,922	24,911	9,295	24,591	495	16,311	6,443
SIOUX	3,620	3,600	−.6	919	20,526	28,741	7,984	31,274	219	3,478	8,073
SLOPE	1,157	1,187	2.6	404	10,542	12,638	10,647	31,282	295	8,813	6,326
STARK	23,697	30,275	27.8	10,553	230,260	414,375	13,687	39,266	769	14,984	15,945
Dickinson	15,924	20,796	30.6	7,490	169,136	303,418	14,590	40,510	*	*	*
STEELE	3,106	2,861	−7.9	1,108	23,653	36,214	12,658	32,684	440	40,570	1,832
STUTSMAN	24,154	24,146		9,002	168,452	271,353	11,238	30,144	1,134	69,148	21,666
Jamestown	16,280	16,615	2.1	6,168	115,741	185,706	11,177	30,108	*	*	*
TOWNER	4,052	4,600	13.5	1,736	28,566	49,478	10,756	28,501	552	38,520	2,549
TRAILL	9,624	9,387	−2.5	3,467	69,494	117,853	12,555	33,993	685	68,915	2,646
WALSH	15,371	16,019	4.2	5,724	98,904	162,999	10,175	28,476	975		
WARD	58,392	60,985	4.4	21,439	412,865	666,075	10,922	31,068	1,256	52,699	11,675
Minot	32,843	34,766	5.9	13,221	266,382	422,554	12,154	31,961	*	*	*
WELLS	6,979	6,961	−.3	2,640	45,858	69,102	9,927	26,175	735	44,783	12,186
WILLIAMS	22,237	29,861	34.3	11,193	199,935	400,161	13,401	35,751	971	33,001	6,700
Williston	13,336	18,140	36.0	6,533	123,700	237,621	13,099	36,372	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of North Dakota 1984 Cash Receipts as follows: From Crops $1,853,852,000; from Livestock & Livestock Products $690,312,000; Total $2,544,164,000.*—Included in county totals.

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OHIO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	10,797,419	10,911,171	1.1	4,041,625	85,258,072	123,646,654	11,332	30,593	86,934	1,847,101	1,502,552
METROPOLITAN STATISTICAL AREAS											
Akron, Oh	660,328	657,742	-.4	241,969	4,810,349	7,571,532	11,511	31,291	1,280	15,317	15,953
Canton, Oh	404,421	411,116	1.7	151,296	2,904,380	4,398,970	10,700	29,075	2,154	21,728	37,296
Cincinnati, Oh-Ky-	1,401,403	1,425,379	1.7	528,185	12,961,181	17,040,537	11,955	32,262	5,626	65,966	33,746
Cleveland, Oh	1,898,720	1,892,280	-.3	721,900	16,878,410	25,817,210	13,643	35,763	2,416	48,812	31,459
Columbus, Oh	1,243,810	1,308,150	5.2	495,577	10,954,169	15,294,518	11,692	30,862	7,106	219,648	158,500
Dayton-Springfield, Oh	942,083	940,150	-.2	353,750	6,513,732	10,829,720	11,519	30,614	4,184	123,222	80,060
Hamilton-Middletown, Oh	258,787	270,594	4.6	96,299	1,926,382	3,038,321	11,228	31,551	1,123	16,917	15,564
Huntington-Ashland, W.V-Ky-Oh	336,410	336,300		124,068	2,264,060	3,117,316	9,269	25,126	3,457	11,912	11,344
Lima, Oh	154,795	153,058	-1.1	55,190	1,069,178	1,578,509	10,313	26,601	2,457	63,531	50,236
Lorain-Elyria, Oh	274,909	273,286	-.6	94,000	1,851,491	2,803,247	10,258	29,822	1,110	31,978	14,323
Mansfield, Oh	131,205	130,497	-.5	48,191	825,470	1,410,569	10,809	29,270	1,168	19,643	20,608
Parkersburg-Marietta, W.V-..	157,914	160,175	1.4	59,465	1,129,610	1,736,651	10,842	29,205	1,597	4,580	14,201
Steubenville-Weirton, Oh-W.V.	163,099	158,332	-2.9	58,228	1,451,656	1,487,258	9,393	25,542	667	2,205	5,504
Toledo, Oh	616,864	616,961		229,226	5,146,034	7,073,452	11,465	30,858	3,159	123,776	61,867
Wheeling, W.V-Oh	185,566	184,641	-.5	69,919	1,402,423	1,711,895	9,271	24,484	1,345	1,149	4,554
Youngstown-Warren, Oh	531,350	522,781	-1.6	191,718	3,738,838	5,574,511	10,663	29,077	1,759	17,367	25,280
COUNTIES, Cities											
ADAMS	24,328	26,005	6.9	9,267	130,994	177,854	6,839	19,192	1,483	14,190	12,809
ALLEN	112,241	109,605	-2.4	39,681	770,102	1,141,638	10,416	28,770	1,202	31,610	18,397
Delphos	7,314	6,877	-6.0	2,368	51,333	67,898	9,873	28,673	*	*	*
Lima	47,381	42,094	-11.2	16,503	307,466	399,850	9,499	24,229	*	*	*
ASHLAND	46,178	47,621	3.1	17,202	340,698	481,868	10,119	28,012	1,185	12,985	32,990
Ashland	20,326	20,418	.5	7,644	166,248	222,754	10,910	29,141	*	*	*
ASHTABULA	104,215	103,539	-.7	37,222	734,590	974,709	9,414	26,186	1,271	13,633	23,948
Ashtabula	23,449	21,877	-6.7	7,901	163,916	199,348	9,112	25,231	*	*	*
Conneaut	13,835	12,785	-7.6	4,763	94,210	113,176	8,852	23,761	*	*	*
ATHENS	56,399	59,447	5.4	19,649	378,061	448,081	7,537	22,804	598	1,465	4,022
Athens	19,743	17,914	-9.3	4,843	138,694	146,522	8,179	30,254	*	*	*
AUGLAIZE	42,554	43,453	2.1	15,509	299,076	436,871	10,054	28,169	1,255	31,921	31,839
St. Marys	8,414	8,549	1.6	3,082	64,056	84,489	9,883	27,414	*	*	*
Wapakoneta	8,402	8,772	4.4	3,302	65,288	87,408	9,964	26,471	*	*	*
BELMONT	82,569	82,885	.4	31,579	690,450	741,412	8,945	23,478	743		
Bellaire	8,241	7,331	-11.1	3,049	60,729	62,606	8,540	20,533	*	*	*
Martins Ferry	9,331	8,387	-10.1	3,532	85,356	82,435	9,829	23,339	*	*	*
BROWN	31,920	34,458	8.0	12,110	212,549	291,212	8,451	24,047	1,768	26,941	7,723
BUTLER	258,787	270,594	4.6	96,299	1,926,382	3,038,321	11,228	31,551	1,123	16,917	15,564
Hamilton	63,189	58,760	-7.0	23,290	439,476	584,291	9,944	25,088	*	*	*
Middletown	43,719	39,658	-9.3	16,238	341,683	449,545	11,336	27,685	*	*	*
CARROLL	25,598	27,447	7.2	9,584	158,255	243,993	8,890	25,458	779	3,989	11,833
CHAMPAIGN	33,649	34,879	3.7	12,800	204,678	337,490	9,676	26,366	1,018	31,734	22,423
Urbana	10,762	10,189	-5.3	4,128	74,859	111,227	10,916	26,945	*	*	*
CLARK	150,236	150,079	-.1	55,741	887,675	1,516,503	10,105	27,206	917	36,998	31,549
Springfield	72,563	68,674	-5.4	27,584	412,684	640,115	9,321	23,206	*	*	*
CLERMONT	128,483	141,715	10.3	48,195	1,101,907	1,572,468	11,096	32,627	1,149	11,956	5,649
CLINTON	34,603	35,026	1.2	12,706	264,521	344,535	9,837	27,116	977	36,624	20,111
Wilmington	10,431	10,201	-2.2	3,975	93,686	114,041	11,179	28,690	*	*	*
COLUMBIANA	113,572	113,342	-.2	41,716	776,559	1,063,341	9,382	25,490	1,170	12,770	25,432
East Liverpool	16,687	14,273	-14.5	5,787	112,361	131,011	9,179	22,639	*	*	*
Lisbon	3,159	2,833	-10.3	1,120	22,630	25,779	9,100	23,017	*	*	*
Salem	12,869	11,624	-9.7	4,669	102,953	125,447	10,792	26,868	*	*	*
COSHOCTON	36,024	36,995	2.7	13,997	258,493	368,411	9,958	26,321	944	9,231	17,319
Coshocton	13,405	12,922	-3.6	5,363	110,970	145,543	11,263	27,138	*	*	*
CRAWFORD	50,075	49,867	-.4	18,875	387,237	499,912	10,025	26,485	975	34,936	15,524
Bucyrus	13,433	13,646	1.6	5,576	109,425	137,488	10,075	24,657	*	*	*
Galion	12,391	11,920	-3.8	4,941	106,587	132,214	11,092	26,759	*	*	*
CUYAHOGA	1,498,295	1,474,869	-1.6	579,380	13,529,134	20,548,189	13,932	35,466	193	12,421	974
Cleveland	573,822	516,468	-10.0	213,648	4,777,695	7,844,336	15,188	36,716	*	*	*
DARKE	55,096	54,084	-1.8	19,333	426,167	531,208	9,822	27,477	2,165	55,066	66,115
Greenville	12,999	12,269	-5.6	4,893	118,498	135,419	11,037	27,676	*	*	*
Union City	1,716	1,515	-11.7	612	13,591	16,606	10,961	27,134	*	*	*
DEFIANCE	39,987	38,789	-3.0	13,508	299,070	423,095	10,908	31,322	1,033	24,756	15,255
Defiance	16,810	15,828	-5.9	5,799	140,886	185,827	11,740	32,045	*	*	*
DELAWARE	53,840	57,637	7.1	19,997	457,310	697,544	12,102	34,882	920	24,380	11,378
Delaware	18,780	19,871	5.8	6,982	157,447	229,787	11,564	32,911	*	*	*
ERIE	79,655	78,563	-1.4	28,648	654,562	913,564	11,628	31,889	535	17,894	8,448
Sandusky	31,360	29,150	-7.1	11,375	248,190	305,659	10,486	26,871	*	*	*
FAIRFIELD	93,678	98,674	5.3	35,034	765,593	1,126,859	11,420	32,165	1,322	27,342	20,446
Lancaster	34,953	33,369	-4.5	13,203	299,467	365,441	10,952	27,679	*	*	*
FAYETTE	27,467	28,353	3.2	10,508	198,188	254,372	8,972	24,207	666	38,278	14,618
Washington	12,682	12,611	-.6	5,044	103,416	123,080	9,760	24,401	*	*	*
FRANKLIN	869,109	912,124	4.9	355,498	8,010,927	10,967,414	12,024	30,851	675	28,779	6,575
Columbus	564,987	595,632	5.4	243,620	4,883,696	6,609,194	11,096	27,129	*	*	*
FULTON	37,751	38,226	1.3	13,317	288,873	413,736	10,823	31,068	1,180	40,434	42,907
GALLIA	30,098	30,953	2.8	10,911	211,744	279,522	9,031	25,618	992	5,025	7,594
Gallipolis	5,576	4,234	-24.1	1,620	47,331	49,367	11,660	30,473	*	*	*

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

OHIO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1988 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
GEAUGA	74,474	75,637	1.6	24,307	611,712	979,900	12,955	40,313	753	4,094	11,032
Chardon	4,434	4,354	−1.8	1,604	39,015	53,846	12,367	33,570	*	*	*
GREENE	129,769	134,071	3.3	46,008	911,948	1,593,586	11,886	34,637	976	30,195	18,200
Beaver Creek	31,589	35,160	11.3	11,267	261,164	387,200	11,013	34,366	*	*	*
Fairborn	29,702	28,345	−4.6	11,042	216,064	325,934	11,499	29,518	*	*	*
Xenia	24,653	24,385	−1.1	8,997	163,987	270,010	11,073	30,011	*	*	*
GUERNSEY	42,024	41,990	−.1	15,665	274,608	377,372	8,987	24,090	937	1,295	7,006
Cambridge	13,573	12,629	−7.0	5,279	97,515	121,917	9,654	23,095	*	*	*
HAMILTON	873,136	872,238	−.1	335,783	8,129,415	10,501,212	12,039	31,274	400	12,584	3,162
Cincinnati	385,457	357,631	−7.2	158,301	3,839,705	3,878,418	10,845	24,500	*	*	*
HANCOCK	64,581	66,305	2.7	24,693	549,395	749,687	11,307	30,360	1,299	46,625	13,265
Findley	35,594	35,160	−1.2	13,800	323,477	404,515	11,505	29,313	*	*	*
HARDIN	32,719	32,191	−1.6	11,467	227,915	306,521	9,522	26,731	1,142	37,632	15,951
Kenton	8,605	8,329	−3.2	3,323	64,207	80,752	9,695	24,301	*	*	*
HARRISON	18,152	17,281	−4.8	6,221	117,191	158,292	9,160	25,445	501	1,082	5,459
HENRY	28,383	28,968	2.1	10,372	207,298	308,155	10,638	29,710	1,211	43,778	17,825
Napoleon	8,614	9,082	5.4	3,438	71,080	96,284	10,602	28,006	*	*	*
HIGHLAND	33,477	34,637	3.5	12,888	225,846	287,885	8,311	22,337	1,470	27,908	13,109
Greenfield	5,150	5,125	−.5	1,771	34,036	41,408	8,080	23,381	*	*	*
Hillsboro	6,356	6,526	2.7	2,570	43,793	54,241	8,312	21,105	*	*	*
HOCKING	24,304	25,295	4.1	9,297	178,745	219,273	8,669	23,585	411		
Logan	6,557	6,323	−3.6	2,476	44,623	55,491	8,776	22,412	*	*	*
HOLMES	29,416	30,821	4.8	8,902	159,132	234,583	7,611	26,352	1,574	4,789	50,486
HURON	54,608	55,311	1.3	19,779	413,888	576,377	10,421	29,141	1,053	44,419	13,348
Bellevue	8,187	7,552	−7.8	2,804	63,308	78,941	10,453	28,153	*	*	*
Norwalk	14,358	14,317	−.3	5,376	116,775	153,221	10,702	28,501	*	*	*
JACKSON	30,592	30,600		11,231	201,712	246,867	8,068	21,981	503	4,613	4,934
JEFFERSON	91,564	88,654	−3.2	33,017	832,79[illegible]	855,458	9,649	25,910	514	1,426	4,477
Steubenville	26,400	23,815	−9.8	9,641	256,617	239,270	10,047	24,818	*	*	*
KNOX	46,309	49,408	6.7	17,786	314,146	442,638	8,959	24,887	1,257	16,694	29,503
Mount Vernon	14,323	14,981	4.6	6,040	110,489	147,614	9,853	24,439	*	*	*
LAKE	212,801	222,179	4.4	78,479	1,825,297	2,817,811	12,683	35,905	290	21,047	722
Mentor	42,065	45,116	7.3	15,171	392,449	621,284	13,771	40,952	*	*	*
Mentor-On-The-Lake	7,919	8,706	9.9	2,810	81,761	120,087	13,794	42,736	*	*	*
Painesville	16,391	16,141	−1.5	6,409	127,805	181,260	11,230	28,282	*	*	*
Willoughby	19,329	19,612	1.5	7,861	209,425	308,662	15,738	39,265	*	*	*
LAWRENCE	63,849	64,429	.9	23,234	344,878	510,743	7,927	21,983	630		
Ironton	14,290	12,982	−9.2	5,366	90,292	118,898	9,159	22,158	*	*	*
LICKING	120,981	129,100	6.7	47,125	910,571	1,358,111	10,520	28,819	1,552	24,384	42,328
Newark	41,200	40,531	−1.6	16,612	318,236	415,303	10,247	25,000	*	*	*
LOGAN	39,155	39,484	.8	15,040	285,273	373,992	9,472	24,866	1,058	26,349	23,963
Bellefontaine	11,888	11,607	−2.4	3,846	80,843	96,332	8,299	25,047	*	*	*
LORAIN	274,909	273,286	−.6	94,000	1,851,491	2,803,247	10,258	29,822	1,110	31,978	14,323
Elyria	57,504	57,688	.3	21,789	410,315	586,228	10,162	26,905	*	*	*
Lorain	75,416	70,476	−6.6	25,460	492,010	684,943	9,719	26,903	*	*	*
LUCAS	471,741	468,919	−.6	177,985	3,990,464	5,428,558	11,577	30,500	574	28,636	8,051
Toledo	354,635	339,787	−4.2	133,346	2,874,941	3,740,374	11,008	28,050	*	*	*
MADISON	33,004	35,416	7.3	11,983	256,796	368,824	10,414	30,779	781	42,029	19,865
London	6,958	7,126	2.4	2,831	53,540	72,860	10,225	25,736	*	*	*
MAHONING	289,487	281,542	−2.8	103,947	1,984,976	2,893,059	10,276	27,832	766	9,761	12,465
Youngstown	115,436	100,956	−12.6	38,939	710,712	904,836	8,963	23,237	*	*	*
MARION	67,974	66,691	−1.9	24,334	520,268	680,707	10,207	27,973	774	35,362	13,136
Marion	37,040	34,187	−7.7	13,434	283,958	328,002	9,594	24,416	*	*	*
MEDINA	113,150	119,595	5.7	39,734	912,267	1,471,310	12,302	37,029	1,180	11,250	18,731
Medina	15,268	16,053	5.1	6,233	147,288	228,782	14,252	36,705	*	*	*
MEIGS	23,641	24,311	2.8	9,064	154,396	200,835	8,261	22,157	595	2,603	6,339
Middleport	2,971	2,870	−3.4	1,193	17,271	23,418	8,160	19,630	*	*	*
Pomeroy	2,728	2,563	−6.1	1,042	15,882	21,173	8,261	20,320	*	*	*
MERCER	38,334	38,868	1.4	12,920	284,512	390,162	10,038	30,198	1,614	35,359	80,563
Celina	9,137	9,534	4.3	3,406	77,509	102,389	10,739	30,061	*	*	*
MIAMI	90,381	90,826	.5	33,536	584,585	1,017,707	11,205	30,347	1,224	34,175	20,146
Piqua	20,480	19,519	−4.7	7,524	128,060	205,448	10,526	27,306	*	*	*
Troy	19,086	19,580	2.6	7,615	131,074	224,969	11,490	29,543	*	*	*
MONROE	17,382	16,990	−2.3	6,056	127,638	157,318	9,259	25,977	825	627	5,751
MONTGOMERY	571,697	565,174	−1.2	218,465	4,129,524	6,701,924	11,858	30,677	1,067	21,854	10,165
Dayton	203,444	180,331	−11.4	75,169	1,224,455	1,752,904	9,720	23,320	*	*	*
MORGAN	14,241	14,342	.7	5,222	97,985	121,191	8,450	23,208	645	1,738	5,613
MORROW	26,480	27,353	3.3	9,378	177,234	247,669	9,055	26,410	1,005	19,890	14,638
MUSKINGUM	83,340	85,716	2.9	31,711	561,101	799,531	9,328	25,213	1,135	7,033	14,729
Zanesville	28,655	25,561	−10.8	10,601	184,821	214,792	8,403	20,261	*	*	*
NOBLE	11,310	11,300	−.1	4,084	81,004	99,937	8,844	24,470	610	297	3,872
OTTAWA	40,076	40,305	.6	14,919	317,466	467,411	11,597	31,330	677	19,327	3,402
Oak Harbor	2,678	2,485	−7.2	655	22,745	29,512	11,876	45,056	*	*	*
Port Clinton	7,223	6,930	−4.1	1,744	60,729	80,364	11,597	46,080	*	*	*
PAULDING	21,302	20,803	−2.4	7,183	139,718	210,153	10,102	29,257	777	31,861	10,864
PERRY	31,032	32,137	3.6	11,453	183,569	267,832	8,334	23,385	676		
PICKAWAY	43,662	43,852	.4	14,821	321,560	447,384	10,202	30,186	871	41,265	18,750
Circleville	11,700	11,146	−4.7	4,269	97,221	125,271	11,239	29,344	*	*	*
PIKE	22,802	25,346	11.2	8,941	150,232	191,355	7,550	21,402	521		
PORTAGE	135,856	140,732	3.6	47,243	936,196	1,485,285	10,554	31,439	940	10,504	14,399
Kent	26,164	24,560	−6.1	8,299	172,322	229,169	9,331	27,614	*	*	*
Ravenna	11,987	11,962	−.2	4,593	90,002	132,688	11,092	28,889	*	*	*
PREBLE	38,223	39,763	4.0	14,256	230,805	410,870	10,333	28,821	1,319	31,367	24,749
PUTNAM	32,991	32,968	−.1	10,570	200,936	321,194	9,743	30,387	1,627	44,433	28,439

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OHIO POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1988 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
RICHLAND	131,205	130,497	-.5	48,191	825,470	1,410,569	10,809	29,270	1,168	19,643	20,608
Mansfield	53,927	52,566	-2.5	21,623	356,213	550,009	10,463	25,436	*	*	*
Shelby	9,645	9,400	-2.6	3,638	73,374	101,464	10,794	27,890	*	*	*
ROSS	65,004	68,808	5.9	24,418	493,585	648,766	9,429	26,569	903	25,217	13,487
Chillicothe	23,420	22,908	-2.2	9,366	217,498	264,691	11,555	28,261	*	*	*
SANDUSKY	63,267	62,120	-1.8	21,958	456,907	652,729	10,508	29,726	1,046	39,380	10,850
Fremont	17,834	16,684	-6.5	6,210	128,639	171,834	10,299	27,671	*	*	*
SCIOTO	84,545	86,774	2.6	31,692	589,337	717,584	8,270	22,642	712	5,390	5,049
Portsmouth	25,943	24,059	-7.3	10,268	211,394	220,934	9,183	21,517	*	*	*
SENECA	61,901	61,315	-1.0	21,547	455,285	606,110	9,885	28,130	1,453	41,602	20,599
Fostoria	15,743	15,169	-3.7	5,893	129,063	165,518	10,912	28,087	*	*	*
Tiffin	19,549	17,852	-8.7	6,665	156,717	192,307	10,772	28,853	*	*	*
SHELBY	43,089	43,384	.7	14,935	339,117	436,033	10,051	29,195	1,262	26,341	34,320
Sidney	17,657	17,224	-2.5	6,376	151,424	184,973	10,739	29,011	*	*	*
STARK	378,823	383,669	1.3	141,712	2,746,125	4,154,977	10,830	29,320	1,375	17,739	25,463
Alliance	24,315	22,837	-6.1	9,025	175,855	242,484	10,618	26,868	*	*	*
Canton	93,077	83,030	-10.8	34,463	642,200	820,156	9,878	23,798	*	*	*
Massillon	30,557	29,176	-4.5	11,545	213,343	292,105	10,012	25,301	*	*	*
SUMMIT	524,472	517,010	-1.4	194,726	3,874,153	6,086,247	11,772	31,255	340	4,813	1,554
Akron	237,177	218,472	-7.9	88,266	1,623,779	2,283,452	10,452	25,870	*	*	*
TRUMBULL	241,863	241,239	-.3	87,771	1,753,862	2,681,452	11,115	30,551	993	7,606	12,815
Niles	23,088	23,378	1.3	9,086	178,307	267,461	11,441	29,437	*	*	*
Warren	56,629	50,913	-10.1	20,128	412,892	544,841	10,701	27,069	*	*	*
TUSCARAWAS	84,614	88,153	4.2	33,172	589,673	858,607	9,740	25,883	1,090	6,702	25,338
Dennison	3,398	3,273	-3.7	1,230	24,735	30,900	9,441	25,122	*	*	*
Dover	11,526	11,344	-1.6	4,425	94,134	127,327	11,224	28,774	*	*	*
New Philadelphi	16,883	17,735	5.0	7,326	135,896	191,325	10,788	26,116	*	*	*
Uhrichsville	6,130	6,294	2.7	2,523	44,445	57,656	9,160	22,852	*	*	*
UNION	29,536	31,347	6.1	11,119	231,412	328,382	10,476	29,533	985	31,469	39,158
Marysville	7,414	7,879	6.3	3,142	62,667	83,099	10,547	26,448	*	*	*
VAN WERT	30,458	30,642	.6	11,553	208,030	328,863	10,732	28,466	1,015	46,402	11,551
Van Wert	11,035	10,615	-3.8	4,385	85,797	123,582	11,642	28,183	*	*	*
VINTON	11,584	11,884	2.6	4,216	79,881	88,672	7,461	21,032	249	582	5,716
WARREN	99,276	105,125	5.9	34,982	875,465	1,194,094	11,359	34,135	1,048	22,790	10,775
WASHINGTON	64,266	65,721	2.3.	23,942	425,794	662,122	10,075	27,655	1,088	3,719	11,145
Marietta	16,467	15,427	-6.3	6,124	125,281	171,893	11,142	28,069	*	*	*
WAYNE	97,408	100,526	3.2	34,728	743,808	1,044,378	10,389	30,073	1,866	20,200	93,998
Wooster	19,289	18,961	-1.7	7,387	181,609	233,194	12,299	31,568	*	*	*
WILLIAMS	36,369	36,400	.1	13,477	260,743	381,006	10,467	28,271	1,051	26,390	23,805
Bryan	7,879	8,074	2.5	3,276	63,880	85,188	10,551	26,004	*	*	*
WOOD	107,372	109,816	2.3	37,924	866,697	1,231,158	11,211	32,464	1,405	54,706	10,909
Bowling Green	25,728	26,111	1.5	7,405	174,071	216,402	8,288	29,224	*	*	*
WYANDOT	22,651	22,678	.1	8,197	162,448	218,857	9,651	26,700	803	33,872	10,210
Upper Sandusky	5,967	6,038	1.2	2,384	47,008	59,494	9,853	24,956	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Ohio 1984 Cash Receipts as follows: From Crops $1,998,970,000; from Livestock & Livestock Products $1,611,728,000; Total $3,610,698,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

OKLAHOMA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1988 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	3,025,266	3,416,759	12.9	1,321,050	23,417,809	36,145,011	10,579	27,361	72,523	794,764	1,673,870
METROPOLITAN STATISTICAL AREAS											
Enid, Ok	62,820	65,926	4.9	26,198	483,004	784,554	11,901	29,947	1,261	37,642	28,866
Fort Smith, Ar-Ok	162,571	173,300	6.6	65,400	1,038,047	1,652,534	9,536	25,268	2,768	10,575	45,298
Lawton, Ok	112,456	119,797	6.5	39,256	973,490	1,027,420	8,576	26,172	994	8,572	15,984
Oklahoma City, Ok	860,969	996,360	15.7	388,445	8,203,998	12,083,041	12,127	31,106	6,526	47,246	108,826
Tulsa, Ok	657,367	748,352	13.8	292,260	4,686,169	8,927,885	11,930	30,548	5,428	26,212	92,682
COUNTIES, Cities											
ADAIR	18,575	20,305	9.3	7,015	132,257	124,809	6,147	17,792	1,002	1,289	52,378
ALFALFA	7,077	7,200	1.7	3,063	49,252	82,859	11,508	27,052	859	33,681	42,294
ATOKA	12,748	14,293	12.1	5,144	67,486	92,698	6,486	18,021	1,053	1,417	20,086
BEAVER	6,806	7,549	10.9	2,916	70,607	84,329	11,171	28,919	852	18,928	36,843
BECKHAM	19,243	27,837	44.7	11,411	148,238	272,287	9,781	23,862	780	10,164	10,020
Elk City	9,579	13,792	44.0	5,591	86,751	137,753	9,988	24,638	*	*	*
BLAINE	13,443	14,639	8.9	5,749	83,375	148,066	10,114	25,755	949	20,682	25,474
BRYAN	30,535	33,890	11.0	13,567	192,430	262,288	7,739	19,333	1,351	7,484	14,279
Durant	11,972	12,557	4.9	5,077	85,651	106,777	8,503	21,032	*	*	*
CADDO	30,905	35,146	13.7	13,144	196,917	300,478	8,549	22,860	1,640	42,867	23,234
Anadarko	6,378	6,733	5.6	2,524	44,880	56,901	8,451	22,544	*	*	*
CANADIAN	56,452	75,920	34.5	26,422	526,236	933,442	12,295	35,328	1,126	19,874	36,949
El Reno	15,486	17,327	11.9	6,482	135,563	201,242	11,614	31,046	*	*	*

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OKLAHOMA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
CARTER	43,610	49,110	12.6	19,237	321,654	475,837	9,689	24,736	1,063	1,948	13,473
Ardmore	23,689	26,247	10.8	10,644	194,239	276,294	10,527	25,958	*	*	*
CHEROKEE	30,684	36,146	17.8	12,800	281,779	262,847	7,272	20,535	1,087		
Tahlequah	9,708	10,129	4.3	3,542	56,273	74,245	7,330	20,961	*	*	*
CHOCTAW	17,203	17,190	–.1	6,608	97,526	119,492	6,951	18,083	977	1,061	17,729
Hugo	7,172	6,986	–2.6	2,779	44,545	49,955	7,151	17,976	*	*	*
CIMARRON	3,648	3,904	7.0	1,533	34,603	37,542	9,616	24,489	458	19,683	54,707
CLEVELAND	133,173	167,874	26.1	61,013	1,230,853	1,982,735	11,811	32,497	964	2,294	12,338
Norman	68,020	77,710	14.2	30,178	658,918	956,255	12,305	31,687	*	*	*
COAL	6,041	6,284	4.0	2,483	30,495	45,516	7,243	18,331	589	289	10,195
COMANCHE	112,456	119,797	6.5	39,256	973,490	1,027,420	8,576	26,172	994	8,572	15,984
Lawton	80,054	85,280	6.5	31,354	759,073	794,399	9,315	25,336	*	*	*
COTTON	7,338	7,442	1.4	2,978	51,747	59,420	7,984	19,953	560	17,318	12,983
CRAIG	15,014	15,495	3.2	5,959	73,772	130,581	8,427	21,913	1,164	5,381	40,406
Vinita	6,740	7,460	10.7	2,856	50,467	62,698	8,405	21,953	*	*	*
CREEK	59,210	70,937	19.8	26,239	330,829	684,865	9,655	26,101	1,190	993	8,753
Sapulpa	15,853	16,911	6.7	6,572	99,510	182,779	10,808	27,812	*	*	*
CUSTER	25,995	34,624	33.2	13,416	236,409	355,120	10,256	26,470	868	24,892	25,306
Clinton	8,796	11,061	25.8	4,492	88,706	122,114	11,040	27,185	*	*	*
Weatherford	9,640	13,155	36.5	4,825	86,699	124,170	9,439	25,735	*	*	*
DELAWARE	23,946	29,383	22.7	11,250	222,806	214,489	7,300	19,066	1,126	2,199	38,857
DEWEY	5,922	6,722	13.5	2,704	51,405	69,853	10,392	25,833	729	12,756	13,692
ELLIS	5,596	6,349	13.5	2,614	50,128	66,825	10,525	25,564	612	8,814	14,027
GARFIELD	62,820	65,926	4.9	26,198	483,004	784,554	11,901	29,947	1,261	37,642	28,866
Enid	50,363	52,853	4.9	21,291	398,548	632,040	11,958	29,686	*	*	*
GARVIN	27,856	32,736	17.5	13,033	212,150	286,185	8,742	21,958	1,355	5,860	22,992
Pauls Valley	5,664	6,134	8.3	2,757	44,270	53,485	8,719	19,400	*	*	*
GRADY	39,490	48,364	22.5	18,316	301,776	450,464	9,314	24,594	1,579	13,510	41,105
Chickasha	15,828	17,685	11.7	7,262	132,431	176,727	9,993	24,336	*	*	*
GRANT	6,518	6,913	6.1	2,967	43,228	79,176	11,453	26,686	903	37,904	22,907
GREER	6,877	7,500	9.1	3,267	46,536	65,656	8,754	20,097	518		
HARMON	4,519	4,471	–1.1	1,826	29,429	36,130	8,081	19,786	393	11,253	6,481
HARPER	4,715	4,893	3.8	2,039	45,351	59,858	12,233	29,357	529	12,897	39,034
HASKELL	11,010	12,212	10.9	4,924	55,584	97,095	7,951	19,719	790	1,178	13,895
HUGHES	14,338	15,698	9.5	6,453	80,853	119,289	7,599	18,486	908	4,050	8,406
Holdenville	5,469	5,885	7.6	2,559	37,530	45,749	7,774	17,878	*	*	*
JACKSON	30,356	30,158	–.7	10,909	199,077	242,923	8,055	22,268	671	31,862	10,108
Altus	23,101	23,087	–.1	8,132	157,343	191,734	8,305	23,578	*	*	*
JEFFERSON	8,183	8,911	8.9	3,556	50,658	70,949	7,962	19,952	560	5,241	17,781
JOHNSTON	10,356	11,537	11.4	4,417	54,351	75,391	6,535	17,068	595	1,292	14,507
KAY	49,852	54,251	8.8	22,113	371,522	620,398	11,436	28,056	1,025	30,437	19,921
Blackwell	8,400	8,839	5.2	3,757	79,920	95,480	10,802	25,414	*	*	*
Ponca City	26,238	28,366	8.1	11,792	218,463	347,597	12,254	29,477	*	*	*
KINGFISHER	14,187	17,102	20.5	6,521	112,772	190,197	11,121	29,167	956	20,503	47,214
KIOWA	12,711	12,954	1.9	5,331	81,283	105,062	8,110	19,708	823	23,818	14,805
Hobart	4,735	4,838	2.2	1,978	34,769	40,019	8,272	20,232	*	*	*
LATIMER	9,840	10,758	9.3	3,975	52,583	74,990	6,971	18,865	578	170	4,369
LE FLORE	40,698	45,247	11.2	16,838	183,828	333,837	7,378	19,826	1,494	3,702	18,862
LINCOLN	26,601	31,878	19.8	12,098	184,513	267,288	8,385	22,094	1,731	2,387	19,036
LOGAN	26,881	33,454	24.5	12,245	194,864	304,903	9,114	24,900	951	10,611	11,376
Guthrie	10,312	11,373	10.3	4,369	74,944	103,033	9,059	23,583	*	*	*
LOVE	7,469	8,495	13.7	3,385	48,228	80,535	9,480	23,792	593	3,087	12,177
MCCLAIN	20,291	26,805	32.1	9,736	152,430	274,174	10,228	28,161	977	5,153	24,212
MCCURTAIN	36,151	36,667	1.4	13,140	176,310	256,202	6,987	19,498	1,341	3,560	34,072
Idabell	7,622	7,621		2,979	43,813	55,380	7,267	18,590	*	*	*
MCINTOSH	15,495	18,064	16.6	7,208	76,341	135,831	7,519	18,844	869	2,398	7,742
MAJOR	8,772	9,771	11.4	3,780	58,697	107,876	11,040	28,539	869	15,840	17,164
MARSHALL	10,550	12,021	13.9	4,973	71,451	97,400	8,102	19,586	414	2,143	5,054
MAYES	32,261	36,705	13.8	13,869	224,242	326,083	8,884	23,512	1,309	3,191	19,944
Pryor	8,483	9,009	6.2	3,357	65,448	84,205	9,347	25,083	*	*	*
MURRAY	12,147	14,334	18.0	5,685	85,538	125,778	8,775	22,125	411	543	8,156
MUSKOGEE	66,939	72,106	7.7	27,840	417,559	656,184	9,100	23,570	1,419	9,507	18,388
Fort Gibson	2,483	2,983	20.1	1,026	20,626	27,146	9,100	26,458	*	*	*
Muskogee	40,011	42,042	5.1	17,225	278,970	402,980	9,585	23,395	*	*	*
NOBLE	11,573	12,595	8.8	4,914	75,819	128,776	10,224	26,206	751	14,463	18,089
Perry	5,796	6,084	5.0	2,534	50,840	63,126	10,376	24,912	*	*	*
NOWATA	11,486	11,642	1.4	4,611	53,352	103,407	8,882	22,426	696	2,336	13,813
Nowata	4,270	4,306	.8	1,801	31,567	38,507	8,943	21,381	*	*	*
OKFUSKEE	11,125	12,403	11.5	4,878	55,160	92,695	7,474	19,003	745	1,776	8,494
OKLAHOMA	568,933	625,473	9.9	253,546	5,694,933	7,933,501	12,684	31,290	1,101	5,217	8,629
Edmond	34,637	38,057	9.9	13,343	353,547	628,789	16,522	47,125	*	*	*
Midwest City	49,559	52,865	6.7	19,823	482,188	637,734	12,063	32,171	*	*	*
Oklahoma City	403,136	446,524	10.8	187,078	4,050,354	5,696,135	12,757	30,448	*	*	*
OKMULGEE	39,169	41,189	5.2	15,744	218,226	344,928	8,374	21,909	1,071	3,076	8,635
Henryetta	6,432	6,352	–1.3	2,700	41,906	54,390	8,563	20,144	*	*	*
Okmulgee	16,263	16,781	3.2	6,617	100,566	150,666	8,978	22,770	*	*	*
OSAGE	39,327	44,842	14.0	17,169	236,208	469,183	10,463	27,327	1,028	5,437	52,205
Pawhuska	4,771	5,028	5.4	2,211	39,300	51,240	10,191	23,175	*	*	*
OTTAWA	32,870	34,889	6.1	13,605	161,360	282,721	8,103	20,781	963	9,930	15,306
Miami	14,237	14,456	1.5	5,568	79,722	131,532	9,099	23,623	*	*	*
PAWNEE	15,310	17,858	16.6	7,037	115,187	171,279	9,591	24,340	643	2,986	15,456
PAYNE	62,435	68,085	9.0	25,546	473,699	602,104	8,843	23,569	1,123	4,487	19,110
Cushing	7,720	7,650	–.9	3,450	62,591	72,416	9,466	20,990	*	*	*
Stillwater	38,268	41,510	8.5	14,726	294,054	341,943	8,238	23,220	*	*	*
PITTSBURG	40,524	44,200	9.1	17,156	251,374	353,361	7,995	20,597	1,377	1,886	14,393
McAlester	17,255	16,889	–2.1	6,148	115,719	145,027	8,587	23,589	*	*	*

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OKLAHOMA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
PONTOTOC	32,598	35,726	9.6	13,941	214,395	327,875	9,177	23,519	1,048	946	19,180
Ada	15,902	16,586	4.3	6,997	119,742	174,478	10,520	24,936	*	*	*
POTTAWATOMIE	55,239	66,834	21.0	25,483	404,682	654,286	9,790	25,675	1,407	4,097	15,322
Shawnee	26,506	28,945	9.2	11,978	214,004	292,023	10,089	24,380	*	*	*
PUSHMATAHA	11,773	13,221	12.3	5,167	58,853	87,549	6,622	16,944	769	345	10,016
ROGER MILLS	4,799	7,225	50.6	2,780	44,297	69,958	9,683	25,165	724	5,354	17,689
ROGERS	46,436	58,607	26.2	20,672	284,446	637,078	10,870	30,818	1,275	2,843	12,861
Claremore	12,085	13,797	14.2	5,419	102,449	147,923	10,721	27,297	*	*	*
SEMINOLE	27,473	30,097	9.6	11,666	162,024	262,243	8,713	22,479	1,030	1,592	8,991
Seminole	8,590	9,390	9.3	3,974	63,410	84,828	9,034	21,346	*	*	*
Wewoka	5,480	5,809	6.0	2,355	37,485	49,309	8,488	20,938	*	*	*
SEQUOYAH	30,749	34,821	13.2	12,379	137,131	246,587	7,082	19,920	1,011	2,839	7,551
STEPHENS	43,419	48,089	10.8	19,134	355,312	498,677	10,370	26,062	1,134	5,426	17,698
Duncan	22,517	24,202	7.5	10,043	215,831	287,451	11,877	28,622	*	*	*
TEXAS	17,727	18,126	2.3	6,786	174,796	199,534	11,008	29,404	795	43,550	240,502
Guymon	8,492	8,803	3.7	3,290	92,278	103,436	11,750	31,440	*	*	*
TILLMAN	12,398	12,279	-1.0	4,892	84,624	103,728	8,448	21,204	692	29,636	10,388
Frederick	6,153	6,265	1.8	2,514	46,315	54,242	8,658	21,576	*	*	*
TULSA	470,593	521,508	10.8	210,145	3,603,966	6,611,525	12,678	31,462	998	7,751	8,188
Broken Arrow	35,761	39,610	10.8	13,688	245,654	608,129	15,353	44,428	*	*	*
Tulsa	360,919	383,979	6.4	162,361	2,912,777	5,071,007	13,206	31,233	*	*	*
WAGONER	41,801	52,458	25.5	18,035	230,720	525,234	10,012	29,123	937	9,188	10,675
WASHINGTON	48,113	53,883	12.0	22,005	345,527	692,976	12,861	31,492	703	3,419	9,156
Bartlesville	34,568	38,713	12.0	16,097	261,808	539,193	13,928	33,496	*	*	*
WASHITA	13,798	17,097	23.9	6,665	107,056	175,613	10,272	26,349	1,135	28,603	20,269
WOODS	10,923	11,177	2.3	4,789	109,749	127,603	11,417	26,645	819	24,383	22,680
Alva	6,416	6,280	-2.1	2,613	64,454	70,864	11,284	27,120	*	*	*
WOODWARD	21,172	24,468	15.6	9,142	216,461	284,384	11,623	31,107	733	10,873	19,993
Woodward	13,610	15,532	14.1	5,948	139,005	185,804	11,963	31,238	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Oklahoma 1984 Cash Receipts as follows: From Crops $786,738,000; from Livestock & Livestock Products $1,775,728,000; Total $2,562,466,000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

OREGON POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	2,632,663	2,725,848	3.5	1,071,250	20,608,732	28,832,619	10,577	26,915	34,087	935,459	705,133
METROPOLITAN STATISTICAL AREAS											
Eugene-Springfield, Or	275,226	273,234	-.7	107,900	2,095,691	2,713,505	9,931	25,148	2,208	29,873	24,529
Medford, Or	132,456	139,888	5.6	54,145	875,788	1,296,388	9,267	23,943	1,632	21,815	18,654
Portland, Or	1,105,292	1,156,047	4.6	465,237	9,695,833	13,938,430	12,057	29,960	7,812	163,358	85,690
Salem, Or	249,895	262,904	5.2	99,945	1,810,476	2,521,047	9,589	25,224	4,021	169,672	61,767
COUNTIES, Cities											
BAKER	16,134	16,384	1.5	6,568	105,542	139,289	8,502	21,207	678	5,315	28,543
Baker	9,471	9,222	-2.6	3,465	63,863	78,105	8,469	22,541	*	*	*
BENTON	68,211	69,404	1.7	25,883	565,867	715,043	10,303	27,626	723	18,642	7,465
Corvallis	40,960	40,024	-2.3	15,187	335,453	382,212	9,550	25,167	*	*	*
CLACKAMAS	241,919	262,363	8.5	95,948	2,085,363	3,232,344	12,320	33,688	3,489	54,029	33,159
Oregon City	14,673	15,594	6.3	5,837	118,523	174,895	11,216	29,963	*	*	*
CLATSOP	32,489	32,500		13,375	228,823	326,245	10,038	24,392	281	134	4,987
Astoria	9,998	9,085	-9.1	3,427	66,191	84,643	9,317	24,699	*	*	*
COLUMBIA	35,646	36,879	3.5	13,721	240,840	369,244	10,012	26,911	781	3,490	6,062
COOS	64,047	61,009	-4.8	23,769	441,259	574,759	9,421	24,181	782	3,549	14,881
Coos Bay	14,424	13,298	-7.8	5,315	115,153	138,497	10,415	26,058	*	*	*
North Bend	9,779	9,359	-4.3	3,524	73,735	88,336	9,439	25,067	*	*	*
CROOK	13,091	13,242	1.2	5,121	88,281	122,784	9,272	23,977	428	7,428	16,619
CURRY	16,992	17,142	.9	7,165	120,112	166,604	9,719	23,252	173	2,137	2,764
DESCHUTES	62,142	68,921	10.9	26,611	469,842	688,216	9,986	25,862	876	3,555	10,930
Bend	17,263	16,002	-7.3	6,212	131,517	162,044	10,126	26,086	*	*	*
DOUGLAS	93,748	94,418	.7	35,091	611,177	849,391	8,996	24,205	1,844	6,283	18,620
Roseburg	16,644	15,747	-5.4	6,232	134,604	168,019	10,670	26,961	*	*	*
GILLIAM	2,057	1,774	-13.8	704	14,329	16,658	9,390	23,662	164	19,448	5,351
GRANT	8,210	8,211		3,105	55,378	71,208	8,672	22,933	364	1,372	13,753
HARNEY	8,314	7,160	-13.9	2,640	57,906	69,900	9,763	26,477	409	5,497	19,988
HOOD RIVER	15,835	16,368	3.4	6,396	126,247	170,213	10,399	26,612	546	30,544	1,500
JACKSON	132,456	139,888	5.6	54,145	875,788	1,296,388	9,267	23,943	1,632	21,815	18,654
Ashland	14,943	14,841	-.7	6,178	103,801	138,563	9,337	22,428	*	*	*
Medford	39,603	40,620	2.6	16,684	292,812	416,029	10,242	24,936	*	*	*
JEFFERSON	11,599	13,163	13.5	4,656	79,215	109,735	8,337	23,569	368	23,364	17,481
JOSEPHINE	58,820	63,774	8.4	24,771	337,047	507,312	7,955	20,480	674	2,400	10,083
Grants Pass	14,997	14,249	-5.0	5,920	98,348	129,274	9,072	21,837	*	*	*
KLAMATH	59,117	58,420	-1.2	22,226	407,019	522,239	8,939	23,497	999	36,714	30,823
Klamath Falls	16,661	15,447	-7.3	6,059	115,514	147,884	9,574	24,407	*	*	*
LAKE	7,532	7,642	1.5	2,977	52,557	68,725	8,993	23,085	402	8,935	18,681

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OREGON POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
LANE	275,226	273,234	–.7	107,900	2,095,691	2,713,505	9,931	25,148	2,208	29,873	24,529
Eugene	105,624	104,479	–1.1	43,480	884,427	1,110,545	10,629	25,542	*	*	*
LINCOLN	35,264	38,000	7.8	16,479	254,353	383,151	10,083	23,251	297	669	1,302
LINN	89,495	89,784	.3	34,030	678,232	877,556	9,774	25,788	2,062	59,150	30,502
Albany	26,678	27,770	4.1	11,289	231,904	303,873	10,942	26,918	*	*	*
MALHEUR	26,896	28,605	6.4	10,290	159,894	215,330	7,528	20,926	1,302	64,484	65,326
Ontario	8,814	9,872	12.0	3,665	62,530	82,287	8,335	22,452	*	*	*
MARION	204,692	218,058	6.5	82,983	1,491,978	2,094,039	9,603	25,235	2,825	143,109	47,680
1Salem	89,233	92,269	3.4	37,601	724,614	951,074	10,308	25,294	*	*	*
MORROW	7,519	7,926	5.4	2,905	59,784	78,548	9,910	27,039	353	60,522	59,144
MULTNOMAH	562,640	555,468	–1.3	239,941	4,805,305	6,467,661	11,644	26,955	610	21,492	3,689
Portland	372,983	359,370	–3.7	160,202	3,136,625	4,112,932	11,445	25,673	*	*	*
POLK	45,203	44,846	–.8	16,962	318,498	427,008	9,522	25,174	1,196	26,563	14,087
SHERMAN	2,172	2,200	1.3	919	15,826	20,559	9,345	22,371	198	21,971	2,856
TILLAMOOK	21,164	21,768	2.9	9,055	138,044	205,320	9,432	22,675	390	340	38,639
UMATILLA	58,861	61,884	5.1	23,202	428,820	561,559	9,074	24,203	1,441	106,966	47,929
Pendleton	14,521	13,970	–3.8	5,488	124,287	142,155	10,176	25,903	*	*	*
UNION	23,921	25,037	4.7	9.521	158,682	221,870	8,862	23,303	781	19,032	13,195
La Grande	11,354	11,606	2.2	4,536	76,108	100,216	8,635	22,093	*	*	*
WALLOWA	7,273	7,726	6.2	3,114	52,487	68,059	8,809	21,856	472	9,437	16,810
WASCO	21,732	23,053	6.1	9,125	175,183	232,815	10,099	25,514	502	28,236	5,508
The Dalles	10,820	13,323	23.1	5,053	88,825	127,107	9,540	25,155	*	*	*
WASHINGTON	245,401	278,653	13.6	107,859	2,383,888	3,649,590	13,097	33,837	1,919	52,187	19,326
WHEELER	1,513	1,381	–8.7	604	8,198	10,917	7,905	18,075	124	1,127	4,751
YAMHILL	55,332	59,563	7.6	21,489	421,277	588,835	9,886	27,402	1,794	35,650	29,516

FARM PRODUCTS: From 1982 U.S. Census of Agriculture U.S.D. of A., Economic Research Service Bulletin indicates State of Oregon 1984 Cash Receipts as follows: From Crops $1,166,142,000; from Livestock & Livestock Products $625,641,000; Total $1,791,783,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

PENNSYLVANIA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	11,866,728	12,055,718	1.6	4,473,699	92,658,849	137,475,043	11,403	30,730	55,535	751,294	2,084,966
METROPOLITAN STATISTICAL AREAS											
Allentown-Bethlehem, Pa-N.J	636,714	663,162	4.2	251,397	5,171,857	8,007,948	12,075	31,854	1,957	45,923	56,309
Altoona, Pa	136,621	135,460	–.9	50,832	909,072	1,305,266	9,636	25,678	502	4,036	28,018
Beaver, Pa	204,441	199,241	–2.6	73,001	1,656,086	2,391,879	12,005	32,765	572	2,635	7,816
Erie, Pa	279,780	282,216	.9	101,843	1,995,394	2,988,739	10,590	29,347	1,475	25,527	30,481
Harrisburg-Lebanon-Carlisle, Pa	555,901	582,270	4.7	220,536	5,784,402	7,710,374	13,242	34,962	3,619	36,862	192,471
Johnstown, Pa	264,506	259,310	–2.0	94,073	1,706,007	2,295,004	8,850	24,396	1,729	11,230	46,943
Lancaster, Pa	362,346	390,438	7.8	139,379	2,875,764	4,513,750	11,561	32,385	4,991	63,208	511,651
Philadelphia, Pa-N.J.	4,716,818	4,830,818	2.4	1,751,730	38,796,698	60,152,877	12,452	34,339	5,241	263,509	137,297
Pittsburgh, Pa	2,219,848	2,189,974	–1.4	836,369	18,744,104	25,593,449	11,687	30,601	4,378	26,908	56,537
Reading, Pa	312,509	324,903	4.0	124,231	2,368,465	4,051,012	12,468	32,609	1,929	72,549	90,710
Scranton-Wilkes Barre, Pa	728,796	738,879	1.4	278,843	4,638,944	7,253,998	9,818	26,015	2,325	27,660	50,049
Sharon, Pa	128,299	129,131	.6	47,051	932,482	1,313,311	10,170	27,912	1,401	8,847	23,537
State College, Pa	112,760	116,779	3.6	38,987	883,624	1,147,240	9,824	29,426	824	7,886	27,330
Williamsport, Pa	118,416	118,120	–.3	43,651	768,066	1,145,183	9,695	26,235	918	9,653	23,551
York, Pa	381,255	400,912	5.2	148,569	2,936,602	4,657,388	11,617	31,348	3,502	68,195	143,513
COUNTIES, Cities											
ADAMS	68,292	71,853	5.2	25,284	474,662	747,502	10,403	29,564	1,199	34,169	65,991
Gettysgurg	7,194	6,752	–6.2	2,425	52,129	68,189	10,099	28,119	*	*	*
ALLEGHENY	1,450,085	1,421,971	–1.9	552,005	12,866,895	17,325,510	12,184	31,387	484	5,867	4,380
Brackenridge	4,297	4,182	–2.7	1,760	39,075	48,101	11,502	27,330	*	*	*
Clairton	12,188	11,121	–8.8	4,601	95,936	122,721	11,035	26,673	*	*	*
Duquesne	10,094	9,745	–3.5	4,149	79,930	107,842	11,066	25,992	*	*	*
McKeesport	31,012	28,448	–8.3	12,028	228,388	292,410	10,279	24,311	*	*	*
Pittsburgh	423,959	388,464	–8.4	163,155	3,398,176	4,148,336	10,679	25,426	*	*	*
Tarentum	6,419	6,130	–4.5	2,645	57,028	69,371	11,317	26,227	*	*	*
ARMSTRONG	77,768	81,846	5.2	30,809	500,044	762,150	9,312	24,738	800	30,585	10,951
Kittanning	5,432	5,121	–5.7	2,170	39,950	52,178	10,189	24,045	*	*	*
BEAVER	204,441	199,241	–2.6	73,001	1,656,086	2,391,879	12,005	32,765	572	2,635	7,816
Aliquippa	17,094	14,144	–17.3	5,512	133,748	164,647	11,641	29,871	*	*	*
Ambridge	9,575	8,419	–12.1	3,814	84,013	108,754	12,918	28,514	*	*	*
Beaver	5,441	4,951	–9.0	2,249	49,643	62,753	12,675	27,903	*	*	*
Rochester	4,759	4,632	–2.7	1,991	40,339	53,099	11,464	26,670	*	*	*
BEDFORD	46,784	48,505	3.7	17,642	325,573	425,680	8,776	24,129	1,092	5,210	37,792
Bedford	3,326	3,259	–2.0	1,316	22,039	28,715	8,811	21,820	*	*	*
BERKS	312,509	324,903	4.0	124,231	2,368,465	4,051,012	12,468	32,609	1,929	72,549	90,710
Reading	78,686	73,455	–6.7	31,908	544,659	790,848	10,766	24,785	*	*	*

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PENNSYLVANIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
BLAIR	136,621	135,460	-.9	50,832	909,072	1,305,266	9,636	25,678	502	4,036	28,018
Altoona	57,078	52,454	-8.1	20,417	377,595	497,418	9,483	24,363	*	*	*
Tyrone	6,346	5,802	-8.6	2,328	43,616	54,336	9,365	23,340	*	*	*
BRADFORD	62,919	65,175	3.6	23,211	420,401	596,052	9,145	25,680	1,530	3,623	75,846
Athens	3,622	3,239	-10.6	1,198	24,797	29,948	9,246	24,998	*	*	*
Sayre	6,951	6,502	-6.5	2,280	47,930	59,565	9,161	26,125	*	*	*
Towanda	3,526	3,076	-12.8	1,131	24,428	29,029	9,437	25,667	*	*	*
BUCKS	479,211	521,548	8.8	178,276	4,079,963	7,112,776	13,638	39,898	991	28,378	22,115
Bristol	10,867	10,108	-7.0	3,962	104,282	225,299	22,289	56,865	*	*	*
Doylestown	8,717	9,001	3.3	3,715	86,216	136,775	15,196	36,817	*	*	*
Langhorne	1,697	1,710	.8	557	16,017	23,321	13,638	41,869	*	*	*
Levittown	54,174	58,204	7.4	19,165	543,563	793,777	13,638	41,418	*	*	*
Quakertown	8,867	9,827	10.8	3,947	78,674	135,145	13,752	34,240	*	*	*
BUTLER	147,912	152,447	3.1	52,946	1,056,227	1,579,524	10,361	29,833	1,279	23,880	15,229
Butler	17,026	15,103	-11.3	6,463	130,261	165,536	10,960	25,613	*	*	*
CAMBRIA	183,263	176,689	-3.6	63,697	1,198,322	1,590,812	9,003	24,975	602	5,861	8,800
Johnstown	35,496	30,697	-13.5	12,965	226,567	255,363	8,319	19,696	*	*	*
CAMERON	6,674	6,680	.1	2,647	45,747	61,343	9,183	23,175	27		
CARBON	53,285	55,004	3.2	21,229	360,190	563,553	10,246	26,546	182	2,304	1,621
Jim Thorpe	5,263	5,121	-2.7	1,735	38,921	51,822	10,120	29,869	*	*	*
Lansford	4,466	4,044	-9.5	1,682	30,771	39,212	9,696	23,313	*	*	*
Lehighton	5,826	5,634	-3.3	1,944	43,876	58,202	10,330	29,939	*	*	*
Mauch Chunk-East Mauch Chunk											
Palmerton	5,455	5,330	-2.3	1,919	40,911	54,608	10,245	28,456	*	*	*
CENTRE	112,760	116,779	3.6	38,987	883,624	1,147,240	9,824	29,426	824	7,886	27,330
Bellefonte	6,300	5,721	-9.2	2,217	50,880	64,285	11,237	28,996	*	*	*
State College	36,130	36,138		9,628	244,163	266,649	7,379	27,695	*	*	*
CHESTER	316,660	348,252	10.0	120,408	2,882,993	4,977,130	14,292	41,336	1,825	132,674	73,528
Coatesville	10,698	9,896	-7.5	3,851	84,838	129,211	13,057	33,553	*	*	*
Honey Brook	1,164	1,216	4.5	472	9,797	17,379	14,292	36,820	*	*	*
Phoenixville	14,165	13,958	-1.5	5,608	122,890	193,854	13,888	34,567	*	*	*
West Chester	17,435	16,554	-5.1	5,736	138,048	200,599	12,118	34,972	*	*	*
CLARION	43.362	43,684	.7	14,935	319,698	408,505	9,351	27,352	584	2,411	9,222
CLEARFIELD	83,578	85,022	1.7	30,988	603,243	778,819	9,160	25,133	467	1,913	6,349
Clearfield	7,580	6,830	-9.9	2,745	68,948	77,764	11,386	28,329	*	*	*
Curwensville	3,116	2,908	-6.7	1,070	21,813	26,715	9,187	24,967	*	*	*
Du Bois	9,290	8,321	-10.4	3,175	78,496	87,561	10,523	27,578	*	*	*
CLINTON	38,971	39,568	1.5	14,355	225,193	354,134	8,950	24,670	293	4,132	10,067
Lock Haven	9,617	8,456	-12.1	2,661	52,360	67,700	8,006	25,442	*	*	*
Renovo	1,812	1,413	-22.0	559	10,964	11,924	8,439	21,331	*	*	*
COLUMBIA	61,967	63,137	1.9	23,199	374,348	594,929	9,423	25,645	822	13,165	12,401
Berwick	11,850	10,970	-7.4	4,473	75,224	110,115	10,038	24,618	*	*	*
Bloomsburg	11,717	11,147	-4.9	3,532	71,130	97,103	8,711	27,492	*	*	*
CRAWFORD	88,869	90,605	2.0	32,855	593,562	831,380	9,176	25,305	1,507	5,941	38,262
Meadville	15,544	14,349	-7.7	4,893	102,775	121,891	8,495	24,911	*	*	*
Titusville	6,884	6,360	-7.6	2,029	38,718	46,672	7,338	23,002	*	*	*
CUMBERLAND	178,037	192,268	8.0	70,823	2,094,103	2,775,694	14,437	39,192	1,174	12,550	52,854
Carlisle	18,314	18,536	1.2	7,386	222,731	275,764	14,877	37,336	*	*	*
DAUPHIN	232,317	239,812	3.2	94,992	2,564,245	3,337,415	13,917	35,134	776	8,648	32,700
Harrisburg	53,264	45,367	-14.8	21,524	521,551	537,303	11,843	24,963	*	*	*
DELAWARE	555,007	555,291	.1	201,085	4,836,812	7,465,841	13,445	37,128	113	3,838	2,492
Chester	45,794	42,176	-7.9	16,391	288,708	387,343	9,184	23,631	*	*	*
ELK	38,338	38,116	-.6	13,380	234,642	370,881	9,730	27,719	156	177	2,525
Ridgeway	5,604	5,244	-6.4	1,691	39,430	51,204	9,764	30,280	*	*	*
St. Marys	6,417	5,701	-11.2	1,747	44,496	55,744	9,778	31,908	*	*	*
ERIE	279,780	282,216	.9	101,843	1,995,394	2,988,739	10,590	29,347	1,475	25,527	30,481
Corry	7,149	6,749	-5.6	2,666	53,050	68,479	10,147	25,686	*	*	*
Erie	119,123	109,362	-8.2	42,052	831,679	1,100,697	10,065	26,175	*	*	*
FAYETTE	160,395	159,110	-.8	59,132	1,139,282	1,452,539	9,129	24,564	908	5,583	11,800
Brownsville	4,043	3,467	-14.3	1,517	25,531	30,359	8,757	20,013	*	*	*
Connellsville	10,319	9,211	-10.7	3,521	75,405	86,672	9,410	24,616	*	*	*
South Connelsville	2,296	2,164	-5.8	777	15,642	19,755	9,129	25,425	*	*	*
Uniontown	14,510	12,998	-10.4	5,509	119,962	136,914	10,533	24,853	*	*	*
FOREST	5,072	5,003	-1.4	1,941	27,872	42,967	8,588	22,137	44	109	797
FRANKLIN	113,629	119,141	4.9	43,897	796,242	1,231,955	10,340	28,065	1,508	18,306	93,882
Chambersburg	16,174	15,050	-7.0	6,370	128,760	180,345	11,983	28,312	*	*	*
Waynesboro	9,726	9,289	-4.5	3,902	70,552	97,250	10,469	24,923	*	*	*
FULTON	12,842	13,653	6.3	4,993	86,641	120,045	8,793	24,043	491	1,842	9,948
GREENE	40,355	41,537	2.9	15,235	288,238	387,766	9,335	25,452	832	966	5,531
Waynesburg	4,482	3,924	-12.5	1,592	27,929	34,460	8,782	21,646	*	*	*
HUNTINGDON	42,253	44,005	4.1	15,803	295,548	380,200	8,640	24,059	636	2,963	23,194
Huntingdon	7,042	7,010	-.5	2,413	43,650	58,186	8,300	24,114	*	*	*
Mt. Union	3,101	2,753	-11.2	1,079	19,119	23,724	8,618	21,987	*	*	*
INDIANA	92,281	94,574	2.5	31,982	702,263	880,089	9,306	27,518	977	10,695	16,595
Indiana	16,031	15,013	-6.5	4,244	123,903	133,680	8,904	31,499	*	*	*
JEFFERSON	48,303	49,295	2.1	18,386	367,173	467,999	9,494	25,454	516	1,834	8,823
Punxsutawney	7,479	6,976	-6.7	2,636	56,412	63,346	9,081	24,031	*	*	*
JUNIATA	19,188	20,053	4.5	7,342	135,269	184,889	9,220	25,182	601	3,378	31,838
LACKAWANNA	227,908	226,206	-.8	84,736	1,446,596	2,217,317	9,802	26,167	357	3,932	7,995
Carbondale	11,255	10,370	-7.9	3,958	70,654	102,506	9,885	25,898	*	*	*
Scranton	88,117	79,522	-9.8	31,182	555,952	738,015	9,281	23,668	*	*	*
LANCASTER	362,346	390,438	7.8	139,379	2,875,764	4,513,750	11,561	32,385	4,991	63,208	511,651
Columbia	10,466	9,967	-4.8	3,907	84,498	116,237	11,662	29,751	*	*	*
Lancaster	54,725	52,751	-3.6	21,226	383,513	507,539	9,621	23,911	*	*	*
LAWRENCE	107,150	105,907	-1.2	38,764	742,971	1,048,864	9,904	27,058	780	5,225	16,308

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

PENNSYLVANIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Ellwood City	9,998	9,328	-6.7	3,785	73,443	98,646	10,575	26,062	*	*	*
New Castle	33,621	30,273	-10.0	11,939	222,141	275,243	9,092	23,054	*	*	*
LEBANON	109,829	112,074	2.0	40,986	815,872	1,203,294	10,737	29,359	971	10,985	79,504
Lebanon	25,711	22,991	-10.6	9,668	193,125	241,008	10,483	24,928	*	*	*
LEHIGH	273,582	284,258	3.9	110,471	2,349,901	3,589,311	12,627	32,491	574	18,908	16,235
Allentown	103,758	99,410	-4.2	42,249	868,108	1,174,670	11,816	27,803	*	*	*
LUZERNE	343,079	339,526	-1.0	129,805	2,155,327	3,296,925	9,710	25,399	553	7,555	7,802
Hazleton	27,318	25,027	-8.4	10,147	181,834	250,805	10,021	24,717	*	*	*
Pittston	9,930	9,069	-8.7	3,406	63,134	88,441	9,752	25,966	*	*	*
West Hazleton	4,871	4,158	-14.6	1,763	34,836	41,208	9,911	23,374	*	*	*
Wilkes-Barre	51,551	46,476	-9.9	18,624	320,078	434,520	9,349	23,331	*	*	*
LYCOMING	118,416	118,120	-.3	43,651	768,066	1,145,183	9,695	26,235	918	9,653	23,551
Jersey Shore	4,631	4,081	-11.9	1,449	32,760	39,685	9,724	27,388	*	*	*
Williamsport	33,401	29,667	-11.2	11,201	208,536	265,741	8,957	23,725	*	*	*
MCKEAN	50,635	49,771	-1.7	18,839	333,115	458,952	9,221	24,362	257	355	3,698
Bradford	11,211	10,313	-8.0	3,986	74,745	91,696	8,891	23,005	*	*	*
Kane	4,916	4,848	-1.4	1,817	36,230	44,116	9,100	24,280	*	*	*
MERCER	128,299	129,131	.6	47,051	932,482	1,313,311	10,170	27,912	1,401	8,847	23,537
Farrell	8,645	7,341	-15.1	2,859	62,527	74,372	10,131	26,013	*	*	*
Greenville	7,730	7,101	-8.1	2,691	56,341	65,713	9,254	24,420	*	*	*
Sharon	19,057	16,908	-11.3	6,768	149,254	183,580	10,858	27,125	*	*	*
Sharpsville	5,375	4,899	-8.9	1,874	44,884	52,097	10,634	27,800	*	*	*
Wheatland	1,132	971	-14.2	386	8,843	9,875	10,170	25,583	*	*	*
MIFFLIN	46,908	46,900		17,561	360,253	452,578	9,650	25,772	670	2,795	32,355
Lewistown	9,830	8,847	-10.0	3,914	82,885	93,680	10,589	23,935	*	*	*
MONROE	69,409	82,047	18.2	31,241	493,151	877,871	10,700	28,100	207	1,709	2,213
East Stroudsburg	8,039	7,797	-3.0	1,761	55,952	74,874	9,603	42,518	*	*	*
Stroudsburg	5,148	4,748	-7.8	1,611	29,488	41,504	8,741	25,763	*	*	*
MONTGOMERY	643,621	684,768	6.4	249,003	6,512,709	10,440,164	15,246	41,928	724	12,034	22,548
Jenkintown	4,942	4,536	-8.2	1,950	59,871	80,956	17,847	41,516	*	*	*
Lansdale	16,526	15,989	-3.3	6,315	152,284	231,568	14,483	36,670	*	*	*
Norristown	34,684	33,874	-2.3	13,025	255,259	364,627	10,764	27,994	*	*	*
Pottstown	22,729	22,003	-3.2	9,204	188,466	283,597	12,889	30,812	*	*	*
MONTOUR	16,675	17,181	3.0	5,950	105,433	175,875	10,237	29,559	314	2,844	7,463
Danville	5,239	4,783	-8.7	2,019	37,242	48,105	10,057	23,826	*	*	*
NORTHAMPTON	225,418	235,521	4.5	87,515	1,812,477	2,784,212	11,822	31,814	593	15,240	18,719
Bangor	5,006	4,788	-4.4	1,990	43,406	55,786	11,651	28,033	*	*	*
1Bethlehem	70,419	69,566	-1.2	26,993	607,421	838,964	12,060	31,081	*	*	*
Easton	26,027	23,786	-8.6	9,190	176,080	225,091	9,463	24,493	*	*	*
Wilson	7,564	7,075	-6.5	2,893	64,744	82,089	11,603	28,375	*	*	*
NORTHUMBERLAN	100,381	102,266	1.9	40,168	577,552	935,974	9,152	23,301	746	11,421	25,676
Milton	6,730	6,193	-8.0	2,435	45,956	58,421	9,433	23,992	*	*	*
Mount Carmel	8,190	7,579	-7.5	3,480	52,148	56,549	8,781	19,123	*	*	*
Shamokin	10,357	9,617	-7.2	4,529	62,504	90,787	9,440	20,046	*	*	*
Sunbury	12,292	11,915	-3.1	5,093	74,583	111,011	9,317	21,797	*	*	*
PERRY	35,718	38,116	6.7	13,735	310,182	393,971	10,336	28,684	698	4,679	27,413
PHILADELPHIA	1,688,210	1,631,103	-3.4	625,225	11,299,781	16,428,504	10,072	26,276	6		
Philadelphia	1,688,210	1,631,103	-3.4	625,225	11,299,781	16,428,504	10,072	26,276	*	*	*
PIKE	18,271	22,563	23.5	9,193	133,037	242,672	10,755	26,397	43	480	289
POTTER	17,726	18,411	3.9	6,713	106,963	155,366	8,439	23,144	363	3,245	12,148
SCHUYLKILL	160,630	158,500	-1.3	61,835	934.095	1,481,849	9,349	23,965	712	10,504	29,050
Ashland	4,235	3,865	-8.7	1,602	27,139	34,621	8,958	21,611	*	*	*
Mahanoy City	6,167	5,447	-11.7	2,585	39,946	49,815	9,145	19,271	*	*	*
Pottsville	18,195	16,953	-6.8	6,701	118,240	167,906	9,904	25,057	*	*	*
Shenandoah	7,589	7,036	-7.3	3,360	47,572	61,334	8,717	18,254	*	*	*
SNYDER	33,584	35,874	6.8	11,966	246,852	334,858	9,334	27,984	731	5,483	31,584
SOMERSET	81,243	82,621	1.7	30,376	507,685	704,192	8,523	23,183	1,127	5,369	38,143
Somerset	6,474	6,443	-.5	2,674	54,383	66,672	10,348	24,933	*	*	*
SULLIVAN	6,349	6,681	5.2	2,377	35,649	51,168	7,659	21,526	187	229	5,401
SUSQUEHANNA	37,876	40,316	6.4	14,449	212,849	371,340	9,206	25,686	941	1,678	37,340
TIOGA	40,973	41,711	1.8	14,675	263,490	368,946	8,845	25,141	957	2,948	40,448
UNION	32,870	35,742	8.7	11,502	248,500	340,248	9,520	29,582	524	4,363	23,103
VENANGO	64,444	64,542	.2	23,806	432,478	647,369	10,030	27,194	512	1,393	5,165
Franklin	8,146	7,676	-5.8	196	4,014	1,122	146	5,724	*	*	*
Oil City	13,881	12,892	-7.1	4,641	92,656	125,336	9,722	27,006	*	*	*
WARREN	47,449	48,041	1.2	17,679	330,725	468,490	9,752	26,500	494		
Warren	12,146	11,786	-3.0	4,007	78,288	102,631	8,708	25,613	*	*	*
WASHINGTON	217,074	217,667	.3	80,518	1,629,903	2,446,297	11,239	30,382	1,616	5,842	19,336
Charleroi	5,717	5,046	-11.7	2,423	51,458	66,482	13,175	27,438	*	*	*
Donora	7,524	6,651	-11.6	2,736	57,138	71,400	10,735	26,096	*	*	*
Monongahela	5,950	5,196	-12.7	2,250	46,286	57,374	11,042	25,500	*	*	*
Washington	18,363	17,128	-6.7	7,050	136,976	182,158	10,635	25,838	*	*	*
WAYNE	35,237	39,025	10.8	14,298	237,473	348,232	8,923	24,355	791	1,794	28,222
WESTMORELAND	392,294	391,226	-.3	144,714	3,108,024	4,369,103	11,168	30,191	1,370	9,616	21,021
Arnold	6,853	5,914	-13.7	2,681	52,970	62,347	10,542	23,255	*	*	*
Greensburg	17,558	18,114	3.2	7,570	161,134	215,772	11,912	28,504	*	*	*
Irwin	4,995	5,387	7.8	2,530	55,785	76,616	14,222	30,283	*	*	*
Latrobe	10,799	9,891	-8.4	4,028	95,380	119,123	12,044	29,574	*	*	*
Monessen	11,928	9,870	-17.3	4,109	97,483	116,410	11,794	28,330	*	*	*
New Kensington	17,660	15,601	-11.7	6,488	146,073	179,698	11,518	27,697	*	*	*
Vandergrift	6,823	6,015	-11.9	2,521	53,544	63,875	10,619	25,337	*	*	*
WYOMING	26,433	27,963	5.8	9,862	169,522	266,956	9,547	27,069	386	1,299	19,638
YORK	312,963	329,059	5.1	123,285	2,461,940	3,909,886	11,882	31,714	2,303	34,026	77,522
Hanover	14,890	13,927	-6.5	5,955	128,230	173,827	12,481	29,190	*	*	*
York	44,619	39,795	-10.8	17,267	311,237	398,821	10,022	23,097	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Pennsylvania 1984 Cash Receipts as follows: From Crops $923,093,000; from Livestock & Livestock Products $2,242,437,000; Total $3,165,530,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

RHODE ISLAND POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	HOUSEHOLDS 1987 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	INCOME Income per capita	E&P 1986 estimate income per household	FARM PRODUCTS (1982) Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	947,154	978,394	3.3	364,443	7,379,049	11,667,938	11,926	32,016	728	18,139	12,236
METROPOLITAN STATISTICAL AREAS											
Fall River, Ma-R.I.	127,253	125,113	−1.7	48,186	1,155,963	1,273,370	10,178	26,426	N.A.	N.A.	N.A.
New London-Norwich, Ct-R.I.	250,839	259,155	3.3	94,894	3,085,934	4,095,195	15,802	43,155	N.A.	N.A.	N.A.
Pawtucket-Woonsocket-Attleboro, R.I.-Ma.	307,403	400,185	30.2	147,025	3,010,265	4,454,190	11,130	30,295	N.A.	N.A.	N.A.
Providence, R.I	618,514	925,594	49.6	330,167	6,045,529	10,335,735	11,167	31,305	N.A.	N.A.	N.A.
COUNTIES, Cities											
BRISTOL	46,942	49,193	4.8	16,365	371,887	588,593	11,965	35,967	38	664	413
KENT	154,163	162,158	5.2	59,368	1,251,380	2,016,936	12,438	33,973	67	598	1,279
West Warwick	27,026	28,867	6.8	11,053	198,285	319,371	11,064	28,895	*	*	*
NEWPORT	81,383	81,558	.2	29,515	847,610	1,316,184	16,138	44,594	146	7,133	2,026
Newport	29,259	27,912	−4.6	10,097	277,446	398,515	14,278	39,469	*	*	*
PROVIDENCE	571,349	586,499	2.7	224,538	4,199,588	6,548,829	11,166	29,166	271	2,304	5,097
Central Falls	16,995	16,498	−2.9	7,049	110,495	171,442	10,392	24,321	*	*	*
Pawtucket	71,204	69,962	−1.8	28,521	502,815	750,984	10,734	26,331	*	*	*
Providence	156,804	148,649	−5.2	62,431	1,103,853	1,567,091	10,542	25,101	*	*	*
Woonsocket	45,914	46,901	2.1	18,283	295,022	452,734	9,653	24,763	*	*	*
WASHINGTON	93,317	98,986	6.1	34,657	708,584	1,197,396	12,097	34,550	206	7,440	3,421
Westerly	18,580	19,340	4.1	6,799	149,258	240,583	12,440	35,385	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Rhode Island 1984 Cash Receipts as follows: From Crops $47,662,000; from Livestock & Livestock Products $13,871,000; Total $61,533,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

SOUTH CAROLINA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	HOUSEHOLDS 1987 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	INCOME Income per capita	E&P 1986 estimate income per household	FARM PRODUCTS (1982) Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	3,119,208	3,373,085	8.1	1,164,209	19,595,356	31,825,085	9,435	2[illegible],336	24,929	601,021	367,535
METROPOLITAN STATISTICAL AREAS											
Anderson, S.C	133,235	141,726	6.4	52,182	732,737	1,351,757	9,538	25,905	1,127	5,300	13,219
Augusta, Ga-S.C	345,918	375,217	8.5	130,226	2,443,189	3,638,748	9,698	27,942	1,257	14,434	19,228
Charleston, S.C	430,301	479,895	11.5	160,814	3,000,751	4,642,298	9,674	28,867	1,197	34,917	8,446
Charlotte-Gastonia-Rock Hill, N.C.-S.C.	971,391	1,060,612	9.2	389,770	6,903,984	12,277,252	11,576	31,499	4,868	53,906	191,766
Columbia, S.C	408,176	446,568	9.4	152,171	3,072,614	5,011,388	11,222	32,933	1,237	12,577	26,421
Florence, S.C	110,163	114,605	4.0	38,728	716,192	1,026,572	8,957	26,507	1,270	55,471	6,647
Greenville-Spartanburg, S...	568,758	612,710	7.7	222,075	3,875,685	6,267,923	10,230	28,224	2,505	13,673	19,308
COUNTIES, Cities											
ABBEVILLE	22,627	23,311	3.0	8,345	128,271	175,574	7,532	21,039	477	786	4,298
AIKEN	105,625	114,411	8.3	41,170	703,805	1,206,652	10,547	29,309	680	9,365	11,257
Aiken	14,978	15,868	5.9	6,254	123,959	191,020	12,038	30,544	*	*	*
ALLENDALE	10,700	10,842	1.3	3,690	48,633	72,558	6,692	19,663	162	12,961	1,797
ANDERSON	133,235	141,726	6.4	52,182	732,737	1,351,757	9,538	25,905	1,127	5,300	13,219
Anderson	27,965	26,340	−5.8	9,780	156,925	229,841	8,726	23,501	*	*	*
BAMBERG	18,118	18,526	2.3	6,065	82,627	124,031	6,695	20,450	307	9,069	8,664
BARNWELL	19,868	19,900	.2	6,739	105,934	158,418	7,961	23,508	276	10,864	2,822
BEAUFORT	65,364	80,512	23.2	26,262	502,243	853,892	10,606	32,514	149	8,119	2,536
Beaufort	8,634	8,734	1.2	2,789	63,326	105,636	12,095	37,876	*	*	*
BERKELEY	94,727	117,010	23.5	27,443	619,108	1,051,903	8,990	28,093	473	5,256	2,275
CALHOUN	12,206	11,995	−1.7	4,014	58,486	89,367	7,450	22,264	321	13,119	4,003
CHARLESTON	277,308	287,106	3.5	98,603	2,008,761	2,848,234	9,920	28,886	246	22,930	735
Charleston	69,510	68,800	−1.0	25,750	547,298	736,857	10,710	28,616	*	*	*
CHEROKEE	40,983	42,421	3.5	14,849	218,408	379,113	8,937	25,531	481	1,801	4,548
CHESTER	30,148	30,936	2.6	10,665	152,945	265,518	8,583	24,896	422	1,665	5,413
CHESTERFIELD	38,161	38,911	2.0	13,654	206,287	308,010	7,916	22,558	518	9,353	22,505
CLARENDON	27,464	27,926	1.7	8,923	110,353	184,332	6,601	20,658	550	35,052	10,723
COLLETON	31,676	34,868	10.1	11,832	185,249	283,618	8,134	23,970	623	7,768	3,346
DARLINGTON	62,717	63,979	2.0	21,364	338,290	517,049	8,082	24,202	600	35,187	7,125
DILLON	31,083	31,384	1.0	9,828	150,360	216,508	6,899	22,030	459	28,422	4,343
DORCHESTER	58,266	75,779	30.1	24,768	372,882	742,161	9,794	29,965	478	6,731	5,436
EDGEFIELD	17,528	18,353	4.7	6,005	86,554	121,188	6,603	20,181	275	21,082	6,002
FAIRFIELD	20,700	20,842	.7	6,650	91,735	133,268	6,394	20,040	212	126	1,582
FLORENCE	110,163	114,605	4.0	38,728	716,192	1,026,572	8,957	26,507	1,270	55,471	6,647
Florence	29,176	28,939	−.8	10,359	227,052	294,119	10,163	28,393	*	*	*
GEORGETOWN	42,461	47,189	11.1	15,463	267,114	434,188	9,201	28,079	281	6,942	675
GREENVILLE	287,913	310,778	7.9	114,710	2,079,304	3,300,997	10,622	28,777	750	4,049	5,985

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SOUTH CAROLINA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Greenville	58,242	54,608	−6.2	21,695	435,221	564,450	10,336	26,018	*	*	*
GREENWOOD	57,847	61,779	6.8	22,588	324,768	576,015	9,324	25,501	366	566	7,912
Greenwood	21,613	21,436	−.8	8,002	122,453	195,899	9,139	24,481	*	*	*
HAMPTON	18,159	18,768	3.4	6,387	85,772	136,466	7,271	21,366	316	14,746	2,91[illegible]
HORRY	101,419	126,780	25.0	45,521	671,296	1,155,728	9,116	25,389	1,593	56,357	9,035
Myrtle Beach	18,758	22,615	20.6	8,151	183,752	303,641	13,427	37,252	*	*	*
JASPER	14,504	14,926	2.9	4,942	77,452	114,835	7,694	23,237	189	1,535	862
KERSHAW	39,015	42,422	8.7	14,924	245,514	396,399	9,344	26,561	319	3,799	14,990
LANCASTER	53,361	57,095	7.0	19,883	302,766	549,793	9,629	27,651	481	2,070	3,607
LAURENS	52,214	55,605	6.5	19,027	273,088	481,938	8,667	25,329	718	2,185	15,288
LEE	18,929	18,194	−3.9	5,614	79,923	115,855	6,368	20,637	319	29,135	4,827
LEXINGTON	140,353	161,858	15.3	57,389	1,098,536	1,950,098	12,048	33,980	855	7,729	21,904
MCCORMICK	7,797	7,468	−4.2	2,440	33,210	47,318	6,336	19,393	101	121	2,328
MARION	34,179	34,626	1.3	11,375	175,344	254,257	7,343	22,352	421	23,203	5,248
MARLBORO	31,634	32,595	3.0	10,612	148,175	220,994	6,780	20,825	198	19,372	1,737
NEWBERRY	31,111	32,366	4.0	11,772	186,257	261,842	8,090	22,243	617	3,076	35,537
OCONEE	48,611	52,153	7.3	19,486	257,093	515,328	9,881	26,446	634	1,017	7,815
ORANGEBURG	82,276	86,563	5.2	28,079	407,631	618,774	7,148	22,037	1,240	36,208	22,778
Orangeburg	14,933	15,335	2.7	4,908	105,474	144,816	9,443	29,506	*	*	*
PICKENS	79,292	87,400	10.2	29,604	513,344	838,292	9,591	28,317	551	1,426	3,274
RICHLAND	267,823	284,710	6.3	94,782	1,974,078	3,061,290	10,752	32,298	382	4,848	4,517
Columbia	99,969	89,664	−10.3	28,183	676,916	872,370	9,729	30,954	*	*	*
SALUDA	16,150	17,793	10.2	6,056	82,163	114,123	6,414	18,845	638	5,802	20,931
SPARTANBURG	201,553	214,532	6.4	77,761	1,283,037	2,128,634	9,922	27,374	1,204	8,198	10,049
Spartanburg	43,826	42,201	−3.7	16,028	307,793	417,304	9,900	26,067	*	*	*
SUMTER	88,243	93,458	5.9	30,216	449,817	676,233	7,236	22,380	567	25,521	20,963
Sumter	24,890	24,915	.1	8,915	154,179	218,495	8,770	24,509	*	*	*
UNION	30,751	30,942	.6	11,144	155,410	269,856	8,721	24,215	313	237	1,393
Union	10,523	10,077	−4.2	3,813	59,841	96,646	9,591	25,346	*	*	*
WILLIAMSBURG	38,226	38,395	.4	11,967	176,908	267,198	6,959	22,328	1,076	36,635	5,875
YORK	106,720	119,347	11.8	40,688	627,493	1,228,911	10,297	30,203	694	5,827	7,847
Rock Hill	35,344	35,786	1.3	12,266	204,795	331,408	9,261	27,018	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of South Carolina 1984 Cash Receipts as follows: From Crops $708,133,000; from Livestock & Livestock Products $427,682,000; Total $1,135,815,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

SOUTH DAKOTA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	690,178	712,541	3.2	261,067	4,550,896	7,719,892	10,834	29,571	37,148	842,982	1,635,134
METROPOLITAN STATISTICAL AREAS											
Rapid City, S.D.	70,133	75,216	7.2	27,926	440,226	927,611	12,333	33,217	577	7,919	14,806
Sioux Falls, S.D	109,435	120,410	10.0	46,283	732,148	1,607,964	13,354	34,742	1,490	32,183	64,333
COUNTIES, Cities											
AURORA	3,628	3,572	−1.6	1,317	19,711	29,533	8,268	22,424	480	6,334	23,411
BEADLE	19,195	18,041	−6.0	7,186	159,789	255,546	14,165	35,562	874	19,300	53,506
Huron	13,000	12,136	−6.7	4,901	111,734	171,878	14,163	35,070	*	*	*
BENNETT	3,236	3,200	−1.1	1,021	14,798	23,509	7,347	23,025	277	9,033	10,626
BON HOMME	8,059	7,751	−3.8	2,841	48,951	65,296	8,424	22,983	827	11,734	34,437
BROOKINGS	24,332	25,437	4.5	8,588	190,328	265,025	10,419	30,860	1,060	24,151	46,591
Brookings	14,951	15,579	4.2	4,868	122,241	161,576	10,371	33,191	*	*	*
BROWN	36,962	37,000	.1	13,988	265,631	411,022	11,109	29,384	1,191	36,132	67,767
Aberdeen	25,851	25,429	−1.6	9,699	195,400	283,819	11,161	29,263	*	*	*
BRULE	5,245	5,384	2.7	2,036	34,306	47,361	8,797	23,262	441	5,384	23,260
BUFFALO	1,795	1,594	−11.2	407	5,971	7,511	4,712	18,455	94	2,325	5,284
BUTTE	8,372	8,108	−3.2	3,066	45,918	84,141	10,378	27,443	494	5,401	21,254
Belle Fourche	4,692	4,629	−1.4	1,780	35,912	[illegible],806	10,544	27,419	*	*	*
CAMPBELL	2,243	2,278	1.6	809	14,643	15,783	6,928	19,509	358	7,442	15,350
CHARLES MIX	9,680	10,000	3.3	3,471	52,989	74,665	7,467	21,511	884	14,531	63,128
CLARK	4,894	4,980	1.8	2,034	29,084	44,158	8,867	21,710	669	20,887	26,259
CLAY	13,135	13,695	4.3	4,627	92,035	134,084	9,791	28,979	584	24,872	25,409
CODINGTON	20,885	22,620	8.3	8,738	173,778	258,738	11,438	29,611	675	13,818	25,591
Watertown	15,649	16,949	8.3	6,843	135,134	205,353	12,116	30,009	*	*	*
CORSON	5,196	4,992	−3.9	1,427	19,472	34,485	6,908	24,166	473	8,359	19,056
CUSTER	6,000	6,971	16.2	2,549	41,205	77,816	11,163	30,528	302	431	7,452
DAVISON	17,820	17,800	−.1	6,943	156,309	237,778	13,358	34,247	481	6,442	19,338
Mitchell	13,916	13,956	.3	5,635	129,376	191,706	13,736	34,021	*	*	*
DAY	8,133	7,979	−1.9	3,055	45,726	70,213	8,800	22,983	800	18,527	22,084
DEUEL	5,289	5,280	−.2	1,933	37,891	45,335	8,586	23,453	705	15,235	27,188
DEWEY CO.	5,366	5,541	3.3	1,646	20,490	40,522	7,313	24,618	417	5,815	15,537
DOUGLAS	4,181	4,080	−2.4	1,422	20,872	27,697	6,788	19,477	509	6,571	22,863
EDMUNDS	5,159	4,969	−3.7	1,826	27,714	41,871	8,426	22,930	520	12,494	20,455

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

SOUTH DAKOTA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS		DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1988 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
FALL RIVER	8,439	8,022	–5.0	2,969	53,675	90,655	11,301	30,534	336	2,621	37,733
FAULK	3,327	3,273	–1.6	1,215	22,354	25,549	7,806	21,028	368	11,700	15,030
GRANT	9,013	9,681	7.4	3,604	63,370	100,223	10,353	27,809	712	15,532	29,098
GREGORY	6,015	5,880	–2.3	2,239	34,500	45,556	7,748	20,347	646	6,307	26,483
HAAKON	2,794	2,800	.2	1,021	17,424	26,642	9,515	26,094	322	10,159	15,204
HAMLIN	5,261	5,290	.6	2,038	34,580	47,240	8,930	23,180	541	14,292	18,969
HAND	4,948	4,855	–1.9	1,821	34,013	44,135	9,091	24,237	630	14,417	32,307
HANSON	3,415	3,280	–4.0	1,116	18,418	23,919	7,292	21,433	454	7,359	18,865
HARDING	1,700	2,014	18.5	720	9,627	20,064	9,962	27,867	274	3,249	12,987
HUGHES	14,220	15,195	6.9	5,831	121,333	199,419	13,124	34,200	252	12,092	6,204
Pierre	11,973	12,812	7.0	4,939	117,788	170,213	13,285	34,463	*	*	*
HUTCHINSON	9,350	9,279	–.8	3,565	60,170	81,859	8,822	22,962	1,064	18,280	49,379
HYDE	2,069	1,980	–4.3	708	10,891	17,572	8,875	24,819	237	4,980	10,070
JACKSON	3,437	3,400	–1.1	1,021	13,587	27,424	8,066	26,860	282	6,402	10,235
JERAULD	2,929	2,780	–5.1	1,014	16,017	22,935	8,250	22,618	315	4,230	18,955
JONES	1,463	1,483	1.4	606	8,865	15,690	10,580	25,891	222	7,898	6,385
KINGSBURY	6,679	6,459	–3.3	2,536	47,228	60,178	9,317	23,729	722	21,258	32,542
LAKE	10,724	11,329	5.6	4,197	76,795	108,364	9,565	25,819	664	17,056	35,533
Madison	6,210	6,780	9.2	2,189	43,251	64,398	9,498	29,419	*	*	*
LAWRENCE	18,339	19,431	6.0	7,439	109,653	216,646	11,150	29,123	245	594	10,049
Deadwood	2,035	1,854	–8.9	765	14,993	20,671	11,149	27,821	*	*	*
Lead	4,330	3,808	–12.1	1,459	33,714	45,408	11,924	31,123	*	*	*
LINCOLN	13,942	14,468	3.8	5,165	105,234	157,876	10,912	30,567	1,160	30,843	40,186
LYMAN	3,864	3,781	–2.2	1,321	20,626	33,840	8,950	25,617	424	13,589	14,621
MCCOOK	6,444	6,362	–1.3	2,334	38,981	56,343	8,856	24,140	750	1[illegible],526	28,956
MCPHERSON	4,027	3,880	–3.7	1,524	22,986	30,830	7,946	20,230	482	[illegible],308	22,227
MARSHALL	5,404	5,371	–.6	2,031	29,516	47,551	8,853	23,413	526	13,833	30,254
MEADE	20,717	22,121	6.8	7,077	119,225	229,244	10,363	32,393	773	5,934	27,836
MELLETTE	2,249	2,299	2.2	714	9,293	16,480	7,168	23,081	240	3,717	10,330
MINER	3,739	3,460	–7.5	1,312	21,705	25,827	7,464	19,685	527	8,479	21,174
MINNEHAHA	109,435	120,410	10.0	46,283	732,148	1,607,964	13,354	34,742	1,490	32,183	64,333
Sioux Falls	83,543	90,547	8.4	35,256	580,623	1,272,002	14,048	36,079	*	*	*
MOODY	6,692	7,319	9.4	2,764	48,887	74,974	10,244	27,125	732	25,861	34,466
PENNINGTON	70,133	75,216	7.2	27,926	440,226	927,611	12,333	33,217	577	7,919	14,806
Rapid City	46,492	46,895	.9	17,420	301,184	660,587	14,087	37,921	*	*	*
PERKINS	4,700	4,800	2.1	1,838	28,807	53,385	11,122	29,045	595	9,105	18,753
POTTER	3,674	3,580	–2.6	1,320	22,399	31,191	8,713	23,630	341	12,702	20,233
ROBERTS	10,911	10,969	.5	3,869	66,181	96,354	8,784	24,904	1,074	23,956	30,627
SANBORN	3,213	3,177	–1.1	1,216	17,795	23,049	7,255	18,955	430	5,427	25,441
SHANNON	11,323	11,042	–2.5	2,297	30,795	52,154	4,723	22,705	149	2,339	6,673
SPINK	9,201	8,959	–2.6	3,252	56,071	85,563	9,551	26,311	831	34,187	38,490
STANLEY	2,533	2,394	–5.5	815	14,067	25,509	10,655	31,299	167	7,626	9,448
SULLY	1,990	1,880	–5.5	707	11,480	17,543	9,331	24,813	279	27,949	13,401
TODD	7,328	7,256	–1.0	1,955	25,640	43,529	5,999	22,265	252	2,782	13,364
TRIPP	7,268	7,179	–1.2	2,647	50,069	66,385	9,247	25,079	713	13,531	30,873
TURNER	9,255	9,488	2.5	3,671	61,044	91,107	9,602	24,818	1,101	23,321	49,471
UNION	10,938	10,565	–3.4	4,007	84,027	109,323	10,348	27,283	727	29,326	30,840
WALWORTH	7,011	6,640	–5.3	2,530	45,065	66,156	9,963	26,149	405	10,348	13,549
1WASHABAUGH											
YANKTON	18,952	19,681	3.8	7,176	170,190	268,327	13,634	37,392	758	18,060	32,924
Yankton	12,011	12,558	4.6	4,758	113,886	175,380	13,966	36,860	*	*	*
ZIEBACH	2,308	2,541	10.1	726	8,328	15,618	6,146	21,512	244	4,487	9,984

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of South Dakota 1984 Cash Receipts as follows: From Crops $1,085,880,000; fr Livestock & Livestock Products $1,802,904,000; Total $2,888,784,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather data.

TENNESSEE POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS		DISPOSABLE PERSONAL INCOME	INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1988 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	4,590,750	4,829,420	5.2	1,778,631	30,451,438	47,595,942	9,855	26,760	90,565	807,921	806,485
METROPOLITAN STATISTICAL AREAS											
Chattanooga, Tn-Ga.	426,540	429,508	.7	158,358	2,488,112	4,149,813	9,662	26,205	2,200	5,581	30,422
Clarksville-Hopkinsville, Tn-Ky	150,220	154,663	3.0	50,473	854,235	1,259,093	8,141	24,946	2,594	66,757	24,037
Jackson, Tn	74,546	77,626	4.1	29,141	468,675	739,964	9,532	25,393	785	19,472	4,378
Johnson City-Kingsport-Bristol, Tn-Va	433,638	449,619	3.7	167,180	2,290,080	4,021,623	8,945	24,056	11,578	56,862	64,990
Knoxville, Tn	565,970	603,376	6.6	230,350	4,638,223	6,230,899	10,327	27,050	7,811	31,328	42,184
Memphis, Tn-Ar-Ms.	912,887	957,885	4.9	341,867	6,459,150	10,133,112	10,579	29,641	2,588	139,502	15,911
Nashville, Tn	850,505	913,402	7.4	337,368	7,150,845	10,825,789	11,852	32,089	11,796	94,497	104,675

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TENNESSEE POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
COUNTIES, Cities											
ANDERSON	67,346	69,574	3.3	26,600	583,246	795,649	11,436	29,912	517	714	2,686
Oak Ridge	27,662	26,270	-5.0	10,917	338,827	415,790	15,828	38,086	*	*	*
BEDFORD	27,916	29,747	6.6	11,025	182,592	251,623	8,459	22,823	1,364	5,899	24,353
Shelbyville	13,530	14,320	5.8	5,478	91,818	123,824	8,647	22,604	*	*	*
BENTON	14,901	15,753	5.7	6,122	89,319	125,689	7,979	20,531	434	3,423	2,542
BLEDSOE	9,478	9,784	3.2	3,296	46,474	71,903	7,349	21,815	489	2,936	5,762
BLOUNT	77,770	83,912	7.9	31,933	653,511	862,008	10,273	26,994	1,219	5,671	9,712
Alcoa	6,870	6,114	-11.0	2,350	66,595	74,506	12,186	31,705	*	*	*
Maryville	17,480	18,702	7.0	7,351	165,238	210,969	11,281	28,699	*	*	*
BRADLEY	67,547	71,195	5.4	25,508	408,176	692,271	9,724	27,139	754	1,029	24,587
Cleveland	26,415	26,990	2.2	10,635	182,887	282,961	10,484	26,607	*	*	*
CAMPBELL	34,841	36,221	4.0	13,120	150,187	265,762	7,337	20,256	513	1,540	1,885
CANNON	10,234	11,053	8.0	4,075	55,109	86,434	7,820	21,211	787	3,458	8,843
CARROLL	28,285	28,584	1.1	10,956	170,788	227,427	7,956	20,758	1,080	11,782	8,900
CARTER	50,205	53,184	5.9	19,831	221,456	402,570	7,569	20,300	940	3,296	2,849
Elizabethton	12,431	12,156	-2.2	4,822	69,650	113,591	9,344	23,557	*	*	*
CHEATHAM	21,616	24,300	12.4	8,340	157,694	266,299	10,959	31,930	668	5,283	1,962
CHESTER	12,727	12,842	.9	4,610	67,298	99,146	7,720	21,507	485	4,903	3,170
CLAIBORNE	24,595	26,732	8.7	9,411	104,010	183,346	6,859	19,482	1,762	9,019	7,478
CLAY	7,676	8,126	5.9	3,008	30,668	52,142	6,417	17,334	638	3,162	3,195
COCKE	28,792	29,795	3.5	10,931	131,260	213,380	7,162	19,521	1,286	7,825	6,163
COFFEE	38,311	41,568	8.5	15,470	250,091	397,178	9,555	25,674	979	9,322	15,213
CROCKETT	14,941	14,294	-4.3	5,409	78,190	113,328	7,928	20,952	571		
CUMBERLAND	28,676	32,395	13.0	11,730	162,237	258,150	7,969	22,008	681	4,960	7,538
DAVIDSON	477,811	483,626	1.2	187,618	4,306,004	6,010,115	12,427	32,034	693	4,902	4,323
Nashville	455,651	447,595	-1.8	174,252	4,184,771	5,432,192	12,136	31,174	*	*	*
DECATUR	10,857	11,468	5.6	4,456	64,191	85,537	7,459	19,196	537	1,992	5,098
DE KALB	13,589	14,311	5.3	5,492	73,618	108,375	7,573	19,733	991	8,081	4,391
DICKSON	30,037	32,984	9.8	11,959	199,845	320,019	9,702	26,760	1,188	4,337	6,316
DYER	34,663	35,126	1.3	13,321	197,417	304,889	8,680	22,888	788	35,477	5,128
Dyersburg	15,856	15,678	-1.1	6,269	108,965	160,888	10,262	25,664	*	*	*
FAYETTE	25,305	25,442	.5	7,773	101,819	174,120	6,844	22,401	845	25,152	30,060
FENTRESS	14,826	15,937	7.5	5,632	66,354	92,086	5,778	16,350	508	2,499	6,932
FRANKLIN	31,983	33,705	5.4	11,920	177,758	287,326	8,525	24,105	1,155	12,313	19,818
GIBSON	49,467	49,500	.1	18,990	278,921	418,095	8,446	22,017	1,295	35,109	14,686
Milan	8,083	8,428	4.3	3,268	52,354	73,798	8,756	22,582	*	*	*
GILES	24,625	25,737	4.5	9,622	141,548	211,650	8,224	21,996	1,719	5,785	23,063
GRAINGER	16,751	17,511	4.5	6,201	77,775	127,434	7,277	20,551	1,343	5,790	5,037
GREENE	54,406	57,100	5.0	21,021	294,990	477,266	8,358	22,704	3,881	20,346	26,711
Greeneville	14,097	13,888	-1.5	5,407	97,972	143,695	10,347	26,576	*	*	*
GRUNDY	13,787	13,942	1.1	4,711	63,287	96,476	6,920	20,479	356		
HAMBLEN	49,300	56,529	14.7	20,688	289,391	506,555	8,961	24,485	973	3,940	6,143
Morristown	19,683	19,288	-2.0	7,552	121,653	190,574	9,880	25,235	*	*	*
HAMILTON	287,740	289,784	.7	108,574	1,792,339	2,934,259	10,126	27,025	613	2,371	7,684
Chattanooga	164,344	165,506	.7	65,705	969,231	1,695,814	10,246	25,810	*	*	*
HANCOCK	6,887	7,268	5.5	2,576	22,208	36,824	5,067	14,295	868	4,036	1,901
HARDEMAN	23,873	23,586	-1.2	7,891	106,454	160,820	6,818	20,380	622	10,947	5,300
HARDIN	22,280	22,442	.7	8,388	121,862	172,908	7,705	20,614	667	7,118	5,433
HAWKINS	43,751	46,216	5.6	16,904	191,731	377,696	8,172	22,344	2,223	10,335	6,908
HAYWOOD	20,318	20,300	-.1	6,841	86,547	135,005	6,650	19,735	585	31,871	3,028
HENDERSON	21,390	22,253	4.0	8,365	117,800	169,612	7,622	20,276	947		
HENRY	28,656	29,837	4.1	11,875	175,833	250,506	8,396	21,095	981	15,202	10,673
Paris	10,728	10,528	-1.9	3,889	67,170	90,345	8,581	23,231	*	*	*
HICKMAN	15,151	16,337	7.8	5,734	55,420	158,272	9,688	27,602	704	2,792	6,437
HOUSTON	6,871	7,184	4.6	2,686	23,879	73,651	10,252	27,420	263	987	1,819
HUMPHREYS	15,957	15,903	-.3	5,895	70,866	189,999	11,947	32,231	581	2,621	4,771
JACKSON	9,398	9,422	.3	3,517	42,389	67,968	7,214	19,326	835	4,206	1,981
JEFFERSON	31,284	35,421	13.2	12,584	169,927	292,989	8,272	23,283	1,456	6,281	11,309
JOHNSON	13,745	14,553	5.9	5,403	58,427	97,172	6,677	17,985	1,045	4,877	3,421
KNOX	319,694	335,758	5.0	130,499	2,853,863	3,622,333	10,789	27,758	1,414	5,477	7,024
Knoxville	175,045	168,708	-3.6	73,874	1,626,363	1,776,905	10,532	24,053	*	*	*
LAKE	7,455	7,470	.2	2,644	35,172	52,354	7,009	19,801	118	17,988	98
LAUDERDALE	24,555	25,168	2.5	8,839	109,163	180,155	7,158	20,382	675	26,601	3,294
LAWRENCE	34,110	35,663	4.6	12,931	129,161	368,672	10,338	28,511	1,548	9,957	15,262
LEWIS	9,700	10,126	4.4	3,308	35,562	83,047	8,201	25,105	242	671	1,003
LINCOLN	26,483	27,353	3.3	10,305	154,515	217,160	7,939	21,073	1,765	11,733	23,644
LOUDON	28,553	31,681	11.0	11,972	169,766	309,803	9,779	25,877	811	9,673	11,571
MCMINN	41,878	43,747	4.5	16,026	242,004	405,388	9,267	25,296	1,179	3,567	29,204
Athens	12,080	11,628	-3.8	4,479	81,108	122,708	10,553	27,396	*	*	*
MCNAIRY	22,525	23,779	5.6	9,027	118,103	179,388	7,544	19,872	850	7,805	7,592
MACON	15,700	16,126	2.7	6,071	80,028	134,583	8,346	22,168	1,358	8,442	6,036
MADISON	74,546	77,626	4.1	29,141	468,675	739,964	9,532	25,393	785	19,472	4,378
Jackson	49,131	51,161	4.1	19,589	324,114	496,492	9,705	25,345	*	*	*
MARION	24,416	24,968	2.3	8,840	111,700	199,423	7,987	22,559	327		
MARSHALL	19,698	20,979	6.5	7,902	125,701	173,080	8,250	21,903	1,134	4,734	18,837
MAURY	51,095	53,232	4.2	19,838	333,460	479,441	9,007	24,168	1,821	12,872	17,496
Columbia	26,571	28,415	6.9	10,462	183,257	253,403	8,918	24,221	*	*	*
MEIGS	7,431	7,542	1.5	2,669	38,993	70,944	9,407	26,581	348	1,168	3,650
MONROE	28,700	30,832	7.4	10,840	145,089	247,499	8,027	22,832	1,086	5,770	14,017
MONTGOMERY	83,342	89,695	7.6	30,666	473,945	744,796	8,304	24,287	1,194	16,898	9,782
Clarksville	54,777	58,360	6.5	19,823	320,227	508,851	8,719	25,670	*	*	*
MOORE	4,510	5,068	12.4	1,795	27,115	41,398	8,169	23,063	472	936	9,292
MORGAN	16,604	17,737	6.8	6,037	76,860	125,578	7,080	20,801	310	1,995	2,272
OBION	32,781	33,084	.9	12,793	193,505	307,194	9,285	24,013	927	36,136	13,684
South Fulton	2,735	2,377	-13.1	970	16,127	21,696	9,127	22,367	*	*	*

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

TENNESSEE POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Union City	10,436	9,063	-13.2	3,616	73,720	102,224	11,279	28,270	*	*	*
OVERTON	17,575	18,737	6.6	6,862	77,030	132,128	7,052	19,255	991	3,438	7,146
PERRY	6,111	6,526	6.8	2,499	22,473	62,581	9,589	25,042	263	1,919	2,554
PICKETT	4,358	4,542	4.2	1,649	18,218	27,139	5,975	16,458	420	1,647	1,811
POLK	13,602	13,568	-.3	4,755	67,803	102,278	7,538	21,510	258	758	11,861
PUTNAM	47,601	52,147	9.6	18,970	275,301	443,685	8,508	23,389	1,239	5,048	7,065
Cookeville	20,350	21,898	7.6	7,862	140,975	218,604	9,983	27,805	*	*	*
RHEA	24,235	25,053	3.4	8,973	123,594	220,741	8,811	24,601	392	3,297	4,129
ROANE	48,425	50,247	3.8	18,374	302,823	522,356	10,396	28,429	591	1,120	4,094
Harriman	8,303	7,350	-11.5	2,812	53,722	72,466	9,859	25,770	*	*	*
ROBERTSON	37,021	40,268	8.8	14,227	243,536	395,684	9,826	27,812	1,736	40,155	21,116
RUTHERFORD	84,058	102,098	21.5	35,573	608,896	1,050,113	10,285	29,520	1,775	6,485	18,451
Murfreesboro	32,845	37,387	13.8	13,597	265,656	398,148	10,649	29,282	*	*	*
SCOTT	19,259	20,437	6.1	6,852	89,881	136,448	6,677	19,914	234	312	3,506
SEQUATCHIE	8,605	8,884	3.2	3,092	35,660	61,749	6,951	19,971	178	738	1,952
SEVIER	41,418	48,505	17.1	18,038	241,020	440,840	9,089	24,440	1,176	4,764	4,584
SHELBY	777,113	813,906	4.7	294,632	5,607,875	8,782,800	10,791	29,809	855	20,120	5,361
Memphis	648,574	663,558	2.3	245,851	4,632,889	6,833,844	10,299	27,797	*	*	*
SMITH	14,935	15,326	2.6	5,765	94,375	134,607	8,783	23,349	1,299	8,950	5,922
STEWART	8,665	9,553	10.2	3,566	30,654	86,663	9,072	24,303	460	3,459	1,411
SULLIVAN	143,968	147,696	2.6	55,857	803,807	1,496,644	10,133	26,794	1,685	6,943	8,131
Bristol, Tenn.-Bristol, Va.	43,028	43,607	1.3	17,613	256,506	466,761	10,704	26,501	*	*	*
Kingsport	32,027	30,532	-4.7	12,575	215,068	347,435	11,379	27,629	*	*	*
SUMNER	85,790	95,037	10.8	33,117	684,185	1,094,459	11,516	33,048	2,178	17,735	17,486
TIPTON	32,747	36,290	10.8	12,385	158,709	315,001	8,680	25,434	767	29,348	3,482
TROUSDALE	6,137	5,841	-4.8	2,159	36,124	52,711	9,024	24,415	501	5,046	2,339
UNICOI	16,362	17,458	6.7	6,632	74,893	140,756	8,063	21,224	363	1,926	258
UNION	11,707	12,695	8.4	4,495	58,881	89,646	7,062	19,943	686	2,631	1,832
VAN BUREN	4,728	4,678	-1.1	1,661	24,851	35,677	7,627	21,479	243	641	3,100
WARREN	32,653	33,837	3.6	12,891	183,018	280,352	8,285	21,748	1,360	28,826	17,402
WASHINGTON	88,755	92,211	3.9	33,861	463,553	863,939	9,369	25,514	2,114	12,056	16,848
Johnson City	39,753	40,862	2.8	14,955	224,742	420,782	10,298	28,137	*	*	*
WAYNE	13,946	14,326	2.7	5,150	48,291	132,589	9,255	25,745	711	1,680	4,448
WEAKLEY	32,896	34,037	3.5	12,375	191,497	261,717	7,689	21,149	1,179	23,654	18,072
WHITE	19,567	20,311	3.8	7,532	100,519	159,408	7,848	21,164	1,160	4,141	13,758
WILLIAMSON	58,108	72,168	24.2	24,381	512,486	962,548	13,338	39,479	1,595	9,489	20,639
WILSON	56,064	62,921	12.2	22,153	438,199	726,552	11,547	32,797	1,963	6,111	14,372
Lebanon	11,872	10,470	-11.8	3,994	94,388	124,187	11,861	31,093	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Tennessee 1984 Cash Receipts as follows: From Crops $981,205,000; from Livestock & Livestock Products $1,003,352,000; Total $1,984,557,000. *—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	14,228,383	16,758,877	17.8	6,065,666	116,110,200	192,238,813	11,471	31,693	185,020	2,981,216	5,826,358
METROPOLITAN STATISTICAL AREAS											
Abilene, Tx	110,932	126,290	13.8	46,164	1,024,635	1,321,386	10,463	28,624	911	8,288	65,886
Amarillo, Tx	173,699	197,432	13.7	76,327	1,619,924	2,347,713	11,891	30,759	753	16,638	162,258
Austin, Tx	536,450	692,560	29.1	263,235	5,361,932	8,928,240	12,892	33,917	3,554	34,603	33,651
Beaumont-Port Arthur, Tx	375,497	394,975	5.2	144,036	2,765,420	4,495,716	11,382	31,212	1,148	20,635	6,870
Brazoria, Tx	169,587	196,600	15.9	65,347	1,665,548	2,530,460	12,871	38,723	1,316	30,697	10,235
Brownsville-Harlingen, Tx	209,680	260,545	24.3	75,853	1,065,039	1,558,836	5,983	20,551	1,173	69,972	13,878
Bryan-College Station, Tx	93,588	127,044	35.7	45,421	997,780	1,323,341	10,416	29,135	874	7,809	16,940
Corpus Christi, Tx	326,228	367,305	12.6	123,463	2,120,133	3,662,041	9,970	29,661	1,340	88,560	26,810
Dallas, Tx	1,957,451	2,301,538	17.6	870,962	17,834,871	32,688,021	14,203	37,531	7,310	58,890	86,566
El Paso, Tx	479,899	554,506	15.5	170,139	2,559,517	4,391,951	7,920	25,814	452	23,794	24,083
Fort Worth-Arlington, Tx	973,138	1,201,974	23.5	450,103	7,272,228	16,373,279	13,622	36,377	4,776	18,853	72,317
Galveston-Texas City, Tx	195,940	221,810	13.2	81,932	1,386,576	2,694,015	12,146	32,881	438	3,960	1,684
Houston, Tx	2,735,763	3,332,972	21.8	1,235,585	28,942,786	44,901,732	13,472	36,340	5,589	105,837	39,249
Killeen-Temple, Tx	214,656	227,205	5.8	73,836	1,442,423	2,128,033	9,366	28,821	2,658	19,582	34,204
Laredo, Tx	99,258	124,342	25.3	33,834	499,183	707,268	5,688	20,904	422	5,544	17,216
Longview-Marshall, Tx	151,752	176,571	16.4	65,795	1,068,529	1,840,857	10,426	27,979	1,409	1,228	10,029
Lubbock, Tx	211,651	220,368	4.1	79,131	1,618,617	2,331,428	10,580	29,463	1,029	35,815	72,016
McAllen-Edinburg-Mission, Tx	283,229	367,850	29.9	102,914	1,273,271	2,171,835	5,904	21,103	2,310	269,308	15,472

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TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Midland, Tx	82,636	119,908	45.1	45,020	862,659	1,701,385	14,189	37,792	335	6,266	5,718
Odessa, Tx	115,374	149,034	29.2	54,683	1,019,653	1,589,707	10,667	29,071	214	156	3,057
San Angelo, Tx	84,784	102,228	20.6	38,361	746,302	1,061,893	10,387	27,682	806	17,582	47,893
San Antonio, Tx	1,071,954	1,235,791	15.3	423,472	7,746,575	12,441,792	10,068	29,380	4,293	26,1[illegible]9	48,341
Sherman-Denison, Tx	89,796	98,758	10.0	39,127	706,912	1,036,804	10,498	26,498	1,765	9,12[illegible]	16,240
Texarkana, Tx-Ar	113,067	119,495	5.7	45,339	522,024	1,125,084	9,415	24,815	1,645	14,153	40,834
Tyler, Tx	128,366	152,630	18.9	57,103	1,093,686	1,743,426	11,423	30,531	1,689	11,409	14,845
Victoria, Tx	68,807	77,753	13.0	27,166	568,639	848,115	10,908	31,220	1,057	13,761	9,017
Waco, Tx	170,755	189,276	10.8	70,673	1,100,363	1,889,327	9,982	26,733	1,951	19,315	36,915
Wichita Falls, Tx	121,082	126,505	4.5	47,024	1,112,725	1,390,567	10,992	29,571	583	10,533	8,257
COUNTIES, Cities											
ANDERSON	38,381	47,673	24.2	16,332	265,803	425,782	8,931	26,070	1,356	2,175	18,047
Palestine	15,948	17,707	11.0	6,908	139,795	205,197	11,588	29,704	*	*	*
ANDREWS	13,323	17,327	30.1	6,004	113,917	195,164	11,264	32,506	128	3,733	3,743
ANGELINA	64,172	70,595	10.0	25,075	440,014	671,396	9,511	26,776	723	384	12,472
Lufkin	28,562	30,477	6.7	10,813	212,258	301,947	9,907	27,924	*	*	*
ARANSAS	14,260	18,439	29.3	6,964	117,667	181,645	9,851	26,083	61	352	408
ARCHER	7,266	8,639	18.9	3,294	73,313	95,880	11,099	29,107	465	4,633	28,076
ARMSTRONG	1,994	2,127	6.7	827	16,698	23,926	11,249	28,931	240	6,896	19,436
Poteet	3,086	3,187	3.3	922	18,746	23,566	7,394	25,560	*	*	*
ATASCOSA	25,055	29,829	19.1	10,045	154,308	232,468	7,793	23,143	1,256	13,345	24,949
AUSTIN	17,726	22,203	25.3	8,447	132,698	227,701	10,255	26,956	1,677	4,462	24,434
BAILEY	8,168	8,294	1.5	2,857	57,926	74,692	9,006	26,144	442	28,360	43,005
BANDERA	7,084	9,469	33.7	3,910	56,498	98,349	10,386	25,153	475	182	3,120
BASTROP	24,726	35,015	41.6	13,040	227,174	333,874	9,535	25,604	1,507	2,751	13,611
BAYLOR	4,919	5,200	5.7	2,246	38,760	52,562	10,108	23,402	351	10,275	16,589
BEE	26,030	28,132	8.1	9,191	164,967	229,953	8,174	25,019	688	8,880	7,598
BELL	157,889	168,700	6.8	58,697	1,137,037	1,679,464	9,955	28,612	1,667	15,146	21,274
Belton	10,660	11,232	5.4	3,892	69,[illegible]54	113,607	10,115	29,190	*	*	*
Killeen	46,296	49,501	6.9	19,431	356,749	497,236	10,045	25,590	*	*	*
Temple	42,354	44,983	6.2	16,974	354,160	504,181	11,208	29,703	*	*	*
BEXAR	988,800	1,131,772	14.5	385,837	7,135,716	11,315,531	9,998	29,327	2,007	17,184	30,131
San Antonio	798,923	913,799	14.4	309,982	5,387,463	8,366,156	9,155	26,989	*	*	*
BLANCO	4,681	5,985	27.9	2,466	38,163	61,344	10,250	24,876	488		
BORDEN	859	900	4.8	306	7,633	9,591	10,657	31,343	135	3,706	4,661
BOSQUE	13,401	15,315	14.3	6,656	98,797	143,555	9,373	21,568	1,004	3,952	18,589
BOWIE	75,301	80,132	6.4	30,668	303,436	794,530	9,915	25,907	1,130	4,486	21,811
1Texarkana	52,730	52,303	−.8	20,971	272,866	563,570	10,775	26,874	*	*	*
BRAZORIA	169,587	196,600	15.9	65,347	1,665,548	2,530,460	12,871	38,723	1,316	30,697	10,235
Alvin	16,515	18,245	10.5	6,418	180,763	258,223	14,153	40,234	*	*	*
Angleton	11,091	13,877	25.1	4,605	28,647			.	*	*	*
Clute	9,577	10,632	11.0	3,617	109,149	130,578	12,282	36,101	*	*	*
Freeport	13,444	13,623	1.3	4,710	125,330	166,938	12,254	35,443	*	*	*
Lake Jackson	19,102	20,774	8.8	7,088	369,025	348,892	16,795	49,223	*	*	*
BRAZOS	93,588	127,044	35.7	45,421	997,780	1,323,341	10,416	29,135	874	7,809	16,940
Bryan	46,737	58,970	26.2	20,104	489,319	654,958	11,107	32,578	*	*	*
College Station	37,272	49,185	32.0	15,699	376,634	463,891	9,432	29,549	*	*	*
BREWSTER	7,573	8,027	6.0	2,971	36,330	60,719	7,564	20,437	110		
BRISCOE	2,579	2,377	−7.8	910	19,066	20,731	8,721	22,781	251	7,782	4,667
BROOKS	8,428	9,363	11.1	3,013	43,579	60,481	6,460	20,073	331	924	5,587
BROWN	33,057	38,505	16.5	15,088	240,662	371,356	9,644	24,613	1,181	4,218	17,450
Brownwood	19,203	20,775	8.2	7,582	137,371	192,690	9,275	25,414	*	*	*
BURLESON	12,313	16,019	30.1	6,093	111,792	159,857	9,979	26,236	1,260	7,299	10,806
BURNET	17,803	24,119	35.5	9,807	134,676	213,179	8,839	21,737	827	1,478	10,078
CALDWELL	23,637	29,149	23.3	9,710	162,751	240,271	8,243	24,745	977	3,758	24,053
CALHOUN	19,574	22,342	14.1	7,744	159,413	233,524	10,452	30,155	273	10,540	2,306
Port Lavaca	10,911	12,041	10.4	3,325	78,534	105,769	8,784	31,810	*	*	*
CALLAHAN	10,992	14,105	28.3	5,588	84,474	137,781	9,768	24,657	800	3,284	8,088
CAMERON	209,680	260,545	24.3	75,853	1,065,039	1,558,836	5,983	20,551	1,173	69,972	13,878
Brownsville	84,997	102,908	21.1	27,301	398,189	582,927	5,665	21,352	*	*	*
Harlingen	43,543	51,190	17.6	15,761	255,530	336,630	6,576	21,358	*	*	*
CAMP	9,275	10,271	10.7	3,985	64,615	103,489	10,076	25,970	413	404	53,696
CARSON	6,672	7,536	12.9	2,807	55,222	87,806	11,652	31,281	352	20,063	36,483
CASS	29,430	31,674	7.6	11,788	211,859	306,184	9,667	25,974	894	1,221	9,145
CASTRO	10,556	10,294	−2.5	3,163	63,416	81,935	7,959	25,904	483	64,768	169,315
CHAMBERS	18,538	21,342	15.1	7,547	166,353	245,974	11,525	32,592	332	21,908	3,082
CHEROKEE	38,127	41,653	9.2	15,607	268,949	391,245	9,393	25,069	1,439	11,490	18,768
Jacksonville	12,264	13,363	9.0	4,844	92,343	127,288	9,525	26,277	*	*	*
CHILDRESS	6,950	6,924	−.4	2,869	51,733	65,223	9,420	22,734	323	9,253	2,670
CLAY	9,582	10,311	7.6	4,065	78,843	113,796	11,036	27,994	813	6,489	25,137
COCHRAN	4,825	4,680	−3.0	1,525	30,635	39,870	8,519	26,144	279		
COKE	3,196	3,781	18.3	1,565	20,106	40,512	10,715	25,886	357	415	9,220
COLEMAN	10,439	11,095	6.3	4,737	70,757	102,534	9,241	21,645	837	4,539	13,554
COLLIN	144,490	200,332	38.6	67,329	1,250,727	2,944,702	14,699	43,736	1,543	15,605	20,802
McKinney	16,249	18,135	11.6	6,606	123,537	245,355	13,529	37,141	*	*	*
Plano	72,331	95,217	31.6	30,267	619,028	643,212	6,755	21,251	*	*	*
COLLINGSWORTH	4,648	4,375	−5.9	1,726	32,732	41,671	9,525	24,143	388	6,209	8,757
COLORADO	18,823	21,007	11.6	8,121	146,125	206,033	9,808	25,370	1,424	31,474	17,046
COMAL	36,446	47,707	30.9	17,791	278,239	555,097	11,636	31,201	584	641	3,392
New Braunfels	22,402	26,983	20.4	8,846	151,495	282,676	10,476	31,955	*	*	*
COMANCHE	12,617	13,717	8.7	5,706	89,408	124,554	9,080	21,829	1,350	15,768	43,822
CONCHO	2,915	3,014	3.4	1,231	21,829	29,073	9,646	23,617	376	7,426	9,505
COOKE	27,656	31,563	14.1	12,006	224,254	321,398	10,183	26,770	1,230	5,945	24,130
Gainesville	14,081	14,766	4.9	5,814	120,080	157,626	10,675	27,111	*	*	*
CORYELL	56,767	58,505	3.1	15,139	305,386	448,569	7,667	29,630	991	4,436	12,930

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TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1988 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
COTTLE	2,947	2,885	-2.1	1,219	23,129	31,994	11,090	26,246	235	8,150	3,182
CRANE	4,600	5,449	18.5	1,889	38,533	55,461	10,178	29,360	30		
CROCKETT	4,608	4,884	6.0	1,766	29,746	51,935	10,634	29,408	154	39	12,666
CROSBY	8,859	8,462	-4.5	2,948	56,491	72,732	8,595	24,672	430	22,183	3,365
CULBERSON	3,315	3,295	-.6	1,019	14,406	22,305	6,769	21,889	70	1,761	4,561
DALLAM	6,531	6,642	1.7	2,569	40,733	56,599	8,521	22,032	378	39,740	111,932
Dalhart	6,854	6,527	-4.8	2,561	45,873	57,176	8,760	22,326	*	*	*
DALLAS	1,556,549	1,761,319	13.2	682,601	14,581,134	25,320,681	14,376	37,094	1,046	7,764	9,076
Carrollton	40,591	46,111	13.6	17,019	403,141	955,337	20,718	56,134	*	*	*
Dallas	904,078	975,787	7.9	408,517	8,507,338	13,895,313	14,240	34,014	*	*	*
Garland	138,857	157,741	13.6	53,223	1,226,670	2,406,029	15,253	45,207	*	*	*
Grand Prairie	71,462	84,702	18.5	28,831	581,773	1,085,914	12,820	37,665	*	*	*
Irving	109,943	122,448	11.4	46,536	1,060,373	1,806,003	14,749	38,809	*	*	*
Richardson	72,496	82,355	13.6	27,963	842,246	1,590,149	19,308	56,866	*	*	*
DAWSON	16,184	16,600	2.6	5,820	116,471	161,198	9,711	27,697	581	36,974	2,771
DEAF SMITH	21,165	19,898	-6.0	6,330	141,963	177,904	8,941	28,105	655	55,551	507,130
Hereford	15,853	15,377	-3.0	4,904	106,973	136,764	8,894	27,888	*	*	*
DELTA	4,839	5,014	3.6	2,150	26,150	45,844	9,143	21,323	446	3,377	5,437
DENTON	143,126	193,474	35.2	69,593	1,213,785	2,697,825	13,944	38,766	1,417	10,290	24,177
Denton	48,063	55,460	15.4	20,947	381,044	656,591	11,839	31,345	*	*	*
Lewisville	24,273	30,582	26.0	10,309	356,765	405,969	13,275	39,380	*	*	*
DE WITT	18,903	20,858	10.3	8,167	134,549	186,100	8,922	22,787	1,619	2,276	22,376
DICKENS	3,539	3,066	-13.4	1,212	21,719	24,052	7,845	19,845	330	5,483	7,565
DIMMIT	11,367	11,826	4.0	3,406	46,553	71,056	6,008	20,862	224	6,896	17,693
DONLEY	4,075	4,242	4.1	1,753	29,664	42,704	10,067	24,361	365	4,355	35,841
DUVAL	12,517	13,971	11.6	4,373	66,426	98,622	7,059	22,552	1,074	5,549	14,133
EASTLAND	19,480	22,302	14.5	9,296	132,053	190,555	8,544	20,499	1,111	8,355	11,160
ECTOR	115,374	149,034	29.2	54,683	1,019,653	1,589,707	10,667	29,071	214	156	3,057
Odessa	90,027	111,121	23.4	41,058	814,596	1,217,591	10,957	29,655	*	*	*
EDWARDS	2,033	2,100	3.3	715	11,057	14,511	6,910	20,295	226	15	9,318
ELLIS	59,743	73,400	22.9	25,621	401,893	826,961	11,266	32,277	1,608	20,175	12,954
Ennis	12,110	13,723	13.3	4,812	82,468	155,476	11,330	32,310	*	*	*
Waxahachie	14,624	16,490	12.8	5,947	106,337	196,872	11,939	33,104	*	*	*
EL PASO	479,899	554,506	15.5	170,139	2,559,517	4,391,951	7,920	25,814	452	23,794	24,083
El Paso	425,259	487,171	14.6	153,438	2,345,798	3,990,453	8,191	26,007	*	*	*
ERATH	22,560	27,071	20.0	10,631	156,328	256,448	9,473	24,123	1,564	5,729	70,092
Stephenville	11,881	14,297	20.3	5,480	92,785	132,648	9,278	24,206	*	*	*
FALLS	17,946	18,663	4.0	7,519	87,269	157,779	8,454	20,984	1,117	13,278	31,028
Marlin	7,099	7,720	8.7	3,142	46,558	68,183	8,832	21,701	*	*	*
FANNIN	24,285	25,880	6.6	10,362	134,318	248,199	9,590	23,953	1,576	13,140	18,648
Bonham	7,338	7,250	-1.2	2,881	51,192	72,152	9,952	25,044	*	*	*
FAYETTE	18,832	21,902	16.3	9,091	153,453	217,230	9,918	23,895	2,610	4,081	24,198
FISHER	5,891	5,780	-1.9	2,239	43,115	64,097	11,089	28,628	688	13,768	8,950
FLOYD	9,834	8,994	-8.6	3,128	63,968	79,789	8,871	25,508	590	40,241	34,079
FOARD	2,158	2,094	-3.0	916	14,453	22,395	10,695	24,449	250	6,422	4,332
FORT BEND	130,846	198,223	51.5	63,583	1,211,821	2,608,583	13,160	41,026	1,179	40,455	8,645
Richmond Rosenberg	17,995	22,650	25.9	7,545	191,770	347,974	15,363	46,120	*	*	*
FRANKLIN	6,893	7,753	12.5	3,061	49,797	79,028	10,193	25,818	478	508	16,899
FREESTONE	14,830	18,368	23.9	7,287	142,199	186,333	10,144	25,571	1,101	447	13,113
FRIO	13,785	14,226	3.2	4,326	73,315	94,112	6,615	21,755	526	29,438	34,376
GAINES	13,150	15,234	15.8	5,044	94,539	145,007	9,519	28,748	619	65,366	13,060
GALVESTON	195,940	221,810	13.2	81,932	1,386,576	2,694,015	12,146	32,881	438	3,960	1,684
Galveston	61,902	64,682	4.5	25,315	397,489	682,103	10,545	26,945	*	*	*
League City	16,578	20,199	21.8	6,304	131,327	279,418	13,833	44,324	*	*	*
Texas City	41,403	44,976	8.6	14,195	263,765	479,149	10,653	33,755	*	*	*
GARZA	5,336	5,641	5.7	2,057	36,903	57,321	10,161	27,866	240	5,239	9,641
GILLESPIE	13,532	16,392	21.1	6,609	107,083	159,909	9,755	24,196	1,285	1,750	25,283
GLASSCOCK	1,304	1,300	-.3	408	7,617	12,399	9,538	30,390	200	10,885	3,319
GOLIAD	5,193	5,922	14.0	2,085	37,472	51,588	8,711	24,742	674	2,018	16,137
GONZALES	16,883	19,466	15.3	7,180	109,715	158,335	8,134	22,052	1,632	3,967	113,869
Gonzales	7,152	9,010	26.0	2,961	53,638	75,141	8,340	25,377	*	*	*
GRAY	26,386	28,376	7.5	11,506	235,745	348,568	12,284	30,294	350	6,890	81,196
Pampa	21,396	23,071	7.8	9,262	192,450	283,534	12,290	30,613	*	*	*
GRAYSON	89,796	98,758	10.0	39,127	706,912	1,036,804	10,498	26,498	1,765	9,121	16,240
Denison	23,884	24,315	1.8	9,342	183,454	259,823	10,686	27,812	*	*	*
Sherman	30,413	32,815	7.9	12,506	259,164	342,940	10,451	27,422	*	*	*
GREGG	99,487	116,895	17.5	44,222	736,240	1,286,115	11,002	29,083	378	476	1,752
Kilgore	11,006	12,383	12.5	4,927	83,968	140,827	11,373	28,583	*	*	*
Longview	62,762	73,028	16.4	27,836	493,881	897,989	12,297	32,260	*	*	*
GRIMES	13,580	18,146	33.6	6,815	120,474	167,512	9,231	24,580	1,196	1,340	23,039
GUADALUPE	46,708	56,312	20.6	19,844	332,620	571,164	10,143	28,783	1,702	8,324	14,818
Seguin	17,854	19,411	8.7	6,124	112,697	168,669	8,689	27,542	*	*	*
HALE	37,592	37,146	-1.2	12,745	256,265	334,054	8,993	26,211	832	87,375	54,951
Plainview	22,187	22,570	1.7	7,547	157,893	203,958	9,037	27,025	*	*	*
HALL	5,594	4,944	-11.6	2,019	40,695	44,195	8,939	21,890	341	10,874	2,815
HAMILTON	8,297	8,726	5.2	3,730	53,332	74,597	8,549	19,999	956	2,761	16,869
HANSFORD	6,209	6,627	6.7	2,563	55,714	85,761	12,941	33,461	315	26,553	168,098
HARDEMAN	6,368	6,914	8.6	2,762	49,219	71,242	10,304	25,794	362	10,401	4,801
HARDIN	40,721	45,105	10.8	15,877	255,259	481,523	10,676	30,328	331	482	1,301
HARRIS	2,409,544	2,868,178	19.0	1,081,302	26,042,745	39,171,314	13,657	36,226	1,943	28,467	13,714
Baytown	56,923	65,403	14.9	23,237	588,816	842,873	12,887	36,273	*	*	*
Houston	1,594,086	1,831,132	14.9	720,816	17,026,907	24,585,798	13,427	34,108	*	*	*
Pasadena	112,560	128,531	14.2	46,897	1,227,450	1,718,017	13,367	36,634	*	*	*
HARRISON	52,265	59,676	14.2	21,573	332,289	554,742	9,296	25,715	1,031	752	8,277
Marshall	24,921	27,347	9.7	9,780	167,643	260,982	9,543	26,685	*	*	*

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TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
HARTLEY	3,987	3,893	−2.4	1,360	36,893	47,041	12,083	34,589	208	25,324	117,499
HASKELL	7,725	7,661	−.8	3,047	58,140	79,837	10,421	26,202	670	18,671	3,442
HAYS	40,594	56,444	39.0	18,159	334,554	548,637	9,720	30,213	643	2,317	5,349
San Marcos	23,420	30,101	28.5	8,174	167,273	251,702	8,362	30,793	*	*	*
HEMPHILL	5,304	6,579	24.0	2,383	45,564	78,208	11,888	32,819	221	2,565	46,355
HENDERSON	42,606	54,776	28.6	21,653	329,580	553,718	10,109	25,572	1,509	3,782	15,113
Athens	10,197	10,870	6.6	3,227	76,421	108,860	10,015	33,734	*	*	*
HIDALGO	283,229	367,850	29.9	102,914	1,273,271	2,171,835	5,904	21,103	2,310	269,308	15,472
Edinburg	25,775	31,502	22.2	7,928	115,795	191,821	6,089	24,195	*	*	*
McAllen	67,042	84,143	25.5	24,632	396,817	682,715	8,114	27,717	*	*	*
HILL	25,024	28,732	14.8	11,629	141,706	271,984	9,466	23,388	1,544	22,391	13,308
Hillsboro	7,397	8,098	9.5	3,002	50,766	74,312	9,177	24,754	*	*	*
HOCKLEY	23,230	26,078	12.3	8,596	166,245	247,833	9,504	28,831	633	29,768	15,383
HOOD	17,714	27,181	53.4	10,898	128,605	372,499	13,704	34,180	593	3,672	10,135
HOPKINS	25,247	29,671	17.5	11,757	196,884	294,522	9,926	25,051	1,673	1,785	82,388
Sulphur Springs	12,804	14,899	16.4	5,810	106,103	152,187	10,215	26,194	*	*	*
HOUSTON	22,299	24,432	9.6	8,385	125,162	188,654	7,722	22,499	1,387	3,895	15,605
HOWARD	33,142	36,887	11.3	13,956	276,705	406,767	11,027	29,146	398	14,128	3,365
Big Spring	24,804	27,317	10.1	10,537	209,217	301,736	11,046	28,636	*	*	*
HUDSPETH	2,728	2,294	−15.9	713	10,671	14,698	6,407	20,614	139	10,145	7,647
HUNT	55,248	66,524	20.4	25,986	351,153	679,335	10,212	26,142	1,864	9,169	10,900
Greenville	22,161	24,574	10.9	9,353	153,200	275,326	11,204	29,437	*	*	*
HUTCHINSON	26,304	30,759	16.9	12,039	243,129	385,182	12,523	31,995	157	7,209	22,351
Borger	15,837	18,892	19.3	7,414	150,238	231,125	12,234	31,174	*	*	*
IRION	1,386	2,008	44.9	755	8,150	20,458	10,188	27,097	127	51	6,485
JACK	7,408	8,176	10.4	3,339	53,071	81,203	9,932	24,320	644	544	10,218
JACKSON	13,352	14,022	5.0	5,150	99,901	135,760	9,682	26,361	801	33,262	7,638
JASPER	30,781	33,358	8.4	12,120	201,248	305,709	9,164	25,224	659	292	4,728
JEFF DAVIS	1,647	1,727	4.9	622	7,523	12,837	7,433	20,638	78		
JEFFERSON	250,938	259,107	3.3	96,606	1,894,643	2,979,466	11,499	30,841	502	19,171	4,168
Beaumont	118,102	121,605	3.0	46,362	912,455	1,392,158	11,448	30,028	*	*	*
Port Arthur	61,195	63,260	3.4	23,867	401,672	638,719	10,097	26,762	*	*	*
JIM HOGG	5,168	5,484	6.1	1,763	23,287	40,844	7,448	23,167	206	292	7,790
JIM WELLS	36,498	41,744	14.4	13,405	244,827	355,431	8,515	26,515	785	13,214	11,282
JOHNSON	67,649	90,996	34.5	32,668	430,147	1,101,379	12,104	33,714	1,798	5,997	31,066
Cleburne	19,218	23,513	22.3	9,343	133,382	296,702	12,619	31,757	*	*	*
JONES	17,268	19,280	11.7	7,499	143,806	188,719	9,788	25,166	948	20,982	9,792
KARNES	13,593	13,496	−.7	4,695	90,500	120,298	8,914	25,623	1,075	3,632	11,870
KAUFMAN	39,015	51,137	31.1	18,150	258,051	572,714	11,200	31,554	1,505	3,741	18,081
Terrell	13,269	14,914	12.4	4,975	86,973	164,319	11,018	33,029	*	*	*
KENDALL	10,635	14,722	38.4	5,555	97,590	170,525	11,583	30,698	586	743	7,277
KENEDY	543	493	−9.2	201	3,696	4,641	9,414	23,090	25		
KENT	1,145	1,195	4.4	508	8,288	13,161	11,013	25,907	177	2,651	4,921
KERR	28,780	37,442	30.1	15,378	266,375	421,865	11,267	27,433	529	760	7,904
Kerrville	15,276	18,136	18.7	6,807	135,141	195,272	10,767	28,687	*	*	*
KIMBLE	4,063	4,468	10.0	1,763	21,427	39,674	8,880	22,504	423	187	7,401
KING	425	396	−6.8	202	1,689	4,568	11,535	22,614	45	809	4,655
KINNEY	2,279	2,568	12.7	944	7,124	17,420	6,783	18,453	108		
KLEBERG	33,358	34,790	4.3	11,190	211,570	295,358	8,490	26,395	255	12,658	35,765
KNOX	5,329	5,821	9.2	2,357	37,695	60,978	10,476	25,871	403	13,433	7,361
LAMAR	42,156	46,320	9.9	18,037	232,288	426,554	9,209	23,649	1,432	9,192	17,392
Paris	25,498	26,931	5.6	10,801	146,661	250,613	9,306	23,203	*	*	*
LAMB	18,669	17,480	−6.4	6,221	126,432	160,096	9,159	25,735	823	62,512	121,719
LAMPASAS	12,005	13,956	16.3	5,423	79,685	123,659	8,861	22,803	611	936	12,604
LA SALLE	5,514	5,908	7.1	1,976	23,648	34,825	5,895	17,624	256	2,142	13,447
LAVACA	19,004	20,058	5.5	7,860	139,127	189,738	9,459	24,140	2,315	3,855	22,623
LEE	10,952	15,722	43.6	5,857	101,688	156,199	9,935	26,669	1,447	2,501	11,416
LEON	9,594	12,447	29.7	5,190	91,265	123,284	9,905	23,754	1,227	1,093	15,218
LIBERTY	47,088	57,756	22.7	20,767	364,625	598,687	10,366	28,829	861	23,048	3,374
LIMESTONE	20,224	23,210	14.8	9,018	100,491	200,506	8,639	22,234	1,209	4,089	21,893
Mexia	7,094	8,412	18.6	3,309	46,058	71,252	8,470	21,533	*	*	*
LIPSCOMB	3,766	4,636	23.1	1,788	34,317	52,775	11,384	29,516	294	5,537	17,427
LIVE OAK	9,606	9,742	1.4	3,486	74,895	105,255	10,804	30,194	770	5,833	10,612
LLANO	10,144	13,019	28.3	5,944	87,881	149,335	11,471	25,124	520	613	12,192
LOVING	91	97	6.6	99	1,800	1,063	10,959	10,737	15		
LUBBOCK	211,651	220,368	4.1	79,131	1,618,617	2,331,428	10,580	29,463	1,029	35,815	72,016
Lubbock	173,979	180,052	3.5	65,429	1,428,935	1,988,657	11,045	30,394	*	*	*
LYNN	8,605	7,830	−9.0	2,631	56,853	63,[illegible]	8,126	24,183	556	27,363	905
MCCULLOCH	8,735	9,508	8.8	3,924	63,573	85,517	8,994	21,793	520	3,945	13,350
MCLENNAN	170,755	189,276	10.8	70,673	1,100,363	1,889,327	9,982	26,733	1,951	19,315	36,915
Mart	2,324	2,457	5.7	1,007	17,465	24,525	9,982	24,355	*	*	*
Waco	101,261	106,900	5.6	40,904	663,736	1,015,219	9,497	24,820	*	*	*
MCMULLEN	789	896	13.6	407	6,287	11,563	12,905	28,410	208		
MADISON	10,649	12,583	18.2	3,961	81,583	105,826	8,410	26,717	708		
MARION	10,360	10,968	5.9	4,251	64,011	88,941	8,109	20,922	207	123	1,560
MARTIN	4,684	5,595	19.4	1,973	34,449	63,193	11,295	32,029	390	21,836	1,935
MASON	3,683	3,700	.5	1,532	25,462	37,964	10,261	24,781	567	4,384	20,868
MATAGORDA	37,828	39,363	4.1	14,257	308,040	446,902	11,353	31,346	703	45,551	8,901
Bay City	17,837	18,872	5.8	6,115	135,820	194,374	10,300	31,786	*	*	*
MAVERICK	31,398	38,647	23.1	9,729	150,839	272,098	7,041	27,968	176	3,078	45,217
MEDINA	23,164	25,878	11.7	8,702	153,957	217,450	8,403	24,989	1,480	16,406	21,394
MENARD	2,346	2,506	6.8	1,023	11,320	18,752	7,483	18,330	268	141	11,918
MIDLAND	82,636	119,908	45.1	45,020	862,659	1,701.385	14,189	37,792	335	6,266	5,718
Midland	73,625	103,137	40.1	36,976	757,652	1,487,282	14,420	40,223	*	*	*
MILAM	22,732	24,542	8.0	9,397	125,275	226,309	9,221	24,083	1,583	13,066	22,175

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U S Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
MILLS	4,477	4,768	6.5	1,968	28,243	38,005	7,971	19,311	677	1,420	14,647
MITCHELL	9,088	9,327	2.6	3,584	64,148	92,399	9,907	25,781	406	7,544	5,053
MONTAGUE	17,410	19,956	14.6	8,192	124,843	181,538	9,097	22,160	1,065	3,857	15,548
MONTGOMERY	128,487	183,159	42.6	61,848	1,190,132	2,273,953	12,415	36,767	797	1,809	4,045
Conroe	18,034	21,273	18.0	8,006	194,581	311,923	14,663	38,961	*	*	*
MOORE	16,575	18,302	10.4	6,404	139,972	202,513	11,065	31,623	270	32,232	137,183
MORRIS	14,629	15,168	3.7	5,575	125,568	160,961	10,612	28,872	380	1,536	3,945
MOTLEY	1,950	1,778	-8.8	807	14,520	17,129	9,634	21,226	233	4,831	5,325
NACOGDOCHES	46,786	53,763	14.9	19,111	344,186	484,301	9,008	25,341	1,237	1,200	71,280
Nacogdoches	27,149	30,152	11.1	10,120	208,023	265,787	8,815	26,264	*	*	*
NAVARRO	35,323	40,966	16.0	16,184	208,814	389,331	9,504	24,057	1,464	8,022	14,939
Corsicana	21,712	24,604	13.3	9,486	142,269	253,224	10,292	26,694	*	*	*
NEWTON	13,254	14,153	6.8	4,990	76,042	114,554	8,094	22,957	323	282	1,253
NOLAN	17,359	18,244	5.1	7,037	128,624	182,296	9,992	25,905	452	6,501	19,104
Sweetwater	12,242	12,462	1.8	4,761	91,354	123,554	9,914	25,951	*	*	*
NUECES	268,215	302,342	12.7	102,900	1,775,149	3,045,226	10,072	29,594	735	47,966	6,324
Corpus Christi	235,099	265,012	12.7	88,901	1,574,960	2,694,232	10,166	30,306	*	*	*
OCHILTREE	9,588	11,631	21.3	4,479	101,546	156,516	13,457	34,944	394	24,378	70,050
OLDHAM	2,283	2,754	20.6	833	17,376	23,422	8,505	28,118	150	4,723	37,599
ORANGE	83,838	90,763	8.3	31,553	615,518	1,034,727	11,400	32,793	315	982	1,401
Orange	23,628	22,681	-4.0	8,419	184,707	263,443	11,615	31,291	*	*	*
PALO PINTO	24,062	26,586	10.5	10,409	193,421	258,704	9,731	24,854	655	1,152	7,450
Mineral Wells	14,468	15,403	6.5	5,085	102,252	129,712	8,421	25,509	*	*	*
PANOLA	20,724	24,417	17.8	9,163	152,060	241,494	9,890	26,355	934	510	22,799
PARKER	44,609	56,725	27.2	20,808	304,934	690,749	12,177	33,196	1,751	5,690	22,422
Weatherford	12,049	13,406	11.3	5,533	87,252	167,700	12,509	30,309	*	*	*
PARMER	11,038	10,816	-2.0	3,579	73,784	95,505	8,830	26,685	661	77,164	229,347
PECOS	14,618	16,993	16.2	5,540	80,818	154,107	9,069	27,817	284	5,615	16,004
POLK	24,407	31,193	27.8	11,889	151,146	251,547	8,064	21,158	530	313	2,522
POTTER	98,637	107,193	8.7	42,756	792,774	1,110,262	10,358	25,967	178	1,766	18,447
Amarillo	149,230	197,432	32.3	76,327	1,467,228	2,347,713	11,891	30,759	*	*	*
PRESIDIO	5,188	5,708	10.0	1,873	18,835	31,768	5,566	16,961	137	4,539	15,002
RAINS	4,839	6,185	27.8	2,569	32,893	58,581	9,471	22,803	438	1,445	8,036
RANDALL	75,062	90,239	20.2	33,571	827,150	1,237,451	13,713	36,861	575	14,872	143,811
REAGAN	4,135	5,244	26.8	1,713	23,410	49,064	9,356	28,642	123	4,390	2,910
REAL	2,469	2,908	17.8	1,060	9,265	20,166	6,935	19,025	177	65	3,680
RED RIVER	16,101	16,384	1.8	6,466	98,351	131,624	8,034	20,356	1,027	5,683	11,460
REEVES	15,801	15,982	1.1	5,069	74,182	125,062	7,825	24,527	149	4,726	57,902
Pecos	12,855	13,407	4.3	4,130	61,720	105,594	7,876	25,568	*	*	*
REFUGIO	9,289	9,399	1.2	3,369	73,158	92,213	9,811	27,371	262	12,151	5,116
ROBERTS	1,187	1,103	-7.1	410	10,201	14,164	12,841	34,546	103	1,685	20,175
ROBERTSON	14,653	16,444	12.2	6,426	121,383	152,110	9,250	23,671	1,100	7,854	24,256
ROCKWALL	14,528	21,876	50.6	7,668	129,281	325,138	14,863	42,402	191	1,315	1,476
RUNNELS	11,872	12,895	8.6	5,143	81,612	122,651	9,512	23,848	867	14,102	17,002
RUSK	41,382	46,591	12.6	17,721	303,555	467,967	10,044	26,407	1,372	1,615	10,360
Henderson	11,473	12,419	8.2	4,633	95,199	131,681	10,603	28,422	*	*	*
SABINE	8,702	9,812	12.8	3,902	47,677	72,496	7,389	18,579	256	47	8,022
SAN AUGUSTINE	8,785	8,942	1.8	3,385	45,625	71,751	8,024	21,197	355	202	11,797
SAN JACINTO	11,434	15,558	36.1	5,806	62,977	128,985	8,291	22,216	315	470	1,548
SAN PATRICIO	58,013	64,963	12.0	20,563	344,984	616,815	9,495	29,996	605	40,594	20,486
SAN SABA	5,693	6,408	12.6	2,596	39,148	54,973	8,579	21,176	643	3,190	18,215
SCHLEICHER	2,820	3,436	21.8	1,276	15,617	33,185	9,658	26,007	265	1,589	12,149
SCURRY	18,192	20,569	13.1	7,561	146,756	230,378	11,200	30,469	614	8,307	5,444
Snyder	12,705	14,269	12.3	5,027	103,158	159,847	11,202	31,798	*	*	*
SHACKELFORD	3,915	4,436	13.3	1,791	34,617	48,259	10,879	26,945	258	1,926	7,899
SHELBY	23,084	25,089	8.7	9,723	146,196	219,457	8,747	22,571	1,117	836	55,626
SHERMAN	3,174	3,177	.1	1,115	26,469	35,197	11,079	31,567	279	29,997	127,639
SMITH	128,366	152,630	18.9	57,103	1,093,686	1,743,426	11,423	30,531	1,689	11,409	14,845
Tyler	70,508	80,404	14.0	30,427	661,937	945,453	11,759	31,073	*	*	*
SOMERVELL	4,154	5,525	33.0	2,170	35,979	60,190	10,894	27,737	234	479	1,550
STARR	27,266	35,529	30.3	9,340	92,502	145,487	4,095	15,577	830	19,963	32,604
STEPHENS	9,926	11,239	13.2	4,632	78,771	114,333	10,173	24,683	431	693	6,242
STERLING	1,206	1,668	38.3	639	7,455	16,810	10,078	26,307	78	220	6,660
STONEWALL	2,406	2,627	9.2	1,032	20,083	25,530	9,718	24,738	337	4,198	5,374
SUTTON	5,130	6,095	18.8	2,039	28,706	63,522	10,422	31,154	177	72	9,416
SWISHER	9,723	8,918	-8.3	3,136	64,377	76,491	8,577	24,391	551	41,585	159,572
TARRANT	860,880	1,054,253	22.5	396,627	6,537,147	14,581,151	13,831	36,763	1,227	7,166	18,829
Arlington	160,123	196,378	22.6	77,317	1,398,798	3,347,402	17,046	43,295	*	*	*
Euless	24,002	29,682	23.7	11,614	256,578	435,404	14,669	37,490	*	*	*
Fort Worth	385,141	420,708	9.2	164,399	2,681,439	5,276,028	12,541	32,093	*	*	*
Haltom City	29,014	32,817	13.1	12,095	201,453	398,911	12,156	32,981	*	*	*
Hurst	31,420	37,965	20.8	14,325	288,754	638,028	16,806	44,539	*	*	*
TAYLOR	110,932	126,290	13.8	46,164	1,024,635	1,321,386	10,463	28,624	911	8,288	65,886
Abilene	99,615	111,241	11.7	39,563	916,382	1,156,945	10,400	29,243	*	*	*
TERRELL	1,595	1,587	-.5	608	8,860	17,082	10,764	28,095	77		7,698
TERRY	14,581	15,122	3.7	5,249	106,522	144,091	9,529	27,451	532	38,994	1,048
THROCKMORTON	2,053	2,541	23.8	1,142	15,729	27,045	10,643	23,682	306	4,962	10,729
TITUS	21,442	24,242	13.1	9,202	168,457	257,024	10,602	27,931	778	784	12,891
Mount Pleasant	11,003	12,154	10.5	4,571	94,104	131,246	10,799	28,713	*	*	*
TOM GREEN	84,784	102,228	20.6	38,361	746,302	1,061,893	10,387	27,682	806	17,582	47,893
San Angelo	73,240	86,438	18.0	32,356	638,682	874,529	10,117	27,028	*	*	*
TRAVIS	419,335	523,867	24.9	206,579	4,335,653	6,969,057	13,303	33,736	1,061	6,859	9,991
Austin	349,796	427,529	22.2	169,228	3,522,385	5,463,250	12,779	32,283	*	*	*
TRINITY	9,450	11,915	26.1	4,802	56,185	96,166	8,071	20,026	520		
TYLER	16,223	19,327	19.1	7,360	102,220	167,157	8,649	22,712	496	579	1,848

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TEXAS POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop Change 87 vs 80	1987 number of households	E&P 1988 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
UPSHUR	28,595	34,514	20.7	12,746	205,742	338,475	9,807	26,555	1,022	874	23,198
UPTON	4,619	5,608	21.4	1,978	24,766	53,713	9,578	27,155	89	3,066	2,505
UVALDE	22,441	24,389	8.7	7,951	94,210	176,240	7,226	22,166	531	17,847	18,374
VAL VERDE	35,910	41,300	15.0	12,533	148,671	277,208	6,712	22,118	253	151	16,658
Del Rio	30,034	34,397	14.5	9,869	114,784	221,751	6,447	22,469	*	*	*
VAN ZANDT	31,426	39,575	25.9	15,408	243,991	385,379	9,738	25,012	2,328	8,425	24,380
VICTORIA	68,807	77,753	13.0	27,166	568,639	848,115	10,908	31,220	1,057	13,761	9,017
Victoria	50,695	55,978	10.4	19,638	429,652	595,132	10,632	30,305	*	*	*
WALKER	41,789	56,089	34.2	18,473	258,009	471,492	8,406	25,523	624	698	9,108
Huntsville	25,136	31,735	26.3	8,636	150,132	257,691	8,120	29,839	*	*	*
WALLER	19,798	25,656	29.6	8,085	133,463	249,195	9,713	30,822	809	12,058	9,471
WARD	13,976	17,315	23.9	6,209	85,831	170,179	9,828	27,408	80		
WASHINGTON	21,998	26,749	21.6	9,951	193,723	274,579	10,265	27,593	1,839	2,030	18,035
Brenham	10,966	13,593	24.0	4,348	93,998	139,435	10,258	32,069	*	*	*
WEBB	99,258	124,342	25.3	33,834	499,183	707,268	5,688	20,904	422	5,544	17,216
Laredo	91,449	112,934	23.5	30,282	437,891	605,505	5,362	19,996	*	*	*
WHARTON	40,242	42,719	6.2	15,473	289,901	420,408	9,841	27,170	1,258	83,620	10,575
WHEELER	7,137	8,558	19.9	3,369	62,441	92,579	10,818	27,480	507	5,307	35,988
WICHITA	121,082	126,505	4.5	47,024	1,112,725	1,390,567	10,992	29,571	583	10,533	8,257
Wichita Falls	94,201	96,712	2.7	36,279	885,445	1,092,538	11,297	30,115	*	*	*
WILBARGER	15,931	17,671	10.9	6,947	113,720	176,859	10,008	25,458	557	21,117	8,847
Vernon	12,695	14,603	15.0	5,778	91,378	142,337	9,747	24,634	*	*	*
WILLACY	17,495	18,353	4.9	5,176	79,511	109,170	5,948	21,092	322	37,161	859
WILLIAMSON	76,521	112,249	46.7	38,497	691,725	1,410,546	12,566	36,640	1,850	25,427	18,311
Taylor	10,619	12,311	15.9	4,516	77,343	152,289	12,370	33,722	*	*	*
WILSON	16,756	20,041	19.6	6,821	112,282	166,421	8,304	24,398	1,672	11,867	26,482
WINKLER	9,944	11,644	17.1	4,171	78,484	119,587	10,270	28,671	32		851
WISE	26,575	33,781	27.1	12,572	170,842	395,027	11,694	31,421	1,561	3,112	30,727
WOOD	24,697	29,502	19.5	11,643	187,631	290,211	9,837	24,926	1,277	2,319	19,919
YOAKUM	8,299	9,798	18.1	3,370	66,824	100,844	10,292	29,924	296	19,127	1,944
YOUNG	19,001	21,759	14.5	8,780	157,671	248,274	11,410	28,277	710	6,803	11,405
ZAPATA	6,628	8,942	34.9	2,935	30,844	57,215	6,398	19,494	313	212	4,765
ZAVALA	11,666	12,536	7.5	3,406	42,944	58,249	4,647	17,102	264	25,935	28,992

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Texas 1984 Cash Receipts as follows. From Crops $3,711,655,000; from Livestock & Livestock Products $5,900,910,000; Total $9,612,565,000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

UTAH POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop Change 87 vs 80	1987 number of households	E&P 1988 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	1,461,037	1,651,103	13.0	529,095	9,286,498	15,305,882	9,270	28,928	13,984	129,948	423,636
METROPOLITAN STATISTICAL AREAS											
Provo-Orem, Ut	218,106	238,847	9.5	66,440	1,093,310	1,733,999	7,260	26,099	1,848	17,474	49,329
Salt Lake City-Ogden, Ut	910,222	1,022,744	12.4	338,322	6,017,011	10,344,376	10,114	30,576	2,370	24,449	53,145
COUNTIES, Cities											
BEAVER	4,378	5,163	17.9	1,792	30,152	36,153	7,002	20,175	204	4,776	12,130
BOX ELDER	33,222	37,185	11.9	11,464	236,926	344,932	9,276	30,088	1,079	20,641	38,075
CACHE	57,176	64,163	12.2	21,836	355,514	572,702	8,926	26,227	1,282	8,378	59,100
Logan	26,844	28,435	5.9	10,873	182,255	261,331	9,190	24,035	*	*	*
CARBON	22,179	24,332	9.7	8,281	172,807	238,273	9,793	28,773	201	430	2,189
DAGGETT	769	800	4.0	306	4,277	7,022	8,778	22,948	30		
DAVIS	146,540	171,226	16.8	48,745	908,504	1,603,799	9,367	32,902	660	11,588	11,506
DUCHESNE	12,565	16,385	30.4	4,811	80,446	121,744	7,430	25,305	677	1,976	13,151
EMERY	11,451	13,205	15.3	3,928	76,441	113,324	8,582	28,850	432	747	4,642
GARFIELD	3,673	4,449	21.1	1,479	22,749	29,472	6,624	19,927	222	582	3,616
GRAND	8,241	7,769	-5.7	2,678	65,980	71,347	9,184	26,642	59		
IRON	17,349	19,716	13.6	6,039	110,469	138,287	7,014	22,899	380	10,380	8,774
JUAB	5,530	6,068	9.7	1,995	36,004	46,321	7,634	23,219	221	2,314	3,957
KANE	4,024	4,711	17.1	1,603	25,535	30,149	6,400	18,808	146	267	1,357
MILLARD	8,970	13,473	50.2	4,224	54,177	87,077	6,463	20,615	612	18,309	29,336
MORGAN	4,917	5,468	11.2	1,580	35,518	55,310	10,115	35,006	250	695	8,209
PIUTE	1,329	1,427	7.4	520	6,898	9,649	6,762	18,556	116	252	4,645
RICH	2,100	2,508	19.4	854	14,595	23,553	9,391	27,580	150	996	7,335
SALT LAKE	619,066	693,989	12.1	235,618	4,167,630	7,187,567	10,357	30,505	805	9,428	16,714
Salt Lake City	163,697	148,811	-9.1	66,197	1,214,313	1,671,944	11,235	25,257	*	*	*
SAN JUAN	12,253	12,474	1.8	3,236	56,246	63,003	5,051	19,469	214	3,520	4,847
SANPETE	14,620	17,246	18.0	5,549	77,822	119,835	6,949	21,596	772	3,243	44,686
SEVIER	14,727	15,979	8.5	5,229	87,565	137,908	8,631	26,374	477	3,042	24,876
SUMMIT	10,198	13,395	31.3	4,595	79,028	153,753	11,478	33,461	417	683	11,619
TOOELE	26,033	27,847	7.0	8,852	170,016	271,520	9,750	30,673	304	2,416	8,009

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UTAH POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
UINTAH	20,506	27,917	36.1	8,409	145,864	223,150	7,993	26,537	671	1,891	12,489
UTAH	218,106	238,847	9.5	66,440	1,093,310	1,733,999	7,260	26,099	1,848	17,474	49,329
Provo	73,907	76,956	4.1	21,551	356,186	512,939	6,665	23,801	*	*	*
WASATCH	8,523	9,921	16.4	3,199	54,157	84,916	8,559	26,545	293	532	8,746
WASHINGTON	26,065	35,730	37.1	11,132	167,004	234,606	6,566	21,075	372	1,610	4,941
St. George	11,350	15,160	33.6	4,724	78,348	113,018	7,455	23,924	*	*	*
WAYNE	1,911	2,181	14.1	742	9,987	13,501	6,190	18,195	185	345	4,433
WEBER	144,616	157,529	8.9	53,959	940,877	1,553,010	9,859	28,781	905	3,433	24,925
Ogden	64,407	61,671	–4.3	24,451	425,412	613,760	9,952	25,102	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Utah 1984 Cash Receipts as follows: From Crops $135,690,000; from Livestock & Livestock Products $444,370,000; Total $580,060,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

VERMONT POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	511,456	543,749	6.3	198,581	3,379,495	5,392,223	9,917	27,154	6,315	20,054	349,348
METROPOLITAN STATISTICAL AREAS											
Burlington, Vt	115,308	123,773	7.3	43,816	1,375,485	1,426,368	11,524	32,554	N.A.	N.A.	N.A.
COUNTIES, Cities											
ADDISON	29,406	32,668	11.1	10,942	196,315	303,835	9,301	27,768	748	4,410	68,425
BENNINGTON	33,345	36,000	8.0	13,470	207,719	351,846	9,774	26,121	193	1,182	6,198
Bennington	15,815	19,997	26.4	6,083	79,413	149,058	7,454	24,504	*	*	*
CALEDONIA	25,808	26,511	2.7	9,880	142,108	224,735	8,477	22,746	491	1,231	21,339
St. Johnsbury	7,938	7,269	-8.4	2,555	48,060	62,926	8,657	24,629	*	*	*
CHITTENDEN	115,534	124,027	7.4	43,356	929,895	1,452,743	11,713	33,507	505	1,816	23,342
Burlington	37,712	36,466	–3.3	13,016	276,728	368,520	10,106	28,313	*	*	*
ESSEX	6,313	6,442	2.0	2,261	32,436	48,709	7,561	21,543	90	376	4,403
FRANKLIN	34,788	37,074	6.6	12,895	215,372	339,854	9,167	26,355	795	1,020	70,064
St. Albans	7,308	6,814	–6.8	2,402	46,747	63,366	9,299	26,381	*	*	*
GRAND ISLE	4,613	5,026	9.0	1,780	35,825	49,286	9,806	27,689	139	960	6,568
LAMOILLE	16,767	18,221	8.7	6,689	99,277	156,825	8,607	23,445	255	674	14,586
ORANGE	22,739	23,979	5.5	8,507	124,067	193,934	8,088	22,797	600	1,081	24,097
ORLEANS	23,440	24,537	4.7	8,903	137,707	210,879	8,594	23,686	654	1,059	45,553
Newport	4,756	4,613	–3.0	1,480	29,369	39,895	8,648	26,956	*	*	*
RUTLAND	58,347	61,000	4.5	22,554	349,705	580,482	9,516	25,737	561	1,551	26,358
Rutland	18,436	17,523	–5.0	5,816	102,991	152,237	8,688	26,176	*	*	*
WASHINGTON	52,393	53,963	3.0	20,392	327,294	524,422	9,718	25,717	399	655	13,073
Barre	9,824	9,295	–5.4	3,517	56,836	82,120	8,835	23,349	*	*	*
Montpelier	8,241	7,770	–5.7	2,900	57,785	77,013	9,912	26,556	*	*	*
WINDHAM	36,933	39,747	7.6	15,609	236,222	383,822	9,657	24,590	298	2,762	11,076
Bellows Falls	3,456	3,466	.3	1,110	24,142	32,785	9,459	29,536	*	*	*
Brattleboro	11,886	11,800	–.7	3,541	61,297	87,801	7,441	24,796	*	*	*
WINDSOR	51,030	54,554	6.9	21,343	345,553	570,851	10,464	26,747	587	1,277	14,266
Hartford	7,963	8,695	9.2	3,118	62,988	92,196	10,603	29,569	*	*	*
Springfield	10,190	10,082	–1.1	3,305	60,290	88,977	8,825	26,922	*	*	*
White River Junction	2,582	2,668	3.3	956	14,961	27,918	10,464	29,203	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Vermont 1984 Cash Receipts as follows: From Crops $30,669,000; from Livestock & Livestock Products $369,279,000; Total $399,948,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

VIRGINIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	5,346,279	5,772,139	8.0	2,095,658	41,951,679	69,600,214	12,058	33,212	51,859	626,544	936,820
METROPOLITAN STATISTICAL AREAS											
Charlottesville, Va	113,568	123,618	8.8	45,667	707,000	1,373,172	11,108	30,069	1,381	5,847	23,248
Danville, Va	111,789	112,777	.9	41,821	571,042	1,041,247	9,233	24,898	2,024	40,760	9,506

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

VIRGINIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
Johnson City-Kingsport-Bristol, Tn-Va	433,638	449,619	3.7	167,180	2,290,080	4,021,623	8,945	24,056	11,578	56,862	64,990
Lynchburg, Va	141,289	145,408	2.9	51,279	892,506	1,402,769	9,647	27,356	1,190	6,387	11,775
Norfolk-Virginia Beach-Newport News, Va	1,160,051	1,269,842	9.5	439,778	7,962,589	12,946,129	10,195	29,438	1,197	55,128	28,538
Richmond-Petersburg, Va	761,311	814,493	7.0	299,227	5,510,668	9,390,934	11,530	31,384	2,400	44,454	31,642
Roanoke, Va	220,600	225,959	2.4	87,789	1,580,431	2,493,246	11,034	28,400	892	3,133	17,124
Washington, D.C-Md-Va	3,250,392	3,483,069	7.2	1,308,533	39,599,992	59,599,142	17,111	45,547	5,981	79,751	131,933
COUNTIES, Cities											
ACCOMAC	31,268	31,300	.1	12,150	203,777	256,708	8,202	21,128	415	32,398	14,996
ALBEMARLE	50,689	61,988	22.3	22,061	358,867	749,946	12,098	33,994	830	4,719	17,173
ALLEGHANY	14,333	15,437	7.7	5,532	60,584	141,946	9,195	25,659	182	116	1,238
AMELIA	8,405	8,368	–.5	2,882	38,425	66,006	7,888	22,903	446	5,944	20,608
AMHERST	29,122	29,187	.2	9,383	162,943	250,996	8,600	26,750	450	545	2,798
APPOMATTOX	11,971	12,426	3.8	4,435	71,397	131,533	10,585	29,658	442	1,704	4,279
ARLINGTON	152,599	154,821	1.5	75,989	2,435,505	3,516,926	22,716	46,282	4	51	
AUGUSTA	53,732	56,826	5.8	19,929	307,661	544,550	9,583	27,325	1,606	5,560	58,394
BATH	5,860	5,501	–6.1	1,940	23,087	50,140	9,115	25,845	138		
BEDFORD	34,927	38,737	10.9	13,884	185,679	345,423	8,917	24,879	1,353	2,170	16,444
BLAND	6,349	6,726	5.9	2,289	26,631	48,564	7,220	21,216	354	371	4,952
BOTETOURT	23,270	24,295	4.4	8,682	137,138	256,174	10,544	29,506	586	2,011	8,527
BRUNSWICK	15,632	15,569	–.4	5,197	61,602	103,578	6,653	19,930	590	13,387	6,573
BUCHANAN	37,989	38,520	1.4	12,453	222,071	278,311	7,225	22,349	120	254	86
BUCKINGHAM	11,751	11,942	1.6	4,098	46,986	79,528	6,660	19,407	420	1,304	8,539
CAMPBELL	45,424	46,679	2.8	16,264	284,375	461,432	9,885	28,371	740	5,842	8,977
CAROLINE	17,904	18,895	5.5	6,327	95,677	158,392	8,383	25,034	265	6,480	2,681
CARROLL	27,270	29,574	8.4	11,075	112,157	210,490	7,117	19,006	1,083	3,341	11,912
CHARLES CITY	6,692	6,516	–2.6	1,945	33,269	59,140	9,076	30,406	70	3,582	219
CHARLOTTE	12,266	11,974	–2.4	4,075	45,597	80,931	6,759	19,860	686	8,879	6,997
CHESTERFIELD	141,372	173,516	22.7	58,980	1,157,561	2,335,064	13,457	39,591	240	2,583	1,923
CLARKE	9,965	10,995	10.3	4,092	65,887	118,029	10,735	28,844	299	7,600	9,621
CRAIG	3,948	4,042	2.4	1,548	20,298	34,471	8,528	22,268	196	401	1,759
CULPEPER	22,620	24,021	6.2	8,417	119,452	243,983	10,157	28,987	537	6,879	17,454
Culpeper	6,621	6,569	–.8	2,592	45,455	67,736	10,311	26,133	*	*	*
CUMBERLAND	7,881	8,184	3.8	2,785	31,474	54,916	6,710	19,718	331		
DICKENSON	19,806	19,942	.7	6,753	106,654	138,562	6,948	20,519	170	129	173
DINWIDDIE	22,602	22,591	–.1	6,706	108,641	163,637	7,243	24,402	496	11,701	4,730
ESSEX	8,864	9,326	5.2	3,312	52,495	82,452	8,841	24,895	192	10,782	1,469
FAIRFAX	596,901	714,709	19.7	257,125	8,942,821	14,456,469	20,227	56,224	242	2,993	1,549
FAUQUIER	35,889	41,300	15.1	14,020	214,227	485,706	11,760	34,644	973	5,489	27,020
FLOYD	11,563	12,026	4.0	4,540	45,845	94,489	7,857	20,813	920	1,216	10,028
FLUVANNA	10,244	10,911	6.5	3,748	48,946	84,883	7,780	22,648	308	616	2,862
FRANKLIN	35,740	37,974	6.3	13,201	172,824	329,447	8,676	24,956	1,212	7,224	24,305
FREDERICK	34,150	36,474	6.8	12,794	192,448	361,417	9,909	28,249	632	14,073	8,054
GILES	17,810	17,800	–.1	6,571	70,980	149,279	8,386	22,718	375	384	2,873
GLOUCESTER	20,107	26,932	33.9	9,960	127,010	250,123	9,287	25,113	162	4,753	541
GOOCHLAND	11,761	12,937	10.0	4,193	72,018	135,717	10,491	32,368	294	1,833	4,040
GRAYSON	16,579	16,492	–.5	6,160	68,176	116,909	7,089	18,979	995	2,026	11,706
GREENE	7,625	8,737	14.6	3,080	39,573	84,000	9,614	27,273	243	512	3,213
GREENSVILLE	10,903	10,803	–.9	3,608	48,113	71,687	6,636	19,869	256	11,487	5,287
HALIFAX	30,418	30,400	–.1	10,516	126,320	221,904	7,299	21,102	1,652	29,554	5,220
HANOVER	50,398	55,374	9.9	18,775	363,384	678,947	12,261	36,162	637	9,205	10,031
HENRICO	180,735	197,042	9.0	76,307	1,538,412	2,596,184	13,176	34,023	166	4,316	1,070
HENRY	57,654	57,246	–.7	20,307	304,752	525,667	9,183	25,886	424	2,502	1,936
HIGHLAND	2,937	2,706	–7.9	1,126	13,105	26,539	9,807	23,569	320		
ISLE OF WIGHT	21,603	23,305	7.9	7,931	121,885	209,758	9,001	26,448	333	18,338	9,185
JAMES CITY	22,763	27,439	20.5	9,693	158,075	297,176	10,830	30,659	71	2,574	1,847
KING AND QUEEN	5,968	7,544	26.4	2,743	32,560	61,130	8,103	22,286	197	6,357	1,812
KING GEORGE	10,543	9,469	-10.2	3,291	73,762	99,149	10,471	30,127	176	3,101	1,084
KING WILLIAM	9,327	9,257	–.8	3,220	57,315	91,699	9,906	28,478	149	7,245	3,485
LANCASTER	10,129	11,258	11.1	4,598	62,267	115,590	10,267	25,139	106	3,347	368
LEE	25,956	26,711	2.9	9,571	123,819	160,894	6,024	16,811	1,635	9,161	5,142
LOUDOUN	57,427	65,074	13.3	22,111	604,220	1,067,563	16,405	48,282	888	12,168	20,153
LOUISA	17,825	19,647	10.2	6,826	83,336	150,641	7,667	22,069	482	1,712	5,807
LUNENBURG	12,124	12,495	3.1	4,527	52,983	95,019	7,605	20,989	566	10,347	3,462
MADISON	10,232	10,768	5.2	3,734	44,937	91,467	8,494	24,496	462	2,486	13,410
MATHEWS	7,995	9,017	12.8	3,662	56,391	95,234	10,562	26,006	96	2,216	380
MECKLENBURG	29,444	29,400	–.2	10,618	127,398	231,973	7,890	21,847	990	22,223	6,174
MIDDLESEX	7,719	8,798	14.0	3,488	44,183	77,928	8,857	22,342	127	3,188	4,128
MONTGOMERY	63,516	68,048	7.1	23,020	282,535	561,904	8,257	24,409	565	1,094	11,583
Christiansburg	10,345	11,407	10.3	4,546	68,227	96,106	8,425	21,141	*	*	*
1NANSEMOND											
NELSON	12,204	12,342	1.1	4,508	53,787	96,472	7,817	21,400	388	3,316	6,896
NEW KENT	8,781	10,221	16.4	3,514	51,930	107,609	10,528	30,623	91	2,719	359
NORTHAMPTON	14,625	14,187	–3.0	5,508	88,252	100,248	7,066	18,200	246	21,916	235
NORTHUMBERLAN	9,828	10,336	5.2	4,242	61,824	107,384	10,389	25,314	199	7,493	560
NOTTOWAY	14,666	14,505	–1.1	5,209	70,389	115,146	7,938	22,105	381	3,586	19,722
ORANGE	17,827	19,363	8.6	7,008	90,078	185,357	9,573	26,449	461	1,839	13,447
PAGE	19,401	20,253	4.4	7,548	93,785	165,571	8,175	21,936	506	1,353	27,914
PATRICK	17,585	18,026	2.5	6,683	80,115	144,413	8,011	21,609	781	5,437	5,893

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VIRGINIA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
PITTSYLVANIA	66,147	66,668	.8	23,337	309,974	591,198	8,868	25,333	2,024	40,760	9,506
POWHATAN	13,062	14,237	9.0	4,078	73,049	134,925	9,477	33,086	215	3,120	8,251
PRINCE EDWARD	16,456	16,784	2.0	5,233	74,720	116,939	6,967	22,346	426	3,396	6,173
PRINCE GEORGE	25,733	26,514	3.0	7,124	121,202	188,825	7,122	26,505	191	5,395	1,019
PRINCE WILLIAM	144,703	172,126	19.0	54,541	1,437,214	2,684,654	15,597	49,223	314	2,115	5,140
Woodbridge	14,867	17,685	19.0	5,603	139,872	257,932	14,585	46,035	*	*	*
PULASKI	35,229	35,569	1.0	13,074	151,592	306,874	8,628	23,472	367	463	9,378
Pulaski	10,106	9,105	-9.9	3,505	46,589	83,568	9,178	23,843	*	*	*
RAPPAHANNOCK	6,093	5,960	-2.2	2,166	31,702	59,845	10,041	27,629	313	2,536	3,211
RICHMOND	6,952	7,142	2.7	2,568	36,850	62,955	8,815	24,515	193	5,897	984
ROANOKE	72,945	74,179	1.7	26,887	584,800	935,982	12,618	34,812	306	1,122	8,597
ROCKBRIDGE	17,911	17,900	-.1	6,637	73,135	152,140	8,499	22,923	711	1,103	10,032
ROCKINGHAM	57,038	60,695	6.4	21,212	308,758	554,401	9,134	26,136	2,046	8,065	207,361
RUSSELL	31,761	33,079	4.1	11,568	136,768	273,035	8,254	23,603	1,283	6,703	8,014
SCOTT	25,068	26,217	4.6	9,574	128,212	175,276	6,686	18,307	1,964	8,820	3,250
Gate City	2,494	2,900	16.3	1,140	13,481	19,388	6,686	17,007	*	*	*
SHENANDOAH	27,559	29,163	5.8	11,101	146,108	257,609	8,833	23,206	922	4,099	38,368
Strasburg	2,431	2,875	18.3	936	7,366				*	*	*
SMYTH	33,366	34,253	2.7	12,240	143,810	249,523	7,285	20,386	959	4,711	10,423
SOUTHAMPTON	18,731	18,174	-3.0	5,812	85,139	132,557	7,294	22,807	518	34,055	13,652
SPOTSYLVANIA	34,435	38,379	11.5	12,640	186,116	420,167	10,948	33,241	321	2,487	5,249
STAFFORD	40,470	51,016	26.1	16,095	233,165	594,442	11,652	36,933	214	1,335	1,831
SURRY	6,046	6,127	1.3	2,154	31,673	47,333	7,725	21,974	186	9,700	2,677
SUSSEX	10,874	10,438	-4.0	3,552	55,005	76,389	7,318	21,506	258	16,822	2,111
TAZEWELL	50,511	51,353	1.7	18,059	335,990	402,500	7,838	22,288	494	614	9,581
Bluefield	5,946	5,685	-4.4	2,151	345,384	48,595	8,548	22,592	*	*	*
WARREN	21,200	23,474	10.7	8,935	122,673	220,973	9,414	24,731	243	846	2,227
WASHINGTON	46,487	47,637	2.5	16,966	276,335	379,360	7,964	22,360	2,289	13,486	26,746
WESTMORELAND	14,041	13,374	-4.8	5,031	79,486	120,825	9,034	24,016	224	10,791	871
WISE	43,863	45,463	3.6	15,782	271,621	353,130	7,767	22,375	161	170	715
WYTHE	25,522	25,784	1.0	9,527	111,357	206,910	8,025	21,718	805		
YORK	35,463	41,768	17.8	13,506	233,060	440,906	10,556	32,645	75	2,294	370
INDEPENDENT CITIES											
ALEXANDRIA	103,217	101,269	-1.9	53,019	1,521,872	2,398,595	23,685	45,240	-	-	-
BEDFORD	5,991	6,341	5.8	2,569	37,405	57,331	9,041	22,316	-	-	-
BRISTOL	19,042	19,000	-.2	7,555	130,093	185,382	9,757	24,538	-	-	-
BUENA VISTA	6,717	6,700	-.3	2,348	27,520	52,953	7,903	22,552	-	-	-
CHARLOTTESVILLE	45,010	41,982	-6.7	16,778	259,614	454,343	10,822	27,080	-	-	-
CHESAPEAKE	114,226	129,121	13.0	42,924	788,406	1,391,716	10,778	32,423	282	13,928	2,795
CLIFTON FORGE	5,046	4,975	-1.4	1,930	22,547	45,554	9,157	23,603	-	-	-
COLONIAL HEIGH	16,509	17,598	6.6	6,543	108,791	181,617	10,320	27,757	-	-	-
COVINGTON	9,063	7,784	-14.1	3,119	39,094	73,023	9,381	23,412	-	-	-
DANVILLE	45,642	46,109	1.0	18,484	261,068	450,049	9,761	24,348	-	-	-
EMPORIA	4,840	4,776	-1.3	1,829	28,597	38,597	8,081	21,103	-	-	-
FAIRFAX	19,390	21,505	10.9	7,387	287,395	388,934	18,086	52,651	-	-	-
FALLS CHURCH	9,515	9,872	3.8	4,582	162,888	235,814	23,887	51,465	-	-	-
FRANKLIN	7,308	7,922	8.4	2,903	41,309	69,957	8,831	24,098	-	-	-
FREDERICKSBURG	15,322	18,588	21.3	7,445	103,448	210,936	11,348	28,333	-	-	-
GALAX	6,524	6,641	1.8	2,774	34,244	52,277	7,872	18,845	-	-	-
HAMPTON	122,617	122,557	-.1	43,040	802,284	1,215,281	9,916	28,236	-	-	-
HARRISONBURG	19,671	27,659	40.6	8,980	109,297	242,251	8,758	26,977	-	-	-
HOPEWELL	23,397	24,068	2.9	9,112	134,268	199,934	8,307	21,742	-	-	-
LEXINGTON	7,292	7,394	1.4	2,346	32,860	63,713	8,617	27,158	-	-	-
LYNCHBURG	66,743	69,542	4.2	25,632	445,188	690,341	9,927	26,933	-	-	-
MANASSAS	15,438	18,668	20.9	6,353	168,231	298,105	15,969	46,924	-	-	-
MANASSAS PARK	6,524	6,163	-5.5	1,827	56,720	75,523	12,254	41,337	-	-	-
MARTINSVILLE	18,149	18,892	4.1	7,246	109,646	192,479	10,188	26,563	-	-	-
NEWPORT NEWS	144,903	152,963	5.6	56,605	960,283	1,473,423	9,633	26,030	-	-	-
NORFOLK	266,979	264,583	-.9	89,296	1,638,724	2,255,798	8,526	25,262	-	-	-
NORTON	4,757	4,768	.2	1,761	31,819	37,736	7,914	21,429	-	-	-
PETERSBURG	41,055	39,265	-4.4	14,867	217,417	338,320	8,616	22,756	-	-	-
POQUOSON	8,726	10,832	24.1	3,578	64,936	125,816	11,615	35,164	-	-	-
PORTSMOUTH	104,577	104,273	-.3	38,271	681,881	1,020,096	9,783	26,655	-	-	-
RADFORD	13,225	14,195	7.3	4,275	61,264	117,629	8,287	27,516	-	-	-
RICHMOND	219,214	214,614	-2.1	87,083	1,530,726	2,271,015	10,582	26,079	-	-	-
ROANOKE	100,427	100,943	.5	42,110	677,172	1,006,207	9,968	23,895	-	-	-
SALEM	23,958	26,542	10.8	10,110	181,321	294,883	11,110	29,167	-	-	-
SOUTH BOSTON	7,093	7,581	6.9	2,890	42,582	78,067	10,298	27,013	-	-	-
STAUNTON	21,857	21,991	.6	8,534	148,299	238,381	10,840	27,933	-	-	-
SUFFOLK	47,621	48,737	2.3	16,862	280,171	479,575	9,840	28,441	376	21,019	8,960
VIRGINIA BEACH	262,199	328,584	25.3	112,046	2,160,797	3,879,958	11,808	34,628	231	10,560	14,025
WAYNESBORO	15,329	15,339	.1	6,101	103,325	169,906	11,077	27,849	-	-	-
WILLIAMSBURG	9,870	12,053	22.1	3,997	66,962	116,261	9,646	29,087	-	-	-
WINCHESTER	20,217	21,053	4.1	8,681	131,031	232,245	11,031	26,753	-	-	-

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Virginia 1984 Cash Receipts as follows. From Crops $672,933,000; from Livestock & Livestock Products $1,121,157,000; Total $1,794,090,000. *—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

WASHINGTON POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSE-HOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	4,130,163	4,487,935	8.7	1,751,560	36,391,105	53,391,222	11,897	30,482	36,080	1,714,018	1,115,555
METROPOLITAN STATISTICAL AREAS											
Bellingham, Wa	106,701	116,079	8.8	45,188	826,783	1,209,039	10,416	26,756	1,618	18,546	109,828
Bremerton, Wa	146,609	174,168	18.8	65,559	2,040,004	1,885,216	10,824	28,756	422	954	1,165
Olympia, Wa	124,264	148,458	19.5	58,037	1,285,579	1,818,286	12,248	31,330	856	8,808	35,296
Richland-Kennewick-Pasco, Wa	144,469	149,657	3.6	55,200	1,490,920	1,832,925	12,248	33,205	2,152	244,520	46,691
Seattle, Wa	1,606,765	1,759,980	9.5	708,055	14,585,773	24,345,399	13,833	34,383	3,383	32,117	111,371
Spokane, Wa	341,835	358,426	4.9	140,890	2,887,163	3,730,117	10,407	26,475	2,193	50,473	24,209
Tacoma, Wa	485,643	530,647	9.3	199,728	3,767,360	5,663,197	10,672	28,355	1,474	14,721	47,120
Vancouver, Wa	192,227	209,963	9.2	78,543	1,383,513	2,496,202	11,889	31,781	1,618	7,060	24,390
Yakima, Wa	172,508	182,020	5.5	67,614	1,247,344	1,627,925	8,944	24,077	4,581	292,636	175,097
COUNTIES, Cities											
ADAMS	13,267	13,584	2.4	4,828	117,766	127,876	9,414	26,486	714	92,959	29,551
ASOTIN	16,823	17,937	6.6	7,179	159,495	176,330	9,831	24,562	170	7,792	3,134
Clarkston	6,903	6,943	.6	2,966	51,729	66,847	9,628	22,538	*	*	*
BENTON	109,444	113,804	4.0	42,347	1,173,817	1,462,687	12,853	34,541	1,296	122,105	17,968
Kennewick	34,397	34,389		13,865	380,962	524,639	15,256	37,839	*	*	*
Richland	33,578	31,973	−4.8	12,229	414,236	467,477	14,621	38,227	*	*	*
CHELAN	45,061	50,598	12.3	20,873	364,101	526,511	10,406	25,225	1,351	83,405	1,100
Wenatchee	17,257	18,618	7.9	6,942	129,181	171,233	9,197	24,666	*	*	*
CLALLAM	51,648	52,168	1.0	21,100	387,678	555,375	10,646	26,321	407	1,423	4,140
Port Angeles	17,311	14,857	−14.2	5,977	134,689	165,808	11,160	27,741	*	*	*
CLARK	192,227	209,963	9.2	78,543	1,383,513	2,496,202	11,889	31,781	1,618	7,060	24,390
Vancouver	42,834	38,436	−10.3	17,838	344,339	468,327	12,185	26,254	*	*	*
COLUMBIA	4,057	4,085	.7	1,628	35,394	36,295	8,885	22,294	236	24,680	2,071
COWLITZ	79,548	79,968	.5	31,044	730,944	886,901	11,091	28,569	442	2,652	7,739
Kelso	11,129	10,754	−3.4	4,517	95,499	111,004	10,322	24,575	*	*	*
Longview	31,052	30,226	−2.7	12,451	310,389	351,113	11,616	28,200	*	*	*
DOUGLAS	22,144	23,805	7.5	8,971	213,223	230,701	9,691	25,716	937	91,259	8,662
FERRY	5,811	5,942	2.3	2,056	51,022	44,400	7,472	21,595	241	716	2,605
FRANKLIN	35,025	35,853	2.4	12,853	317,103	370,238	10,327	28,806	856	122,415	28,723
Pasco	18,425	18,403	−.1	7,062	162,623	185,726	10,092	26,299	*	*	*
GARFIELD	2,468	2,590	4.9	1,017	21,335	26,157	10,099	25,720	214	20,052	2,466
GRANT	48,522	52,194	7.6	19,293	492,636	577,928	11,073	29,955	1,799	216,345	95,670
Moses Lake	10,629	10,681	.5	3,753	118,794	122,465	11,466	32,631	*	*	*
GRAYS HARBOR	66,314	64,528	−2.7	25,655	477,709	662,692	10,270	25,831	461	2,122	15,102
Aberdeen	18,739	17,213	−8.2	6,842	130,198	165,141	9,594	24,136	*	*	*
ISLAND	44,048	47,837	8.6	17,988	344,353	479,267	10,019	26,644	308	1,204	8,310
JEFFERSON	15,965	18,700	17.1	7,786	119,975	187,996	10,053	24,145	161	154	2,601
KING	1,269,749	1,372,476	8.1	563,119	11,827,419	19,572,133	14,260	34,757	1,719	20,088	45,686
Auburn	26,417	29,870	13.1	12,817	233,083	376,598	12,608	29,383	*	*	*
Bellevue	73,903	83,540	13.0	33,119	850,272	1,400,068	16,759	42,274	*	*	*
Kent	23,152	27,158	17.3	12,903	257,436	460,984	16,974	35,727	*	*	*
Renton	30,612	33,947	10.9	9,673	184,887	297,581	8,766	30,764	*	*	*
Seattle	493,846	479,933	−2.8	223,425	4,529,931	6,566,631	13,682	29,391	*	*	*
KITSAP	146,609	174,168	18.8	65,559	2,040,004	1,885,216	10,824	28,756	422	954	1,165
Bremerton	36,208	36,243	.1	14,457	475,158	335,961	9,270	23,239	*	*	*
KITTITAS	24,877	25,454	2.3	9,822	229,008	294,975	11,589	30,032	735	14,408	64,512
Ellensburg	11,752	10,902	−7.2	3,685	99,798	115,059	10,554	31,224	*	*	*
KLICKITAT	15,822	16,937	7.0	6,459	136,499	170,865	10,088	26,454	575	26,271	11,713
LEWIS	55,279	59,989	8.5	23,308	452,204	581,611	9,695	24,953	1,378	5,394	41,593
Centralia	10,809	10,973	1.5	4,473	87,105	105,066	9,575	23,489	*	*	*
Chehalis	6,100	6,158	1.0	2,372	51,567	57,957	9,412	24,434	*	*	*
LINCOLN	9,604	9,600	−.1	3,880	102,259	103,428	10,774	26,657	780	80,718	9,017
MASON	31,184	36,742	17.8	14,535	232,774	355,138	9,666	24,433	181	521	629
OKANOGAN	30,639	33,849	10.5	13,130	208,557	292,815	8,651	22,301	1,570	66,927	13,614
PACIFIC	17,237	18,412	6.8	7,789	123,858	178,609	9,701	22,931	303	3,283	5,847
PEND OREILLE	8,580	8,742	1.9	3,180	51,587	68,501	7,836	21,541	287	644	2,070
PIERCE	485,643	530,647	9.3	199,728	3,767,360	5,663,197	10,672	28,355	1,474	14,721	47,120
Tacoma	158,501	159,611	.7	66,820	1,218,623	1,645,280	10,308	24,623	*	*	*
SAN JUAN	7,838	9,363	19.5	4,189	69,180	112,624	12,029	26,886	172		
SKAGIT	64,138	72,273	12.7	28,924	523,727	761,209	10,532	26,318	897	38,430	53,113
Mount Vernon	13,009	15,285	17.5	5,968	106,848	155,716	10,188	26,092	*	*	*
SKAMANIA	7,919	7,890	−.4	2,929	69,706	87,358	11,072	29,825	79		
SNOHOMISH	337,016	387,504	15.0	144,936	2,758,354	4,773,266	12,318	32,934	1,664	12,029	65,685
Everett	54,413	55,319	1.7	23,428	442,967	644,868	11,657	27,526	*	*	*
SPOKANE	341,835	358,426	4.9	140,890	2,887,163	3,730,117	10,407	26,475	2,193	50,473	24,209
Spokane	171,300	162,711	−5.0	71,182	1,480,869	1,696,513	10,427	23,833	*	*	*
STEVENS	28,979	31,700	9.4	11,208	240,896	255,938	8,074	22,835	1,191	5,840	17,214
THURSTON	124,264	148,458	19.5	58,037	1,285,579	1,818,286	12,248	31,330	856	8,808	35,296
Olympia	27,447	28,792	4.9	12,679	306,117	342,362	11,891	27,002	*	*	*
WAHKIAKUM	3,832	3,592	−6.3	1,324	24,761	37,334	10,394	28,198	145	100	5,514
WALLA WALLA	47,435	49,816	5.0	18,854	489,027	526,068	10,560	27,902	824	107,570	122,546
Walla Walla	25,618	26,357	2.9	10,369	257,354	250,719	9,512	24,180	*	*	*
WHATCOM	106,701	116,079	8.8	45,188	826,783	1,209,039	10,416	26,756	1,618	18,546	109,828
Bellingham	45,794	47,163	3.0	17,773	332,310	431,920	9,158	24,302	*	*	*
WHITMAN	40,103	40,242	.3	13,797	406,992	438,014	10,884	31,747	1,225	149,314	9,855
Pullman	23,579	23,660	.3	6,834	221,260	238,462	10,079	34,893	*	*	*
YAKIMA	172,508	182,020	5.5	67,614	1,247,344	1,627,925	8,944	24,077	4,581	292,636	175,097
Sunnyside	9,225	9,702	5.2	3,336	57,394	83,069	8,562	24,901	*	*	*
Yakima	49,826	50,199	.7	20,679	401,538	486,034	9,682	23,504	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Washington 1984 Cash Receipts as follows: From Crops $1,902,960,000; from Livestock & Livestock Products $1,029,542,000; Total $2,932,502,000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in thc mailing lists used to gather the data.

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

WEST VIRGINIA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	1,949,644	1,979,111	1.5	726,665	13,048,900	15,330,579	9,262	25,226	18,742	48,414	171,555
METROPOLITAN STATISTICAL AREAS											
Charleston, W.V.	269,595	267,875	-.6	102,772	2,301,991	2,980,405	11,126	29,000	770	2,137	1,421
Cumberland, Md-W.V	107,782	105,602	-2.0	40,045	616,842	906,167	8,581	22,629	576	1,619	1,774
Huntington-Ashland, W.V-Ky-Oh	336,410	336,300		124,068	2,264,060	3,117,316	9,269	25,126	3,457	11,912	11,344
Parkersburg-Marietta, W.V-	157,914	160,175	1.4	59,465	1,129,610	1,736,651	10,842	29,205	1,597	4,580	14,201
Steubenville-Weirton, Oh-W.V.	163,099	158,332	-2.9	58,228	1,451,656	1,487,258	9,393	25,542	667	2,205	5,504
Wheeling, W.V-Oh	185,566	184,641	-.5	69,919	1,402,423	1,7[illegible],895	9,271	24,484	1,345	1,149	4,554
COUNTIES, Cities											
BARBOUR	16,639	17,026	2.3	6,069	87,199	131,995	7,753	21,749	478	469	2,046
BERKELEY	46,775	51,916	11.0	19,036	289,455	564,582	10,875	29,659	473	14,911	7,274
Martinsburg	13,063	11,677	-10.6	4,833	86,136	142,121	12,171	29,406	*	*	*
BOONE	30,447	30,617	.6	10,697	157,016	273,944	8,947	25,609	26	25	15
BRAXTON	13,894	15,425	11.0	5,736	79,570	106,191	6,884	18,513	36[illegible]		
BROOKE	31,117	30,191	-3.0	10,717	249,515	257,153	8,518	23,995	65	101	844
CABELL	106,835	106,473	-.3	41,746	830,299	1,077,139	10,117	25,802	451	1,227	605
[1]Huntington	63,684	56,817	-10.8	23,913	506,234	574,910	10,119	24,042	*	*	*
CALHOUN	8,250	9,011	9.2	3,346	45,012	60,479	6,712	18,075	191	70	461
CLAY	11,265	12,011	6.6	4,053	53,729	69,184	5,760	17,070	102		
DODDRIDGE	7,433	8,331	12.1	3,045	45,469	57,882	6,948	19,009	279	77	624
FAYETTE	57,863	57,761	-.2	20,487	277,578	454,864	7,875	22,203	253	83	1,144
GILMER	8,334	8,584	3.0	2,990	45,821	56,745	6,611	18,978	259	137	858
GRANT	10,210	10,768	5.5	3,837	69,054	82,910	7,700	21,608	358	214	10,294
GREENBRIER	37,665	38,554	2.4	14,492	270,338	348,192	9,031	24,026	790	524	12,815
Lewisburg	3,065	3,220	5.1	1,317	20,713	29,081	9,031	22,081	*	*	*
Ronceverte	2,312	2,373	2.6	879	15,313	21,432	9,032	24,382	*	*	*
White Sulphur Springs	3,371	3,621	7.4	1,427	23,426	32,703	9,031	22,917	*	*	*
HAMPSHIRE	14,867	16,605	11.7	6,002	102,233	137,723	8,294	22,946	527		
HANCOCK	40,418	39,487	-2.3	14,494	369,349	374,647	9,488	25,848	88	678	183
[2]Weirton	25,371	23,376	-7.9	8,662	250,197	239,107	10,229	27,604	*	*	*
HARDY	10,030	10,711	6.8	3,958	60,618	82,218	7,676	20,773	463	1,268	30,028
HARRISON	77,710	78,553	1.1	30,011	505,987	742,974	9,458	24,757	585	243	2,745
Clarksburg	22,371	20,212	-9.7	8,990	171,643	226,472	11,205	25,192	*	*	*
JACKSON	25,794	27,505	6.6	9,673	162,570	272,267	9,899	28,147	704	828	2,032
JEFFERSON	30,302	32,858	8.4	11,392	185,003	356,386	10,846	31,284	398	9,619	12,547
KANAWHA	231,414	226,407	-2.2	88,032	2,019,117	2,560,792	11,311	29,089	199	421	533
Charleston	63,968	57,630	-9.9	25,133	666,389	759,317	13,176	30,212	*	*	*
LEWIS	18,813	19,226	2.2	7,091	121,364	152,818	7,949	21,551	346		
LINCOLN	23,675	24,126	1.9	8,109	131,317	169,445	7,023	20,896	345	855	291
LOGAN	50,679	50,820	.3	17,192	254,976	423,845	8,340	24,654	28		
Logan	3,029	2,704	-10.7	1,187	22,310	30,328	11,216	25,550	*	*	*
MCDOWELL	49,899	46,662	-6.5	15,643	218,262	335,854	7,198	21,470	8		
Welch	3,885	3,514	-9.6	1,472	23,661	27,336	7,779	18,571	*	*	*
MARION	65,789	65,800		25,475	423,806	641,509	9,749	25,182	415	274	1,046
Fairmont	23,863	21,481	-10.0	9,244	179,957	244,289	11,372	26,427	*	*	*
MARSHALL	41,608	41,081	-1.3	14,804	271,973	382,427	9,309	25,833	443	589	2,813
Moundsville	12,419	10,843	-12.7	4,047	102,436	149,706	13,807	36,992	*	*	*
MASON	27,045	27,174	.5	9,902	202,263	251,245	9,246	25,373	789	3,437	8,[illegible]
Point Pleasant	5,682	5,080	-10.6	1,996	38,458	49,012	9,648	24,555	*	*	*
MERCER	73,942	74,753	1.1	28,070	426,751	682,967	9,136	24,331	397	146	1,359
[3]Bluefield	16,060	14,873	-7.4	5,989	111,200	157,511	10,590	26,300	*	*	*
MINERAL	27,234	27,768	2.0	10,067	200,329	262,568	9,456	26,082	300		
Keyser	6,569	6,065	-7.7	2,361	41,531	55,830	9,205	23,647	*	*	*
MINGO	37,336	37,867	1.4	12,6[illegible]5	159,512	282,128	7,450	22,364	9		
Williamson	5,219	4,540	-13.0	1,880	28,125	34,890	7,685	18,559	*	*	*
MONONGALIA	75,024	79,689	6.2	29,925	496,206	778,703	9,772	26,022	356	261	1,381
Morgantown	27,605	25,472	-7.7	9,207	176,449	223,749	8,784	24,302	*	*	*
MONROE	12,873	13,468	4.6	4,859	78,428	101,787	7,558	20,948	720	1,767	10,434
MORGAN	10,711	11,695	9.2	4,295	57,346	114,334	9,776	26,620	143	2,150	619
NICHOLAS	28,126	28,242	.4	9,919	184,662	234,128	8,290	23,604	328	156	1,651
OHIO	61,389	60,675	-1.2	23,536	440,000	588,056	9,692	24,985	159	560	1,741
Wheeling	43,070	40,528	-5.9	16,968	317,677	407,698	10,060	24,027	*	*	*
PENDLETON	7,910	8,042	1.7	2,977	48,041	59,996	7,460	20,153	594	486	23,993
PLEASANTS	8,236	8,200	-.4	2,859	89,187	57,140	6,968	19,986	98	138	327
POCAHONTAS	9,919	10,042	1.2	3,794	53,168	90,454	9,008	23,841	430	226	3,119
PRESTON	30,460	31,779	4.3	11,160	161,828	264,596	8,326	23,709	739	872	8,421
PUTNAM	38,181	41,468	8.6	14,740	282,874	419,613	10,119	28,468	571	1,716	888
RALEIGH	86,821	87,420	.7	31,729	481,487	818,459	9,362	25,795	280	353	841
Beckley	20,492	18,625	-9.1	7,837	152,018	233,440	12,534	29,787	*	*	*
RANDOLPH	28,734	29,979	4.3	10,548	187,360	258,140	8,611	24,473	438	400	3,817
Elkins	8,536	8,277	-3.0	3,005	51,685	73,231	8,848	24,370	*	*	*
RITCHIE	11,442	11,684	2.1	4,422	72,203	90,286	7,727	20,417	362	117	1,848
ROANE	15,952	16,426	3.0	5,967	96,424	122,961	7,486	20,607	522	215	1,445
SUMMERS	15,875	15,835	-.3	5,597	92,921	123,514	7,800	22,068	363	477	1,697
TAYLOR	16,584	16,884	1.8	6,259	92,412	143,139	8,478	22,869	275		
Grafton	6,845	6,538	-4.5	2,587	42,161	56,121	8,584	21,693	*	*	*
TUCKER	8,675	8,984	3.6	3,401	58,923	75,475	8,401	22,192	175	128	753
TYLER	11,320	11,300	-.2	4,084	110,005	77,099	6,823	18,878	294	204	1,228

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

WEST VIRGINIA POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
UPSHUR	23,427	25,674	9.6	9,227	156,103	205,997	8,024	22,325	365	165	1,736
WAYNE	46,021	47,279	2.7	16,777	285,290	397,660	8,411	23,703	200	229	1,022
WEBSTER	12,245	12,222	–.2	4,368	63,293	76,660	6,272	17,550	117	17	173
WETZEL	21,874	22,468	2.7	8,126	240,404	163,216	7,264	20,086	269	97	562
WIRT	4,922	5,563	13.0	1,998	24,494	44,287	7,951	22,166	220	609	1,355
WOOD	93,648	94,454	.9	35,523	703,816	1,074,529	11,375	30,249	509	861	3,056
Parkersburg	39,967	35,827	–10.4	15,061	309,560	406,623	11,350	26,996	*	*	*
WYOMING	35,993	35,568	–1.2	11,794	176,540	297,277	8,358	25,206	61	14	101

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of West Virginia 1984 Cash Receipts as follows. From Crops $44,038,000; from Livestock & Livestock Products $181,594,000; Total $225,632,000 * —included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

WISCONSIN POPULATION INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1980 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	4,705,335	4,856,790	3.2	1,775,177	36,225,119	54,752,708	11,273	30,844	82,199	937,848	3,903,333
METROPOLITAN STATISTICAL AREAS											
Appleton-Oshkosh-Neenah, Wi	291,325	304,495	4.5	107,934	2,081,408	3,535,320	11,610	32,754	3,810	36,264	209,243
Duluth, Mn-Wi	266,650	250,401	–6.1	95,628	1,890,937	2,372,501	9,475	24,810	1,457	3,551	15,836
Eau Claire, Wi	130,507	142,495	9.2	50,699	748,184	1,401,187	9,833	27,637	2,854	13,587	132,440
Green Bay, Wi	175,280	185,104	5.6	65,762	1,290,454	2,162,882	11,685	32,890	1,355	10,013	76,323
Janesville-Beloit,	139,420	140,084	.5	51,540	815,745	1,605,815	11,463	31,157	1,680	51,762	71,014
Kenosha, Wi	123,137	124,095	.8	45,032	1,153,868	1,527,409	12,308	33,918	554	16,956	19,796
La Crosse, Wi	91,056	98,442	8.1	36,215	726,573	1,026,967	10,432	28,358	860	5,856	40,481
Madison, Wi	323,545	340,979	5.4	131,353	3,782,212	4,373,498	12,826	33,296	3,130	69,977	196,774
Milwaukee, Wi	1,397,143	1,408,377	.8	524,672	11,057,895	17,778,152	12,623	33,884	2,771	54,715	89,171
Minneapolis-St. Paul, Mn-Wi	2,137,856	2,218,748	3.8	832,754	18,890,983	32,134,658	14,483	38,588	11,491	156,353	323,117
Racine, Wi	173,132	175,229	1.2	62,877	1.397,829	2,113,109	12,059	33,607	814	26,390	30,803
Sheboygan, Wi	100,935	104,081	3.1	38,201	688,147	1,197,591	11,506	31,350	1,349	10,789	68,449
Wausau, Wi	111,270	113,432	1.9	40,145	731,531	1,193,943	10,526	29,741	3,245	22,431	150,865
COUNTIES, Cities											
ADAMS	13,457	14,779	9.8	5,554	91,927	136,994	9,270	24,666	435	19,339	8,976
ASHLAND	16,783	17,722	5.6	6,785	96,817	143,938	8,122	21,214	298		
Ashland	9,115	9,246	1.4	3,196	55,736	75,667	8,184	23,676	*	*	*
BARRON	38,730	41,258	6.5	15,393	272,621	367,452	8,906	23,871	1,852	11,004	122,789
BAYFIELD	13,822	14,795	7.0	5,729	83,427	119,087	8,049	20,787	441	1,401	9,745
BROWN	175,280	185,104	5.6	65,762	1,290,454	2,162,882	11,685	32,890	1,355	10,013	76,323
Green Bay	87,899	87,157	–.9	34,367	656,173	1,002,322	11,500	29,165	*	*	*
BUFFALO	14,309	14,949	4.5	5,466	95,402	138,095	9,238	25,264	1,105	6,988	67,145
BURNETT	12,340	14,005	13.5	5,402	73,462	105,900	7,562	19,604	512	1,846	11,636
CALUMET	30,867	33,846	9.7	11,066	205,615	383,379	11,327	34,645	1,050	6,261	62,876
CHIPPEWA	51,702	54,741	5.9	18,872	280,651	513,719	9,385	27,221	1,766	7,162	90,976
Chippewa Falls	11,845	11,586	–2.2	4,284	70,139	119,092	10,279	27,799	*	*	*
CLARK	32,910	34,602	5.1	12,121	174,118	285,712	8,257	23,572	2,442	5,580	124,165
COLUMBIA	43,222	45,651	5.6	17,194	315,090	490,240	10,739	28,512	1,637	33,628	75,265
Portage	7,896	8,015	1.5	3,090	60,182	85,995	10,729	27,830	*	*	*
CRAWFORD	16,556	17,571	6.1	6,222	132,228	150,457	8,563	24,181	1,140	7,015	38,145
DANE	323,545	340,979	5.4	131,353	3,782,212	4,373,498	12,826	33,296	3,130	69,977	196,774
Madison	170,616	167,144	–2.0	66,968	2,007,252	2,138,357	12,794	31,931	*	*	*
DODGE	74,747	76,974	3.0	26,677	550,982	858,824	11,157	32,193	2,353	27,983	146,312
Beaver Dam	14,149	13,775	–2.7	5,248	118,534	169,257	12,287	32,252	*	*	*
DOOR	25,029	26,421	5.6	10,168	196,891	280,227	10,606	27,560	1,032	9,235	26,461
DOUGLAS	44,421	43,847	–1.3	16,928	386,447	436,462	9,954	25,783	364	1,209	6,716
Superior	29,571	27,584	–6.7	9,412	231,981	240,071	8,703	25,507	*	*	*
DUNN	34,314	36,005	4.9	12,012	233,043	318,156	8,836	26,487	1,673	13,794	83,656
EAU CLAIRE	78,805	87,754	11.4	31,827	467,533	887,468	10,113	27,884	1,088	6,425	41,464
Eau Claire	51,509	56,883	10.4	20,948	315,202	563,017	9,898	26,877	*	*	*
FLORENCE	4,172	4,484	7.5	1,665	27,942	36,379	8,113	21,849	104	573	2,277
FOND DU LAC	88,952	90,989	2.3	31,959	574,253	974,900	10,714	30,505	1,922	23,693	108,827
Fond du Lac	35,863	35,744	–.3	13,298	245,741	384,802	10,765	28,937	*	*	*
FOREST	9,044	9,853	8.9	3,458	45,113	67,436	6,844	19,501	133	262	2,416
GRANT	51,736	52,695	1.9	17,352	448,828	494,310	9,381	28,487	2,560	18,615	168,409
GREEN	30,012	31,563	5.2	11,813	312,755	359,278	11,383	30,414	1,517	13,717	104,506
Monroe	10,027	10,721	6.9	4,504	125,517	137,036	12,782	30,425	*	*	*
GREEN LAKE	18,370	19,853	8.1	7,588	137,068	204,541	10,303	26,956	705	11,314	34,771
IOWA	19,802	20,890	5.5	7,419	190,154	195,914	9,378	26,407	1,435	17,611	92,224
IRON	6,730	6,603	–1.9	2,758	38,417	48,544	7,352	17,601	65	324	1,197
Hurley	2,015	1,704	–15.4	480	11,366	12,527	7,352	26,098	*	*	*
JACKSON	16,831	17,226	2.3	6,480	124,294	154,138	8,948	23,787	897	13,788	38,368
JEFFERSON	66,152	67,478	2.0	23,717	506,355	761,477	11,285	32,107	1,602	32,044	77,854
Fort Atkinson	9,785	9,803	.2	3,729	80,329	116,453	11,879	31,229	*	*	*
Watertown	18,113	18,977	4.8	6,497	139,905	203,494	10,723	31,321	*	*	*
JUNEAU	21,039	21,284	1.2	7,996	148,773	194,335	9,131	24,304	825	13,598	27,832

Estimates produced for Editor & Publisner by Marketing Economics Institute, Ltd.

WISCONSIN POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1988 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
KENOSHA	123,137	124,095	.8	45,032	1,153,868	1,527,409	12,308	33,918	554	16,956	19,796
Kenosha	77,685	75,368	-3.0	26,807	692,079	859,112	11,399	32,048	*	*	*
KEWAUNEE	19,539	19,908	1.9	6,878	149,162	197,660	9,929	28,738	1,124	10,310	57,564
LA CROSSE	91,056	98,442	8.1	36,215	726,573	1,026,967	10,432	28,358	860	5,856	40,481
La Crosse	48,347	46,631	-3.6	18,350	389,439	469,386	10,066	25,580	*	*	*
LAFAYETTE	17,412	17,287	-.7	6,121	149,106	169,545	9,808	27,699	1,411	23,221	103,594
LANGLADE	19,978	20,142	.8	7,469	117,522	169,368	8,409	22,676	573	14,447	22,915
Antigo	8,653	8,273	-4.4	2,505	51,501	69,600	8,413	27,784	*	*	*
LINCOLN	26,311	29,064	10.5	10,762	177,176	264,613	9,104	24,588	579	4,244	19,350
Merrill	9,578	9,921	3.6	3,014	64,931	91,130	9,186	30,236	*	*	*
MANITOWOC	82,918	84,344	1.7	30,104	529,332	905,084	10,731	30,065	1,660	11,955	93,597
Manitowoc	32,547	32,347	-.6	12,583	225,587	353,311	10,923	28,078	*	*	*
Two Rivers	13,354	13,379	.2	4,928	89,992	149,959	11,209	30,430	*	*	*
MARATHON	111,270	113,432	1.9	40,145	731,531	1,193,943	10,526	29,741	3,245	22,431	150,865
Wausau	32,426	30,268	-6.7	12,357	245,773	345,190	11,404	27,935	*	*	*
MARINETTE	39,314	40,579	3.2	15,253	266,563	360,940	8,895	23,664	844	4,269	27,693
Marinette	11,965	11,187	-6.5	3,064	65,739	77,976	6,970	25,449	*	*	*
MARQUETTE	11,672	12,979	11.2	5,048	86,435	118,832	9,156	23,540	549	9,804	18,802
MENOMINEE	3,373	4,531	34.3	1,076	14,503	23,763	5,245	22,085	6		81
MILWAUKEE	964,988	960,787	-.4	376,440	7,466,454	11,654,145	12,130	30,959	167	7,383	584
Milwaukee	636,236	619,668	-2.6	247,399	4,449,064	6,826,202	11,016	27,592	*	*	*
MONROE	35,074	37,232	6.2	13,191	255,243	356,201	9,567	27,003	1,774	15,434	67,915
OCONTO	28,947	29,611	2.3	10,695	179,676	254,234	8,586	23,771	1,235	8,221	53,274
ONEIDA	31,216	32,479	4.0	12,397	218,413	306,447	9,435	24,719	117		
Rhinelander	7,873	6,935	-11.9	2,696	72,218	83,040	11,974	30,801	*	*	*
OUTAGAMIE	128,726	135,524	5.3	46,917	915,509	1,554,787	11,472	33,139	1,700	16,924	100,730
Appleton	58,913	60,332	2.4	22,522	467,520	742,318	12,304	32,960	*	*	*
OZAUKEE	66,981	68,279	1.9	23,204	585,540	996,704	14,598	42,954	527	8,952	21,825
PEPIN	7,477	7,641	2.2	2,669	55,244	65,843	8,617	24,670	469	3,425	21,055
PIERCE	31,149	32,947	5.8	10,902	234,726	329,069	9,988	30,184	1,425	10,950	57,833
POLK	32,351	34,958	8.1	12,837	227,342	323,260	9,247	25,182	1,721	7,316	65,439
PORTAGE	57,420	57,968	1.0	19,250	431,142	592,644	10,224	30,787	1,119	41,614	41,008
Stevens Point	22,970	20,461	-10.9	6,715	181,927	218,413	10,675	32,526	*	*	*
PRICE	15,788	16,885	6.9	6,335	94,950	135,153	8,004	21,334	558	1,376	14,495
RACINE	173,132	175,229	1.2	62,877	1,397,829	2,113,109	12,059	33,607	814	26,390	30,803
Racine	85,725	79,937	-6.8	30,693	673,784	914,870	11,445	29,807	*	*	*
RICHLAND	17,476	18,008	3.0	6,676	115,600	164,007	9,107	24,567	1,234	6,960	52,557
ROCK	139,420	140,084	.5	51,540	815,745	1,605,815	11,463	31,157	1,680	51,762	71,014
Beloit	35,207	33,810	-4.0	12,686	198,842	352,053	10,413	27,751	*	*	*
Janesville	51,071	52,574	2.9	19,556	319,061	618,224	11,759	31,613	*	*	*
RUSK	15,589	16,453	5.5	5,910	86,838	122,475	7,444	20,723	813	1,065	29,498
ST. CROIX	[illegible]	46,458	[illegible]	15,881	313,091	548,152	11,799	34,516	1,741	10,820	82,844
SAUK	43,469	45,774	5.3	17,098	354,121	463,586	10,128	27,113	1,635	13,715	90,669
Baraboo	8,081	8,068	-.2	3,117	60,496	81,302	10,077	26,083	*	*	*
SAWYER	12,843	14,789	15.2	5,636	72,674	113,205	7,655	20,086	200	2,377	5,869
SHAWANO	35,928	37,462	4.3	13,439	251,211	333,905	8,913	24,846	1,761	5,473	97,617
Shawano	7,013	7,242	3.3	2,559	47,578	64,573	8,916	25,234	*	*	*
SHEBOYGAN	100,935	104,081	3.1	38,201	688,147	1,197,591	11,506	31,350	1,349	10,789	68,449
Sheboygan	48,085	47,949	-.3	18,644	335,607	538,272	11,226	28,871	*	*	*
TAYLOR	18,817	19,368	2.9	6,592	100,926	172,220	8,892	26,126	1,138	1,434	54,318
TREMPEALEAU	26,158	26,768	2.3	9,761	176,659	240,843	8,997	24,674	1,606	12,962	81,546
VERNON	25,642	27,325	6.6	10,333	172,709	248,609	9,098	24,060	2,414	12,329	78,142
VILAS	16,535	18,347	11.0	7,261	106,469	160,296	8,737	22,076	48	2,618	208
WALWORTH	71,507	72,921	2.0	25,981	536,349	817,409	11,210	31,462	1,060	36,057	52,672
WASHBURN	13,174	13,626	3.4	5,256	83,824	112,767	8,276	21,455	390	2,205	11,028
WASHINGTON	84,848	88,779	4.6	29,181	623,012	1,062,956	11,973	36,426	1,103	11,234	42,717
WAUKESHA	280,326	290,532	3.6	95,847	2,382,889	4,064,347	13,989	42,405	974	27,146	24,045
Waukesha	50,365	51,800	2.8	18,837	408,210	661,923	12,778	35,140	*	*	*
WAUPACA	42,831	44,932	4.9	16,362	306,377	426,591	9,494	26,072	1,488	10,793	65,196
WAUSHARA	18,526	20,205	9.1	7,854	135,966	189,714	9,389	24,155	783	30,662	24,185
WINNEBAGO	131,732	135,125	2.6	49,951	960,284	1,597,154	11,820	31,974	1,060	13,079	45,637
Menasha	12,307	10,997	-10.7	5,052	111,469	165,343	15,035	32,728	*	*	*
Neenah	23,272	23,827	2.4	8,624	191,255	306,078	12,846	35,491	*	*	*
Oshkosh	49,678	48,047	-3.3	18,158	338,801	524,093	10,908	28,863	*	*	*
WOOD	72,799	77,489	6.4	27,864	495,517	827,604	10,680	29,702	1,253	18,491	47,318
Marshfield	18,290	20,011	9.4	7,748	139,961	226,246	11,306	29,201	*	*	*
Wisconsin Rapid	17,995	17,536	-2.6	7,029	143,692	227,173	12,955	32,319	*	*	*

FARM PRODUCTS: From 1982 U.S. Census of Agriculture: U.S.D. of A., Economic Research Service Bulletin indicates State of Wisconsin 1984 Cash Receipts as follows: From Crops $1,062,926,000; from Livestock & Livestock Products $4,072,912,000; Total $5,135,838,000.*—Included in county totals.

County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

WYOMING POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS (1982)		
METRO AREAS COUNTIES Cities	1980 U.S. Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	1987 number of households	E&P 1988 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 estimate income per household	Number of farms	Value of crops (Thousands)	Value of livestock (Thousands)
STATE TOTALS	470,816	528,717	12.3	194,128	4,085,363	6,093,973	11,526	31,392	8,861	128,104	478,[illegible]
METROPOLITAN STATISTICAL AREAS											
Casper, Wy	71,856	78,437	9.2	29,416	734,406	1,030,436	13,137	35,030	305	1,260	15,964
Cheyenne, Wy	68,649	73,574	7.2	28,338	576,520	847,811	11,523	29,918	582	18,661	20,146
COUNTIES, Cities											
ALBANY	29,062	31,056	6.9	11,539	240,083	287,581	9,260	24,923	271	457	16,910
Laramie	24,410	25,426	4.2	8,913	193,573	231,797	9,117	26,007	*	*	*
BIG HORN	11,896	12,611	6.0	4,569	81,028	110,293	8,746	24,139	581	13,849	15,620
CAMPBELL	24,367	38,098	56.4	13,077	256,615	511,419	13,424	39,108	444	3,778	17,649
Gillette	12,134	17,719	46.0	6,252	153,018	236,673	13,357	37,856	*	*	*
CARBON	21,896	20,924	-4.4	7,472	186,995	244,112	11,667	32,670	280	2,594	46,329
Rawlins	11,547	10,376	-10.2	3,410	112,274	121,755	11,734	35,705	*	*	*
CONVERSE	14,069	14,953	6.3	5,193	114,623	187,284	12,525	36,065	306	736	17,685

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

WYOMING POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

METRO AREAS COUNTIES Cities	POPULATION 1980 U.S. Census	POPULATION E&P estimate Jan. 1, 1987	% Pop. Change 87 vs 80	HOUSEHOLDS 1987 number of households	DISPOSABLE PERSONAL INCOME E&P 1980 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1986 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1986 estimate income per household	FARM PRODUCTS (1982) Number of farms	FARM PRODUCTS (1982) Value of crops (Thousands)	FARM PRODUCTS (1982) Value of livestock (Thousands)
CROOK	5,308	5,863	10.5	2,100	39,514	58,341	9,951	27,781	442	1,935	14,859
FREMONT	40,251	38,383	-4.6	13,238	315,878	428,586	11,165	32,375	858	9,030	25,401
Riverton	9,247	8,029	-13.2	3,037	78,864	92,355	11,503	30,410	*	*	*
GOSHEN	12,040	12,944	7.5	4,995	83,777	122,295	9,448	24,483	742	25,460	42,140
HOT SPRINGS	5,710	6,126	7.3	2,398	44,676	64,253	10,489	26,794	141	479	8,241
JOHNSON	6,700	7,126	6.4	2,806	55,146	81,216	11,397	28,944	261	648	15,177
LARAMIE	68,649	73,574	7.2	28,338	576,520	847,811	11,523	29,918	582	18,661	20,146
Cheyenne	47,283	49,340	4.4	19,797	424,083	622,505	12,617	31,444	*	*	*
LINCOLN	12,177	14,846	21.9	4,945	86,167	133,208	8,973	26,938	541	3,022	16,699
NATRONA	71,856	78,437	9.2	29,416	734,406	1,030,436	13,137	35,030	305	1,260	15,964
Casper	51,016	53,470	4.8	20,085	538,557	721,940	13,502	35,944	*	*	*
NIOBRARA	2,924	3,468	18.6	1,458	21,159	32,219	9,290	22,098	260	1,697	15,100
PARK	21,639	25,749	19.0	9,647	172,052	276,011	10,719	28,611	628	18,045	58,233
PLATTE	11,975	10,006	-16.5	3,857	91,926	116,608	11,654	30,233	466	8,714	25,230
SHERIDAN	25,048	28,695	14.6	11,252	204,591	327,752	11,422	29,128	556	2,214	20,095
Sheridan	15,146	17,061	12.6	6,687	122,251	192,414	11,278	28,774	*	*	*
SUBLETTE	4,548	5,503	21.0	2,014	42,545	53,574	9,735	26,601	234	806	14,299
SWEETWATER	41,723	44,684	7.1	15,729	384,272	572,338	12,809	36,387	148	367	4,741
Rock Springs	19,458	18,467	-5.1	6,976	195,445	264,155	14,304	37,866	*	*	*
TETON	9,355	11,958	27.8	5,015	99,450	146,803	12,277	29,273	117	699	5,223
UINTA	13,021	25,610	96.7	8,492	120,344	265,845	10,381	31,305	242	457	9,543
WASHAKIE	9,496	10,211	7.5	3,649	74,122	109,408	10,715	29,983	230	12,579	22,033
Worland	6,391	6,870	7.5	2,405	57,112	74,037	10,777	30,785	*	*	*
WESTON	7,106	7,890	11.0	2,929	59,474	86,580	10,973	29,560	226	617	30,906

FARM PRODUCTS: From 1982 U.S. Census of Agriculture. U.S.D. of A., Economic Research Service Bulletin indicates State of Wyoming 1984 Cash Receipts as follows: From Crops $107,421,000; from Livestock & Livestock Products $466,430,000; Total $573,851,000.*—Included in county totals.
County totals do not equal state totals due to data being excluded from county totals to prevent possible disclosure of confidential information and because of differences in the mailing lists used to gather the data.

CANADA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS

METRO AREAS PROVINCES Cities	POPULATION 1981 Statistics Canada Census	POPULATION E&P estimate Jan. 1, 1987	% Pop. Change 87 vs. 81	HOUSEHOLDS 1987 Number of households	DISPOSABLE PERSONAL INCOME E&P 1981 estimate (Thousands)	DISPOSABLE PERSONAL INCOME E&P 1986 estimate (Thousands)	INCOME Income per capita	INCOME E&P 1986 Estimate income per household	FARM PRODUCTS# Number of farms 1981 Census	FARM PRODUCTS# 1984 cash receipts of crops (Thousands)	FARM PRODUCTS# 1984 cash receipts of livestock (Thousands)
CANADA TOTALS											
CANADA TOTALS	24,343,181	25,775,609	5.9	9,418,985	192,572,000	329,046,274	12,766	34,934	318,361	9,656,944	9,678,786
CANADIAN METROPOLITAN AREAS											
Calgary	592,743	649,331	9.5	249,437	6,537,845	12,571,771	19,361	50,401	N.A.	N.A.	N.A.
Chicoutimi-Jonquiere	135,172	141,718	4.8	47,017	1,362,742	2,418,139	17,063	51,431	N.A.	N.A.	N.A.
Edmonton	657,057	686,205	4.4	262,625	6,957,574	12,395,304	18,064	47,198	N.A.	N.A.	N.A.
Halifax	277,727	297,574	7.1	112,014	2,101,491	3,649,748	12,265	32,583	N.A.	N.A.	N.A.
Hamilton	542,095	569,777	5.1	216,962	5,062,330	8,835,663	15,507	40,724	N.A.	N.A.	N.A.
Kitchener	287,801	312,663	8.6	121,183	2,358,484	4,367,682	13,969	36,042	N.A.	N.A.	N.A.
London	283,668	305,733	7.8	124,745	2,438,785	4,473,657	14,633	35,862	N.A.	N.A.	N.A.
Montreal	2,828,349	2,842,220	.5	1,153,618	22,051,410	36,645,125	12,893	31,765	N.A.	N.A.	N.A.
Oshawa	154,217	179,707	16.5	62,616	1,394,954	2,881,118	16,032	46,012	N.A.	N.A.	N.A.
Ottawa-Hull	717,978	763,606	6.4	306,716	7,597,749	13,601,824	17,813	44,347	N.A.	N.A.	N.A.
Quebec	576,075	610,738	6.0	250,816	3,900,333	6,977,606	11,425	27,820	N.A.	N.A.	N.A.
Regina	164,313	182,903	11.3	68,837	1,703,950	3,088,790	16,888	44,871	N.A.	N.A.	N.A.
St Catharines-Niagara	304,353	314,506	3.3	117,450	1,838,861	3,148,784	10,012	26,810	N.A.	N.A.	N.A.
St John	114,048	117,016	2.6	40,101	1,240,074	2,037,112	17,409	50,800	N.A.	N.A.	N.A.
St John's	154,820	167,157	8.0	51,218	1,032,091	2,008,817	12,018	39,221	N.A.	N.A.	N.A.
Saskatoon	154,210	180,903	17.3	71,201	1,570,968	3,092,787	17,096	43,437	N.A.	N.A.	N.A.
Sudbury	149,923	145,794	-2.8	50,239	1,273,818	1,969,640	13,510	39,205	N.A.	N.A.	N.A.
Thunder Bay	121,379	126,750	4.4	46,641	1,137,419	1,979,425	15,617	42,440	N.A.	N.A.	N.A.
Toronto	2,998,947	3,295,575	9.9	1,274,711	28,920,688	53,014,884	16,087	41,590	N.A.	N.A.	N.A.
Trois-Riveres	111,453	116,894	4.9	45,467	1,022,830	1,799,940	15,398	39,588	N.A.	N.A.	N.A.
Vancouver	1,268,183	1,339,185	5.6	523,783	12,435,106	19,455,531	14,528	37,144	N.A.	N.A.	N.A.
Victoria	233,481	242,746	4.0	102,022	2,215,955	3,383,641	13,939	33,166	N.A.	N.A.	N.A.
Windsor	246,110	250,397	1.7	94,039	2,429,846	4,061,244	16,219	43,187	N.A.	N.A.	N.A.
Winnipeg	548,842	623,878	13.7	246,533	5,363,337	9,464,928	15,171	38,392	N.A.	N.A.	N.A.
PROVINCES, Cities											
ALBERTA	2,237,724	2,393,189	6.9	871,558	18,724,424	31,606,855	13,207	36,265	58,056	2,082,040	1,733,415
Calgary	592,743	649,331	9.5	249,437	6,475,937	11,262,121	17,344	45,150	*	*	*
Edmonton	532,246	544,915	2.4	216,841	5,577,668	8,887,090	16,309	40,984	*	*	*
Fort McMurray	31,000	43,149	39.2	14,009	120,552	273,238	6,332	19,504	*	*	*
Grande Prairie	24,263	28,242	16.4	9,976	224,992	418,198	14,808	41,920	*	*	*
Lethbridge	54,072	54,969	1.7	21,644	504,217	808,306	14,705	37,345	*	*	*
Medicine Hat	40,380	43,514	7.8	17,161	326,295	557,304	12,807	32,475	*	*	*
Red Deer	46,393	55,195	19.0	20,494	476,923	908,029	16,451	44,307	*	*	*
BRITISH COLUMBIA	2,744,467	2,960,321	7.9	1,129,126	23,309,710	36,489,780	12,326	32,317	20,012	336,043	576,893
Cranbrook	15,915	17,655	10.9	6,244	165,341	262,010	14,841	41,962	*	*	*
Dawson Creek	11,373	11,936	5.0	4,332	83,967	125,292	10,497	28,922	*	*	*
Fort St. John	13,891	18,725	34.8	6,309	118,088	231,671	12,372	36,721	*	*	*
Kamloops	64,048	68,276	6.6	23,821	566,614	859,892	12,594	36,098	*	*	*
Kelowna	59,196	65,202	10.1	25,116	461,760	726,122	11,136	28,911	*	*	*
Kimberley	7,375	7,432	.8	2,824	57,366	81,925	11,023	29,010	*	*	*
Nanaimo	47,069	52,901	12.4	20,291	457,061	734,643	13,887	36,205	*	*	*
Nelson	9,143	8,762	-4.2	3,502	99,573	134,721	15,376	38,470	*	*	*
Penticton	23,181	24,384	5.2	10,052	196,923	294,576	12,081	29,305	*	*	*
Port Alberni	19,892	19,114	-3.9	6,728	213,182	289,266	15,134	42,994	*	*	*
Prince George	67,559	73,727	9.1	24,536	685,205	1,066,676	14,468	43,474	*	*	*
Prince Rupert	16,197	17,258	6.6	5,747	169,078	256,473	14,861	44,627	*	*	*
Terrace	10,914	11,294	3.5	3,586	98,260	144,387	12,784	40,264	*	*	*
Trail	9,599	8,906	-7.2	3,563	118,358	154,646	17,364	43,403	*	*	*
Vancouver	414,281	406,396	-1.9	175,118	4,457,973	6,184,789	15,219	35,318	*	*	*

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

CANADA POPULATION
INCOME, HOUSEHOLD, FARM PRODUCTS—Continued

	POPULATION			HOUSEHOLDS	DISPOSABLE PERSONAL INCOME		INCOME		FARM PRODUCTS#		
METRO AREAS PROVINCES Cities	1981 Statistics Canada Census	E&P estimate Jan. 1, 1987	% Pop. Change 87 vs. 81	1987 Number of households	E&P 1986 estimate (Thousands)	E&P 1986 estimate (Thousands)	Income per capita	E&P 1986 Estimate income per household	Number of farms 1981 Census	1984 cash receipts of crops (Thousands)	1984 cash receipts of livestock (Thousands)
Vernon	19,987	21,868	9.4	8,732	160,644	250,760	11,467	28,717	*	*	*
Victoria	64,379	64,367		33,869	639,741	905,960	14,075	26,749	*	*	*
MANITOBA	1,026,241	1,086,633	5.9	403,452	7,780,940	13,646,543	12,559	33,824	29,442	1,227,081	665,506
Brandon	36,242	39,755	9.7	15,638	277,596	501,936	12,626	32,097	*	*	*
Dauphin	8,971	9,240	3.0	3,813	82,793	139,880	15,139	36,685	*	*	*
Flin Flon	7,894	8,022	1.6	3,001	76,998	128,228	15,985	42,728	*	*	*
Portage La Prair	13,086	14,372	9.8	5,331	92,906	168,198	11,703	31,551	*	*	*
Roblin	1,953	2,033	4.1	843	11,924	20,394	10,031	24,192	*	*	*
Swan River	3,782	4,031	6.6	1,612	28,461	49,882	12,375	30,944	*	*	*
Thompson	14,288	12,132	-15.1	3,740	51,779	70,988	5,851	18,981	*	*	*
Winnipeg	564,473	598,861	6.1	236,648	4,779,752	8,336,950	13,921	35,229	*	*	*
NEW BRUNSWICK	696,403	728,808	4.7	242,201	4,182,945	7,234,154	9,926	29,868	4,063	86,312	132,355
Caraquet	4,315	4,795	11.1	1,492	25,864	46,900	9,781	31,434	*	*	*
Fredericton	43,723	42,723	-2.3	16,779	420,709	678,136	15,873	40,416	*	*	*
Moncton	54,743	54,261	-.9	20,578	589,806	965,395	17,792	46,914	*	*	*
Saint John	80,521	75,985	-5.6	27,860	770,779	1,196,657	15,749	42,953	*	*	*
NEWFOUNDLAND	567,681	585,162	3.1	166,285	3,067,226	5,446,964	9,308	32,757	679	5,002	35,650
Corner Brook	24,339	23,503	-3.4	7,108	172,655	288,953	12,294	40,652	*	*	*
St. John's	83,770	81,545	-2.7	26,416	502,835	934,547	11,461	35,378	*	*	*
NOVA SCOTIA	847,442	895,523	5.7	310,689	5,560,538	9,328,754	10,417	30,026	5,045	53,914	191,965
Amherst	9,684	9,303	-3.9	3,538	69,903	106,039	11,398	29,971	*	*	*
Halifax	114,594	114,478	-.1	47,488	895,770	1,417,290	12,380	29,845	*	*	*
New Glasgow	10,464	10,554	.9	3,871	83,191	133,001	12,602	34,358	*	*	*
Sydney	29,444	29,031	-1.4	9,943	305,812	477,098	16,434	47,983	*	*	*
Truro	12,552	12,619	.5	5,132	108,341	172,571	13,675	33,626	*	*	*
ONTARIO	8,625,107	9,246,482	7.2	3,407,662	74,284,652	132,181,793	14,295	38,790	82,448	1,865,443	3,226,919
Barrie	38,423	43,968	14.4	16,287	480,566	644,972	14,669	39,600	*	*	*
Belleville	34,881	35,240	1.0	14,274	337,076	561,067	15,921	39,307	*	*	*
Brampton	149,030	204,781	37.4	64,158	1,601,378	3,723,642	18,184	58,039	*	*	*
Brantford	74,315	81,843	10.1	31,000	611,940	1,117,681	13,656	36,054	*	*	*
Brockville	19,896	20,370	2.4	8,347	176,162	297,406	14,600	35,630	*	*	*
Cambridge	77,183	84,542	9.5	29,689	744,345	1,351,555	15,987	45,524	*	*	*
Chatham	40,952	44,536	8.8	16,767	342,321	616,757	13,849	36,784	*	*	*
Cobourg	11,385	11,620	2.1	4,470	77,688	130,712	11,249	29,242	*	*	*
Cornwall	46,144	47,288	2.5	17,578	396,349	669,881	14,166	38,109	*	*	*
Fort Frances	8,906	8,642	-3.0	3,330	71,727	114,315	13,228	34,329	*	*	*
Guelph	71,207	77,128	8.3	29,338	581,753	1,043,636	13,531	35,573	*	*	*
Hamilton	306,434	307,600	.4	121,665	2,851,320	4,712,966	15,322	38,737	*	*	*
Ingersoll	8,494	9,039	6.4	3,376	86,836	152,860	16,911	45,278	*	*	*
Kenora	9,817	9,260	-5.7	3,642	82,022	126,805	13,694	34,817	*	*	*
Kingston	52,616	50,222	-4.6	22,174	508,943	796,804	15,866	35,934	*	*	*
Kirkland Lake	12,219	11,126	-9.0	4,509	196,642	292,560	26,295	64,884	*	*	*
Kitchener	139,734	152,112	8.9	57,909	1,139,183	2,054,699	13,508	35,482	*	*	*
Lindsay	13,596	14,536	6.9	5,968	96,192	170,174	11,707	28,514	*	*	*
London	254,280	276,300	8.7	112,115	2,148,087	3,866,732	13,995	34,489	*	*	*
Niagara Falls	70,960	74,436	4.9	27,748	632,116	1,095,444	14,717	39,478	*	*	*
North Bay	51,268	52,089	1.6	18,507	503,645	843,344	16,190	45,569	*	*	*
Orillia	23,955	24,022	.3	9,023	125,200	206,709	8,605	22,909	*	*	*
Oshawa	117,519	132,370	12.6	46,909	1,144,318	2,141,541	16,178	45,653	*	*	*
Ottawa	295,163	292,001	-1.1	129,695	3,249,603	5,287,601	18,108	40,770	*	*	*
Owen Sound	19,883	20,774	4.5	8,313	140,555	242,543	11,675	29,176	*	*	*
Pembroke	14,026	13,398	-4.5	5,084	111,779	175,128	13,071	34,447	*	*	*
Peterborough	60,620	63,160	4.2	24,979	629,343	1,082,682	17,142	43,344	*	*	*
Port Colborne	19,225	18,287	-4.9	6,859	165,292	257,835	14,099	37,591	*	*	*
Port Hope	9,992	10,468	4.8	4,032	97,260	168,281	16,076	41,736	*	*	*
St. Catharines	124,018	127,785	3.0	48,672	1,138,599	1,935,625	15,148	39,769	*	*	*
St. Thomas	28,165	29,944	6.3	11,614	271,818	477,943	15,961	41,152	*	*	*
Sarnia	50,892	47,219	-7.2	19,005	579,606	880,141	18,640	46,311	*	*	*
Saulte Ste. Mari	82,697	86,586	4.7	30,167	945,190	1,634,770	18,880	54,191	*	*	*
SimcOe	14,326	14,830	3.5	5,666	168,393	287,667	19,398	50,771	*	*	*
Sioux Lookout	3,074	3,110	1.2	1,102	183,960	30,653	9,856	27,816	*	*	*
Stratford	26,262	27,590	5.1	11,032	213,482	370,586	13,432	33,592	*	*	*
Sudbury	91,829	87,839	-4.4	32,569	887,668	1,392,975	15,858	42,770	*	*	*
Thunder Bay	112,486	116,366	3.4	43,196	1,014,891	1,732,660	14,890	40,112	*	*	*
Timmins	46,114	48,794	5.8	17,111	357,434	625,284	12,815	36,543	*	*	*
Toronto	599,217	576,829	-3.7	249,595	5,853,143	9,248,224	16,033	37,053	*	*	*
Waterloo	49,428	53,833	8.9	21,223	407,001	734,508	13,644	34,609	*	*	*
Welland	45,448	47,008	3.4	17,384	381,626	651,426	13,858	37,473	*	*	*
Whitby	36,698	47,337	29.0	16,067	370,593	803,892	16,982	50,034	*	*	*
Windsor	192,083	191,769	-.2	74,190	1,967,822	3,233,793	16,863	43,588	*	*	*
Woodstock	26,603	27,048	1.7	10,435	238,481	399,660	14,776	38,300	*	*	*
PRINCE EDWARD ISLAND	122,506	129,197	5.5	42,676	747,492	1,275,847	9,875	29,896	3,154	101,219	77,695
Charlottetown	15,282	13,704	-10.3	5,604	118,818	170,765	12,461	30,472	*	*	*
Summerside	7,828	7,157	-8.6	2,546	69,941	102,610	14,337	40,302	*	*	*
QUEBEC	6,438,403	6,631,296	3.0	2,439,895	46,955,541	78,324,966	11,811	32,102	48,144	469,078	2,291,947
Chicoutimi	60,064	62,334	3.8	20,998	615,195	1,053,419	16,900	50,168	*	*	*
Granby	38,069	38,910	2.2	15,430	290,798	489,846	12,589	31,746	*	*	*
Montreal	980,354	874,251	-10.8	406,740	9,923,838	14,432,299	16,508	35,483	*	*	*
Quebec	166,474	154,526	-7.2	67,316	1,222,495	1,856,529	12,014	27,579	*	*	*
Rouyn	17,224	16,643	-3.4	6,504	186,248	295,300	17,743	45,403	*	*	*
Sherbrooke	74,075	70,764	-4.5	29,274	567,484	888,954	12,562	30,367	*	*	*
Trois Rivieres	50,466	48,012	-4.9	20,014	434,746	677,973	14,121	33,875	*	*	*
SASKATCHEWAN	968,313	1,043,239	7.7	381,213	7,430,773	12,597,736	12,076	33,046	67,318	3,430,812	746,441
Lloydminster	6,034	7,926	31.4	2,844	52,098	108,619	13,704	38,192	*	*	*
Moose Jaw	33,941	36,240	6.8	14,283	324,905	540,746	14,921	37,859	*	*	*
Prince Albert	31,380	34,832	11.0	12,477	285,182	494,947	14,210	39,669	*	*	*
Regina	162,613	181,031	11.3	68,184	1,670,543	2,908,512	16,066	42,657	*	*	*
Saskatoon	154,210	180,903	17.3	71,201	1,526,108	2,811,983	15,544	39,494	*	*	*
YUKON NW TERRITORIES	68,894	75,759	10.0	24,228	527,759	912,882	12,050	37,679	N.A.	N.A.	N.A.

#1984 farm cash figures latest available; totals for Canada exclude figures from Newfoundland and Yukon/Northwest Territories.
*Figures for individual cities not available; included in provincial totals.

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

EDITOR & PUBLISHER'S
RETAIL SALES
CENSUS & ESTIMATES* FOR 1986

ALABAMA RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	14,479,552	17,965,941	18,769,836	1,108	1,053,104	843	2,106,873	2,997	4,295,796	1,964	4,598,686	2,003	1,252,000	2,262	1,109,611	1,551	852,853	3,439	1,392,818	1,031	709,243
METROPOLITAN STATISTICAL AREAS																					
Anniston, Al	430,112	519,235	539,692	35	32,036	19	67,094	72	113,242	63	129,765	55	32,530	51	36,561	55	24,812	91	40,624	29	21,508
Birmingham, Al	3,656,346	4,526,087	4,725,791	231	209,804	123	484,040	614	1,040,679	378	1,201,709	404	316,248	505	377,388	354	247,190	820	365,017	231	179,036
Columbus, Ga-Al	945,403	1,226,511	1,298,635	48	43,785	36	170,375	158	233,142	109	362,737	124	97,832	137	67,297	107	82,149	265	110,000	58	38,055
Dothan, Al	555,598	686,499	716,531	37	39,082	29	91,616	121	140,117	81	201,880	69	48,845	108	36,757	73	35,299	133	52,998	34	19,639
Florence, Al	531,874	653,573	681,392	43	38,715	39	96,812	111	139,344	67	174,697	65	46,541	94	40,527	56	26,679	138	50,442	40	18,113
Gadsden, Al	395,725	475,483	493,719	27	26,701	22	64,825	65	128,431	52	101,170	53	23,885	67	30,939	44	21,855	109	41,649	36	16,755
Huntsville, Al	893,534	1,235,292	1,314,513	43	73,683	34	178,208	118	241,815	89	346,424	86	69,241	126	81,345	92	71,490	207	125,187	36	35,163
Mobile, Al	1,948,966	2,388,119	2,488,800	123	137,914	84	303,696	364	592,370	214	592,560	267	183,092	250	100,289	195	120,369	482	204,065	122	103,200
Montgomery, Al	1,155,057	1,447,262	1,513,984	72	68,204	34	204,048	174	297,770	119	410,020	155	120,364	192	87,032	102	62,641	256	120,417	58	57,087
Tuscaloosa, Al	578,481	687,065	712,065	35	48,267	20	92,758	112	173,296	67	147,916	78	53,183	99	44,699	66	30,046	126	58,681	29	21,849
COUNTIES, Cities																					
AUTAUGA	93,500	112,053	116,331	12	7,377	5	9,697	16	27,822	18	33,817	13	11,420	17	5,076	7	2,510	22	8,433	4	3,407
BALDWIN	323,989	429,067	453,044	28	24,592	24	36,778	94	122,498	53	91,947	60	44,160	47	17,868	35	18,868	99	39,174	26	19,753
BARBOUR	63,620	76,961	80,012	8	1,627	10	5,940	27	25,076	15	12,682	12	4,714	11	5,058	4	1,567	21	7,741	8	4,572
BIBB	30,587	43,645	46,689	3	1,558	5	3,784	14	15,244	8	11,534	10	2,186	7	2,303	4	1,097	4	1,878	4	2,637
BLOUNT	70,472	88,898	93,096	8	4,572	6	8,864	18	23,980	17	24,359	10	4,255	10	4,042	12	1,746	16	4,909	7	3,601
BULLOCK	22,557	25,675	26,407	5	2,134	3	1,316	7	7,702	3	1,460	8	2,985	6	2,367	4	1,227	7	1,061	3	1,055
BUTLER	73,059	81,686	83,803	8	4,698	8	6,485	18	21,143	18	16,876	17	7,418	15	4,328	6	2,247	21	6,698	7	4,280
CALHOUN	430,112	519,235	539,692	35	32,036	19	67,094	72	113,242	63	129,765	55	32,530	51	36,561	55	24,812	91	40,624	29	21,508
Anniston	293,235	350,605	363,817	20	15,973	7	41,109	34	79,817	40	120,665	27	14,544	25	19,764	31	15,882	44	19,504	14	10,952
CHAMBERS	105,251	125,072	129,533	11	3,974	6	5,322	31	36,995	17	34,289	21	13,735	13	2,837	11	6,915	15	7,339	14	5,995
Lanett	39,595	47,411	50,016	3	1,973	2	2,742	10	17,483	6	17,052	7	3,371	4	1,101	2	71	5	965	4	1,591
CHEROKEE	39,255	48,913	51,104	7	3,849	7	2,316	13	11,289	8	11,919	9	3,512	16	2,990	5	614	15	2,915	5	2,436
CHILTON	87,458	111,411	116,878	14	6,171	8	9,769	30	30,912	16	29,014	20	6,124	10	4,355	12	5,376	22	5,119	8	5,548
CHOCTAW	33,263	42,659	44,779	5	2,040	8	1,842	25	16,560	10	5,206	9	1,786	6	1,393	4	1,162	15	5,733	4	1,893
CLARKE	100,502	119,303	123,651	12	10,939	17	11,291	33	36,368	18	23,122	21	9,990	17	5,159	12	4,005	26	7,131	12	7,516
CLAY	32,718	36,081	36,925	7	6,759	5	2,221	11	10,863	12	7,010	4	656	5	866	2	1,446	9	1,409	4	798
CLEBURNE	19,485	29,648	32,073	2	1,991	4	2,495	7	6,165	6	8,111	7	2,893	3	356	1	458	8	1,838	3	1,326
COFFEE	150,323	207,431	220,629	11	13,721	14	20,721	40	42,140	28	68,776	19	9,233	31	11,364	26	15,669	30	11,574	10	7,141
Enterprise	116,307	161,813	172,363	6	11,312	9	17,272	24	30,015	24	58,303	9	6,851	25	10,094	23	13,734	21	9,348	6	4,986
COLBERT	211,625	259,674	270,695	23	23,698	12	25,512	40	53,273	27	76,014	29	21,578	36	11,121	17	6,182	69	22,905	20	7,658
Muscle Shoals	89,934	110,676	117,590	8	8,579	6	24,129	11	21,600	10	23,412	9	5,161	23	8,755	10	2,956	28	14,550	6	2,890
Sheffield	66,363	79,942	83,056	5	3,965	3	669	12	25,665	10	30,704	5	2,740	8	1,246	4	1,789	26	6,075	6	2,077
Tuscumbia	29,091	37,512	40,319	4	4,433	2	599	6	2,418	6	20,378	6	3,661	4	1,011	2	1,206	4	525	6	2,364
CONECUH	36,220	48,423	51,198	3	1,792	3	3,328	14	13,475	8	3,927	15	12,948	8	1,655	2	1,187	8	2,985	3	3,529
COOSA	6,352	9,593	10,358					4	2,394	2	756	4	1,814			2	143	4	195	2	726
COVINGTON	132,242	154,094	159,181	18	12,110	15	12,912	34	41,263	32	38,788	23	6,411	25	7,835	19	9,116	36	7,242	14	7,746
Andalusia	72,345	84,460	87,274	10	7,032	4	8,224	14	23,341	16	23,933	11	3,526	16	5,624	9	2,665	15	4,243	6	4,237
CRENSHAW	26,739	36,534	38,787	3	844	7	1,756	15	12,989	6	9,661	9	3,284	6	690	3	982	6	1,076	4	1,752
CULLMAN	215,068	335,503	364,530	19	35,827	17	28,669	45	87,704	31	83,755	39	29,144	37	19,964	25	15,200	39	20,516	16	13,216
Cullman	165,338	258,157	280,552	12	19,209	15	26,971	24	68,372	26	76,969	21	17,827	33	18,652	17	12,195	24	13,679	14	12,382
DALE	113,168	145,057	152,295	9	7,585	10	14,121	41	38,916	20	30,103	22	23,526	19	4,299	11	3,364	31	12,952	9	5,467
DALLAS	174,596	196,624	201,974	14	10,224	17	26,137	37	47,885	25	43,301	38	16,007	29	11,123	22	6,802	52	13,690	11	9,109
Selma	160,952	182,088	187,186	13	9,699	13	25,583	27	44,805	20	40,579	26	12,027	29	11,123	20	6,361	46	13,064	11	9,109
DE KALB	135,823	168,604	176,154	19	16,271	12	12,655	33	41,205	37	42,300	17	6,176	26	8,507	18	9,448	46	11,162	15	9,318
Fort Payne	75,978	97,274	104,372	8	11,066	4	10,616	12	15,777	17	35,669	4	2,621	18	6,916	7	3,369	18	6,585	7	4,744
ELMORE	97,780	115,369	119,390	13	6,916	7	6,126	29	41,743	17	19,634	29	10,729	15	3,777	8	2,897	16	4,873	15	8,043
ESCAMBIA	137,495	152,758	156,507	18	13,716	16	14,370	25	32,269	31	31,282	37	16,802	23	10,687	15	6,799	37	9,124	12	7,490
ETOWAH	395,725	475,483	493,719	27	26,701	22	64,825	65	128,431	52	101,170	53	23,885	67	30,939	44	21,855	109	41,649	36	16,755
Gadsden	292,468	350,788	364,147	16	21,661	13	45,893	45	88,603	39	91,876	31	11,430	57	22,516	37	19,761	72	27,301	24	12,162
FAYETTE	53,093	63,840	66,294	9	5,688	5	5,337	14	18,449	9	16,806	2	1,765	10	3,173	9	2,504	13	2,794	7	3,313
FRANKLIN	96,648	115,808	120,221	9	8,698	9	10,474	18	23,997	21	40,857	15	7,200	18	3,665	16	5,739	26	4,995	8	4,925
GENEVA	50,792	65,613	68,971	7	4,453	9	6,382	20	25,688	12	12,278	14	5,448	10	2,590	8	1,417	10	932	8	3,869
GREENE	27,985	29,656	30,146			6	2,057	15	10,274	4	5,973	6	6,332	6	623	3	308	10	1,478	2	765
HALE	29,713	39,570	41,818	4	1,178	4	1,455	18	14,860	6	13,557	3	1,119	6	1,071	2	236	4	881	4	2,633
HENRY	39,749	48,353	50,307	7	15,138	5	2,146	21	15,617	8	4,079	5	1,592	4	2,081	4	1,969	5	1,821	3	1,303
HOUSTON	442,430	541,442	564,236	28	31,497	19	77,495	80	101,201	61	171,777	47	25,319	89	32,458	62	31,935	102	40,046	25	14,172
Dothan	403,398	491,973	512,393	25	26,877	15	68,916	60	87,773	50	165,963	35	21,780	80	30,646	56	29,536	90	38,318	19	12,390
JACKSON	145,742	173,763	180,276	9	7,234	12	16,559	34	40,639	26	60,646	18	8,491	25	6,919	13	6,868	34	8,318	16	6,761
Scottsboro	99,292	120,012	126,919	3	3,311	7	15,404	11	23,469	19	47,434	10	6,151	18	5,906	9	6,114	21	7,065	9	4,051
JEFFERSON	3,091,874	3,774,653	3,931,184	154	151,440	87	429,227	480	827,081	272	980,216	324	276,853	421	341,090	295	223,598	685	319,591	179	146,457
Birmingham	1,573,996	1,873,176	1,942,105	63	78,697	36	195,504	221	315,802	128	574,157	146	118,498	193	185,711	149	146,101	375	170,093	69	49,732
LAMAR	38,625	50,486	53,185	6	4,348	6	1,728	17	17,253	11	7,777	6	1,887	6	5,031	5	3,184	9	1,409	8	2,533
LAUDERDALE	320,249	393,899	410,697	20	15,017	27	71,300	71	86,071	40	98,683	36	24,963	58	29,406	39	20,497	69	27,537	20	10,455
Florence	275,522	376,741	352,674	17	13,209	19	69,356	38	63,143	30	90,181	22	18,058	50	28,061	34	19,011	55	23,739	16	9,408

* Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

ALABAMA RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
LAWRENCE	52,586	60,456	62,298	5	3,557	7	6,095	15	17,093	6	5,756	13	10,811	8	2,517	4	1,523	13	3,609	6	2,737
LEE	299,231	392,412	413,802	21	29,227	16	59,661	60	94,168	24	96,490	42	28,691	41	14,911	26	11,291	72	38,725	18	12,211
Auburn	165,083	224,483	238,183	9	11,678	6	42,801	22	50,824	10	56,574	19	15,928	24	9,385	9	5,278	42	24,804	6	6,631
Opelika	118,717	149,044	155,961	10	16,730	8	16,711	27	35,786	12	39,194	16	10,202	17	5,526	16	5,968	25	12,426	11	5,580
LIMESTONE	131,641	159,199	165,534	12	12,014	12	13,695	22	42,462	28	36,931	21	10,950	26	9,508	15	5,559	33	12,614	6	6,852
Athens	100,918	124,085	129,387	10	9,955	8	9,149	13	29,893	26	34,208	11	5,509	25	9,130	12	4,232	28	11,634	6	6,852
LOWNDES	20,157	21,438	21,803	3		1	921	13	6,448	5	5,902	9	2,746	1	119	2	189	3	409	2	1,248
MACON	44,889	54,010	56,090	6	3,561	2	362	13	18,054	9	7,436	16	7,582	8	3,385	2	1,068	10	2,656	6	3,743
MADISON	893,534	1,235,292	1,314,513	43	73,683	34	178,208	118	241,815	89	346,424	86	69,241	126	81,345	92	71,490	207	125,187	36	35,163
Huntsville	836,097	1,156,353	1,230,652	38	70,281	29	177,049	94	223,700	72	333,578	76	63,524	119	77,213	87	67,646	190	117,382	33	33,376
MARENGO	78,015	83,744	85,315	6	5,668	11	8,213	30	23,244	13	21,701	9	4,352	14	3,791	13	3,683	16	3,832	6	2,672
MARION	73,331	92,255	96,577	10	6,177	9	12,332	26	28,761	16	20,771	11	1,948	19	7,421	11	3,619	22	4,132	8	4,370
MARSHALL	283,077	329,930	340,940	24	25,968	23	40,593	55	69,826	50	107,931	27	9,767	53	21,441	31	10,132	62	19,417	27	10,436
MOBILE	1,624,977	1,959,052	2,035,756	95	113,322	60	266,918	270	469,872	161	500,613	207	138,932	203	82,421	160	101,501	383	164,891	96	83,447
Chickasaw	43,772	54,545	58,136	2	2,227	3	7,445	8	29,215	7	6,660	3	1,617	4	1,996	3	1,283	8	3,519	3	2,155
Mobile	1,294,895	1,596,030	1,616,403	60	79,882	39	232,112	149	298,671	108	461,066	136	96,376	174	72,117	126	85,065	313	141,736	67	65,114
Prichard	71,693	81,937	84,400	8	9,755	4	2,520	21	25,806	11	9,421	19	12,931	7	3,219	11	6,427	18	2,487	7	4,857
MONROE	62,780	79,571	83,398	10	9,337	9	7,751	24	24,806	15	17,539	8	3,205	6	2,921	5	1,851	14	4,525	6	3,637
MONTGOMERY	963,777	1,219,840	1,278,263	47	53,911	22	188,225	129	228,205	84	356,569	113	98,215	160	78,179	87	57,234	218	107,111	39	45,637
Montgomery	929,730	1,177,015	1,233,444	43	50,605	19	186,527	116	217,879	81	348,126	104	92,479	156	76,058	86	56,520	205	102,137	39	45,637
MORGAN	375,438	488,126	513,792	31	32,468	23	60,243	66	107,858	63	133,535	49	31,951	58	30,746	51	25,107	85	33,987	30	19,383
Decatur	293,344	382,029	402,256	21	23,544	16	52,716	41	79,837	40	112,128	30	22,372	51	27,395	40	18,592	62	27,619	20	12,729
PERRY	20,852	23,320	23,922	4	1,850	5	1,477	14	7,184	5	3,512	7	1,784	5	1,567	3	636	4	737	4	2,361
PICKENS	38,897	45,831	47,434	7	2,719	8	1,918	24	14,426	14	11,727	12	2,015	7	905	7	2,373	9	1,063	6	2,107
PIKE	92,705	114,155	119,037	9	7,960	9	10,403	25	26,280	17	30,465	11	3,442	23	7,167	11	2,380	29	11,648	7	5,024
Troy	72,113	89,229	93,128	4	3,597	5	9,744	14	22,234	13	26,279	10	3,124	19	6,659	9	2,337	23	8,770	5	3,582
RANDOLPH	47,600	52,315	53,513	4	3,184	8	4,083	22	18,060	13	8,385	6	2,065	9	3,215	5	1,244	13	1,840	7	2,965
RUSSELL	111,600	135,065	140,565	15	6,328	9	16,658	44	51,692	27	16,866	23	12,188	12	4,614	6	1,278	33	11,410	11	6,436
ST. CLAIR	87,426	131,114	141,470	11	5,728	9	8,254	30	36,747	16	46,910	14	12,872	8	3,069	3	3,671	28	6,440	8	5,717
SHELBY	158,990	220,099	234,158	33	32,793	8	13,857	39	82,263	31	40,764	22	10,184	17	6,892	18	5,775	38	16,346	13	9,060
SUMTER	35,035	42,452	44,131	2	1,335	13	6,499	26	16,573	7	4,544	12	4,552	7	335	1	1,054	12	3,154	4	2,137
TALLADEGA	231,514	269,605	276,507	21	12,389	15	28,969	63	80,797	48	65,340	33	13,546	53	17,337	30	9,565	57	17,267	23	12,221
Sylacauga	99,039	115,896	119,810	9	6,678	7	12,714	17	34,722	23	31,431	9	3,454	24	6,710	16	4,331	17	5,358	11	6,176
Talladega	93,479	108,651	112,223	6	3,688	4	12,211	22	30,871	18	29,285	13	4,233	24	8,888	10	4,716	26	8,074	9	4,642
TALLAPOOSA	106,867	122,985	126,802	18	8,414	6	10,288	31	31,815	23	26,420	18	4,848	21	9,438	20	8,704	24	7,700	11	7,427
Alexander City	76,937	88,673	91,454	8	4,687	3	9,415	15	24,059	14	16,884	11	2,372	18	8,771	16	6,876	14	5,645	7	6,071
TUSCALOOSA	578,491	687,065	712,065	35	48,267	20	92,758	112	173,296	67	147,916	78	53,183	99	44,699	66	30,046	126	58,681	29	21,849
Northport	73,573	87,743	92,466	7	10,238	2	5,056	20	42,884	7	6,538	8	5,293	5	1,968	8	1,717	16	8,288	5	5,472
Tuscaloosa	452,129	533,537	552,349	24	28,266	18	86,507	75	109,040	52	126,125	54	40,363	94	42,731	54	25,461	102	48,652	22	16,246
WALKER	247,584	311,323	325,883	25	15,271	13	23,836	47	70,608	42	109,460	34	12,084	49	22,295	26	12,400	53	17,731	24	14,201
Jasper	166,891	212,292	222,695	13	10,509	6	22,172	23	38,850	24	85,504	12	3,621	41	17,742	17	10,057	28	13,463	13	7,912
WASHINGTON	29,511	34,424	35,560	5	2,916	2	2,359	12	7,381	4	6,733	11	3,794	4	509	2	2,336	5	626	3	1,268
WILCOX	29,494	34,020	35,071	3	2,169	6	2,330	23	12,312	5	4,580	12	2,572	2	980	3	744	9	1,258	4	1,242
WINSTON	63,669	74,306	76,768	8	4,475	7	9,459	18	23,074	14	14,239	13	3,610	14	2,257	9	4,451	16	4,075	6	2,231

ALASKA RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	3,227,327	4,238,218	4,570,606	134	545,962	86	472,434	297	919,897	135	744,585	176	243,728	207	187,135	166	221,504	749	579,149	63	205,040
METROPOLITAN STATISTICAL AREAS																					
Anchorage, Ak	1,794,843	2,294,054	2,404,061	51	303,866	13	326,410	91	328,408	57	482,305	75	131,482	104	119,501	90	145,233	307	302,285	26	119,838
COUNTIES, Cities																					
ALEUTIAN ISLANDS	12,084	12,844	12,982	1		3	3,189	4	6,858			1						5	1,922		
ANCHORAGE	1,794,843	2,294,054	2,404,061	51	303,866	13	326,410	91	328,408	57	482,305	75	131,482	104	119,501	90	145,233	307	302,285	26	119,838
Anchorage	1,794,843	2,294,054	2,404,061	51	303,866	13	326,410	91	328,408	57	482,305	75	131,482	104	119,501	90	145,233	307	302,285	26	119,838
BETHEL	27,057	39,796	42,696	1		10	19,733	13	8,241	3	5,231	5	3,306					4	1,218		
BRISTOL BAY	7,298	9,135	9,480	1				3	3,968	1								5	3,527		
DILLINGHAM	10,087	14,888	15,921	1	1,296	2	2,093	6	8,219	1	467	2	138					4	2,619		
FAIRBANKS NORTH STAR	465,739	562,597	583,530	16	58,783	9	68,839	22	96,905	25	142,015	27	28,552	18	17,329	23	31,679	92	68,961	10	28,705
Fairbanks	426,349	516,529	536,152	13	53,338	8	65,049	15	81,740	24	139,194	21	21,105	18	17,329	23	31,679	78	59,530	10	28,705
HAINES	11,268	12,462	12,665	3	2,471	1	531	2	4,017	1	483	2	1,174	1	234			8	1,413		
JUNEAU	172,785	216,880	225,832	9	24,901	1	2,694	20	66,324	13	27,137	7	10,532	21	15,416	16	16,612	43	29,138	5	9,579
Juneau	172,785	212,570	225,832	9	24,901	1	2,694	20	66,324	13	27,137	7	10,532	21	15,416	16	16,612	43	29,138	5	9,579
KENAI PENINSULA	188,669	276,687	296,151	12	41,177	5	3,046	28	78,453	14	41,558	20	20,913	16	12,338	13	9,714	69	32,350	6	24,892
Kenai	57,690	80,421	87,998	2	9,066			8	29,587	2	7,844	8	8,323	8	9,034	5	5,018	17	9,435		
KETCHIKAN GATEWAY	82,099	88,236	89,588	6	11,400	5	4,187	9	13,117	3	10,331	3	4,369	13	4,904	9	4,707	38	15,601	4	8,559
Ketchikan	79,419	84,793	86,584	5	10,425	5	4,187	7	11,622	3	10,331	3	4,369	13	4,904	9	4,707	36	15,179	4	8,559
KOBUK	21,966	22,708	22,916	1		6	6,868	7	7,444									3	7,221		
KODIAK ISLAND	70,275	221,154	365,076	4	37,721			5	141,826	5	15,357	2	8,647	5	1,114	7	3,298	20	14,321	3	6,246
Kodiak	69,717	69,643	69,618	3	1,166			5	6,153	5	15,357	2	373	5	1,114	7	3,298	20	14,321	3	269
MATANUSKA-SUSITNA	100,315	163,616	178,234	9	35,157	3	5,532	12	63,118	5	12,328	10	13,304	5	5,678	5	6,343	37	17,614	2	2,220
NOME	31,358	35,138	35,849	2	1,995	6	6,538	16	16,244			2	440	2	250	1	873	9	4,659	1	2,153
NORTH SLOPE	33,817	46,229	49,142			4	6,626	2	545									15	41,828		
PRINCE OF WALES-OUTER KETCHIKAN	11,649	16,357	17,318	1	111	1	649	10	9,381			1	19					7	4,792		
SITKA	41,952	46,842	47,872	3	14,329	2	387	4	7,574	1	4,238	2	2,507	8	4,772	3	3,045	16	5,646	2	1,233
Sitka	41,952	46,392	47,872	3	14,329	2	387	4	7,574	1	4,238	2	2,507	8	4,772	3	3,045	16	5,646	2	1,233

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ALASKA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
SKAGWAY-YAKUTAT-ANGOON	11,504	12,696	12,895	1	1,863	4	926	5	4,473									12	3,012		
SOUTHEAST FAIRBANKS	12,973	17,059	17,867	2	1,473	1	117	5	7,249	1	423	4	3,555					7	2,944		
VALDEZ-CORDOVA	50,591	53,092	53,584	6	5,814	1	2,364	9	16,933	3	2,151	6	6,366	7	2,687			19	10,218	2	1,170
WADE HAMPTON	12,074	12,855	13,034			4	6,719	7	5,347			1						1	443		
WRANGELL-PETERSBURG	32,334	36,435	37,148	4	3,605	1	1,026	5	18,224	2	561	2	2,023	7	2,912	1		15	4,528	2	445
YUKON-KOYUKUK	24,590	26,458	26,765			4	3,960	12	7,029			4	6,401					13	2,889		

ARIZONA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	13,894,262	18,720,877	20,165,216	685	1,102,386	426	2,122,039	1,959	4,501,670	1,156	4,737,178	1,204	1,561,530	1,468	811,943	1,243	1,113,577	4,191	2,025,757	502	797,284
METROPOLITAN STATISTICAL AREAS																					
Phoenix, Az	8,534,480	11,931,438	12,926,859	327	674,177	175	1,334,491	986	2,745,818	595	3,219,821	576	870,629	834	533,519	758	815,989	2,228	1,297,006	273	513,261
Tucson, Az	2,593,915	3,324,867	3,550,490	116	169,696	64	448,850	427	767,314	235	847,825	189	238,998	304	151,165	253	204,290	825	361,822	104	142,811
COUNTIES, Cities																					
APACHE	83,338	103,127	109,423	5	3,995	14	15,706	28	37,175	8	6,813	20	24,738	3	3,399	3	310	25	6,788	2	4,913
COCHISE	281,162	324,354	340,310	24	13,643	19	35,514	68	90,026	31	83,064	40	24,730	46	16,342	32	11,728	134	30,223	16	12,744
Bisbee	15,801	17,803	18,470	2	850	3	963	10	6,997	2	2,363	2	979	2	356	2	578	17	1,412	2	816
Douglas	64,296	73,872	77,425	3	1,189	8	15,022	13	24,861	3	3,667	9	6,594	20	8,711	12	4,690	24	5,262	5	4,379
Sierra Vista	139,491	162,361	170,642	8	7,571	6	18,695	19	34,257	17	64,797	11	8,235	17	5,839	14	5,093	43	13,864	3	4,703
COCONINO	428,482	524,961	556,185	26	38,131	30	58,358	59	115,138	24	81,192	84	86,080	44	16,815	34	15,333	161	83,401	15	17,170
Flagstaff	282,759	346,308	366,975	18	32,295	13	38,919	31	68,788	20	75,950	44	36,434	37	14,613	31	14,338	107	48,910	11	13,236
GILA	142,882	156,648	162,974	16	9,748	11	11,632	36	58,268	20	31,541	19	12,846	16	5,338	7	1,710	71	15,608	7	4,776
GRAHAM	91,882	114,730	121,949	9	9,783	6	12,879	13	32,543	16	27,337	13	12,959	12	4,065	9	3,247	32	7,116	3	6,124
GREENLEE	20,804	44,239	51,481	1	318	5	3,049	5	25,226	3	5,604	7	6,436	2	1,279	3	1,664	14	2,951	2	2,300
LA PAZ																					
MARICOPA	8,534,480	11,931,438	12,926,859	327	674,177	175	1,334,491	986	2,745,818	595	3,219,821	576	870,629	834	533,519	758	815,989	2,228	1,297,006	273	513,261
Chandler	144,799	194,617	209,430	10	13,138	4	6,168	17	74,219	11	45,942	17	27,843	7	3,587	9	3,448	39	15,053	7	8,838
Mesa	1,120,792	1,598,705	1,738,260	59	137,755	24	247,081	101	306,666	78	489,994	45	74,393	119	79,177	109	118,215	223	129,135	30	80,063
Phoenix	4,483,182	6,170,104	6,666,261	157	326,323	97	777,928	530	1,431,234	317	1,386,125	312	474,241	451	321,924	411	489,538	1,276	710,638	143	256,538
Scottsdale	907,278	1,280,272	1,389,260	26	45,839	15	132,770	74	223,182	43	481,941	49	71,387	125	61,493	87	73,530	203	154,608	26	47,830
Sun City	NO DATA AVAILABLE FOR THIS CITY																				
Tempe	733,430	1,061,258	1,156,480	19	45,472	8	84,612	91	254,141	34	282,056	50	75,922	34	25,114	41	45,604	179	145,632	19	46,035
MOHAVE	315,662	431,657	465,868	31	30,821	14	28,861	49	119,077	42	103,347	55	78,263	27	8,342	27	9,663	121	40,192	12	13,092
Kingman	153,534	211,846	231,283	7	6,543	6	16,862	17	42,051	18	73,314	28	52,494	9	4,277	5	1,947	45	18,074	3	4,687
NAVAJO	250,971	360,819	392,597	15	29,840	24	32,243	49	120,686	29	57,544	44	64,350	28	7,607	16	5,212	94	36,037	10	10,513
PIMA	2,593,915	3,324,867	3,550,490	116	169,696	64	448,850	427	767,314	235	847,825	189	238,998	304	151,165	253	204,290	825	361,822	104	142,811
Tucson	2,129,130	2,705,701	2,885,404	80	112,818	42	361,680	307	553,816	198	809,284	149	174,103	241	127,695	218	185,137	647	277,010	83	113,066
PINAL	278,527	323,105	339,273	31	29,386	15	19,452	80	106,494	47	55,761	46	42,505	33	8,698	17	6,190	121	29,763	20	19,428
Casa Grande	103,789	121,047	127,227	14	18,817	3	7,389	24	33,843	16	23,078	14	11,218	18	6,136	6	2,167	30	8,788	6	7,636
SANTA CRUZ	132,308	150,653	157,728	7	8,521	10	22,089	24	39,624	9	19,738	12	10,009	31	24,804	10	5,406	40	12,975	6	8,357
Nogales	113,149	128,725	134,763	7	8,521	9	18,144	19	28,342	9	19,738	10	7,565	31	24,804	9	4,442	29	10,212	6	8,357
YAVAPAI	312,191	391,787	416,818	47	46,948	20	41,724	55	114,342	36	64,717	52	32,812	39	7,781	36	11,902	168	42,172	15	15,857
Prescott	164,626	204,332	217,011	17	12,057	9	30,782	28	53,401	25	47,465	21	15,772	26	6,461	19	6,538	72	22,521	7	7,426
YUMA	427,658	538,492	573,261	30	37,379	19	57,191	80	129,939	61	132,874	47	56,175	49	22,789	38	20,933	157	59,703	17	25,938
Yuma	307,394	390,664	416,611	14	21,814	11	52,631	43	87,563	44	114,778	21	15,013	38	19,739	35	18,271	103	44,175	12	21,599

ARKANSAS RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	9,113,502	11,710,810	12,336,158	797	703,976	521	1,528,182	1,960	2,548,686	1,278	3,299,056	1,216	846,830	1,477	638,894	927	505,585	2,512	837,776	653	363,444
METROPOLITAN STATISTICAL AREAS																					
Fayetteville-Springdale, Ar	498,362	711,133	761,077	37	46,518	20	128,864	90	147,797	60	187,052	42	39,480	72	31,646	50	31,859	147	63,064	22	16,180
Fort Smith, Ar-Ok	744,543	917,494	961,080	59	65,590	34	129,848	159	176,019	88	247,988	85	75,613	121	49,963	68	44,149	221	74,483	44	23,127
Little Rock-North Little Rock, Ar	2,336,498	3,067,482	3,236,250	137	166,713	71	419,067	326	596,405	249	912,082	254	230,528	336	214,352	217	157,120	531	245,327	110	75,933
Memphis, Tn-Ar-Ms	4,308,708	5,540,083	5,846,088	185	213,633	154	725,220	731	1,189,473	347	1,465,402	439	557,762	588	345,724	350	315,332	939	457,773	161	203,117
Pine Bluff, Ar	370,467	441,404	457,984	23	28,499	21	60,496	83	98,351	51	120,357	41	26,227	65	30,688	47	19,124	95	27,230	22	13,844
Texarkana, Tx-Ar	585,884	777,628	835,149	36	45,874	21	104,351	115	176,854	65	201,945	60	65,262	94	50,038	58	38,126	150	62,490	28	24,543
COUNTIES, Cities																					
ARKANSAS	95,999	106,725	109,406	17	7,069	9	12,205	21	28,698	17	21,168	17	7,372	23	6,482	15	4,305	30	5,181	8	3,304
Stuttgart	69,439	77,323	79,284	9	4,091	5	7,757	8	19,063	8	15,691	11	7,344	17	5,584	11	3,537	22	3,965	4	2,131
ASHLEY	76,260	111,920	120,388	6	4,761	8	14,894	17	29,633	15	35,923	9	3,017	14	6,471	8	4,155	12	4,990	11	5,267
BAXTER	110,635	126,444	130,225	16	8,490	8	17,344	19	29,789	15	27,396	14	3,786	20	5,994	17	8,268	33	8,309	11	6,310
BENTON	300,272	663,037	766,472	36	58,811	10	105,014	54	179,049	40	199,519	41	53,605	42	27,493	36	41,519	91	46,392	19	16,062
Bentonville	52,039	117,644	139,512	6	14,141	1	15,332	7	29,348	6	43,965	7	8,944	5	1,595	4	5,858	15	10,079	3	4,287
Rogers	134,918	297,639	344,051	16	20,800	4	51,864	15	66,970	21	110,393	14	22,858	25	18,399	20	17,106	34	18,556	7	6,150

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ARKANSAS RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
BOONE	127,565	153,738	159,807	12	12,087	8	21,607	21	34,298	24	44,621	16	2,900	26	10,073	12	6,408	35	10,093	9	3,543
Harrison	108,944	132,042	137,386	9	7,974	8	21,607	15	33,106	21	34,005	12	2,226	26	10,073	10	4,667	26	9,209	9	3,543
BRADLEY	38,405	45,280	46,885	5	3,130	3	3,649	12	13,372	7	9,810	7	2,687	14	3,376	4	965	10	1,802	4	2,290
CALHOUN	10,351	12,371	12,835	2	821	1	918	7	4,792	3	1,782	3	754	1	30	1	78	5	259	1	484
CARROLL	59,775	77,201	81,185	8	6,996	5	7,680	17	24,016	9	12,456	12	3,891	6	987	6	2,132	43	6,958	10	2,043
CHICOT	43,224	49,335	50,801	9	3,724	8	2,560	22	14,982	13	13,924	8	4,201	5	947	3	577	12	2,286	7	2,288
CLARK	102,428	121,343	125,765	9	3,953	6	15,592	21	21,712	12	42,884	20	14,434	21	4,861	10	2,343	31	9,176	6	3,552
Arkadelphia	84,678	100,013	105,124	6	3,369	5	14,441	12	16,137	8	36,549	13	12,443	17	4,453	8	2,136	21	8,121	4	3,025
CLAY	45,904	50,995	52,269	7	1,935	8	6,877	19	15,142	12	11,896	7	2,406	9	999	6	742	21	2,541	8	3,164
CLEBURNE	55,177	66,656	69,316	9	6,411	8	10,749	15	11,438	9	21,551	12	3,565	8	980	7	1,877	20	2,911	5	1,845
CLEVELAND	6,176	7,310	7,571	2	367			3	1,711	1	869	3	909	1				2	18	1	213
COLUMBIA	96,063	134,419	143,371	7	5,958	6	22,116	31	31,516	14	26,993	14	6,191	27	14,612	9	10,080	30	9,221	8	4,892
Magnolia	86,850	121,977	130,187	6	5,518	5	20,209	20	27,219	13	25,991	11	5,504	27	14,612	8	9,498	22	8,417	8	4,892
CONWAY	86,291	99,648	102,827	5	1,978	5	12,412	20	19,851	12	37,798	11	5,545	8	3,320	8	2,849	19	3,366	6	2,211
CRAIGHEAD	312,778	402,578	423,218	30	27,696	13	63,133	64	79,365	38	96,961	41	14,892	51	32,382	35	19,412	79	37,432	20	13,990
Jonesboro	276,881	357,816	376,444	21	23,265	11	62,275	41	57,416	25	92,329	32	13,891	51	32,382	32	19,072	69	33,801	17	13,847
CRAWFORD	91,081	103,422	106,395	10	3,150	7	14,189	24	22,890	11	23,035	13	12,579	9	1,172	7	4,753	31	10,002	9	2,956
CRITTENDEN	267,790	324,958	337,985	13	15,766	11	21,387	44	54,671	30	82,711	43	105,236	29	8,012	12	8,221	45	15,533	8	9,790
West Memphis	205,188	246,766	256,321	10	13,956	7	20,481	23	43,038	22	77,890	25	50,043	27	7,535	10	7,792	35	14,173	6	8,358
CROSS	65,772	75,627	77,987	7	4,739	5	10,080	22	24,190	11	16,834	9	3,572	6	1,911	7	1,656	22	3,914	5	1,607
DALLAS	36,394	42,851	44,357	6	2,309	6	6,173	15	10,055	12	12,302	5	2,037	14	1,636	4	1,636	11	1,776	4	1,337
DESHA	93,262	103,080	105,593	5	2,024	11	13,151	32	20,603	19	47,310	10	3,286	9	1,895	9	2,178	19	2,802	7	2,006
DREW	55,044	67,163	69,965	6	5,211	5	9,061	15	14,994	10	18,910	10	4,634	12	2,315	6	2,076	13	4,164	4	1,954
FAULKNER	178,472	225,730	236,590	14	28,491	5	23,377	30	45,939	25	48,084	26	21,337	34	16,960	24	11,845	49	20,621	11	5,744
Conway	163,444	207,284	217,368	13	26,916	5	23,377	17	38,081	20	46,729	23	19,434	32	16,186	23	11,463	45	19,752	7	4,350
FRANKLIN	38,513	42,537	43,557	4	1,990	3	2,695	15	11,752	6	11,535	7	2,188	3	507	3	947	13	3,631	5	1,866
FULTON	20,587	26,806	28,220	3	584	5	2,287	4	8,270	6	3,187	8	3,844	8	552	1	908	12	1,836	6	2,270
GARLAND	368,754	496,703	526,937	33	24,437	17	78,986	53	100,091	42	128,137	44	29,183	71	24,467	38	17,746	130	56,132	26	15,785
Hot Springs	341,826	464,157	492,486	28	20,622	17	78,986	44	96,899	39	128,137	38	27,606	63	21,306	33	16,201	110	50,737	23	15,785
GRANT	28,512	33,683	34,889	5	2,893	5	3,838	8	8,522	7	5,904	9	3,017	5	462	3	269	11	1,883	2	3,850
GREENE	104,119	130,820	136,963	12	10,528	5	20,017	22	25,219	18	30,518	11	3,231	21	9,192	14	5,881	40	10,011	10	4,636
Paragould	91,122	115,028	120,531	9	7,673	3	20,017	16	23,185	16	26,355	9	2,567	20	8,508	13	5,305	36	9,592	9	4,054
HEMPSTEAD	69,541	81,817	84,684	7	5,370	4	9,090	23	24,326	13	17,763	13	6,292	14	5,065	9	2,520	17	5,169	8	2,782
Hope	64,571	75,727	79,446	7	5,370	4	9,090	18	23,761	12	16,679	11	5,524	14	5,065	7	2,074	15	4,685	8	2,782
HOT SPRING	84,719	102,073	106,160	10	2,735	3	11,814	19	20,716	17	32,202	18	15,013	14	4,772	7	2,664	18	5,620	6	2,517
Malvern	71,429	87,430	92,763	9	2,672	3	11,814	15	19,694	15	31,314	11	7,971	14	4,772	7	2,664	15	4,765	6	2,517
HOWARD	54,453	62,381	64,281	5	1,736	5	9,392	20	13,217	14	21,120	11	4,030	10	2,609	4	1,939	13	2,189	6	2,331
INDEPENDENCE	109,149	127,650	132,067	15	14,363	6	14,944	21	29,881	17	34,287	8	2,871	25	6,193	18	5,203	23	6,761	11	3,961
Batesville	93,616	110,489	116,113	11	13,170	4	15,185	12	25,793	14	32,405	5	1,552	24	6,117	14	4,912	19	6,536	9	3,737
IZARD	28,386	31,759	32,602	4	2,574	1	2,211	8	9,881	5	11,408	8	1,630	5	513	2	113	4	451	3	1,500
JACKSON	76,553	85,754	88,050	9	4,226	6	10,160	20	20,686	13	20,435	13	3,984	17	6,455	6	2,734	31	6,657	8	3,470
Newport	68,984	77,950	80,938	8	4,157	3	9,411	15	18,943	11	19,972	12	3,940	17	6,455	5	2,457	24	6,015	7	3,405
JEFFERSON	370,467	441,404	457,984	23	28,499	21	60,496	83	98,351	51	120,357	41	26,227	65	30,688	47	19,124	95	27,230	22	13,844
Pine Bluff	340,248	405,423	420,670	20	24,470	19	55,038	56	85,780	46	118,338	36	23,387	64	30,170	42	18,330	84	24,850	20	12,476
JOHNSON	52,345	62,584	64,966	6	1,036	2	7,160	18	15,480	6	23,331	10	4,261	9	1,618	5	2,242	13	2,475	6	1,952
LAFAYETTE	19,760	23,403	24,230	4	932	3	1,483	17	8,487	5	3,429	5	1,677	5	2,512	3	334	5	653	4	1,473
LAWRENCE	56,773	60,906	62,080	2	2,069	4	6,444	16	12,676	8	22,142	11	4,901	7	759	4	1,849	20	2,537	7	2,128
LEE	24,614	27,078	27,713	3	732	3	2,414	11	8,291	6	6,450	6	1,164	8	965	3	470	9	1,660	4	1,645
LINCOLN	20,367	23,711	24,498	2	1,402	4	565	12	7,716	7	9,378	4	699	1	45	1	133	2	387	2	623
LITTLE RIVER	36,274	38,236	38,828	2	873	3	4,718	11	10,644	13	14,848	8	2,016	3	825	3	634	7	1,162	4	1,186
LOGAN	59,294	66,469	68,252	8	3,426	6	7,063	14	13,409	11	38,525	7	439	12	2,421	7	1,772	23	3,762	5	2,216
LONOKE	105,629	128,539	133,842	10	6,376	11	11,158	20	36,001	26	45,439	24	8,901	16	3,387	7	1,477	17	2,865	11	5,731
MADISON	23,165	25,358	25,923	4	2,192	2	2,428	9	6,945	6	2,830	3	1,632	3	687	2	1,765	11	1,166	3	970
MARION	13,791	15,734	16,196	1	1,139	2	276	6	8,929	2	1,468	2	550	1				6	785	3	202
MILLER	155,315	188,118	195,509	8	6,363	5	11,488	36	68,544	9	10,118	19	23,643	23	11,552	12	7,678	57	18,030	7	8,761
Texarkana, Ark.-Texarkana, Tex.	479,503	628,845	678,625	26	36,800	17	95,406	72	137,402	51	169,764	43	42,562	77	44,907	53	35,820	109	49,257	21	20,488
MISSISSIPPI	191,829	231,086	240,214	20	7,773	12	35,907	42	46,723	29	75,321	37	12,824	30	12,955	24	8,059	55	13,513	11	7,676
Blytheville	124,993	150,994	157,041	11	3,940	7	22,803	15	29,832	15	51,716	17	7,019	22	9,922	14	5,677	32	10,263	5	4,401
MONROE	51,238	55,566	56,730	6	4,755	4	6,653	18	13,530	10	10,452	12	5,893	8	1,756	5	1,385	18	4,850	7	1,520
MONTGOMERY	12,496	18,302	19,667	3	961	4	1,363	6	5,091	4	2,839	1	448	1	47	2		5	1,242	1	183
NEVADA	26,012	33,095	34,720	2	5,308	2	677	11	9,168	3	9,706	5	1,484	5	1,495	4	2,141	7	1,088	4	1,296
NEWTON	6,139	8,222	8,698	3	1,020			5	4,033			1	451					4	865	1	
OUACHITA	127,300	188,865	203,520	18	13,590	7	20,273	33	47,066	20	57,711	15	5,845	22	11,766	12	9,041	37	10,776	13	6,864
Camden	77,196	110,590	118,414	7	4,292	4	18,443	18	31,333	9	21,246	10	4,245	15	7,711	8	7,458	25	9,442	9	5,187
PERRY	6,910	9,066	9,556	3	679			5	3,882	1	1,542	2	897					3	350	1	419
PHILLIPS	115,150	130,219	133,903	12	5,694	10	13,075	43	34,961	22	41,331	12	5,862	33	7,328	14	3,998	27	5,214	13	4,829
Helena	55,098	62,411	64,218	3	1,726	2	4,200	5	7,911	12	34,754	1	932	23	5,127	6	1,521	10	2,145	7	2,195
West Helena	40,973	46,405	47,712	6	2,664	3	7,317	12	16,416	5	4,650	8	3,986	7	1,769	5	1,830	11	2,463	3	1,712
PIKE	30,239	34,351	35,337	8	3,356	3	2,127	13	11,087	7	8,507	4	3,516	2	468	3	573	10	881	4	1,541
POINSETT	70,782	79,074	81,115	9	4,475	9	8,038	22	17,810	12	16,137	13	5,108	8	730	9	2,525	25	4,510	9	6,260
POLK	56,411	64,730	66,729	9	3,574	5	10,424	20	16,257	12	19,685	11	2,710	8	1,949	5	2,245	16	2,990	6	2,176
Mena	49,647	56,754	59,123	6	2,735	5	10,424	11	13,616	10	17,281	11	2,710	8	1,949	5	2,245	10	2,506	6	2,176
POPE	194,052	260,143	275,484	14	18,708	11	30,688	21	50,846	31	92,538	24	13,316	25	14,223	21	11,302	45	18,473	12	7,751
Russellville	168,553	228,785	242,798	11	17,478	9	30,480	11	42,652	27	87,664	14	4,524	24	13,778	19	10,462	36	16,943	9	6,809
PRAIRIE	25,920	29,278	30,094	4	1,224	2	603	10	5,599	8	11,113	8	2,036	5	872	2	275	8	1,242	3	1,564
PULASKI	1,901,718	2,534,627	2,680,689	99	119,455	48	365,157	247	469,680	172	757,425	178	190,149	265	187,770	174	137,304	428	213,423	79	58,390
Jacksonville	115,374	151,615	159,996	11	7,194	5	21,108	14	31,037	21	53,360	10	10,424	20	7,909	12	6,393	23	14,616	5	4,128
Little Rock	1,146,766	1,845,200	1,600,702	52	61,496	27	210,658	141	236,893	80	477,094	110	103,170	173	130,948	112	96,316	285	142,660	46	37,281
North Little Rock	516,663	702,050	744,860	20	39,875	13	126,294	57	139,886	47	186,870	43	64,152	66	45,402	36	26,391	95	47,789	23	14,596
RANDOLPH	38,464	43,556	44,791	3	1,196	3	3,269	20	13,398	8	11,284	8	1,319	6	1,569	8	1,760	12	2,189	6	1,454
ST. FRANCIS	118,178	133,997	137,803	6	10,798	9	12,619	36	29,933	15	23,238	17	20,800	14	5,011	10	5,276	24	8,825	8	4,220
Forrest City	76,296	86,640	89,137	5	2,984	5	6,823	19	23,044	11	18,547	8	5,843	12	4,672	10	5,276	15	6,576	8	4,220
SALINE	150,679	178,586	185,129	14	12,391	7	19,375	29	44,785	26	61,134	26	10,141	21	6,235	12	6,494	37	8,418	9	6,068
Benton	129,548	154,410	160,224	8	6,550	7	19,375	17	38,964	23	55,670	19	8,283	19	5,791	10	5,842	26	7,115	6	5,046
SCOTT	19,885	22,747	23,439	2	2,806	2	2,739	13	3,618	5	6,557	4	869	5	505	2	688	9	1,557	4	1,385
SEARCY	16,938	18,220	18,575	3	1,632	5	1,241	6	4,718	2	4,371	5	1,167	2	141	1	197	8	709	2	894

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ARKANSAS RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
SEBASTIAN	568,670	692,489	721,210	41	32,368	22	102,502	102	113,267	65	193,661	61	46,760	107	45,838	57	34,909	159	58,013	28	18,422
Fort Smith	547,384	667,892	695,833	36	49,593	21	102,376	87	101,966	59	191,943	52	44,000	106	45,391	57	34,909	150	57,009	25	16,965
SEVIER	39,838	46,008	47,472	6	2,982	4	8,581	15	4,457	7	10,969	7	7,008	7	1,179	2	1,141	15	3,064	6	3,552
De Queen	27,590	31,612	32,953	4	1,851	4	7,982	6	2,233	4	5,839	5	4,662	7	1,179	2	1,061	12	2,946	5	2,756
SHARP	29,317	33,430	34,426			2	6,436	7	7,414	4	5,254	4	1,552	3	796	8	2,845	18	2,620	5	920
STONE	25,820	33,305	35,022	3	2,853	7	3,961	3	6,654	6	13,384	5	1,328	5	400	1	474	11	1,831	1	399
UNION	213,015	266,996	279,393	17	14,293	12	19,005	46	59,791	27	83,065	28	14,197	50	22,161	27	13,928	46	16,061	16	11,116
El Dorado	180,958	227,475	238,142	13	11,282	7	18,775	27	51,871	21	64,363	26	13,534	46	21,362	24	11,551	41	15,427	12	9,995
VAN BUREN	35,337	46,160	48,642	4	3,606	5	1,102	15	13,713	8	17,761	5	1,423	4	859	3	834	10	2,263	5	1,964
WASHINGTON	498,362	711,133	761,077	37	46,518	20	128,864	90	147,797	60	187,052	42	39,480	72	31,646	50	31,859	147	63,084	22	16,180
Fayetteville	300,009	424,618	453,803	11	12,869	13	96,567	43	77,301	31	124,640	18	11,648	53	22,526	30	18,062	91	44,325	11	10,490
Springdale	159,066	206,125	220,797	16	19,322	5	31,345	23	38,221	23	59,088	13	15,228	16	7,638	18	12,234	36	11,908	8	4,389
WHITE	205,520	242,004	250,605	19	9,691	15	21,145	48	49,261	38	99,107	25	11,550	25	10,043	21	7,658	52	14,047	14	7,487
Searcy	146,954	174,214	180,634	12	7,121	6	18,526	17	29,354	24	79,363	14	7,789	19	8,981	11	3,668	31	8,904	9	5,528
WOODRUFF	24,416	28,939	29,993	5	2,101	3	939	14	8,009	6	8,763	4	1,227	5	829	3	826	10	809	5	1,729
YELL	36,669	41,243	42,371	6	5,847	4	3,924	9	5,798	7	9,581	11	3,209	4	1,141	2	1,381	14	2,090	7	2,634

CALIFORNIA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	123,945,914	158,941,727	168,496,425	5,531	7,948,435	2,262	18,778,865	16,749	35,002,288	8,798	37,112,635	10,625	11,859,514	14,031	8,650,062	10,376	9,752,022	36,734	18,257,568	4,308	7,352,769
METROPOLITAN STATISTICAL AREAS																					
Anaheim-Santa Ana, Ca	11,684,897	15,423,187	16,427,855	399	792,111	151	1,932,048	1,125	3,109,911	718	3,814,241	882	1,093,202	1,183	892,327	922	971,731	3,016	1,912,981	358	572,917
Bakersfield, Ca	2,082,023	2,476,105	2,589,817	101	142,723	64	233,525	365	608,757	205	565,031	239	260,864	211	104,791	160	130,106	651	263,278	76	108,303
Chico, Ca	692,494	925,257	988,202	70	74,352	26	87,296	132	265,388	90	181,712	73	48,878	99	39,745	69	47,241	242	97,924	34	64,277
Fresno, Ca	2,563,905	3,302,413	3,504,385	135	169,741	65	399,968	462	743,900	250	821,254	262	241,760	293	165,958	214	196,238	796	306,873	98	204,319
Los Angeles-Long Beach, Ca	38,399,189	47,358,494	49,867,149	1,223	1,870,542	521	5,528,328	4,398	10,077,891	2,211	11,284,251	3,032	3,312,081	4,383	2,867,466	2,966	3,142,632	10,416	5,425,569	1,366	2,008,013
Modesto, Ca	1,303,641	1,655,241	1,750,834	94	111,384	37	209,617	236	404,131	120	318,352	113	125,267	160	86,880	132	117,921	362	145,139	55	106,494
Oakland, Ca	9,127,207	12,121,288	12,926,617	384	570,272	152	1,578,056	1,212	2,715,210	625	2,877,387	741	872,655	940	593,469	777	732,206	2,558	1,245,942	284	639,852
Oxnard-Ventura, Ca	2,589,477	3,504,258	3,747,580	126	176,118	49	465,779	297	822,975	230	969,239	221	258,754	271	154,030	224	165,037	645	316,461	95	158,825
Redding, Ca	602,970	798,549	851,110	63	68,932	25	77,203	123	194,885	61	157,665	86	98,391	81	34,433	49	29,952	230	67,412	26	65,612
Riverside-San Bernardino, Ca	7,521,341	10,164,345	10,872,636	465	690,087	182	1,240,516	1,111	2,515,090	720	2,357,683	767	904,803	787	436,115	654	511,788	2,191	1,091,860	249	420,827
Sacramento, Ca	5,972,565	7,790,939	8,278,947	326	459,266	102	898,243	837	1,767,177	505	1,879,511	507	617,889	543	329,753	492	470,100	1,940	874,159	203	418,184
Salinas-Seaside-Monterey, Ca	1,425,924	1,782,999	1,882,415	75	95,755	29	176,072	237	343,932	121	443,234	146	148,079	225	123,298	150	103,126	496	210,982	50	88,873
San Diego, Ca	9,478,827	12,629,086	13,471,358	372	588,550	157	1,706,573	1,230	2,585,112	658	3,171,029	716	960,536	1,125	654,859	831	832,025	2,855	1,484,920	286	493,884
San Francisco, Ca	9,113,128	11,319,528	11,934,604	311	429,969	163	1,307,911	1,476	2,278,898	379	2,214,269	605	643,406	1,139	831,231	801	729,758	3,320	1,759,292	323	488,466
San Jose, Ca	7,487,855	10,036,796	10,719,398	256	465,832	116	1,357,315	838	2,046,635	487	2,468,832	568	733,118	773	543,487	572	713,247	1,862	1,100,998	190	466,485
Santa Barbara-Santa Maria-Lompoc, Ca	1,846,926	2,353,151	2,490,188	110	125,543	31	222,247	226	471,281	128	443,054	175	190,423	262	127,171	192	150,353	527	287,425	65	111,751
Santa Cruz, Ca	990,619	1,379,091	1,481,481	62	128,690	23	112,837	196	349,664	84	296,530	90	97,468	142	62,716	102	70,808	379	171,957	29	73,119
Santa Rosa-Petaluma, Ca	1,613,867	2,174,122	2,325,493	128	168,169	36	258,617	284	533,782	133	412,640	170	190,702	196	95,233	173	129,067	515	224,837	60	141,184
Stockton, Ca	1,596,769	2,065,142	2,191,870	95	114,079	34	235,801	260	485,256	162	438,416	168	173,735	168	98,838	157	117,742	564	213,337	83	123,965
Vallejo-Fairfield-Napa, Ca	1,462,603	1,894,333	2,010,721	90	107,480	31	181,481	235	485,305	131	424,452	152	168,668	160	70,395	149	94,827	494	234,993	46	116,859
Visalia-Tulare-Porterville, Ca	1,077,044	1,279,535	1,338,066	74	79,912	31	148,691	211	324,736	136	306,746	108	95,414	142	59,585	111	64,707	355	103,287	49	68,400
Yuba City, Ca	422,899	500,838	523,502	26	41,079	17	76,793	89	128,230	49	97,550	40	30,442	53	21,711	49	22,998	154	48,626	16	24,295
COUNTIES, Cities																					
ALAMEDA	5,615,563	7,430,299	7,918,271	208	313,185	87	912,221	809	1,598,773	403	1,838,159	452	515,952	571	328,468	498	437,236	1,704	630,600	186	377,729
Alameda	468,885	565,022	592,444	11	4,985	13	180,544	49	90,719	25	93,933	22	21,590	127	60,977	36	18,015	115	50,095	11	30,747
Dublin	NO DATA AVAILABLE FOR THIS CITY																				
Fremont	658,280	957,130	1,036,174	31	50,424	10	138,430	73	213,047	44	290,552	51	74,705	41	19,365	51	47,836	148	86,502	19	45,063
Hayward	593,474	829,823	892,245	19	27,704	8	88,145	87	158,936	67	331,556	56	53,699	22	15,521	36	41,530	153	78,388	18	45,915
Livermore	191,725	251,824	267,868	10	15,152	2	5,011	29	77,683	19	78,301	18	14,082	13	6,984	21	9,505	50	22,341	8	20,648
Newark	119,224	152,621	161,609	3	6,312	2	12,005	14	46,951	8	15,384	6	9,098	17	17,339	9	6,820	40	20,124	4	10,420
Oakland	1,551,139	1,917,105	2,018,056	49	76,664	22	143,278	270	416,047	95	500,647	130	130,630	159	82,316	130	114,953	559	234,498	57	92,811
Pleasanton	124,773	185,518	201,497	5	2,679	3	15,006	18	59,747	8	20,959	12	20,186	16	8,939	12	7,125	53	29,256	3	7,013
ALPINE	3,084	3,080	3,129			1	372	1	476			1	461					6	1,574		
AMADOR	108,758	131,475	137,907	18	11,120	4	2,419	32	39,139	14	45,053	15	7,965	11	3,002	9	3,494	59	9,931	8	4,949
BUTTE	692,494	925,257	988,202	70	74,352	26	87,296	132	265,388	90	181,712	73	48,878	99	39,745	69	47,241	242	97,924	34	64,277
Chico	294,614	420,689	453,877	20	32,939	5	18,687	44	112,870	37	96,183	28	26,280	43	17,907	33	32,290	106	56,343	11	18,117
Oroville	133,340	197,783	214,762	13	17,101	7	24,398	24	57,718	25	35,865	19	11,644	19	7,570	13	5,871	47	18,256	10	20,300
CALAVERAS	73,733	83,726	86,871	11	10,958	6	3,879	28	29,993	8	8,334	15	10,052	9	1,021	10	3,593	47	7,080	8	2,965
COLUSA	42,429	47,495	49,181	8	3,951	1	499	15	14,827	10	9,674	14	5,885	7	1,645	3	1,033	28	5,846	3	2,921
Colusa	23,134	26,779	27,994	4	2,746			5	7,882	8	8,492	4	943	5	1,359	2	824	10	1,347	2	2,326
CONTRA COSTA	3,511,644	4,690,989	5,008,346	176	257,087	65	665,835	403	1,116,437	222	1,039,228	289	356,703	369	265,001	279	294,970	854	415,342	98	262,123
Antioch	219,563	287,025	305,052	11	14,613	8	55,755	30	69,648	17	63,507	20	21,417	18	10,532	12	6,044	66	27,067	7	18,882
Martinez	65,824	108,337	119,762	3	4,871			10	53,596	3	8,144	11	13,995	5	2,578	5	1,056	31	15,127	6	12,041
Pinole	91,074	107,783	112,597	5	2,926	3	9,443	8	47,629	3	5,092	13	15,101	7	2,060	2	1,229	26	12,365	4	12,383
Pittsburg	105,021	140,055	149,351	9	15,734	2	8,944	12	44,028	9	35,886	6	7,265	4	4,220	9	4,544	28	9,919	4	10,874
San Ramon Walnut Creek	597,809	851,837	918,985	15	26,020	6	111,118	46	132,317	30	333,022	27	42,526	71	73,501	41	42,372	104	59,095	10	38,131

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CALIFORNIA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
DEL NORTE	72,878	80,399	83,038	7	7,265	5	3,307	27	25,927	8	10,306	14	6,793	6	2,097	7	3,852	48	11,144	3	5,326
EL DORADO	429,823	526,583	553,534	41	40,960	9	16,254	71	152,924	41	69,923	49	60,965	54	21,209	45	19,126	172	71,241	20	48,450
South Lake Tahoe	185,936	216,383	225,472	8	10,096	3	6,915	24	62,180	15	28,968	19	19,086	22	13,450	17	7,098	70	35,418	6	19,933
FRESNO	2,563,905	3,302,413	3,504,385	135	169,741	65	399,968	462	743,900	250	821,254	262	241,760	293	165,958	214	196,238	796	306,873	98	204,319
Fresno	1,646,081	2,232,194	2,387,746	64	115,515	28	376,272	219	416,041	138	542,216	131	142,811	179	124,872	142	156,465	450	208,244	57	133,707
GLENN	77,993	86,569	89,505	16	8,787	3	3,596	25	24,357	11	14,995	19	12,766	9	4,685	6	2,216	38	9,459	6	2,532
HUMBOLDT	525,863	648,279	682,404	48	56,435	21	34,315	135	186,942	59	123,903	62	45,888	68	38,230	50	24,445	214	64,667	24	50,554
Eureka	268,957	348,672	370,103	21	33,152	8	28,180	42	61,760	32	86,876	25	20,404	40	30,252	35	20,697	95	33,984	9	24,930
IMPERIAL	423,866	478,124	495,763	27	25,091	18	57,580	88	146,144	52	90,813	45	31,859	84	34,596	27	15,975	133	35,337	17	29,515
Brawley	70,212	78,224	80,922	6	4,107	2	966	15	26,260	12	21,683	6	4,246	12	2,442	3	1,969	29	6,963	4	5,815
El Centro	167,451	198,382	207,327	10	10,755	5	32,122	22	43,557	23	38,285	19	14,743	27	12,877	14	10,791	44	16,512	8	16,084
INYO	129,670	141,325	145,677	13	10,128	6	2,925	16	33,547	9	23,832	34	28,213	14	6,292	12	3,358	39	17,624	5	4,171
Bishop	94,747	105,234	108,730	10	7,937	3	1,466	10	24,420	8	22,689	17	16,802	13	5,846	10	2,801	20	11,430	4	4,008
KERN	2,082,023	2,476,105	2,589,817	101	142,723	64	233,525	365	608,757	205	565,031	239	260,864	211	104,791	160	130,106	651	263,278	76	108,303
Bakersfield	1,114,083	1,332,958	1,395,878	26	46,757	20	189,934	101	204,980	84	417,537	89	92,067	114	68,958	97	98,131	243	134,278	30	64,872
Ridgecrest	108,638	133,507	141,797	7	8,227	3	7,310	17	39,553	15	30,629	8	9,379	20	6,858	14	7,696	35	14,428	5	7,239
Taft	55,392	67,883	72,047	6	4,903	3	4,005	8	26,108	12	13,986	2	1,415	13	3,785	4	2,859	22	7,441	2	2,102
KINGS	263,484	308,232	321,513	19	11,451	12	24,486	51	75,699	38	74,916	34	28,803	49	13,596	23	13,944	101	32,612	15	22,857
Hanford	172,408	200,081	208,466	10	6,927	9	22,572	24	39,832	23	59,506	16	10,051	35	8,146	17	12,469	57	17,973	10	17,343
LAKE	161,802	210,494	223,476	17	17,629	11	11,340	38	84,673	27	35,983	22	9,392	13	1,885	11	3,444	81	16,680	8	21,374
Lakeport	65,352	85,279	91,921	6	4,007	3	8,384	10	39,491	8	19,344	6	3,218	7	1,062	4	976	20	5,286	3	4,555
LASSEN	88,976	102,074	106,114	16	8,561	6	3,581	23	38,593	14	15,771	12	8,554	12	3,826	7	2,472	42	11,352	5	3,838
LOS ANGELES	38,399,189	47,358,494	49,867,149	1,223	1,870,542	521	5,528,328	4,398	10,077,891	2,211	11,284,251	3,032	3,312,081	4,383	2,867,466	2,966	3,142,632	10,416	5,425,569	1,366	2,008,013
Arcadia	397,275	454,660	472,527	14	19,437	7	110,956	32	94,824	8	44,531	22	24,234	69	37,758	29	18,541	88	60,032	15	25,269
Baldwin Park	96,117	114,434	119,680	9	8,335	2	6,994	32	33,742	18	21,862	17	19,540	6	1,873	9	3,179	43	11,262	5	5,149
Bell	89,540	103,403	107,613	2	598	1	2,926	16	40,016	11	25,773	7	6,042	6	1,330	6	3,165	25	10,533	7	12,987
Covina	406,766	527,708	560,248	11	19,030	3	70,113	48	107,481	23	199,635	21	33,538	18	7,591	33	30,486	82	40,163	12	18,359
Downey	717,507	917,779	972,043	19	41,801	7	111,929	74	119,503	37	457,121	38	41,637	45	27,003	44	41,163	140	67,274	14	26,067
Glendale	924,041	1,285,380	1,380,876	24	30,209	9	170,370	89	228,864	56	429,332	63	79,908	105	82,569	78	93,256	185	124,663	29	37,922
Glendora	227,319	333,014	360,946	13	11,931	3	35,736	34	92,270	21	107,827	18	21,517	14	7,098	14	11,712	59	25,816	11	18,990
Hermosa Beach	128,668	161,923	171,025	5	4,008			17	42,184	16	80,393	5	6,922	17	6,559	6	4,990	48	13,756	3	1,102
Huntington Park	191,656	234,343	246,263	3	1,754	5	7,386	36	60,317	7	69,176	16	12,029	51	30,365	20	18,473	51	15,321	10	13,976
Long Beach	1,610,417	2,206,490	2,022,364	45	74,815	24	135,141	192	431,388	112	495,225	136	148,169	146	65,298	121	123,080	558	269,207	75	77,980
Los Angeles	14,889,426	17,612,383	18,406,130	439	644,834	188	1,837,676	1,842	3,860,686	691	3,416,167	1,202	1,282,638	1,805	1,113,462	1,199	1,345,749	4,287	2,258,128	544	760,225
Manhattan Beach	249,820	360,010	389,132	5	2,848	5	39,218	26	76,962	11	122,593	13	15,785	44	19,633	15	9,347	87	61,002	7	15,005
Maywood	37,279	43,476	45,320	2	2,071			16	12,940	6	5,726	10	8,135	5	1,370	2	1,925	22	5,040	2	3,800
Palmdale	90,416	114,352	122,331	6	9,155	5	8,155	13	39,621	14	12,157	13	10,432	7	5,688	8	5,766	43	16,284	3	5,697
Pasadena	901,741	1,127,870	1,190,056	29	56,629	11	225,036	75	174,183	48	303,138	45	53,944	94	64,394	67	72,030	199	124,810	28	35,635
Pomona	447,164	553,853	583,376	19	27,271	7	82,078	47	96,281	33	189,282	39	40,569	26	14,190	29	22,399	129	55,904	16	21,874
Quartz Hill																					
Redondo Beach	276,978	340,955	358,639	9	8,932	3	51,092	36	102,384	9	5,263	27	25,619	40	13,870	32	40,232	107	70,905	14	11,591
San Fernando	127,705	149,863	156,443	4	6,131	1	5,495	15	33,423	22	57,487	8	5,830	23	13,472	12	8,185	42	14,039	3	1,728
San Fernando Valley	8,769,931	10,473,798	11,041,754		275,718		2,051,562		2,149,614		1,787,425		547,156		963,181		768,374		1,162,699		326,303
San Gabriel Valley	1,544,159	2,004,902	2,158,483	56	71,891	21	273,858	189	446,258	112	589,829	118	159,149	144	81,210	119	123,277	370	180,250	58	92,872
San Pedro	NO DATA AVAILABLE FOR THIS CITY																				
Santa Monica	938,896	1,178,405	1,244,117	19	25,776	12	99,731	62	98,199	48	462,458	32	45,430	125	92,415	82	94,874	243	156,592	31	41,751
South Bay	3,692,823	4,619,269	4,928,084	100	179,376	51	708,415	329	934,752	196	1,164,571	278	300,067	433	255,089	273	336,571	988	495,705	120	189,241
South Gate	223,423	296,043	315,323	13	20,774	2	14,448	35	81,464	36	99,171	22	27,162	7	4,105	19	10,812	65	18,476	6	22,381
Torrance	1,287,775	1,701,396	1,811,604	27	70,911	15	346,050	82	268,749	52	406,945	75	87,916	173	137,803	104	162,150	273	160,130	33	50,430
West Covina	561,015	708,002	748,064	7	13,182	11	125,713	43	114,202	23	213,249	33	38,105	83	47,832	44	62,105	103	65,342	19	28,302
Whittier	497,040	628,694	664,616	12	23,112	6	80,386	32	104,481	29	252,165	29	29,754	49	23,230	58	46,546	96	40,531	14	19,908
MADERA	226,848	268,083	280,049	24	17,499	10	7,080	58	89,662	30	48,395	34	27,778	31	11,242	17	7,849	87	27,197	16	19,849
Madera	150,333	175,554	183,027	8	8,415	4	5,566	32	53,421	20	34,427	23	20,255	25	10,415	11	6,862	46	17,129	9	13,274
MARIN	1,368,657	1,751,532	1,855,782	84	116,515	17	146,936	226	404,612	94	396,893	105	117,633	178	82,606	150	118,193	402	211,695	47	82,204
San Rafael	558,530	762,017	815,927	29	63,093	7	114,370	60	97,018	51	254,802	30	35,498	61	35,830	80	77,169	118	56,916	10	27,095
MARIPOSA	38,732	47,973	50,492	6	4,978			20	17,955	3	891	13	9,361	6	2,577	1	90	21	4,912	1	397
MENDOCINO	331,178	407,289	428,396	36	39,136	12	19,786	103	127,736	42	72,773	47	27,162	52	14,714	34	14,096	153	46,453	18	29,626
Ukiah	154,499	185,764	194,650	9	12,619	4	8,277	33	48,779	22	38,455	18	13,893	26	9,132	21	8,799	49	16,551	8	20,954
MERCED	534,240	649,764	682,476	43	36,309	22	70,619	91	142,061	60	162,842	73	78,391	64	20,485	43	21,414	194	62,012	23	39,746
Merced	319,729	409,919	434,230	21	23,515	10	63,391	33	70,552	39	130,946	28	25,415	41	17,925	31	16,167	84	31,543	9	27,897
MODOC	28,147	31,092	32,112	8	5,308	5	585	13	8,976	6	4,940	6	2,944	4	263	1	290	22	3,869	3	1,028
MONO	68,627	75,010	77,343	8	5,582	2	1,033	17	22,831	1	156	14	10,158	8	3,515	6	2,564	45	20,580	1	1,195
MONTEREY	1,425,924	1,782,999	1,882,415	75	95,755	29	176,072	237	343,932	121	443,234	146	148,079	225	123,298	150	103,126	496	210,982	50	88,873
Monterey	262,742	290,593	300,357	15	16,096	2	35,725	43	44,917	22	59,514	20	17,476	44	18,278	31	15,212	116	57,930	5	15,431
Salinas	584,949	761,180	808,336	21	38,093	10	109,572	70	152,673	50	191,852	54	66,424	65	42,649	64	51,915	152	62,641	20	41,849
NAPA	427,120	544,304	573,898	37	45,105	9	43,412	106	159,737	39	89,881	44	41,370	59	22,573	43	27,557	162	74,176	17	28,374
Napa	308,236	386,983	408,351	25	29,877	7	38,990	70	123,932	25	51,273	31	32,625	37	16,932	33	24,791	90	36,602	11	23,733
NEVADA	261,498	318,286	334,179	38	39,704	13	11,422	52	93,061	26	47,357	28	27,861	40	12,860	29	13,051	111	31,975	14	24,720
Grass Valley	139,557	171,258	180,087	22	18,993	6	6,652	24	54,990	15	34,599	8	9,413	24	8,813	18	9,212	37	10,183	7	11,421
Nevada City	NO DATA AVAILABLE FOR THIS CITY																				
ORANGE	11,684,897	15,423,187	16,427,855	399	792,111	151	1,932,048	1,125	3,109,911	718	3,814,241	882	1,093,202	1,183	892,327	922	971,731	3,016	1,912,981	358	572,917
Anaheim	1,351,748	1,798,084	1,916,663	33	107,306	13	235,541	132	362,517	77	349,710	115	138,016	86	46,104	107	154,476	399	296,227	39	67,916
Brea	239,779	315,886	336,157	11	10,562	5	72,137	22	52,313	9	33,024	12	15,878	61	70,862	25	17,607	51	25,202	9	7,240
Costa Mesa	1,075,498	1,446,628	1,545,152	18	38,357	8	240,347	76	150,184	63	481,555	49	64,561	121	219,256	80	86,674	174	121,899	15	19,607
Huntington Beach	903,516	1,275,492	1,373,447	27	92,219	12	196,919	81	264,856	48	297,029	57	68,575	74	56,974	54	107,659	229	130,271	25	51,306
La Habra	233,272	296,769	313,913	19	23,953	6	29,468	31	51,447	21	71,301	24	22,630	22	9,848	25	26,138	81	35,304	9	21,266
Newport Beach	627,147	760,353	797,983	13	17,614	7	96,463	52	109,282	36	211,978	31	38,437	104	64,820	33	19,182	174	154,018	20	22,303
San Clemente	134,537	161,817	169,542	9	5,566	4	8,319	18	50,880	15	28,903	17	19,567	13	5,304	11	4,002	64	24,092	10	10,541
Santa Ana	1,182,123	1,623,923	1,740,772	45	84,346	15	141,232	127	322,083	96	500,487	95	126,190	78	49,349	114	141,225	316	170,096	36	56,794
PLACER	676,634	935,403	1,004,280	54	82,898	13	11,328	125	237,315	81	301,126	71	78,326	51	34,099	53	22,278	257	115,405	25	58,248
Auburn	143,954	186,737	198,204	8	22,044	3	2,260	20	37,329	20	50,468	9	7,992	14	13,557	15	6,140	51	19,321	7	20,708
Roseville	153,388	383,656	418,239	12	37,530	3	2,020	39	68,497	27	184,984	16	27,848	18	13,274	16	10,049	70	34,450	10	24,524
PLUMAS	81,298	96,997	101,496	17	9,379	5	8,526	24	26,790	15	19,580	20	8,598	10	2,761	5	993	53	8,956	7	4,975
RIVERSIDE	3,461,405	4,771,125	5,121,258	225	340,255	78	529,852	487	1,226,864	324	1,197,677	327	382,291	409	213,051	303	217,293	926	505,769	109	194,601
Banning	119,294	153,319	162,503	12	4,920	4	16,050	12	23,330	20	65,602	16	11,903	13	5,387	7	5,339	41	19,994	3	4,347
Beaumont	51,606	77,048	85,529	6	9,283	1	3,337	7	27,371	6	15,145	10	10,596	5	2,813	2	3,819	12	7,173	3	1,909
Corona	298,603	430,563	465,398	15	54,440	5	40,056	28	88,495	35	166,261	23	28,746	13	10,908	21	11,437	63	34,356	10	14,777
Hemet	262,909	363,549	390,163	21	25,412	9	34,135	33	98,193	23	99,465	19	24,190	36	14,654	28	15,768	64	30,920	9	26,919

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

CALIFORNIA RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
Indio	185,356	229,114	241,171	9	9,316	7	70,978	21	53,411	13	30,020	20	17,299	16	8,991	20	13,776	37	19,285	7	6,344
Palm Springs	375,006	419,221	433,939	17	20,807	5	34,592	31	72,091	21	99,104	23	16,055	101	54,682	31	18,816	110	67,234	14	18,628
Palm Desert	109,899	158,372	174,529	10	12,732	2	5,051	12	55,125	3	7,686	10	17,186	38	19,855	21	11,288	36	25,461	2	5,951
Riverside	1,063,137	1,501,446	1,616,997	38	79,271	18	271,232	96	264,023	91	492,919	71	94,021	98	63,431	100	82,473	216	130,816	23	48,161
SACRAMENTO	4,375,580	5,729,540	6,091,244	196	298,920	74	862,553	564	1,204,372	329	1,365,782	338	418,244	392	251,998	359	407,126	1,327	606,355	135	266,247
Sacramento	1,660,691	2,170,703	2,307,050	73	114,786	27	318,946	241	471,413	117	503,664	146	168,559	159	95,183	115	95,945	601	274,282	55	96,630
SAN BENITO	83,985	104,956	110,680	9	6,003	2	1,285	12	37,371	14	23,675	12	9,616	11	5,436	5	3,085	37	9,198	5	4,145
Hollister	77,430	96,279	102,562	9	6,003	2	1,285	9	34,861	13	23,221	10	9,186	9	5,172	5	3,085	25	6,128	4	3,924
SAN BERNARDINO	4,059,936	5,393,220	5,751,378	240	349,832	104	710,664	624	1,288,226	396	1,160,006	440	522,512	378	223,064	351	294,495	1,265	586,091	140	226,226
Barstow	170,881	197,089	205,081	4	9,631	5	14,476	22	46,388	18	26,199	31	45,126	14	9,377	11	5,518	57	32,574	4	4,762
Fontana	171,190	260,344	283,949	10	12,422	5	14,380	24	78,820	23	71,189	17	24,832	14	4,033	9	7,030	47	23,527	7	32,195
Ontario	427,117	770,629	666,674	18	41,101	6	50,317	65	142,928	51	200,878	56	67,361	21	16,967	27	20,185	114	57,621	13	19,411
Redlands	257,424	331,138	351,100	12	11,771	4	58,919	20	55,003	25	111,926	19	20,922	26	14,322	25	16,105	58	34,834	8	7,143
San Bernardino	966,113	1,209,305	1,275,928	35	65,597	19	297,798	97	172,018	74	263,093	67	84,108	113	65,608	91	92,480	273	123,271	24	41,108
Upland	241,954	331,784	355,486	11	21,530	5	49,241	23	59,344	14	80,178	20	28,037	13	13,697	22	17,017	57	37,290	16	28,119
Victorville	186,241	274,067	297,325	12	18,072	6	26,293	21	49,598	32	100,373	18	22,999	26	14,380	19	18,410	45	26,176	4	6,427
SAN DIEGO	9,478,827	12,629,086	13,471,358	372	588,550	157	1,706,573	1,230	2,585,112	658	3,171,029	716	960,536	1,125	654,859	831	832,025	2,855	1,484,920	286	493,884
El Cajon	722,279	923,098	977,460	22	43,429	9	152,643	67	167,368	57	313,626	57	61,753	73	51,081	45	37,632	140	67,911	16	33,934
Escondido	586,556	847,653	916,619	26	62,523	9	123,358	46	149,212	50	291,795	50	62,976	72	36,492	53	46,775	125	63,606	10	29,139
Oceanside	334,687	432,073	458,214	17	15,636	8	97,139	44	80,267	38	77,606	31	41,295	21	12,237	39	21,515	122	62,714	9	15,589
San Diego	4,341,662	5,626,839	5,972,557	120	186,176	72	767,297	546	1,067,705	247	1,162,485	308	428,773	538	357,067	400	478,084	1,451	775,520	138	231,345
Vista	166,911	211,163	223,091	19	20,896	2	2,607	31	80,406	14	28,612	20	28,371	16	4,387	21	11,530	54	18,098	8	12,086
SAN FRANCISCO	4,250,353	5,016,945	5,240,454	100	140,964	87	528,597	817	932,199	110	730,767	234	229,326	609	493,143	381	308,315	2,090	1,011,700	171	179,665
San Francisco	4,250,353	5,016,945	5,240,454	100	140,964	87	528,597	817	932,199	110	730,767	234	229,326	609	493,143	381	308,315	2,090	1,011,700	171	179,665
SAN JOAQUIN	1,596,769	2,065,142	2,191,870	95	114,079	34	235,801	260	485,256	162	488,416	168	173,735	168	98,838	157	117,742	564	213,337	83	123,965
Lodi	236,081	314,254	335,004	15	18,730	4	18,436	37	69,991	30	91,366	29	26,893	22	13,000	30	19,189	85	30,317	8	25,725
Manteca	153,988	219,217	236,438	11	16,706	5	9,127	18	64,429	20	69,535	10	11,229	13	5,224	16	13,618	36	18,878	6	14,710
Stockton	908,740	1,154,069	1,220,778	40	57,703	17	195,244	125	234,222	79	266,580	67	79,456	109	68,220	75	66,117	318	126,669	47	51,053
SAN LUIS OBISPO	755,115	1,084,079	1,170,716	74	89,431	31	55,179	139	285,704	77	206,079	124	112,343	109	49,785	83	51,229	322	165,505	39	61,924
Paso Robles	99,889	143,679	158,276	13	17,172	4	5,830	16	42,872	13	31,131	16	16,937	12	8,277	9	3,565	26	14,753	5	4,931
San Luis Obispo	308,070	444,071	479,950	17	24,979	9	34,114	39	92,059	27	130,340	47	37,284	44	27,307	35	29,129	92	49,832	11	22,144
SAN MATEO	3,494,118	4,551,051	4,838,368	127	172,490	59	632,378	433	942,087	175	1,086,609	266	296,447	352	255,482	270	303,250	828	535,897	105	226,597
Redwood City	471,801	694,194	753,099	15	34,866	7	45,083	37	135,613	38	268,430	34	48,361	22	17,675	29	37,379	104	82,313	14	29,816
San Mateo	582,243	815,681	877,181	17	32,759	16	186,618	75	150,006	28	102,635	37	45,573	99	96,338	58	47,255	140	90,203	18	58,978
SANTA BARBARA	1,846,926	2,353,151	2,490,188	110	125,543	31	222,247	226	471,281	128	443,054	175	190,423	262	127,171	192	150,353	527	287,425	65	111,751
Lompoc	129,042	174,255	186,234	7	7,766	2	9,646	19	45,452	20	49,763	12	12,340	19	11,863	17	13,059	41	17,122	6	7,530
Santa Barbara	657,354	818,185	862,361	35	39,269	9	82,401	75	160,811	43	151,678	54	52,087	110	58,924	87	65,234	217	130,826	26	33,772
Santa Maria	466,606	617,733	658,003	24	30,780	9	98,782	35	81,474	36	166,535	35	41,469	48	26,399	42	30,190	78	50,409	9	28,255
SANTA CLARA	7,487,855	10,036,796	10,719,398	256	465,832	116	1,357,315	838	2,046,635	487	2,468,832	568	733,118	773	543,487	572	713,247	1,862	1,100,998	190	466,485
Gilroy	116,761	158,844	169,983	4	12,334	3	11,537	19	19,698	16	46,414	18	25,347	18	11,523	15	8,598	33	15,826	3	7,961
Palo Alto	551,994	640,284	667,106	17	18,578	7	97,001	63	89,987	25	145,314	31	38,706	83	89,384	39	31,471	141	85,559	11	12,166
San Jose	3,156,446	4,286,371	4,584,794	90	205,059	59	672,211	374	961,072	219	971,508	247	329,997	321	228,940	222	238,030	749	407,865	81	201,502
Saratoga	75,114	87,282	[illegible]	7	6,740	1	1,856	12	26,333	3	9,116	5	2,980	13	3,635	13	13,368	30	11,205	3	5,461
SANTA CRUZ	990,619	1,379,091	1,481,481	62	128,690	23	112,837	196	349,664	84	296,530	90	97,468	142	62,716	102	70,808	379	171,957	29	73,119
Santa Cruz	394,969	568,448	614,105	12	57,983	8	43,747	77	123,257	33	162,461	29	33,461	46	20,347	31	29,032	133	76,562	8	21,230
Watsonville	186,919	250,614	267,530	12	19,121	6	14,686	31	57,454	17	89,378	12	11,912	24	13,176	15	12,717	62	19,786	6	17,578
SHASTA	602,970	798,549	851,110	63	68,932	25	77,203	123	194,885	61	157,665	86	98,391	81	34,433	49	29,952	230	67,412	26	65,612
Redding	432,606	603,395	648,357	33	47,213	15	63,991	64	111,096	42	142,767	48	75,346	66	32,027	40	28,434	138	53,401	14	55,192
SIERRA	6,303	7,328	7,634	3	1,083			6	2,308	1	815	2	648			1		11	1,467	2	715
SISKIYOU	155,232	179,587	186,918	31	14,440	11	3,627	59	59,057	20	19,819	41	21,447	28	7,121	10	5,356	99	20,660	14	18,614
Yreka City	68,474	80,614	84,661	12	6,116	2	1,326	17	21,921	7	13,421	8	8,284	13	4,396	5	2,121	27	9,003	5	11,580
SOLANO	1,035,483	1,350,029	1,434,823	53	62,375	22	138,069	129	325,568	92	334,571	108	127,298	101	47,822	106	67,270	332	160,817	29	88,485
Fairfield	284,291	407,576	440,198	12	19,136	6	74,231	32	58,693	32	123,627	25	25,095	52	25,720	36	20,791	83	46,069	7	18,175
Sui Sun	36,554	45,862	48,965	2	716			7	18,200	3	3,963	7	10,431	2	274	8	2,764	22	6,503	1	1,877
Vacaville	174,276	214,105	225,122	11	13,389	2	1,383	20	57,113	13	33,005	18	26,547	13	7,662	18	11,969	54	45,247	5	16,945
Vallejo	416,712	522,837	551,869	19	25,669	10	60,134	44	118,729	32	156,324	31	37,826	26	12,989	35	28,593	120	43,027	11	41,417
SONOMA	1,613,867	2,174,122	2,325,493	128	168,169	36	258,617	284	533,782	133	412,640	170	190,702	196	95,233	173	129,067	515	224,837	60	141,184
Petaluma	217,835	268,368	282,341	17	16,625	7	32,884	41	72,161	19	48,980	22	20,771	33	11,389	25	10,578	76	29,687	9	22,153
Santa Rosa	718,360	1,090,588	1,188,975	24	30,527	15	210,545	89	239,425	48	149,939	74	107,846	108	66,636	84	88,098	178	117,243	25	77,943
STANISLAUS	1,303,641	1,655,241	1,750,834	94	111,384	37	209,617	236	404,131	120	318,352	113	125,267	160	86,880	132	117,921	362	145,139	55	106,494
Modesto	827,194	1,050,321	1,111,009	36	60,081	19	185,467	114	215,694	57	210,540	47	57,597	108	66,689	82	85,058	204	92,139	26	63,698
Turlock	172,073	203,227	212,287	12	5,922	7	7,645	26	57,986	19	45,896	14	12,961	27	12,333	24	17,474	53	19,882	9	18,550
SUTTER	236,494	285,303	299,146	17	28,463	7	42,453	37	70,185	26	58,488	23	18.065	26	11,135	29	14,486	72	27,249	7	10,386
Yuba City	215,439	335,[illegible]	273,098	13	21,679	5	40,204	27	60,613	22	56,820	20	17,384	26	11,135	24	14,023	58	25,715	6	10,109
TEHAMA	172,116	197,775	205,658	20	15,246	8	11,301	41	53,848	27	34,368	27	40,928	19	6,491	13	4,554	60	16,678	9	9,691
Corning	61,888	68,430	70,611	5	4,548	3	1,288	7	14,197	7	13,973	11	28,186	4	262	2	247	14	3,473	4	1,305
Red Bluff	97,465	115,318	120,496	14	10,264	5	10,013	22	33,010	17	17,797	13	11,884	15	6,229	10	4,254	33	11,314	4	8,234
TRINITY	30,243	34,993	36,420	7	5,097	3	1,831	18	13,209	3	528	10	3,361	3	202	3	1,092	27	4,496	3	2,398
TULARE	1,077,044	1,279,535	1,338,066	74	79,912	31	148,691	211	324,736	136	306,746	108	95,414	142	59,585	111	64,707	355	103,287	49	68,400
Porterville	197,063	232,195	242,439	19	14,401	6	16,586	29	61,799	28	55,998	20	18,269	33	14,899	19	6,343	67	17,566	9	22,004
Tulare	145,899	174,946	183,229	11	13,442	3	5,815	34	51,776	17	35,452	20	14,702	22	9,004	21	11,353	64	17,465	7	13,052
Visalia	496,561	595,662	624,048	19	33,868	12	121,212	56	105,184	48	166,546	32	28,569	68	27,108	55	39,145	109	48,701	14	23,597
TUOLUMNE	143,546	182,546	193,050	22	17,278	2	3,375	37	63,256	20	23,759	26	15,752	28	8,244	14	4,923	88	22,052	10	17,840
Sonora	90,507	113,270	120,857	9	10,244	1	2,212	17	47,805	15	9,831	10	6,958	21	6,884	13	4,680	34	8,914	6	12,921
VENTURA	2,589,477	3,504,258	3,747,580	126	176,118	49	465,779	297	822,975	230	969,239	221	258,754	271	154,030	224	165,037	645	316,461	95	158,825
Camarillo	175,277	226,845	240,589	15	18,647	3	5,297	18	69,092	13	20,585	21	28,388	20	8,280	11	6,617	50	25,200	8	22,626
Oxnard	517,966	652,280	688,826	15	27,436	11	110,282	61	127,980	51	182,413	34	38,191	68	34,269	43	32,891	142	58,344	19	26,850
Port Hueneme	48,898	56,534	58,834			1	1,038	11	33,526	2	1,852	5	7,684	3	340	1	152	19	7,896	4	2,160
San Buenaventura	616,151	875,778	944,392	24	34,954	11	137,554	50	145,049	61	323,445	44	50,072	41	36,772	69	55,007	136	76,420	16	25,654
Santa Paula	72,459	89,978	94,794	7	4,682	4	2,574	17	30,263	16	24,059	7	6,475	10	3,019	11	4,859	30	7,997	4	5,131
Simi Valley	315,657	433,119	464,150	16	21,055	5	79,054	31	150,762	21	51,486	30	37,570	32	13,228	20	15,254	81	42,949	11	24,744
Thousand Oaks	631,049	891,239	959,838	23	34,700	10	123,079	53	170,592	38	318,237	45	61,769	73	46,742	55	42,461	102	73,762	19	38,541
YOLO	490,528	599,413	629,889	35	36,488	6	8,108	77	172,566	54	142,680	49	60,354	46	22,447	35	21,570	184	81,158	23	45,239
Davis	172,309	221,818	235,131	5	9,339	1	698	24	59,523	15	61,006	11	13,848	19	9,078	15	11,456	58	36,386	7	17,306
Woodland	172,307	204,968	214,404	12	11,759	4	6,847	21	61,692	24	56,409	15	13,235	22	11,730	14	8,387	48	16,440	9	14,392
YUBA	186,405	215,535	224,356	9	12,616	10	34,340	52	58,045	23	39,062	17	12,377	27	10,576	20	8,512	82	21,377	9	13,909
Marysville	134,254	156,004	162,524	4	6,586	6	22,497	29	37,550	15	35,183	12	10,424	19	7,073	16	7,370	59	18,249	5	8,579

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

COLORADO RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	16,581,084	20,911,121	22,352,508	966	1,432,574	376	2,209,054	1,869	4,604,471	1,358	5,307,857	1,570	1,592,821	1,864	1,068,267	1,488	1,257,177	5,057	2,454,151	508	500,087
METROPOLITAN STATISTICAL AREAS																					
Boulder-Longmont, Co	1,132,186	1,513,213	1,630,967	57	104,794	18	119,818	97	356,735	96	401,291	84	102,946	132	75,745	112	109,686	313	181,018	26	35,890
Colorado Springs, Co	1,653,177	2,325,701	2,529,329	83	146,874	35	300,283	176	444,899	155	696,806	147	156,533	187	114,339	155	139,763	488	252,337	36	38,117
Denver, Co	8,892,254	11,315,043	12,113,307	333	655,989	130	1,343,776	751	2,416,532	550	2,944,353	679	837,554	811	596,721	741	753,717	2,230	1,341,128	202	264,572
Fort Collins-Loveland, Co	773,096	1,019,271	1,096,396	58	95,269	23	107,144	80	224,499	80	267,783	74	70,749	110	50,304	91	59,328	248	109,512	26	20,211
Greeley, Co	457,126	538,222	568,136	37	33,809	12	58,178	68	130,114	54	150,308	66	39,016	60	22,430	48	25,280	168	53,287	17	13,705
Pueblo, Co	541,146	594,556	620,388	27	35,412	15	84,049	104	152,083	66	125,039	67	42,107	77	31,181	47	35,870	245	61,762	25	16,363
COUNTIES, Cities																					
ADAMS	1,363,202	1,742,219	1,865,317	66	122,334	28	234,195	119	445,934	87	410,585	133	178,604	101	66,333	83	105,056	323	150,531	32	43,690
ALAMOSA	71,299	83,036	87,458	8	7,789	3	6,920	10	23,143	10	18,390	8	4,140	10	6,010	9	4,102	30	7,884	3	2,183
Alamosa	67,656	79,045	82,841	6	6,657	3	6,920	9	21,797	9	17,321	8	4,140	10	6,010	8	3,835	27	7,539	3	2,183
ARAPAHOE	2,358,839	3,271,246	3,554,496	81	188,272	33	506,001	167	552,811	135	1,090,918	136	214,851	273	205,922	198	176,958	462	325,766	33	58,548
ARCHULETA	23,057	26,252	27,541	8	9,001			5	5,249	3	3,164	3	3,043	6	1,424	1	182	15	2,142	1	585
BACA	22,054	23,144	23,970	5	3,519	4	511	5	2,362	5	[illegible]	7	8,325	4	192			10	1,124	3	461
BENT	14,859	15,823	16,430	1	635	2	477	7	5,731	2	4,568	1	733	2	129			3	361	2	996
BOULDER	1,132,186	1,513,213	1,630,967	57	104,794	18	119,818	97	356,735	96	401,291	84	102,946	132	75,745	112	109,686	313	181,018	26	35,890
Boulder	657,409	871,921	[illegible]	20	48,192	13	88,275	54	159,414	48	242,007	43	47,143	92	60,064	75	79,256	157	109,516	14	16,657
Longmont	267,533	363,295	392,547	20	25,318	4	25,511	20	98,242	32	108,940	21	30,302	32	13,052	24	18,803	80	33,883	7	12,484
CHAFFEE	72,589	83,150	87,356	12	7,329	5	4,825	14	24,942	13	18,087	20	5,371	7	1,142	3	[illegible]	37	6,971	3	2,336
Salida	43,260	49,197	51,176	4	1,963	3	3,673	8	15,256	7	11,263	10	3,012	5	946	2	404	17	2,111	2	1,870
CHEYENNE	6,656	7,243	7,541	3	561			3	2,978	2	578	3	351			1	95	5	1,055	1	398
CLEAR CREEK	28,637	35,560	37,846	1	2,367	2	257	7	9,377	4	3,282	10	7,714	3	282			38	11,040	1	
CONEJOS	12,758	15,313	16,202	3	1,617	1	1,066	4	6,647			7	2,933	1	229			4	232	3	1,888
COSTILLA	3,186	4,623	5,049	1	202	2	269	2	2,066			2	481					3	373		
CROWLEY	3,355	3,450	3,563	1	275					1	1,727	1	118	1	59			2	141	1	184
CUSTER	3,721	5,413	5,915	2	632			1	2,680			2		1	121			5	513	1	
DELTA	79,332	87,026	90,790	14	8,559	4	3,877	23	25,374	11	22,699	14	6,853	16	3,946	6	3,077	34	5,028	7	2,775
DENVER	2,825,883	3,220,686	3,380,202	96	192,077	35	264,471	277	651,769	168	532,931	219	207,078	254	198,073	284	291,454	935	548,619	84	80,554
Denver	2,825,883	3,220,686	3,380,202	96	192,077	35	264,471	277	651,769	168	532,931	219	207,078	254	198,073	284	291,454	935	548,619	84	80,554
DOLORES	4,012	4,637	4,877					2	2,293	2	1,177	1	422					3	468		
DOUGLAS	69,983	105,432	115,927	14	19,842	1	151	14	39,120	9	17,638	9	13,569	8	1,313	10	3,248	23	10,899	3	2,622
Castle Rock	NO DATA AVAILABLE FOR THIS CITY																				
EAGLE	169,430	220,602	236,628	14	30,710	1	890	30	54,129	6	11,118	13	16,386	21	13,054	17	6,698	75	53,139	8	6,456
ELBERT	5,610	6,249	6,530	1	255			4	2,116			4	840					3	618	1	
EL PASO	1,653,177	2,325,701	2,529,329	83	146,874	35	300,283	176	444,899	155	696,806	147	156,533	187	114,339	155	139,763	488	252,337	36	38,117
Colorado Springs	1,502,901	2,152,967	2,347,832	69	123,198	29	272,559	144	407,606	143	689,328	114	132,960	177	110,127	141	134,341	413	224,354	32	36,471
FREMONT	93,262	117,888	125,887	11	9,674	5	11,458	25	35,354	12	24,829	10	5,570	13	4,987	13	3,593	53	13,294	8	6,375
Canon City	76,528	96,685	103,404	9	8,381	4	9,775	17	28,948	8	18,750	8	4,751	11	4,424	13	3,593	38	10,750	7	5,789
GARFIELD	200,840	215,125	223,550	24	19,324	7	9,912	29	51,674	16	61,984	25	18,961	25	6,997	19	6,174	66	23,373	7	8,290
Glenwood Springs	118,365	129,974	133,843	10	8,671	5	8,598	13	23,290	11	45,381	14	11,265	18	5,480	13	3,504	28	11,564	3	6,092
GILPIN	3,921	4,351	4,546					1	118					1	188			11	2,101	1	173
GRAND	48,758	68,299	74,169	9	6,367	2	2,870	11	17,712	5	9,257	15	8,390	5	1,314	3	762	45	13,506	4	3,451
GUNNISON	62,745	70,258	73,536	8	5,277	2	525	10	18,557	8	13,771	8	7,502	11	3,971	7	1,856	44	12,488	5	2,124
Gunnison	49,554	56,330	58,588	6	4,490	1	369	7	15,233	7	12,746	8	7,502	7	3,108	7	1,856	20	6,381	3	1,616
HINSDALE	2,530	3,500	3,792	1	1,349			2				2	346					3	489		
HUERFANO	23,172	24,631	25,551	5	1,854	2	376	7	9,247	3	2,362	11	5,801	3	442	2	247	15	2,271	3	726
JACKSON	6,857	6,793	6,967	1	952			2	3,003	1		2	493	1	100			5	729	1	340
JEFFERSON	2,274,347	2,975,460	3,197,365	76	133,464	33	338,958	174	726,898	151	892,281	182	223,452	175	125,080	166	177,001	487	305,313	50	79,158
KIOWA	4,495	5,084	5,328	2	302			5	2,246			2	792					4	866	1	417
KIT CARSON	37,699	43,206	45,392	8	5,122	2	862	10	10,974	9	13,823	8	4,379	4	1,415	1	1,475	10	2,070	4	2,338
LAKE	30,013	31,443	32,547	5	2,073	2	404	5	9,840	2	5,614	6	5,943	5	1,090	1	365	23	2,817	2	1,770
Leadville	24,549	26,111	26,631	4	1,415	2	344	5	9,840	2	4,784	3	4,236	5	1,090			21	2,193	1	755
LA PLATA	175,750	218,730	232,963	15	21,821	8	13,205	30	56,219	20	39,848	20	18,387	34	13,256	29	12,222	72	30,086	7	3,013
Durango	156,781	194,670	207,261	13	20,383	7	12,388	24	46,366	15	34,081	17	17,514	34	13,256	28	12,014	63	27,983	6	2,799
LARIMER	773,096	1,019,271	1,096,396	58	95,269	23	107,144	80	224,499	80	267,783	74	70,749	110	50,304	91	59,328	248	109,512	26	20,211
Fort Collins	497,946	640,896	686,370	33	63,816	11	85,042	41	139,198	38	154,431	37	34,610	77	37,462	58	43,796	139	67,934	14	11,047
Loveland	183,450	265,000	289,427	15	19,381	6	16,425	16	63,099	27	91,425	20	26,157	24	9,747	20	9,857	45	21,728	7	7,520
LAS ANIMAS	40,465	45,203	47,294	5	3,104	6	2,845	16	15,014	14	11,321	8	1,412	8	1,197	4	1,167	23	3,401	4	1,823
Trinidad	36,494	41,557	43,244	4	2,623	5	2,478	12	13,734	14	11,321	5	1,001	8	1,197	4	1,167	20	3,057	4	1,823
LINCOLN	39,248	48,442	51,501	4	869	2		4	6,301	5	11,458	9	20,855	2	712	1	680	16	6,570	3	852
LOGAN	102,967	116,322	121,958	10	9,625	4	8,703	11	20,503	18	40,706	15	7,790	23	8,110	10	4,327	31	8,550	4	2,131
Sterling	97,147	108,859	113,972	10	9,625	4	8,703	10	20,058	17	39,443	12	3,658	22	7,912	10	4,327	28	8,427	4	2,131
MESA	592,620	622,028	644,328	41	66,861	16	63,672	75	126,156	55	163,962	50	50,271	73	26,515	54	35,521	133	49,208	17	14,292
Grand Junction	486,671	509,738	527,838	32	53,377	12	55,225	49	100,800	44	134,823	40	35,574	68	21,671	49	29,532	108	43,419	11	10,166
MINERAL	3,161	3,391	3,522	1	747			1	1,329			1	510					2	340		
MOFFAT	89,512	95,964	100,196	11	9,962	4	4,809	12	26,258	9	27,909	8	4,562	11	5,128	9	2,357	28	8,052	2	3,124
Craig	79,363	85,245	87,205	11	9,962	4	4,809	11	21,937	8	22,588	7	3,634	11	5,128	9	2,357	24	6,277	2	2,854
MONTEZUMA	102,376	116,201	121,932	9	8,504	6	5,093	15	28,768	13	28,778	18	13,689	12	5,326	8	3,115	33	11,271	3	2,545
Cortez	89,254	104,227	109,218	7	7,742	5	4,751	11	25,673	13	28,778	13	12,499	12	5,326	7	2,959	25	10,169	3	2,545
MONTROSE	119,660	133,406	139,530	15	17,354	7	10,051	17	32,553	16	33,779	11	10,559	15	5,891	9	5,158	37	10,487	6	3,242
Montrose	105,901	118,983	123,344	11	16,053	5	9,404	12	29,578	12	26,352	10	10,342	15	5,891	9	5,158	29	9,734	4	2,998
MORGAN	115,674	123,582	128,377	13	7,225	6	11,754	22	30,539	20	31,196	23	14,241	23	5,939	11	3,115	30	10,803	5	2,128
Fort Morgan	80,356	88,490	91,201	8	5,533	4	10,341	15	19,819	14	25,005	13	6,950	18	5,131	9	2,911	19	6,341	3	1,819
OTERO	76,806	87,941	92,379	7	6,149	6	13,096	25	24,533	9	12,484	15	9,717	14	3,986	13	5,604	43	8,221	6	2,427
La Junta	44,933	51,386	53,537	3	2,041	2	7,462	14	14,961	2	6,237	6	5,011	9	2,312	8	4,525	22	5,123	3	1,645
Rocky Ford	18,122	21,082	22,069	1	1,150	1	1,577	6	6,608	5	4,526	5	2,291	4	1,351	4	870	15	1,853	2	531
OURAY	5,603	6,448	6,775	2	482	1	276	4	723			2	611					13	2,465	1	841
PARK	9,810	10,772	11,235	1	805	1	93	4	1,991	1	2,121	5	1,541	1				9	2,438	1	620
PHILLIPS	18,367	23,046	24,582	3	2,627	4	625	4	5,827	6	12,186			2	448			8	1,065	2	646
PITKIN	135,342	164,993	175,077	11	17,068			14	21,238	2	4,640	6	9,294	41	22,093	14	10,648	84	50,391	8	11,266

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COLORADO RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
PROWERS	70,926	107,889	118,841	12	9,113	4	6,955	13	26,140	14	23,681	12	17,068	15	6,207	9	4,483	31	11,528	5	3,533
Lamar	59,725	91,069	101,517	8	7,168	3	5,483	8	24,646	12	20,819	9	13,454	14	5,857	8	4,063	23	10,951	4	2,936
PUEBLO	541,146	594,556	620,388	27	35,412	15	84,049	104	152,083	66	125,039	67	42,107	77	31,181	47	35,870	245	61,762	25	16,363
Pueblo	505,056	554,571	578,627	22	33,797	14	79,926	91	139,768	62	121,652	55	32,527	73	29,987	46	35,308	220	58,884	23	15,402
RIO BLANCO	22,922	23,225	23,907	4	3,011	1	35	10	9,234	3	2,618	4	2,826	4	1,003	2	60	15	2,497	3	905
RIO GRANDE	43,728	48,964	51,239	9	3,897	3	1,496	11	16,124	5	8,593	9	5,951	5	2,119	5	2,814	16	2,432	5	2,934
ROUTT	88,168	103,913	109,632	14	13,518	3	1,374	15	24,217	7	11,188	11	11,514	16	9,585	10	5,310	37	17,261	4	2,836
SAGUACHE	7,267	9,100	9,704	3	893			2	2,463	2	3,589	2	632	1	349			3	555		
SAN JUAN	3,939	4,661	4,920	1				2	937			2	1,590	1				6	1,226	1	
SAN MIGUEL	12,367	16,107	17,274	5	3,043	1	165	8	5,135			3	1,503	2	268	2	410	13	4,160	2	694
SEDGWICK	17,148	18,219	18,915	4	1,035	1	515	4	3,790	3	7,804	6	1,577	1	450	2	578	7	916	3	957
SUMMIT	114,560	140,123	148,744	9	15,337	2	482	23	31,806	6	8,057	14	13,550	25	8,907	12	5,067	81	34,077	6	3,254
TELLER	30,480	41,309	44,608	3	746	3	1,844	10	16,434	1	639	5	4,098	3	915	1	577	26	6,292	2	834
WASHINGTON	14,666	16,465	17,233	2	3,205	4	1,343	5	4,535	2	418	4	2,065	3	415			9	1,492	3	884
WELD	457,126	538,222	568,136	37	33,809	12	58,178	68	130,114	54	150,308	66	39,016	60	22,430	46	25,280	168	53,287	17	13,705
Greeley	330,183	392,964	415,554	20	19,798	10	56,671	32	95,593	29	113,607	30	16,208	55	22,050	39	20,259	89	32,241	11	11,902
YUMA	43,720	46,572	48,358	9	7,681	4	1,876	12	13,030	11	13,006	5	2,216	12	1,636	6	1,188	13	2,230	2	1,182

CONNECTICUT RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	15,828,588	20,380,477	21,605,505	866	1,027,674	374	2,140,481	2,259	4,424,631	1,143	4,707,750	1,728	1,667,730	1,792	1,323,591	1,379	1,081,743	4,612	1,987,287	715	683,163
METROPOLITAN STATISTICAL AREAS																					
Bridgeport-Milford, Ct	1,941,252	2,439,973	2,606,213	83	150,775	51	295,018	291	553,576	125	517,122	225	217,974	216	152,909	165	141,460	538	223,556	87	79,370
Bristol, Ct	366,399	503,809	549,612	18	18,752	9	40,380	54	107,149	19	178,543	37	31,232	23	29,648	25	27,547	90	39,799	18	17,186
Danbury, Ct	836,992	1,216,263	1,342,687	62	70,807	23	142,913	110	275,693	65	279,341	80	107,757	71	64,736	76	68,994	224	107,480	28	27,788
Hartford, Ct	3,915,863	5,069,434	5,453,958	209	258,820	71	551,076	506	1,081,937	245	1,133,406	413	452,672	412	368,333	314	270,682	1,060	533,977	194	198,511
Middletown, Ct	302,199	364,396	385,128		16,662		49,545		73,424		86,788		37,745		15,773		17,243		31,855		19,234
New Britain, Ct	579,793	746,314	801,821	38	39,264	14	59,850	100	188,536	56	179,798	74	75,843	42	35,618	48	38,236	233	78,328	31	34,059
New Haven-Meriden, Ct	1,996,618	2,443,156	2,592,002	109	93,709	47	297,023	313	539,447	126	532,933	241	177,147	263	171,436	177	131,809	678	270,639	90	79,931
New London-Norwich, Ct-R.I.	1,360,897	1,753,626	1,884,535	76	103,960	42	157,638	197	376,833	130	457,644	138	154,381	155	80,907	128	93,366	451	182,021	60	58,464
Norwalk, Ct	960,507	1,180,760	1,254,178	44	46,356	17	79,533	93	239,899	61	300,098	85	70,657	124	108,352	99	87,404	216	117,361	23	26,336
Stamford, Ct	1,346,099	1,707,448	1,827,897	50	87,542	32	200,130	154	302,456	69	426,203	127	122,700	171	126,882	127	96,471	297	155,894	42	45,614
Waterbury, Ct	1,021,825	1,284,098	1,371,522	73	78,128	23	138,943	173	341,499	91	254,500	111	92,007	122	88,924	81	43,177	326	111,932	58	46,351
COUNTIES, Cities																					
FAIRFIELD	4,627,165	6,010,130	6,382,133	215	316,057	109	660,945	600	1,235,400	275	1,348,765	472	465,754	553	430,556	433	349,009	1,131	547,584	163	168,075
Bridgeport	545,199	637,181	663,703	22	38,295	20	57,041	110	145,365	42	115,701	74	46,900	68	36,935	54	38,788	187	56,452	31	24,025
Danbury	511,380	821,125	903,135	21	31,880	15	87,370	54	162,145	33	222,928	45	71,314	44	47,229	50	54,094	106	67,697	12	12,626
Greenwich	424,475	556,943	591,694	11	19,989	4	30,297	48	84,252	30	218,149	32	37,368	48	46,037	41	24,519	91	52,538	17	10,833
Norwalk	556,902	658,651	687,347	19	21,178	15	75,126	53	155,309	41	144,029	54	45,487	57	49,195	48	42,398	117	48,414	10	8,640
Stamford	659,224	825,438	869,866	21	29,358	20	175,156	73	140,801	29	140,263	62	46,903	84	57,838	60	56,121	162	68,138	18	22,400
Trumbull	182,532	225,767	237,333	7	6,257	6	87,955	16	56,025			12	12,585	39	33,265	10	5,708	17	6,960	4	7,172
HARTFORD	4,341,493	5,708,928	6,072,500	218	280,005	84	605,458	579	1,171,580	258	1,315,316	448	486,920	441	406,771	352	320,812	1,234	601,003	216	226,252
Bristol	338,261	471,807	506,520	15	17,162	9	40,380	45	100,367	15	158,283	30	27,748	22	27,843	23	24,875	76	38,394	15	16,549
Enfield	284,952	312,496	322,021	12	14,391	10	75,518	26	52,489	13	46,315	23	18,986	40	15,816	25	19,082	50	26,632	13	10,011
Hartford	538,636	653,745	685,313	22	22,892	11	68,370	109	92,418	26	119,917	55	44,543	70	47,771	53	42,360	286	130,298	41	35,830
Manchester	345,798	440,645	465,842	17	15,190	8	53,606	31	105,940	31	121,860	39	35,386	30	30,842	22	15,940	70	36,230	12	11,873
New Britain	226,722	283,134	298,273	12	11,442	6	26,076	38	64,771	19	73,442	29	20,640	17	10,940	18	9,047	98	30,362	19	16,908
LITCHFIELD	655,134	826,964	872,997	62	51,937	19	44,583	122	215,635	84	238,123	87	51,718	74	39,637	56	30,006	233	66,614	43	48,158
Torrington	189,040	238,713	251,917	11	11,267	7	32,418	29	62,334	23	64,926	18	11,823	25	13,365	22	10,722	49	14,850	9	5,130
MIDDLESEX	624,553	797,881	844,154	40	31,510	20	85,002	93	166,824	77	200,782	80	78,858	54	27,778	46	37,853	206	83,778	32	32,447
Middletown	201,109	234,853	244,634	11	14,758	5	41,286	22	48,050	14	49,505	16	12,081	20	14,143	16	12,647	60	23,985	8	12,472
NEW HAVEN	3,685,843	4,609,151	4,861,608	205	214,681	90	565,535	372	1,063,552	255	971,451	428	345,606	484	308,112	325	238,356	1,196	456,191	169	146,644
Ansonia	75,146	118,826	130,366	4	1,858	3	11,018	15	14,819	11	50,263	11	8,814	16	6,347	9	7,328	20	9,306	3	2,255
Meriden	244,873	460,195	322,528	14	13,753	3	36,189	38	50,427	18	82,224	31	24,041	42	24,574	22	20,060	71	21,471	9	11,218
Milford	339,654	434,628	459,666	15	24,883	8	36,337	44	91,605	28	96,210	35	46,028	40	20,491	35	44,280	103	50,220	13	8,932
Naugatuck	67,932	80,875	84,508	10	4,068	2	5,947	17	28,052	9	15,670	15	9,593	9	2,777	3	1,445	33	7,224	7	5,081
New Haven	432,540	495,486	514,436	21	10,352	12	70,911	96	84,974	26	65,833	56	33,342	87	45,379	46	32,226	233	81,967	33	19,528
Wallingford	243,225	330,997	353,906	10	13,715	7	35,519	29	59,666	25	148,049	27	22,174	21	7,325	10	6,102	66	28,178	6	5,004
Waterbury	590,110	757,114	800,988	26	44,793	17	119,196	90	189,984	46	117,251	50	43,951	75	59,516	51	30,231	174	60,649	30	23,042
NEW LONDON	1,156,903	1,511,353	1,604,664	64	88,274	35	114,537	162	317,457	116	422,089	120	144,147	118	66,495	104	79,677	384	152,000	52	47,144
New London	227,637	298,679	317,317	11	11,877	5	41,109	25	29,284	24	118,698	13	11,529	27	14,548	25	22,607	71	23,832	11	8,470
Norwich	260,696	339,212	359,907	13	9,939	10	18,128	36	78,364	25	132,572	17	21,291	27	15,171	23	23,302	68	20,682	15	11,006
TOLLAND	390,412	483,281	508,554	32	14,386	6	45,475	58	148,854	35	95,624	56	50,756	35	30,006	30	10,215	114	41,561	21	18,136
Vernon	202,306	263,790	279,954	8	4,016	2	26,431	15	78,668	16	65,439	16	21,127	24	23,067	18	7,039	42	21,822	6	9,188
WINDHAM	347,085	432,789	458,895	30	30,824	11	18,946	71	105,309	43	115,600	37	43,971	33	14,236	33	15,815	114	38,556	19	16,307
Willimantic	109,236	88,780	87,224	5	3,484	3	4,402	19	28,719	11	16,497	5	4,800	13	3,347	12	3,863	36	9,206	6	4,672

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DELAWARE RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	3,150,558	3,849,199	4,047,757	201	227,410	92	539,204	508	809,867	225	859,954	302	289,569	416	223,680	267	208,678	788	341,522	128	146,960
METROPOLITAN STATISTICAL AREAS																					
Wilmington, De-N.J.-Md.	2,555,429	3,004,245	3,131,231	127	127,263	62	415,826	387	615,321	188	693,375	264	279,462	304	162,546	211	169,598	627	254,288	10,	114,621
COUNTIES, Cities																					
KENT	544,873	710,820	754,875	39	61,010	21	102,997	88	142,881	49	197,315	46	36,140	64	29,666	37	23,239	130	55,586	21	21,571
Dover	292,912	380,909	404,255	15	23,435	11	95,212	40	70,426	21	87,042	19	15,040	52	24,757	24	16,786	75	38,935	12	11,909
NEW CASTLE	2,103,090	2,517,359	2,634,968	97	101,308	45	392,982	301	516,744	123	572,198	189	201,313	268	146,558	179	152,129	482	211,293	83	100,030
Newark	240,299	296,994	312,548	12	17,113	7	29,645	27	40,851	17	128,757	19	21,906	22	11,763	15	8,584	42	22,428	9	9,344
Wilmington	384,985	455,870	476,225	17	21,598	3	29,540	80	45,818	28	140,419	37	34,513	67	37,698	30	24,605	150	47,109	13	18,749
SUSSEX	482,595	621,020	657,914	65	65,092	26	43,225	119	150,242	53	90,441	67	52,118	84	47,456	51	33,310	176	74,243	24	25,359
Milford	88,034	112,427	118,995	4	6,152	2	2,721	10	21,797	12	51,693	6	7,430	10	6,096	7	2,951	17	4,810	6	6,917

DIST. OF COLUMBIA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	2,654,366	3,204,150	3,322,172	40	57,036	38	294,331	377	600,116	74	206,183	158	197,847	388	327,325	190	207,997	1,048	743,659	140	178,208
METROPOLITAN STATISTICAL AREAS																					
Washington, D.C.-Md.-Va.	17,824,496	23,670,906	25,098,592	521	876,254	291	2,984,878	1,967	4,876,349	817	5,745,575	1,391	1,930,350	1,784	1,563,471	1,384	1,550,079	3,770	2,595,083	546	1,009,773
COUNTIES, Cities																					
DISTRICT OF COLUMBIA	2,654,366	3,204,150	3,322,172	40	57,036	38	294,331	377	600,116	74	206,183	158	197,847	388	327,325	190	207,997	1,048	743,659	140	178,208
Washington	2,654,366	3,204,150	3,322,172	40	57,036	38	294,331	377	600,116	74	206,183	158	197,847	386	327,325	190	207,997	1,048	743,659	140	178,208

FLORIDA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	55,468,945	74,265,597	80,280,979	3,264	4,195,137	1,591	8,480,585	9,420	16,495,856	4,516	20,385,911	5,504	5,647,577	7,472	4,014,668	5,634	4,681,757	13,933	7,917,893	2,291	3,018,690
METROPOLITAN STATISTICAL AREAS																					
Bradenton, Fl	885,889	1,372,351	1,519,250	62	84,051	23	154,332	136	327,955	77	425,493	80	96,044	108	57,582	79	81,947	217	153,172	33	57,703
Daytona Beach, Fl	1,502,321	1,905,152	2,039,394	97	124,582	49	212,526	282	449,871	130	448,999	171	144,100	193	80,514	167	106,540	475	237,920	72	97,829
Fort Lauderdale-Hollywood-Pompano Beach, Fl	6,717,263	9,125,452	9,881,394	274	346,653	124	972,197	878	1,836,592	470	2,785,738	535	627,789	896	541,682	716	658,467	1,623	1,117,192	254	364,589
Fort Myers-Cape Coral, Fl	1,400,295	1,743,691	1,860,926	99	131,291	44	204,316	230	407,413	108	428,421	108	106,365	175	68,662	154	147,359	361	166,025	63	78,943
Fort Pierce, Fl	938,322	1,351,024	1,478,787	65	142,957	23	113,922	171	330,529	97	381,283	90	104,590	118	61,827	123	93,712	205	108,149	38	52,268
Fort Walton Beach, Fl	563,528	783,095	851,369	45	59,757	22	115,143	109	156,671	74	200,794	69	56,806	77	32,545	65	55,782	185	91,306	21	22,811
Gainesville, Fl	907,780	1,125,972	1,201,153	58	73,523	27	142,062	191	274,144	73	279,337	106	83,646	106	58,759	83	57,123	236	126,684	33	30,677
Jacksonville, Fl	3,737,181	5,067,295	5,487,478	207	261,147	99	528,988	713	1,040,294	341	1,524,580	453	452,777	480	257,171	337	257,151	996	516,286	140	218,492
Lakeland-Winter Haven, Fl	1,629,320	2,137,514	2,301,326	121	165,329	56	253,115	323	542,096	182	621,233	195	157,286	158	92,418	147	85,833	355	187,013	63	76,762
Melbourne-Titusville-Palm Bay, Fl	1,488,706	2,299,352	2,544,736	98	145,071	57	333,696	270	486,012	134	671,732	177	179,390	145	74,610	156	116,764	422	242,106	50	140,998
Miami-Hialeah, Fl	9,408,819	11,356,335	12,057,994	381	415,085	240	1,326,609	1,398	2,106,737	608	3,113,502	838	794,151	1,807	1,002,934	906	727,676	2,116	1,135,472	504	516,827
Naples, Fl	676,257	811,422	860,568	52	58,572	16	66,493	116	179,589	49	198,502	57	52,245	131	51,183	93	79,617	160	81,148	27	30,665
Ocala, Fl	733,753	1,040,688	1,134,886	72	113,788	27	119,612	162	243,381	72	238,508	101	122,895	84	40,615	71	59,411	173	81,069	29	37,720
Orlando, Fl	4,338,595	6,470,644	7,118,004	229	402,850	112	772,567	656	1,391,268	346	1,956,272	395	517,230	393	303,335	347	358,028	982	745,504	115	187,946
Panama City, Fl	579,996	768,735	828,994	32	39,964	19	92,833	122	133,999	64	236,912	64	53,652	86	37,850	60	42,808	206	110,782	27	24,598
Pensacola, Fl	1,351,882	1,685,693	1,799,415	84	99,388	43	264,250	240	366,263	168	453,044	142	120,514	154	63,558	116	89,699	358	170,166	61	47,611
Sarasota, Fl	1,432,228	1,919,376	2,073,691	116	146,859	47	217,523	196	396,267	105	488,122	120	121,710	193	97,318	209	182,133	328	204,603	55	87,503
Tallahassee, Fl	921,065	1,255,134	1,360,031	71	99,526	33	191,234	163	297,974	72	249,740	100	98,002	149	63,496	107	85,321	249	137,758	38	38,156
Tampa-St. Petersburg-Clearwater, Fl	8,710,006	12,010,772	13,049,391	522	645,606	228	1,444,310	1,480	2,960,252	643	3,181,886	833	920,179	963	490,581	805	769,083	2,311	1,320,719	305	454,438
West Palm Beach-Boca Raton-Delray, Fl	3,845,955	5,266,543	5,710,325	183	255,636	88	586,428	578	1,170,899	241	1,406,232	301	360,178	594	370,215	458	404,844	873	564,252	145	219,323
COUNTIES, Cities																					
ALACHUA	839,558	1,056,225	1,129,090	51	68,012	24	137,272	159	249,349	62	267,313	86	76,166	101	57,543	78	53,013	223	121,018	29	27,562
Gainesville	599,961	751,947	803,408	29	44,821	12	60,472	87	173,957	49	260,963	57	53,865	46	33,199	59	39,553	147	75,446	18	18,249
BAKER	32,797	49,553	54,613	3	1,135	2	2,664	13	19,160	6	7,014	12	9,963	3	1,239	3	1,738	13	3,504	3	2,424
BAY	579,996	768,735	828,994	32	39,964	19	92,833	122	133,999	64	236,912	64	53,652	86	37,850	60	42,808	206	110,782	27	24,598
Panama City	418,050	553,365	596,693	24	31,312	13	84,138	64	69,130	48	215,969	35	33,171	62	30,867	51	34,896	107	50,606	18	16,933

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FLORIDA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
BRADFORD	68,222	69,747	72,063	7	5,511	3	4,790	32	24,795	11	12,024	20	7,480	5	1,216	5	4,110	13	5,666	4	3,115
BREVARD	1,488,706	2,299,352	2,544,736	98	145,071	57	333,696	270	486,012	134	671,232	177	179,390	145	74,610	156	116,764	422	242,106	50	140,998
Cocoa	123,822	162,308	174,652	13	10,768	4	28,447	30	39,400	16	30,791	24	18,216	7	2,762	15	10,761	28	11,179	5	7,121
BROWARD	6,717,263	9,125,452	9,881,394	274	346,653	124	972,197	878	1,836,592	470	2,785,738	535	627,789	896	541,682	716	658,467	1,623	1,117,192	254	364,509
Fort Lauderdale	1,741,762	2,337,364	2,525,860	51	58,558	25	162,317	166	294,476	162	1,018,567	123	125,795	227	146,027	151	144,471	422	354,521	50	68,982
Hollywood	1,028,753	1,392,157	1,506,820	25	44,213	24	216,556	119	225,927	58	518,596	72	75,072	116	68,105	81	108,510	191	114,069	31	53,403
Pompano Beach	623,989	838,570	906,566	26	23,867	13	112,061	73	109,470	46	338,035	46	36,824	109	71,222	74	64,987	101	49,083	18	37,143
CALHOUN	29,521	34,173	36,037	6	3,326	3	1,629	11	10,434	7	10,481	5	2,996	4	727	4	524	8	746	3	1,977
CHARLOTTE	314,853	449,781	491,121	34	43,727	12	22,871	58	113,928	33	131,499	26	38,163	28	20,078	49	32,390	80	36,834	12	27,514
Punta Gorda	114,313	164,290	180,949	12	14,687	4	4,042	24	37,781	13	58,922	13	16,919	9	5,058	18	14,058	25	10,438	6	10,533
CITRUS	243,823	311,456	333,680	31	40,792	10	17,701	52	94,181	28	66,915	34	34,928	28	7,882	24	13,010	65	21,103	12	14,372
CLAY	320,534	408,703	437,870	22	20,583	11	94,194	68	74,007	28	89,414	32	31,739	64	31,214	32	21,477	83	37,973	14	9,886
Orange Park	55,857	68,160	72,261	4	4,442	2	12,963	8	8,575	2	4,831	11	12,377	16	5,314	7	2,633	23	11,262	5	4,738
COLLIER	676,257	811,427	880,568	52	58,572	16	66,493	116	179,589	49	198,502	57	52,245	131	51,183	93	79,817	160	81,148	27	30,665
Naples	422,764	505,185	535,391	25	25,044	11	58,885	58	123,680	26	90,822	25	26,183	101	44,037	48	50,392	104	54,932	19	21,480
COLUMBIA	189,096	241,846	259,235	16	17,256	11	18,117	53	60,293	22	56,156	50	36,206	22	12,913	19	8,255	48	25,593	7	9,280
Lake City	139,135	181,905	195,656	12	14,402	9	15,024	34	49,777	16	39,847	35	20,088	19	11,261	15	7,397	35	17,963	6	8,035
DADE	9,408,819	11,356,335	12,057,994	381	415,085	240	1,326,609	1,398	2,106,737	608	3,113,502	838	794,151	1,807	1,002,934	906	727,676	2,116	1,135,472	504	516,827
Florida City	15,719	17,272	17,789					5	2,789	1	1,943	5	6,469					11	4,631		
Homestead	208,002	253,883	270,053	7	11,732	9	28,885	36	78,137	17	85,425	16	15,376	17	3,620	14	9,449	42	15,274	5	7,798
Miami	2,654,405	3,169,914	3,360,212	105	110,550	73	320,455	398	452,324	195	968,843	250	207,663	616	330,597	306	237,864	640	309,324	153	133,378
DE SOTO	80,957	112,236	121,929	9	9,579	6	22,423	20	36,973	8	17,350	14	8,710	11	2,867	4	2,585	19	7,854	5	6,274
DIXIE	26,559	35,423	38,229	3	1,241	3	4,048	10	11,709	3	8,190	7	5,613	2	1,829	3	378	11	1,946	1	
DUVAL	3,033,832	4,196,013	4,558,113	158	215,660	69	404,308	540	855,155	269	1,325,915	339	346,294	364	213,695	275	222,552	758	417,754	107	192,921
Jacksonville	2,865,519	3,934,790	4,268,937	146	203,066	65	395,382	501	766,201	255	1,274,105	323	323,913	339	201,729	263	214,960	690	374,821	99	176,962
ESCAMBIA	1,178,543	1,478,350	1,579,600	72	88,677	36	247,490	195	316,511	136	406,328	113	93,914	137	57,393	103	81,734	309	153,898	49	39,283
Pensacola	418,690	520,606	555,657	18	23,018	12	58,899	50	70,643	38	247,431	29	18,325	48	17,326	39	26,555	117	50,802	19	13,371
FLAGLER	40,017	53,316	57,540	8	4,558	1	2,561	16	19,162	4	13,894	8	5,775	3	564	5	2,166	21	4,739	2	
FRANKLIN	21,203	25,053	26,492	6	3,307	5	1,059	15	9,763	5	2,147	7	3,231			1	164	12	3,015	3	840
GADSDEN	96,921	151,595	168,087	10	8,417	13	13,790	40	53,403	12	35,128	14	8,643	17	7,654	12	6,034	19	7,491	9	6,237
GILCHRIST	9,565	12,243	13,118	1	934	2	1,723	8	5,398			2	1,109	1				9	1,609	1	
GLADES	7,120	10,142	11,062			1	1,545	8	6,720			2	463	1		1		4	1,160	1	
GULF	24,910	31,866	34,150	4	2,826	6	2,308	12	14,643	5	4,028	6	1,944	1	47	7	1,679	11	1,681	4	2,028
HAMILTON	29,284	33,785	35,590	7	4,091	3	803	15	10,239	2	1,048	17	10,900	1	225	3	768	12	2,131	2	3,024
HARDEE	59,647	66,355	69,503	7	8,408	6	3,233	21	26,821	7	9,102	11	5,343	8	1,826	11	1,696	9	2,027	4	4,484
HENDRY	94,957	113,289	120,048	10	10,948	8	5,588	30	45,275	16	29,487	13	8,080	6	1,180	6	1,758	22	7,894	3	3,208
HERNANDO	185,117	266,354	291,187	21	22,362	8	20,884	53	94,623	18	61,059	25	23,475	16	5,450	24	12,731	57	18,490	7	14,467
Brooksville	126,141	183,677	202,856	12	11,512	6	16,131	29	55,823	12	59,124	16	13,945	12	4,209	15	7,279	32	11,313	5	10,704
HIGHLANDS	214,958	263,521	280,530	24	20,734	12	16,752	58	77,773	33	70,032	27	15,821	22	8,177	32	15,645	59	21,312	13	16,166
HILLSBOROUGH	3,621,309	5,032,489	5,470,407	204	238,100	90	621,558	636	1,211,086	290	1,397,997	359	402,515	400	213,835	309	299,690	973	539,249	119	170,458
Tampa	2,116,504	2,864,580	3,100,182	100	115,922	43	341,260	325	505,578	148	934,966	211	238,589	245	133,286	184	189,987	588	327,854	69	92,707
HOLMES	33,489	35,809	37,271	3	1,042	3	1,345	16	11,693	7	8,084	5	1,4 5	3	691	3	1,194	3	4,663	4	1,332
INDIAN RIVER	367,620	502,551	544,657	39	38,849	11	37,497	66	127,485	35	119,446	37	37,451	65	26,940	58	36,686	91	50,161	17	29,504
Vero Beach	271,134	368,860	399,440	29	26,992	8	29,805	45	91,019	24	69,530	25	25,362	60	23,726	52	34,371	72	45,079	15	23,394
JACKSON	136,455	159,825	168,894	13	6,741	13	14,032	43	38,303	21	52,871	30	19,975	21	4,873	17	4,345	31	7,810	12	6,300
Marianna	78,607	95,777	101,500	8	3,946	6	12,279	11	19,198	14	36,817	13	6,165	14	3,933	11	2,587	16	6,364	7	4,436
JEFFERSON	30,258	28,564	29,142	4	1,888	3	1,946	15	11,017	4	1,473	3	5,187	3	377	4	918	3	1,850	3	1,183
LAFAYETTE	6,933	8,969	9,628	2	4,301			4	4,119	2		1	199			2	85	3	127	1	33
LAKE	531,851	703,876	758,748	52	64,753	20	63,892	115	172,524	66	220,742	63	47,347	69	24,089	58	36,689	131	49,562	29	30,576
Leesburg	190,143	253,709	273,864	18	27,764	7	20,697	30	49,525	23	82,078	19	21,858	24	7,633	26	17,469	44	20,637	8	10,406
LEE	1,400,295	1,743,691	1,860,926	99	131,291	44	204,316	230	407,413	108	428,421	108	106,365	175	68,662	154	147,359	361	166,025	63	78,943
Cape Coral	127,969	163,645	175,363	16	23,785	4	11,889	26	56,011	8	8,995	13	13,404	20	9,172	27	14,685	41	12,046	8	12,581
Fort Myers	729,045	892,160	949,543	24	41,907	16	143,889	98	167,160	51	315,092	42	36,282	71	32,466	65	65,440	121	59,624	25	30,494
LEON	824,144	1,103,539	1,191,944	61	91,109	20	177,444	123	244,571	60	214,612	86	89,359	132	55,842	95	79,287	236	130,267	29	31,919
Tallahassee	680,325	906,793	978,692	50	73,749	17	165,321	79	192,845	48	158,051	67	71,749	113	47,999	77	65,913	203	115,045	25	26,564
LEVY	65,537	90,318	97,991	7	2,278	6	4,690	28	34,852	9	15,712	20	14,538	5	1,776	4	[illegible]	32	7,928	4	4,800
LIBERTY	5,949	8,000	8,644					5	2,663			2	3,298			1	950	2	183	1	
MADISON	40,200	45,980	48,384	6	2,871	4	2,282	16	14,587	5	6,230	11	7,964	4	735	3	2,109	9	2,259	3	5,242
MANATEE	885,889	1,372,351	1,519,250	62	84,051	23	154,352	136	327,955	77	425,493	80	96,044	108	57,582	79	81,947	217	153,172	33	57,703
Bradenton	250,037	416,774	460,840	17	36,576	4	16,711	41	96,059	37	194,830	22	24,493	19	8,315	19	24,924	62	25,485	10	17,509
MARION	733,753	1,040,688	1,134,886	72	113,788	27	119,612	162	243,381	72	238,508	101	122,895	84	40,615	71	59,411	173	81,069	29	37,720
Ocala	562,955	798,579	870,937	43	84,745	17	110,785	91	153,099	54	203,147	70	79,307	78	38,821	57	52,663	124	65,130	17	27,221
MARTIN	434,026	690,457	767,747	37	80,062	11	54,758	75	169,317	52	182,842	38	55,241	70	36,300	68	53,494	92	56,195	20	27,132
Stuart	240,066	383,440	426,728	15	19,274	6	26,634	34	83,289	34	136,970	21	21,829	43	17,863	49	40,289	52	34,204	11	16,034
MONROE	383,746	443,115	467,020	33	28,512	16	47,685	67	112,449	35	68,266	41	31,033	61	17,215	44	18,505	191	76,902	17	20,693
Key West	187,933	216,520	228,112	7	9,778	8	32,742	30	49,431	13	37,894	12	12,622	38	9,498	17	8,284	92	40,341	9	9,334
NASSAU	127,005	170,063	183,669	14	10,677	12	12,257	36	44,321	16	28,286	35	36,529	20	5,105	9	4,474	41	18,118	6	4,957
OKALOOSA	563,528	783,095	851,369	45	59,757	22	115,143	109	156,671	74	200,794	69	36,806	77	32,545	65	55,782	185	91,306	21	22,811
Fort Walton Beach	287,999	383,006	413,327	17	26,388	9	36,025	39	59,240	44	148,800	30	21,375	28	11,674	37	31,782	83	44,561	7	5,823
OKEECHOBEE	99,205	120,691	128,271	11	4,917	7	8,826	30	44,512	11	15,712	18	16,777	12	3,775	9	4,336	31	13,886	6	6,083
ORANGE	2,935,531	4,326,301	4,749,195	150	263,559	76	473,079	426	899,469	231	1,392,809	275	337,971	247	186,785	239	229,355	649	506,534	77	124,778
Orlando	1,238,547	1,812,903	1,988,044	46	94,621	30	264,192	131	276,733	77	675,840	76	99,177	128	96,681	104	109,370	245	201,676	34	41,752
OSCEOLA	337,462	477,089	520,090	22	26,473	14	33,763	63	116,411	32	144,699	45	57,176	27	15,350	19	19,120	93	69,646	10	15,863
PALM BEACH	3,845,955	5,266,543	5,710,325	183	255,636	86	586,428	578	1,170,899	241	1,405,232	301	360,178	594	370,215	458	404,844	873	564,252	145	219,323
Boca Raton	404,410	564,014	613,210	26	36,286	6	41,164	66	136,924	17	24,249	28	51,310	110	61,994	91	75,131	125	91,876	22	36,628
Palm Beach	158,165	211,864	228,860	1	1,276	5	1,299	19	35,763	2	4,197	3	3,166	86	85,426	20	13,704	32	35,360	8	11,055
West Palm Beach	842,483	1,118,663	1,206,867	25	31,550	15	220,377	86	124,112	43	457,894	50	44,964	88	58,846	79	99,484	147	87,809	22	30,034
PASCO	836,086	1,326,689	1,474,541	80	112,680	34	147,809	169	391,835	77	297,856	74	117,930	81	55,409	83	81,003	196	110,822	33	65,830
PINELLAS	4,067,794	5,385,240	5,813,256	217	272,464	96	654,059	622	1,262,708	258	1,424,974	375	376,259	466	215,887	389	375,659	1,085	652,158	146	203,683
Clearwater	1,083,243	1,484,085	1,609,683	46	67,547	23	242,579	112	214,084	54	547,666	60	64,872	161	76,363	113	100,552	250	164,244	26	42,611
St. Petersburg	1,246,751	1,410,751	1,482,356	50	53,361	31	223,650	199	326,359	67	349,107	125	94,250	128	63,557	108	76,353	280	137,603	49	48,988
POLK	1,629,320	2,137,514	2,301,326	121	165,329	56	253,115	323	542,096	182	621,233	195	157,286	158	92,418	147	85,833	355	187,013	63	76,762
Lake Wales	76,791	97,160	103,949	7	3,110	5	5,215	18	37,601	12	8,962	15	7,084	14	10,385	11	3,957	24	10,139	6	9,982
Lakeland	572,049	750,732	808,363	36	44,478	15	115,241	80	153,959	58	244,700	54	50,522	61	40,649	49	26,627	110	66,808	17	23,095
Winter Haven	324,712	427,131	460,107	19	25,175	13	68,885	50	91,402	28	125,798	29	19,174	44	30,246	38	17,387	74	43,356	15	16,636
PUTNAM	195,243	[illegible]	292,532	18	21,664	12	28,451	52	74,793	30	69,208	22	19,890	30	14,704	17	13,803	49	18,741	10	11,114
Palatka	125,145	[illegible]	189,802	8	7,017	7	19,392	21	48,695	18	43,033	13	13,895	27	13,539	14	10,132	23	13,565	8	9,349
ST. JOHNS	255,810	292,516	307,826	13	14,227	7	18,229	69	66,811	28	80,965	47	38,215	32	7,157	21	8,648	114	42,441	13	10,728
St. Augustine	180,689	208,207	219,319	9	10,227	5	13,471	46	56,648	19	50,721	29	15,641	29	6,041	16	7,152	87	33,861	10	8,472

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FLORIDA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
ST. LUCIE	504,296	580,567	711,040	20	62,895	12	59,164	96	161,212	45	198,441	52	49,349	48	25,527	55	40,218	113	51,954	18	25,136
Fort Pierce	411,678	530,929	569,999	19	22,253	10	56,943	77	115,178	43	195,588	46	42,667	39	19,239	42	30,230	92	40,707	12	14,620
Port St Lucie	49,615	66,105	71,601	4	2,071	2	1,638	15	38,074	1	1,039	1	802	7	3,587	12	6,788	18	6,191	4	8,099
SANTA ROSA	173,339	207,343	219,815	12	10,711	7	16,760	45	69,752	32	46,716	29	26,600	17	6,165	13	7,965	49	16,268	12	8,328
SARASOTA	1,432,228	1,919,376	2,073,691	116	146,859	47	217,323	196	396,267	105	488,122	120	121,710	193	97,318	209	182,133	328	204,603	55	87,503
Sarasota	554,852	722,341	776,659	33	51,976	19	71,120	74	141,792	39	134,291	50	47,810	104	52,642	83	61,952	151	101,957	27	41,178
SEMINOLE	1,065,602	1,667,254	1,848,719	57	112,818	22	265,725	167	375,388	83	418,764	75	122,083	119	101,200	89	109,553	240	169,324	28	47,305
Sanford	199,014	303,109	334,572	12	30,301	7	25,240	42	79,446	23	104,819	15	20,017	13	6,212	13	9,427	45	22,109	8	13,499
SUMTER	94,762	123,768	133,067	7	5,011	4	5,043	29	35,182	7	7,979	19	32,134	4	1,081	3	1,797	26	12,258	5	4,166
SUWANNEE	87,468	110,943	118,777	10	3,745	8	7,620	34	37,373	19	32,032	14	4,066	17	4,978	13	4,926	18	5,923	9	9,861
TAYLOR	67,007	104,014	115,161	7	6,732	4	8,449	25	28,898	13	28,619	11	7,728	13	4,433	8	4,259	25	10,425	6	4,118
UNION	13,198	17,133	18,405	3	4,476			6	5,303	4	2,702	7	3,595					4	189	1	100
VOLUSIA	1,502,321	1,905,152	2,039,394	97	124,582	49	212,526	282	449,871	130	448,999	171	144,100	193	80,514	167	106,540	475	237,920	72	97,829
Daytona Beach	614,045	774,085	827,860	19	25,910	22	148,365	76	107,113	41	249,279	42	36,693	106	46,497	35	44,437	176	92,853	20	31,235
De Land	153,289	183,682	194,749	15	13,306	5	5,359	33	62,024	21	32,299	18	11,780	17	4,524	16	8,783	41	16,253	9	8,304
WAKULLA	17,075	19,768	20,840	2	915	4	1,400	14	9,319	3	1,996	4	122			2	1,008	15	3,618	1	431
WALTON	64,460	84,124	90,531	5	6,459	6	6,518	24	29,769	9	14,118	14	12,797	9	1,894	8	3,111	20	5,052	6	2,769
WASHINGTON	40,068	48,124	51,027	5	5,486	2	3,708	17	20,137	3	3,548	6	2,969	5	698	5	916	15	5,882	5	2,933

GEORGIA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	24,408,112	32,469,939	34,565,686	1,574	2,042,085	998	3,848,513	4,720	7,144,108	2,602	8,170,201	3,075	2,787,050	3,309	1,800,426	2,427	1,722,713	6,118	3,166,001	1,473	1,187,715
METROPOLITAN STATISTICAL AREAS																					
Albany, Ga	524,095	667,748	705,114	34	37,865	16	94,551	119	138,096	49	166,338	46	32,390	79	39,472	67	38,638	123	58,434	21	18,207
Athens, Ga	561,715	730,701	774,460	40	46,663	28	101,855	118	170,801	59	167,795	69	42,832	103	37,931	62	32,434	164	76,726	44	30,358
Atlanta, Ga	11,707,125	16,111,003	17,250,896	546	1,040,019	273	2,123,123	1,532	3,197,260	892	4,154,512	1,191	1,416,567	1,280	866,401	937	839,123	2,824	1,781,633	510	541,581
Augusta, Ga-S.C.	1,452,316	1,969,073	2,102,374	100	129,281	55	260,697	257	431,908	172	502,726	157	158,488	214	123,554	147	109,597	347	175,106	85	73,696
Chattanooga, Tn-Ga	1,869,737	2,268,302	2,372,203	135	101,197	84	275,721	246	564,318	199	547,105	280	228,044	221	120,577	180	117,741	472	187,656	103	64,661
Columbus, Ga-Al	945,403	1,226,511	1,298,635	48	43,785	36	170,375	158	233,142	109	362,737	124	97,832	137	67,297	107	82,149	265	110,000	58	38,055
Macon-Warner Robins, Ga	1,233,439	1,571,080	1,661,226	71	81,652	42	209,672	250	341,987	129	445,457	163	118,499	185	83,195	114	82,142	283	134,852	60	56,833
Savannah, Ga	1,072,141	1,318,005	1,383,494	56	70,304	39	162,306	167	274,658	93	316,419	130	99,059	155	91,184	104	80,353	297	157,325	52	42,476
COUNTIES, Cities																					
APPLING	46,440	63,919	68,390	5	3,926	3	4,483	17	20,754	8	15,446	9	4,161	9	4,548	7	2,368	12	5,439	4	2,199
ATKINSON	10,975	12,709	13,200	2	1,721	2	213	5	4,238	2	512	3	1,225			1	555	4	539	2	914
BACON	27,460	33,923	35,634	4	1,642	2	1,301	1	9,553	5	10,796	8	2,573	5	2,018	2	643	9	1,903	6	2,925
BAKER	3,915	4,571	4,752					2	1,991			3	1,271	1						1	67
BALDWIN	140,265	198,774	213,753	9	11,477	10	29,192	38	34,188	20	41,993	22	15,578	21	10,273	13	7,815	31	17,868	9	8,324
Milledgeville	120,160	170,604	183,523	8	9,353	7	18,792	31	50,937	19	36,542	21	13,620	15	7,667	13	7,815	30	15,834	9	8,324
BANKS	8,871	10,070	10,423	1		1	671	3	1,770			3	4,131	2		1		7	2,095		
BARROW	90,510	124,258	132,911	6	14,001	6	4,483	24	29,774	18	44,239	14	7,817	13	5,600	5	1,535	22	7,090	8	5,632
BARTOW	170,744	223,229	236,753	14	11,062	8	8,707	35	53,149	23	47,854	35	47,432	18	12,195	18	11,149	40	17,953	10	6,987
Cartersville	126,427	165,057	175,032	12	9,333	7	7,513	24	38,582	17	37,887	21	23,648	18	12,195	17	11,104	32	15,480	9	6,217
BEN HILL	56,313	73,508	77,950	9	4,124	3	5,028	21	22,284	8	14,830	9	6,898	9	5,009	14	4,990	18	4,707	6	3,403
BERRIEN	43,316	53,786	56,555	4	4,553	2	2,582	17	12,973	7	22,569	6	2,359	5	1,908	8	2,023	9	1,446	4	1,857
BIBB	823,074	1,056,394	1,119,090	36	43,450	28	161,114	144	203,954	78	286,283	117	80,477	138	65,723	83	64,741	184	96,448	37	38,717
Macon	788,513	1,006,660	1,063,997	31	39,975	27	155,933	130	194,945	74	281,028	105	71,987	129	61,214	79	62,471	171	90,878	38	36,794
BLECKLEY	28,917	35,444	37,176	1	715	2	2,896	9	13,205	9	6,480	7	1,801	8	2,392	3	2,265	7	1,747	5	2,926
BRANTLEY	6,996	8,353	8,721	2	955			11	3,970	3	315	6	633			1	448	4	571	2	
BROOKS	35,234	43,370	45,544	2	1,090	2	1,916	18	11,898	8	18,817	5	1,233	5	1,757	8	2,412	7	971	3	1,567
BRYAN	21,027	26,651	28,106	1	2,439			8	7,127	2	4,268	9	5,813					7	2,553	3	1,021
BULLOCH	164,206	198,863	208,177	13	10,063	9	26,236	35	51,005	22	52,199	24	12,750	24	11,208	19	9,721	39	16,266	8	6,551
Statesboro	155,999	189,251	198,175	11	8,997	9	26,256	31	46,984	21	50,562	21	12,018	24	11,208	18	9,367	37	15,689	7	5,986
BURKE	56,636	70,471	74,105	2	3,313	3	1,900	22	30,433	8	9,735	5	2,661	7	3,701	8	7,175	10	3,266	5	3,533
BUTTS	28,832	37,025	39,134	7	3,832	4	1,307	18	14,935	8	3,253	8	2,818	4	2,485	6	1,473	6	1,703	3	1,724
CALHOUN	10,750	12,385	12,857	3	276	2	585	10	4,534	5	3,924	4	679	3	361	2	274	2	528	3	503
CAMDEN	45,867	54,031	56,287	5	4,629	7	2,691	21	18,161	11	12,785	14	7,610	5	568	7	2,069	15	3,815	5	1,575
CANDLER	27,613	34,659	36,500	2	1,521	2	1,522	8	9,981	6	11,963	6	2,883	3	1,882	2		3	725	5	879
CARROLL	210,918	276,800	293,757	29	25,837	14	31,468	59	75,336	32	63,740	19	13,546	38	11,004	20	8,395	58	22,595	22	13,051
Carrollton	162,669	216,491	230,286	14	15,538	7	29,245	35	57,362	24	53,510	11	6,382	29	9,367	14	7,336	44	21,684	12	9,499
CATOOSA	132,233	195,067	208,694	12	10,753	7	24,238	17	74,369	15	32,903	11	19,448	12	5,894	13	12,931	23	16,671	5	4,777
CHARLTON	19,797	24,906	26,247	2	828	3	942	9	6,258	6	11,198	2	1,958	3	624	3	611	11	2,056	2	314
CHATHAM	1,043,638	1,283,560	1,347,448	54	66,459	37	160,922	133	261,822	86	308,076	122	96,785	152	90,812	101	78,027	291	156,608	50	41,770
Savannah	876,317	1,070,339	1,122,316	38	54,872	34	154,771	116	216,870	67	262,646	92	68,422	143	82,820	85	60,699	228	116,180	40	34,846
CHATTAHOOCHEE	3,153	3,549	3,669					3	1,097			1	593	2	429			8	1,210		
CHATTOOGA	62,290	76,467	80,230	5	3,348	10	4,543	19	25,433	11	14,515	12	7,328	10	3,553	4	1,096	14	4,240	6	2,938
CHEROKEE	131,132	187,388	201,810	15	23,270	7	6,405	42	64,179	22	39,895	20	11,683	9	3,495	12	5,349	34	15,283	10	10,450
CLARKE	452,036	586,609	621,435	28	39,914	20	96,460	64	117,116	34	137,996	47	29,382	87	31,501	49	27,423	137	67,615	30	23,713
Athens	325,404	412,577	435,243	26	33,586	15	44,525	47	89,769	30	77,801	46	28,165	51	17,874	41	21,509	120	57,430	27	21,318
CLAY	4,177	5,196	5,463	1		1	740	7	3,062			3	267					3	587	2	312
CLAYTON	880,306	1,253,329	1,349,086	29	39,784	23	254,487	106	254,210	77	376,434	78	114,599	81	50,091	50	43,180	149	98,780	29	46,228
Jonesboro	49,160	67,138	73,130	5	5,508	5	10,552	16	23,846	5	4,232	9	15,739	4	488	2	379	19	2,306	4	6,853
CLINCH	11,445	14,233	14,968	2	605	2	698	13	6,269	4	3,001	5	175	2	491	1	228	4	862	4	1,391
COBB	1,949,512	2,878,694	3,118,527	99	216,085	48	495,634	207	552,962	141	809,001	179	233,777	208	165,968	140	131,203	385	249,934	76	88,280
Marietta	556,062	777,128	833,765	36	63,374	11	50,764	69	133,876	52	292,913	57	61,290	54	41,067	44	39,723	149	83,593	24	28,212
COFFEE	99,743	129,931	137,703	12	22,423	7	10,580	32	32,982	11	25,805	8	6,439	23	9,258	10	5,019	23	9,737	10	4,868
COLQUITT	119,827	148,662	156,270	17	14,248	6	12,842	50	40,220	15	30,869	19	9,660	30	9,883	11	4,762	31	10,184	12	7,073
Moultrie	114,130	141,611	148,865	15	14,034	5	12,567	41	36,233	15	30,869	18	9,596	30	9,883	11	4,762	31	10,184	11	6,999
COLUMBIA	97,863	146,952	159,586	13	25,617	6	7,040	27	49,671	16	15,433	11	12,009	8	4,207	14	11,733	20	8,791	6	6,409

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GEORGIA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
1COLUMBUS																					
CONSOL. GOVT.																					
1Columbus																					
COOK	35,763	45,561	48,098	5	2,141	4	1,481	19	12,629	7	6,862	11	8,319	6	2,595	6	2,252	15	4,287	5	2,641
COWETA	148,221	190,771	201,834	15	9,410	8	15,361	35	49,091	21	57,340	21	17,579	20	9,383	12	8,905	38	11,876	10	8,434
CRAWFORD	4,613	5,241	5,424					8	1,884	3	778	2	808	2	43			2	19		
CRISP	114,201	140,781	147,836	8	6,417	7	13,170	33	36,674	9	21,753	17	34,533	18	7,995	12	4,304	28	10,384	7	4,065
Cordele	86,869	105,187	110,117	7	3,788	7	13,170	26	34,524	9	14,841	13	17,646	17	5,127	11	2,672	22	8,915	7	4,065
DADE	33,416	39,422	41,075	3	1,086	2	2,894	5	17,600	7	3,236	5	9,265	3	717	1	314	7	2,353	2	765
DAWSON	7,538	10,554	11,320	3	2,313	1	207	3	1,306	1	738	4	2,568	1		1	108	1	910	1	56
DECATUR	77,131	96,487	101,553	9	6,543	6	8,226	31	27,761	14	22,040	14	4,961	21	8,594	12	2,636	16	5,803	11	6,877
DE KALB	3,049,680	4,057,505	4,317,010	105	234,506	49	566,552	311	718,530	184	1,182,760	290	363,149	288	215,685	244	223,172	627	400,719	106	113,970
DODGE	68,215	84,386	88,663	7	4,738	9	7,938	28	26,008	15	15,496	19	10,758	8	3,039	5	1,396	17	11,199	8	3,557
DOOLY	34,359	40,851	42,641	6	3,087	2	314	9	5,227	8	14,709	12	10,431	1	107	4	2,481	2	2,987	3	1,213
DOUGHERTY	516,783	658,633	695,528	33	37,183	16	94,551	110	133,390	49	166,338	44	31,674	79	39,472	66	38,317	122	58,030	20	17,713
Albany	508,441	605,308	638,396	30	34,708	15	93,499	102	128,113	49	166,338	43	28,002	79	39,472	66	38,317	121	57,368	20	17,713
DOUGLAS	209,553	300,215	323,499	13	19,053	4	11,617	41	92,306	26	87,495	22	35,214	23	11,420	17	15,363	41	24,264	12	13,332
EARLY	36,157	44,319	46,485	2	2,870	2	2,919	18	14,373	10	10,660	11	2,294	10	3,126	4	1,031	8	1,237	6	2,590
ECHOLS	489	559	579					1	579									1			
EFFINGHAM	28,503	34,445	36,046	2	3,845	2	1,384	14	12,836	7	8,343	8	2,274	3	372	3	2,326	6	717	2	706
ELBERT	76,162	94,331	99,148	10	4,799	4	3,611	14	22,741	12	41,536	9	3,261	10	3,150	6	2,024	14	4,651	10	4,024
EMANUEL	71,785	86,587	90,584	11	7,791	8	4,759	24	22,329	11	23,131	10	3,939	14	6,603	7	4,551	21	5,962	9	3,893
EVANS	31,778	42,046	44,681	5	5,464	5	3,892	10	11,597	5	8,698	11	3,150	5	2,288	5	1,568	9	1,497	3	2,213
FANNIN	42,421	52,342	54,964	5	3,689	6	5,463	13	21,498	9	5,953	14	2,768	10	2,235	4	931	15	3,680	5	1,941
FAYETTE	82,374	125,473	136,588	13	11,073	3	259	22	50,114	11	18,533	9	6,619	11	5,674	12	3,349	25	9,744	7	9,596
FLOYD	300,448	371,550	390,414	13	12,686	15	48,683	59	91,660	35	85,023	41	24,052	56	26,606	43	22,982	84	34,314	21	15,238
Rome	289,934	358,698	376,944	12	12,398	14	48,368	52	85,551	34	84,626	36	22,067	54	26,145	41	22,428	79	33,798	19	14,705
FORSYTH	81,308	110,613	118,108	11	12,090	3	6,242	22	26,113	14	28,688	12	9,643	14	4,061	12	7,430	24	12,663	3	4,166
FRANKLIN	68,046	94,441	101,191	9	8,495	5	2,140	17	21,027	9	39,849	13	9,227	12	2,078	6	2,371	14	1,962	7	3,379
FULTON	3,588,522	4,675,270	4,957,768	129	291,673	69	601,203	428	755,759	191	977,787	347	396,266	461	322,409	280	248,231	1,120	769,828	149	147,685
2Atlanta	2,447,705	3,069,857	3,233,014	74	197,455	51	472,755	308	446,785	121	602,595	216	230,635	324	238,205	175	141,512	780	504,493	90	85,135
Roswell	178,151	250,434	275,195	9	18,993	3	25,982	21	45,652	13	57,781	14	24,636	31	14,124	16	25,485	57	32,747	8	8,344
GILMER	33,610	46,148	49,363	5	3,965	8	3,273	7	8,320	9	15,260	9	3,104	6	1,155	4	2,458	12	2,848	4	3,845
GLASCOCK	2,055	2,376	2,467			1		2	567			3	892					2	272		
GLYNN	302,973	383,337	404,383	24	24,542	12	35,648	72	75,558	28	70,328	46	53,012	63	34,319	40	20,645	101	48,652	21	15,130
Brunswick	233,708	289,121	303,836	19	21,198	10	34,531	55	54,334	25	68,907	32	25,251	40	24,553	31	16,356	65	29,280	16	10,057
GORDON	108,896	131,121	137,142	11	9,110	6	10,563	18	29,293	15	12,813	22	17,788	20	7,030	14	16,320	35	13,519	9	5,724
GRADY	67,852	81,430	85,104	7	7,789	5	3,020	22	29,449	10	20,744	10	4,144	11	3,336	11	1,928	9	3,159	3	2,092
GREENE	25,302	33,054	35,050	2	880	3	653	13	15,280	4	8,425	7	1,246	3	684	3	1,473	6	1,198	3	959
GWINNETT	751,203	1,215,254	1,337,508	45	103,110	20	97,040	114	321,135	74	287,452	92	143,313	62	26,843	79	110,213	177	112,984	37	49,859
Lawrenceville	158,010	269,905	307,203	10	19,211	6	16,133	20	46,057	21	146,221	15	22,169	8	3,320	18	11,840	31	18,053	9	11,725
HABERSHAM	98,759	126,239	133,356	8	19,759	6	4,187	26	29,384	17	33,993	12	5,912	11	8,637	16	6,342	24	7,029	11	6,225
HALL	350,944	484,452	518,726	25	43,231	16	68,758	59	115,560	41	120,381	21	14,912	43	24,241	40	21,799	89	49,355	21	22,611
Gainesville	280,894	383,907	409,875	16	30,581	10	60,663	31	82,492	30	100,024	16	9,335	40	23,706	28	15,657	66	40,461	16	18,397
HANCOCK	13,251	14,597	15,238	1	216	3	334	12	6,580	3	2,094	6	2,714	2	566	1	156	4	1,007	2	231
HARALSON	44,843	57,681	61,004	4	3,389	9	2,305	13	20,222	8	11,540	11	2,913	18	3,549	4	1,338	13	2,452	9	4,641
HARRIS	16,046	20,920	22,171	2	189	2	305	15	9,818	3	2,524	5	954	1	230	3	1,422	10	1,566	2	1,17
HART	39,042	50,466	53,425	6	2,245	5	4,310	11	14,999	10	10,839	5	1,784	7	2,266	8	2,938	14	5,109	4	2,95
HEARD	6,539	7,859	8,215	1	522			4	1,650	3	783	2	1,527	1		1	145	2	1,715	1	11
HENRY	88,533	121,872	130,384	8	9,394	4	1,929	29	32,023	12	32,663	23	27,098	2	167	3	2,129	24	9,792	8	5,04
HOUSTON	334,102	420,569	443,291	22	31,005	11	44,991	69	107,967	40	137,885	28	25,331	40	13,448	24	15,507	79	33,152	14	11,88
Warner Robins	260,462	329,836	348,039	15	27,180	9	40,996	49	84,340	34	115,620	13	9,248	23	9,866	18	12,415	57	23,810	10	8,42
IRWIN	11,737	14,401	15,111	2	830	2	409	6	4,422	3	2,861	3	1,120	5	1,618	1	39	7	646	3	1,59
JACKSON	76,924	98,161	103,687	8	4,458	7	5,164	29	28,445	16	25,666	16	11,846	11	3,329	10	3,134	16	5,712	11	5,361
JASPER	10,829	13,157	13,777	2	891	1	383	8	6,173	3	1,283	4	1,830	2	234	1	263	3	818	2	22
JEFF DAVIS	40,963	50,590	53,132	5	2,208	3	2,878	15	20,623	7	9,373	8	2,638	7	3,285	7	2,166	11	2,697	6	2,917
JEFFERSON	43,936	54,957	57,852	5	2,139	9	2,552	15	14,037	12	16,885	10	5,988	7	2,244	6	2,095	10	2,760	5	3,223
JENKINS	20,518	24,776	25,926	3	426	2	277	11	10,535	5	4,602	6	3,034	5	1,848	3	723	5	802	2	1,804
JOHNSON	12,055	14,793	15,322	2	131	3	203	8	6,532	3	3,328	2	1,133	4	1,246	2	410	5	976	1	181
JONES	14,001	17,674	18,631	3	1,155			13	8,219	2	1,410	5	676	2	715	2	834	2	277	3	3,294
LAMAR	30,198	39,756	42,249	4	2,070	3	2,460	14	14,907	10	10,216	5	1,684	2	2,296	5	868	13	3,511	4	2,391
LANIER	8,410	11,352	12,107	1	582	1	356	8	3,810	2	4,821	4	934	1		1	188	3	235	1	236
LAURENS	163,125	214,770	228,095	12	12,789	10	23,241	50	50,216	28	58,541	21	14,734	25	13,939	25	10,986	44	15,444	18	8,903
Dublin	146,005	192,583	204,607	10	12,345	8	22,262	37	38,154	24	57,187	15	10,966	25	13,939	21	10,274	34	14,282	17	8,798
LEE	7,312	9,115	9,586	1	682			9	4,706			2	716			1	321	1	404	1	494
LIBERTY	99,679	123,000	129,179	11	12,752	4	11,970	26	27,671	15	17,890	16	16,827	11	5,153	18	12,164	34	15,450	7	2,554
LINCOLN	8,775	10,542	11,022	2	577	2	297	7	3,511	4	2,392	2	1,417	5	759	1	174	4	655	2	340
LONG	2,980	3,433	3,563					4	1,608	1	358			1				1	502	1	167
LOWNDES	357,637	459,458	483,924	31	25,286	11	43,588	88	88,250	42	116,272	54	61,720	51	28,975	42	23,843	102	44,322	18	24,153
Valdosta	309,729	396,205	418,741	29	24,108	9	42,437	67	75,502	36	100,494	44	41,021	49	27,921	39	21,135	84	37,603	16	22,967
LUMPKIN	28,397	45,332	49,758	2	7,126	4	2,341	9	12,866	5	8,356	2	3,649	1	2,779	1		9	5,007	3	3,552
McDUFFIE	81,793	106,216	112,530	9	18,031	8	6,405	19	28,903	16	19,099	11	11,959	14	5,206	9	4,077	16	7,285	7	4,908
McINTOSH	20,096	23,848	24,877	3	1,278	1	562	9	7,346	7	6,369	5	4,783	1	338			7	1,035	2	436
MACON	28,873	32,929	34,132	3	2,358	3	3,147	16	10,094	7	6,415	4	1,032	6	2,142	4	1,107	6	774	7	2,685
MADISON	14,417	18,065	19,018	1	196	1	231	15	9,261	6	2,755	3	407	1	211			6	1,015	2	428
MARION	9,752	12,068	12,678	2	49	2	86	6	4,028	4	2,287	2	724	2	152			1	476	3	1,400
MERIWETHER	62,796	80,896	85,595	6	4,693	5	4,596	21	18,059	7	39,576	7	2,255	8	2,244	6	2,568	16	3,575	7	2,453
MILLER	15,379	18,812	19,724	2	475	2	302	8	7,720	7	5,609	5	1,307	4	795	3	671	1	365	2	1,174
MITCHELL	56,992	67,304	70,393	4	2,942	5	3,057	28	22,921	12	17,687	12	4,283	9	3,617	11	4,127	11	1,718	8	2,044
MONROE	37,279	53,369	57,480	3	2,473	4	1,213	14	18,497	4	726	16	16,988	7	3,159	2	584	17	7,629	3	3,615
MONTGOMERY	31,852	45,023	48,411	3	1,435	1	7,373	10	8,270	9	19,315	3	1,134	1	1,708	3	3,333	9	3,973	3	1,076
MORGAN	45,124	60,119	63,966	4	5,131	3	1,713	12	16,611	8	14,383	11	13,220	6	959	1	1,545	7	3,733	4	2,172
MURRAY	54,547	68,152	71,718	7	4,588	5	2,052	12	35,191	8	7,056	10	7,538	5	1,698	9	2,078	15	3,019	7	3,912
MUSCOGEE	830,650	1,087,897	1,154,401	33	37,457	27	153,717	111	180,353	82	345,871	100	85,051	123	62,254	101	80,871	224	97,380	47	31,619
Columbus	830,650	1,087,897	1,154,401	33	37,457	27	153,717	111	180,353	82	345,871	100	85,051	123	62,254	101	80,871	224	97,380	47	31,619
NEWTON	106,291	141,895	151,023	7	5,764	6	8,379	26	47,111	18	31,441	19	9,466	14	11,191	11	4,834	28	9,690	11	8,025
OCONEE	18,338	27,866	30,320	3	2,095			10	15,979	3	1,378	3	1,197	4	2,890	3	1,875	5	2,384	1	856

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

GEORGIA RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
OGLETHORPE	16,439	21,681	23,031	2	3,225	1	650	6	5,696	4	6,133	2	1,959	2	1,735			4	190	2	1,496
PAULDING	57,100	83,282	90,018	3	3,430	4	1,698	12	21,294	7	40,908	6	4,041	4	1,175	1	813	11	3,911	8	4,977
PEACH	62,262	76,443	80,214	10	6,042	3	3,567	24	21,847	9	19,877	13	12,015	7	3,309	5	1,060	18	4,975	6	2,962
PICKENS	41,844	66,119	72,461	3	1,061	4	2,876	7	14,864	7	32,051	9	5,782	1	414	3	953	7	2,145	5	5,961
PIERCE	26,907	32,598	34,130	9	5,045	2	162	15	9,396	8	8,784	6	2,020	4	820	1	197	8	1,691	3	1,754
PIKE	5,293	6,413	6,711	2	131	1	247	4	2,245			2	392	1				2	844	2	577
POLK	96,943	118,126	123,793	11	7,768	8	9,062	34	41,246	22	26,778	7	5,813	23	5,807	13	4,844	30	5,739	11	8,552
PULASKI	27,918	33,592	35,123	1	587	2	1,047	15	13,108	7	8,148	7	1,339	10	2,055	7	1,581	6	1,658	3	1,539
PUTNAM	26,545	32,947	34,633	3	1,132	3	1,233	15	14,728	6	5,895	7	1,596	1	2,394	2	1,835	9	1,571	3	1,198
QUITMAN	2,333	3,343	3,601	1		1	656	8	2,112	1		1	387								
RABUN	42,551	50,864	53,124	4	10,362	3	1,345	12	13,576	4	7,219	9	4,091	7	1,010	7	1,677	17	4,345	5	1,292
RANDOLPH	18,912	21,550	22,325	4	1,417	3	1,183	13	8,481	4	3,565	5	604	5	896	3	1,428	5	831	4	1,386
RICHMOND	916,450	1,266,086	1,356,110	48	57,187	22	199,295	130	225,173	97	366,143	86	93,407	147	85,064	88	82,305	220	128,971	46	39,668
Augusta	317,239	411,596	435,990	14	13,264	6	18,278	59	89,271	36	135,927	35	33,261	55	28,715	41	25,445	93	40,083	25	22,587
ROCKDALE	177,897	253,255	272,581	15	19,773	4	20,936	27	63,753	23	87,901	21	22,547	19	6,763	16	11,602	43	17,578	10	8,673
Conyers	156,694	220,859	242,247	11	17,269	3	17,269	22	55,484	21	82,549	15	16,627	18	6,513	14	10,587	37	15,715	10	8,673
SCHLEY	9,544	13,127	14,046	1		2	566	6	3,916	3	4,621	5	1,257			1	583	3	818		
SCREVEN	37,078	45,996	48,351	2	4,121	4	1,807	16	16,346	7	11,278	6	2,103	4	2,301	7	1,321	8	1,370	4	2,583
SEMINOLE	26,552	31,835	33,272	4	2,882	6	1,623	14	11,976	6	7,844	2	1,165	8	1,093	5	1,221	9	918	4	1,938
SPALDING	211,019	258,951	271,745	16	16,317	9	24,158	37	69,401	33	64,584	18	8,600	3*	19,461	26	14,524	47	18,980	15	9,063
Griffin	202,782	248,880	261,187	16	16,317	9	24,158	33	67,602	31	61,231	16	7,784	37	19,176	26	14,524	45	18,287	14	8,545
STEPHENS	85,733	118,344	126,682	7	9,097	7	15,345	20	31,049	10	29,560	11	7,120	11	3,241	15	3,799	27	9,706	9	7,965
STEWART	11,656	13,814	14,409	1	200	4	431	13	4,378	3	3,637	7	1,898	1	42			4	722	3	962
SUMTER	128,342	159,885	168,145	15	19,392	5	8,440	29	35,723	14	23,834	20	9,105	26	14,661	10	5,195	23	12,124	9	7,602
Americus	122,094	152,391	160,316	12	18,201	4	7,921	21	32,836	12	22,788	17	8,639	26	14,661	10	5,195	21	11,800	8	7,490
TALBOT	7,149	8,274	8,592	1	305	4	1,187	6	2,523	1	568	4	1,206	1	666			1	248	1	162
TALIAFERRO	851	992	1,031			1	259	1	201			1	20	1		1	119	2	28		
TATTNALL	41,564	49,864	52,120	4	1,542	6	1,349	14	13,508	14	15,160	12	4,279	5	2,820	9	3,920	8	1,438	5	2,335
TAYLOR	17,625	21,864	22,990	2	494	3	542	14	5,736	5	9,485	6	776	3	1,093	2	1,227	4	436	5	1,509
TELFAIR	35,102	42,512	44,508	5	1,967	2	3,384	14	14,853	9	7,527	8	2,403	9	2,755	6	3,010	9	1,573	8	2,134
TERRELL	32,944	39,689	41,513	4	5,149	3	994	17	13,420	4	7,412	11	2,226	5	2,986	5	1,438	9	2,336	3	1,382
THOMAS	145,120	184,225	194,436	16	12,654	11	17,219	40	40,649	19	45,869	17	8,300	24	16,103	21	8,384	36	16,615	12	6,934
Thomasville	123,628	159,142	168,323	12	12,029	7	16,849	33	38,917	15	28,188	14	7,110	24	16,103	19	7,562	33	16,550	9	6,533
TIFT	179,806	227,654	240,143	11	10,913	7	18,043	35	39,832	22	50,222	30	46,170	23	13,823	19	8,585	43	22,751	11	8,682
Tifton	146,314	189,431	200,553	9	10,475	7	18,043	29	38,519	21	49,716	18	15,846	22	13,691	18	8,487	36	19,462	10	8,509
TOOMBS	78,653	99,164	104,513	8	8,925	5	7,230	25	30,873	12	17,931	11	6,500	10	6,365	11	4,885	19	7,030	7	3,800
TOWNS	14,967	18,293	19,180	2	2,062	2	693	5	3,421	2	5,797	4	866	4	675	2	320	8	1,999	2	607
TREUTLEN	9,166	10,735	11,172	4		2	286	6	4,930	3	812	2	1,124	4	685	2	346	5	878	1	1,692
TROUP	224,273	289,089	305,849	23	16,336	11	25,327	50	64,456	37	69,358	29	25,415	42	28,463	36	20,006	53	20,305	16	11,758
La Grange	189,462	245,895	260,440	19	15,629	7	22,099	37	51,112	31	60,874	24	23,992	31	24,878	24	14,643	42	17,738	12	9,833
West Point	680	24,193	32,030		215		1,737	1	6,452		8,024		896		3,566		5,223		944		1,480
TURNER	32,944	37,891	39,329	5	6,486	3	1,977	14	11,316	7	8,572	6	2,856	3	1,203	6	1,746	8	1,684	4	721
TWIGGS	6,755	7,618	7,876	3	721	2	467	9	2,536	1	306	4	2,239			1	191	1	79	2	165
UNION	18,708	24,030	25,403	2	3,257	4	570	7	4,563	6	4,958	5	1,996	3	572	3	146	9	2,691	2	2,802
UPSON	89,452	116,790	123,813	8	4,688	7	9,449	37	33,116	13	22,350	9	11,279	18	5,831	11	6,857	32	9,566	8	5,397
WALKER	152,490	186,104	195,066	12	11,645	6	6,500	30	78,531	29	22,230	42	28,959	26	12,556	16	5,615	28	5,127	13	4,883
WALTON	75,142	95,953	101,362	10	7,454	2	5,433	31	34,570	12	24,138	12	2,338	9	4,532	11	3,819	23	6,814	8	6,440
WARE	185,931	240,700	254,907	22	15,394	6	44,484	50	48,699	16	54,491	27	21,761	38	15,094	22	13,856	32	15,149	14	8,904
Waycross	180,660	234,057	247,905	17	14,246	6	44,484	47	46,967	13	52,847	21	20,677	38	15,094	20	13,193	32	15,149	14	8,904
WARREN	9,930	11,683	12,172	1	302	2	242	6	3,428	3	3,383	3	1,759	2	506	3	476	3	417	1	429
WASHINGTON	56,903	71,873	75,797	7	5,154	7	5,519	19	21,332	12	21,006	11	2,377	13	3,960	5	2,085	10	4,255	6	4,081
WAYNE	86,165	106,940	112,440	8	5,447	4	4,817	20	19,935	16	36,299	15	5,697	17	6,725	14	9,728	20	6,283	8	7,447
WEBSTER	3,389	3,819	3,948	1		2	2,005	2	526	1		1	462								
WHEELER	3,156	3,668	3,811	1	311			1	627	3	412	3	596			1	96	3	385		
WHITE	27,615	40,337	43,608	3	2,289	4	1,332	14	7,723	8	12,650	8	2,450	3	721	2	1,651	21	5,570	3	2,263
WHITFIELD	330,052	449,258	479,815	14	13,378	13	51,911	58	96,244	42	94,964	40	40,146	60	26,184	61	64,599	80	35,487	19	14,456
Dalton	284,379	386,608	412,828	12	10,935	11	49,151	45	75,040	38	92,495	32	30,478	59	24,731	52	49,297	73	33,836	15	11,729
WILCOX	6,743	7,982	8,323	2		5	913	10	2,749	2	930	8	953			3	981	3	530	2	595
WILKES	40,181	57,083	61,402	9	6,060	7	3,222	12	18,194	5	12,936	11	4,752	10	3,565	3	2,017	6	1,558	3	3,309
WILKINSON	19,067	22,876	23,906	2	356	3	869	13	8,814	4	6,234	2	3,512	1	47	1	726	8	1,702		
WORTH	38,860	49,278	51,994	4	2,302	3	2,984	20	13,920	7	18,615	10	4,854	4	512	4	599	9	2,010	5	2,974

HAWAII RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS) Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	5,193,406	6,219,540	6,571,127	126	216,809	153	840,734	797	1,298,369	227	886,881	366	428,047	793	504,721	335	251,921	1,741	1,127,978	121	458,534
METROPOLITAN STATISTICAL AREAS																					
Honolulu, HI	3,962,598	4,655,602	4,902,475	72	114,801	75	711,609	544	864,504	152	679,273	251	314,171	511	360,738	218	177,642	1,337	884,429	92	358,898
COUNTIES, Cities																					
HAWAII	492,154	607,803	645,187	28	48,060	34	45,058	102	174,397	40	101,820	60	46,428	88	42,860	60	31,033	162	75,549	10	42,836
Hilo	285,856	349,938	370,974	13	32,947	10	32,022	36	81,808	24	88,653	32	21,936	35	17,169	34	17,857	84	35,879	6	26,861
North Kona	NO DATA AVAILABLE FOR THIS CITY																				
South Kona	NO DATA AVAILABLE FOR THIS CITY																				
HONOLULU	3,962,598	4,655,602	4,902,475	72	114,801	75	711,609	544	864,504	152	679,273	251	314,171	511	360,738	218	177,642	1,337	884,429	92	358,898
Honolulu	2,859,473	3,324,637	3,495,229	45	80,552	48	520,442	382	551,195	85	393,694	164	191,902	421	308,707	162	143,702	1,039	708,880	66	246,206
KAUAI	219,418	259,041	273,022	8	19,723	14	15,463	56	78,714	11	31,791	22	19,943	55	30,664	14	9,299	88	40,763	4	16,230
Lihue	100,040	123,760	131,667	5	14,593	4	7,782	10	24,915	6	29,331	6	7,780	24	8,753	9	5,679	34	14,583	2	10,598
MAUI	519,236	697,094	750,443	18	34,225	30	68,604	95	180,754	24	73,997	33	47,505	139	80,459	43	33,847	154	127,237	15	40,570
Wailuku	61,074	85,069	93,067	1	1,182	3	1,455	18	29,647	10	29,157	5	6,878	5	977	8	6,230	33	12,441	2	2,240

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IDAHO RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	4,080,204	5,003,213	5,222,476	399	368,179	204	389,379	753	1,229,826	545	1,297,338	494	373,343	523	229,574	434	254,320	1,536	465,482	214	219,454
METROPOLITAN STATISTICAL AREAS																					
Boise City, Id	892,138	1,180,611	1,246,241	49	69,404	20	92,043	127	283,013	102	289,463	80	80,343	106	58,539	108	75,932	313	148,923	28	59,444
COUNTIES, Cities																					
ADA	892,138	1,180,611	1,246,241	49	69,404	20	92,043	127	283,013	102	289,463	80	80,343	106	58,539	108	75,932	313	148,923	28	59,444
Boise City	708,120	928,040	977,957	26	49,733	16	87,597	90	195,136	67	241,257	60	68,720	91	46,720	82	64,233	250	122,471	21	31,576
ADAMS	6,341	10,340	11,316	2	2,231			6	5,368	1		2	1,471	1				6	674	1	397
BANNOCK	314,246	360,078	370,803	18	23,465	16	40,970	56	74,263	29	100,324	36	20,802	46	20,593	34	14,556	108	37,408	14	18,415
Pocatello	269,130	307,209	316,149	12	18,878	12	31,715	43	60,516	27	91,723	30	18,278	30	17,063	28	12,727	88	26,995	12	17,722
BEAR LAKE	24,551	26,273	26,736	2	1,285	3	726	8	9,133	5	4,528	6	4,485	6	1,425	2	910	10	1,173	2	934
BENEWAH	23,807	33,664	35,937	5	1,872			7	14,153	7	9,855	5	1,904	6	961			16	2,401	2	2,389
BINGHAM	89,009	87,136	87,413	11	5,105	8	3,653	25	25,939	14	28,050	12	4,663	15	3,468	6	2,396	32	5,013	7	2,684
Blackfoot	66,676	65,382	65,612	7	2,968	4	2,486	14	16,921	8	24,203	7	3,644	10	3,085	5	1,994	24	4,449	5	2,606
BLAINE	83,701	95,236	97,936	10	10,260	3	3,091	17	25,236	6	10,750	8	4,887	20	4,028	14	7,156	45	16,690	3	4,772
BOISE	2,809	2,986	3,034			1	77	4	1,015			1	241					7	590		
BONNER	96,181	139,648	149,833	18	14,171	6	3,188	20	39,793	20	40,479	14	9,255	15	6,217	12	3,839	43	13,596	9	6,473
Sandpoint	66,297	96,621	106,729	11	7,903	3	1,610	10	23,206	18	36,486	8	5,360	14	5,808	11	3,358	23	10,034	6	4,896
BONNEVILLE	392,184	487,521	509,175	23	34,477	15	54,504	50	101,037	38	129,704	37	30,452	28	21,084	37	33,407	101	37,775	13	17,472
Idaho Falls	360,958	454,415	475,528	20	33,433	14	50,906	41	97,304	36	119,190	33	25,618	28	21,084	35	30,752	97	37,127	13	17,472
BOUNDARY	27,671	38,287	40,716	9	3,603	2	1,300	6	13,403	6	8,995	4	5,297	2	929	2	804	12	2,308	2	1,214
BUTTE	8,224	8,863	9,031					1	2,282	3	683	3	2,092	4	800	1	175	4	564	2	916
CAMAS	1,063	1,129	1,147			1	68	1	340									3	347		
CANYON	366,617	419,898	432,400	32	38,788	17	41,450	59	94,953	49	130,246	36	26,133	45	19,259	31	13,865	111	28,552	14	13,559
Caldwell	117,010	133,361	137,231	11	11,595	6	6,920	16	31,111	17	44,081	15	14,554	13	3,124	13	7,348	35	8,782	5	4,584
Nampa	208,117	239,471	246,785	13	22,147	9	33,160	22	47,616	21	70,187	14	9,124	31	15,980	16	5,807	60	18,446	7	7,908
CARIBOU	26,010	27,377	27,798	5	2,309	2	399	12	6,644	6	9,036	8	2,300	5	1,080	3	1,434	9	1,475	3	1,318
CASSIA	121,306	131,760	134,805	11	9,178	9	6,057	13	28,594	13	42,772	16	10,115	21	8,728	12	5,564	34	8,870	6	6,456
Burley	116,042	125,384	127,878	11	9,178	7	4,776	7	26,265	13	42,772	13	8,879	21	8,728	11	5,239	28	7,371	6	6,456
CLARK	1,453	1,465	1,475			1	187	1				3	454					2	347		
CLEARWATER	28,779	33,622	34,737	6	3,840	4	666	11	11,913	8	8,777	2	1,132	4	729	3	430	19	5,119	4	494
CUSTER	14,213	14,627	14,787	4	972			7	4,254	3	556	4	3,978	2	240	1		10	1,420	1	1,044
ELMORE	66,721	75,916	78,070	6	4,276	4	2,146	19	20,324	14	22,617	7	12,725	6	1,083	4	1,012	27	5,644	3	2,093
FRANKLIN	23,820	25,915	26,452	4	3,928	3	724	6	6,096	5	6,421	2	1,899	6	772	4	2,218	9	1,324	3	1,013
FREMONT	25,460	26,124	26,403	6	2,295	3	769	9	7,183	4	5,835	9	4,042	1	750	3	421	17	2,128	3	497
GEM	28,709	41,571	44,563	5	7,209	3	1,919	5	15,770	8	10,792	4	218	2	453	6	1,835	15	2,416	3	1,354
GOODING	34,221	39,955	41,279	5	2,953	4	3,851	8	9,222	7	7,312	9	7,778	2	1,433	2	1,263	17	3,680	4	1,757
IDAHO	34,256	40,537	41,974	13	2,917	2	1,610	17	13,281	5	5,363	8	3,325	7	1,641	6	2,260	22	3,782	5	2,331
JEFFERSON	34,542	44,574	46,833	5	894	2	1,092	9	23,694	6	7,817	10	5,895	5	1,021	2	1,458	7	1,137	2	738
JEROME	40,910	45,212	46,272	6	2,560	5	2,644	5	14,441	5	7,758	8	8,068	5	1,282	5	1,593	19	2,732	2	1,057
KOOTENAI	261,600	369,069	393,920	27	31,347	8	20,742	55	96,701	42	107,392	27	29,946	24	15,857	28	12,020	121	35,296	14	15,615
Coeur d'Alene	182,050	257,232	274,642	12	14,022	6	14,794	31	62,522	29	84,707	18	18,935	20	14,461	24	10,702	65	24,107	10	11,352
LATAH	131,362	154,047	159,261	14	10,947	8	18,389	28	34,166	17	37,616	11	4,473	27	8,050	16	9,664	55	13,330	11	8,551
Moscow	118,257	138,688	143,388	7	9,269	6	16,602	19	30,149	16	36,748	6	3,061	26	7,931	15	9,427	40	11,615	9	7,945
LEMHI	29,583	33,165	34,028	6	3,502	2	2,086	6	6,094	8	8,178	6	4,432	4	2,387	4	549	18	2,523	2	457
LEWIS	10,897	12,946	13,410	4	2,335	2		5	4,548	1	904	3	710	3	1,376			10	1,287	2	349
LINCOLN	8,131	8,534	8,656			1	1,410	3	1,464			2	2,674			1	357	5	575	1	511
MADISON	81,845	90,063	92,118	7	6,074	4	5,943	9	17,463	8	16,901	10	8,447	17	7,588	12	15,332	14	4,980	3	5,000
MINIDOKA	45,216	51,600	53,091	2	2,874	3	1,413	13	15,048	8	15,912	10	7,262	4	1,404	2	1,448	18	3,212	3	865
NEZ PERCE	204,482	279,566	296,777	15	13,853	9	38,804	29	58,472	28	84,962	19	14,474	26	10,974	22	15,922	84	26,024	8	14,641
Lewiston	202,498	276,814	293,849	15	13,853	9	38,804	28	57,659	28	84,962	18	14,452	26	10,974	21	15,632	80	25,047	8	14,641
ONEIDA	8,375	9,132	9,326	3		2	651	3	1,267	3	3,430	3	1,731			1	625	4	652		
OWYHEE	17,342	17,736	17,911	4	1,636	2	1,506	7	7,519	1	365	8	3,228			1	132	6	777	1	328
PAYETTE	32,620	49,610	53,651	5	5,570	1	301	8	17,577	5	14,387	2	4,124	3	659	5	3,190	17	3,147	3	1,101
POWER	13,026	14,242	14,548	3	383	2		5	5,586	2	2,488	1	1,278	4	395	1	130	11	2,279	2	577
SHOSHONE	64,027	78,572	81,852	10	6,007	2	659	13	28,329	13	13,234	16	14,145	8	3,194	4	1,172	28	5,514	6	3,489
Kellogg	28,647	35,588	37,902	5	1,605			6	13,384	7	10,363	4	5,629	2	1,151	2	672	5	1,369	2	1,505
Wallace	20,936	26,129	27,860		3,339		450		10,394		2,781		2,829		1,843		197		3,766		2,033
TETON	9,668	10,262	10,431	2	2,121	1	392	3	2,108	1	1,604	4	874			1	205	8	943	1	634
TWIN FALLS	282,501	323,213	332,765	30	24,845	16	30,318	42	63,696	35	93,197	30	18,813	35	19,625	[illegible]	18,136	82	25,862	14	16,685
Twin Falls	239,940	275,327	283,604	21	21,905	13	28,471	27	52,230	29	72,558	24	14,523	32	18,385	28	16,353	65	23,564	13	16,300
VALLEY	30,002	33,891	34,814	7	5,878	2	758	9	9,491	4	3,094	7	2,473	5	887	4	778	19	5,117	3	571
WASHINGTON	20,585	27,240	28,751	5	2,815	5	2,872	6	8,953	5	5,541	1	307	3	683	2	132	18	2,878	4	1,259

ILLINOIS RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	50,747,397	61,427,603	63,778,232	3,024	2,964,943	1,309	7,369,763	6,334	12,107,704	3,616	14,154,923	5,139	4,796,523	6,412	4,221,617	4,035	3,258,077	16,215	6,372,639	2,514	2,800,827
METROPOLITAN STATISTICAL AREAS																					
Alton-Granite City, Il	1,155,057	1,370,680	1,415,672	67	83,582	51	201,039	182	320,400	133	344,067	165	117,874	136	52,237	98	53,563	419	128,948	51	39,404
Aurora-Elgin, Il	1,418,124	1,861,466	2,021,051	101	135,747	36	255,622	146	414,028	99	373,436	164	192,304	178	102,238	126	87,938	431	199,176	57	103,904

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ILLINOIS RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
Bloomington-Normal, Il.	598,960	719,669	744,540	44	42,949	15	94,781	77	136,116	41	149,542	73	77,223	87	41,907	57	36,595	195	80,217	21	30,409
Champaign-Urbana-Rantoul, Il.	792,592	965,993	1,002,055	42	55,398	20	137,597	75	175,921	63	197,968	83	85,722	96	53,220	77	48,551	247	124,604	25	38,224
Chicago, Il.	28,298,947	34,499,571	35,836,215	1,109	1,339,608	463	4,206,688	3,260	6,491,178	1,199	7,314,062	2,200	2,339,989	3,361	2,856,805	1,153	2,036,256	8,048	3,789,556	1,405	1,722,753
Davenport-Rock Island-Moline, Ia-Il.	1,844,620	2,198,830	2,275,959	106	106,214	51	303,640	245	441,763	163	537,072	211	205,928	235	103,186	171	99,801	688	247,963	77	89,967
Decatur, Il.	612,391	784,325	820,384	37	45,747	15	124,381	67	158,235	61	180,854	55	65,315	85	45,648	56	43,006	176	71,791	22	31,799
East St. Louis-Belleville, Il.	1,157,918	1,427,614	1,483,890	76	78,392	34	247,655	174	288,359	124	324,372	141	122,664	157	83,421	91	66,332	440	138,313	54	35,702
Joliet, Il.	1,270,371	1,578,386	1,642,313	106	97,808	29	162,435	147	316,856	119	389,176	159	212,252	141	75,347	100	49,531	436	155,637	66	81,401
Kankakee, Il.	418,618	478,493	490,720	33	28,418	10	56,496	44	105,450	46	120,645	41	31,343	48	24,629	32	21,813	153	52,019	21	22,532
Lake County, Il.	2,296,138	3,046,327	3,210,993	124	149,825	39	266,732	199	500,746	151	1,124,643	210	232,677	282	174,068	184	156,708	628	262,002	79	132,021
Peoria, Il.	1,641,258	1,779,481	1,810,188	98	81,208	45	231,409	200	379,157	137	446,444	191	149,935	170	80,765	143	88,626	562	168,835	69	56,099
Rockford, Il.	1,273,799	1,568,091	1,628,820	77	87,274	35	216,295	152	331,502	93	368,677	145	138,427	172	73,903	105	91,512	428	159,684	47	51,601
St. Louis, Mo-Il.	8,598,116	11,696,938	12,893,107	413	607,019	190	1,742,329	1,099	2,567,252	637	2,922,226	995	1,127,302	909	714,085	752	648,493	2,503	1,283,644	358	398,559
Springfield, Il.	954,395	1,185,066	1,233,075	54	71,462	18	175,039	103	230,066	69	253,922	94	98,102	127	73,131	68	59,717	307	120,916	50	69,436
COUNTIES, Cities																					
ADAMS	341,778	378,535	386,222	20	13,759	12	63,577	42	76,551	35	103,976	24	13,920	61	24,498	41	17,854	135	33,207	12	14,622
Quincy	316,683	349,299	356,130	15	12,230	10	63,231	29	72,871	30	87,972	21	13,578	59	24,133	39	17,425	107	30,171	12	14,622
ALEXANDER	38,559	40,840	41,341	6	2,105	2	5,529	11	8,691	9	8,952	11	5,766	9	1,022	3	1,328	29	3,750	5	1,240
Cairo	27,383	28,412	28,755	3	254	2	4,721	7	7,427	6	5,076	6	3,569	9	1,022	2	754	18	2,799	4	845
BOND	47,991	53,016	54,055	9	3,887	4	1,702	9	10,773	8	14,882	15	9,790	8	2,461	5	899	19	4,789	4	1,694
BOONE	94,207	119,534	124,849	7	6,360	4	8,563	18	29,379	13	44,608	15	13,419	6	3,012	7	2,273	30	10,580	3	2,850
Belvidere	85,046	107,545	112,257	5	4,826	4	8,563	13	28,382	11	38,808	13	11,906	6	3,012	7	2,273	24	8,474	3	2,850
BROWN	11,466	13,350	13,733	6	1,575	2	459	4	4,625	7	3,903	3	312	1	231	2	425	6	1,055	2	492
BUREAU	132,143	147,652	150,866	13	7,108	4	11,727	28	35,526	20	38,824	21	16,003	19	4,957	20	8,178	62	13,984	10	4,020
Spring Valley	25,237	28,380	29,428	1	135	1	718	6	7,400	3	11,844	3	2,930	3	192	5	1,222	7	1,106	3	1,574
CALHOUN	14,550	15,534	15,750	3	619	2	790	8	2,475	4	5,272	4	2,027	1	233	1	381	15	2,076	1	720
CARROLL	43,581	46,354	46,957	9	3,622	3	1,285	13	14,104	9	8,035	10	5,305	5	531	6	1,301	42	5,757	4	1,986
CASS	40,160	42,580	43,108	11	2,914	3	1,268	11	13,226	11	9,233	10	4,457	5	840	6	1,897	37	3,979	4	1,121
Beardstown	26,368	27,429	27,783	6	1,598	2	996	3	9,391	5	4,702	7	3,491	3	623	3	1,287	20	2,215	2	760
CHAMPAIGN	792,592	965,993	1,002,055	42	55,398	20	137,597	75	175,921	63	197,968	83	85,722	96	53,220	77	48,551	247	124,604	25	38,224
Champaign	411,284	586,118	534,403	14	31,706	9	87,831	35	92,463	18	73,048	31	39,607	69	41,130	42	25,681	120	72,970	11	25,480
Urbana	128,664	149,906	154,221	7	7,504	4	18,961	14	34,453	9	16,205	16	18,732	15	6,861	15	5,025	49	25,441	7	8,238
CHRISTIAN	136,699	163,339	168,779	24	12,739	10	16,398	23	44,125	22	40,148	25	13,344	22	8,267	11	5,249	56	10,304	14	5,973
Taylorville	89,141	104,380	107,479	9	7,481	4	11,155	9	22,234	14	30,446	9	8,722	14	5,349	7	3,629	27	6,639	8	3,607
CLARK	47,687	49,952	50,473	9	3,365	3	817	9	13,832	10	10,880	17	7,504	10	1,254	5	791	29	4,049	6	2,027
CLAY	45,981	47,125	47,450	11	2,992	6	2,133	14	12,112	10	12,140	10	3,875	9	1,611	9	1,795	17	2,618	5	2,313
Flora	35,498	36,936	37,415	7	2,526	3	1,806	7	9,359	6	10,100	4	2,337	8	1,558	7	1,674	9	2,071	4	2,172
CLINTON	102,365	117,375	120,464	21	19,222	5	3,995	28	24,651	15	31,238	21	8,517	14	3,516	16	7,217	74	11,048	7	2,071
COLES	239,612	282,681	293,681	20	10,635	18	35,405	32	60,042	30	66,270	30	23,826	35	15,684	24	14,695	99	32,703	12	15,362
Charleston	72,619	86,322	89,098	6	4,647	7	7,374	9	23,879	11	11,855	12	9,762	11	2,278	5	2,053	39	14,729	6	5,198
Mattoon	141,471	178,834	186,651	8	5,202	9	25,112	18	33,447	17	51,014	15	12,102	23	12,970	17	11,582	47	16,023	6	10,164
COOK	23,120,580	27,359,240	28,265,995	877	976,671	398	3,291,705	2,840	5,285,432	988	5,508,568	1,825	1,803,828	2,848	2,379,528	1,619	1,680,443	6,965	3,156,945	1,260	1,421,488
Chicago	10,320,751	11,098,931	11,264,430	341	333,662	206	1,235,792	1,539	2,335,545	413	1,473,200	741	642,002	1,369	954,847	718	678,061	3,808	1,508,958	776	680,597
CRAWFORD	82,315	88,996	90,413	10	7,654	8	7,843	10	23,102	8	21,786	14	7,878	12	3,556	6	2,182	22	5,401	5	3,939
Robinson	64,460	70,017	71,869	6	5,574	5	6,523	5	17,973	6	19,341	6	3,725	11	3,423	3	1,691	17	4,967	3	3,248
CUMBERLAND	23,157	24,941	25,322	4	2,338	2	162	4	4,728	8	7,596	9	4,538	4	629	1	1,339	9	2,687	2	123
DE KALB	275,797	339,674	353,317	29	23,702	10	22,354	38	69,285	31	93,014	38	29,052	45	20,634	26	17,691	117	39,316	11	11,815
De Kalb	153,042	171,209	174,950	13	14,149	4	4,775	18	46,066	9	34,110	17	12,599	23	7,885	13	10,385	57	22,917	5	7,666
DE WITT	62,662	69,569	71,013	8	5,580	4	2,008	9	15,972	12	26,682	10	6,217	13	2,898	4	1,337	25	5,171	5	1,514
Clinton	45,616	50,451	52,062	6	4,839	2	1,474	4	11,253	8	19,290	6	4,548	8	2,406	2	982	15	3,703	4	1,354
DOUGLAS	80,610	92,521	94,945	12	5,610	7	1,886	14	24,349	16	20,175	18	12,445	9	8,801	11	3,710	35	6,903	6	2,344
DU PAGE	4,597,678	6,388,767	6,780,359	175	305,187	52	852,547	347	1,026,859	155	1,601,883	307	471,034	448	446,703	288	326,897	885	562,575	120	259,632
Wheaton	174,554	218,046	227,130	11	14,656	1	830	17	45,868	7	86,501	13	14,703	27	13,336	10	11,760	39	11,372	10	16,252
EDGAR	75,881	84,279	86,029	9	7,274	5	5,239	13	19,725	14	23,273	13	7,139	18	4,684	5	2,310	32	7,372	7	3,717
Paris	57,029	62,054	63,729	5	3,646	5	5,239	10	16,716	10	14,828	10	6,193	16	3,765	4	1,670	23	5,392	6	2,879
EDWARDS	25,931	25,825	25,875	9	6,622	2	89	8	10,171	3	2,577	4	342	6	432	6	1,358	5	1,159		
EFFINGHAM	211,785	250,618	258,609	12	14,028	9	13,462	20	43,129	21	51,547	39	63,538	34	17,638	24	14,372	56	23,299	5	3,901
Effingham	174,310	210,978	218,494	9	12,399	8	12,118	12	38,156	16	45,445	23	49,864	30	16,605	16	10,492	31	18,925	5	3,901
FAYETTE	73,224	77,671	78,651	15	8,075	8	8,568	14	17,808	15	16,877	15	9,307	11	1,938	8	1,483	26	6,717	2	1,883
FORD	52,044	53,797	54,239	6	7,131	5	1,667	14	14,498	13	10,679	14	5,951	14	1,702	3	1,015	25	4,483	6	2,012
Paxton	16,802	17,153	17,270	1	848	3	714	5	6,249	5	2,928	5	1,515	7	922	1	240	6	1,705	3	770
FRANKLIN	160,827	198,234	205,939	21	10,788	10	18,570	34	50,344	28	46,634	25	19,856	37	10,391	16	8,290	57	17,003	14	9,181
Benton	67,693	83,570	88,862	7	3,902	3	11,785	9	18,748	9	25,102	10	8,703	11	2,708	5	2,999	20	7,281	5	3,388
West Frankfort	58,041	69,613	73,470	5	2,431	3	5,754	10	19,568	11	14,686	8	7,177	13	4,448	8	4,563	14	5,451	4	3,477
FULTON	136,796	141,805	143,050	19	9,564	9	8,221	28	39,240	22	31,480	23	11,405	25	8,801	14	6,226	75	12,020	9	6,597
Canton	82,848	87,697	88,770	7	2,508	2	7,306	11	21,196	10	21,209	10	8,809	19	8,154	9	3,645	28	6,818	6	4,778
GALLATIN	15,483	22,216	23,701	4	3,096	2	525	7	6,516	6	5,102	4	1,101	5	1,258	2	935	14	1,276	4	1,427
GREENE	39,589	41,208	41,592	9	4,044	6	1,009	11	12,847	11	11,487	8	3,228	7	738	8	949	28	2,902	6	1,674
GRUNDY	121,392	134,248	136,929	20	8,766	6	9,276	17	31,084	16	35,439	21	18,221	10	3,599	12	3,444	31	12,530	9	6,000
Morris	80,209	86,865	89,084	7	3,573	3	6,438	8	21,584	8	21,053	11	13,028	9	3,378	8	2,883	26	7,113	4	3,833
HAMILTON	24,523	25,272	25,469	3	1,355	6	1,750	5	5,765	5	6,865	8	2,461	1	277	3	644	7	1,099	2	1,744
HANCOCK	51,980	55,848	56,679	16	5,497	5	673	14	12,853	17	19,320	10	3,526	4	776	6	1,749	46	3,840	8	1,406
HARDIN	7,036	7,943	8,126	1	155	1	303	5	3,467	3	1,091	3	371	1	99	2	285	9	758	2	199
HENDERSON	15,255	16,244	16,456	6	873	1	289	6	2,861	5	3,779	6	3,630			3	605	23	2,905	1	
HENRY	180,634	195,188	198,272	26	11,534	11	8,465	27	41,526	27	50,372	31	21,691	35	11,483	20	9,379	77	19,996	12	9,345
Kewanee	73,829	80,084	81,409	6	2,701	4	6,387	10	17,671	11	16,099	10	8,596	20	6,832	12	5,981	29	6,519	4	3,543
IROQUOIS	102,205	108,863	110,321	18	7,361	7	7,949	18	25,361	23	24,363	20	16,328	16	3,523	12	5,198	61	8,883	5	2,748
Watseka	45,798	49,217	50,357	4	1,529	5	6,956	5	12,106	8	12,899	5	2,874	11	3,125	3	1,049	13	3,978	2	2,027
JACKSON	340,587	411,391	425,892	17	16,959	13	69,283	31	61,705	29	102,871	26	20,312	50	32,149	29	19,337	102	38,574	11	7,476
Carbondale	259,569	318,745	330,882	7	5,247	8	55,276	14	38,706	13	87,559	16	15,792	38	29,523	17	11,853	69	31,024	6	5,828
Murphysboro	52,727	58,734	59,957	3	3,299	4	10,908	9	17,103	9	10,747	8	3,520	11	2,363	7	2,350	16	5,004	5	1,648

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

ILLINOIS RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
JASPER	42,031	43,807	44,241	8	7,246	6	1,771	8	8,902	6	13,964	6	4,709	5	790	3	1,089	11	1,249	2	861
JEFFERSON	186,329	206,586	210,793	20	11,535	9	30,885	22	39,453	21	42,364	27	28,389	23	9,982	24	10,533	47	19,592	9	5,126
Mount Vernon	171,700	192,133	196,333	11	8,064	6	27,821	18	38,859	19	41,180	23	27,772	23	9,982	19	7,843	36	18,018	9	5,126
JERSEY	56,803	65,670	67,500	3	4,746	4	6,688	11	14,578	11	20,448	9	2,930	4	2,510	6	2,606	35	6,612	5	1,920
JO DAVIESS	63,412	68,608	69,703	16	5,427	4	979	17	13,224	8	14,007	17	8,676	4	239	6	1,393	53	9,160	7	3,235
East Dubuque	NO DATA AVAILABLE FOR THIS CITY																				
JOHNSON	21,191	22,997	23,374	3	1,588	4	1,305	4	7,084	5	3,811	5	1,633	3	229	2	663	10	1,596	2	1,084
KANE	1,338,179	1,762,344	1,917,979	88	126,880	34	249,446	135	385,608	91	350,963	145	171,314	172	99,517	114	82,779	399	191,301	53	100,703
Aurora	549,910	607,338	619,149	26	28,180	15	165,674	51	68,521	31	124,701	44	34,140	99	52,316	44	33,650	124	52,329	16	17,655
Elgin	281,830	373,060	392,260	22	38,074	6	37,408	24	86,928	18	36,365	34	39,219	29	22,249	27	25,303	71	30,829	13	23,875
KANKAKEE	418,618	478,493	490,720	33	28,418	10	56,496	44	105,450	46	120,645	41	31,343	48	24,629	32	21,813	153	52,019	21	22,532
Kankakee	202,743	225,704	230,430	7	8,471	4	28,511	18	41,020	17	47,539	19	14,212	34	19,293	19	14,944	69	25,430	13	17,539
KENDALL	79,945	99,122	103,072	13	8,867	2	6,176	11	28,420	8	22,473	19	10,990	6	2,721	12	5,159	32	7,875	4	3,201
KNOX	286,446	339,106	349,818	26	14,208	10	46,082	33	72,487	29	79,994	43	31,318	47	19,508	36	17,597	108	32,596	12	13,885
Galesburg	244,340	290,672	300,081	17	12,206	9	45,093	23	61,226	18	63,572	30	22,727	42	18,786	33	16,686	77	28,856	10	13,573
LAKE	2,296,138	3,046,327	3,210,993	124	149,825	39	266,732	199	500,746	151	1,124,643	210	232,677	282	174,068	184	156,708	628	262,002	79	132,021
North Chicago	38,280	39,515	39,826	1	2,042			5	10,068	5	3,766	10	6,483	1	1,333			39	11,168	1	1,494
Waukegan	452,372	553,433	550,454	19	21,884	11	95,759	39	78,395	25	157,957	32	35,030	81	38,453	39	29,236	121	43,789	13	21,634
LA SALLE	533,470	643,284	666,401	38	39,307	26	72,301	80	138,491	61	161,240	86	64,338	90	35,168	67	30,312	237	58,475	27	21,842
La Salle	51,228	140,053	58,089	3	608	3	1,244	8	12,859	7	12,526	12	9,696	6	1,247	10	5,454	26	4,157	2	3,337
Oglesby	10,864	11,937	12,294	2	1,933	2	745	2	3,118			2	916	3	772	3	1,210	9	1,054	2	683
Ottawa	156,182	187,318	193,709	8	10,384	6	15,972	15	37,215	16	68,793	15	16,800	24	8,957	17	5,739	54	13,840	8	8,102
Peru	127,324	176,980	187,707	3	8,391	5	40,922	17	35,696	11	31,185	15	17,797	29	14,560	12	8,975	34	15,003	4	4,114
Streator	97,208	104,584	106,171	6	4,496	5	11,652	15	23,304	14	26,675	20	10,705	18	7,211	9	3,582	38	8,548	6	3,985
LAWRENCE	54,922	71,132	74,522	8	8,377	5	2,970	9	25,789	7	9,309	8	7,446	9	2,610	5	2,966	25	4,423	3	3,269
Lawrenceville	32,876	41,223	44,005	3	1,810	3	1,610	6	15,539	5	6,012	5	6,622	8	2,100	3	1,605	16	2,981	2	1,968
LEE	98,990	118,576	122,606	17	8,090	3	4,818	23	15,469	18	43,649	16	10,214	9	6,670	10	4,616	61	12,126	6	5,497
Dixon	64,319	75,868	78,229	10	4,358	2	3,660	14	8,331	10	22,251	13	9,354	8	6,135	6	3,888	31	8,001	4	4,300
LIVINGSTON	145,077	169,909	175,206	19	8,533	10	16,164	21	38,747	28	49,143	23	11,769	23	8,442	20	7,975	61	14,242	8	4,284
Pontiac	64,027	83,483	87,579	5	3,435	4	12,394	6	17,343	8	19,921	8	6,229	14	6,795	9	4,298	23	7,249	2	1,863
LOGAN	119,188	130,212	132,573	18	9,799	7	12,278	21	27,156	15	34,201	24	14,543	12	4,562	12	5,700	54	13,803	5	3,446
Lincoln	95,137	100,942	102,235	7	4,283	6	10,150	13	22,639	11	28,198	14	8,314	11	4,094	11	5,309	38	12,411	5	3,446
MCDONOUGH	152,761	178,291	183,682	24	14,088	6	15,672	17	40,597	14	31,815	20	12,487	31	13,274	17	7,744	55	20,913	8	8,091
Macomb	124,705	138,757	141,654	9	4,532	5	14,165	9	31,901	6	26,448	14	11,206	26	11,615	14	6,790	39	18,727	7	6,751
MCHENRY	572,689	751,564	789,863	57	57,750	13	62,436	73	178,887	56	203,811	68	65,127	65	30,574	46	28,916	198	70,036	25	41,633
Crystal Lake	163,076	230,965	245,729	12	20,397	5	40,115	20	76,611	4	16,873	15	20,386	26	16,733	17	10,449	43	19,332	4	10,998
Woodstock	89,107	108,956	113,035	12	11,899	2	7,281	9	26,453	4	20,206	11	10,097	13	4,430	11	7,711	19	6,982	4	6,689
MCLEAN	598,960	719,669	744,548	44	42,949	15	94,781	77	136,116	41	149,542	73	77,223	87	41,907	57	36,595	195	80,217	21	30,409
Bloomington	416,778	560,356	500,948	23	26,224	9	71,299	36	68,505	26	136,717	37	40,075	51	28,244	38	28,243	115	49,807	11	19,195
Normal	115,735	155,719	164,195	5	5,428	4	21,272	15	45,881	2	2,125	13	20,141	32	12,608	13	6,687	37	22,239	8	10,587
MACON	612,391	784,325	820,384	37	45,747	15	124,381	67	158,235	61	180,854	55	65,315	85	45,648	56	43,006	176	71,791	22	31,799
Decatur	503,298	637,937	666,057	24	31,608	12	88,264	49	129,267	51	161,474	39	53,466	61	34,015	42	38,602	145	60,112	20	29,973
MACOUPIN	151,945	186,111	193,117	23	20,009	14	11,316	37	46,325	26	51,466	33	17,453	25	5,132	13	7,879	80	12,267	16	8,859
MADISON	1,098,254	1,305,010	1,348,172	64	78,836	47	194,351	171	305,822	122	323,619	156	114,944	132	49,727	92	50,957	384	122,336	46	37,484
Alton	247,110	291,608	300,647	5	15,941	12	75,655	26	40,685	25	70,320	22	12,286	51	17,171	23	15,788	72	27,391	9	6,894
East Alton	49,553	71,484	76,312	1	2,541	5	21,014	10	18,037	5	8,955	8	5,159	7	2,623	5	3,845	17	6,990	2	4,504
Edwardsville	79,338	87,857	89,619	8	6,266	5	9,420	14	19,258	9	22,975	9	6,240	13	4,942	9	3,730	31	9,981	2	2,968
Wood River	93,335	99,134	100,430	4	2,225	1	7,198	16	25,697	9	39,387	8	6,527	8	3,229	7	4,425	31	6,637	2	1,741
MARION	214,029	233,985	240,918	16	11,803	11	26,468	35	57,326	28	58,237	33	20,252	41	12,586	29	10,240	87	18,301	11	7,608
Central City	57,249	64,079	66,355		2,362		8,268		18,451		25,100		6,474		891		1,493		2,248		11
Centralia	132,195	143,463	145,843	9	8,422	6	17,572	16	34,858	16	32,075	15	10,751	33	10,909	19	7,136	48	11,448	7	4,739
MARSHALL	29,703	31,047	31,359	7	3,662	4	1,429	8	9,297	4	4,813	12	3,555	4	502	5	435	18	3,388	3	1,760
MASON	58,552	60,541	61,038	11	3,507	5	4,453	13	14,736	15	13,954	11	7,909	8	1,007	8	2,042	37	5,690	5	1,896
MASSAC	41,041	44,732	45,500	11	4,351	4	1,730	9	10,081	9	12,551	8	3,774	13	1,485	4	833	19	2,786	4	2,679
MENARD	23,103	25,867	26,434	4	1,379	1	1,141	5	5,521	6	6,455	9	3,670	2	2,400			11	1,905	2	2,492
MERCER	37,865	38,975	39,273	9	2,729	1	1,272	9	11,699	7	7,060	11	5,254	7	1,639	6	1,716	29	3,546	3	1,628
MONROE	57,721	71,357	74,171	9	7,067	2	8,957	16	20,880	12	17,788	7	3,667	5	1,327	6	1,741	32	7,255	4	2,110
MONTGOMERY	124,571	122,268	122,219	20	7,638	10	12,156	29	29,897	26	28,025	32	12,986	31	5,420	12	3,842	52	8,969	10	4,537
Litchfield	61,197	59,243	58,592	8	2,532	2	8,150	7	15,072	12	10,578	14	7,007	14	2,393	7	2,246	11	3,650	5	1,893
MORGAN	176,053	195,378	199,390	22	11,634	8	26,112	20	43,131	22	47,853	21	15,442	24	10,291	20	7,835	53	16,582	7	8,268
Jacksonville	153,585	172,435	176,304	15	10,133	6	25,274	9	34,104	15	42,870	15	14,731	23	10,164	16	6,716	39	14,237	7	8,268
MOULTRIE	38,890	41,587	42,180	10	4,523	5	1,142	8	8,128	8	11,806	6	3,196	7	2,036	4	680	23	3,510	4	2,665
OGLE	129,025	146,444	150,024	21	9,665	8	2,937	25	37,752	17	44,134	30	16,007	20	5,089	9	1,906	77	13,148	10	5,701
PEORIA	980,027	1,005,527	1,012,540	52	47,201	28	168,366	115	187,397	58	201,992	95	80,243	109	48,550	91	59,013	328	104,306	39	32,089
Peoria	752,488	761,929	765,501	32	33,920	23	166,732	66	115,422	41	144,703	49	43,597	91	41,637	82	56,409	223	78,353	24	22,151
PERRY	78,447	85,828	87,361	9	6,275	9	9,683	21	23,283	13	15,979	15	7,516	13	3,289	9	3,318	31	6,877	7	5,085
Du Quoin	51,806	56,396	57,926	3	3,130	4	6,997	11	15,681	7	11,040	7	4,570	7	1,762	5	2,269	18	4,481	5	4,358
Pinckneyville	18,227	19,483	19,901	4	1,841	4	1,886	6	7,328	3	2,168	7	2,261	3	670	2	461	8	1,616	2	636
PIATT	43,622	47,320	48,122	10	2 83	2	1,196	9	10,871	7	18,655	10	4,550	4	334	4	1,634	19	2,579	4	2,248
PIKE	49,916	69,556	73,805	10	8, 11	5	3,302	16	16,514	9	14,723	17	9,932	10	2,926	5	1,307	36	6,672	3	1,300
POPE	4,476	5,869	6,164			1	404	4	1,874	2	2,222	1	111			1	272	3	565	1	104
PULASKI	12,148	12,775	12,917	3	595	1	538	9	4,802	4	2,472	5	1,618	3	79	2	205	6	573	4	585
PUTNAM	13,367	15,299	15,692	4	1,015			4	4,444	3	4,053	2	1,772					11	960	1	683
RANDOLPH	123,832	141,038	144,547	17	8,903	12	16,712	34	38,047	26	38,624	29	10,335	20	2,322	17	6,728	50	10,376	9	3,339
RICHLAND	90,214	94,095	95,001	9	8,560	5	13,261	10	15,628	15	21,726	13	9,879	12	4,139	11	4,218	23	6,173	6	3,555
Olney	82,042	85,624	86,451	8	7,723	5	13,261	6	14,627	12	17,899	13	9,879	12	4,139	10	3,882	21	5,702	6	3,555
ROCK ISLAND	814,979	954,394	983,192	39	38,820	20	138,976	109	185,752	83	251,726	82	66,898	96	46,217	63	30,996	317	109,131	31	44,039
East Moline	119,891	130,303	132,526	5	1,865	2	4,643	15	31,708	12	56,156	8	7,025	12	6,118	10	2,946	44	13,344	5	4,772
Moline	359,564	436,568	452,324	12	12,665	10	102,555	36	62,962	28	92,111	33	26,220	52	27,032	39	21,917	126	56,515	8	16,412
Rock Island	151,364	437,242	165,268	8	7,783	4	12,031	22	27,945	23	43,340	17	15,364	16	5,548	9	3,409	79	21,161	11	9,372
ST. CLAIR	1,055,553	1,310,239	1,363,426	55	59,170	29	243,660	146	263,708	109	293,084	120	114,147	143	79,905	75	59,115	366	127,265	47	33,631
Belleville	306,584	386,055	402,666	14	17,574	7	21,745	38	86,668	46	152,939	20	19,177	33	13,539	30	19,037	95	34,131	18	15,220
SALINE	137,974	167,295	173,621	11	8,616	8	21,090	25	43,870	21	34,871	15	16,895	24	6,077	14	8,394	42	13,598	15	10,121
Eldorado	29,142	40,410	44,166	2	1,342	3	6,489	7	9,520	7	12,739	3	3,646	5	1,059	4	2,200	13	2,638	4	2,528
Harrisburg	82,590	89,467	[illegible]	5	3,646	5	13,056	13	23,685	12	14,601	7	7,708	16	3,978	6	2,952	23	9,248	10	6,211
SANGAMON	931,292	1,159,199	1,206,641	50	70,083	17	173,898	98	224,545	63	247,467	85	94,432	125	70,731	68	59,717	296	119,011	48	66,938
Springfield	785,747	998,939	1,043,398	28	49,870	14	173,183	71	177,681	44	234,976	52	61,412	117	69,085	55	53,835	204	93,613	41	65,555
SCHUYLER	23,310	24,955	25,306	5	1,992	1	1,469	5	7,077	5	5,223	9	1,944	5	1,785	5	1,163	14	2,741	2	442

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ILLINOIS RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
SCOTT	11,304	11,116	11,120	3	454	1	625	4	2,343	2	5,675	1	406	3	181			9	837	1	144
SHELBY	57,619	60,937	61,687	9	2,843	5	1,669	20	16,831	15	16,502	19	5,293	9	1,336	6	4,014	34	3,921	8	2,237
Shelbyville	36,879	39,313	40,124	2	1,791	5	1,669	9	11,103	8	10,358	6	2,937	6	1,124	3	3,061	15	2,400	7	2,105
STARK	12,005	12,400	12,507	5	1,251			6	3,098	5	5,355	1	158	1	52	1	121	8	682	2	210
STEPHENSON	192,425	242,879	253,512	19	14,542	9	26,747	30	52,954	30	76,595	21	14,886	23	9,865	14	10,441	73	21,156	6	12,329
Freeport	169,294	218,607	228,974	12	10,666	8	25,844	23	50,170	19	68,100	15	13,565	22	9,735	13	10,215	50	17,974	5	11,702
TAZEWELL	560,939	656,055	676,092	31	26,230	14	61,680	69	169,626	63	190,660	76	58,190	51	30,175	42	25,319	193	56,198	24	21,973
Pekin	230,914	299,656	313,971	7	7,848	5	45,577	22	72,585	23	80,940	27	23,860	29	16,179	18	16,833	55	21,654	8	9,322
UNION	53,521	63,974	66,106	10	4,125	3	3,810	13	19,007	8	14,796	10	3,209	10	1,623	8	2,916	24	5,946	6	2,508
VERMILION	375,973	434,813	446,771	33	25,313	15	52,886	72	104,383	46	86,509	52	46,127	41	26,130	34	18,767	137	40,727	25	18,894
Danville	273,495	312,401	[illegible]	18	19,730	8	47,250	27	55,765	30	72,408	27	26,726	31	24,240	25	12,308	80	29,687	17	14,678
WABASH	68,514	81,396	84,038	5	2,633	4	9,433	11	20,355	10	23,066	11	6,147	12	2,866	5	2,060	17	6,776	3	1,730
Mount Carmel	67,488	79,188	[illegible]	4	2,592	4	9,433	9	20,066	10	23,066	10	6,102	12	2,866	5	2,060	17	6,776	3	1,730
WARREN	71,728	77,739	79,016	15	3,898	4	5,389	12	16,684	13	24,058	15	9,468	14	2,992	8	2,000	31	7,847	5	2,714
Monmouth	60,289	64,920	63,912	8	2,697	3	4,295	7	15,439	10	19,548	10	8,010	12	2,644	7	1,795	25	5,839	4	2,662
WASHINGTON	36,416	43,686	45,177	12	5,768	3	1,696	12	8,273	9	16,638	4	2,229	5	841	5	1,252	22	3,672	3	1,410
Wamac	NO DATA AVAILABLE FOR THIS CITY																				
WAYNE	83,376	88,656	89,825	12	23,174	4	4,936	15	16,552	12	21,325	10	3,136	10	3,921	7	2,183	14	3,887	4	1,825
WHITE	73,840	76,829	77,588	9	5,197	6	4,120	16	13,538	12	29,658	12	5,281	14	2,057	8	2,308	21	4,541	5	1,741
Carmi	61,688	64,983	66,081	4	2,679	3	3,562	8	11,033	11	28,988	7	3,803	12	1,977	5	1,841	14	3,744	4	1,647
WHITESIDE	255,847	300,275	309,431	28	25,887	11	34,117	32	54,057	31	78,974	37	27,461	30	13,797	33	15,127	97	24,767	14	15,079
Rock Falls	44,607	46,491	46,940	4	1,816	1	543	8	12,706	9	9,636	12	10,095	1	229	5	2,049	21	5,056	2	2,415
Sterling	147,543	202,314	185,804	11	8,263	6	32,281	9	26,459	11	53,354	11	10,969	20	12,600	17	9,575	40	12,957	7	10,636
WILL	1,148,979	1,444,138	1,505,384	86	89,042	23	153,159	130	285,772	103	353,737	138	194,031	131	71,748	88	46,087	385	143,107	57	75,401
Joliet	536,169	665,285	691,873	29	28,518	11	114,156	47	118,240	36	182,674	50	47,346	84	42,245	49	26,665	152	59,170	21	32,148
WILLIAMSON	242,236	271,323	277,369	28	27,084	8	16,933	41	61,466	22	76,471	30	25,963	40	9,465	25	11,581	80	22,285	14	10,260
Herrin	54,028	62,299	65,056	4	2,801	3	1,410	12	19,600	9	18,196	4	4,574	12	3,439	6	3,592	17	4,814	4	3,000
Marion	142,019	154,576	157,237	15	14,116	4	15,109	16	30,945	8	46,029	18	16,617	21	5,323	10	4,796	35	13,391	5	4,197
WINNEBAGO	1,179,592	1,448,557	1,503,971	70	80,914	31	207,732	134	302,123	80	324,071	130	125,008	166	70,891	98	89,239	398	149,104	44	48,751
Rockford	827,136	1,009,345	1,046,850	33	41,664	21	145,088	81	217,301	52	264,945	86	76,560	86	35,889	71	72,201	246	91,022	32	36,451
Rockton	NO DATA AVAILABLE FOR THIS CITY																				
South Beloit	18,136	20,529	21,327	2	1,607			3	4,699	2	1,227	4	2,728			2	2,065	18	4,630		
WOODFORD	100,292	117,899	121,556	15	7,777	3	1,363	16	22,134	16	53,792	20	11,502	10	2,040	10	4,294	41	8,331	6	2,037

INDIANA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	23,723,731	30,050,817	31,340,156	1,762	1,691,459	860	3,490,193	3,116	6,361,558	2,282	7,296,326	3,167	2,983,708	2,898	1,440,489	2,165	1,385,759	7,720	3,025,168	1,212	1,363,843
METROPOLITAN STATISTICAL AREAS																					
Anderson, In	574,610	809,924	860,107	43	36,011	19	98,457	71	197,452	53	200,892	86	84,880	61	41,269	65	36,979	202	75,644	30	38,807
Bloomington, In	435,496	569,197	596,614	27	29,988	14	73,677	57	120,645	38	120,786	46	47,077	78	38,167	53	28,676	129	67,551	18	22,606
Cincinnati, Oh-Ky-In	6,506,565	8,213,319	8,536,081	339	353,944	152	1,272,387	1,202	1,824,801	387	1,744,466	742	761,801	656	366,594	472	415,350	2,063	934,319	303	330,704
Elkhart-Goshen, In	761,445	1,083,786	1,153,174	56	56,396	29	90,483	97	247,060	82	422,327	80	73,543	79	42,119	52	27,064	216	95,907	26	41,537
Evansville, In-Ky	1,393,147	1,656,085	1,700,231	90	107,812	47	223,120	188	349,608	120	362,099	161	125,225	172	109,502	125	92,388	427	162,827	65	56,983
Fort Wayne, In	1,603,351	2,101,518	2,203,535	95	107,638	46	278,085	148	428,395	131	493,104	169	191,670	227	110,692	158	121,098	538	235,478	81	87,372
Gary-Hammond, In	2,747,635	3,254,851	3,353,896	141	142,370	67	384,849	297	741,291	215	676,096	333	350,460	306	164,012	182	143,370	862	353,810	146	169,687
Indianapolis, In	5,834,963	7,470,115	7,803,034	283	366,701	134	918,938	637	1,386,444	398	1,899,717	652	772,127	645	360,932	468	362,266	1,542	789,268	257	328,132
Kokomo, In	490,866	703,229	749,051	34	40,980	17	86,022	70	140,260	46	195,417	70	74,063	66	39,855	45	27,314	163	72,815	22	32,302
Lafayette-West Lafayette, In	592,064	736,321	765,095	33	44,192	14	113,688	60	133,521	45	179,876	51	60,823	66	31,879	44	33,998	168	83,508	24	33,487
Louisville, Ky-In	4,271,270	5,297,878	6,102,186	253	295,894	143	856,157	755	1,276,145	348	1,359,664	477	524,213	453	298,450	319	244,720	1,191	626,371	232	241,630
Muncie, In	571,499	736,305	769,834	41	45,658	15	87,557	74	146,200	56	157,333	76	95,850	67	30,597	64	44,284	192	79,970	29	36,022
South Bend-Mishawaka, In	1,151,353	1,568,130	1,655,315	63	61,834	33	228,349	151	309,116	83	383,713	140	123,335	141	77,336	128	117,065	392	168,099	55	69,870
Terre Haute, In	775,792	911,556	937,910	46	55,644	21	116,147	64	166,244	59	198,213	80	78,561	64	53,242	67	33,826	219	81,332	25	29,939
COUNTIES, Cities																					
ADAMS	105,914	134,424	140,177	15	10,946	6	7,435	18	29,648	19	38,280	17	11,040	19	4,233	19	6,455	37	14,747	5	6,048
Decatur	67,520	83,044	88,218	9	6,725	3	5,049	7	20,543	10	19,791	10	8,371	11	3,050	8	2,355	26	11,937	3	4,496
ALLEN	1,413,676	1,842,527	1,929,979	73	86,933	34	263,134	112	351,760	98	424,543	138	166,180	200	104,280	134	114,270	451	210,941	68	73,485
Fort Wayne	1,142,086	1,469,239	1,535,408	42	47,336	28	239,764	86	263,897	69	349,777	99	108,770	174	93,358	107	97,905	373	171,731	54	60,501
BARTHOLOMEW	293,045	368,821	384,036	21	20,372	12	51,539	29	73,273	27	74,098	43	50,377	37	18,587	39	20,267	82	37,322	13	14,702
Columbus	257,762	321,976	334,832	17	18,616	9	49,862	19	63,027	26	70,282	30	29,292	37	18,445	36	18,711	75	33,503	12	13,263
BENTON	25,253	28,819	29,503	7	1,983			5	7,483	6	6,317	13	4,676	1	350	2	416	14	1,635	4	1,621
BLACKFORD	44,211	49,021	49,935	9	4,278	4	4,430	15	13,976	8	12,538	13	3,439	7	1,381	5	1,702	24	3,551	3	2,698
Hartford City	36,107	39,613	40,781	6	3,306	3	2,676	11	11,433	5	10,639	11	3,079	6	1,249	3	1,238	15	2,537	2	2,084
BOONE	147,818	176,545	182,114	12	11,046	2	7,119	20	34,817	20	33,312	30	44,231	23	8,516	19	6,555	54	17,955	10	8,078
Lebanon	71,817	85,714	88,405	5	5,729	2	7,119	7	18,995	13	16,578	14	14,253	12	4,559	9	3,594	30	9,019	4	3,180
BROWN	17,167	23,541	24,872	2	1,481	2		13	2,996	2	3,089	4	1,941	3	434	3	695	15	5,848	3	1,709
CARROLL	45,937	51,359	52,392	10	5,414	6	2,623	9	9,078	9	18,219	9	4,718	8	722	3	1,145	30	3,907	5	2,500
CASS	157,041	188,002	194,043	18	10,803	7	21,796	34	38,133	21	46,343	24	16,395	24	7,885	21	10,334	73	17,721	10	10,493
Logansport	137,996	165,081	170,362	13	9,334	5	21,396	19	32,874	14	35,281	15	13,959	24	7,885	20	10,303	60	16,155	8	10,442
CLARK	457,803	567,208	588,922	31	40,134	15	105,337	66	100,104	42	127,901	64	70,972	48	32,783	21	15,633	113	48,416	18	18,039
Jeffersonville	139,193	170,144	176,228	9	8,761	4	8,139	22	32,687	19	52,125	21	19,177	14	10,507	4	2,923	49	17,931	10	9,039

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INDIANA RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
CLAY	86,239	110,184	115,019	9	5,265	3	7,330	13	20,553	14	32,523	18	20,461	8	3,236	8	2,382	29	8,302	6	6,217
Brazil	56,341	69,300	73,620	8	4,973	3	7,330	6	18,517	8	10,296	11	10,676	5	2,627	4	2,057	21	6,437	5	5,698
CLINTON	98,326	111,710	114,268	10	4,199	3	5,580	22	28,920	16	27,883	14	9,498	21	5,619	12	4,935	52	10,886	8	6,495
Frankfort	82,198	93,710	95,909	4	3,619	3	5,580	10	24,252	14	24,699	11	7,646	21	5,619	10	4,185	29	8,082	5	5,116
CRAWFORD	17,171	25,129	26,855	1	1,082	6	2,835	8	8,593	2	1,565	6	5,185	3	191	1	319	11	1,900		
DAVIESS	103,956	122,742	126,376	18	13,936	7	15,000	17	28,130	15	22,992	19	14,153	20	6,345	15	3,221	40	9,280	9	5,758
Washington	76,618	88,808	91,140	9	3,869	5	10,843	11	23,912	10	17,103	10	10,084	16	4,985	15	3,221	28	8,298	8	5,068
DEARBORN	102,376	125,564	130,159	12	5,885	7	10,859	21	32,993	15	27,212	23	13,094	11	2,623	12	4,962	41	11,066	7	9,649
DECATUR	81,169	95,680	98,499	12	4,736	5	8,236	12	22,116	11	22,856	21	16,711	13	3,124	9	2,715	32	8,067	3	4,007
Greensburg	65,374	78,193	80,693	8	3,742	5	8,236	9	20,067	10	19,680	14	10,669	11	2,507	9	2,715	19	6,780	2	2,538
DE KALB	104,219	145,774	154,610	14	12,107	6	10,758	20	42,389	17	38,593	20	12,728	16	5,088	13	4,140	49	14,838	7	6,854
Auburn	61,710	83,007	90,106	7	5,060	4	9,269	7	21,021	6	18,958	8	9,606	10	4,240	8	1,907	24	10,422	4	5,472
DELAWARE	571,499	736,305	769,834	41	45,658	15	87,557	74	146,200	56	157,333	76	95,850	67	30,597	64	44,284	192	79,970	29	36,022
Muncie	489,982	624,665	651,865	30	38,689	13	76,261	61	127,427	42	128,910	60	82,944	64	30,260	55	34,329	161	69,721	25	30,265
DUBOIS	177,612	266,807	286,567	16	12,592	7	14,573	25	46,485	14	109,917	29	22,968	28	11,450	23	13,118	67	23,649	9	7,584
Jasper	116,428	175,964	189,236	7	3,912	2	6,265	8	22,683	11	97,976	11	8,254	17	8,714	15	10,430	36	14,187	3	4,060
ELKHART	761,445	1,083,786	1,153,174	56	56,396	29	90,483	97	247,060	82	422,327	80	73,543	79	42,119	52	27,064	216	95,907	26	41,537
Elkhart	469,698	674,479	718,788	25	31,207	15	72,082	47	167,123	47	261,974	48	48,182	39	18,170	27	10,644	130	61,054	15	19,516
Goshen	132,798	189,815	202,119	12	9,179	6	6,387	19	38,144	18	77,419	13	15,916	14	12,673	13	6,096	35	15,424	5	8,820
FAYETTE	102,255	131,948	137,976	6	3,487	7	12,318	10	32,934	13	29,837	16	12,463	11	4,758	10	3,456	31	13,053	7	11,105
Connersville	98,681	126,846	132,547	6	3,487	6	10,879	9	30,551	13	29,837	16	12,463	11	4,758	10	3,456	30	12,702	7	11,105
FLOYD	207,065	241,343	247,930	20	8,473	5	16,559	45	63,409	17	38,841	32	22,849	18	18,234	23	18,842	83	30,883	15	13,802
New Albany	186,676	217,508	223,429	15	7,568	5	16,559	38	54,024	17	38,841	25	20,394	15	16,088	18	17,241	70	28,520	12	10,815
FOUNTAIN	68,719	78,634	80,561	12	5,260	7	2,607	12	19,477	16	27,946	16	3,787	10	1,278	7	1,396	39	8,749	6	4,159
FRANKLIN	33,946	46,205	48,754	5	4,495	2	1,518	13	19,349	10	7,456	8	4,924	2	268	2	925	16	4,260	2	1,538
FULTON	64,031	78,269	81,089	10	3,142	5	5,772	12	19,437	13	20,624	18	8,095	12	2,072	4	1,304	37	9,933	6	5,638
Rochester	49,828	59,678	62,961	4	1,008	4	5,471	6	16,901	9	13,522	14	7,075	10	1,982	2	1,135	24	8,561	4	5,147
GIBSON	131,876	150,429	154,029	18	13,444	10	13,497	28	36,827	20	38,666	19	10,001	18	5,973	12	3,859	42	12,337	9	7,669
Princeton	79,681	92,279	96,478	9	5,899	7	13,217	12	16,938	11	33,078	9	3,604	13	5,517	5	2,479	19	6,166	4	3,416
GRANT	316,652	447,425	475,382	33	28,625	11	54,008	52	96,268	40	108,176	48	43,417	44	28,763	35	20,839	139	47,170	21	22,793
Marion	265,714	379,151	403,537	21	24,674	8	49,747	31	75,130	35	106,539	28	28,394	38	27,253	28	16,426	99	37,710	16	18,288
GREENE	89,997	108,426	112,025	19	11,148	9	8,842	18	34,445	17	20,885	21	8,017	19	4,264	10	2,781	47	7,469	8	5,545
Bloomfield	17,438	20,695	21,780	2	2,080	1	395	4	8,954	2	3,555	3	1,315	8	1,312	2	700	8	807	3	1,487
Linton	39,046	46,026	48,352	6	3,036	4	7,517	6	12,822	6	8,244	7	3,898	10	2,596	4	1,091	16	3,529	2	2,198
HAMILTON	288,640	438,996	472,518	23	27,402	8	23,879	37	110,446	20	116,557	45	50,479	35	13,161	37	28,126	86	47,091	21	22,625
Noblesville	94,519	142,603	153,250	6	5,444	3	13,356	12	41,809	10	38,621	15	13,352	13	4,724	5	5,041	32	13,002	9	9,988
HANCOCK	153,022	211,995	224,467	12	8,438	7	13,149	23	43,009	11	64,951	37	39,225	14	5,257	14	5,212	40	20,094	10	11,031
Greenfield	108,790	154,588	164,384	8	7,296	6	11,591	10	35,197	5	53,332	17	25,139	6	2,423	6	3,114	22	11,225	6	8,148
HARRISON	69,610	80,986	83,185	8	7,760	8	5,552	13	24,445	12	14,160	14	7,173	5	1,476	7	4,343	30	6,862	3	3,227
HENDRICKS	194,139	239,458	248,426	16	11,259	9	8,906	25	76,088	21	49,829	30	33,220	17	5,253	22	8,002	66	24,011	11	12,429
HENRY	178,909	209,719	215,647	16	10,241	9	13,143	32	66,741	34	38,523	34	25,148	27	8,047	16	8,717	70	18,568	9	10,078
New Castle	119,842	141,123	145,235	8	4,278	5	12,092	16	41,340	20	30,574	19	13,085	22	7,412	13	7,795	43	13,156	6	7,504
HOWARD	439,575	633,319	675,241	26	35,827	14	83,554	61	121,282	39	174,061	52	64,213	58	37,356	40	26,164	142	66,871	19	31,137
Kokomo	404,032	584,400	623,519	24	31,327	12	79,574	53	114,091	35	169,211	40	51,090	55	34,236	35	23,255	129	63,865	17	26,378
HUNTINGTON	117,764	155,177	162,879	16	7,578	5	13,993	23	37,735	15	35,323	23	22,318	12	5,684	9	5,336	45	13,652	8	8,032
Huntington	83,001	107,921	113,019	9	4,756	4	12,581	13	29,848	9	22,631	14	7,710	10	5,156	7	4,677	33	10,190	7	7,476
JACKSON	157,763	186,647	192,277	21	18,008	8	11,206	24	43,684	19	41,184	31	27,115	16	10,407	16	4,939	49	17,502	9	8,522
Seymour	124,484	147,943	152,526	15	14,867	6	10,366	15	32,301	15	33,967	16	21,408	14	10,017	10	3,041	32	12,652	6	7,670
JASPER	102,080	116,454	119,211	13	8,170	6	8,728	18	24,218	19	26,290	23	18,161	16	4,681	7	1,778	32	9,703	9	7,669
Rensselaer	40,679	46,791	48,828	2	1,060	3	3,680	8	12,048	7	13,023	5	3,328	8	2,919	3	642	14	4,649	4	4,233
JAY	69,354	86,620	90,048	8	3,780	6	3,865	14	26,509	13	18,764	11	10,132	12	2,003	9	4,112	32	7,648	4	4,170
Portland	48,657	59,754	63,453	4	2,353	3	2,406	8	19,160	10	12,842	5	7,640	9	1,626	6	3,079	18	5,572	3	3,384
JEFFERSON	121,599	134,142	136,523	17	12,641	11	14,730	22	33,952	14	27,344	15	7,788	18	4,941	17	7,292	31	10,850	10	5,936
Madison	109,645	120,912	128,052	11	10,073	9	14,336	16	29,393	14	27,344	12	7,064	18	4,941	17	7,292	29	10,215	9	5,412
JENNINGS	53,168	77,762	83,115	8	5,993	3	3,139	10	25,148	10	13,780	10	11,529	5	940	5	1,425	18	7,425	4	4,385
JOHNSON	366,426	494,128	520,716	20	29,609	14	126,706	38	67,352	26	89,740	38	53,577	65	47,758	36	21,571	96	40,331	16	18,540
Edinburg	2,179	11,082	14,050		411		1,555		4,455	1	1,762	2	2,090				654		849		1,284
Franklin	62,452	83,855	88,308	3	1,442	2	5,181	7	24,647	9	22,965	10	10,552	9	3,883	6	1,651	23	8,190	5	6,183
KNOX	187,501	226,022	233,575	21	19,205	13	25,350	29	44,735	20	51,226	36	19,171	38	14,047	28	12,149	73	20,124	15	12,467
Bicknell	11,899	15,461	16,648	1	423	2	511	2	2,376	3	3,902	4	1,589	3	337	2	3,083	9	887	2	2,453
Vincennes	155,466	185,560	191,414	17	17,280	8	23,900	21	33,930	15	43,819	20	14,272	35	13,710	26	8,632	55	18,106	11	6,885
KOSCIUSKO	222,673	285,970	298,786	26	25,540	15	22,414	31	61,272	34	76,474	36	23,215	27	13,325	29	11,151	87	26,408	12	13,842
Warsaw	126,727	165,499	173,392	6	6,335	9	20,661	12	41,031	12	33,359	15	13,492	18	11,166	21	9,880	34	16,455	6	8,057
LAGRANGE	70,917	95,214	100,253	19	17,749	5	3,610	16	24,784	8	13,417	11	8,641	6	1,046	5	1,639	37	13,635	5	3,426
LAKE	2,333,445	2,759,114	2,842,265	115	126,258	52	344,247	252	618,495	175	573,608	269	290,027	260	148,667	148	124,082	707	291,179	113	127,952
East Chicago	94,520	108,677	111,373	8	9,008	4	9,152	18	21,299	6	19,045	15	9,997	12	3,731	6	4,477	53	15,832	11	10,004
Gary	371,236	412,845	420,706	28	18,108	8	31,267	54	106,677	32	86,051	63	53,161	38	15,541	27	13,432	142	37,611	25	27,080
Hammond	401,874	521,098	480,835	16	15,428	7	43,723	51	96,168	30	82,308	54	50,601	47	36,518	27	19,577	139	61,913	14	15,998
LA PORTE	442,833	523,500	539,203	30	28,414	15	65,730	58	115,927	45	114,282	64	60,705	67	27,117	42	22,551	163	49,341	18	27,004
La Porte	147,340	176,545	182,279	10	7,977	5	13,212	13	39,299	19	46,456	19	17,970	22	12,332	17	10,136	53	15,014	9	9,327
Michigan City	255,586	300,771	309,547	13	13,839	10	52,518	33	67,320	22	64,255	29	26,614	45	14,785	23	11,567	80	27,098	9	17,677
LAWRENCE	149,673	181,282	187,505	14	9,784	11	23,733	26	43,869	21	40,449	26	17,180	25	6,410	18	8,289	43	14,923	11	9,291
Bedford	107,035	128,960	133,257	7	4,711	8	21,305	13	34,347	14	16,446	17	12,025	23	6,218	16	8,255	30	11,863	8	8,518
MADISON	574,610	809,924	860,107	43	36,011	19	98,457	71	197,452	53	200,892	86	84,880	61	41,269	65	36,979	202	75,644	30	38,807
Anderson	409,083	568,954	602,765	25	23,451	9	62,178	41	144,492	34	151,133	44	43,745	41	30,714	46	29,700	129	58,131	18	23,766
Elwood	48,409	69,530	74,082	3	1,883	3	7,700	7	21,152	7	13,058	10	8,871	10	4,544	6	2,460	19	5,262	4	5,936
MARION	4,385,269	5,543,854	5,776,657	175	257,211	81	712,570	444	959,040	261	1,475,037	421	493,897	452	264,909	306	276,249	1,114	608,832	171	237,403
Indianapolis	4,138,613	5,240,265	5,461,766	161	225,564	77	691,320	411	897,522	246	1,407,625	384	449,812	435	252,278	289	264,441	1,030	570,445	159	225,411
MARSHALL	145,137	188,638	197,491	26	20,496	6	7,350	18	41,885	24	49,334	31	23,166	28	9,350	17	5,757	70	17,014	13	10,454
Plymouth	76,799	97,291	104,121	11	7,637	4	4,318	6	23,366	14	25,361	10	10,366	16	7,323	11	3,022	34	11,764	5	4,294
MARTIN	32,431	37,307	38,250	6	1,790	3	1,514	6	11,401	6	9,434	6	4,671	4	1,144	3	1,962	18	2,088	3	1,001
MIAMI	111,995	140,199	145,856	14	5,540	4	8,075	22	29,766	20	47,184	16	12,982	15	6,106	14	5,461	47	10,665	7	8,562
Peru	99,106	124,128	129,148	10	5,034	4	8,075	14	26,950	15	40,149	12	11,651	14	5,699	11	4,545	34	9,309	7	8,562
MONROE	435,496	569,197	596,614	27	29,988	14	73,677	57	120,645	38	120,786	46	47,077	78	38,167	53	26,676	129	67,551	18	22,606
Bloomington	387,110	502,282	525,801	18	24,327	14	73,677	45	105,664	31	107,438	32	33,724	77	37,927	48	26,461	112	58,890	16	20,749
MONTGOMERY	139,257	170,364	176,530	15	8,599	8	20,200	21	38,197	17	44,856	24	13,906	19	6,414	13	5,923	50	15,613	10	9,400
Crawfordsville	112,417	138,998	144,289	8	6,324	6	14,558	14	36,095	13	32,929	18	11,794	18	5,758	8	5,448	36	14,427	9	8,044
MORGAN	169,095	215,042	224,290	11	11,501	9	15,710	31	63,088	19	31,434	31	39,572	20	8,220	17	9,983	47	19,233	10	10,174
Martinsville	75,172	95,876	102,777	4	5,721	7	11,028	15	30,219	11	17,426	12	9,281	13	4,371	11	5,834	20	7,608	6	4,683

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

INDIANA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
NEWTON	36,457	40,363	41,107	8	3,419	2	282	11	10,540	7	6,456	15	5,376	6	1,617	5	1,409	22	3,209	6	4,229
NOBLE	103,053	148,252	158,004	16	8,561	9	13,986	17	41,094	23	38,303	22	13,047	12	4,582	10	4,758	47	13,025	9	7,367
Kendallville	54,373	77,465	85,162	5	3,420	5	12,263	6	21,733	10	19,961	4	4,613	10	3,890	7	3,536	15	6,685	5	4,391
OHIO	8,767	10,207	10,481	2	142			5	5,707			4	2,726	2	272	1	77	6	774	1	89
ORANGE	48,593	59,809	62,016	9	3,822	4	3,164	15	21,859	5	7,814	10	7,861	8	1,029	8	1,680	23	4,512	6	3,050
OWEN	33,440	40,121	41,433	3	1,106	2	230	7	10,430	7	10,931	8	7,617	1	123	5	1,390	17	3,540	2	2,086
Spencer	28,022	33,760	35,672	3	1,106	1	186	4	8,673	6	10,321	8	7,617	1	123	2	1,062	9	2,931	2	2,086
PARKE	35,383	43,415	45,000	5	4,659	3	1,707	10	14,774	7	6,916	9	3,272	4	416	4	1,419	26	3,323	3	2,504
PERRY	65,273	76,166	78,274	8	4,573	8	10,489	12	23,499	10	10,614	11	3,572	15	4,606	7	3,638	24	6,538	4	3,512
PIKE	27,564	31,560	32,332	3	562	2	764	11	11,140	6	9,591	7	1,658	3	349	4	1,399	13	1,923	2	2,429
PORTER	414,190	495,737	511,631	26	16,112	15	40,602	45	122,796	40	102,488	64	60,433	46	15,345	34	19,288	155	62,631	33	41,705
Chesterton	53,108	64,029	67,669	4	2,666	3	5,566	5	13,088	8	26,119	7	5,472	8	1,069	4	1,504	19	4,548	4	3,275
Valparaiso	230,169	273,932	282,442	7	5,932	7	28,175	22	67,744	18	63,868	25	21,910	30	11,820	22	14,684	61	28,540	17	24,329
POSEY	66,075	78,007	80,356	10	3,791	7	4,702	13	16,634	13	26,202	16	7,790	8	1,720	8	3,637	34	6,524	5	3,697
Mount Vernon	47,892	57,092	60,158	5	3,141	3	3,188	7	13,121	11	22,848	8	4,602	7	1,541	6	2,879	17	3,664	3	2,464
PULASKI	40,701	48,581	50,115	6	4,812	3	2,532	6	7,822	11	16,328	9	3,301	5	1,230	4	1,069	17	3,062	3	3,731
PUTNAM	83,484	99,525	102,637	11	7,187	4	5,530	20	31,048	12	19,236	18	9,286	13	4,171	11	3,342	32	8,221	6	5,633
Greencastle	58,985	69,184	72,584	6	4,616	3	4,375	6	22,572	8	11,879	8	6,735	10	3,369	10	3,090	19	6,472	4	4,065
RANDOLPH	77,517	98,720	103,040	13	4,708	10	4,329	21	28,401	10	23,860	20	11,252	12	3,139	13	5,009	34	7,350	6	5,775
Union City	23,530	28,340	29,943	4	2,959	4	2,091	6	9,226	3	1,392	4	6,301	3	888	2	1,289	8	1,820	2	2,171
Winchester	37,956	50,246	54,343	4	829	4	1,836	7	12,448	6	22,141	6	3,344	4	1,968	6	2,877	13	2,830	2	3,323
RIPLEY	72,303	89,437	92,833	12	10,781	7	4,185	25	28,877	11	18,527	11	5,132	9	1,054	9	3,245	25	5,618	7	4,153
RUSH	59,732	77,891	81,616	9	5,537	3	5,109	12	19,084	11	25,656	11	7,592	7	810	4	3,771	19	4,182	2	3,972
Rushville	45,733	59,742	64,412	6	3,266	3	5,109	6	12,597	10	24,077	8	5,711	7	810	2	2,490	13	3,549	2	3,972
ST. JOSEPH	1,151,353	1,568,130	1,655,315	63	61,834	33	228,349	151	309,116	83	383,713	140	123,335	141	77,736	128	117,065	392	158,099	55	69,870
Mishawaka	380,395	517,830	546,564	16	17,511	10	115,090	38	89,622	21	110,581	32	24,040	57	36,460	45	54,714	103	50,147	14	22,323
South Bend	608,117	1,068,056	868,415	29	29,388	17	95,087	80	169,051	40	228,510	65	62,346	65	30,983	55	44,628	224	92,576	33	40,248
SCOTT	64,591	80,942	84,197	7	5,921	7	8,409	14	18,640	10	14,551	16	13,423	5	1,349	5	1,501	21	7,283	4	3,486
SHELBY	130,554	150,097	153,846	14	10,235	4	10,899	19	32,604	20	38,857	20	17,926	19	7,858	17	6,568	39	11,721	8	7,852
Shelbyville	116,257	133,707	137,096	7	7,010	4	10,899	15	30,813	16	33,932	14	16,367	18	7,598	16	6,325	32	10,086	8	7,852
SPENCER	49,827	58,313	59,957	11	3,898	5	1,049	15	18,281	11	17,893	12	5,078	5	464	5	2,196	29	4,660	3	1,894
STARKE	76,018	88,047	90,349	10	7,328	7	6,494	13	19,735	10	18,629	11	17,713	4	546	4	1,478	33	5,106	3	7,521
STEUBEN	113,602	149,226	156,511	12	12,863	5	8,153	21	33,461	16	23,897	19	32,732	16	6,086	9	4,076	48	16,264	5	4,517
SULLIVAN	51,266	65,193	68,017	6	3,470	3	4,274	15	18,880	6	16,117	17	9,057	8	3,217	5	1,350	23	3,356	2	2,319
Sullivan	27,899	36,440	39,287	6	3,470	2	3,013	4	6,554	4	11,365	7	4,723	8	3,217	5	1,350	11	1,636	2	2,319
SWITZERLAND	10,512	11,352	11,513	2	227	3	289	3	4,674	2	1,696	1	258	3	206	1	194	10	843	1	253
TIPPECANOE	592,064	736,321	765,095	33	44,192	14	113,688	60	133,521	45	179,876	51	60,823	66	31,879	44	33,996	168	83,508	24	33,487
Lafayette	417,877	596,411	541,598	25	31,058	11	93,204	34	84,873	31	145,618	30	37,473	54	26,729	33	24,649	102	47,154	18	21,199
West Lafayette	129,086	156,087	161,337	5	5,619	3	20,484	17	44,217	5	8,054	16	19,180	11	4,170	6	5,592	47	26,242	5	11,288
TIPTON	51,291	69,910	73,810	8	5,153	3	2,468	9	18,978	7	21,356	18	9,850	8	2,499	5	1,150	21	5,944	3	1,165
Tipton	41,275	54,855	59,381	6	3,446	2	1,468	5	17,925	6	16,324	14	7,654	8	2,499	3	616	16	5,108	3	1,037
UNION	16,045	18,975	19,542	2	5,745	1	130	5	6,171	3	2,325	4	1,702	4	573	1	364	5	1,035	1	65
VANDERBURGH	1,016,953	1,207,701	1,244,916	45	74,286	24	190,677	103	240,241	71	241,302	98	77,096	130	93,557	88	72,459	303	127,142	42	42,679
Evansville	968,339	1,148,619	1,183,796	38	61,639	23	189,279	99	234,996	63	234,036	88	61,398	126	89,855	86	69,041	282	119,485	41	41,192
VERMILLION	55,241	60,444	61,434	7	4,234	3	1,502	11	13,920	11	24,213	8	6,455	3	1,031			29	2,788	4	2,677
Clinton	38,298	41,379	42,406	3	2,403	2	1,123	7	10,763	6	16,223	6	5,236	2	771			16	1,587	2	1,664
VIGO	689,553	801,372	822,891	37	50,379	18	108,817	51	145,691	45	165,690	62	58,100	56	50,006	59	31,444	190	73,030	19	23,722
Terre Haute	543,119	627,667	643,843	28	29,399	13	78,454	40	138,734	34	97,438	41	39,694	50	46,651	50	25,918	155	57,291	15	21,796
WABASH	122,109	153,322	159,555	22	17,629	10	17,043	20	33,210	20	33,258	19	13,756	16	5,442	17	5,653	47	12,496	13	9,964
Wabash	70,722	89,162	92,840	11	8,385	5	8,109	12	20,062	14	20,399	9	8,221	11	3,661	11	4,391	28	8,885	8	5,866
WARREN	8,337	10,202	10,568	3	1,516	1	55	3	4,177	1		3	1,528			1	709	7	772	2	362
WARRICK	105,610	140,945	148,237	20	19,795	6	6,977	24	39,658	15	37,807	19	14,022	12	4,064	13	5,013	36	10,143	7	4,099
WASHINGTON	61,001	85,609	90,844	12	9,979	4	7,254	11	21,360	13	24,763	14	6,124	9	2,131	5	2,355	18	4,114	3	3,009
WAYNE	392,995	494,841	515,299	24	32,469	21	73,648	52	97,900	35	132,514	53	56,407	36	15,364	30	17,069	107	40,726	15	19,801
Richmond	331,447	418,391	435,899	19	27,479	15	72,117	37	76,648	28	121,801	32	31,337	31	14,717	28	15,732	84	35,325	13	16,856
WELLS	79,673	97,901	101,511	9	4,237	4	4,035	12	20,867	17	37,412	16	6,734	15	3,944	11	5,584	31	8,605	5	3,769
Bluffton	62,204	76,213	78,985	7	3,373	4	4,035	5	15,484	13	29,333	12	5,330	15	3,944	7	3,172	22	7,178	3	2,960
WHITE	88,349	103,309	106,213	10	9,587	4	9,247	16	24,504	18	28,476	15	8,031	10	2,822	8	1,832	51	10,783	6	4,422
Monticello	59,310	67,165	69,783	4	4,264	3	5,713	8	19,559	7	16,352	8	5,470	7	2,421	8	1,514	27	6,418	3	3,084
WHITLEY	85,456	113,217	118,946	8	8,598	6	4,193	16	34,246	16	29,968	11	12,762	11	1,324	11	2,688	38	9,699	6	7,033
Columbia City	56,241	71,179	76,158	5	5,630	5	4,035	7	25,872	8	10,033	9	12,243	9	1,270	6	2,280	23	6,495	3	5,030

IOWA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	12,646,359	14,896,630	15,424,979	1,366	1,070,011	620	1,641,768	2,164	3,323,482	1,496	3,611,775	2,064	1,389,053	2,065	759,464	1,361	683,281	5,298	1,351,494	715	496,718
METROPOLITAN STATISTICAL AREAS																					
Cedar Rapids, Ia	830,476	1,051,370	1,101,372	57	76,712	19	181,033	107	225,565	54	229,928	93	65,533	123	52,440	80	56,255	287	103,404	35	39,169
Davenport-Rock Island-Moline, Ia-Il	1,844,620	2,198,830	2,275,959	106	106,214	51	303,640	245	441,763	163	537,072	211	205,928	235	103,186	171	99,801	688	247,963	77	89,967
Des Moines, Ia	2,015,817	2,624,094	2,762,277	134	143,424	65	374,678	258	591,419	147	622,628	210	215,071	275	145,666	173	147,730	641	261,520	79	70,445
Dubuque, Ia	434,607	502,284	518,084	28	28,855	15	82,511	54	99,440	46	114,613	55	30,465	61	29,116	48	30,018	161	48,789	17	19,487
Iowa City, Ia	369,809	470,062	472,709	24	36,690	13	54,810	46	100,462	31	94,099	50	38,966	62	27,915	47	29,212	125	57,714	17	15,439
Omaha, Ne-Ia	2,919,090	3,883,832	4,124,873	152	237,793	57	494,382	358	789,764	209	971,925	357	358,890	295	197,233	192	279,339	979	422,172	123	132,827
Sioux City, Ia-Ne	584,663	684,731	708,023	51	51,865	23	94,068	76	147,890	45	152,369	85	57,708	90	39,386	55	34,736	214	60,764	22	22,708
Waterloo-Cedar Falls, Ia	741,534	823,435	843,568	69	46,693	26	105,163	105	161,835	76	206,194	106	62,355	104	48,292	73	41,701	284	77,601	32	31,248

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IOWA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
COUNTIES, Cities																					
ADAIR	34,767	36,544	37,078	11	2,718	3	521	10	10,038	6	6,015	10	8,845	4	222	3	459	22	4,007	5	986
ADAMS	12,284	12,945	13,143	4	1,448	1	641	3	4,298	4	2,003	5	837	3	719	2	170	7	583	2	576
ALLAMAKEE	55,473	59,516	60,610	12	5,940	5	2,876	14	16,172	10	17,966	10	4,544	12	2,432	6	930	37	3,922	2	883
APPANOOSE	57,114	64,451	66,200	10	4,799	7	6,709	13	18,290	12	11,552	8	5,505	10	3,663	5	1,796	22	4,848	3	1,417
Centerville	47,208	53,498	55,594	6	3,532	7	6,709	8	17,151	8	9,629	6	4,164	10	3,663	5	1,796	14	3,051	3	1,417
AUDUBON	27,662	29,916	30,511	5	1,558	3	673	7	6,740	4	9,490	7	3,490	5	837	3	1,843	19	1,903	4	870
BENTON	66,752	71,266	72,523	23	7,451	5	990	16	14,935	16	23,231	22	7,996	13	2,646	8	3,136	43	5,371	6	2,496
Vinton	31,011	33,061	33,744	6	2,993	4	806	3	8,027	7	9,128	8	3,292	7	1,509	5	2,211	15	2,825	3	1,721
BLACK HAWK	667,051	742,399	760,848	48	38,181	19	101,047	91	138,634	60	188,543	84	55,381	83	43,290	62	38,864	243	70,925	26	27,975
Evansdale	10,271	10,497	10,572	2	853	1	1,114	2	2,767	1	1,589	3	1,846	2	319	1	184	9	1,239	1	327
Waterloo	422,355	582,808	475,437	26	27,191	12	77,117	47	88,030	42	94,444	48	34,219	49	26,640	40	26,664	144	46,424	16	18,921
BOONE	87,217	108,348	113,144	16	6,888	5	6,009	18	27,015	12	29,304	18	10,168	16	5,375	12	7,316	41	9,558	7	4,254
Boone	68,577	85,801	89,715	9	4,045	5	6,009	8	18,628	9	27,873	10	6,192	14	4,977	8	6,652	27	7,714	5	3,789
BREMER	74,483	81,036	82,720	21	8,512	7	4,116	14	23,201	16	17,651	22	6,974	21	5,002	11	2,837	41	6,676	6	3,273
BUCHANAN	68,201	76,912	78,996	14	7,936	4	3,987	12	19,807	12	21,338	17	7,550	8	2,018	4	804	44	6,230	4	2,874
BUENA VISTA	99,641	116,563	120,467	12	10,296	8	9,362	12	24,593	15	31,468	18	8,343	19	6,684	10	4,986	49	10,182	7	3,082
BUTLER	34,897	36,323	36,811	16	5,973	3	1,250	24	9,313	8	8,508	13	2,310	6	583	5	1,488	30	1,973	3	745
CALHOUN	40,080	42,885	43,653	14	3,792	2	1,645	18	11,691	9	11,323	9	4,012	5	1,526	8	2,631	25	2,408	3	1,443
CARROLL	122,844	139,774	143,769	16	11,786	6	10,065	26	21,455	16	40,906	22	19,735	19	8,194	10	3,340	57	10,394	5	1,857
Carroll	92,498	106,389	109,628	6	5,202	4	9,564	13	15,903	12	33,155	10	15,555	16	7,682	5	1,655	29	8,014	3	1,810
CASS	88,809	100,452	103,209	16	9,229	9	8,260	13	22,548	16	21,664	23	14,559	17	6,234	9	1,986	35	6,227	7	3,841
Atlantic	67,978	77,064	80,092	11	7,864	7	7,936	7	19,300	9	15,299	14	7,787	15	6,105	6	1,869	21	4,705	6	3,745
CEDAR	63,913	65,775	66,522	11	5,498	6	2,093	15	15,415	13	17,954	14	14,181	9	1,047	7	1,957	31	3,699	5	1,148
CERRO GORDO	290,564	348,490	361,718	33	24,295	10	44,625	29	79,514	27	75,265	41	34,051	52	24,298	29	14,125	110	29,564	13	10,536
Mason City	226,350	270,845	281,023	23	19,896	8	35,913	16	60,876	20	67,176	27	22,818	38	17,945	24	11,915	72	19,155	10	8,607
CHEROKEE	73,571	80,618	82,407	10	5,248	3	4,800	12	20,763	12	24,688	17	7,175	18	5,349	7	2,593	30	4,396	7	2,935
Cherokee	58,173	63,949	65,874	7	3,754	3	4,800	7	16,148	10	20,781	11	5,153	14	4,019	7	2,593	17	3,525	5	2,138
CHICKASAW	40,793	43,092	43,778	10	3,989	7	1,915	14	10,168	9	12,697	14	4,620	6	1,504	5	1,251	29	3,313	3	1,567
CLARKE	37,889	41,117	41,945	6	2,207	3	2,272	6	12,325	6	7,809	13	8,733	6	689	3	223	16	3,276	3	891
CLAY	107,661	116,818	119,188	19	7,176	5	10,191	14	22,608	10	31,496	17	8,953	35	9,133	19	5,115	41	9,362	5	3,215
Spencer	103,383	112,220	114,504	14	6,159	5	10,191	8	21,720	9	31,303	13	8,517	35	9,133	18	5,005	35	8,646	5	3,215
CLAYTON	61,601	64,565	65,499	19	10,988	3	658	19	13,606	13	20,406	26	5,605	6	1,278	7	2,149	42	3,931	5	1,971
CLINTON	273,558	299,726	306,396	26	12,793	9	28,948	41	67,740	35	88,854	38	20,706	26	15,238	38	17,674	119	25,489	11	9,642
Clinton	219,349	239,757	244,995	17	9,608	7	26,104	26	52,353	23	64,831	23	16,768	21	14,173	28	16,023	83	21,707	7	8,297
CRAWFORD	63,316	72,161	74,248	11	6,132	2	4,515	17	17,453	9	13,221	18	9,246	18	5,785	5	1,929	51	7,636	5	2,063
DALLAS	103,981	120,989	124,925	19	6,608	9	10,661	28	34,816	18	38,629	25	11,992	15	3,930	9	3,084	32	5,602	7	2,213
DAVIS	25,236	26,216	26,554	5	2,169	1	1,959	3	5,560	4	6,941	6	3,012	6	601	2	394	14	1,469	3	82
DECATUR	27,289	28,102	28,418	6	2,455	5	930	10	8,962	3	4,088	7	4,388	5	1,077	3	621	16	1,786	4	1,655
DELAWARE	59,222	64,771	66,179	11	9,627	4	3,002	16	16,057	7	15,095	12	5,291	17	3,533	4	1,242	34	4,491	8	2,877
DES MOINES	225,299	251,835	258,308	23	16,264	8	38,941	42	56,806	25	45,910	26	18,331	43	17,163	32	15,769	88	22,136	10	8,397
Burlington	162,671	177,881	181,749	10	6,236	5	23,936	27	51,535	14	30,277	17	13,017	22	7,771	20	10,627	71	18,885	8	6,022
DICKINSON	73,550	88,807	92,265	8	13,476	6	4,182	9	15,808	10	19,373	17	7,470	17	7,884	8	2,608	57	12,336	5	2,807
DUBUQUE	434,607	502,284	518,084	28	28,855	15	82,511	54	99,440	46	114,613	55	30,465	61	29,116	48	30,018	161	48,789	17	19,487
Dubuque	382,795	444,840	459,246	19	21,544	14	81,689	44	91,319	35	95,563	39	27,033	59	28,240	40	24,905	132	43,904	16	18,862
EMMET	54,437	57,797	58,755	13	7,075	3	4,020	8	13,756	6	15,722	9	3,934	14	4,011	5	1,624	24	3,636	3	1,577
Estherville	47,437	50,361	51,336	8	3,298	3	4,020	3	12,503	6	15,722	6	3,556	13	3,929	4	1,530	15	2,832	2	1,425
FAYETTE	91,981	98,358	100,135	16	10,008	7	7,15[illegible]	24	21,882	18	29,907	23	8,139	24	5,275	12	4,165	42	6,126	8	2,370
Oelwein	40,246	41,805	42,325	4	1,500	4	3,8[illegible]	5	11,462	6	9,169	8	2,996	18	4,515	7	2,284	16	2,771	4	1,305
FLOYD	74,873	81,759	83,514	12	6,140	7	8,0[illegible]	15	21,526	9	17,657	20	7,438	20	5,605	9	2,439	32	5,983	5	2,205
Charles City	58,638	63,936	65,292	9	4,534	6	6,972	8	19,824	4	9,419	13	5,760	20	5,605	7	1,942	17	4,751	4	1,803
FRANKLIN	40,785	41,816	42,272	7	3,080	2	1,924	15	10,360	5	10,179	12	5,744	8	1,572	7	1,323	21	2,050	2	1,408
FREMONT	30,489	34,593	35,557	8	4,178	3	103	7	13,787	3	4,384	9	4,598	3	658	3	528	21	2,115	3	1,697
GREENE	40,576	44,059	44,958	13	4,865	4	2,133	10	8,976	6	14,418	9	2,622	13	2,735	3	394	24	3,188	4	2,006
GRUNDY	39,063	42,352	43,213	6	2,570			16	12,262	10	10,946	11	3,593	9	1,807	4	2,648	27	4,085	4	2,153
GUTHRIE	21,528	23,151	23,587	8	2,003	8	1,362	11	6,718	5	4,688	8	2,243	4	434	5	1,721	15	1,763	3	1,143
HAMILTON	63,049	69,513	71,122	14	4,444	3	3,477	15	20,125	10	9,802	17	10,863	13	4,681	8	2,178	39	6,741	4	2,665
Webster City	43,753	49,233	51,059	8	2,782	3	3,477	8	16,810	8	8,898	6	2,500	13	4,681	6	1,926	24	3,923	3	2,358
HANCOCK	28,750	32,011	32,802	11	3,568	4	471	15	8,790	8	7,224	7	1,415	7	2,199	7	2,065	21	2,472	6	1,675
HARDIN	99,810	110,370	112,997	21	14,060	7	5,338	23	25,235	23	36,011	22	8,161	23	4,617	12	2,910	39	5,472	10	3,332
HARRISON	60,754	68,101	69,892	16	4,767	4	978	17	10,757	10	31,473	18	6,222	6	1,387	5	2,171	28	4,577	7	3,361
HENRY	72,779	85,621	88,562	14	6,930	7	6,233	11	19,680	15	27,841	17	8,793	10	3,141	6	3,259	24	5,412	5	3,223
Mount Pleasant	56,089	65,696	68,898	6	4,130	5	4,501	5	16,190	9	22,911	10	5,805	10	3,141	6	3,259	15	3,672	4	2,596
HOWARD	33,877	35,392	35,884	11	5,714	5	1,350	12	10,142	6	6,991	7	1,053	7	1,291	5	1,306	26	1,887	2	1,048
HUMBOLDT	43,250	46,900	47,854	10	3,137	2	2,120	8	13,567	11	12,686	11	3,195	10	2,550	6	1,823	32	3,929	4	1,842
IDA	29,133	34,866	36,175	8	7,647	4	1,722	8	9,050	8	9,340	5	1,754	4	1,217	2	315	18	1,803	3	1,432
IOWA	64,071	74,352	76,714	6	3,909	5	930	18	17,351	10	11,025	15	7,530	9	4,097	7	4,177	40	17,605	6	1,776
JACKSON	66,175	71,082	72,419	14	7,797	4	4,466	19	21,015	12	14,212	19	5,151	18	3,246	12	2,918	46	5,254	5	2,559
JASPER	131,791	157,986	163,956	21	16,597	10	8,827	25	36,728	22	40,266	22	19,686	22	8,215	18	5,591	56	11,923	11	6,690
Newton	97,912	117,193	121,602	10	8,677	6	7,019	12	28,414	15	33,899	11	10,309	20	7,827	14	4,976	32	9,751	8	6,559
JEFFERSON	63,874	78,860	82,266	12	4,894	5	5,576	11	20,003	8	24,570	7	5,400	14	4,614	5	1,487	24	5,537	2	3,326
Fairfield	59,995	73,786	78,383	10	4,671	5	5,576	11	20,003	7	23,729	6	5,189	14	4,614	5	1,487	19	5,364	2	3,326
JOHNSON	369,809	470,062	492,709	24	36,690	13	54,810	46	100,462	31	94,099	50	38,966	62	27,915	47	29,212	125	57,714	17	15,439
Iowa City	272,236	344,512	360,814	17	22,982	10	44,534	33	77,679	17	61,644	28	24,130	58	27,249	34	19,351	88	41,171	10	13,235
JONES	58,214	63,743	65,132	10	3,943	6	3,908	17	15,373	13	18,972	21	7,707	12	1,573	5	1,628	36	4,220	6	2,032
KEOKUK	30,701	31,538	31,886	9	3,518	2	1,127	13	3,376	13	11,200	6	3,571	5	613	2	1,236	20	1,687	3	953
KOSSUTH	85,704	92,709	94,554	16	5,988	6	6,810	15	18,407	13	30,062	15	6,359	17	3,915	12	4,325	48	7,184	6	2,009
LEE	178,698	199,289	204,276	26	15,265	12	22,947	29	56,207	23	40,617	29	14,960	26	6,188	26	10,898	79	17,128	10	8,242
Fort Madison	68,680	77,738	79,869	7	6,153	4	11,789	13	28,532	7	5,131	14	7,203	9	2,429	8	3,155	34	7,868	5	3,227
Keokuk	77,339	86,097	88,222	9	6,230	7	10,636	10	24,639	11	16,637	8	5,093	16	3,707	13	3,561	31	8,070	4	4,897
LINN	830,476	1,051,370	1,101,372	57	76,712	19	181,033	107	225,565	54	229,928	93	65,533	123	52,440	80	56,255	287	103,404	35	39,169
Cedar Rapids	694,573	928,196	922,734	34	61,371	17	179,886	76	162,694	41	198,463	61	49,883	106	47,091	65	49,943	217	84,755	26	31,097
Marion	79,041	99,899	104,621	9	5,925	1	507	8	45,766	7	13,247	9	6,402	8	2,578	9	4,626	26	11,592	6	7,349
LOUISA	31,959	33,226	33,657	5	2,487	3	495	11	10,976	7	10,399	7	2,730	3	536	5	750	25	3,177	3	810
LUCAS	42,808	48,446	49,775	6	3,128	1	3,845	7	11,398	5	7,649	5	8,901	11	3,249	6	1,692	12	2,424	4	1,795
LYON	30,727	32,699	33,251	13	5,739	1	405	16	7,912	3	6,501	9	2,016	6	1,905	7	3,107	25	2,114	2	536
MADISON	44,280	45,806	46,378	13	7,718	3	1,167	9	10,977	9	12,149	7	2,574	11	1,710	3	836	23	4,360	4	2,005

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IOWA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
MAHASKA	87,903	104,218	107,951	16	6,814	5	9,085	15	27,212	15	19,812	12	10,984	23	7,606	14	6,174	35	9,768	5	3,078
Oskaloosa	76,520	91,390	94,777	9	4,342	5	9,085	11	23,460	13	17,774	10	9,568	21	7,097	13	5,834	26	8,854	4	2,602
MARION	88,019	101,007	104,038	16	5,814	10	7,224	19	23,896	16	27,089	17	8,347	20	5,764	13	4,645	49	9,965	8	3,765
MARSHALL	185,019	212,687	219,173	22	18,474	10	23,909	28	50,080	26	51,133	24	12,874	36	10,407	21	8,008	70	19,423	9	10,615
Marshalltown	175,112	201,269	207,402	16	16,961	8	22,205	22	47,024	23	49,027	21	12,302	35	10,307	20	7,871	58	18,382	9	10,615
MILLS	37,538	44,492	46,082	2	1,394	2	1,610	9	11,384	7	15,870	8	5,329	4	885	2	1,389	21	3,270	3	1,772
MITCHELL	36,296	38,152	38,717	12	7,359	4	668	12	5,804	5	8,490	12	4,844	8	1,061	4	1,256	23	2,285	4	1,410
MONONA	44,203	47,149	47,974	10	2,621	1	711	18	9,302	7	18,279	13	4,335	13	755	4	1,434	34	3,232	7	2,977
MONROE	25,394	29,977	31,032	4	2,903	2	1,645	5	8,634	8	7,991	7	2,754	7	1,190	1	405	14	1,452	3	647
MONTGOMERY	56,864	69,068	71,823	12	4,495	6	8,547	8	15,889	11	16,720	17	7,616	14	3,735	6	2,236	23	4,517	4	3,564
MUSCATINE	181,398	202,646	207,788	17	16,954	7	13,459	28	53,449	21	36,653	28	24,131	29	10,988	24	8,761	74	17,525	7	8,747
Muscatine	140,961	155,112	158,636	11	9,211	5	9,297	17	44,482	14	30,896	21	13,095	29	10,988	19	6,964	55	15,204	4	6,062
O'BRIEN	74,502	80,650	82,251	18	6,703	7	5,525	17	14,870	15	23,893	12	8,527	18	5,204	11	1,920	35	5,417	9	3,192
OSCEOLA	21,015	22,634	23,066	8	2,293	2	473	8	5,142	2	3,926	7	3,295	7	1,069	2	433	18	1,710	1	684
PAGE	84,091	99,730	106,189	17	9,915	9	12,322	9	16,831	15	18,749	16	10,211	27	8,135	13	4,729	31	5,083	5	3,882
Shenandoah	11,731	54,848	69,220		7,797		7,168	1	14,242	2	11,956		4,992	1	6,262		2,761	3	2,456		2,651
PALO ALTO	41,380	44,115	44,883	10	6,144	1	627	10	8,011	6	14,002	13	5,747	7	1,268	6	1,793	28	2,563	5	1,370
PLYMOUTH	95,229	110,347	113,856	18	8,409	6	6,682	22	28,796	11	30,212	24	14,184	14	4,860	5	1,888	48	8,288	6	2,377
Le Mars	61,040	69,499	72,318	5	2,666	4	5,116	7	23,486	4	16,712	10	6,477	12	4,373	2	1,093	22	6,192	3	1,542
POCAHONTAS	29,451	32,579	33,351	8	5,169	3	581	10	7,683	6	8,381	9	2,141	6	689	7	885	23	2,587	3	545
POLK	1,822,184	2,397,362	2,527,927	102	132,052	52	362,349	215	528,120	117	542,207	167	192,791	250	138,878	157	143,203	572	249,336	67	65,598
Des Moines	1,237,987	1,618,523	1,704,837	67	70,986	36	255,027	141	345,422	80	392,307	106	115,658	163	93,773	105	95,559	388	167,281	46	42,007
POTTAWATTAMIE	417,413	507,182	527,602	25	24,112	10	41,521	56	93,809	36	151,899	81	100,845	33	14,484	20	7,954	135	45,604	23	23,772
Council Bluffs	352,501	428,463	445,774	14	18,924	9	40,327	34	81,043	28	141,214	46	64,424	29	13,980	14	7,490	101	37,364	16	22,081
POWESHIEK	91,416	105,987	109,354	13	6,584	7	5,313	14	23,019	11	26,869	14	22,781	10	2,905	9	2,520	32	8,914	7	3,000
RINGGOLD	17,253	17,676	17,861	2	833	1	603	4	4,155	4	6,379	6	1,784	2	529	2	160	9	1,516	3	665
SAC	42,079	43,305	43,798	14	8,612	4	730	13	7,335	10	10,413	18	6,691	10	1,081	4	407	29	2,821	4	1,326
SCOTT	849,007	1,049,248	1,094,495	41	55,860	20	156,199	109	214,485	53	234,974	98	117,339	104	45,486	88	59,426	294	118,836	34	36,583
Bettendorf	152,791	191,783	200,585	4	14,276	5	34,723	22	50,967	10	30,282	19	17,797	17	7,491	17	9,007	38	19,240	6	7,869
Davenport	618,679	852,366	793,056	30	40,406	14	117,960	71	142,095	35	195,170	62	56,207	83	37,117	66	49,235	209	84,667	24	27,693
SHELBY	53,929	56,868	57,745	14	4,137	4	5,784	10	13,596	8	14,666	9	5,514	8	1,522	4	428	31	4,968	5	1,790
SIOUX	98,013	108,943	111,640	22	7,297	8	2,644	30	21,679	19	41,167	19	14,235	19	3,490	18	4,183	41	6,235	10	3,654
STORY	325,330	380,209	392,872	28	16,972	13	46,061	60	89,813	35	94,968	42	28,035	54	19,769	40	20,434	127	40,890	16	10,533
Ames	255,302	300,955	311,409	15	11,672	9	44,203	31	67,406	24	64,239	22	21,226	44	18,821	31	16,189	97	37,203	11	8,730
Nevada	30,653	35,532	37,158	4	1,886	3	1,459	7	8,174	7	17,750	4	2,336	6	623	3	1,813	8	838	3	1,185
TAMA	53,137	57,261	58,362	17	6,204	4	2,320	20	16,535	10	10,702	10	8,524	8	1,420	7	2,517	35	4,711	2	1,421
TAYLOR	19,120	20,026	20,310	5	1,409	4	523	9	6,417	2	2,037	9	2,837	6	1,110	3	369	16	1,757	2	547
UNION	65,045	71,495	73,102	10	6,090	5	5,193	8	18,819	13	17,021	14	9,329	16	4,477	7	1,177	21	4,890	6	1,558
Creston	60,699	66,801	68,319	8	5,416	5	5,193	5	18,322	13	17,021	11	7,493	16	4,477	6	1,083	16	4,575	4	1,273
VAN BUREN	15,487	16,604	16,905	9	3,006	2	314	8	3,789	3	1,273	7	1,368			1	169	13	1,474	1	757
WAPELLO	179,733	213,011	220,654	16	16,780	5	22,483	22	56,973	28	44,883	27	23,192	21	10,212	22	8,303	61	15,487	7	8,054
Ottumwa	168,873	199,337	206,349	11	14,168	5	22,483	17	53,652	24	42,210	23	19,545	21	10,212	22	8,303	52	14,654	7	8,054
WARREN	89,652	105,743	109,425	13	4,764	4	1,668	15	28,483	12	41,792	18	10,288	10	2,858	7	1,443	37	6,582	5	2,634
WASHINGTON	76,640	83,847	85,674	14	6,351	7	6,901	15	19,177	9	22,523	16	4,395	15	5,332	7	3,175	35	6,981	7	2,320
Washington	52,056	56,403	57,852	6	3,020	5	5,919	7	14,878	5	12,964	8	3,116	13	4,977	5	2,724	15	4,210	4	1,317
WAYNE	21,879	22,127	22,309	8	2,580	2	738	10	5,485	4	3,276	11	5,391	2	231	2	84	14	1,429	1	871
WEBSTER	238,090	270,294	277,946	28	23,979	11	41,349	27	47,581	29	69,088	24	16,731	40	13,833	28	13,235	92	25,394	10	6,511
Fort Dodge	224,966	255,075	262,243	21	21,865	8	41,019	19	44,904	23	64,627	20	15,644	40	13,833	27	13,049	80	24,612	10	6,511
WINNEBAGO	48,576	57,238	59,231	15	4,220	5	3,362	16	12,203	10	21,320	11	6,203	7	1,357	10	1,219	28	4,281	5	2,247
WINNESHIEK	71,603	77,391	78,921	14	5,938	7	4,510	16	17,339	14	15,190	16	7,259	17	5,489	14	4,752	50	7,339	6	2,279
WOODBURY	531,241	621,318	642,178	43	47,668	22	93,505	67	135,826	37	139,452	70	47,044	86	38,785	47	30,485	185	52,046	19	20,896
Sioux City	503,349	587,844	607,433	31	43,864	16	92,259	52	127,994	32	133,098	60	43,384	85	37,774	44	26,922	157	48,273	17	20,592
WORTH	21,397	22,432	22,753	6	4,470			9	6,221	5	3,641	3	859	3	99	2	1,011	16	1,489	3	750
WRIGHT	56,087	59,089	60,001	14	5,772	5	1,525	15	17,506	17	15,916	11	4,980	16	1,855	11	2,352	34	3,977	5	1,791

KANSAS RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	10,841,925	12,843,762	13,412,606	1,028	858,957	437	1,555,471	1,767	2,663,481	1,231	3,407,220	1,512	1,085,876	1,572	673,218	1,184	664,122	3,613	1,142,937	566	369,259
METROPOLITAN STATISTICAL AREAS																					
Kansas City, Mo-Ks	7,199,672	9,213,151	9,750,974	396	441,091	193	1,322,556	870	1,741,212	539	2,440,881	707	757,071	826	518,593	596	442,159	1,936	926,435	280	295,055
Lawrence, Ks	282,294	354,432	373,520	29	23,146	8	26,330	38	76,139	28	93,522	35	29,940	43	19,066	35	17,673	109	44,413	11	9,306
Topeka, Ks	808,334	1,013,671	1,068,019	45	74,128	20	142,789	102	220,429	74	249,506	81	72,088	98	47,450	73	42,694	271	107,268	30	41,123
Wichita, Ks	2,253,226	2,732,658	2,862,905	123	204,790	53	396,663	280	519,109	171	740,106	213	189,068	271	147,271	208	149,134	677	266,503	78	64,774
COUNTIES, Cities																					
ALLEN	55,147	59,053	60,594	13	6,842	4	6,669	12	14,811	12	8,464	11	6,417	12	2,843	7	1,307	40	7,116	3	1,181
Iola	41,569	44,350	45,277	7	3,655	2	5,452	8	11,643	8	6,067	7	5,566	11	2,756	5	1,170	21	4,334	2	1,037
ANDERSON	19,775	21,102	21,634	2	1,971	2	560	7	6,491	2	3,165	7	3,098	7	1,170	2	859	14	1,939	2	452
ATCHISON	55,242	65,846	68,786	7	4,924	6	10,404	11	18,423	9	8,726	12	6,319	16	4,866	4	2,031	22	5,067	5	2,853
Atchison	50,952	60,930	63,686	6	4,458	6	10,404	9	17,920	7	7,441	9	5,356	16	4,866	4	2,031	17	4,537	4	2,474
BARBER	32,204	36,781	38,149	5	1,933	2	954	11	6,732	5	12,574	8	8,139	7	942	3	1,191	10	1,655	4	1,612
BARTON	204,187	210,429	214,597	18	12,752	9	26,813	33	40,508	22	58,955	31	19,460	37	10,012	31	12,972	53	13,914	11	5,559
Great Bend	178,853	184,776	188,520	14	11,404	7	24,692	18	33,841	16	53,934	22	15,730	33	9,511	26	11,230	34	11,612	7	5,015
BOURBON	62,506	68,213	70,230	8	4,849	2	8,034	11	13,966	5	19,438	8	5,289	11	2,483	5	2,348	28	6,878	4	2,555
Fort Scott	57,598	63,666	65,689	7	4,547	2	8,034	7	11,420	5	19,438	7	4,960	11	2,483	5	2,348	27	6,756	4	2,555
BROWN	35,741	37,203	36,000	8	3,263	4	6,112	14	8,496	8	10,003	11	4,527	6	648	3	798	12	1,490	5	916
Hiawatha	23,508	24,708	25,108	3	1,072	3	5,218	8	6,369	3	6,351	4	1,698	4	522	3	798	9	1,421	3	703

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KANSAS RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
BUTLER	158,113	192,009	201,278	15	9,469	3	25,508	29	45,018	24	59,188	30	21,078	17	4,901	16	10,433	49	14,496	8	5,687
Augusta	51,122	64,554	69,031	2	2,719	1	6,825	6	14,455	7	24,376	6	5,390	5	920	9	7,386	12	4,054	2	1,301
El Dorado	78,881	94,362	98,659	7	2,840	2	18,683	9	20,763	12	29,165	10	8,241	12	3,981	7	3,047	24	8,115	3	2,976
CHASE	7,307	7,278	7,376	1	385	1		3	1,527	1	424	6	2,800	2	513			4	900	1	178
CHAUTAUQUA	11,273	11,356	11,535	2	769	2	495	6	3,496	2	1,829	4	2,212	2	299			5	513	3	462
CHEROKEE	58,199	63,794	65,719	9	4,814	7	5,446	22	20,003	14	17,646	11	4,121	7	951	4	2,600	24	3,607	5	2,239
Columbus	20,442	23,287	24,235	3	1,438	3	2,087	4	5,130	7	10,029	2	902	3	591	2	1,163	6	976	1	401
CHEYENNE	13,801	14,103	14,356	5	2,457	1	158	5	3,657	5	4,244	7	1,921	2	336	3	308	9	877	1	44
CLARK	8,622	9,130	9,348	2	3,410			4	1,439	3	973	4	1,674	2	138	3	434	7	423	1	268
CLAY	39,095	41,956	43,080	4	3,010	5	3,274	9	11,647	7	9,718	13	4,446	7	1,337	5	2,343	14	2,170	3	1,146
Clay Center	35,122	38,272	39,322	4	3,010	4	3,040	6	10,256	7	9,718	6	3,587	7	1,337	5	2,343	8	1,654	3	1,146
CLOUD	43,517	46,218	47,356	9	3,737	5	5,162	10	10,730	8	9,130	14	4,511	15	3,224	7	2,919	19	3,146	5	1,917
Concordia	34,547	36,913	37,702	5	1,813	4	4,780	5	8,746	4	7,443	10	2,804	13	3,065	6	2,765	12	2,281	4	1,775
COFFEY	26,692	29,779	30,777	5	794	2	2,006	8	5,210	5	7,469	12	7,127	2	294	4	837	14	2,102	3	1,200
COMANCHE	7,423	7,687	7,842	3	954			4	1,185	3	1,468	5	1,997	3	104	3	530	10	970	1	195
COWLEY	146,821	157,289	161,402	13	9,823	7	16,992	26	37,498	18	35,500	21	11,579	29	9,144	21	7,422	56	13,634	8	8,108
Arkansas City	75,509	80,688	82,748	7	6,756	4	6,791	12	19,008	9	16,485	12	6,244	16	5,033	11	4,619	27	7,658	3	3,072
Winfield	62,680	67,370	68,823	5	2,797	2	8,418	9	16,698	7	16,787	7	4,885	12	3,944	9	2,656	25	5,661	4	3,939
CRAWFORD	137,042	154,960	165,319	14	13,343	7	24,060	29	44,042	23	29,988	13	7,480	22	6,469	15	7,103	61	16,623	10	5,046
Pittsburg	104,459	122,546	127,684	8	11,258	5	22,020	12	34,033	17	15,546	10	6,774	20	6,230	12	5,360	42	13,225	7	4,206
DECATUR	20,253	21,218	21,700	2	969	3	472	5	4,018	8	7,956	8	1,901	2	833	5	667	10	1,014	2	920
DICKINSON	62,196	65,130	66,593	12	4,488	6	5,076	18	14,688	12	13,414	23	13,137	13	1,602	7	1,317	26	4,864	9	2,317
Abilene	34,127	37,015	37,977	2	1,828	4	3,874	9	8,561	8	10,258	13	4,202	7	968	4	916	13	3,467	5	1,274
DONIPHAN	20,926	22,635	23,262	5	7,364	2	675	8	5,706	1	2,937	7	1,406			1	458	15	1,355	2	1,296
DOUGLAS	282,294	354,432	373,520	29	23,146	8	26,330	38	76,139	28	93,522	35	29,940	43	19,066	35	17,673	109	44,413	11	9,306
Lawrence	271,176	340,294	358,597	[illegible]	19,584	8	26,330	31	71,709	26	93,111	30	27,816	42	18,915	34	17,570	102	43,589	9	9,025
EDWARDS	10,806	11,837	12,189	2	218	1	286	7	4,759	2	2,861	3	728	3	540	2	268	7	623	2	175
ELK	8,549	9,461	9,758	2	332			6	2,003	2	1,497	3	81	1	229			7	883	2	77
ELLIS	195,473	231,597	241,752	15	18,678	7	19,618	24	44,678	18	68,446	25	19,415	36	14,725	28	14,331	58	21,316	5	6,617
Hays	167,297	200,610	209,815	8	12,180	5	18,183	17	40,794	14	54,184	18	16,574	36	14,725	27	14,201	54	20,300	4	6,277
ELLSWORTH	22,703	24,285	24,909	4	1,002	2	944	6	6,411	5	4,907	9	6,362	4	255	2	780	14	1,453	2	858
FINNEY	172,042	189,859	195,860	17	18,645	5	19,987	15	40,628	16	62,877	15	8,714	34	13,933	15	10,180	36	11,195	3	850
Garden City	165,054	182,179	187,944	16	17,916	5	19,987	14	38,900	14	59,899	14	8,327	33	13,661	15	10,180	31	9,733	3	850
FORD	168,371	195,450	203,305	12	9,086	8	28,946	15	34,740	18	58,726	16	12,669	34	10,934	25	13,773	44	16,429	7	5,989
Dodge City	160,212	186,707	194,320	9	8,699	8	28,946	13	33,111	15	55,282	14	12,113	34	10,934	23	13,388	41	15,843	6	5,687
FRANKLIN	70,445	79,417	82,187	12	8,314	4	7,610	12	21,804	10	13,707	14	6,660	12	2,779	12	2,065	36	8,517	6	2,689
Ottawa	57,048	64,405	66,672	10	6,840	3	5,612	7	17,923	9	12,222	8	4,522	12	2,779	10	1,700	26	7,083	5	2,212
GEARY	140,668	152,665	157,026	4	5,509	6	22,811	16	30,233	22	37,621	19	12,198	17	4,506	14	11,769	62	22,626	4	1,996
Junction City	139,271	151,196	155,523	4	5,509	6	22,811	15	29,799	21	37,228	19	12,198	17	4,506	14	11,769	57	22,088	4	1,996
GOVE	11,404	11,640	11,848	2	890			3	3,025	5	2,874	5	1,762			4	647	4	433	2	1,059
GRAHAM	18,650	22,198	23,181	4	4,007	1	665	7	5,332	4	7,446	5	2,837	2	501			9	1,008	2	581
GRANT	34,588	35,664	36,373	4	2,249	2	3,214	6	7,637	4	13,469	6	2,285	7	1,668	3	1,137	10	2,037	4	1,061
GRAY	11,368	12,623	13,030	5	2,682			5	3,274	2	3,346	2	557	2	343	1		6	578	2	792
GREELEY	4,982	6,070	6,362	2	1,111			2	1,837	1	933	2	1,397	2	315			3	191	1	
GREENWOOD	25,395	25,866	26,319	8	2,956	1	693	8	6,221	4	6,561	9	3,058	6	872	2	239	22	2,065	6	1,196
HAMILTON	7,039	8,203	8,537	1	222	1	227			2	3,352	2	406	1	185	1	49	4	775	2	234
HARPER	31,899	34,976	36,031	7	2,985	5	2,644	12	6,867	9	13,221	4	2,389	8	1,543	3	1,625	19	2,263	3	834
HARVEY	122,726	147,233	153,955	18	15,005	5	10,975	27	36,777	15	26,200	22	22,175	22	7,984	11	4,250	42	12,986	6	2,934
Newton	94,285	112,491	117,529	7	4,665	5	10,975	16	29,952	13	24,497	13	12,436	21	7,807	9	3,989	30	10,540	5	2,695
HASKELL	6,911	7,356	7,538	3	1,953			5	3,588	1	812			4	237			7	288	2	146
HODGEMAN	2,992	2,987	3,028	2	99			1	754	1	391	3	979			1	257	3	190		
JACKSON	28,273	32,337	33,537	7	2,387	4	3,181	7	7,876	8	6,457	10	2,988	3	693	2	1,287	15	2,919	2	2,439
JEFFERSON	23,476	22,913	23,145	6	2,107	3	283	14	7,129	5	2,593	10	4,601			3	1,124	13	1,178	3	723
JEWELL	8,052	8,347	8,515	3	533	3	197	7	2,639	1	540	3	1,625	2	295	4	568	10	1,152	1	469
JOHNSON	1,710,478	2,265,444	2,409,496	79	103,210	37	353,055	166	384,408	94	617,530	122	157,307	210	164,525	163	155,117	337	189,867	46	56,793
Olathe	216,642	291,086	310,370	14	27,092	9	31,338	19	64,101	17	104,573	20	26,003	16	4,855	21	11,425	45	20,715	8	5,933
KEARNY	6,697	7,811	8,130	3	1,427			6	3,788	2	1,626			1		1	136			1	437
KINGMAN	23,128	24,516	25,115	8	1,994	1	1,276	7	6,369	4	6,111	7	2,260	3	827	3	661	9	1,743	2	513
KIOWA	14,709	15,563	15,935	2	1,145	2	870	5	4,309	4	3,144	6	2,482	3	533	1	657	7	1,264	2	561
LABETTE	102,632	113,854	117,514	16	9,017	4	12,125	19	24,018	17	35,998	14	9,706	13	4,224	11	4,283	40	7,372	8	3,666
Parsons	81,283	89,885	92,726	7	6,330	3	10,649	11	19,049	11	29,841	7	6,093	12	4,063	10	4,092	25	5,744	5	2,854
LANE	4,451	5,083	5,270	3	343			3	2,409	2	943	2	394			1	113	3	473	1	134
LEAVENWORTH	156,262	186,261	194,574	10	8,654	7	21,225	24	43,890	23	59,459	26	13,264	17	7,137	22	9,184	50	14,078	9	5,116
Leavenworth	131,854	156,632	163,532	4	5,524	6	20,311	19	36,258	16	49,475	21	11,469	16	6,841	19	7,521	40	12,239	6	5,007
LINCOLN	9,067	9,498	9,711	3	143	2	593	3	2,079	4	2,870	9	2,345	2	189	2	272	4	271	2	299
LINN	17,960	18,568	18,940	4	1,388	1	105	9	5,965	5	5,610	6	2,320	1	212	2	313	10	1,213	3	142
LOGAN	26,091	28,647	29,520	4	1,690	3	908	6	5,669	7	11,091	5	5,588	7	622	1	289	10	1,872	2	278
LYON	166,267	192,604	200,240	15	10,266	7	23,665	19	44,644	15	43,891	25	19,373	26	11,548	17	8,084	61	19,326	7	5,715
Emporia	160,311	185,684	193,047	14	10,129	7	23,665	15	43,724	14	43,308	21	16,794	26	11,548	16	7,989	53	17,749	7	5,715
MCPHERSON	108,085	124,369	129,167	20	8,215	4	7,568	26	28,675	13	46,091	14	6,780	15	4,722	17	5,166	53	14,893	6	1,695
McPherson	86,893	100,146	104,049	13	5,574	3	6,829	14	20,923	8	41,741	3	2,953	15	4,722	13	4,357	32	12,015	4	1,422
MARION	37,865	41,498	42,741	6	2,639	3	1,273	15	7,357	7	14,683	14	6,679	9	998	9	2,430	19	1,951	5	1,047
MARSHALL	45,991	48,761	49,963	9	2,676	2	3,473	17	11,152	14	13,652	13	3,626	7	2,016	5	5,103	26	2,644	4	1,657
MEADE	15,150	15,687	16,012	4	1,103	1	434	6	3,423	6	6,226	2	1,417	2		1	433	12	1,589	1	391
MIAMI	63,907	70,369	72,543	9	4,985	6	5,173	12	22,218	9	16,278	12	4,686	14	2,956	9	3,280	26	4,788	5	2,750
MITCHELL	40,754	44,807	46,174	6	1,988	3	2,557	9	8,280	5	13,030	14	10,684	6	1,846	4	1,251	16	2,769	4	1,127
Beloit	26,525	29,312	30,241	3	998	2	1,709	5	7,301	3	7,841	5	4,866	5	1,540	4	1,251	10	2,212	3	846
MONTGOMERY	201,771	211,287	215,981	21	14,440	9	23,869	30	44,608	29	50,429	30	13,357	36	10,957	24	9,420	63	15,037	14	5,871
Coffeyville	92,519	96,548	98,629	10	5,984	4	13,628	14	24,172	12	14,864	10	9,146	18	6,536	9	5,063	32	9,440	7	3,802
Independence	88,414	93,096	95,246	6	6,475	3	9,298	12	17,315	13	24,996	12	2,551	16	4,204	13	4,038	21	4,330	6	1,908
MORRIS	17,648	23,307	24,772	6	3,285	2	607	8	5,029	4	7,399	9	3,443	5	609	2	482	10	1,485	2	543
Council Grove	8,384	10,771	11,567		757		482		2,681		3,621		1,881		234		240		903		84
MORTON	13,850	14,050	14,292	1	366	2	656	6	4,129	3	5,127	4	1,144	2	148	1	253	7	691	1	370
NEMAHA	40,636	43,641	44,803	13	3,769	4	1,311	13	10,995	10	14,897	9	1,739	11	1,412	5	1,521	23	3,003	6	1,408
NEOSHO	85,307	87,720	89,437	9	7,726	4	10,302	15	14,129	14	29,744	14	5,872	13	3,162	16	6,845	29	5,353	5	1,998
Chanute	73,600	75,799	77,303	6	7,346	2	6,780	10	10,895	12	26,815	11	5,692	13	3,162	14	6,736	23	4,358	4	1,724
NESS	18,063	22,426	23,590	3	301	1	126	5	5,327	5	9,217	7	4,064	2	922	1	274	6	438	1	379

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

KANSAS RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
NORTON	30,535	38,151	40,170	4	2,226	3	2,560	8	8,061	10	12,446	7	5,875	7	2,069	6	1,848	14	1,740	2	1,128
Norton	29,057	36,109	38,459	3	2,132	3	2,560	4	7,217	9	12,235	7	5,875	7	2,069	6	1,848	8	1,535	2	1,128
OSAGE	40,420	46,006	47,695	10	4,313	2	874	12	11,962	10	14,535	11	5,355	1	405	4	2,156	21	2,897	5	1,348
OSBORNE	20,339	20,849	21,231	15	2,468	2	413	11	5,774	3	3,238	6	4,636	3	627	4	708	8	1,042	2	861
OTTAWA	18,337	20,135	20,752	4	880	2	226	7	4,016	6	9,803	4	1,829	2	484	1	317	8	770	2	963
PAWNEE	30,561	32,472	33,380	6	2,678	2	4,671	7	8,510	7	9,961	3	1,643	8	1,314	3	699	15	2,339	3	365
Larned	28,107	30,120	30,791	5	2,535	2	4,671	5	7,721	5	9,039	3	1,643	8	1,314	3	699	12	2,159	3	365
PHILLIPS	27,538	29,326	30,062	6	1,859	3	1,855	10	7,025	7	7,144	5	1,534	9	1,750	5	2,977	9	1,285	2	1,319
POTTAWATOMIE	35,752	49,471	53,082	8	5,303	2	1,649	17	12,921	10	12,752	8	6,193	4	1,724	6	1,584	24	4,116	5	1,566
PRATT	69,824	76,690	79,028	9	6,629	5	7,948	12	14,325	10	24,379	11	7,436	10	2,733	7	2,251	26	7,350	5	2,134
Pratt	67,139	74,014	76,306	7	6,028	5	7,948	10	13,349	10	24,379	9	6,883	10	2,733	7	2,251	23	7,084	5	2,134
RAWLINS	9,619	9,694	9,848	6	582	2	387	3	2,930	4	2,765	4	1,226	4	160	1	321	5	226	1	384
RENO	309,722	363,097	370,252	26	21,253	14	35,647	44	75,149	33	108,279	34	15,974	34	23,802	41	25,831	108	36,722	11	13,305
Hutchinson	272,158	318,967	332,263	16	14,627	12	33,474	34	70,339	26	89,799	25	12,778	34	23,802	35	22,249	75	31,548	10	13,047
REPUBLIC	22,608	23,569	24,077	3	1,739	2	1,098	8	5,890	7	5,838	10	2,219	6	1,346	5	1,442	8	1,155	2	1,145
RICE	34,447	35,693	36,432	10	3,523	2	948	12	9,625	8	9,547	11	3,014	7	1,825	6	1,110	22	2,563	5	1,698
Lyons	23,045	24,630	25,158	7	2,141	1	684	4	5,640	6	8,220	3	1,913	6	1,681	4	980	11	1,813	3	1,320
RILEY	233,866	254,506	261,907	21	16,399	6	34,027	26	50,468	32	60,195	35	19,893	32	11,414	33	14,120	78	31,065	12	5,347
Manhattan	216,815	234,729	241,647	18	15,649	6	34,027	21	47,852	24	54,611	25	15,761	32	11,414	31	13,563	72	29,514	11	5,057
ROOKS	28,625	28,155	28,482	7	2,394	2	396	8	6,653	5	3,997	11	9,377	7	944	5	1,029	13	1,279	5	751
RUSH	8,873	9,321	9,530	4	2,187	2	375	6	1,648	2	237	3	1,834	3	219			12	754	1	380
RUSSELL	43,820	43,525	44,116	4	1,675	1	2,327	8	8,703	6	12,286	10	8,361	6	2,080	7	1,987	21	2,970	5	1,480
Russell	32,295	33,019	33,260	3	1,474	1	2,327	6	7,661	3	9,281	5	2,980	6	2,080	7	1,987	15	2,460	5	1,480
SALINE	302,298	344,988	357,818	17	15,131	6	35,279	35	65,537	38	104,086	36	37,139	46	22,843	37	21,216	84	27,754	11	7,439
Salina	294,621	336,531	349,103	15	13,583	6	35,279	35	65,537	38	104,086	32	34,848	46	22,843	35	19,567	80	25,880	11	7,439
SCOTT	29,664	33,069	34,156	4	1,761	2	2,594	4	6,473	5	8,781	6	6,611	7	1,080	4	1,849	14	2,062	1	574
SEDGWICK	2,095,113	2,540,649	2,661,627	108	195,321	50	371,155	251	474,091	167	680,918	183	167,990	254	142,370	192	158,701	638	252,007	70	59,087
Derby	34,536	41,298	43,552	2	1,120	1	1,966	6	18,586	4	4,298	8	7,980	1	463	2	623	15	6,133	3	1,232
Haysville	14,531	16,582	17,266	1	834			5	7,396			5	4,413	1	494			9	1,771	3	836
Wichita	1,914,309	2,317,861	2,427,625	83	162,769	47	367,195	208	410,215	130	629,549	149	140,088	248	141,128	182	133,218	565	235,230	60	54,898
SEWARD	132,904	146,601	151,174	19	12,152	4	14,727	12	24,701	11	43,351	23	10,851	30	12,778	15	9,724	33	10,890	4	1,934
Liberal	128,368	141,526	145,926	17	11,019	4	14,727	12	24,701	10	40,051	22	10,434	30	12,778	15	9,724	33	10,890	4	1,934
SHAWNEE	808,334	1,013,671	1,068,019	45	74,128	20	142,789	102	220,429	74	249,506	81	72,088	98	67,450	73	42,694	271	107,268	36	41,123
Topeka	753,109	950,836	1,002,099	39	71,978	19	133,423	91	196,680	71	247,659	67	59,567	93	43,589	71	41,883	248	101,790	28	40,341
SHERIDAN	9,440	9,272	9,376	1	1,539	1	490	3	2,177	3	1,706	3	1,186	2	27	2	328	4	646	1	387
SHERMAN	50,025	53,967	55,463	8	3,620	3	6,296	5	6,063	9	20,689	7	5,118	7	2,215	8	2,980	17	4,017	4	1,749
Goodland	49,301	53,557	54,909	8	3,620	3	6,296	5	6,063	9	20,638	7	5,118	7	2,215	8	2,980	15	3,536	4	1,749
SMITH	20,083	20,943	21,392	3	949	3	1,605	7	5,321	7	4,998	8	3,373	4	404	5	795	9	947	2	534
STAFFORD	19,572	19,261	19,491	2	2,029	2		5	4,561	3	4,823	7	4,008	2	480	2	587	9	843	3	653
STANTON	4,795	6,102	6,443	1				3	4,728	3	148	1	676	1						1	288
STEVENS	14,785	17,498	18,256	3	2,097	2	482	4	5,066	2	4,612	2	839	3	408	3	698	7	1,226	3	691
SUMNER	79,523	86,022	88,394	14	4,321	5	7,406	29	31,835	13	13,252	13	9,757	13	2,479	9	3,622	29	5,772	9	6,595
Wellington	50,178	54,746	56,269	7	1,277	4	6,106	10	20,652	8	10,043	7	5,842	10	2,234	5	2,209	14	3,076	4	3,377
THOMAS	44,748	49,917	51,588	10	2,320	2	3,388	11	10,294	9	16,316	8	5,194	10	2,080	6	2,404	23	5,100	3	1,002
Colby	41,764	46,944	48,670	9	2,176	2	3,388	9	9,126	9	16,310	6	4,384	10	2,080	6	2,404	20	4,685	3	1,002
TREGO	17,013	17,855	18,255	3	2,005	1	736	4	4,173	4	3,734	4	3,797	3	364	1	72	7	1,134	2	551
WABAUNSEE	12,210	12,502	12,738	5	2,364	1		7	1,909	1	488	7	4,302			2	96	8	2,045	2	169
WALLACE	4,852	5,229	5,369	4	838	1		2	1,535	2	1,638			1	228			2	198	1	344
WASHINGTON	20,115	21,076	21,543	7	2,969	2	424	12	5,148	4	1,888	7	4,056	1	85	6	1,485	11	1,626	4	1,239
WICHITA	12,476	10,491	10,357	2	680	1	117	6	4,381	3	3,483	1	465	2	315			6	381	1	118
WILSON	25,668	26,483	27,005	6	3,050	4	1,845	10	6,200	3	5,098	8	3,115	8	830	4	288	10	1,326	4	1,697
WOODSON	9,872	10,359	10,589	1	234	1	399	3	2,938	3	1,754	4	2,307	1	179	2	367	8	1,198		
WYANDOTTE	601,592	726,781	760,943	37	38,165	23	101,687	98	175,109	51	171,235	78	82,900	67	28,871	44	21,549	183	65,742	32	29,025
Kansas City	566,163	684,724	717,029	33	36,192	22	101,209	90	165,591	43	148,680	73	78,504	65	28,573	43	20,843	173	64,042	29	28,039

KENTUCKY RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	14,572,388	17,606,259	18,393,974	1,163	1,043,113	707	2,201,057	2,967	4,173,449	1,553	3,942,460	2,121	1,639,447	1,893	811,561	1,389	763,449	3,017	1,559,605	973	715,873
METROPOLITAN STATISTICAL AREAS																					
Cincinnati, Oh-Ky-In	6,506,565	8,213,319	8,536,081	339	353,944	152	1,272,387	1,202	1,824,801	387	1,744,466	742	761,801	686	366,594	472	415,350	2,063	934,319	380	330,704
Clarksville-Hopkinsville, Tn-Ky	591,134	702,005	719,698	26	46,534	28	91,733	115	136,500	60	216,109	70	39,276	79	24,526	62	28,799	169	62,651	32	22,773
Evansville, In-Ky	1,393,147	1,656,085	1,700,231	90	107,812	47	223,120	188	349,608	120	362,099	161	125,225	172	109,302	125	92,388	427	162,827	68	56,983
Huntington-Ashland, W.V.-Ky-Oh	1,354,068	1,690,200	1,753,377	88	96,346	63	307,879	222	386,659	142	326,221	175	145,987	176	97,627	117	82,306	329	140,172	78	63,755
Lexington-Fayette, Ky	1,692,910	2,084,470	2,094,641	89	85,021	56	293,266	232	404,475	117	478,109	194	173,650	213	113,177	153	102,198	420	220,079	86	65,382
Louisville, Ky-In	4,271,270	5,297,878	6,102,186	253	295,894	143	856,157	755	1,276,145	348	1,359,664	477	524,213	483	798,450	319	244,720	1,191	626,371	233	241,630
Owensboro, Ky	437,853	537,750	540,193	34	38,111	18	71,088	83	111,849	50	112,391	47	30,795	68	26,835	47	27,547	139	53,596	38	21,716
COUNTIES, Cities																					
ADAIR	31,465	34,726	34,208	4	2,877	3	2,027	9	9,017	6	6,114	7	3,708	10	1,862	5	688	9	2,175	4	168
ALLEN	40,873	57,749	59,540	7	6,174	2	2,228	10	16,456	9	17,747	9	4,616	3	1,444	2	310	10	2,084	4	3,277
ANDERSON	33,171	39,188	39,083	3	418	4	989	7	12,608	8	7,080	10	5,996	8	1,430	6	682	11	1,538	4	1,738
BALLARD	26,635	34,118	34,543	3	411	1	1,171	9	9,673	4	13,229	9	1,978	4	727	1	208	10	1,371	3	837

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

KENTUCKY RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS) Lumber-Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
BARREN	135,984	140,076	142,036	16	12,751	11	17,375	30	32,614	13	23,523	21	10,089	28	6,759	16	6,396	40	13,363	12	6,310
Glasgow	110,776	118,120	115,636	12	12,465	8	13,585	19	24,727	10	23,324	15	7,007	28	6,759	15	6,069	25	7,105	11	5,883
BATH	14,288	16,908	16,861			2	3,375	4	671	6	2,384	8	2,216	5	297	2	2,127	5	491	3	1,185
BELL	148,825	167,387	165,435	16	11,780	8	16,104	26	41,681	14	30,379	25	12,948	23	9,687	23	7,947	30	11,655	11	6,666
Middlesborough	101,867	114,958	113,691	10	10,716	4	14,214	12	27,592	10	21,388	11	4,134	20	8,774	19	6,435	19	7,798	5	3,372
BOONE	371,544	503,697	515,114	19	23,789	9	106,729	48	83,496	13	84,835	37	83,064	56	25,210	18	11,864	73	52,081	10	15,636
BOURBON	52,466	63,224	63,393	6	2,754	3	1,963	14	20,066	9	14,471	8	6,133	6	2,399	6	1,298	20	4,460	5	4,038
BOYD	286,599	315,221	310,349	17	16,281	12	53,406	37	67,388	32	59,153	32	23,717	29	16,275	27	10,678	51	25,955	17	14,185
Ashland	230,223	253,596	249,822	11	7,066	10	52,603	18	43,508	23	53,890	18	10,273	28	15,685	23	9,994	42	23,401	14	13,687
BOYLE	125,747	153,441	153,947	13	10,902	10	24,648	21	33,522	17	39,685	18	7,903	14	4,710	20	5,209	25	9,942	8	5,721
Danville	99,111	122,059	122,681	10	9,992	5	11,710	16	24,637	13	38,522	13	6,735	13	4,260	16	4,175	24	9,312	7	4,861
BRACKEN	12,348	13,657	13,478	6	120	2	1,223	8	5,921	4	2,297	4	1,480			2	313	6	319	2	36
BREATHITT	47,434	52,929	52,272	5	3,578	6	6,061	7	10,635	8	12,888	12	5,248	3	457	5	4,335	12	2,405	3	322
BRECKINRIDGE	44,158	52,297	52,185	8	2,873	4	1,933	19	25,211	6	7,858	11	2,303	8	1,188	5	1,417	16	2,220	5	2,151
BULLITT	75,536	89,810	89,659	15	6,591	7	1,781	29	38,671	14	12,767	14	13,319	2	569	5	4,082	15	6,496	4	1,059
BUTLER	19,360	20,268	19,774	4	1,135	3	657	9	7,073	5	826	6	4,230	2	144	1	1,063	5	548	3	1,361
CALDWELL	34,188	63,872	63,677	10	5,071	4	9,491	13	15,422	6	12,771	10	2,386	11	3,409	5	3,277	14	3,975	6	2,355
CALLOWAY	169,351	208,536	209,762	12	7,817	7	12,364	18	29,166	28	95,313	16	10,494	32	11,413	20	9,531	38	13,663	11	6,724
Murray	140,924	177,749	179,510	11	6,806	7	12,364	15	23,405	24	78,353	16	10,494	31	10,410	19	8,549	35	12,769	11	6,724
CAMPBELL	285,173	364,373	368,382	15	14,067	11	28,431	78	101,950	27	61,571	35	32,272	27	22,013	25	14,414	135	40,536	15	23,752
CARLISLE	13,552	14,742	14,484	4	2,863	1	2,550	5	3,428	3	1,804	3	1,116	1	87			4	130	2	440
CARROLL	35,238	37,815	37,061	3	3,117	2	4,544	10	14,559	2	837	9	4,758	7	981	2	2,019	15	2,468	3	2,026
CARTER	78,702	95,958	96,232	11	9,174	7	8,198	13	28,297	9	14,094	15	8,396	9	2,999	10	7,839	14	5,635	5	3,540
CASEY	28,521	33,360	33,215	7	2,130	5	2,948	10	6,222	7	9,666	10	717	7	1,479	2	628	11	1,899	4	1,726
CHRISTIAN	236,030	266,913	264,185	14	15,783	13	25,907	54	50,173	26	77,061	34	16,539	43	12,566	20	9,709	50	18,086	17	10,282
Hopkinsville	182,951	208,324	206,466	12	13,263	9	17,555	34	42,116	21	60,988	27	13,023	40	11,469	16	7,786	46	15,477	15	8,895
CLARK	121,461	139,897	138,945	8	7,023	8	14,122	32	34,813	14	38,919	17	11,248	15	5,432	11	3,782	30	11,558	10	4,678
Winchester	110,270	126,223	125,219	7	6,049	7	12,168	29	31,175	13	35,798	16	10,500	15	5,432	11	3,782	26	9,855	9	4,158
CLAY	60,172	81,073	82,810	7	9,156	2	4,527	10	24,419	13	13,149	12	9,183	10	2,734	6	3,509	10	2,742	5	3,710
CLINTON	24,176	31,336	31,771	3	276	3	3,755	7	10,757	10	3,218	7	4,265	4	815	4	1,146	6	1,173	2	69
CRITTENDEN	24,025	28,368	28,285	3	1,031	4	1,679	6	11,293	4	2,265	5	1,769	4	544	2	4,124	6	1,310	2	746
CUMBERLAND	13,905	18,225	18,522	1	640	4	1,002	8	6,451	2	2,623	8	429	3	457	3	3,363	3	435	2	906
DAVIESS	437,853	537,750	540,193	34	38,111	18	71,088	83	111,849	50	112,391	47	30,795	65	26,835	47	27,547	139	53,596	28	21,716
Owensboro	379,847	473,544	476,909	28	34,968	16	65,662	62	100,882	44	98,127	36	24,889	64	24,949	45	25,771	116	46,892	26	17,732
EDMONSON	11,671	14,254	14,342	3	891	1	1,343	8	6,272	2	141	3	492	3	349	1	561	8	1,235	2	76
ELLIOTT	6,472	9,263	9,564	1	182	2	4,027	3	917	3	331	1	275	1	102	1	500	2	40	1	327
ESTILL	42,634	54,378	55,015	3	825	2	2,717	14	15,207	5	23,230	8	1,917	6	1,111	2	747	16	2,304	5	2,827
FAYETTE	1,331,034	1,643,623	1,652,278	53	59,095	34	264,083	139	279,969	70	376,115	130	125,374	168	97,622	123	92,201	314	185,648	53	46,350
[1]**Lexington**	1,331,034	1,643,623	1,652,278	53	59,095	34	264,083	139	279,969	70	376,115	130	125,374	168	97,622	123	92,201	314	185,648	53	46,350
FLEMING	42,353	54,551	55,279	4	791	5	3,490	9	10,165	7	21,988	10	3,648	7	1,022	3	4,954	5	1,787	4	2,211
FLOYD	171,356	178,609	174,196	23	17,161	21	12,101	24	31,673	18	53,351	31	14,002	22	6,560	11	4,442	25	7,847	14	8,656
FRANKLIN	176,321	218,737	220,188	15	15,643	7	19,716	48	49,697	15	48,986	30	22,824	35	12,795	10	5,550	58	21,571	13	10,130
Frankfort	167,268	209,420	211,120	13	14,162	6	19,716	45	47,514	14	46,688	27	21,210	33	12,795	10	5,550	57	21,311	13	10,130
FULTON	41,390	44,980	44,181	3	156	4	7,221	13	14,846	7	6,334	11	3,760	8	1,294	7	1,453	9	965	4	2,369
Fulton	33,485	35,408	36,049	1	89	4	7,221	7	11,529	5	5,154	5	2,833	5	978	6	1,318	4	548	3	1,982
GALLATIN	15,486	22,587	23,407	3	1,911	3	1,168	7	7,224			6	7,025	1	78			10	2,209	1	1,125
GARRARD	18,163	21,475	21,425	3	3,075	4	1,039	7	5,981	4	2,396	7	1,500	4	708	4	1,197	10	1,431	3	1,196
GRANT	42,742	52,195	52,386	6	4,255	4	705	17	14,274	10	14,947	13	8,327	6	660	2	2,990	9	3,668	3	216
GRAVES	124,607	143,288	142,268	14	27,357	6	11,264	27	31,377	14	29,782	18	9,195	26	7,600	6	3,448	29	5,117	10	6,279
Mayfield	90,422	106,855	106,593	9	15,885	5	8,279	14	29,087	11	20,738	14	8,394	24	6,119	5	2,534	20	4,516	9	4,944
GRAYSON	59,957	66,878	66,004	10	7,235	8	6,506	15	15,725	8	9,640	15	6,259	15	2,250	6	1,819	20	3,929	8	4,278
GREEN	21,902	23,841	23,427	6	2,935	5	1,408	6	8,630	4	3,034	8	1,612	3	55	2	638	3	719	3	1,126
GREENUP	72,904	79,346	77,982	7	3,733	5	1,509	24	29,533	12	15,347	13	8,644	8	3,343	6	2,809	15	3,846	7	2,391
HANCOCK	10,680	10,978	10,676	1	163			9	7,240	2	735	2	893					4	352	2	146
HARDIN	331,210	405,515	407,165	26	28,221	13	37,078	43	68,041	52	125,186	54	49,842	41	17,011	36	18,406	70	31,018	13	8,522
Elizabethtown	173,187	215,520	217,038	9	12,971	6	19,972	17	40,920	24	78,901	22	18,324	23	8,057	17	6,523	35	17,221	9	6,079
HARLAN	136,071	144,652	141,390	10	8,160	16	17,888	36	45,823	10	20,764	25	9,208	16	2,829	14	7,386	29	7,992	9	5,488
Harlan	59,725	64,215	65,711	3	1,075	7	12,782	10	20,115	9	11,488	6	2,041	11	1,975	7	5,722	10	4,192	5	3,933
HARRISON	49,327	53,835	52,954	7	2,744	4	4,510	8	13,986	9	11,207	11	4,871	13	3,138	7	3,736	13	2,592	7	3,609
HART	33,282	39,721	39,677	6	3,444	6	1,305	13	12,655	5	2,739	13	4,482	7	1,078	2	6,481	6	478	5	2,102
HENDERSON	204,509	229,432	226,722	15	9,940	10	20,764	48	53,075	21	56,788	28	26,317	22	10,161	16	11,279	56	19,018	11	6,508
Henderson	199,331	224,195	221,644	15	9,940	10	20,764	40	51,380	21	56,788	28	26,317	22	10,161	15	10,365	52	17,939	11	6,508
HENRY	28,024	35,979	36,436	4	2,368	4	1,540	12	10,256	4	9,935	9	2,415	2	551			12	2,233	2	2,730
HICKMAN	7,778	8,520	8,381	3	757	1	1,929	4	1,564	3	1,565	1	201	2	216			4	771	1	297
HOPKINS	210,219	231,283	227,729	16	15,472	15	22,089	45	59,182	25	52,347	32	21,022	37	13,470	25	10,035	41	12,932	12	8,690
Madisonville	175,533	193,319	190,390	11	13,664	10	20,762	22	47,495	22	47,435	20	10,304	32	13,151	23	9,534	36	11,956	8	7,686
JACKSON	17,471	19,964	19,786	2	868	3	1,494	9	4,725	3	3,960	4	630					6	1,207	2	167
JEFFERSON	3,306,430	4,127,653	4,899,746	164	218,611	98	716,937	568	996,018	242	1,108,113	325	394,192	366	242,518	255	196,809	920	521,354	181	200,366
Louisville	1,368,906	1,605,970	1,599,501	70	51,090	34	90,298	317	418,992	105	272,802	150	130,751	152	79,864	106	97,025	514	217,317	98	91,223
JESSAMINE	77,041	102,365	104,203	8	6,257	4	5,883	18	26,673	11	29,624	12	11,917	7	1,826	4	2,194	19	7,639	6	3,278
JOHNSON	108,316	135,776	136,863	8	16,747	7	14,096	10	24,095	13	27,173	10	11,310	16	6,185	15	9,752	20	8,832	7	7,844
KENTON	520,207	667,988	676,320	38	22,987	12	74,321	119	187,939	33	91,189	75	86,331	27	12,465	34	33,304	187	73,925	32	35,952
Covington	243,990	311,563	315,239	13	10,823	7	25,865	54	74,633	22	83,404	29	28,432	10	6,693	13	16,443	107	39,134	14	15,361
KNOTT	44,407	47,165	46,118	5	2,813	5	6,811	14	13,005	3	1,861	8	6,565	3	604	5	1,329	8	1,092	1	331
KNOX	94,866	116,839	117,425	12	8,479	9	16,171	22	33,360	8	24,029	15	7,378	13	4,542	6	1,932	22	6,192	7	6,005
LARUE	27,763	39,153	38,466	6	1,675	4	2,701	13	9,806	4	5,341	5	2,070	6	288	3	1,005	6	1,007	3	1,028
LAUREL	162,741	209,583	212,373	13	14,642	7	11,415	35	45,297	24	71,455	32	22,634	13	6,706	19	9,934	25	11,029	8	6,114
LAWRENCE	36,836	40,711	40,177	4	2,219	2	10,836	15	9,381	3	1,626	6	4,310	4	1,343	3	647	6	2,239	4	3,622
LEE	20,538	25,425	25,570	1	1,017	5	1,491	5	7,850	3	5,634	3	2,814	1	439			4	231	2	1,381
LESLIE	23,505	26,499	26,188	2	229	8	3,821	7	8,534	1	200	9	3,195	2	214	2	4,362	8	669	2	657
LETCHER	77,107	84,394	82,991	12	9,916	15	9,037	22	25,773	8	5,449	14	10,579	7	372	6	4,538	13	2,995	11	4,074
LEWIS	19,590	22,243	22,023	4	1,539	1	576	8	8,543	3	2,079	7	3,570	4	308	2	108	6	909	1	
LINCOLN	33,053	36,353	35,799	9	4,083	2	971	18	8,947	6	9,190	8	1,606	6	1,245	5	1,478	10	1,607	4	142
LIVINGSTON	16,502	20,682	20,843	3	227			16	10,199	5	666	4	285	2	41	1	376	16	4,128	3	1,208
LOGAN	68,693	74,843	73,539	11	4,654	5	924	21	24,097	15	15,455	10	6,408	10	2,401	9	2,472	24	3,854	9	4,345
LYON	12,740	16,463	16,683	2	106	1	4,575	6	7,639	3	308	4	1,796			2	233	6	690	2	209

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KENTUCKY RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
McCRACKEN	379,049	405,262	405,438	18	29,940	11	52,379	59	94,097	39	90,083	42	33,436	63	29,047	30	23,070	103	36,371	28	21,014
Paducah	313,480	375,326	375,271	16	24,513	9	45,704	45	66,178	34	87,010	34	28,140	55	23,691	34	22,173	81	30,486	26	14,463
McCREARY	32,485	36,010	35,980	4	386	4	3,688	22	15,481	5	5,190	5	2,167	4	368	4	999	5	1,344	6	304
McLEAN	22,211	23,480	22,849	8	2,073	2	5,560	9	1,390	6	1,786	9	3,387			2	5,140	11	1,002	3	880
MADISON	236,990	298,353	300,391	16	22,913	10	25,789	45	63,995	20	90,480	30	42,085	23	10,670	16	5,980	61	34,000	15	9,487
Richmond	168,080	211,616	215,434	13	20,425	6	17,331	18	38,625	17	51,663	21	34,102	22	9,487	10	3,703	42	21,090	8	7,089
MAGOFFIN	39,807	41,949	43,181	5	2,086	7	5,196	4	16,251	3	1,804	6	4,776			1	889	6	872	5	3,080
MARION	48,319	54,047	53,338	8	3,067	8	5,607	18	18,300	7	4,189	12	3,315	7	3,061	1	2,048	19	3,051	6	2,471
MARSHALL	91,691	116,490	117,750	13	19,653	7	9,567	21	25,018	13	24,301	16	11,751	11	2,370	11	2,942	27	8,083	8	3,354
MARTIN	47,191	57,363	57,530	6	2,310	4	2,082	9	13,261	3	24,393	5	2,000	5	860	3	4,004	7	1,040	5	1,491
MASON	87,539	102,053	101,531	8	5,550	4	10,473	12	6,905	12	17,477	10	10,131	10	9,636	9	4,159	24	7,710	7	5,311
Maysville	77,453	86,937	90,098	8	5,550	3	8,617	8	5,080	10	15,105	8	8,535	17	9,206	9	4,150	18	5,046	7	5,311
MEADE	33,780	43,773	44,431	6	2,080	3	1,901	13	10,115	8	17,836	8	3,698	4	812	3	321	15	2,380	2	88
MENIFEE	6,787	7,766	7,094	3	34	1	5,236	1	103	1	86	1	51			1	598	3	145	1	74
MERCER	53,198	63,485	63,409	7	4,891	3	2,480	15	21,238	11	10,383	14	5,753	6	1,866	5	2,031	10	4,092	6	3,038
METCALFE	20,839	21,950	21,430	2	816	2	5,392	8	6,836	6	1,110	7	2,864	3	480	3	449	8	702	3	970
MONROE	31,989	35,086	34,473	2	2,037	4	1,845	16	13,113	6	2,361	5	1,671	4	1,000	3	4,040	9	1,123	7	2,784
MONTGOMERY	96,089	116,439	116,653	9	9,173	3	8,956	16	28,383	10	26,992	17	7,377	10	7,561	12	4,140	20	8,183	7	4,548
MORGAN	48,234	44,631	44,083	4	[illegible]	3	2,836	9	8,346	6	14,036	7	3,136	3	985	7	2,349	8	725	2	29
MUHLENBERG	113,438	125,785	134,040	8	5,255	10	13,409	38	39,378	15	24,573	21	10,480	17	6,083	14	4,849	19	4,095	10	6,625
NELSON	98,754	99,593	98,080	7	3,384	9	10,242	30	27,884	15	16,494	10	8,093	17	2,027	10	3,482	26	7,384	7	3,089
NICHOLAS	14,388	19,087	19,363	2	442	3	3,322	6	2,037	3	739	5	1,615	4	701	1	2,844	4	439	3	1,817
OHIO	69,739	79,863	78,309	6	2,380	4	5,063	2	23,632	10	25,430	14	6,348	8	1,361	7	1,271	12	3,766	7	4,280
OLDHAM	73,763	104,484	107,898	9	9,837	3	4,337	15	30,373	16	34,178	15	9,087	2	171	2	3,348	10	4,867	7	4,077
OWEN	20,830	23,299	23,080	3	377	2	6,163	5	2,170	3	8,216	6	531	4	550	2	1,309	5	877	3	1,344
OWSLEY	7,193	8,397	8,353					4	3,307	1	393					1	874	2	87	3	440
PENDLETON	30,937	36,214	35,914	6	1,070	3	622	11	10,733	4	3,300	7	2,392	3	1,305	1	436	8	1,221	1	932
PERRY	136,516	165,175	165,440	12	11,043	11	12,086	27	41,539	13	33,023	22	12,306	20	9,866	13	5,738	36	9,931	16	5,579
PIKE	338,877	354,856	348,161	31	24,623	18	40,243	60	90,405	36	92,343	35	21,424	38	17,087	21	8,114	47	14,187	14	9,084
POWELL	30,480	38,127	38,927	1	1,454	4	3,057	8	8,368	2	427	8	3,705	2		1	2,203	13	2,757	2	79
PULASKI	215,239	243,063	240,460	21	10,710	11	27,500	36	62,023	33	51,161	35	13,731	37	11,330	30	9,108	44	16,590	12	7,232
Somerset	156,652	178,015	176,307	[illegible]	17,832	8	19,982	20	41,462	22	33,462	27	10,128	34	10,025	28	8,783	37	13,174	9	6,372
ROBERTSON	2,218	2,294	2,231	2	33	1	1,335	2	212			2	57					1	13		
ROCKCASTLE	28,106	30,656	27,832	4	835	1	1,611	10	9,740	4	2,160	9	3,984	3	197	2	1,770	11	1,464	2	108
ROWAN	74,322	90,953	91,297	4	1,125	9	13,026	16	24,090	8	13,937	13	10,043	18	4,241	4	1,023	17	6,157	7	4,829
RUSSELL	40,080	50,592	51,071	5	[illegible]	7	4,869	13	13,579	9	12,799	7	3,303	10	1,380	6	1,155	12	1,869	7	2,658
SCOTT	54,673	66,671	59,623	8	[illegible]	4	3,012	14	19,842	8	7,748	16	7,757	8	1,017	6	1,703	10	6,210	5	3,426
SHELBY	79,063	86,276	84,846	6	[illegible]	5	5,654	19	23,925	11	23,704	13	5,831	5	2,699	6	1,663	20	7,493	6	1,660
SIMPSON	62,879	69,273	68,212	4	3,380	2	4,705	14	17,293	10	12,878	13	11,966	5	1,338	3	2,300	15	7,034	8	2,970
SPENCER	10,792	11,400	11,140	1	105	1	1,058	7	5,140	3	573	3	99	1	13	1	640	5	349	1	96
TAYLOR	82,992	92,040	90,766	13	7,486	6	9,704	16	22,442	16	17,900	12	6,088	22	3,857	12	2,483	24	7,253	6	3,467
TODD	17,360	23,708	23,068	2	90	3	956	7	10,745	3	1,765	4	1,834	4	472	2	1,203	7	853	4	1,490
TRIGG	22,952	29,303	29,643	4	2,581	2	1,953	11	8,422	5	6,313	5	3,831	2	323	6	981	10	1,627	3	1,269
TRIMBLE	4,694	6,033	6,103	1	146			3	495			3	1,137					2	197	1	363
UNION	55,836	61,376	60,420	9	3,890	8	9,452	20	22,011	7	8,361	10	2,993	6	1,709	7	1,639	13	2,084	6	2,387
WARREN	408,910	503,448	506,188	30	24,904	14	68,690	48	101,188	36	92,862	44	30,236	67	23,116	45	25,017	113	48,344	20	17,135
Bowling Green	388,107	476,688	478,639	25	22,501	13	62,433	38	89,221	36	92,862	36	43,370	65	19,473	43	24,340	110	48,069	19	15,180
WASHINGTON	16,368	17,799	17,380	3	1,303	3	1,787	6	3,705	1	484	8	2,276	4	876	4	1,012	5	38	4	1,849
WAYNE	42,386	51,252	51,113	6	4,961	3	4,956	18	16,711	6	6,676	7	3,335	9	2,404	5	1,494	7	1,034	4	3,132
WEBSTER	46,034	49,825	48,939	6	2,769	3	1,108	16	15,432	12	17,425	9	3,505	3	21	3	89	11	1,254	5	2,132
WHITLEY	187,848	206,989	216,501	15	17,894	11	20,938	29	34,545	22	44,336	33	42,883	18	15,814	16	7,563	35	14,716	[illegible]	6,971
Corbin	155,984	163,087	161,472	8	15,449	8	16,623	21	24,750	16	42,584	21	27,412	17	8,361	10	4,830	16	4,111	9	5,736
WOLFE	15,108	21,051	21,631	2		3	3,070	4	3,767	2	1,422	5	5,434			1	670	2	492	2	133
WOODFORD	56,855	74,090	76,107	8	7,384	3	3,432	15	23,113	3	11,333	13	11,221	8	3,981	3	898	10	4,544	8	3,612

LOUISIANA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	19,986,261	23,612,095	24,957,853	1,298	1,588,127	800	2,829,234	3,755	3,645,370	1,727	5,810,583	1,976	1,572,080	2,615	1,432,637	1,665	1,340,335	4,755	2,230,311	1,066	948,211
METROPOLITAN STATISTICAL AREAS																					
Alexandria, La	630,019	793,580	849,365	40	54,983	22	117,373	121	170,200	43	203,967	64	49,838	73	68,223	53	43,699	138	57,916	27	31,456
Baton Rouge, La	2,636,338	3,147,931	3,332,316	166	231,054	74	448,024	409	731,881	194	768,108	231	204,445	231	150,167	201	208,422	384	275,481	106	106,327
Houma-Thibodaux, La	993,514	999,045	1,021,863	77	71,080	39	115,461	171	223,804	83	243,670	99	51,392	130	45,330	87	53,268	223	136,617	51	37,732
Lafayette, La	1,361,066	1,420,749	1,470,655	66	123,105	30	107,238	207	265,475	96	348,683	111	88,042	106	95,930	110	80,077	209	146,837	60	58,325
Lake Charles, La	982,896	953,700	988,996	88	110,401	28	111,323	154	234,131	76	172,981	80	57,323	96	52,438	89	53,715	168	70,447	48	40,298
Monroe, La	686,109	884,170	949,730	58	84,631	29	128,020	107	181,406	72	229,606	53	35,422	111	74,215	78	36,377	170	79,326	42	36,664
New Orleans, La	6,327,918	7,685,674	8,155,310	286	355,136	141	886,892	873	1,902,369	381	1,637,830	510	550,613	787	551,568	459	496,403	1,652	908,817	232	344,661
Shreveport, La	1,750,158	2,187,536	2,332,234	80	133,948	30	299,788	282	445,701	125	578,248	187	173,109	239	144,183	146	135,981	298	195,675	75	67,917
COUNTIES, Cities																					
ACADIA	204,923	215,866	225,736	30	17,043	12	17,907	97	30,682	37	36,130	30	19,809	30	9,546	21	9,201	33	13,512	10	14,086
Crowley	108,443	114,296	118,483	9	7,640	5	14,938	16	21,376	12	34,239	13	7,480	18	5,946	11	6,103	25	6,630	9	9,102
ALLEN	69,385	87,133	90,960	13	4,801	13	15,883	30	23,179	13	24,597	13	5,380	13	4,336	7	1,673	13	2,986	8	4,325
ASCENSION	219,450	232,538	265,394	24	28,986	11	11,700	60	66,452	27	92,389	24	11,118	22	7,730	14	12,472	58	14,888	14	9,086
ASSUMPTION	51,707	48,162	48,948	3	2,890	4	7,807	27	13,042	11	12,073	7	1,816	4	680	3	2,238	21	1,481	4	1,944

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LOUISIANA RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
AVOYELLES	117,250	140,866	150,107	13	8,156	20	19,930	23	42,688	23	49,266	6	1,990	14	2,940	11	4,948	26	5,455	22	11,440
BEAUREGARD	113,380	144,088	153,562	17	14,019	8	9,342	30	34,052	16	30,355	12	7,764	10	6,427	10	7,935	17	5,699	7	3,380
BIENVILLE	40,320	40,580	52,704	5	1,330	4	3,706	13	15,079	10	9,972	9	11,911	10	2,100	2	613	9	1,235	5	1,742
BOSSIER	360,700	458,136	489,829	19	32,440	14	62,844	57	92,406	32	129,204	43	35,631	44	30,269	18	10,440	109	47,359	14	10,374
CADDO	1,397,389	1,729,382	1,842,405	61	81,500	41	236,944	205	353,295	103	449,036	144	137,478	195	123,914	128	125,141	289	146,316	61	57,543
Shreveport	1,373,863	1,772,929	1,686,782	53	73,377	34	208,479	175	319,855	87	428,366	132	109,675	179	114,356	121	120,376	265	138,327	55	54,215
CALCASIEU	902,890	932,780	988,996	82	110,461	28	111,323	154	234,151	74	212,921	80	57,323	96	52,438	89	53,715	168	70,667	48	40,208
Lake Charles	621,380	656,807	681,246	56	64,694	17	89,480	76	126,994	45	162,593	42	36,592	72	42,689	66	41,190	115	55,805	31	29,206
CALDWELL	23,906	33,616	38,565	5	4,959	6	3,604	8	9,660	6	8,304	5	2,742	3	1,345	2	156	7	1,480	3	1,006
CAMERON	23,540	30,377	30,792	4	3,544	2	1,686	13	16,780	1		7	2,367					14	2,734	2	592
CATAHOULA	30,079	30,910	34,845	5	3,726	5	2,757	16	5,680	7	9,347	4	1,934	7	787	2	2,726	9	961	8	3,116
CLAIBORNE	40,980	52,198	55,250	3	2,733	9	8,086	18	14,338	10	14,382	10	2,390	13	2,041	3	1,442	8	1,838	7	2,190
CONCORDIA	77,137	103,271	110,099	7	5,387	8	11,890	29	32,125	9	28,465	8	6,701	8	4,207	7	4,692	26	7,053	6	3,362
DE SOTO	80,480	110,790	118,815	8	6,078	9	16,644	27	31,561	15	32,217	15	8,172	14	4,717	7	2,731	13	3,638	5	4,849
EAST BATON ROUGE	2,303,283	2,637,660	2,791,394	121	183,396	55	414,101	323	591,566	134	622,971	177	160,689	270	145,375	173	189,050	481	247,956	75	[illegible]
Baton Rouge	1,867,808	2,197,215	2,322,586	89	146,106	45	389,001	228	398,459	111	545,636	146	135,535	241	133,709	142	157,466	409	219,335	58	[illegible]
EAST CARROLL	34,940	34,320	37,175	2	6,496	5	2,029	10	10,017	5	5,230	8	5,095	8	1,852	2	180	6	1,144	3	2,823
EAST FELICIANA	27,436	34,752	37,119	6	2,694	4	1,282	16	10,791	3	8,084	10	5,508	3	1,003	2	261	11	2,246	3	1,635
EVANGELINE	108,240	127,373	134,654	11	19,587	12	11,982	44	33,000	19	27,772	11	5,996	15	4,760	11	7,330	22	3,503	17	8,831
FRANKLIN	106,183	120,717	127,088	9	10,418	11	14,269	28	53,129	15	29,955	5	1,257	8	3,080	5	1,756	13	2,794	8	3,314
GRANT	20,275	22,015	22,930	1	103	7	804	14	7,630	4	10,248	4	1,158	2	183			4	361	3	940
IBERIA	304,083	340,083	356,884	28	33,171	11	22,872	67	75,527	42	99,702	35	11,516	46	24,870	38	22,174	99	35,714	21	14,751
New Iberia	299,388	294,987	302,490	19	20,474	8	22,171	43	56,343	29	88,429	24	9,436	48	23,932	36	21,557	71	33,255	18	13,522
IBERVILLE	117,471	127,986	133,369	11	7,065	7	9,675	40	35,735	17	45,204	16	8,735	11	3,224	11	3,772	32	7,537	10	5,105
JACKSON	43,380	48,484	50,987	6	3,194	6	9,786	18	11,596	7	6,300	9	3,474	9	2,846	5	2,663	14	2,385	7	3,019
JEFFERSON	2,947,886	3,359,360	3,772,686	114	153,487	54	485,404	323	821,578	172	917,924	213	244,041	302	233,202	280	257,115	635	340,142	83	128,111
JEFFERSON DAVIS	140,412	139,128	142,531	16	11,298	9	6,373	34	33,294	19	45,952	24	15,088	25	5,089	7	3,127	30	5,672	13	7,983
Jennings	100,080	100,841	103,375	11	7,210	3	4,293	15	21,790	17	43,501	13	6,046	21	4,723	5	2,480	10	3,616	7	6,134
LAFAYETTE	1,346,796	1,399,301	1,339,722	55	113,453	23	182,554	170	224,248	78	320,465	97	82,500	179	92,582	102	77,785	237	137,101	46	33,248
Lafayette	1,108,720	1,148,470	1,184,630	38	71,513	22	179,029	129	189,150	63	299,649	81	73,252	170	89,308	91	72,854	207	119,489	37	29,649
LAFOURCHE	371,301	373,897	384,743	36	33,018	19	32,530	78	100,057	38	102,758	49	22,757	45	13,773	40	20,739	91	20,385	27	20,795
Thibodaux	157,896	150,577	164,313	11	12,610	7	11,111	25	28,690	15	56,244	18	11,287	21	6,786	16	8,612	47	11,838	8	9,930
LA SALLE	51,731	68,176	73,307	5	3,683	5	3,137	20	20,060	10	28,905	6	3,102	9	1,563	4	2,255	13	3,705	7	2,815
LINCOLN	182,496	210,131	225,276	12	11,760	9	20,409	31	45,453	13	60,616	26	14,380	32	19,119	22	7,383	51	22,271	11	6,698
Ruston	149,330	193,880	207,857	11	11,510	7	19,267	25	43,335	13	60,616	18	11,416	30	18,814	21	7,297	43	18,901	9	6,413
LIVINGSTON	185,366	206,861	222,751	17	14,474	5	21,415	64	71,715	30	49,875	16	20,375	18	5,870	14	6,950	29	9,822	11	9,408
MADISON	36,088	38,380	40,104	2	480	3	1,995	16	7,173	8	18,161	4	1,923	8	1,647	5	1,494	14	2,980	4	2,140
MOREHOUSE	108,590	137,536	146,792	10	7,974	9	20,083	32	29,550	16	54,147	15	6,587	11	4,689	9	2,143	21	5,752	11	4,887
Bastrop	86,360	111,956	120,077	5	3,942	8	17,707	21	27,212	13	44,192	9	4,223	10	4,213	8	1,891	16	5,391	8	3,622
NATCHITOCHES	136,803	173,996	185,982	14	14,990	9	19,176	29	43,465	13	42,773	20	14,388	21	8,071	13	8,121	33	11,605	10	7,284
ORLEANS	2,458,006	2,998,582	3,066,439	92	111,342	44	259,102	351	656,006	114	526,512	187	197,406	344	262,043	185	182,966	779	454,417	101	154,528
New Orleans	2,458,006	2,998,582	3,066,439	92	111,342	44	259,102	351	656,006	114	526,512	187	197,406	344	262,043	185	182,966	779	454,417	101	154,528
OUACHITA	686,109	886,170	949,730	58	64,631	29	128,020	107	181,406	72	229,606	53	35,422	111	74,215	78	56,077	170	79,536	42	36,664
Monroe	672,481	680,809	653,594	30	38,836	18	98,853	48	93,110	43	199,954	32	14,838	76	53,771	56	40,584	108	51,505	24	20,790
West Monroe	133,632	166,700	179,448	12	16,043	7	25,394	21	30,624	13	11,016	9	6,766	28	18,738	11	5,339	38	19,405	7	10,406
PLAQUEMINES	84,836	86,930	89,701	9	5,534	6	3,296	34	31,493	8	8,888	17	8,185	5	494	2	4,117	48	10,387	5	4,214
POINTE COUPEE	81,980	86,600	89,868	8	5,706	7	5,602	30	24,137	9	32,591	11	4,803	9	2,436	6	3,146	15	2,867	6	3,172
RAPIDES	689,019	793,380	849,365	40	54,983	22	117,573	121	170,205	43	203,947	64	49,858	73	68,223	53	43,409	138	57,916	27	31,406
Alexandria	481,320	653,990	669,260	28	42,496	13	100,116	70	107,190	30	186,134	35	34,191	64	65,963	42	29,485	101	44,982	16	21,799
Pineville	68,395	70,677	84,471	3	6,016	4	9,805	16	33,908	5	3,504	12	6,726	6	1,678	6	4,751	12	6,960	7	6,384
RED RIVER	38,736	43,586	46,847	6	3,971	5	3,723	15	14,597	2	8,410	8	5,002	6	1,160	3	1,348	10	2,486	3	2,240
RICHLAND	93,331	121,640	130,848	6	9,647	9	9,262	26	24,096	17	41,156	13	15,070	18	3,656	8	5,556	16	3,134	10	5,652
SABINE	98,330	122,180	131,997	6	1,740	10	13,206	20	36,555	12	56,638	9	2,366	8	3,568	4	2,433	11	3,295	4	2,518
ST. BERNARD	345,140	310,373	331,921	15	10,252	7	38,007	46	139,456	24	17,600	28	25,930	27	15,686	22	16,601	58	27,366	12	20,300
ST. CHARLES	88,370	84,488	85,971	5	4,133	8	8,685	32	30,623	11	14,518	13	8,266	10	2,657	8	2,708	33	5,695	5	3,165
ST. HELENA	7,738	10,533	11,393	2	1,107			4	3,610	3	1,696							1	379	1	2,332
ST. JAMES	56,836	86,837	95,760	6	10,394	4	4,346	26	31,570	9	17,409	8	3,815	8	2,700	10	12,134	16	4,691	5	3,727
ST. JOHN THE BAPTIST	115,540	137,040	145,904	10	8,433	5	25,079	28	60,444	8	5,732	16	6,979	13	5,836	8	5,325	22	11,543	8	10,375
ST. LANDRY	342,840	361,067	375,014	27	36,085	21	29,639	106	91,938	39	93,934	44	22,859	49	19,253	33	18,921	69	15,283	35	21,704
Opelousas	158,830	160,307	171,067	9	7,936	9	19,023	28	27,323	15	53,974	25	11,150	24	11,591	18	12,122	31	9,365	14	10,549
ST. MARTIN	114,388	125,480	130,933	13	9,742	12	14,704	37	41,227	18	28,218	14	6,337	5	1,353	8	2,292	32	9,756	16	5,077
ST. MARY	341,196	345,307	355,931	32	32,704	12	25,231	73	89,827	38	79,473	33	19,664	36	15,597	31	15,130	93	47,977	15	12,739
Franklin	60,080	60,740	63,632	4	2,899	5	9,599	19	17,386	7	16,866	9	3,545	8	2,904	5	1,224	16	3,268	3	2,278
Morgan City	161,940	165,161	170,306	14	15,568	3	4,965	23	31,627	20	52,154	12	10,614	18	7,882	21	12,576	47	19,089	8	9,202
ST. TAMMANY	597,818	695,489	752,589	50	67,479	23	70,616	93	194,262	52	155,544	53	67,991	71	32,116	36	31,688	125	69,676	23	28,182
Slidell	369,317	371,286	402,224	22	28,797	9	40,659	34	88,136	25	92,940	26	40,078	41	19,379	18	20,200	55	43,964	11	14,787
TANGIPAHOA	434,361	549,083	588,664	28	49,073	21	65,795	98	128,685	41	171,623	51	45,318	66	22,013	35	19,143	97	39,056	20	18,713
Hammond	249,240	327,289	351,771	11	22,341	9	50,787	34	57,294	21	121,883	17	16,514	49	17,453	23	13,531	56	27,745	8	8,807
TENSAS	28,987	27,486	29,506			7	2,048	8	7,914	4	9,834	5	6,126	1	391	1	149	3	170	3	530
TERREBONNE	602,140	625,148	643,120	41	37,982	20	83,121	93	123,837	45	140,912	50	28,635	83	31,557	47	31,529	134	116,032	24	16,937
Houma	448,150	447,730	460,551	23	25,284	14	55,126	53	100,605	36	121,212	34	20,686	69	25,226	41	25,247	105	52,471	18	14,741
UNION	46,340	60,673	65,189	6	3,864	6	5,589	15	12,788	14	27,662	8	1,171	8	2,921	3	551	6	968	8	4,095
VERMILION	196,011	207,164	214,842	21	22,943	9	14,420	56	60,919	30	58,721	24	7,040	38	10,050	20	5,414	54	8,723	24	11,805
Abbeville	115,500	120,170	126,714	7	5,243	3	7,960	27	33,973	19	47,967	8	2,908	21	7,509	12	3,166	32	6,137	9	5,665
VERNON	128,396	171,381	184,707	10	24,519	7	16,640	41	44,995	18	43,240	15	5,237	13	4,822	10	4,346	48	20,584	5	3,994
Leesville	96,734	131,395	143,208	8	18,771	5	11,390	21	36,516	14	40,710	10	4,147	10	3,737	7	3,481	31	12,491	5	3,994
WASHINGTON	136,313	168,367	179,801	9	6,568	12	13,674	41	47,866	21	38,315	24	12,802	35	14,772	20	7,987	36	7,866	10	9,587
Bogalusa	73,880	94,667	100,857	6	4,456	7	7,830	21	28,813	10	16,200	12	9,211	20	9,260	11	4,361	21	5,528	6	7,087
WEBSTER	[illegible]	203,377	272,404	13	14,463	14	28,363	52	78,361	24	70,685	31	18,967	33	14,166	19	10,767	26	9,896	14	7,810
Minden	108,890	146,114	155,084	6	7,339	5	18,738	10	44,140	15	42,248	13	7,037	20	8,089	15	7,748	15	6,897	7	4,839
WEST BATON ROUGE	48,075	50,887	52,777	4	4,278	3	1,548	22	22,178	3	2,673	14	12,263	3	172			16	2,878	4	1,518
WEST CARROLL	38,696	45,380	49,162	6	2,030	8	6,234	15	13,984	8	15,476	5	1,647	4	1,432	1	219	8	1,032	4	1,449
WEST FELICIANA	29,660	29,091	32,389	1	1,178	3	3,858	5	7,641	6	9,088	7	4,126	3		1	706	7	2,396	3	1,197
WINN	54,891	69,484	74,169	6	4,484	9	10,653	16	13,683	7	23,540	9	5,350	9	2,369	4	1,393	12	2,876	6	3,106

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MAINE RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	5,331,613	6,607,937	7,061,524	457	464,828	361	623,565	1,327	1,616,073	581	1,583,932	642	436,895	517	294,215	423	219,796	1,629	561,332	275	230,288
METROPOLITAN STATISTICAL AREAS																					
Bangor, Me	519,505	648,318	691,236	30	36,972	25	86,541	93	137,699	44	185,322	48	43,255	64	42,018	42	23,992	114	56,020	17	18,982
Lewiston-Auburn, Me	403,521	489,723	518,457	21	16,175	29	63,909	80	118,677	41	134,265	43	31,785	47	25,454	40	22,633	110	36,578	20	13,558
Portland, Me	1,373,490	1,760,208	1,889,114	69	80,325	55	172,842	230	416,586	81	386,492	104	84,746	116	92,758	89	54,648	341	180,865	45	49,664
Portsmouth-Dover-Rochester, N.H.-Me	1,009,293	1,307,130	1,406,409	75	92,287	26	94,353	167	249,973	77	332,485	100	104,329	120	80,704	75	54,733	314	142,898	40	35,022
COUNTIES, Cities																					
ANDROSCOGGIN	457,631	552,921	579,000	31	25,220	34	65,007	108	141,386	51	144,727	49	38,417	50	25,938	61	24,071	130	39,891	24	15,534
Auburn	185,744	227,906	239,322	8	6,816	7	22,794	24	43,101	18	108,010	14	10,089	22	11,694	13	3,538	34	10,872	6	5,301
Lewiston	196,135	244,289	246,992	10	8,381	19	40,821	48	68,611	20	23,516	24	18,488	24	12,218	28	19,072	69	22,977	11	8,113
AROOSTOOK	330,540	387,108	403,253	37	27,207	33	45,880	101	97,961	61	92,619	51	30,350	50	17,104	21	10,640	98	22,941	30	16,024
CUMBERLAND	1,502,470	1,962,328	2,081,078	95	130,799	66	205,269	250	440,034	94	413,051	134	102,235	130	96,140	108	62,054	350	169,937	57	59,182
Brunswick	174,183	226,682	240,408	15	33,142	9	37,910	28	46,137	16	64,089	10	10,264	11	6,116	19	8,577	28	13,851	7	7,982
Portland	447,710	573,094	606,076	26	29,152	14	28,577	91	146,903	26	142,775	36	32,123	46	34,030	43	24,196	136	69,819	22	19,295
FRANKLIN	91,661	118,366	125,333	8	11,723	7	7,082	32	25,259	15	30,248	14	9,712	9	3,923	12	3,936	44	11,334	5	4,433
HANCOCK	208,286	251,863	263,775	28	24,863	24	22,138	74	67,691	33	52,698	24	13,930	24	12,484	20	6,876	96	24,968	10	8,620
KENNEBEC	550,386	683,011	718,480	34	42,498	34	79,768	116	149,978	65	190,460	79	44,805	40	32,394	35	25,704	142	51,638	23	20,334
Augusta	210,262	261,916	275,734	9	12,412	13	33,074	26	39,090	25	86,211	24	14,335	18	12,918	10	13,862	48	18,172	11	6,053
Waterville	178,457	222,930	234,807	7	5,928	9	34,520	26	40,675	21	74,251	15	7,146	14	16,246	15	7,095	39	21,793	6	5,541
KNOX	148,802	176,552	184,306	30	15,287	12	12,684	54	37,563	18	40,549	16	9,462	17	9,973	18	6,041	51	14,124	16	7,738
LINCOLN	114,967	133,887	139,298	18	22,229	9	2,171	38	28,554	18	26,415	21	11,393	15	5,617	12	3,766	48	12,184	8	3,922
OXFORD	176,929	207,193	215,816	30	22,148	19	14,016	55	53,354	24	55,677	32	15,094	19	4,112	15	4,386	58	12,395	16	10,045
PENOBSCOT	677,684	854,791	901,745	30	38,562	40	102,585	130	191,308	68	234,420	74	62,299	76	46,102	33	27,481	154	62,419	28	28,298
Bangor	360,139	454,597	479,671	17	21,163	15	81,255	48	72,644	22	139,485	28	29,845	56	36,818	27	16,257	81	39,729	10	9,659
PISCATAQUIS	66,220	83,981	88,638	7	4,746	9	5,259	25	25,358	7	19,307	11	6,030	3	483	3	1,804	20	3,528	5	3,450
SAGADAHOC	91,386	106,072	110,353	10	5,309	6	2,524	25	31,634	13	35,278	10	4,636	6	1,433	7	2,425	26	8,175	5	3,950
Bath	64,364	72,502	75,215	7	4,530	4	1,808	13	26,593	5	16,856	4	2,345	6	1,433	5	1,518	15	5,462	4	3,277
SOMERSET	158,676	181,669	188,508	22	13,826	14	8,733	63	55,981	20	36,571	25	12,582	10	4,318	13	7,458	55	11,393	14	9,345
WALDO	64,487	85,012	90,358	12	8,783	11	4,909	20	34,680	9	15,708	9	3,294	7	4,326	4	2,199	28	8,779	5	3,533
WASHINGTON	102,955	120,866	125,925	17	7,122	14	7,161	37	49,895	18	16,536	22	6,603	6	1,290	15	3,723	53	9,677	9	3,488
YORK	588,613	792,330	844,855	50	44,286	29	38,407	166	195,440	61	179,568	81	66,134	66	28,378	46	26,712	270	97,749	26	30,390
Biddeford	94,938	127,316	135,652	8	11,220	4	13,107	26	25,731	14	22,317	10	10,409	10	2,977	10	6,365	27	7,438	5	5,831
Saco	103,409	139,943	149,436	4	1,825	4	10,846	31	44,086	9	53,636	6	6,418	9	3,614	3	2,056	33	11,787	2	3,619

MARYLAND RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	20,982,781	27,955,080	29,610,679	880	1,236,459	492	3,445,351	2,970	6,100,417	1,305	6,746,801	1,877	2,350,205	2,381	1,637,471	1,569	1,598,819	5,181	2,722,444	739	1,099,739
METROPOLITAN STATISTICAL AREAS																					
Baltimore, Md	9,995,718	13,213,439	13,978,706	452	589,160	221	1,600,336	1,523	2,909,808	631	3,082,551	872	1,066,513	1,239	744,612	732	700,323	2,884	1,405,497	420	509,983
Cumberland, Md-W.V.	423,361	523,338	547,087	26	27,813	21	88,919	102	119,517	30	93,179	69	48,373	60	29,023	51	27,079	161	46,285	33	26,827
Hagerstown, Md	567,974	695,922	736,095	27	53,149	21	89,309	81	133,851	42	141,468	71	57,731	54	36,870	48	35,353	161	64,915	18	27,860
Washington, D.C.-Md-Va.	17,824,496	23,670,906	25,098,592	321	876,254	291	2,984,878	1,967	4,876,349	817	5,745,575	1,391	1,930,350	1,784	1,563,471	1,384	1,550,079	3,770	2,595,083	546	1,009,773
Wilmington, De-N.J.-Md	2 5,429	3,004,245	3,131,231	127	127,263	62	415,826	387	615,321	188	693,375	264	279,462	304	162,546	211	169,598	627	254,288	104	114,621
COUNTIES, Cities																					
ALLEGANY	373,640	465,968	487,623	22	23,317	23	82,861	81	105,671	30	80,478	57	43,204	59	26,867	41	24,478	115	40,898	26	23,978
Cumberland	167,565	205,795	214,827	15	18,567	6	24,715	36	51,841	16	41,299	20	19,942	23	11,338	15	12,002	48	11,262	12	9,661
ANNE ARUNDEL	1,880,110	2,646,397	2,853,735	88	137,357	41	349,805	346	558,635	150	761,933	180	233,365	163	104,800	143	130,578	486	271,289	49	74,561
Annapolis	372,209	479,416	504,505	18	34,174	8	37,214	45	51,619	90	192,087	38	24,749	53	23,538	37	23,104	90	53,192	10	16,789
BALTIMORE	3,897,717	5,170,080	5,468,466	185	258,258	76	834,659	476	1,123,544	194	1,201,412	306	380,846	504	301,612	291	302,411	830	452,568	138	179,106
BALTIMORE CITY	2,644,296	3,092,530	3,280,486	112	84,423	63	201,823	576	669,287	148	522,417	205	213,917	418	230,428	181	166,217	1,255	464,267	166	175,727
Baltimore	2,644,296	3,092,530	3,280,486	112	84,423	63	201,823	576	669,287	148	522,417	205	213,917	418	230,428	181	166,217	1,255	464,267	166	175,727
CALVERT	88,174	133,513	144,501	6	5,113	7	8,058	19	48,432	11	30,723	17	17,727	6	1,938	8	2,795	26	18,900	3	5,877
CAROLINE	53,994	66,081	68,919	8	6,158	7	1,988	26	25,418	10	13,976	12	5,412	6	626	7	2,090	17	3,132	5	3,774
CARROLL	380,448	556,283	598,463	28	30,430	12	29,896	62	150,532	39	178,822	43	53,512	28	18,371	31	17,528	94	44,742	20	26,127
Westminster	97,964	142,015	152,532	8	14,489	2	5,221	17	36,538	10	12,393	12	19,751	10	9,752	13	8,365	31	19,736	7	9,773
CECIL	252,751	265,845	270,369	17	15,735	8	11,210	44	50,993	20	64,116	21	46,322	15	7,060	11	5,986	84	23,739	7	6,634
CHARLES	247,806	374,227	404,886	16	31,292	6	15,043	28	112,356	19	85,393	31	47,377	14	8,713	22	14,664	71	36,395	6	6,512
DORCHESTER	137,110	184,142	195,223	9	7,931	4	6,574	37	44,677	11	28,734	17	16,266	13	7,322	10	5,697	38	10,501	8	9,215
Cambridge	93,881	130,084	138,623	5	6,017	3	3,739	22	37,639	8	15,870	13	14,100	13	7,322	10	5,697	26	9,351	6	5,240
FREDERICK	550,970	804,587	868,212	32	38,679	22	111,038	82	187,415	48	190,970	63	86,528	60	31,167	44	37,399	148	73,512	19	21,745
Frederick	379,710	562,676	606,616	19	26,045	14	92,701	47	152,037	27	129,490	28	38,704	56	28,789	31	26,677	89	47,845	13	15,017
GARRETT	105,884	117,128	120,278	8	12,966	7	9,412	18	23,486	18	40,108	12	8,635	11	2,882	10	3,992	29	6,198	7	5,674
HARFORD	591,158	777,288	830,849	37	35,535	19	77,631	77	182,664	59	312,490	77	86,995	49	33,630	37	26,275	128	70,798	30	31,350
HOWARD	521,773	837,158	902,344	26	35,430	7	104,627	61	183,446	25	180,308	46	83,097	76	55,938	43	53,434	123	85,868	14	19,787
KENT	70,121	84,597	88,028	9	5,282	4	6,188	22	28,488	12	14,683	8	4,499	10	2,841	7	1,488	31	10,348	3	3,058
MONTGOMERY	3,711,219	5,248,082	5,612,724	112	191,395	49	728,727	344	1,037,498	122	1,401,619	243	411,642	361	388,619	289	411,336	594	436,462	95	197,457
Rockville	474,578	660,933	708,042	18	42,379	5	43,171	36	130,659	22	198,486	24	55,308	43	30,489	51	79,201	79	62,973	8	16,431
PRINCE GEORGES	3,743,799	4,818,604	5,070,956	90	138,517	46	650,287	413	1,099,275	289	1,233,243	319	436,994	387	269,684	244	272,001	614	414,588	108	225,310
QUEEN ANNES	88,211	123,751	134,365	6	7,707	3	2,095	28	41,701	16	24,972	15	14,781	1	44	6	3,880	21	15,956	3	3,325
ST. MARYS	182,388	257,861	274,768	12	15,134	5	12,889	38	71,181	38	38,862	26	21,795	17	13,491	30	15,181	74	29,284	5	10,614

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MARYLAND RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat Drink		Drugs	
SOMERSET	42,338	53,112	55,633	5	2,299	5	2,038	28	24,652	7	6,082	8	3,638	3	264	4	1,368	12	4,014	4	959
TALBOT	176,037	230,705	243,502	21	22,069	9	4,334	34	50,642	22	57,778	18	14,344	34	19,630	20	12,611	42	23,477	7	10,114
Easton	133,466	178,108	188,557	14	17,267	5	2,355	17	36,981	16	56,833	10	10,612	29	17,640	18	11,239	22	10,962	6	8,571
WASHINGTON	567,974	695,922	726,095	27	53,149	21	89,309	81	133,851	42	141,465	71	57,731	54	36,870	48	35,353	161	44,915	16	27,860
Hagerstown	294,032	355,841	370,469	14	31,746	10	35,655	39	64,300	23	89,199	30	24,371	33	18,286	28	16,006	95	25,373	9	16,373
WICOMICO	416,229	564,079	598,990	16	35,638	14	89,686	64	99,595	36	149,678	41	35,970	58	39,052	35	33,683	70	47,308	10	16,074
Salisbury	363,426	500,069	532,321	14	33,342	10	69,687	42	91,412	28	136,985	27	26,999	57	38,536	34	32,944	60	42,991	7	15,756
WORCESTER	267,421	378,068	404,269	18	19,635	14	16,303	88	87,059	20	74,342	31	25,649	64	26,745	17	18,373	161	93,456	14	14,901

MASSACHUSETTS RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat Drink		Drugs	
STATE TOTALS	28,815,549	38,447,709	41,013,363	1,466	1,873,896	760	4,301,191	4,308	7,940,965	1,778	8,461,711	2,963	2,791,957	3,159	2,649,934	2,182	1,991,451	8,755	4,450,765	1,463	1,443,086
METROPOLITA[illegible]TISTICAL AREAS																					
Boston, Ma	15,013,835	20,162,135	21,878,235	623	924,483	299	2,460,193	2,020	3,863,502	860	4,427,293	1,343	1,376,043	1,613	1,600,377	1,074	1,183,967	4,084	2,508,917	645	778,885
Brockton, Ma	826,270	1,080,564	1,165,328	32	35,347	20	124,560	111	221,688	71	275,899	88	79,145	77	59,437	58	38,492	214	120,312	32	24,947
Fall River, Ma-R.I.	653,634	821,842	877,911	36	30,707	22	95,702	148	200,411	62	144,560	85	66,133	104	67,338	62	53,191	223	84,631	44	36,088
Fitchburg-Leominster, Ma	438,138	536,517	569,310	39	29,490	25	106,149	65	102,349	52	100,229	39	34,503	46	32,817	34	26,010	140	49,554	32	20,068
Lawrence-Haverhill, Ma-N.H.	1,324,504	1,767,018	1,914,522	75	104,484	49	171,648	180	368,212	98	447,207	149	142,433	131	116,214	116	121,042	386	173,227	66	67,846
Lowell, Ma-N.H.	905,161	1,187,400	1,281,479	44	67,202	25	140,243	168	315,358	56	229,753	115	120,709	60	48,013	63	48,876	280	133,385	51	50,987
New Bedford, Ma	723,388	934,934	1,005,449	41	42,612	25	102,659	142	241,514	70	189,136	79	61,837	98	67,551	64	48,568	289	96,517	52	38,930
Pawtucket-Woonso[illegible]et-Attleboro, R.I.-Ma	1,866,130	2,508,422	2,722,519		116,318		275,063		613,729		661,951		189,350		174,044		104,075		164,745		100,307
Pittsfield, Ma	484,391	613,938	657,120	35	39,065	25	64,089	70	141,294	46	143,497	54	46,953	56	36,410	41	26,413	160	53,297	26	21,347
Salem-Gloucester, Ma	1,369,696	1,837,413	1,993,318		92,851		313,473		320,912		406,482		116,878		157,428		89,924		181,537		57,332
Springfield, Ma	2,507,421	3,148,595	3,362,319	152	165,866	87	390,226	396	710,511	200	686,283	274	250,850	324	193,481	231	153,392	808	321,552	158	115,651
Worcester, Ma	1,783,489	2,203,850	2,343,970	84	83,968	46	289,287	259	454,495	125	542,350	199	174,407	192	137,153	120	107,119	563	211,572	103	83,321
COUNTIES, Cities																					
BARNSTABLE	1,186,854	1,705,331	1,841,955	84	144,092	43	147,483	217	359,110	69	316,033	139	128,555	145	121,688	97	77,829	534	261,214	56	59,821
Hyannis	NO DATA AVAILABLE FOR THIS CITY																				
BERKSHIRE	711,175	917,316	972,636	55	61,253	39	87,485	115	225,367	66	192,001	89	72,088	93	52,850	56	33,293	254	88,435	42	31,343
North Adams	102,080	133,458	141,831	7	10,428	9	12,881	11	41,240	10	29,510	10	7,517	15	8,378	7	3,921	23	8,837	7	5,271
Pittsfield	323,985	412,868	436,916	19	22,574	17	59,455	38	91,829	34	102,296	27	25,109	37	26,917	30	20,926	95	30,916	15	14,531
BRISTOL	2,294,407	3,011,179	3,202,797	107	103,501	62	314,862	384	787,699	188	700,997	236	190,712	257	184,138	172	146,017	674	265,338	125	98,640
Attleboro	256,321	332,337	352,712	8	8,993	3	67,804	22	43,584	15	65,524	18	17,281	13	10,203	14	9,113	35	25,624	7	7,639
Fall Ri[illegible]	366,642	456,862	481,564	16	17,437	12	36,045	97	115,386	31	104,513	38	30,174	58	38,307	44	40,474	124	38,220	30	20,089
New Bedford	383,799	485,993	513,795	24	23,980	14	31,437	87	115,909	35	98,267	45	39,317	50	28,825	34	33,414	170	48,101	29	23,044
North Attleboro	102,993	133,666	141,911	9	7,022	1	3,286	12	33,067	13	53,040	11	12,691	7	3,966	5	2,488	22	9,190	3	4,437
Taunton	159,206	210,153	223,715	7	5,395	6	19,447	34	61,980	16	41,919	28	17,694	23	10,914	17	13,508	57	14,864	9	9,036
DUKES	81,641	115,187	123,999	11	15,461	3	2,731	24	32,274	11	17,396	6	6,695	24	9,784	7	2,498	51	18,164	6	3,338
ESSEX	3,472,701	4,674,392	4,993,638	159	197,623	92	573,430	481	844,306	210	1,229,040	355	341,211	368	329,215	249	212,619	998	554,394	159	153,119
Beverly	185,759	248,302	264,895	10	12,569	3	16,543	33	64,561	16	60,576	18	20,678	17	11,814	11	3,669	46	23,535	12	10,655
Gloucester	133,314	178,053	190,007	5	9,774	5	3,687	27	41,538	9	49,362	17	13,556	9	5,502	8	7,005	69	25,234	8	9,872
Haverhill	232,824	311,879	332,930	13	13,226	7	15,744	27	61,318	13	96,584	30	34,107	22	15,845	20	23,784	66	29,471	11	10,715
Lawrence	242,700	313,073	332,101	11	22,243	6	13,996	45	32,519	32	117,038	38	28,106	28	17,894	32	17,580	91	25,044	19	14,994
Lynn	411,235	541,600	576,685	12	6,762	9	5,346	62	82,810	28	300,034	36	35,908	21	17,485	30	24,074	118	37,104	19	19,229
Newburyport	87,105	115,584	123,125	6	3,239	2	5,270	18	36,231	8	14,467	9	9,559	17	10,383	12	3,778	33	16,679	5	2,991
Peabody	319,840	436,931	467,853	10	9,203	8	143,657	34	60,654	15	49,996	33	39,551	35	37,514	18	18,691	66	32,443	11	10,282
Salem	273,895	361,323	384,618	12	24,197	8	34,383	33	85,046	15	62,728	19	16,368	34	20,397	22	22,040	90	36,682	9	9,038
FRANKLIN	257,028	316,407	337,907	25	15,667	10	20,070	49	74,484	28	88,958	47	16,930	20	8,286	21	9,625	106	35,938	17	11,861
Greenfield	140,824	172,864	181,837	8	9,214	3	5,624	19	38,584	18	61,950	16	8,711	14	7,345	14	7,021	36	17,300	7	6,849
HAMPDEN	2,141,454	2,664,573	2,808,241	125	141,871	75	351,158	328	579,261	160	578,160	225	201,898	266	164,404	191	133,214	662	232,609	135	96,248
Holyoke	280,627	342,851	360,234	13	5,689	13	94,554	34	50,236	16	50,200	21	15,604	72	47,196	31	22,881	79	24,072	18	11,670
Springfield	859,399	1,062,371	1,118,290	33	51,997	27	144,758	116	222,157	58	241,720	70	70,319	97	70,854	79	56,991	237	102,630	52	33,477
Westfield	181,791	226,235	238,452	14	14,051	10	32,663	26	63,499	16	53,961	18	14,629	14	5,642	11	4,952	51	20,877	10	9,694
HAMPSHIRE	488,603	668,607	716,104	42	42,565	18	41,751	95	181,933	50	122,321	65	65,494	73	34,100	50	23,388	200	87,962	31	26,145
Northampton	173,576	236,601	253,294	11	10,825	7	14,784	29	52,549	15	67,924	20	21,006	24	11,437	20	7,654	60	29,762	11	9,557
MIDDLESEX	6,905,601	9,481,492	10,162,417	317	486,322	139	1,123,151	982	1,870,305	321	2,206,851	733	732,291	683	645,349	517	588,240	1,746	995,010	319	370,773
Framingham	512,129	706,750	758,279	19	25,148	8	120,109	60	85,333	24	206,880	43	44,101	44	53,957	48	53,237	91	84,269	14	20,700
Hudson	61,311	83,682	89,589	6	11,440			11	18,582	7	24,443	9	5,106	9	6,130	5	4,133	18	6,457	5	3,622
Lowell	389,014	523,694	559,566	15	20,856	12	71,811	57	84,657	28	189,321	44	39,987	23	13,247	33	26,165	139	43,042	28	24,403
Malden	200,585	266,154	283,584	10	13,188	5	12,631	40	85,113	10	65,188	22	15,226	19	8,727	11	11,126	60	24,332	11	7,842
Marlborough	143,787	196,521	210,455	7	6,811	2	12,513	21	49,464	12	49,998	17	16,236	11	10,930	9	2,985	50	25,434	8	9,791
Medford	287,289	382,344	407,577	9	22,570	5	30,072	39	76,825	14	93,231	23	23,495	38	45,557	20	11,183	40	22,836	13	21,825
Melrose	71,132	96,940	103,754	6	4,625	1	3,869	15	33,306	6	16,444	12	8,067	4	621	5	4,289	14	7,025	6	7,232
Wakefield	113,620	158,374	170,276	6	3,590	1	3,290	13	18,077	10	91,174	14	12,530	8	4,381	10	3,461	28	11,935	4	5,325
Waltham	342,016	464,445	496,687	12	38,063	9	32,342	39	95,616	12	63,748	33	44,743	22	10,513	34	34,103	103	66,116	14	28,718
Woburn	280,225	390,434	419,703	9	4,970	5	26,529	23	61,521	14	185,081	25	30,244	26	15,711	16	10,789	37	24,407	6	11,413
NANTUCKET	71,120	109,007	119,077	4	15,416	3	172	15	26,130	4	2,343	2	9,958	16	10,882	7	3,297	44	23,081	2	1,877
NORFOLK	3,307,388	4,565,444	4,897,816	[illegible]	221,446	60	451,334	388	916,260	169	1,098,067	318	352,289	308	371,931	252	261,640	751	439,623	147	176,168
Dedham	255,056	344,685	368,409	7	[illegible]	7	123,629	20	27,162	9	76,654	19	13,355	24	17,169	25	39,488	35	25,043	10	8,069
Quincy	434,002	590,243	631,497	12	19,084	8	27,749	52	153,188	23	109,677	40	62,772	28	23,977	32	28,303	128	59,553	25	39,507
PLYMOUTH	1,902,986	2,558,738	2,732,746	121	134,070	54	244,656	293	526,704	162	669,548	218	195,421	196	161,398	152	110,442	502	265,547	86	87,901
Brockton	595,400	784,112	834,371	19	28,172	17	118,819	73	166,314	32	163,946	49	47,080	60	51,834	39	30,297	125	79,021	19	14,836
SUFFOLK	3,136,602	4,103,789	4,361,084	102	141,683	60	475,410	502	785,075	89	436,325	208	203,543	406	358,629	199	221,435	1,295	822,764	152	182,721
Boston	2,771,361	3,613,749	3,837,979	91	126,542	46	431,204	430	679,285	64	359,516	168	168,286	362	338,732	178	193,381	1,164	768,487	132	152,180
Chelsea	137,297	183,437	195,689	4	7,653	5	23,137	25	25,217	8	35,251	11	7,726	20	9,728	11	12,128	48	16,002	10	11,342

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MASSACHUSETTS RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS) Lumber Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat Drink		Drugs	
WORCESTER	2,857,989	3,556,247	3,747,994	170	152,926	102	467,498	435	732,057	251	803,771	322	274,872	304	197,280	212	167,914	938	340,486	186	143,131
Athol	46,783	57,765	60,798	4	2,996	1	4,447	12	19,254	8	12,213	2	1,198	4	1,288	3	1,924	15	1,910	6	3,490
Clinton	36,979	45,019	47,265	4	1,354	1	3,475	13	11,970	5	2,035	11	7,914	12	4,577	4	1,313	25	5,898	6	3,844
Fitchburg	188,610	231,192	243,041	14	12,862	15	59,648	29	39,818	28	53,448	18	9,627	21	7,778	13	7,527	59	18,424	15	10,520
Gardner	100,601	124,238	130,785	5	6,017	5	17,411	15	31,570	9	21,277	12	8,829	9	5,345	12	9,676	35	9,454	7	4,617
Milford	150,388	188,057	198,357	6	3,872	7	26,958	20	59,023	8	30,308	13	11,203	21	8,504	12	4,906	38	15,648	9	9,342
Southbridge	90,942	113,130	119,246	10	10,419	6	20,075	11	25,403	10	30,108	9	6,159	6	1,857	10	2,053	30	9,028	6	4,331
Worcester	866,900	1,071,687	1,128,268	31	30,764	23	108,680	122	190,882	62	326,044	85	67,911	106	81,475	39	60,677	276	102,930	47	39,428

MICHIGAN RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS) 1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS) Lumber Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat Drink		Drugs	
STATE TOTALS	39,215,526	42,956,313	47,389,984	2,551	2,374,493	937	5,883,260	6,469	9,104,369	3,095	11,281,004	4,128	3,974,823	4,466	2,756,725	2,900	2,385,179	12,260	4,530,273	1,823	1,894,163
METROPOLITAN STATISTICAL AREAS																					
Ann Arbor, Mi	1,320,397	1,538,374	1,686,932	63	83,916	23	251,250	136	253,099	81	391,216	123	147,045	148	92,691	92	108,342	340	171,426	40	58,637
Battle Creek, Mi	556,419	522,933	562,131	46	23,251	13	88,993	93	102,781	47	123,566	74	63,803	32	22,790	33	20,820	213	60,790	28	22,882
Benton Harbor, Mi	670,296	704,443	775,213	49	44,288	18	105,444	127	157,509	74	151,972	110	103,717	85	37,427	60	27,062	261	77,415	33	29,202
Detroit, Mi	19,390,074	21,299,307	23,490,579	886	970,500	304	2,669,546	3,003	4,472,104	1,170	5,848,558	1,763	1,903,307	2,106	1,528,625	1,239	1,231,462	5,546	2,264,408	858	723,761
Flint, Mi	2,043,964	2,407,086	2,661,042	134	122,556	41	448,796	289	449,622	145	586,042	156	196,211	229	127,264	122	134,098	573	223,876	104	108,180
Grand Rapids, Mi	2,947,982	3,249,073	3,342,618	155	184,506	63	563,527	351	558,920	244	880,456	269	253,823	302	213,556	236	223,264	703	318,142	107	83,743
Jackson, Mi	593,765	566,222	607,474	49	33,425	20	127,138	85	104,797	44	106,473	74	55,807	44	29,226	43	25,410	191	56,186	31	23,376
Kalamazoo, Mi	1,109,713	1,154,225	1,241,112	56	59,922	27	241,044	128	177,462	70	262,557	101	93,325	148	75,878	108	89,641	299	124,947	33	32,074
Lansing-East Lansing, Mi	1,889,941	2,121,873	2,336,055	111	102,077	36	363,133	259	415,352	124	536,194	166	188,760	224	133,185	143	124,507	491	232,638	77	55,765
Muskegon, Mi	589,446	592,328	648,275	39	34,489	13	117,707	102	133,191	70	128,720	73	57,598	61	28,372	35	30,447	217	64,264	31	23,729
Saginaw-Bay City-Midland, Mi	1,850,590	1,971,857	2,164,662	117	99,531	41	306,725	339	410,386	190	505,116	183	192,982	235	129,741	147	119,061	523	212,379	88	72,717
COUNTIES, Cities																					
ALCONA	20,833	22,833	24,784	8	2,224	3	737	10	3,647	7	11,384	8	1,813	1				23	2,344	2	587
ALGER	23,609	31,050	38,063	4	1,904	2	525	13	15,725			10	7,842	2	947	2	435	24	4,781	2	1,187
ALLEGAN	230,000	254,833	286,182	36	24,649	10	5,721	34	98,169	38	84,706	41	33,796	20	6,003	15	8,749	97	21,152	16	10,472
ALPENA	137,239	146,898	163,779	16	9,232	6	17,352	33	37,911	18	33,372	17	14,930	28	11,888	18	8,455	46	12,147	7	5,593
Alpena	95,643	103,484	116,166	9	6,488	4	9,697	23	28,636	12	18,651	15	10,647	27	9,390	16	6,194	36	10,990	7	5,593
ANTRIM	40,119	41,739	48,991	12	6,018	1	487	18	18,436	9	8,717	8	790	4	722	2	284	33	6,361	6	2,149
ARENAC	55,649	63,583	70,725	6	3,335	2	363	15	14,077	7	24,682	15	9,949	3	994	4	2,621	31	7,610	2	1,018
BARAGA	27,460	28,296	32,560	3	1,784	4	3,376	8	10,729	3	4,647	8	4,718	2	447	1	201	13	2,139	2	1,657
BARRY	92,102	98,761	113,532	12	12,619	5	975	22	35,358	14	19,477	19	13,362	12	5,293	4	1,422	43	11,665	9	4,288
BAY	460,205	488,176	538,727	33	23,251	12	51,324	107	120,685	45	137,982	56	45,591	66	37,918	51	23,885	182	51,247	23	20,518
Bay City	224,981	222,143	238,999	13	8,710	7	25,345	50	39,636	18	66,980	26	22,483	47	28,203	25	9,502	90	19,016	14	8,784

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MICHIGAN RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
BENZIE	36,549	46,243	53,527	5	5,702	2		11	14,501	7	13,984	6	3,688	7	1,103	7	1,697	17	3,952	4	2,493
BERRIEN	670,296	704,445	775,213	49	44,288	18	105,444	127	157,509	74	151,972	110	103,717	85	37,427	60	21,062	261	77,415	33	28,202
Benton Harbor	166,185	182,880	160,808	7	3,569	5	31,036	13	12,142	17	50,220	23	21,417	10	5,908	14	5,087	39	13,464	4	2,330
Niles	93,157	94,972	106,398	9	12,244	2	7,326	20	27,986	12	25,623	14	9,277	14	3,102	6	2,346	42	11,331	6	4,649
St. Joseph	55,156	60,117	65,682	6	2,600	1	8,683	16	11,072	5	5,998	11	9,545	19	9,861	6	1,874	37	11,687	4	1,835
BRANCH	134,614	130,577	141,400	24	15,756	7	7,615	22	26,943	17	36,469	22	16,692	20	7,103	8	3,323	50	10,716	9	7,217
Coldwater	101,992	96,834	102,474	12	9,817	5	6,962	14	13,898	12	33,446	14	11,679	16	6,030	5	2,475	23	5,675	6	4,672
CALHOUN	556,419	522,933	562,135	46	23,251	13	88,993	93	102,781	47	123,586	74	63,855	52	22,090	53	20,820	213	60,790	28	22,882
Albion	39,133	35,199	36,900	4	1,042	1	3,274	8	4,892	7	9,420	9	5,155	7	2,197	5	926	17	5,102	4	3,009
Battle Creek	195,377	177,651	186,737	18	8,649	6	36,478	27	25,274	14	42,319	18	13,359	20	11,141	19	6,654	80	19,619	8	7,847
Marshall	56,309	58,953	61,744	6	2,636	2	10,297	8	7,022	6	11,898	9	9,799	12	2,861	6	2,641	26	8,579	4	2,601
CASS	93,131	114,313	129,366	16	8,243	4	4,404	32	28,269	16	45,728	18	10,863	9	3,557	7	2,559	50	12,523	8	4,819
Dowagiac	44,087	54,210	61,158	7	3,389	4	4,404	9	13,137	5	18,940	10	7,114	7	2,983	4	1,764	14	4,152	3	2,641
CHARLEVOIX	75,374	74,905	84,414	9	8,235	4	1,514	19	24,290	17	18,691	11	7,769	11	2,721	13	3,970	44	8,729	10	4,129
CHEBOYGAN	107,966	108,512	121,169	16	9,636	9	5,904	33	30,764	19	24,979	25	13,064	16	7,536	7	2,157	83	15,518	8	3,043
Cheboygan	63,681	61,720	66,668	9	5,997	3	2,752	21	22,556	10	5,947	13	6,174	12	5,324	5	1,651	43	8,436	5	2,018
CHIPPEWA	104,760	101,737	111,156	17	7,981	5	13,322	32	23,877	13	18,744	17	9,172	18	6,569	11	3,890	71	13,402	4	2,885
Sault Ste. Marie	77,259	73,580	79,322	9	4,943	3	9,397	17	14,762	9	14,960	10	6,185	16	5,919	10	3,575	35	9,776	3	2,257
CLARE	93,491	101,199	116,918	14	10,317	5	901	23	37,737	15	25,329	16	8,574	7	4,166	4	2,971	47	9,652	7	5,635
CLINTON	151,303	188,963	217,753	18	30,591	5	6,601	29	57,391	22	63,789	18	20,837	12	5,846	14	5,166	46	13,444	8	6,033
CRAWFORD	39,621	37,600	41,284	8	4,271	3	3,419	7	9,767	5	8,269	10	4,810	3	450	2	219	20	5,056	5	1,365
DELTA	173,480	170,551	187,892	22	12,698	7	21,513	54	43,569	18	45,764	27	19,929	23	9,253	17	8,364	72	13,068	8	3,423
Escanaba	132,380	130,049	142,602	10	5,034	6	18,918	25	31,334	15	35,579	18	16,189	21	8,573	17	8,364	41	9,674	6	2,705
DICKINSON	113,443	135,245	152,268	11	14,753	6	21,484	21	32,813	17	26,671	18	10,151	24	10,165	12	9,964	44	11,537	5	4,452
Iron Mountain	52,134	62,555	71,795	3	2,179	2	5,333	11	19,230	7	13,138	10	8,129	13	2,805	9	7,971	22	7,916	2	1,319
Kingsford	40,111	49,464	54,733	3	9,847	2	13,356	5	7,908	4	7,896	2	837	10	6,064	1	1,532	9	2,385	2	2,771
EATON	463,640	519,638	569,570	30	18,551	11	137,574	54	94,606	30	119,808	49	50,431	72	41,019	31	19,333	109	45,624	14	9,113
EMMET	149,420	181,749	203,335	18	16,665	9	8,926	27	38,585	11	43,453	25	14,050	45	21,222	20	16,421	55	24,055	8	5,279
Petoskey	111,042	137,482	155,306	9	10,245	6	8,838	17	32,633	7	29,965	15	9,064	36	19,538	19	15,684	27	14,215	5	4,362
GENESEE	2,043,964	2,407,086	2,661,042	134	122,556	41	446,796	289	449,622	145	686,042	166	196,211	229	127,264	132	134,098	573	255,876	104	108,180
Flint	858,255	987,016	1,097,329	54	52,017	16	121,039	150	214,074	56	259,314	73	89,302	108	59,055	78	87,742	303	118,335	51	43,098
GLADWIN	57,340	68,025	80,047	7	4,304	6	3,292	16	27,155	11	17,457	11	6,246	6	1,163	5	3,904	29	7,176	6	2,110
GOGEBIC	74,306	69,474	75,803	11	4,203	9	10,239	17	17,067	7	14,590	12	6,300	15	5,622	6	3,793	51	5,531	7	2,144
Ironwood	49,169	47,814	50,378	5	594	7	7,630	8	11,088	5	9,986	6	3,695	13	4,668	5	3,028	31	4,183	4	1,546
GRAND TRAVERSE	383,502	426,281	466,273	32	31,505	12	74,286	62	75,887	31	110,390	46	35,605	61	30,637	45	24,221	107	47,191	11	5,674
Traverse City	293,574	318,897	347,469	22	22,159	10	62,850	38	56,277	19	75,432	37	28,280	51	23,714	32	18,227	79	35,012	9	4,589
GRATIOT	145,926	157,003	175,231	12	7,167	8	18,383	24	40,835	25	42,556	20	19,659	25	6,562	13	4,212	47	14,426	9	5,867
Alma	73,615	78,330	87,323	5	4,137	4	11,601	8	20,453	11	13,840	7	9,805	18	5,018	9	2,272	20	8,352	4	4,044
HILLSDALE	116,421	132,667	150,127	21	12,058	5	10,944	26	37,346	18	39,911	20	11,487	14	5,710	16	5,274	48	11,541	7	6,142
Hillsdale	74,633	85,111	96,441	8	3,970	4	9,600	8	24,339	12	26,448	9	4,968	12	5,607	8	3,366	16	7,877	8	6,141
HOUGHTON	124,060	130,894	148,394	16	13,366	8	13,626	33	41,727	20	25,458	20	9,459	17	8,947	9	4,813	68	11,895	9	5,839
Houghton	38,084	43,139	47,092	3	2,292	4	10,040	4	8,343	4	2,185	4	2,939	11	7,388	3	2,305	15	4,902	2	2,268
HURON	134,626	171,612	195,984	26	16,606	9	12,837	34	44,482	17	44,701	17	15,362	18	10,883	16	6,005	29	16,700	11	9,338
Bad Axe	52,021	69,923	78,884	4	3,146	4	9,834	2	11,006	5	19,787	3	6,977	10	6,851	4	2,842	12	5,720	2	3,269
INGHAM	1,274,798	1,413,274	1,548,731	63	52,935	20	238,958	176	263,355	72	372,597	119	118,492	140	86,327	98	100,008	340	163,570	55	40,639
East Lansing	126,289	140,921	152,970					16	21,426	5	26,391	10	14,138	18	24,943	13	10,785	53	37,739	3	4,257
Lansing	748,980	814,771	882,313	35	35,252	12	122,892	106	126,941	46	290,565	60	52,436	55	30,089	56	67,857	185	81,460	29	21,435
IONIA	161,887	197,526	223,243	20	21,032	8	32,094	40	48,597	18	47,244	23	23,301	18	7,432	14	5,590	63	16,850	10	6,736
Ionia	50,195	62,973	71,162	9	7,397	1	3,768	14	14,447	10	19,084	8	6,155	13	6,397	7	1,823	20	5,893	3	1,896
IOSCO	101,376	112,007	125,233	16	13,080	5	1,952	27	28,465	15	33,919	20	12,565	16	4,606	9	4,153	59	13,515	4	5,373
IRON	41,928	50,936	60,365	8	2,896	4	2,665	12	21,149	10	8,796	11	6,903	14	3,770	4	1,446	28	4,604	4	4,145
ISABELLA	195,101	187,561	202,456	21	20,810	6	16,480	28	37,541	19	42,351	21	16,494	32	16,577	15	8,696	66	21,116	8	7,636
Mount Pleasant	155,638	151,260	164,124	11	7,166	5	15,664	16	32,035	14	32,964	15	12,910	32	16,577	14	8,524	50	18,634	6	7,069
JACKSON	593,765	566,222	607,474	49	33,425	20	127,139	85	104,797	44	106,413	74	55,801	44	28,226	43	25,410	107	56,186	31	23,378
Jackson	242,093	221,547	232,872	18	14,735	9	30,517	28	30,981	20	41,455	34	26,399	19	15,884	25	15,822	99	26,995	15	9,190
KALAMAZOO	1,109,713	1,154,225	1,241,112	56	59,922	27	241,044	128	177,462	70	262,557	101	93,325	148	76,876	108	89,641	299	124,947	33	32,074
Kalamazoo	457,562	461,811	493,216	22	30,813	7	14,327	48	67,397	29	148,776	39	36,484	49	36,477	46	28,423	157	64,356	15	16,618
KALKASKA	46,154	44,723	49,039	5	3,942			7	11,028	5	14,095	7	7,973	1	381	3	452	17	6,526	1	2,049
KENT	2,334,642	2,519,002	2,729,545	113	142,079	43	439,894	256	407,923	168	684,803	201	185,436	235	172,444	195	188,057	552	250,960	79	66,479
Grand Rapids	873,016	916,254	980,897	35	43,010	16	75,160	114	124,239	48	294,005	84	62,494	92	55,106	89	93,519	277	111,440	39	33,170
KEWEENAW	3,594	4,354	5,095	2	75	1		4	1,620			2	986					10	1,274		
LAKE	16,428	18,217	21,225	2	1,540	1	1,028	9	7,169	1	1,144	3	1,453	1				21	4,620	1	950
LAPEER	197,916	235,331	265,527	18	18,832	7	15,513	54	59,652	30	88,152	13	16,055	24	12,619	7	5,636	59	18,395	10	14,333
LEELANAU	36,782	40,074	48,644	6	7,229	2	1,184	19	21,665	3	1,516	9	3,615	6	1,795	2	358	24	6,700	3	745
LENAWEE	326,283	329,883	363,739	36	16,972	14	54,239	72	81,404	42	90,390	38	28,687	41	14,723	26	11,178	137	34,278	18	12,317
Adrian	166,383	159,481	168,095	11	5,403	8	47,325	23	20,339	17	40,970	16	15,075	17	8,826	12	4,389	53	14,634	8	6,063
LIVINGSTON	308,903	364,746	410,298	26	18,268	12	55,146	48	89,546	28	104,948	31	41,320	23	9,070	23	13,699	85	34,412	14	19,665
LUCE	24,231	28,934	33,636	1	1,502	2	761	5	10,245	5	8,108	3	3,904	2	1,065	2	343	13	3,366	2	1,411
MACKINAC	49,225	53,096	60,285	8	4,477	1	1,175	28	16,822	6	4,450	18	13,665	8	2,034	2	312	51	10,250	3	768
MACOMB	3,578,552	4,254,022	4,741,389	158	232,032	51	558,545	424	894,053	224	1,313,635	297	402,037	305	226,912	201	239,250	865	414,719	131	223,634
Mount Clemens	118,141	131,083	141,947	6	4,477	2	11,774	18	19,197	12	43,743	16	18,449	15	6,210	11	5,668	53	13,762	9	6,985
MANISTEE	81,595	81,139	90,621	9	6,364	5	6,920	21	23,823	15	17,642	22	8,707	13	5,268	13	3,325	45	7,873	5	4,177
Manistee	48,122	50,720	54,755	4	2,303	4	5,468	9	11,648	7	11,497	12	5,314	13	5,268	9	1,838	25	4,515	3	2,501
MARQUETTE	254,327	247,432	272,029	29	14,686	9	20,310	62	62,680	29	59,992	34	26,797	37	15,585	24	14,799	107	28,905	9	6,994
Marquette	133,759	130,880	145,063	9	4,903	3	3,240	27	36,226	14	24,158	13	14,093	27	11,903	20	13,265	53	20,426	3	3,333
MASON	93,533	103,711	117,147	13	11,335	5	7,342	30	29,530	10	19,710	16	7,827	18	7,542	13	4,126	45	13,431	6	5,867
Ludington	47,189	55,362	61,229	7	6,848	2	3,992	18	11,550	3	9,165	11	6,301	13	5,294	10	2,686	23	5,409	5	5,138
MECOSTA	126,962	146,373	166,045	11	8,308	10	14,443	31	41,694	18	32,243	21	17,308	11	11,628	13	5,253	50	19,189	7	4,929
Big Rapids	79,192	90,492	103,175	4	3,023	3	4,795	11	27,693	9	16,951	13	12,297	10	10,629	10	3,771	30	13,956	5	3,593
MENOMINEE	62,540	72,548	81,935	10	3,420	4	16,748	15	19,366	9	14,166	9	4,961	4	2,487	4	1,309	39	10,336	2	847
Menominee	50,677	59,766	67,996	4	1,924	3	16,034	7	17,012	8	13,631	6	4,403	3	2,277	3	1,201	20	8,205	1	713
MIDLAND	289,628	280,222	307,292	24	23,862	7	21,495	49	69,403	25	70,280	27	29,117	41	18,787	23	10,242	69	30,132	12	15,142
Midland	262,487	252,092	274,963	16	16,766	6	19,547	38	58,924	21	64,347	24	27,193	41	18,787	23	10,242	57	26,842	10	14,433
MISSAUKEE	25,698	25,012	27,818	2	1,508	3	1,029	10	7,229	3	9,229	6	1,958	1	239	1	911	18	2,232	2	2,446
MONROE	385,660	375,980	414,036	27	19,039	8	27,892	65	96,617	38	123,232	53	39,954	19	11,421	23	12,534	138	37,757	18	13,314
Monroe	191,089	180,443	198,550	9	5,667	3	10,272	31	48,271	14	46,328	24	22,721	16	9,556	16	9,674	66	22,632	9	9,767
MONTCALM	183,829	241,468	274,701	22	27,128	10	39,943	35	55,880	30	68,573	27	26,115	9	6,057	13	11,520	69	16,632	10	8,078
Greenville	73,678	101,782	115,523	4	1,975	3	38,162	7	16,186	9	28,921	7	8,184	8	5,480	6	3,137	19	7,314	3	3,082

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MICHIGAN RETAIL SALES—CENSUS & ESTIMATES—
Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
MONTMORENCY	24,757	27,821	32,410	7	5,758	2	404	9	10,789	1	405	5	2,239	1	354	1	45	23	4,220	3	2,208
MUSKEGON	589,446	592,328	648,075	39	34,489	13	117,707	102	133,191	70	128,720	73	57,596	61	26,572	55	30,447	217	64,264	31	23,729
Muskegon	203,073	200,643	217,415	13	6,282	3	27,743	35	40,357	16	51,485	26	17,745	29	13,892	26	10,897	84	20,186	9	10,071
Muskegon Heights	90,050	81,927	83,526	2	1,402	3	44,093	10	4,174	12	10,664	3	6,195	6	2,197	6	3,677	22	5,399	4	1,081
NEWAYGO	90,053	100,741	115,359	16	11,098	9	7,179	22	33,177	13	23,121	7	4,996	8	3,203	7	3,629	42	10,096	10	4,861
OAKLAND	5,975,958	6,817,357	7,490,389	245	282,212	75	854,924	733	1,236,878	326	1,948,608	438	552,691	803	648,477	463	449,604	1,359	705,057	226	334,042
Pontiac	380,765	414,932	448,543	12	11,503	5	93,366	40	61,875	34	104,747	42	49,396	42	31,809	20	17,794	87	36,033	17	17,620
Royal Oak	372,468	413,811	447,682	14	16,194	5	39,902	34	59,022	24	133,427	29	42,556	24	12,719	43	50,981	76	33,018	11	11,381
OCEANA	53,770	63,651	75,394	11	9,685	7	2,402	26	26,981	14	16,141	7	1,796	5	1,888	1	443	35	8,151	5	1,896
OGEMAW	79,363	85,297	95,845	12	9,655	5	7,153	19	24,138	11	15,839	16	11,585	8	2,933	4	2,364	38	9,626	6	3,464
ONTONAGON	33,360	28,010	30,618	7	2,436	4	1,120	11	8,137	5	8,969	11	4,325	3	640	1	312	24	2,240	4	892
OSCEOLA	56,654	72,547	85,715	16	12,567	4	1,226	18	27,714	7	17,136	11	6,698	6	1,204	1	413	31	5,577	4	3,570
OSCODA	23,881	28,420	33,369	7	6,071	1	936	8	11,121	5	2,071	5	4,905	2	1,028	5	1,043	19	3,183	2	1,089
OTSEGO	83,843	97,867	109,571	13	10,652	3	1,909	10	22,953	13	21,323	11	11,934	14	6,029	12	4,694	35	13,072	4	2,943
OTTAWA	613,340	730,071	813,073	42	42,427	20	123,633	95	150,997	76	195,653	68	68,389	67	41,112	61	34,207	151	67,182	28	17,264
Grand Haven	115,795	131,913	141,608	5	6,053	4	24,558	16	13,893	17	39,635	14	10,977	14	8,090	10	6,832	36	14,824	5	2,221
Holland	224,699	250,087	269,761	18	14,023	6	21,942	34	33,041	32	102,022	22	17,869	31	12,950	31	13,258	60	25,560	13	7,167
PRESQUE ISLE	39,040	41,050	46,609	7	5,426	2	1,502	11	13,393	9	9,419	7	5,214	3	519	3	1,951	23	3,602	4	1,939
ROSCOMMON	86,186	105,465	122,020	14	11,859	7	2,925	25	34,422	15	26,893	18	13,465	9	3,150	7	1,704	59	11,920	5	4,631
SAGINAW	1,080,754	1,203,459	1,318,641	60	52,418	22	233,906	203	220,498	80	296,854	100	118,274	126	73,036	73	84,934	272	131,000	49	37,057
Saginaw	257,618	272,070	297,125	16	13,738	5	18,748	91	53,407	21	86,904	35	30,149	33	15,600	14	9,055	110	29,839	24	13,965
ST. CLAIR	479,550	492,376	549,096	43	33,421	13	52,334	94	136,741	60	109,823	41	29,281	59	35,129	34	21,924	173	53,731	24	21,507
Port Huron	243,688	238,896	257,583	11	13,446	7	24,140	37	45,205	25	51,520	14	11,693	33	22,462	26	15,696	81	27,647	8	6,776
ST. JOSEPH	206,003	220,093	248,360	18	12,373	10	13,371	40	65,892	31	65,212	27	31,233	28	10,547	22	7,399	67	17,102	14	8,793
Sturgis	94,639	95,367	103,644	6	3,001	3	11,600	10	19,263	11	25,520	10	14,947	19	6,718	11	4,521	22	6,644	5	3,690
Three Rivers	59,809	68,862	78,331	4	5,601	1	867	11	23,720	11	19,486	9	8,776	8	3,578	5	1,403	18	6,204	4	4,022
SANILAC	115,718	137,639	158,234	24	19,655	7	5,713	33	43,558	25	39,359	10	6,112	13	4,234	14	6,300	44	9,200	10	7,083
SCHOOLCRAFT	30,505	29,622	32,800	4	2,416	3	981	10	8,186	3	7,656	8	2,875	7	2,101	2	504	18	3,219	3	1,588
SHIAWASSEE	219,929	235,624	262,764	25	19,468	12	21,029	53	60,940	24	65,133	33	27,021	25	10,988	19	9,473	75	18,870	13	11,520
Owosso	96,286	95,322	101,693	12	7,159	3	4,305	26	14,311	12	34,217	14	11,557	16	6,990	9	5,678	28	8,615	6	3,427
TUSCOLA	163,162	178,209	200,859	28	21,758	8	7,559	46	51,086	28	54,298	33	20,095	19	5,491	8	3,957	69	12,188	11	6,999
VAN BUREN	207,595	203,616	229,864	26	15,285	8	9,773	51	67,881	31	63,421	31	25,281	14	4,048	14	5,036	92	18,989	12	7,372
South Haven	60,272	65,343	71,563	5	5,079	5	5,800	11	16,654	9	23,360	5	5,853	6	2,198	7	2,001	22	6,173	4	2,556
WASHTENAW	1,320,397	1,538,374	1,686,932	63	83,916	23	255,250	136	253,099	81	391,216	122	147,045	148	92,891	92	108,362	340	171,926	40	58,637
Ann Arbor	676,848	793,865	868,687	23	45,325	9	136,316	65	122,680	29	159,358	41	46,500	114	76,197	58	66,981	166	97,170	19	31,720
Ypsilanti	90,207	97,725	108,182	4	4,460	1	211	13	22,491	8	17,641	15	16,057	8	3,423	6	10,888	53	18,385	6	6,639
WAYNE	8,463,535	8,759,493	9,619,744	369	366,696	138	1,105,192	1,585	1,958,617	464	2,160,160	890	821,749	873	584,997	508	488,815	2,867	1,000,335	435	497,272
Detroit	2,884,011	2,920,795	3,230,618	130	115,691	57	171,968	784	748,584	173	764,564	415	339,110	249	140,734	158	128,607	1,301	394,872	232	176,782
WEXFORD	122,804	141,326	157,840	10	8,335	5	10,316	24	32,796	23	40,087	14	14,546	24	10,656	9	7,083	51	15,461	7	5,923
Cadillac	89,903	100,489	111,311	6	4,537	3	6,017	14	21,915	16	25,257	9	11,567	21	9,217	8	6,222	36	12,763	5	4,107

MINNESOTA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	19,599,240	25,642,524	27,092,429	1,949	1,878,722	585	3,105,913	2,911	4,952,763	1,623	6,179,615	2,230	2,372,835	2,337	1,299,429	1,738	1,258,318	5,687	2,459,264	846	812,496
METROPOLITAN STATISTICAL AREAS																					
Duluth, Mn-WI	1,185,822	1,533,131	1,615,956	120	124,819	48	213,541	204	330,300	100	267,050	149	147,247	16[illegible]	75,424	107	68,694	487	163,591	58	49,754
Fargo-Moorhead, N.D.-Mn	844,103	1,130,820	1,204,324	30	71,161	15	140,024	88	165,928	55	347,850	60	114,554	88	56,340	66	56,654	212	116,275	27	28,671
Minneapolis-St. Paul, Mn-WI	11,433,732	15,530,764	16,511,928	608	926,587	193	2,298,141	1,317	2,874,023	614	3,893,629	1,028	1,411,838	1,182	812,665	912	829,224	2,743	1,571,522	359	454,762
Rochester, Mn	573,084	672,313	696,636	35	47,808	13	101,174	48	113,417	46	173,571	52	53,541	72	39,892	48	33,500	111	57,193	16	25,174
St. Cloud, Mn	1,036,982	1,274,483	1,331,140	91	99,314	20	111,479	121	177,820	71	238,898	85	85,297	79	43,098	57	39,030	221	88,321	26	28,054
COUNTIES, Cities																					
AITKIN	66,430	65,006	69,418	7	5,576	5	3,463	12	14,983	8	15,352	8	8,362	8	1,309	3	829	24	8,846	3	3,087
ANOKA	773,474	1,187,184	1,288,434	53	93,761	16	249,511	99	213,958	60	278,472	92	135,239	59	46,330	42	38,887	174	115,934	19	31,117
BECKER	99,545	153,244	166,395	18	16,194	5	10,100	25	33,890	8	36,630	16	16,634	10	12,164	9	6,885	33	12,250	7	5,602
BELTRAMI	156,716	185,555	192,566	20	17,718	11	13,969	31	35,544	27	44,974	20	15,983	23	14,924	18	8,105	47	18,226	7	4,301
Bemidji	127,958	151,430	157,170	11	11,130	7	13,426	20	31,276	19	32,761	12	12,272	23	14,443	16	7,739	38	16,556	6	4,054
BENTON	75,533	94,601	99,076	10	15,123	2	2,825	17	24,931	10	12,006	13	12,551	4	1,631	4	2,664	30	13,089	4	1,955
BIG STONE	29,998	35,142	36,393	9	3,405	2	695	9	7,205	4	5,813	6	5,506	6	2,229	1	245	15	2,699	4	1,146
BLUE EARTH	292,385	359,056	374,938	29	19,918	8	39,972	35	66,562	22	90,953	32	29,768	45	26,595	42	20,795	78	33,433	12	15,848
Mankato	254,464	312,787	326,668	14	14,015	7	36,890	23	61,566	15	72,991	21	24,763	44	26,234	33	19,022	61	29,127	10	14,217
BROWN	117,393	141,331	147,831	29	13,978	7	9,963	19	33,934	18	32,479	18	10,070	24	10,518	22	6,482	57	13,612	10	5,125
New Ulm	82,529	99,381	103,416	8	7,092	4	9,049	7	25,729	12	21,506	11	6,561	18	8,270	17	5,481	33	10,252	5	3,490
CARLTON	122,302	145,303	151,121	16	10,142	6	7,557	38	43,638	17	27,761	26	23,192	9	4,845	10	3,603	49	10,465	5	5,630

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MINNESOTA RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate		Lumber/Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs
CARVER	98,442	132,932	141,078	17	12,899	4	2,235	22	30,069	7	35,869	22	20,550	8	2,356	10	3,999	43	12,920	10	3,995
CASS	68,004	85,750	89,933	25	13,317	6	1,164	30	24,082	13	16,481	17	13,791	8	2,873	2	282	33	7,410	4	1,678
CHIPPEWA	53,966	76,672	82,087	15	9,734	4	6,376	13	14,458	10	16,895	11	8,980	9	4,521	8	3,811	25	7,212	4	3,338
CHISAGO	88,704	122,924	131,082	16	9,568	2	5,516	27	29,375	12	41,969	17	18,663	8	1,952	6	2,322	36	8,079	6	3,124
CLAY	187,883	223,099	231,509	17	21,187	4	8,066	29	56,055	17	41,434	22	22,072	21	10,421	18	16,816	67	26,331	11	8,541
Moorhead	147,249	174,630	181,216	9	10,609	3	5,753	15	49,637	11	32,538	16	16,410	18	9,663	15	14,914	41	21,055	6	7,737
CLEARWATER	22,752	28,988	30,455	9	3,072	4	2,357	8	6,913	5	4,554	7	5,808	1	376	3	788	12	1,630	3	1,839
COOK	21,913	28,637	30,213	2	1,077	5	2,796	6	6,780	3	2,978	4	7,356	3	1,027	1	102	10	2,896	1	431
COTTONWOOD	56,341	63,945	65,880	13	6,353	4	3,784	13	12,442	8	17,653	10	8,807	11	1,797	11	3,696	16	3,924	6	2,291
CROW WING	219,243	289,476	306,030	36	29,385	12	29,770	40	61,871	36	68,741	32	22,958	35	10,308	24	13,823	107	30,003	13	7,192
Brainerd	137,712	183,764	194,637	15	12,783	8	24,439	16	41,340	22	32,772	13	12,349	20	7,368	18	9,999	40	15,437	8	5,732
DAKOTA	994,043	1,495,049	1,616,930	61	134,145	23	236,147	134	291,290	62	358,834	92	146,379	125	83,126	80	75,632	231	132,673	29	45,711
DODGE	32,109	47,320	50,994	10	8,241	3	2,818	10	14,379	7	8,853	6	3,944	4	711	2	736	15	4,548	4	1,498
DOUGLAS	130,624	164,856	172,923	30	19,183	7	7,735	33	36,486	16	29,756	24	17,820	30	13,238	16	12,007	49	13,999	9	5,565
FARIBAULT	72,852	108,167	116,697	21	14,061	3	1,554	18	21,355	13	29,232	17	7,978	15	5,067	12	2,748	31	7,462	8	4,409
FILLMORE	82,690	92,048	94,543	23	11,906	6	917	24	24,517	18	29,882	14	7,070	11	1,302	5	2,462	34	3,999	9	2,264
FREEBORN	167,873	189,784	195,404	18	10,651	6	14,855	24	35,416	22	38,434	24	23,487	18	6,617	15	9,384	55	14,325	6	7,695
Albert Lea	144,324	163,363	168,246	10	7,261	5	13,057	11	31,515	18	53,890	17	21,151	17	6,348	12	8,024	39	10,985	6	7,695
GOODHUE	165,494	203,639	212,738	27	22,653	7	6,976	48	55,109	24	53,639	24	15,069	30	11,395	14	7,397	72	17,879	11	7,809
Red Wing	85,156	105,423	110,248	8	7,227	4	6,530	19	31,909	9	22,754	12	7,787	22	9,409	7	6,022	31	9,651	4	4,437
GRANT	18,903	21,575	22,353	11	3,116	1	299	10	2,899	9	9,413	3	636	1	352	3	186	9	1,430	4	1,116
HENNEPIN	5,860,914	7,674,592	8,106,506	240	386,440	73	1,166,854	602	1,318,938	241	1,945,393	424	591,135	620	455,043	503	506,810	1,218	787,584	158	215,848
Minneapolis	1,782,420	2,271,826	2,386,998	84	142,860	22	335,073	289	400,939	80	344,073	149	188,995	181	147,652	182	153,711	995	325,436	72	104,097
HOUSTON	43,211	49,393	50,935	15	5,524	2	708	18	18,064	5	5,630	11	8,635	5	456	1	536	30	4,392	4	1,072
HUBBARD	52,779	64,877	67,746	13	11,460	5	3,279	9	13,518	8	14,146	11	5,854	4	1,728	3	2,534	23	3,772	3	2,608
ISANTI	60,325	80,787	85,629	12	5,386	4	4,147	10	19,501	11	21,414	11	9,498	6	2,741	8	3,164	21	5,483	4	4,433
ITASCA	167,671	202,251	210,515	38	20,203	5	10,618	29	46,198	19	48,391	26	28,323	14	7,750	9	3,016	48	15,623	8	8,278
JACKSON	38,024	45,690	47,533	10	4,163	2	349	8	6,152	5	15,310	8	9,422	6	1,141	8	1,647	21	4,293	3	1,734
KANABEC	38,913	46,111	47,851	6	5,830	2	1,169	9	13,000	5	10,139	6	5,544	4	1,302	5	1,101	18	4,759	2	1,144
KANDIYOHI	179,740	207,336	214,204	25	16,741	9	21,831	26	35,643	22	51,433	32	17,298	35	14,829	16	11,743	48	16,352	7	5,919
Willmar	142,288	164,970	170,389	14	11,903	7	20,863	11	28,821	14	41,490	16	10,567	33	14,660	14	11,450	26	11,844	5	5,381
KITTSON	21,278	25,324	26,298	8	3,572	2	309	10	7,056	4	4,529	11	5,899	4	148	3	380	10	1,475	2	431
KOOCHICHING	70,698	95,370	101,201	11	6,573	6	9,389	13	21,224	9	17,671	13	12,159	11	4,892	3	3,082	34	10,175	5	5,055
International Falls	56,056	74,363	80,465	7	5,255	3	8,955	7	17,699	7	13,079	8	8,329	11	4,892	3	2,902	20	7,032	4	3,830
LAC QUI PARLE	30,777	53,762	59,685	8	7,524	4	1,621	9	11,626	6	11,184	5	5,864	6	1,796	3	3,242	16	4,295	4	2,008
LAKE	48,188	58,699	61,211	6	3,498	2	438	8	9,565	7	26,480	9	7,358	5	837	1	271	28	4,250	2	1,750
LAKE OF THE WOODS	15,116	25,864	28,602	4	3,235	2	1,380	4	5,439	1	2,902	7	7,964	2	342			8	2,650	2	413
LE SUEUR	67,653	75,521	77,573	14	6,386	4	1,459	22	13,936	11	16,590	12	11,739	6	2,470	11	2,865	39	10,401	8	3,752
LINCOLN	17,278	18,559	18,948	9	4,913	4	237	14	3,772	6	4,751	5	1,597	1	149	1	367	15	1,067	4	869
LYON	109,183	132,582	138,170	17	13,145	6	11,999	20	29,061	14	28,654	17	9,655	30	11,621	14	5,570	31	10,870	8	3,745
Marshall	86,931	104,931	110,931	9	10,448	5	10,631	9	22,904	9	22,706	10	8,297	25	10,331	8	4,387	19	9,416	4	2,810
MCLEOD	136,461	154,682	159,360	19	11,779	8	12,622	24	31,263	16	42,481	24	16,832	24	8,499	15	6,253	47	12,411	9	4,377
MAHNOMEN	13,341	14,917	15,331	5	2,144	2	865	4	4,092	3	3,716	4	1,362	3	264	1	119	6	1,144	1	475
MARSHALL	23,951	27,861	28,828	13	3,488	4	440	15	5,189	6	10,213	9	3,985	1	312	4	369	21	2,958	2	719
MARTIN	109,411	160,269	172,532	21	13,723	5	16,357	17	35,775	17	41,123	12	7,870	23	11,226	20	11,408	39	14,159	7	6,386
Fairmont	89,356	132,045	142,358	9	6,857	4	16,142	10	31,165	10	30,845	7	7,142	22	11,158	15	9,315	26	12,796	4	5,557
MEEKER	64,883	73,540	75,757	16	12,707	4	3,634	16	12,926	9	17,636	14	9,618	9	2,024	10	2,552	32	7,637	7	2,089
MILLE LACS	69,559	83,877	87,289	17	8,837	4	1,655	18	25,955	11	7,991	13	15,049	8	3,169	9	4,327	15	4,953	7	2,201
MORRISON	94,175	106,191	109,273	24	12,928	5	4,054	23	24,354	11	18,303	18	15,291	9	5,001	7	2,689	53	9,013	4	5,200
Little Falls	57,766	65,565	68,165	8	4,592	2	2,564	7	15,660	6	13,618	7	10,106	7	4,320	5	2,153	19	4,522	4	5,200
MOWER	168,409	219,257	231,254	25	18,188	7	16,486	34	42,686	20	53,521	25	21,601	29	11,015	18	11,129	73	22,009	9	11,087
Austin	135,909	177,598	187,451	12	12,684	7	16,486	24	38,568	17	45,143	18	19,393	27	10,217	15	9,197	51	15,816	7	8,526
MURRAY	33,301	41,337	43,241	12	5,239	5	2,062	6	6,294	6	8,653	9	2,924	7	1,006	5	1,525	12	2,730	5	6,273
NICOLLET	71,895	99,886	106,554	13	9,675	6	875	15	23,938	12	31,080	13	10,319	6	2,573	4	3,250	48	14,741	3	4,395
North Mankato	16,308	22,278	24,201	5	3,721	1	147	3	4,787	2	5,178	3	2,380			1	814	9	4,157	1	1,466
NOBLES	105,862	125,694	130,488	21	14,793	3	6,325	18	22,531	17	29,716	14	10,168	24	11,542	13	8,935	31	10,293	9	5,432
Worthington	90,746	107,843	111,980	13	10,697	3	6,325	8	20,385	15	27,662	9	8,241	22	10,977	12	8,530	21	8,943	8	5,077
NORMAN	21,076	23,725	24,409	13	4,319	1	84	10	5,457	8	7,675	3	776	6	789	1	130	11	1,320	4	1,138
OLMSTED	573,084	672,313	696,636	35	47,808	13	101,174	48	113,417	46	173,571	52	53,541	72	39,892	48	33,580	111	57,193	16	25,174
Rochester	491,559	574,384	594,748	25	34,169	12	92,776	36	102,946	38	134,012	37	42,079	68	38,640	43	32,480	97	52,754	14	21,335
OTTER TAIL	184,525	216,339	224,105	41	18,882	9	15,160	47	38,960	25	58,536	28	21,353	36	11,822	24	10,990	76	17,640	18	8,322
Fergus Falls	106,875	126,013	130,679	12	6,956	5	11,228	17	25,834	14	39,638	5	5,153	29	10,995	17	7,645	27	9,141	10	3,549
PENNINGTON	71,562	86,371	89,918	11	9,007	3	5,548	15	16,471	13	20,076	12	9,902	12	7,914	8	3,167	22	6,245	3	3,275
PINE	70,844	88,037	92,103	14	6,823	6	2,456	15	13,646	9	22,539	20	17,622	4	910	5	1,141	35	14,414	3	2,162
PIPESTONE	44,939	49,479	50,703	13	/9,468	4	1,814	15	10,330	7	9,660	8	4,174	8	2,140	9	2,981	18	3,423	4	2,031
POLK	124,108	147,855	153,390	28	23,143	4	3,570	30	37,193	24	31,199	22	13,896	16	4,404	11	5,215	57	17,262	11	6,038
Crookston	51,559	62,111	65,628	8	6,299	2	3,510	8	14,249	9	19,117	8	6,966	9	3,471	4	1,715	10	5,576	4	2,147
E. Grand Forks	38,864	44,965	46,972	6	7,982			3	14,925	4	3,921	5	3,280	1	608	3	2,760	16	7,074	2	2,767
POPE	29,430	34,247	35,423	9	4,404	1	633	8	7,999	6	8,347	7	2,766	7	489	2	70	23	4,266	3	1,838
RAMSEY	2,619,655	3,523,422	3,737,734	102	156,261	43	391,352	300	612,431	108	885,865	218	295,454	260	178,392	200	172,434	683	369,827	85	101,992
St. Paul	1,386,866	1,829,902	1,934,389	47	79,901	28	347,030	187	347,081	57	327,365	120	170,776	115	73,566	96	72,586	456	226,282	55	60,119
RED LAKE	13,241	16,110	16,798	4	1,821	1	683	8	2,789	5	6,663	1	519	2	175	1	451	11	1,310	1	534
REDWOOD	66,790	82,387	86,080	19	9,140	3	1,580	18	16,377	6	21,377	13	8,213	10	4,615	9	5,333	27	6,885	4	2,681
RENVILLE	56,911	57,732	58,370	24	11,178	5	818	23	11,549	12	16,836	7	3,181	4	843	7	1,199	34	3,569	7	1,818
RICE	179,198	213,838	222,180	23	16,713	9	10,900	26	48,607	27	48,320	30	23,634	26	11,785	20	9,813	72	25,129	9	8,396
Faribault	111,115	131,995	137,041	11	7,483	7	9,101	13	30,967	15	29,917	14	13,173	18	7,310	12	7,127	35	12,901	6	6,334
ROCK	41,217	48,601	50,406	7	2,764	4	2,162	12	10,186	8	18,568	7	4,969	7	3,002	3	1,081	14	3,566	5	1,128
ROSEAU	40,067	57,592	61,799	11	4,385	4	2,087	14	14,307	10	20,216	5	4,618	8	3,038	6	3,398	14	2,877	4	2,531
ST. LOUIS	997,917	1,323,834	1,400,674	98	102,794	41	195,819	167	290,090	64	231,581	122	127,623	138	65,890	93	63,751	353	129,469	49	43,553
Duluth	510,939	667,465	704,341	37	39,402	14	130,895	75	127,900	27	98,121	57	55,098	66	39,430	53	40,720	160	71,386	23	23,373
Hibbing	113,964	154,169	163,670	10	16,523	6	23,488	17	38,772	13	27,116	11	10,922	29	9,926	13	5,237	31	11,147	7	7,084
Virginia	130,198	177,643	188,825	11	13,810	5	22,253	15	38,427	8	31,000	15	19,115	29	12,386	17	9,135	41	15,284	6	5,615

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MINNESOTA RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
SCOTT	134,537	206,461	218,759	16	15,808	5	6,543	21	41,913	23	61,583	32	39,349	11	6,098	6	2,023	60	22,652	8	5,403
SHERBURNE	76,547	118,760	129,129	16	10,329	1	2,397	14	29,071	7	44,748	14	18,123	3	1,562	3	1,311	24	9,847	2	2,661
SIBLEY	36,867	40,934	42,009	12	3,768	2	1,429	18	10,599	4	10,638	13	4,079	4	798	5	1,307	23	3,274	6	1,194
STEARNS	884,902	1,061,122	1,102,935	65	[illegible]	17	106,257	90	123,818	54	182,144	58	54,623	72	39,905	50	35,055	167	65,415	20	23,438
St. Cloud	717,108	856,952	890,097	17	40,966	9	94,592	42	79,050	28	136,945	28	40,115	55	33,851	32	21,677	79	47,596	10	11,874
STEELE	126,796	130,846	156,669	16	11,712	6	9,689	18	25,572	19	41,877	13	11,176	19	7,808	22	10,602	39	12,636	5	6,080
Owatonna	110,218	131,270	136,355	11	10,098	5	9,056	13	22,717	13	33,250	10	10,162	16	7,323	17	9,656	31	11,449	4	5,604
STEVENS	42,093	50,506	52,540	8	5,134	3	2,977	10	10,570	6	15,294	4	1,871	9	2,523	7	2,522	18	5,074	2	3,210
SWIFT	43,481	47,967	49,163	11	6,824	5	2,461	14	10,195	9	6,482	10	5,785	7	1,024	3	260	23	3,251	5	2,803
TODD	62,335	71,844	74,216	16	8,479	7	2,639	21	16,826	11	19,934	13	7,905	7	1,761	6	773	35	4,145	7	2,957
TRAVERSE	16,946	22,417	23,702	8	3,021	1	802	6	4,951	7	3,416	6	2,007	6	1,148	3	670	7	1,184	3	1,424
WABASHA	60,086	71,621	74,416	15	8,222	3	1,181	18	12,845	9	29,340	15	4,438	8	1,658	13	2,042	33	5,506	4	3,474
WADENA	63,431	75,020	77,818	16	14,117	3	5,273	15	18,767	6	11,561	11	6,949	13	4,285	8	2,779	20	4,242	6	3,322
WASECA	50,753	62,262	64,986	11	8,922	3	3,268	20	18,341	8	10,930	8	5,948	6	1,651	11	3,570	19	4,603	5	3,423
WASHINGTON	411,134	575,410	614,448	38	70,993	5	19,184	46	194,305	39	100,951	45	63,357	48	25,881	25	13,049	126	65,245	16	22,719
Stillwater	104,170	144,841	154,467	5	9,505	1	5,510	10	55,486	7	22,798	10	8,119	10	7,876	6	4,632	22	14,502	2	10,766
WATONWAN	41,925	45,827	46,924	15	4,474	6	2,414	11	9,200	9	17,440	9	1,947	9	2,292	8	1,567	19	3,402	3	1,205
WILKIN	28,748	34,143	35,450	8	1,865	2	732	6	7,624	7	8,301	5	2,247	3	296	3	1,182	18	5,105	2	1,721
Breckenridge	26,150	30,704	32,222	6	1,660			5	7,058	6	7,775	4	2,047	3	296	3	1,182	14	4,493	2	1,721
WINONA	196,482	274,458	293,007	23	22,954	8	26,674	30	66,524	16	59,607	25	21,210	34	13,688	18	11,769	79	30,211	8	8,673
Winona	142,433	196,058	208,777	13	16,311	5	10,919	19	46,640	13	48,988	16	15,118	30	12,768	17	7,429	58	24,411	6	4,296
WRIGHT	222,361	346,958	377,653	35	29,343	7	2,636	44	87,068	33	108,736	42	62,837	22	6,709	16	7,209	69	31,337	16	13,728
YELLOW MEDICINE	36,544	38,386	39,032	14	5,628	2	815	14	8,928	4	5,477	12	5,227	8	2,152	6	2,064	26	2,949	6	2,420

MISSISSIPPI RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	9,044,004	11,581,618	12,226,880	761	701,845	680	1,560,056	2,489	2,858,165	1,377	2,978,929	1,192	767,384	1,471	602,713	981	511,173	2,218	805,524	743	469,215
METROPOLITAN STATISTICAL AREAS																					
Biloxi-Gulfport, Ms	810,869	1,042,916	1,101,038	66	59,239	41	162,017	170	220,523	109	283,334	78	60,949	99	46,928	73	43,720	277	125,041	54	40,246
Jackson, Ms	1,671,893	2,223,238	2,362,638	86	108,741	71	334,326	321	462,634	151	612,812	192	187,649	223	112,810	161	115,264	367	180,617	93	85,393
Memphis, Tn-Ar-Ms	4,308,708	5,540,083	5,846,088	185	213,633	154	725,220	731	1,189,473	347	1,465,402	439	557,762	588	345,724	350	315,332	939	457,773	161	203,117
Pascagoula, Ms	414,108	479,539	497,294	37	20,920	26	78,803	101	139,704	69	100,298	37	29,045	69	22,548	35	16,498	103	42,045	23	17,975
COUNTIES, Cities																					
ADAMS	218,039	270,473	283,792	16	15,182	14	41,995	47	51,273	26	90,990	18	11,112	35	19,411	26	11,377	50	16,699	16	10,248
Natchez	204,744	255,679	268,556	12	14,274	13	40,121	37	43,885	25	89,226	14	9,562	34	19,065	23	11,158	50	16,699	15	9,847
ALCORN	131,034	185,598	199,178	11	13,758	7	20,639	22	40,555	24	45,677	22	13,910	25	11,540	16	5,517	45	14,857	14	7,728
Corinth	120,105	170,160	182,624	11	13,758	6	19,821	16	37,416	20	42,399	19	13,222	25	11,540	15	5,392	42	14,211	13	7,525
AMITE	23,290	30,360	32,118	4	2,816	6	1,756	13	10,221	10	8,510	5	1,539	3	495	1	1,252	8	1,515	4	1,014
ATTALA	56,146	66,046	68,674	7	4,512	4	9,718	19	14,551	9	12,247	9	3,551	14	4,643	10	4,331	12	2,918	6	3,587
BENTON	6,902	7,808	8,063			1	249	6	3,701	2	838	4	705			1	87	4	434	2	78
BOLIVAR	117,150	144,277	151,183	7	6,684	14	15,950	52	38,126	20	35,425	21	6,412	25	8,853	14	6,908	29	7,474	12	6,408
Cleveland	89,038	110,541	115,993	4	3,675	8	13,296	17	24,840	13	33,434	12	4,435	20	8,025	13	6,373	19	6,725	8	4,474
CALHOUN	36,155	49,302	52,557	6	5,336	8	4,805	18	14,354	12	10,713	9	3,247	11	3,319	6	1,920	7	1,784	7	1,706
CARROLL	11,465	14,393	15,368	1	425			9	3,722	1	612	2	6,666			1	145	1	301	2	285
CHICKASAW	54,635	72,666	77,146	4	2,381	13	6,547	21	19,077	8	19,662	9	3,933	10	1,929	13	10,480	9	1,816	8	3,107
CHOCTAW	15,412	24,088	26,295	3	1,228	4	1,829	5	9,015	2	4,890	7	2,782	4	1,025	3	1,142	[illegible]	716	4	1,526
CLAIBORNE	21,632	32,713	35,497	4	4,184	4	1,943	10	12,996	5	3,134	6	4,220	3	1,106	2	90	5	2,883	3	1,686
CLARKE	40,531	48,326	50,357	3	5,647	8	4,066	15	15,476	7	7,956	6	2,665	3	4,330	5	2,461	8	895	6	1,845
CLAY	56,541	65,388	67,794	5	1,691	4	9,097	20	21,546	12	14,881	10	4,249	12	2,672	7	2,742	13	3,386	5	2,784
West Point	50,376	58,539	61,386	3	1,141	4	9,097	15	17,079	12	14,881	9	3,904	12	2,672	7	2,742	13	3,386	5	2,784
COAHOMA	132,418	160,098	167,232	8	8,274	9	14,324	44	47,801	17	39,945	18	11,021	29	12,888	14	6,046	28	8,014	8	4,863
Clarksdale	126,570	153,411	160,315	7	8,102	7	13,804	34	45,800	16	39,560	14	9,803	28	12,869	13	5,973	26	7,921	8	4,863
COPIAH	67,942	97,419	104,765	9	3,515	11	8,593	29	26,561	12	30,316	16	10,378	13	2,219	10	4,243	14	3,610	8	5,778
COVINGTON	40,491	52,610	55,833	4	5,301	7	3,433	12	13,047	5	15,987	10	7,851	7	2,713	4	1,310	8	1,079	8	2,616
DE SOTO	137,581	201,490	217,466	11	22,379	8	18,414	49	78,518	23	47,682	14	8,403	16	7,357	7	3,448	28	11,348	8	6,151

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MISSISSIPPI RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)																
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs
FORREST	393,328	490,935	515,790	31	42,423	24	81,332	72	90,942	56	122,154	27	25,262	49	30,265	47	31,715	104	44,905	26	18,374
Hattiesburg	355,649	450,652	474,565	25	40,123	18	72,732	52	80,648	41	116,159	23	22,592	46	29,206	43	30,373	88	42,473	22	14,891
FRANKLIN	11,588	17,766	19,327	1	817	1	420	5	4,516	6	5,354	3	87	1	112	3	148	2	188	4	3,973
GEORGE	40,930	45,377	46,701	7	2,147	6	6,285	14	16,012	15	10,931	6	2,516	3	753	5	544	12	2,469	5	1,501
GREENE	10,142	13,449	14,270	4	587	2	876	6	3,870	6	3,343	2	938	1	67	1	373	3	232	4	1,500
GRENADA	107,454	133,096	139,684	6	2,727	8	14,630	22	23,041	14	62,062	12	8,240	25	6,400	10	2,809	23	6,481	10	3,410
Grenada	101,490	125,661	133,718	4	2,044	7	13,262	19	22,631	14	62,062	10	7,212	25	6,400	10	2,809	20	6,328	10	3,410
HANCOCK	84,363	110,422	116,917	8	6,411	7	12,009	23	38,092	12	27,763	10	7,201	11	3,842	6	2,285	32	8,139	8	3,709
HARRISON	726,503	932,494	984,121	60	52,828	34	150,008	147	182,431	97	255,571	68	53,748	88	43,086	67	41,435	245	116,902	46	36,537
Biloxi	256,611	323,209	340,057	13	13,643	11	96,382	43	50,747	28	44,014	20	13,896	40	18,248	27	15,579	101	54,258	14	14,258
Gulfport	334,802	432,234	456,591	27	15,188	15	38,523	60	80,888	46	162,318	28	28,002	37	19,561	32	24,221	103	48,661	21	16,726
HINDS	1,366,267	1,805,632	1,917,125	54	73,867	44	296,131	226	339,822	112	532,083	144	140,329	193	101,143	133	89,929	284	148,983	71	69,741
Jackson	1,271,638	1,677,649	1,778,991	50	67,896	37	285,126	185	293,083	96	513,301	124	118,138	184	96,636	127	88,080	266	142,602	58	61,421
HOLMES	55,048	66,191	69,055	8	3,812	8	2,897	37	30,787	13	11,839	12	6,570	9	1,730	6	876	10	1,325	8	3,114
HUMPHREYS	34,249	39,105	40,450	4	4,658	5	2,292	16	12,952	5	7,779	7	2,770	4	1,472	8	2,345	10	1,452	4	1,459
ISSAQUENA	714	840	873					4	652												
ITAWAMBA	40,687	50,347	52,797	5	1,498	4	3,567	19	13,158	7	16,422	8	2,570	8	1,453	4	1,364	13	1,731	4	1,758
JACKSON	414,105	479,539	497,294	37	20,920	26	78,803	101	139,704	69	100,298	37	29,045	69	22,548	35	16,498	103	42,045	23	17,975
Moss Point	28,536	32,147	33,176	3	683	3	5,613	15	12,943	6	6,695	4	1,091	3	604	1	299	7	804	3	1,791
Pascagoula	212,446	248,660	258,357	16	13,995	7	27,404	36	57,518	34	80,763	18	12,063	29	10,890	22	10,874	46	21,131	9	8,243
JASPER	34,585	38,874	40,105	2	4,264	5	2,285	14	9,304	13	12,950	6	2,919	2	895	2	290	5	664	5	2,050
JEFFERSON	10,092	11,149	11,465	1	462	2	275	7	4,828	5	2,434	2	675	2	363			3	158	3	784
JEFFERSON DAVIS	27,886	32,885	34,204	3	2,238	5	3,720	14	11,028	8	7,357	2	1,233	5	967	1	189	7	1,674	3	598
JONES	268,880	308,589	319,588	16	15,005	16	42,732	73	65,775	24	79,336	33	15,578	46	22,390	28	20,507	58	20,421	23	13,903
Laurel	229,285	262,390	271,613	10	8,219	11	41,206	51	59,741	21	61,024	23	13,071	41	21,466	23	19,626	43	17,364	18	12,466
KEMPER	14,868	18,453	19,354	1	941	4	1,300	11	6,302	2	3,591	4	1,574			2		4	437	2	
LAFAYETTE	90,795	124,569	132,996	12	9,039	6	12,939	22	32,722	12	27,253	12	8,903	21	10,816	13	4,757	32	10,777	10	4,876
Oxford	84,934	118,015	126,241	8	6,211	6	12,939	21	32,187	12	27,253	8	7,494	20	10,568	12	4,579	28	10,637	10	4,876
LAMAR	45,109	73,697	81,073	7	5,533	9	13,187	18	28,902	7	15,083	9	2,640	3	522			7	1,643	7	4,271
LAUDERDALE	381,278	518,882	553,118	22	37,748	19	83,175	80	102,534	39	140,658	48	36,537	49	24,096	42	24,632	88	41,912	19	24,092
Meridian	349,840	475,541	506,846	19	35,512	18	82,601	59	92,805	38	140,025	39	16,114	48	23,770	41	24,239	78	36,419	18	23,853
LAWRENCE	30,747	41,370	44,012	3	2,610	3	1,298	14	11,882	9	14,893	7	3,027	1	280	5	1,861	6	900	4	2,793
LEAKE	48,852	59,525	62,259	8	4,319	12	11,511	13	13,689	15	14,556	8	2,545	10	2,296	4	1,980	9	1,849	7	3,112
LEE	339,290	455,390	484,283	27	30,128	19	69,851	75	82,949	41	134,227	47	41,629	56	27,196	45	19,109	71	24,797	16	13,616
Tupelo	285,458	384,160	408,737	20	26,974	15	67,775	46	65,291	31	110,332	32	34,045	51	25,681	38	15,375	60	23,129	14	12,202
LEFLORE	155,793	193,003	202,425	13	11,075	8	23,978	45	47,007	22	44,813	24	12,903	28	10,740	18	11,980	62	17,101	9	6,815
Greenwood	142,831	177,870	186,717	13	10,886	8	23,571	34	41,548	21	42,025	20	10,271	27	10,175	18	11,980	61	16,538	8	5,947
LINCOLN	123,592	156,185	164,425	13	13,743	11	19,332	23	36,125	15	42,724	13	6,363	29	10,452	12	5,489	21	6,832	9	9,495
Brookhaven	114,169	145,657	153,577	11	11,085	11	19,332	16	35,134	15	40,348	12	5,573	29	10,452	12	5,489	19	5,870	9	9,495
LOWNDES	260,967	352,791	375,646	18	16,899	9	45,315	58	87,452	38	74,366	24	23,993	48	29,870	33	20,797	67	25,125	14	11,619
Columbus	243,843	333,249	355,435	14	16,458	9	45,315	46	84,052	36	70,474	21	21,138	48	29,870	31	19,555	60	23,509	14	11,619
MADISON	106,723	157,583	170,340	9	8,039	12	10,713	46	46,929	14	45,355	18	20,472	11	4,844	11	5,417	30	10,395	9	4,325
MARION	97,456	121,289	127,287	10	10,436	10	13,402	27	41,288	14	2[illegible]	12	3,396	19	8,479	14	4,666	18	5,378	9	5,355
MARSHALL	52,751	67,915	71,682	6	3,648	6	9,514	27	21,369	9	13,[illegible]	12	6,157	5	1,119	3	759	14	3,026	5	2,414
MONROE	102,497	135,467	143,700	12	11,742	9	17,642	44	36,376	23	39,675	12	3,363	27	7,002	13	5,288	30	5,537	14	6,933
MONTGOMERY	38,785	44,123	45,623	5	2,416	8	7,717	13	13,940	8	7,924	9	2,461	7	1,426	5	1,630	8	1,470	5	2,091
NESHOBA	73,288	87,571	91,301	7	6,981	9	13,067	26	25,898	17	18,185	9	6,011	14	5,252	7	3,071	19	3,095	7	3,087
NEWTON	47,017	61,848	65,544	3	6,266	6	4,231	26	20,484	13	19,410	9	3,219	6	2,020	4	1,375	10	2,108	6	1,662
NOXUBEE	23,231	27,325	28,407	4	1,817	6	2,545	19	11,157	7	4,172	8	2,395	5	516	5	1,702	1	83	5	2,414
OKTIBBEHA	115,075	151,785	160,922	9	9,455	7	16,763	22	37,781	20	33,903	20	14,746	30	11,450	19	7,606	30	12,986	10	4,344
Starkville	108,189	142,726	151,326	8	9,159	6	16,090	17	33,228	17	33,379	19	14,537	29	11,344	19	7,606	29	12,864	8	4,142
PANOLA	78,628	110,647	118,608	10	6,264	8	13,186	28	33,206	17	34,515	11	3,740	17	4,914	6	2,880	27	4,489	10	5,091
PEARL RIVER	115,848	158,537	169,194	12	13,836	8	17,603	26	38,623	24	46,305	10	4,829	15	5,233	12	8,431	31	10,586	10	10,831
Picayune	85,884	113,949	120,934	6	7,130	4	11,463	18	29,628	17	35,891	4	2,632	13	4,510	10	7,377	14	7,480	8	8,617
PERRY	17,811	20,624	21,376			4	2,993	13	11,344	3	1,481	2	760	2	170	2	423	3	158	4	869
PIKE	164,508	192,710	200,210	13	13,640	10	18,923	28	40,379	23	46,027	20	10,404	30	13,172	16	11,448	44	18,670	14	10,345
McComb	141,687	166,009	172,480	8	10,603	7	17,649	13	33,832	19	41,644	15	8,544	27	12,169	15	10,689	34	17,743	12	8,794
PONTOTOC	43,891	54,924	57,692	8	2,493	4	8,500	18	21,445	11	5,845	10	2,996	6	3,473	3	1,511	11	2,243	6	2,153
PRENTISS	65,717	92,613	99,319	6	4,522	5	12,432	18	27,920	13	29,371	9	2,658	15	2,528	12	2,339	15	4,744	9	4,087
QUITMAN	27,600	31,273	32,301	4	2,605	7	3,701	19	11,354	7	4,662	7	854	4	1,436	5	800	7	758	4	1,317
RANKIN	198,903	260,023	275,173	22	26,835	15	27,482	49	75,883	25	35,374	30	26,848	19	6,823	17	19,918	53	21,239	13	11,327
SCOTT	78,696	97,921	102,782	12	6,748	9	10,749	31	27,135	21	26,842	14	7,590	10	2,341	14	3,951	18	4,288	10	4,058
SHARKEY	17,353	19,876	20,565	2	2,004	4	1,796	13	8,032	3	1,965	3	1,561	5	454	1	502	5	744	2	944
SIMPSON	66,220	82,800	86,995	7	4,295	9	10,111	25	22,147	12	24,841	9	4,494	12	5,182	6	1,792	14	4,182	8	4,552
SMITH	27,719	31,619	32,946	3	2,803	3	1,115	12	9,767	9	10,620	5	1,434	5	889	2	427	5	241	5	829
STONE	31,464	36,044	37,306	7	4,589	4	1,352	9	8,258	10	10,772	7	4,016	3	1,378	2	521	7	2,006	4	1,625
SUNFLOWER	77,167	105,687	112,502	5	1,838	11	13,785	42	32,197	15	27,723	13	7,035	21	5,450	9	1,829	18	4,852	11	4,397
TALLAHATCHIE	23,630	26,393	27,198	4	1,499	2	2,656	17	8,788	8	5,750	6	997	3	467	1	682	8	538	5	1,935
TATE	74,115	87,846	91,461	5	1,883	3	8,650	25	29,575	11	23,534	8	10,699	12	3,330	5	791	14	6,873	4	1,550
TIPPAH	57,966	83,222	89,533	9	8,739	4	9,543	18	22,627	4	22,906	9	4,990	9	2,261	6	3,176	12	2,195	5	2,865
TISHOMINGO	50,340	59,607	62,027	10	5,125	6	8,221	23	22,394	15	8,234	10	2,582	10	1,868	8	4,050	13	1,585	5	2,619
TUNICA	22,281	26,005	27,002	2	2,897	2	2,706	12	5,077	4	8,143	5	2,024	2	180	2	799	8	1,378	2	723
UNION	55,719	75,480	80,395	6	4,644	4	12,085	10	17,159	14	12,977	12	7,919	14	4,916	8	3,154	21	5,299	5	3,136
WALTHALL	31,549	36,328	37,639	4	2,388	6	3,947	12	7,390	10	12,583	5	2,666	6	1,369	1	1,143	8	1,492	4	1,414
WARREN	220,650	254,256	263,467	15	10,821	11	37,483	60	68,566	24	59,215	24	13,967	37	12,212	19	9,553	51	22,918	11	10,818
Vicksburg	203,173	235,155	243,857	13	9,420	11	37,483	50	62,765	21	52,023	19	11,038	37	12,212	19	9,553	48	22,376	11	10,818
WASHINGTON	283,826	331,398	344,106	20	17,379	18	58,608	78	73,910	44	82,712	33	11,806	52	24,275	37	17,358	52	18,527	18	10,160
Greenville	244,845	286,179	297,207	14	12,245	14	57,372	53	57,538	32	74,777	27	9,108	47	23,047	30	14,308	47	17,961	12	8,369
WAYNE	57,692	68,967	71,899	7	5,265	6	5,543	12	19,781	12	12,516	9	7,188	16	3,952	7	4,985	15	3,068	7	3,213
WEBSTER	23,650	27,929	29,054	6	2,759	3	2,356	10	6,874	11	8,511	9	1,645	4	356	3	1,197	7	837	4	1,340
WILKINSON	21,418	24,184	24,969	2	1,425	4	3,114	13	9,296	4	3,771	6	2,342	9	1,331	2	319	6	778	5	1,190
WINSTON	47,292	65,256	69,719	7	3,983	4	6,377	22	16,971	11	19,269	8	2,964	12	3,369	9	3,912	13	2,031	11	4,209
YALOBUSHA	44,542	67,192	72,880	4	4,816	8	5,413	19	37,866	9	6,931	11	3,584	3	802	6	2,300	3	2,435	6	1,719
YAZOO	75,508	103,541	110,484	8	4,738	6	10,519	27	31,941	11	22,673	17	7,931	23	8,221	9	3,857	16	4,021	6	4,789

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MISSOURI RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	21,655,411	28,297,879	30,809,707	1,678	1,665,076	889	3,971,703	3,334	6,122,862	2,249	7,176,226	2,944	2,614,763	2,717	1,528,624	1,984	1,363,298	6,827	2,894,313	1,013	918,091
STANDARD METROPOLITAN STATISTICAL AREAS																					
Columbia, Mo	449,299	576,203	628,815	34	37,660	15	80,394	53	126,760	35	138,936	55	41,583	71	44,092	46	29,153	124	70,057	19	23,524
Joplin, Mo	621,749	785,864	857,593	48	44,454	25	116,334	101	167,905	89	216,693	73	68,053	78	47,676	60	34,866	188	77,164	26	21,713
Kansas City, Mo-Ks	7,199,672	9,213,151	9,750,974	396	441,091	193	1,322,556	875	1,741,212	539	2,440,881	707	757,071	826	518,593	596	442,159	1,936	926,435	280	295,055
St. Joseph, Mo	436,287	509,325	547,506	31	22,113	20	91,040	66	116,492	43	136,534	50	36,648	47	27,945	33	23,097	136	49,482	18	14,145
St. Louis, Mo-Il	8,598,116	11,696,938	12,893,107	413	607,019	190	1,742,329	1,099	2,567,252	637	2,922,226	995	1,127,302	909	714,085	752	648,493	2,503	1,285,644	358	398,559
Springfield, Mo	1,085,862	1,413,381	1,546,083	76	87,354	31	232,923	132	286,849	98	376,471	101	83,139	172	83,575	127	88,773	323	147,563	37	41,999
COUNTIES, Cities																					
ADAIR	119,052	138,841	149,222	14	10,403	5	15,757	12	31,738	16	32,283	16	11,982	27	9,490	10	7,457	42	16,794	2	4,341
Kirksville	116,862	136,432	146,658	14	10,403	5	15,757	12	31,738	16	32,283	12	10,195	27	9,490	10	7,457	40	16,310	2	4,341
ANDREW	32,797	47,698	53,112	8	4,797	2	1,628	6	10,897	6	18,844	4	8,905	4	505	2	1,214	6	1,716	2	1,330
ATCHISON	28,784	29,772	31,383	9	2,669	2	602	7	8,590	5	4,209	8	9,757	5	419	3	130	11	2,426	3	512
AUDRAIN	95,976	113,743	122,558	17	10,728	6	13,764	18	31,104	18	22,133	14	7,976	18	8,972	10	7,093	31	7,529	7	4,199
Mexico	74,397	88,554	95,485	9	6,902	4	9,189	11	26,088	12	18,292	9	5,999	14	7,907	7	4,971	20	6,398	6	3,848
BARRY	89,188	115,097	125,713	11	11,008	3	12,902	23	31,183	20	26,109	12	13,579	17	3,974	5	2,555	39	8,903	7	3,305
Monett	43,064	54,912	58,861	4	5,172	2	9,615	8	15,669	6	4,446	5	7,535	11	2,736	3	1,773	15	4,721	3	1,863
BARTON	30,741	45,370	50,646	5	4,156	8	9,314	9	9,636	6	9,326	8	5,605	8	919	2	2,537	11	3,180	4	1,411
BATES	43,875	51,045	54,845	11	6,123	6	3,653	17	13,165	6	16,348	5	1,839	11	2,408	6	1,771	24	3,022	4	1,128
BENTON	34,866	47,716	52,605	5	2,846	4	5,670	9	11,286	6	13,332	10	2,651	2	941	4	1,212	21	5,483	1	1,471
BOLLINGER	17,716	22,475	24,474	3	1,685	3	144	8	5,374	3	7,884	4	2,797	1	157	1	1,309	7	769	1	420
BOONE	449,299	576,203	628,815	34	37,660	15	80,394	53	126,760	35	138,936	55	41,583	71	44,092	46	29,153	124	70,057	19	23,524
Columbia	412,315	529,610	578,127	29	34,259	13	79,540	39	112,391	27	126,927	42	32,793	67	43,059	41	28,119	112	67,037	18	22,998
BUCHANAN	436,287	509,325	547,506	31	22,113	20	91,040	66	116,492	43	136,534	50	36,648	47	27,945	33	23,097	136	49,482	18	14,145
St. Joseph	424,459	495,757	532,966	28	19,923	20	91,040	61	115,331	41	132,001	46	33,648	47	27,945	33	23,097	130	48,089	18	14,145
BUTLER	192,174	256,327	281,482	16	18,494	7	33,590	36	54,849	31	78,650	26	15,806	30	16,575	23	13,060	62	18,179	11	9,131
Poplar Bluff	173,951	234,535	257,971	10	15,124	7	33,590	26	50,719	27	74,592	19	13,084	28	15,518	20	12,240	50	16,863	11	9,131
CALDWELL	18,841	23,177	25,116	6	1,866	2	140	6	6,004	6	7,403	5	2,617	1	194	1	38	13	1,786	1	109
CALLAWAY	95,792	117,236	126,925	12	16,696	4	10,674	18	27,152	7	16,771	22	19,167	12	4,079	8	4,033	34	15,184	5	2,970
Fulton	57,423	70,549	76,441	6	4,806	3	10,000	9	20,128	6	15,227	8	4,587	10	3,642	6	3,387	21	7,521	3	2,212
CAMDEN	108,031	160,336	179,116	15	17,074	4	13,178	27	43,427	18	39,645	19	10,563	15	4,726	11	7,349	62	21,851	3	2,273
CAPE GIRARDEAU	324,974	408,195	443,898	23	22,001	14	68,894	45	87,829	35	95,679	47	33,462	62	27,370	44	28,552	91	37,401	17	10,566
Cape Girardeau	273,134	343,831	374,047	14	14,847	11	61,746	29	73,349	29	83,470	31	24,207	54	25,648	34	22,034	71	34,005	12	8,060
CARROLL	32,240	37,565	40,364	8	4,048	5	3,288	11	10,178	5	5,419	7	3,841	8	2,548	3	1,227	16	2,552	4	1,499
Carrollton	26,575	31,710	33,422	6	3,298	4	2,799	6	8,837	3	3,811	5	3,026	8	2,548	3	1,227	10	2,133	4	1,499
CARTER	10,064	15,254	17,091	2	675	2	472	5	4,480			4	5,203	1	203			10	2,981	1	428
CASS	166,814	203,649	220,447	14	10,146	9	29,774	31	56,432	22	54,884	30	22,822	12	1,519	17	5,086	56	16,796	10	7,217
CEDAR	46,650	61,491	67,392	6	2,982	7	4,378	8	17,203	6	20,945	8	[illegible]	8	764	6	1,246	13	2,606	5	1,915
CHARITON	27,850	29,979	31,807	9	2,118	2	2,250	10	8,403	7	5,759	7	5,676	6	814	1	1,321	14	2,512	1	893
CHRISTIAN	66,782	96,448	107,289	5	2,090	3	6,153	11	30,732	8	41,709	8	5,845	5	2,783	6	1,554	21	4,641	3	561
CLARK	22,349	25,509	27,311	4	3,637	3	1,774	7	5,930	4	4,413	6	4,084	1	202	1	442	11	1,972	1	1,011
CLAY	806,215	1,125,986	1,245,660	39	68,940	24	217,662	77	213,665	68	339,306	79	106,301	92	50,782	55	45,716	185	97,589	27	35,596
Excelsior Springs	70,020	101,133	112,268	4	2,465	5	21,487	10	30,256	8	37,916	8	3,787	5	1,889	5	3,066	20	6,813	3	2,649
CLINTON	44,370	55,993	63,872	7	3,464	3	6,459	16	16,274	11	9,965	8	5,555	8	1,532	3	2,355	16	8,648	5	1,569
COLE	341,235	422,775	461,406	20	19,511	14	61,467	29	70,538	24	122,833	27	19,582	53	27,762	37	24,237	82	36,837	9	8,601
Jefferson City	330,763	405,059	438,756	17	16,794	12	58,119	23	67,586	24	121,759	22	18,383	52	27,462	34	23,127	80	34,230	9	8,601
COOPER	49,415	62,727	68,341	6	2,156	7	4,693	8	14,682	9	18,822	7	7,668	8	2,343	7	2,894	20	4,265	5	2,910
Boonville	38,438	50,401	54,388	5	1,943	4	3,496	4	10,310	7	16,334	3	5,058	8	2,343	6	2,648	16	3,947	5	2,910
CRAWFORD	65,055	82,539	89,861	7	7,176	6	11,029	16	17,127	12	14,635	16	22,510	6	1,112	3	1,547	23	3,174	5	1,695
DADE	13,499	17,797	19,498	3	1,432	3	330	7	5,837	4	2,129	8	4,012	2	778	3	529	3	696	3	453
DALLAS	35,840	40,781	43,646	5	3,782	1	1,056	9	17,932	8	7,026	9	4,124	1	632	3	2,434	8	2,040	1	749
DAVIESS	14,365	19,057	20,899	6	1,310	2	711	4	3,877	3	5,153	8	3,855	2	145	1	269	9	1,162	3	771
DE KALB	14,678	18,990	20,748	3	2,065	1	1,164	7	3,896	3	3,316	6	3,110			1	1,203	13	3,575		
DENT	46,669	54,537	58,615	8	6,363	6	9,721	10	15,814	7	8,456	6	3,025	5	1,178	8	3,265	13	3,277	2	706
DOUGLAS	23,815	34,575	38,487	5	5,259	4	10,527	5	6,776	7	4,352	6	3,186	5	472	2	572	1	2,471	2	1,993
DUNKLIN	135,196	156,329	167,778	12	11,570	18	24,059	31	35,302	29	40,001	26	12,628	22	5,840	19	8,437	44	7,346	11	5,301
Kennett	67,938	78,890	84,730	4	7,311	9	14,435	11	21,144	14	16,720	5	2,081	13	4,032	10	5,420	15	3,869	5	2,627
FRANKLIN	296,741	347,203	373,341	34	31,918	15	27,442	62	87,980	45	92,390	55	43,876	33	13,815	33	12,343	106	27,268	19	10,816
GASCONADE	45,649	63,409	70,077	6	4,566	8	8,559	10	14,920	11	16,414	13	3,830	7	873	9	3,350	23	3,779	2	2,003
GENTRY	23,646	26,105	27,815	7	4,599	3	580	8	6,939	6	8,228	7	899	8	1,123	3	600	10	968	3	933
GREENE	1,019,080	1,316,933	1,438,794	71	85,264	28	226,770	121	256,117	90	334,762	93	77,294	167	80,792	121	87,219	302	142,922	34	41,438
Springfield	945,207	1,218,363	1,330,577	59	74,600	28	226,770	103	237,971	78	297,036	81	66,897	163	78,764	114	81,981	278	135,802	29	38,253
GRUNDY	42,441	53,547	58,270	9	3,846	7	7,885	14	16,321	3	7,998	8	2,455	11	3,647	3	884	19	5,679	2	3,025
Trenton	40,103	51,729	55,604	9	3,846	6	7,468	12	15,455	3	7,998	6	2,227	11	3,647	3	884	16	5,594	2	3,025
HARRISON	48,528	61,133	66,512	6	2,793	4	6,777	8	12,748	5	15,588	12	12,397	10	1,994	3	1,489	7	2,040	2	1,195
HENRY	74,474	91,654	99,339	15	7,347	10	11,914	19	24,926	19	12,794	18	7,099	19	6,270	12	5,258	34	8,878	7	6,200
Clinton	57,512	72,490	77,483	10	5,128	6	9,963	10	20,018	9	9,152	6	3,497	16	5,865	11	5,077	23	7,472	5	5,474
HICKORY	7,988	10,370	11,331	2	830			4	2,976	1	331	5	1,580	1		1	194	11	1,188	2	248
HOLT	22,262	25,297	27,074	4	2,080	3	138	9	3,727	5	10,463	7	7,753			1	167	10	1,026	1	230
HOWARD	21,000	30,091	33,418	4	1,935	3	1,118	7	9,738	7	3,889	9	4,745	2	1,001	2	358	7	2,390	3	1,832
HOWELL	123,894	170,868	188,648	12	11,542	13	22,609	25	46,306	28	46,049	18	11,483	27	6,875	12	6,983	43	11,108	11	6,295
West Plains	85,803	119,878	131,236	6	6,615	6	21,091	15	29,633	16	30,703	10	5,545	21	5,477	11	6,617	30	8,113	7	4,118
IRON	31,212	33,816	35,916	6	2,540	5	1,768	13	10,907	8	9,528	9	2,333	2	452	3	1,466	11	2,053	2	779
JACKSON	3,424,679	4,318,320	4,507,011	173	178,955	71	565,407	410	761,563	234	1,125,981	304	328,087	386	254,630	256	193,802	979	496,507	123	145,392
Blue Springs	159,838	207,137	226,386	9	17,274	3	23,959	16	50,926	17	70,076	14	15,281	7	2,548	11	8,670	43	24,580	6	4,972
Independence	605,714	728,145	840,018	32	33,537	13	114,664	70	151,019	59	250,968	47	48,658	86	46,537	52	36,260	151	83,192	20	25,655
1Kansas City	2,186,592	2,544,875	2,091,886	97	58,660	53	336,600	296	360,362	133	383,489	213	148,506	333	131,600	189	80,702	752	256,745	86	59,691
JASPER	487,940	607,859	662,159	38	32,421	19	100,331	74	118,311	64	165,585	51	44,804	68	42,860	48	28,170	146	62,251	21	19,090
Carthage	67,481	81,721	88,348	7	3,596	3	11,790	11	24,746	16	16,424	10	7,718	10	7,934	7	1,381	22	6,738	5	1,221
2Joplin	385,840	478,135	518,829	22	27,359	14	79,460	46	93,249	39	138,646	32	28,643	54	33,039	34	23,738	98	50,789	10	15,970
JEFFERSON	429,029	597,383	660,529	36	35,170	11	74,893	75	190,175	64	129,715	73	85,887	33	16,477	35	19,703	103	40,812	20	15,302
Crystal City	57,894	85,733	95,012	2	2,116	2	16,142	5	18,720	14	29,873	6	7,640	10	4,598	5	1,363	17	9,819	2	1,825
Festus	72,107	31,667	34,854	5	1,286	5	2,177	10	10,273	7	4,012	11	2,003	9	2,494	15	3,399	27	2,379	4	1,859
JOHNSON	104,373	142,579	157,167	10	10,167	7	17,215	20	35,704	14	35,712	31	11,899	13	3,489	13	5,542	40	19,336	6	4,961
Warrensburg	75,065	104,807	115,942	4	3,638	3	15,209	9	23,215	9	29,877	15	6,796	12	3,434	12	5,457	24	17,369	4	4,622

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

MISSOURI RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
KNOX	11,292	12,329	13,113	3	1,234	5	1,084	4	2,255	3	3,255	3	1,019	2	282	2	638	6	539	2	565
LACLEDE	112,281	156,983	173,671	12	14,797	7	18,416	19	33,276	15	31,435	25	26,650	17	5,871	10	4,410	36	12,260	6	2,706
Lebanon	101,980	143,726	159,205	11	14,504	5	17,597	13	31,644	14	31,109	20	22,546	17	5,871	8	4,273	31	10,877	6	2,706
LAFAYETTE	86,076	106,329	115,332	14	6,982	11	9,848	25	29,351	21	30,437	18	8,358	10	2,653	13	3,607	47	10,731	11	3,812
Lexington	24,102	30,379	32,471	3	970	4	3,065	4	8,669	5	9,027	2	900	6	1,834	4	949	17	3,689	2	606
LAWRENCE	80,331	95,990	103,613	13	8,150	6	7,436	26	27,850	13	32,756	15	4,745	10	1,987	10	3,229	33	6,889	7	2,499
LEWIS	33,513	39,664	42,725	6	3,921	3	879	10	8,760	8	14,870	9	3,495	3	473	2	368	13	1,932	1	266
LINCOLN	63,608	73,568	78,966	9	4,755	5	6,922	19	20,504	13	22,367	19	7,578	7	701	4	1,727	21	4,713	4	2,684
LINN	58,515	65,925	70,466	12	4,775	7	10,378	13	16,500	9	12,515	13	8,179	13	1,539	9	3,532	22	3,986	4	2,572
Brookfield	40,902	45,952	48,968	5	1,491	3	6,968	7	14,056	5	7,392	8	6,218	11	1,402	6	3,051	14	3,142	2	1,833
LIVINGSTON	75,419	86,107	92,230	9	8,193	7	11,784	12	19,882	12	19,162	17	10,694	18	4,583	12	4,884	26	5,834	3	2,524
Chillicothe	71,495	81,804	87,652	8	7,881	5	10,393	11	19,198	11	18,502	13	9,654	18	4,583	12	4,884	24	5,649	3	2,524
MCDONALD	40,197	46,682	50,113	8	5,217	4	3,746	12	13,889	8	7,221	8	3,894			2	374	16	1,326	3	865
MACON	45,213	65,489	72,878	12	7,646	4	5,907	12	18,457	8	15,984	12	5,090	9	3,045	6	2,406	22	5,327	4	2,288
Macon	36,334	53,622	59,385	6	4,265	3	5,814	4	15,625	5	14,284	7	2,298	9	3,045	5	2,380	17	4,707	3	2,251
MADISON	30,499	34,775	37,234	6	2,104	3	4,627	11	9,690	4	3,754	9	6,183	5	501	3	1,468	17	2,947	2	2,617
MARIES	11,908	20,891	23,988	2	1,184	3	741	6	5,975	6	5,993	5	2,622								
																		6	1,769		
MARION	136,916	160,482	172,632	16	13,734	8	17,854	26	42,851	19	42,338	23	16,675	25	6,694	11	4,978	51	13,947	6	4,819
3Hannibal	105,325	121,500	130,363	10	10,060	7	15,794	19	34,110	12	28,290	14	8,906	21	5,221	10	4,310	37	11,757	5	4,301
MERCER	9,885	11,240	12,028	5	1,061			5	4,029	2	1,634	3	2,361	1	257	2	581	9	659	2	398
MILLER	77,588	103,191	113,245	10	8,695	5	12,409	17	21,541	10	25,707	14	6,824	15	2,876	11	3,926	44	13,208	2	1,359
MISSISSIPPI	49,699	65,560	71,853	9	5,099	6	10,196	19	13,561	12	18,546	15	11,302	6	2,170	3	1,052	17	1,534	6	2,390
MONITEAU	38,191	45,595	49,191	8	3,111	1	2,079	9	10,385	14	20,934	7	2,253	9	1,799	5	896	12	1,773	3	865
MONROE	21,931	30,231	33,361	7	3,991	3	775	11	10,511	3	6,024	10	3,870	7	928	4	1,100	13	1,696	2	1,530
MONTGOMERY	33,149	39,355	42,400	5	2,157	3	1,561	14	11,238	12	8,239	16	8,558	1	264	3	875	13	3,771	2	330
MORGAN	50,083	65,561	71,760	6	7,465	4	4,746	12	17,473	9	15,008	9	7,336	7	2,822	3	2,511	31	4,949	4	2,015
NEW MADRID	72,796	103,074	114,254	11	5,296	4	13,292	23	21,582	8	10,766	18	31,507	24	9,920	9	5,293	21	4,892	8	4,909
NEWTON	133,809	178,005	195,434	10	12,033	6	16,003	27	49,594	25	51,108	22	23,249	10	4,816	12	6,696	42	14,913	3	2,623
Neosho	78,580	109,322	120,889	8	7,563	3	15,465	8	25,210	16	42,533	7	7,288	9	4,343	7	4,770	24	4,120	3	2,236
NODAWAY	71,977	81,109	86,715	17	6,221	7	7,515	13	21,334	14	15,844	14	9,485	16	5,498	6	1,995	30	9,247	5	1,766
Maryville	54,702	64,459	67,711	12	3,623	5	6,248	6	19,773	11	13,840	4	2,020	15	5,295	6	1,995	22	8,348	5	1,766
OREGON	29,474	32,636	34,787	4	4,353	7	619	7	8,473	6	9,279	8	3,459	4	774	2	1,161	9	1,105	2	831
OSAGE	28,335	41,183	45,852	7	3,154	3	262	7	5,678	5	24,753	6	2,999	1	205	3	635	12	1,459		
OZARK	17,624	27,160	30,526	4	3,370	3	270	7	7,246	6	9,054	4	1,818	3	198	1	273	6	1,222	1	439
PEMISCOT	56,722	62,798	66,932	7	3,065	5	8,078	23	20,994	13	7,595	13	10,153	11	1,594	9	2,319	20	3,495	4	1,967
PERRY	55,578	67,685	73,234	9	5,360	6	18,953	8	9,422	8	10,592	16	11,321	4	819	9	2,271	23	7,390	4	2,172
PETTIS	165,780	229,674	253,744	27	22,104	9	28,398	22	48,041	28	72,454	23	14,978	18	11,684	22	10,265	58	22,005	7	7,209
Sedalia	154,835	215,708	238,522	24	20,738	9	28,398	19	45,766	24	67,782	20	13,451	18	11,684	19	9,040	49	20,700	7	7,209
PHELPS	170,215	221,209	241,850	13	20,236	4	23,593	20	47,315	24	57,233	29	21,407	26	14,674	18	7,404	47	22,233	6	4,807
Rolla	142,224	184,838	202,103	7	14,722	3	22,619	11	34,014	17	52,841	18	16,047	22	13,698	16	7,266	39	19,642	4	4,541
PIKE	55,806	62,073	66,196	10	4,229	7	8,232	17	17,541	9	11,273	16	9,765	10	2,540	5	1,061	22	3,979	4	2,844
PLATTE	130,509	146,866	156,903	14	14,566	3	16,003	23	40,238	9	17,298	26	19,901	7	3,045	11	3,002	53	26,077	11	6,589
POLK	63,354	83,226	91,151	8	4,766	9	13,016	13	18,670	12	27,309	9	5,965	11	2,801	4	1,249	17	4,658	4	2,484
PULASKI	92,950	123,351	135,323	12	7,783	4	17,854	15	23,561	23	33,534	29	12,334	11	2,187	7	3,152	48	15,631	5	2,806
Saint Robert	NO DATA AVAILABLE FOR THIS CITY																				
Waynesville	28,936	38,407	41,564	3	1,546			5	3,992	8	16,310	8	6,922	6	1,248			13	2,478	2	1,598
PUTNAM	15,513	16,389	17,338	3	896	3	669	5	5,430	4	3,692	3	2,232	6	563			8	629	1	399
RALLS	11,625	13,491	14,485	1	1,217	1	441	8	4,948	4	3,937	4	1,108	1	320	2	186	6	447		
RANDOLPH	108,278	150,167	165,922	18	13,240	3	19,082	13	33,779	15	45,224	15	11,035	17	8,047	14	6,510	30	9,832	7	3,303
Moberly	99,518	138,288	152,848	14	11,555	3	19,082	9	31,992	14	42,787	9	8,531	17	8,047	13	6,133	26	9,537	7	3,303
RAY	53,140	63,146	68,065	7	6,188	2	2,722	6	14,338	8	8,473	12	13,445	11	2,475	6	1,816	20	4,260	6	2,765
Richmond	39,785	49,456	52,680	4	5,333	2	2,722	2	11,251	6	7,128	6	10,346	11	2,475	5	1,718	14	3,327	4	2,469
REYNOLDS	17,078	16,464	17,174	3	418	2	577	10	6,151	5	3,753	3	1,954			1	49	6	451	2	179
RIPLEY	31,452	37,011	39,831	3	1,346	3	3,477	12	12,210	6	10,111	4	3,435	5	340	1	555	8	1,037	3	1,270
ST. CHARLES	664,725	1,028,987	1,157,585	52	83,481	18	135,382	74	233,451	60	266,686	93	155,754	61	50,442	64	44,949	144	98,951	22	23,951
ST. CLAIR	24,952	30,676	33,241	5	2,104	2	256	7	5,481	7	9,188	7	6,533	1	259	2	500	10	2,548	1	162
ST. FRANCOIS	172,754	207,684	224,276	17	13,336	9	35,163	33	48,530	28	49,616	37	26,358	15	5,943	15	9,541	48	14,442	12	6,664
Flat River	41,415	50,928	54,099	4	4,816	3	7,992	5	12,411	6	7,445	8	3,300	7	3,373	7	4,766	9	4,234	3	2,282
ST. LOUIS	5,451,674	7,679,536	8,509,256	213	346,693	106	1,273,335	570	1,581,235	333	2,051,065	533	634,971	624	532,974	487	491,639	1,234	769,228	198	268,699
ST. LOUIS CITY	1,698,226	1,972,472	2,118,225	69	102,690	38	222,320	302	453,531	123	364,582	234	203,147	153	99,050	127	78,118	884	342,130	95	77,681
St. Louis	1,698,226	1,972,472	2,118,225	69	102,690	38	222,320	302	453,531	123	364,582	234	203,147	153	99,050	127	78,118	884	342,130	95	77,681
STE. GENEVIEVE	41,869	55,342	60,674	4	1,587	4	2,158	14	12,837	8	15,438	12	10,079	1	745	8	2,083	23	7,465	3	1,728
SALINE	91,828	113,588	123,230	13	7,671	10	18,464	22	24,486	14	25,522	20	8,744	16	4,747	9	4,095	34	8,046	6	9,879
Marshall	69,434	86,631	94,121	8	5,588	6	17,911	10	17,177	9	17,546	8	4,445	13	4,406	9	4,095	25	6,965	5	9,246
SCHUYLER	12,720	16,391	17,894	2	1,757			5	2,519	2	6,579	8	3,207	3	77	1		5	936		
SCOTLAND	16,734	19,713	21,215	3	2,090	3	1,176	4	3,692	2	4,283	8	3,090	5	1,786	2	1,071	[illegible]	1,490	1	234
SCOTT	163,739	197,725	221,314	22	21,220	10	33,860	40	42,794	16	45,793	30	15,282	17	14,247	16	7,976	39	18,045	13	5,048
4Sikeston	139,598	160,557	172,227	12	13,566	9	31,421	22	30,997	15	43,485	11	5,786	29	8,779	14	7,848	41	14,083	8	4,416
SHANNON	9,807	10,836	11,541	2	235	1	204	7	5,454	5	758	2	1,159	1	89			6	673	1	210
SHELBY	16,028	23,147	25,738	4	589	3	1,570	7	7,405	1	3,564	9	4,351	3	1,149	1	107	8	1,543	2	581
STODDARD	96,246	115,716	124,988	16	6,932	10	12,580	28	21,509	18	42,934	24	10,359	15	3,127	10	3,827	41	8,861	7	3,784
Dexter	70,802	88,371	94,227	6	3,538	5	8,853	15	15,083	12	38,095	11	6,504	13	2,881	7	3,212	24	6,697	3	2,502
STONE	31,175	44,884	49,892	7	7,293	6	1,376	12	14,979	9	8,631	6	2,597	7	754	4	846	24	4,304	2	718
SULLIVAN	11,338	15,230	16,734	4	1,533	4	1,000	4	4,456	3	1,014	6	1,359	3	178	3	530	8	450	1	326
TANEY	101,256	150,139	167,721	10	11,742	9	20,586	21	32,991	20	22,799	18	9,847	16	4,669	7	3,584	75	32,386	9	5,337
TEXAS	71,986	91,039	99,105	11	11,789	8	7,307	18	21,219	16	31,010	15	6,313	11	1,238	6	1,059	28	4,615	5	2,242
VERNON	55,087	75,135	82,832	5	4,579	4	12,560	11	12,811	8	19,768	13	5,399	15	3,246	11	5,624	34	7,931	2	2,584
Nevada	50,783	70,771	[illegible]	4	3,841	4	12,560	10	11,875	8	19,768	9	5,067	15	3,246	10	5,212	25	7,083	2	2,584
WARREN	36,832	42,979	46,187	6	4,284	3	3,769	10	12,516	7	8,234	7	4,533	2	244	3	1,231	18	5,673	2	752
WASHINGTON	42,857	47,535	50,670	4	3,852	6	7,501	9	12,971	12	10,087	14	4,861	1	126	2	245	12	2,465	3	1,145
WAYNE	23,759	34,170	37,974	5	3,811	4	1,724	9	12,015	4	8,961	6	1,111	6	578	2	1,629	13	1,705	2	1,404
WEBSTER	46,489	63,426	69,877	10	3,301	4	6,596	10	15,280	7	11,717	14	[illegible]	10	1,390	3	1,242	19	5,682	3	2,063
WORTH	7,021	8,196	8,807	5	769	1	669	5	2,624	3	859	4	932	1	77	2	676	4	560	1	436
WRIGHT	33,570	44,565	48,887	7	2,310	8	9,986	10	13,631	8	7,439	6	1,224	6	1,070	2	1,890	15	2,322	2	1,565

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MONTANA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	3,955,199	4,522,276	4,701,638	438	354,120	151	352,044	709	1,020,639	459	1,099,094	522	380,292	560	339,658	389	236,224	1,925	489,533	200	167,600
METROPOLITAN STATISTICAL AREAS																					
Billings, Mt	782,708	865,406	893,946	47	77,565	19	113,981	91	158,556	61	219,528	61	51,769	83	45,626	80	54,538	232	84,253	20	30,743
Great Falls, Mt	452,936	511,753	530,431	26	27,138	11	64,377	54	90,638	40	141,855	45	33,036	47	28,213	48	36,509	172	51,849	13	22,033
COUNTIES, Cities																					
BEAVERHEAD	36,284	43,744	45,837	7	4,072	1	2,038	8	10,643	6	12,390	5	2,765	8	2,544	4	1,736	23	4,766	2	743
BIG HORN	39,248	39,734	40,444	5	1,061	3	531	11	10,378	8	12,040	12	8,245	6	1,754	1	503	17	3,196	3	436
BLAINE	19,668	23,346	24,392	7	2,280			6	6,921	6	8,082	4	1,331	8	1,232	1	140	16	1,945	2	587
BROADWATER	10,483	12,761	13,386	2	1,182	1	1,004	3	4,450			4	2,956					12	2,110	1	185
CARBON	24,763	30,976	32,647	5	1,744			10	13,747	2	3,335	5	2,264	6	866			26	5,590	3	1,565
CARTER	4,005	3,903	3,945	1	166	1		1	1,873			1	597	1				6	393	1	23
CASCADE	452,936	511,753	530,431	26	27,138	11	64,377	54	90,638	40	141,855	45	33,036	47	28,213	48	36,509	172	51,849	13	22,033
Great Falls	384,799	433,563	449,150	23	19,294	8	47,115	47	85,141	34	112,228	42	29,014	43	26,051	47	32,803	145	44,930	13	22,033
CHOUTEAU	13,739	13,760	13,978	5	1,767	2	103	8	3,720	3	3,764	5	1,534	1	174	1	15	17	1,252	3	432
CUSTER	75,326	81,145	83,452	11	12,071	2	4,925	8	18,787	6	11,197	8	10,724	18	5,251	9	2,820	26	9,808	3	2,925
Miles City	73,491	79,616	81,657	11	12,071	2	4,925	8	18,787	6	11,197	8	10,724	18	5,251	8	2,539	24	8,832	3	2,925
DANIELS	8,371	7,995	8,061	3	785			3	2,657	3	1,906			3	336			9	1,006	2	398
DAWSON	77,787	74,325	74,948	11	7,410	2	2,699	8	14,295	9	17,773	13	12,412	11	5,622	8	3,258	23	5,803	4	2,247
DEER LODGE	37,413	50,696	54,189	6	3,043	3	687	11	15,648	10	16,185	5	1,762	7	2,240	3	1,016	29	6,516	3	4,054
Anaconda	37,413	49,995	54,189	6	3,043	3	687	11	15,648	10	16,185	5	1,762	7	2,240	3	1,016	29	6,516	3	4,054
FALLON	19,848	18,899	19,050	6	1,462	3	1,477	6	6,749	4	4,506	1	381	4	579	2	324	9	1,504	3	921
FERGUS	49,874	50,296	51,156	7	3,710	1	974	11	13,950	11	12,996	7	2,965	13	4,422	6	2,646	28	4,641	3	1,831
FLATHEAD	271,075	355,925	378,340	31	30,288	6	12,406	50	107,786	41	82,090	22	16,161	35	19,016	32	19,296	134	41,751	11	13,387
Kalispell	169,955	223,169	237,239	21	18,391	4	5,525	27	70,761	28	59,174	12	5,750	21	13,379	19	13,424	51	19,871	6	11,079
GALLATIN	272,682	335,256	352,421	31	35,079	10	24,733	36	59,901	27	73,682	39	31,719	45	17,398	36	26,280	119	36,925	13	12,132
Bozeman	219,574	269,793	283,580	19	26,305	7	22,044	22	47,319	21	61,056	26	17,676	41	16,643	33	25,211	67	26,558	8	10,900
GARFIELD	2,747	3,525	3,731	1	210	1	210	1	2,054									4	609	1	229
GLACIER	49,454	52,427	53,763	8	6,703	7	2,963	14	11,624	8	11,809	14	6,079	13	4,086	5	1,328	30	4,399	2	1,405
GOLDEN VALLEY	969	2,490	2,973					2	878									4	838		
GRANITE	7,333	10,180	10,922	1	185			4	2,119	1	2,084	5	2,787	1	493			10	1,269	1	776
HILL	93,629	95,489	97,325	12	9,146	5	7,721	16	20,212	12	20,672	7	6,237	23	7,315	6	3,218	39	8,747	5	6,194
Havre	85,151	87,052	88,762	9	6,526	4	7,121	15	19,723	7	18,266	6	5,891	23	7,315	6	3,218	33	7,900	5	6,194
JEFFERSON	8,439	14,096	15,616	2	720	2	212	4	5,486	1	2,605	5	1,594	2		1	422	10	2,286	2	258
JUDITH BASIN	4,495	4,285	4,317	2	135			2	1,447	2	460	5	608					6	765		
LAKE	63,474	77,874	81,835	13	6,218	3	1,998	22	24,784	11	18,230	10	6,296	12	3,613	6	1,783	47	9,014	5	2,754
LEWIS AND CLARK	247,977	274,291	283,308	19	19,945	8	15,099	41	68,049	24	67,790	25	15,644	26	21,200	32	15,896	118	32,692	10	9,739
Helena	223,765	248,341	256,648	16	17,761	6	12,476	32	60,007	21	61,908	15	12,683	26	21,200	32	15,896	95	29,395	10	9,739
LIBERTY	7,286	8,068	8,332					3	2,448	2	3,471	1	455	1	81			4	542	2	301
LINCOLN	54,368	65,519	68,635	6	2,166	4	2,644	15	24,384	16	12,242	7	6,221	10	2,847	4	1,806	40	6,876	5	2,077
MCCONE	10,652	10,358	10,473	2	1,085	1	856	1	2,749	1	2,028	2	2,897					3	366		
MADISON	14,986	15,076	15,326	5	2,155			4	4,394	2	767	6	1,878	2	40			31	2,714	4	594
MEAGHER	7,119	6,928	7,004	3	248			4	2,407	2	904	2	916					7	715	1	896
MINERAL	10,637	15,519	16,795	2	346			5	4,899	2	2,566	5	2,747			1		10	2,882	1	272
MISSOULA	430,909	546,016	577,112	29	26,173	10	56,977	62	108,522	36	149,978	48	51,579	58	30,861	44	33,294	168	56,660	11	17,340
Missoula	366,281	469,612	497,340	23	20,965	8	52,168	48	91,281	28	129,774	37	28,409	57	30,369	41	32,543	141	52,757	11	17,340
MUSSELSHELL	12,835	12,007	12,063	4	452	2	533	3	3,088	1	2,025	3	2,046	1		1	495	10	1,578	1	634
PARK	53,904	63,636	66,452	7	4,038	2	1,156	15	17,561	11	12,466	16	7,401	10	3,403	6	1,442	42	10,066	6	2,932
Livingston	45,349	54,093	57,007	5	3,685	1	980	11	16,077	10	12,122	7	4,436	10	3,403	6	1,442	26	7,410	6	2,932
PETROLEUM	767	1,114	1,205									1	336					2	406		
PHILLIPS	21,996	29,438	31,393	4	3,613	2	969	8	6,591	5	6,560	5	4,489	5	2,040			16	3,474	2	514
PONDERA	27,831	29,056	29,733	3	1,593	2	957	6	6,133	6	13,661	3	957	6	1,472	2	1,206	22	1,753	2	1,169
POWDER RIVER	5,520	4,846	4,821	1	143					2	2,266	1	897	2	111			6	577	1	98
POWELL	23,428	29,008	30,521	4	2,067	2	255	4	7,217	5	7,213	5	4,050	2	1,475	1		17	3,595	3	1,210
PRAIRIE	3,686	3,599	3,642	1	634	1		3	605	2	1,098							5	503	1	372
RAVALLI	53,781	70,292	74,657	13	6,779	4	1,908	14	19,660	9	13,686	8	6,467	10	4,772	7	1,677	50	9,141	4	2,536
Hamilton	27,783	36,447	39,335	6	2,997	3	1,456	5	7,658	6	9,359	4	4,095	9	4,319	4	1,377	18	3,388	1	729
RICHLAND	88,363	86,264	87,305	12	10,316	5	5,360	10	17,250	8	23,461	13	7,147	14	3,946	6	3,660	34	9,690	3	3,370
ROOSEVELT	57,212	63,721	65,872	9	5,068	2	1,907	12	11,021	6	20,819	9	11,143	8	3,098	1	1,317	31	6,648	4	1,229
ROSEBUD	40,656	39,510	39,940	5	2,783	2	579	8	13,975	6	11,935	4	2,445	3	441	1		19	4,627	1	695
SANDERS	17,204	22,694	24,138	4	2,078	2	1,113	11	10,282	5	917	3	1,020	1				19	3,098	3	1,606
SHERIDAN	24,683	23,186	23,318	8	3,836			9	6,234	2	953	4	2,159	9	2,094	4	2,320	21	4,049	2	443
SILVER BOW	182,373	185,589	189,040	16	10,925	7	14,857	34	46,323	17	37,108	27	16,173	24	6,314	21	13,185	101	22,242	9	9,317
Butte	182,373	185,589	189,040	16	10,925	7	14,857	34	46,323	17	37,108	27	16,173	24	6,314	21	13,185	101	22,242	9	9,317
STILLWATER	19,115	21,454	22,200	6	2,532	2	163	5	1,053	3	3,847	6	8,381	2	594	1	318	13	1,529	4	719
SWEET GRASS	11,390	11,635	11,856	4	1,827	1	157	3	3,350	1	1,847	4	2,812	2	215	1		7	900	2	169
TETON	16,547	17,980	18,518	4	1,650	1	231	8	3,965	4	7,031	3	1,402	3	1,055	1	297	14	1,241	2	332
TOOLE	21,612	22,840	23,405	4	1,564	1	601	7	5,686	2	3,074	8	3,508	6	1,443	1	577	29	3,994	2	677
TREASURE	661	836	883	1	373			1	176			1						2	119		
VALLEY	48,700	48,731	49,504	8	4,934	5	2,507	13	10,057	5	10,673	14	8,632	6	1,336	3	1,586	29	4,330	6	1,169
WHEATLAND	6,530	7,368	7,634	3	404	1	176	5	2,287	2	1,519	3	1,463	2	41	1	23	2	690	1	93
WIBAUX	5,721	5,411	5,448	1	253	1		1	970			2	805			1	1,293	5	601	1	839
YELLOWSTONE	782,708	865,406	893,946	47	77,565	19	113,981	91	158,556	61	219,528	61	51,769	83	45,626	80	54,538	232	84,253	20	30,743
Billings	701,163	773,485	798,704	31	62,821	18	112,301	72	135,493	53	204,139	52	45,526	69	39,118	76	52,285	187	71,642	15	27,569
YELLOWSTONE NATIONAL PARK																					

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NEBRASKA RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1986 ESTIMAT: OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	6,995,482	8,242,495	8,577,090	820	601,064	328	947,083	1,229	1,610,028	822	2,006,870	1,129	750,741	1,022	432,413	651	484,703	2,870	816,012	421	257,317
METROPOLITAN STATISTICAL AREAS																					
Lincoln, Ne	923,287	1,136,662	1,188,079	69	79,663	29	162,529	111	212,220	71	260,132	119	84,133	115	67,536	92	57,258	290	128,185	48	46,621
Omaha, Ne-Ia	2,919,090	3,883,832	4,124,873	152	237,793	57	494,382	358	789,764	209	971,925	357	358,890	295	197,233	192	279,339	979	422,172	123	132,827
Sioux City, Ia-Ne	584,663	684,731	708,023	51	51,865	23	94,068	76	147,890	45	152,369	85	57,708	90	39,386	55	34,736	214	60,764	22	22,708
COUNTIES, Cities																					
ADAMS	151,288	159,74[illegible]	162,709	14	12,673	8	30,670	16	19,585	27	42,874	19	9,972	27	11,204	13	5,914	49	15,103	9	3,954
Hastings	144,955	153,[illegible]	156,415	12	11,877	8	30,670	14	18,510	24	40,783	17	9,511	27	11,204	13	5,914	40	13,830	9	3,954
ANTELOPE	28,943	27,772	27,834	9	2,904	2	271	7	3,175	5	11,894	10	3,716	4	458	5	462	19	1,579	3	717
ARTHUR	830	807	809					1				1	606					1	112		
BANNER	183	164	162																		
BLAINE	1,770	1,641	1,636	1	291					2	778							1	110		
BOONE	28,256	29,320	29,773	8	3,554	2	1,865	13	5,684	5	10,016	6	1,971	7	1,493	4	407	20	1,808	3	659
BOX BUTTE	53,126	60,909	62,891	7	4,152	2	5,206	11	18,823	10	14,096	7	3,066	13	3,756	9	1,548	18	5,285	7	2,684
Alliance	50,466	57,560	59,925	5	3,464	2	5,206	8	17,697	10	14,096	5	2,559	13	3,756	9	1,548	17	5,115	6	2,462
BOYD	5,889	5,777	5,809	4	930	2	116	6	1,815	2	329	4	677	2	37	1	37	10	436		
BROWN	16,549	16,171	16,258	5	1,846	2	236	5	4,235	4	5,166	2	659	5	364	3	456	15	1,422	2	188
BUFFALO	190,260	214,989	221,441	24	15,166	8	17,348	25	41,446	24	57,384	33	20,540	27	14,375	25	11,611	73	25,169	6	3,457
Kearney	171,159	196,480	202,872	17	13,596	6	16,602	14	37,094	22	56,960	22	15,803	25	14,192	23	11,452	52	22,727	4	3,322
BURT	26,497	25,931	26,066	8	2,332	4	813	9	5,454	2	6,317	12	3,938	6	1,050	3	1,248	17	1,862	4	1,214
BUTLER	17,996	17,535	17,615	8	2,220	1	518	8	3,495	5	3,678	5	3,363	1	112	5	368	13	1,194	2	215
CASS	45,647	46,426	46,972	10	3,593	4	1,959	15	10,163	13	14,152	13	7,438	4	313	3	424	37	4,821	6	770
CEDAR	23,981	22,739	22,738	11	5,244	3	129	16	4,063	7	3,957	8	3,497	4	338	4	442	25	1,646	5	585
CHASE	21,408	22,349	22,719	3	921	1	1,093	7	6,362	6	9,839	5	1,262	5	498	3	378	8	1,042	3	290
CHERRY	31,172	32,373	32,868	6	1,971	3	1,523	8	7,118	7	7,849	8	3,494	7	1,595	4	1,430	12	1,747	2	2,134
CHEYENNE	80,571	91,329	94,084	5	3,036	4	6,294	11	12,757	11	14,881	17	5,971	8	3,044	4	1,410	22	4,154	4	2,128
CLAY	17,455	17,160	17,268	9	1,714	1	27	11	3,522	5	6,608	6	1,743	1	14	3	329	18	1,323	1	28
COLFAX	29,028	27,483	27,489	9	2,720	4	1,753	13	6,561	4	6,702	5	2,585	7	529	1	1,105	22	3,308	1	237
CUMING	39,685	39,322	39,611	8	2,568	4	628	14	7,971	6	13,911	10	5,941	10	1,868	6	542	24	2,509	3	794
CUSTER	52,379	51,698	52,051	14	4,278	6	4,851	14	9,097	11	13,764	13	5,634	10	2,218	8	1,214	24	2,525	6	2,353
DAKOTA	53,422	63,413	65,845	8	4,197	1	563	9	12,064	8	12,917	15	10,664	4	601	8	4,251	29	8,718	3	1,812
DAWES	43,559	48,425	49,741	8	3,188	3	1,951	9	11,672	11	14,223	6	2,602	10	2,853	2	1,637	25	5,021	5	1,470
DAWSON	107,769	108,711	109,827	19	10,987	8	6,527	17	19,462	18	26,322	16	15,156	20	4,358	10	3,438	42	7,604	9	3,691
DEUEL	20,270	19,725	19,803	3	1,078			3	1,082	2	2,044	8	11,550	2	138	1	422	10	2,521	1	276
DIXON	8,933	8,709	8,748	5	1,154	1	167	10	1,799	3	2,088	3	745	2	40	1	54	16	1,145	2	172
DODGE	179,084	199,023	204,415	22	12,513	9	19,431	28	38,485	22	64,944	21	13,440	28	7,435	18	6,355	77	19,194	11	6,845
Fremont	159,931	180,689	186,046	16	11,309	8	19,028	17	34,467	18	58,415	16	12,938	27	7,384	14	5,713	57	17,204	7	6,725
DOUGLAS	2,200,852	2,986,762	3,185,880	99	193,008	35	378,003	253	616,027	144	724,705	220	206,187	231	168,975	155	264,114	725	339,581	85	99,101
Omaha	1,987,853	2,522,227	2,649,381	85	175,757	33	367,173	219	465,296	128	550,320	190	160,512	213	144,658	138	246,664	644	274,299	77	95,723
DUNDY	7,547	7,235	7,251	1	418	1	324	4	1,821	3	1,839	2	319	3	406			2	335	2	165
FILLMORE	23,938	24,000	24,224	7	3,878	3	1,659	9	3,682	4	3,583	6	2,002	8	1,251	3	905	22	2,922	4	1,660
FRANKLIN	11,712	11,429	11,483	2	2,012	1	448	5	2,653	3	2,339	2	866	2	83	1	459	11	962	2	426
FRONTIER	7,695	7,195	7,177	2	1,022			4	1,199	2	1,399	1	2,142					3	254	1	220
FURNAS	20,675	20,667	20,853	6	1,300	3	333	7	4,648	10	8,024	8	1,130	3	59	4	745	16	1,280	4	876
GAGE	101,343	103,028	104,242	16	7,002	5	8,178	22	19,590	16	28,676	27	10,259	22	6,954	9	3,266	44	7,759	10	2,996
Beatrice	82,453	83,644	84,602	10	4,996	3	4,710	14	17,323	10	24,663	15	6,932	22	6,954	8	2,823	29	6,308	8	2,322
GARDEN	6,004	6,158	6,238	3	812	1	321	3	1,408			4	680					5	804	1	244
GARFIELD	10,282	11,281	11,553	3	1,880			4	2,661	2	1,978	3	3,480	2	285	1		3	136	1	193
GOSPER	2,818	2,575	2,559	1	227			4	635			1	783					3	580		
GRANT	2,606	2,852	2,920	2	1,295	1	149	2	536							1	74	3	257		
GREELEY	9,676	9,138	9,128	5	1,680	2	354	7	1,057	2	443	4	4,221	1				6	461	1	44
HALL	296,700	312,145	317,701	29	24,474	7	61,551	26	35,121	36	75,342	40	24,765	50	21,790	28	15,807	102	29,446	10	5,358
Grand Island	265,240	276,261	280,706	23	20,852	7	61,551	23	33,492	32	64,822	27	13,941	48	21,571	27	15,665	87	25,100	9	5,223
HAMILTON	26,511	26,149	26,329	7	2,446	6	2,125	6	4,937	6	7,587	8	3,324	3	570	3	698	9	1,401	5	1,719
HARLAN	14,766	14,448	14,526	6	2,043	1	1,016	8	2,223	4	4,209	7	1,299	6	575	2	381	13	1,141	1	452
HAYES	2,810	[illegible]	4,231					2	1,261			2	2,152					3	177		
HITCHCOCK	5,390	5,236	5,257	1	472			6	1,386	2	561							10	1,057	1	156
HOLT	50,729	50,200	50,566	12	4,859	4	3,446	17	10,747	9	13,048	12	6,155	10	2,199	6	1,413	23	2,364	5	1,135
HOOKER	2,751	2,675	2,688	1	160	1	83	2	516	3	1,449	1						2	79	1	61
HOWARD	16,181	16,063	16,187	5	1,737	2	671	8	2,994	3	3,482	6	2,444	2	190	2	1,000	16	1,160	2	793
JEFFERSON	39,533	39,375	39,706	9	2,471	5	4,768	11	7,314	8	10,406	8	3,956	9	1,814	4	2,490	21	2,203	3	1,353
JOHNSON	14,473	13,760	13,762	4	1,622	4	505	4	1,359	2	437	7	4,494	3	251	1	955	10	1,031	2	653
KEARNEY	18,969	18,276	18,326	8	4,808	1	518	6	4,180	3	3,319	2	563	3	132	3	485	13	2,013	2	408
KEITH	67,742	70,579	71,685	9	6,458	6	3,982	6	9,999	9	21,388	19	16,691	13	2,347	4	1,869	22	4,439	3	931
KEYA PAHA	2,136	2,124	2,140					2	203			2	908					4	283		
KIMBALL	24,344	24,125	24,302	2	2,825	2	1,009	5	5,651	5	6,500	8	1,947	3	614	2	883	11	2,046	2	476
KNOX	26,930	26,024	26,106	13	3,748	3	494	15	5,034	8	6,611	10	2,934	5	522	2	402	28	2,661	6	399
LANCASTER	923,287	1,136,662	1,188,079	69	79,663	29	162,529	111	212,220	71	260,132	119	84,133	115	67,536	92	57,258	290	128,185	48	46,621
Lincoln	896,014	1,110,014	1,161,304	66	78,677	29	162,529	103	209,051	70	257,029	106	75,373	115	67,536	91	56,730	272	122,426	48	46,621
LINCOLN	189,656	194,049	196,581	17	11,795	11	27,646	26	29,600	18	47,114	30	22,934	31	10,681	21	8,879	57	15,481	10	7,036
North Platte	179,832	184,425	186,908	11	9,767	11	27,646	21	28,055	17	46,450	22	19,513	29	10,508	21	8,879	51	15,082	9	6,859
LOGAN	810	922	951	1	233	1		1	351			1	254					2	18		
LOUP	618	596	597	1				1	323									1	233		
MCPHERSON	1,255	2,410	2,718					1	536			2	2,034								
MADISON	173,104	190,690	195,594	20	13,078	6	22,017	28	40,281	21	38,325	23	15,110	41	14,660	23	16,697	60	14,422	8	6,340
Norfolk	143,164	161,168	165,870	12	10,149	5	18,214	18	36,563	15	31,926	16	11,511	40	13,927	21	14,971	43	12,861	5	4,048
MERRICK	26,422	26,392	26,611	8	3,271	1	261	9	6,408	5	2,865	10	9,182	3	495	4	323	19	1,794	2	231
MORRILL	14,162	13,789	13,764	3	787	4	1,298	7	2,406	5	5,496	2	696	2	146	1	638	10	754	1	180
NANCE	7,079	7,176	7,256	4	1,291	1	178	5	2,562	2	294	5	682	3	157	1	259	12	848	2	53
NEMAHA	26,638	25,634	25,705	7	2,387	4	2,082	7	4,639	6	6,664	8	3,034	8	736	4	276	19	2,588	2	1,159
NUCKOLLS	24,481	24,106	24,254	4	2,055	3	1,063	8	5,808	3	3,376	7	4,100	7	1,411	4	904	13	1,289	2	375
OTOE	67,612	71,123	72,372	12	3,766	6	5,905	18	16,833	12	22,652	16	7,787	12	3,313	4	1,209	33	4,515	5	1,957
Nebraska City	51,731	54,712	55,705	7	2,580	4	4,590	10	13,826	8	17,606	11	5,133	10	2,944	3	1,010	23	3,719	3	1,434

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NEBRASKA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
PAWNEE	10,353	10,143	10,200	4	1,111			6	1,925	2	3,602	6	1,505	2	32	2	267	6	424	1	237
PERKINS	8,408	8,401	8,472	6	2,511	1	311	2	1,582	2	504	1	1,814	1	75			6	313	1	219
PHELPS	51,714	50,961	51,314	8	6,808	4	3,078	7	9,209	7	14,084	6	4,255	10	2,663	8	2,585	15	2,373	4	1,862
Holdrege	49,596	49,583	49,578	7	6,553	4	3,078	6	8,815	7	14,084	5	4,042	10	2,663	8	2,585	12	2,110	4	1,862
PIERCE	24,357	23,100	23,100	6	1,797	1	524	10	3,075	7	7,068	11	6,498	3	150	4	441	19	1,996	3	238
PLATTE	128,042	140,891	144,485	16	9,868	6	14,767	24	28,912	14	32,542	17	8,905	27	11,298	17	6,290	63	15,050	5	3,023
Columbus	118,106	131,345	134,920	11	8,271	5	12,848	17	27,856	13	31,840	15	8,091	27	11,298	15	5,715	47	13,932	5	3,023
POLK	15,076	15,320	15,495	5	1,195	2	491	6	2,376	3	1,268	7	3,598	2	1,052			11	975	1	1,196
REDWILLOW	78,331	81,000	82,217	8	4,312	6	8,003	11	14,447	15	26,346	11	4,376	19	7,036	9	3,927	25	6,810	4	1,862
McCook	74,361	77,153	78,356	6	3,640	5	7,173	8	13,972	15	26,346	9	4,061	19	7,036	7	3,384	20	6,390	4	1,862
RICHARDSON	40,707	41,734	42,291	7	2,543	5	3,405	11	9,397	7	11,561	6	3,044	13	2,323	8	1,842	22	2,766	5	1,490
Falls City	31,815	33,311	33,810	6	2,321	3	2,571	6	6,778	6	10,550	3	2,110	11	2,104	6	1,560	14	1,904	4	1,307
ROCK	7,462	6,716	6,660	3	1,241	1	269	2	2,040	2	1,066	3	1,224	1	45			8	522	1	42
SALINE	43,401	44,186	44,713	9	2,446	6	4,669	13	8,354	7	4,884	10	5,452	4	612	2	9,343	31	4,005	5	2,117
SARPY	254,411	342,311	363,177	16	16,218	10	72,657	35	71,663	22	80,311	42	47,088	19	12,194	12	5,635	86	32,161	11	8,443
SAUNDERS	50,019	50,777	51,347	10	2,932	4	2,089	16	12,971	10	8,333	13	6,440	5	1,187	3	6,185	37	3,676	4	958
SCOTTS BLUFF	205,899	225,068	230,539	25	19,544	10	20,207	30	52,813	20	55,257	27	19,087	36	14,090	23	9,800	73	18,017	10	4,051
Scottsbluff	155,991	167,199	170,699	13	12,417	6	15,521	16	40,811	13	49,792	11	9,395	27	11,315	19	8,791	37	9,633	5	1,964
SEWARD	50,661	51,822	52,487	8	3,800	5	4,929	10	8,974	8	11,906	13	8,130	6	1,771	6	3,183	25	4,526	6	1,686
SHERIDAN	33,577	31,649	31,621	7	2,078	2	268	13	7,724	4	6,046	7	3,047	9	2,524	2	570	17	2,526	4	1,306
SHERMAN	7,514	7,337	7,374	3	845			8	1,246	1	362	6	1,397	3	91	1	1,036	7	545	1	746
SIOUX	2,447	2,622	2,676	2	121	2	334	1	855	1	349	1	793	1	100			1			
STANTON	5,359	5,496	5,568	3	846	1	195	2	1,375	1	457	1	461					10	1,521		
THAYER	30,264	30,2[illegible]2	30,550	8	790	2	985	14	6,164	8	5,583	7	11,217	2	842			17	1,933	2	685
THOMAS	3,284	3,945	4,101	1				3	1,221	1		1	1,568					2	106		
THURSTON	19,629	18,412	18,387	2	2,573	1	1,163	6	2,795	2	4,808	1	3,046	2	299	1	848	10	688	2	551
VALLEY	19,170	19,146	19,315	7	2,945	4	1,156	7	4,245	4	3,845	6	1,200	5	500	1	824	11	980	3	890
WASHINGTON	46,414	47,577	48,214	12	4,455	2	2,201	14	8,265	7	15,010	14	4,770	12	1,580	5	1,636	33	4,826	4	1,511
WAYNE	34,236	33,926	34,179	4	4,361	3	3,099	11	6,184	6	10,372	9	1,781	7	978	5	796	20	3,464	[illegible]	664
WEBSTER	10,371	9,923	9,940	3	1,500			4	1,560	4	1,913	5	1,421	5	553	4	565	11	821	3	319
WHEELER	859	769	761					1	305									3	185		
YORK	67,330	68,405	69,223	10	8,011	7	5,428	6	13,652	10	18,417	12	4,747	13	3,565	9	1,059	28	6,486	7	1,777
York	59,790	61,745	62,396	8	7,623	6	5,241	5	13,103	7	17,854	8	1,982	12	3,499	9	1,059	19	5,111	6	1,715

NEVADA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	5,343,074	6,892,652	7,409,603	242	407,481	113	819,999	623	1,534,616	395	1,672,793	476	650,095	631	373,498	346	343,029	1,495	759,393	129	261,695
METROPOLITAN STATISTICAL AREAS																					
Las Vegas, Nv	3,064,241	3,923,480	4,212,174	94	215,297	57	496,604	344	855,091	179	978,751	229	306,453	383	239,041	205	222,134	782	456,247	73	155,360
Reno, Nv	1,506,102	1,939,517	2,083,592	62	117,872	27	282,196	157	399,970	109	477,882	103	168,363	168	97,706	96	91,524	370	196,663	28	64,323
COUNTIES, Cities																					
CARSON CITY	216,913	321,694	353,854	22	26,016	6	18,600	27	81,803	24	87,919	15	26,853	18	8,000	20	13,676	86	31,710	6	22,728
Carson City	216,913	321,694	353,854	22	26,016	6	18,600	27	81,803	24	87,919	15	26,853	18	8,000	20	13,676	86	31,710	6	22,728
CHURCHILL	67,210	94,647	103,213	7	5,089	1	2,242	15	30,510	16	32,337	11	11,274	9	4,290	2	1,855	27	8,037	1	1,047
Fallon	63,150	88,796	97,344	5	3,621	1	2,230	12	29,841	16	32,337	10	10,196	8	3,795	1	924	26	7,697	1	1,041
CLARK	3,064,241	3,923,480	4,212,174	94	215,297	57	496,604	344	855,091	179	978,751	229	306,453	383	239,041	205	222,134	782	456,247	73	155,360
Las Vegas	1,249,531	1,546,366	1,650,662	35	117,051	19	155,447	128	314,348	75	379,968	113	147,319	182	96,362	105	93,091	324	167,994	34	62,513
DOUGLAS	85,233	113,594	122,676	10	6,199			9	33,617	6	8,525	10	23,418	11	11,589	10	5,558	29	11,125	5	2,875
ELKO	115,884	163,114	177,816	9	8,158	3	8,628	12	37,463	19	40,135	29	35,110	15	5,007	4	3,998	47	17,264	3	9,820
Elko	89,384	126,973	139,503	8	7,326	2	5,982	7	33,558	16	34,306	18	17,390	14	4,702	4	3,998	28	11,400	3	9,820
ESMERALDA	3,284	6,165	7,051	1		1						2	4,747					3	1,917		
EUREKA	2,839	5,332	6,103					1	1,138	1	1,477	2	2,230					4	621		
HUMBOLDT	75,438	85,234	89,590	8	8,903	1	2,205	10	23,313	8	10,364	16	25,100	10	3,522	3	1,268	27	9,958		
LANDER	15,403	19,873	21,348	6	2,130			4	6,653	2		6	4,252	1	198			11	3,659	1	1,676
LINCOLN	8,516	8,865	9,198			3	1,840	4	2,010	1	994	6	2,244					10	1,258	1	
LYON	45,458	55,653	59,289	7	4,917	3	1,287	14	20,336	11	10,299	7	5,837	4	393	3	1,652	21	4,727	3	1,226
MINERAL	21,832	26,005	27,579	2	1,345	3	2,111	2	8,594	4	4,099	6	3,955	3	427			9	1,663	1	699
NYE	40,398	43,996	45,976	9	5,660	3	1,776	10	14,001	6	7,713	11	7,374	1	85			31	4,451	2	
PERSHING	27,823	31,153	32,685	1	1,204	3	677	3	4,890	4	2,480	10	17,235	1	786			11	2,990	1	358
STOREY	4,428	5,925	6,405					2	483			1	276					9	2,606		
WASHOE	1,506,102	1,939,517	2,083,592	62	117,872	27	282,196	157	399,970	109	477,882	103	168,363	168	97,706	96	91,524	370	196,663	28	64,323
Reno	1,074,268	1,374,613	1,475,205	38	75,828	17	205,850	110	242,280	74	403,368	71	77,665	128	76,579	71	75,506	244	135,252	19	36,225
WHITE PINE	42,072	48,405	51,054	4	4,691	2	1,833	9	14,744	5	9,818	12	5,374	7	2,454	3	1,364	18	4,497	4	1,583
East Ely	NO DATA AVAILABLE FOR THIS CITY																				
Ely	34,352	40,795	42,942	4	4,691	1	1,313	5	11,020	5	9,818	9	4,995	7	2,454	3	1,364	13	3,659	2	1,133

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NEW HAMPSHIRE RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	5,353,641	7,051,622	7,522,202	426	531,621	219	741,111	924	1,660,703	446	1,719,143	548	470,048	563	358,747	444	332,932	1,378	596,796	226	199,172
METROPOLITAN STATISTICAL AREAS																					
Lawrence-Haverhill, Ma-N.H.	1,324,504	1,767,018	1,914,522	75	104,484	49	171,648	180	368,212	98	447,207	149	142,433	131	116,214	116	121,042	386	173,227	66	67,846
Lowell, Ma-N.H.	905,161	1,187,400	1,281,479	44	67,202	25	140,242	168	315,358	56	229,753	115	120,709	60	48,013	63	48,876	280	133,385	57	50,987
Manchester, N.H.	1,033,510	1,414,952	1,542,099	56	82,945	29	258,061	128	285,909	62	340,526	94	91,841	114	97,947	68	74,583	200	116,301	36	50,193
Nashua, N.H.	708,302	981,649	1,072,764	43	70,847	18	108,946	91	224,457	47	270,375	55	71,798	58	41,333	73	56,268	150	84,893	30	31,116
Portsmouth-Dover-Rochester, N.H.-Me.	1,009,293	1,307,130	1,406,409	75	92,287	26	94,353	167	249,973	77	332,485	100	104,329	120	80,704	75	54,733	314	142,898	40	35,022
COUNTIES, Cities																					
BELKNAP	296,207	379,604	402,895	27	31,706	14	21,659	54	94,372	32	114,116	34	22,319	32	14,530	31	16,082	93	32,559	12	9,169
Laconia	168,254	217,118	230,721	12	15,477	6	6,514	25	47,537	19	83,614	18	13,955	24	11,902	18	10,755	50	18,585	7	5,611
CARROLL	203,014	266,619	284,105	19	30,018	20	15,520	47	64,793	21	36,795	32	18,565	30	19,166	25	12,715	102	32,493	10	5,707
CHESHIRE	281,553	361,716	384,000	28	29,841	13	32,945	59	81,667	21	91,661	27	15,588	32	14,467	20	10,281	71	29,478	10	7,317
Keene	194,294	250,230	265,778	14	18,825	6	26,319	28	50,468	14	76,834	15	10,484	29	14,302	17	8,494	29	16,928	6	6,400
COOS	161,844	187,605	195,753	21	13,498	9	14,551	37	47,905	19	45,358	31	14,182	26	6,443	9	5,385	50	12,577	12	5,920
GRAFTON	420,591	522,854	552,059	45	42,497	24	45,277	91	160,757	46	95,509	55	37,595	40	23,514	36	25,195	125	41,680	17	10,691
Hanover	44,287	51,135	53,417		448		1,576		17,784		818		2,957		7,565		2,900		6,781		1,362
Lebanon	102,783	130,246	139,400	8	12,175	4	13,295	8	36,476	6	33,534	11	9,438	6	3,319	10	7,742	14	6,375	2	2,696
HILLSBOROUGH	1,683,090	2,336,769	2,513,993	100	146,163	50	356,484	235	490,953	107	577,482	141	159,281	167	134,123	137	130,439	358	194,807	67	67,558
Manchester	678,617	925,847	993,151	29	34,143	17	161,764	85	141,455	41	276,244	61	60,023	86	64,351	43	53,986	140	84,601	23	26,877
Nashua	509,239	708,784	762,830	18	36,923	15	107,401	50	120,700	28	225,579	33	45,649	42	35,193	52	41,108	83	52,869	16	17,820
MERRIMACK	519,883	616,295	645,570	47	52,395	25	60,593	99	156,375	38	159,994	63	43,438	48	19,854	39	16,467	122	49,638	21	17,069
Concord	284,115	335,286	350,960	17	18,214	10	36,823	47	72,579	19	104,701	30	26,313	29	14,016	26	12,584	63	30,603	9	9,041
ROCKINGHAM	1,239,540	1,724,340	1,855,768	95	132,954	43	156,268	183	398,298	103	426,789	96	112,271	130	93,394	98	92,303	316	156,645	42	51,708
Portsmouth	332,045	453,106	486,009	21	41,097	5	20,277	31	59,350	23	145,270	22	40,500	35	29,382	21	19,523	86	50,668	8	8,014
STRAFFORD	390,286	471,449	495,382	30	30,264	12	25,163	77	120,705	30	126,197	47	34,950	36	23,612	31	17,127	106	38,053	22	15,367
Dover	147,687	176,038	184,586	10	10,039	3	8,543	23	35,064	11	44,357	17	15,700	9	8,154	17	12,824	38	19,162	9	5,763
SULLIVAN	157,633	184,371	192,677	14	23,285	9	12,651	42	44,878	29	45,242	22	11,859	22	9,644	18	6,938	35	8,666	13	8,666
Claremont	98,735	115,194	120,347	8	10,459	5	8,029	23	28,628	17	29,612	11	8,962	17	8,636	11	4,883	21	5,762	7	4,177

NEW JERSEY RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	36,306,776	46,344,794	49,006,461	1,687	2,035,217	794	4,911,253	5,821	10,738,693	2,297	10,638,093	4,159	3,581,949	4,753	3,182,664	2,872	2,804,091	10,482	4,331,574	1,544	1,441,489
METROPOLITAN STATISTICAL AREAS																					
Allentown-Bethlehem, Pa-N.J	3,008,001	3,596,454	3,745,386	153	150,969	76	443,134	456	807,963	234	834,592	347	291,096	325	176,073	228	157,676	902	309,613	116	114,677
Atlantic City, N.J	1,749,648	2,301,376	2,422,747	96	110,931	73	216,937	358	530,653	98	422,186	175	155,849	267	132,328	114	99,793	823	345,131	74	72,911
Bergen-Passaic, N.J	7,264,844	9,109,960	9,512,047	299	364,630	130	1,085,757	1,013	1,908,007	402	1,936,873	856	659,676	921	741,098	586	618,647	1,812	819,212	303	281,508
Jersey City, N.J	1,913,702	2,311,431	2,397,523	96	80,564	69	110,104	466	649,666	98	395,466	226	177,288	431	237,562	180	127,719	837	192,271	123	85,283
Middlesex-Somerset-Hunterdon, N.J	4,700,901	5,890,161	6,151,942	215	271,863	92	666,230	667	1,372,309	275	1,177,764	556	501,130	518	416,830	366	441,297	1,243	500,263	159	163,867
Monmouth-Ocean, N.J	4,494,485	6,702,743	7,647,754	219	379,118	91	717,840	747	1,734,164	341	2,005,221	461	539,525	516	378,584	348	338,780	1,339	690,920	179	218,769
Newark, N.J	8,429,136	10,456,129	10,903,146	383	447,419	170	895,404	1,343	2,505,649	530	2,365,492	1,018	759,545	1,161	736,037	717	707,712	2,491	953,638	390	327,823
Trenton, N.J	1,521,404	1,886,645	1,966,067	66	69,881	31	252,039	236	424,696	85	364,330	136	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	82,341
Vineland-Millville-Bridgeton, N.J	602,035	673,853	689,897	33	25,572	17	72,227	112	179,546	62	154,290	74	49,237	80	37,374	44	25,976	157	43,924	19	23,209
Wilmington, De-N.J-Md	2,555,429	3,004,245	3,131,231	127	127,263	62	415,826	387	615,321	188	693,375	264	279,462	304	162,546	211	169,598	627	254,288	104	114,621
COUNTIES, Cities																					
ATLANTIC	1,171,502	1,586,827	1,678,736	52	71,237	31	171,347	184	341,764	60	270,383	104	114,373	168	102,250	76	77,816	430	209,716	42	49,327
Atlantic City	314,761	411,566	432,629	5	2,173	9	19,716	51	44,524	5	45,874	11	18,371	58	32,874	14	6,612	154	76,482	9	13,300
BERGEN	5,161,032	6,558,452	6,863,405	208	262,787	88	713,090	703	1,450,218	293	1,479,323	622	506,228	644	538,806	432	451,911	1,156	579,361	213	219,898
Hackensack	385,862	481,710	502,676	9	21,494	7	112,495	37	63,173	20	113,712	32	17,120	96	69,967	35	24,553	74	36,452	11	4,495
BURLINGTON	1,710,255	2,214,542	2,325,709	79	75,417	40	315,682	259	412,417	121	683,021	196	183,132	176	105,278	101	92,812	377	214,741	57	48,174
Burlington	165,247	215,066	226,084	3	3,780	4	37,136	17	16,922	10	109,263	7	10,601	26	11,225	13	8,832	34	11,184	4	3,994
Willingboro	80,706	101,120	107,925	4	772	3	16,983	21	32,939	5	17,546	9	8,277	12	4,934	6	4,941	12	7,723	5	6,240
CAMDEN	2,301,518	2,903,548	3,035,139	102	121,995	41	336,190	348	602,889	133	671,507	232	210,086	300	187,311	191	182,380	551	267,325	110	99,763
Camden	152,979	177,214	182,451	5	11,649	8	7,037	34	46,186	5	5,160	16	11,773	15	5,482	8	4,226	95	23,717	19	16,466
Cherry Hill	659,031	852,713	917,273	24	25,762	8	144,888	60	97,497	26	287,942	41	41,491	130	94,015	55	66,378	95	68,564	19	19,567
CAPE MAY	578,146	714,549	744,011	44	39,694	42	45,590	174	188,889	38	151,803	71	41,476	99	30,078	38	21,977	393	135,415	32	23,584
CUMBERLAND	602,035	673,853	689,897	33	25,572	17	72,227	112	179,546	62	154,290	74	49,237	80	37,374	44	25,976	157	43,924	19	23,209
Bridgeton	115,451	127,079	129,741	6	8,756	1	6,000	20	24,073	16	32,615	12	7,923	16	6,973	7	2,478	33	11,441	7	7,476
Millville	105,383	117,778	120,565	8	3,437	1	575	20	27,207	12	53,329	13	7,562	9	631	9	3,360	34	6,263	3	2,981
Vineland	334,265	375,389	384,518	16	12,448	12	63,033	52	102,242	32	62,402	36	29,233	54	27,377	24	16,914	73	23,897	7	12,700
ESSEX	3,354,818	4,020,807	4,165,362	129	142,051	73	458,621	550	931,470	181	727,625	376	257,397	560	344,765	294	281,881	1,048	381,119	177	142,663
Newark	708,408	811,316	833,651	33	23,180	27	103,625	184	147,882	43	59,296	92	52,954	140	67,641	77	72,715	468	119,649	59	40,713

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEW JERSEY RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
GLOUCESTER	1,008,764	1,197,856	1,238,911	57	47,968	21	207,946	179	258,939	83	298,903	103	86,600	109	57,670	57	35,760	214	79,044	40	33,172
Woodbury	150,008	172,612	177,630	5	8,922	3	21,480	15	32,973	13	72,807	11	6,211	9	3,036	12	8,189	20	7,410	5	2,748
HUDSON	1,913,702	2,311,431	2,397,523	96	80,564	69	110,104	466	649,666	98	395,466	226	177,288	431	237,562	180	127,719	837	192,271	123	85,283
Jersey City	714,318	859,484	891,072	31	27,177	26	44,377	167	202,091	34	227,123	70	65,113	155	75,126	57	38,356	303	65,890	42	29,565
Union City	203,824	241,748	249,962	13	7,536	13	18,969	68	42,695	15	60,709	22	12,067	53	26,224	29	13,087	104	14,135	20	9,387
HUNTERDON	470,691	663,127	706,309	28	51,603	20	29,225	73	157,848	34	118,853	59	71,049	55	52,447	46	45,416	138	56,737	17	15,072
MERCER	1,521,404	1,886,645	1,966,067	66	69,881	31	252,039	236	424,696	85	364,350	158	147,367	220	127,473	124	108,580	439	172,875	60	62,341
Trenton	243,902	276,528	283,719	12	17,919	8	19,187	57	26,222	15	10,703	33	31,924	50	16,534	29	34,260	155	40,548	16	10,964
MIDDLESEX	3,036,217	3,621,359	3,748,463	126	150,814	52	490,732	446	830,832	160	602,235	357	306,395	351	287,582	221	299,810	810	301,520	106	106,800
New Brunswick	178,437	206,542	212,705	6	7,735	3	57,751	24	11,743	12	45,265	19	16,053	21	8,605	14	8,546	77	17,743	9	4,518
Perth Amboy	153,001	187,535	195,054	6	4,247	3	12,178	26	47,793	18	55,679	15	14,242	25	9,861	19	12,196	75	16,173	10	5,379
Woodbridge	715,652	838,318	865,180	16	23,562	15	192,843	77	167,706	33	96,860	70	68,136	122	118,579	44	53,643	134	65,731	14	16,975
MONMOUTH	2,681,107	3,433,237	3,597,089	116	154,547	52	361,920	419	807,060	181	869,270	287	270,920	359	192,691	221	182,548	819	348,175	108	102,912
Asbury Park	78,898	93,316	96,459	1	1,295	2	8,360	17	10,631	5	33,066	9	8,261	16	4,312	10	4,792	48	12,875	2	1,612
Middletown	183,582	238,158	250,048	11	17,145	6	33,412	35	82,787	12	27,306	17	17,047	16	5,572	22	17,672	45	18,595	9	13,199
Red Bank	193,321	243,913	255,073	11	7,418	3	10,492	24	24,396	15	140,247	13	9,840	29	14,765	15	13,452	43	13,774	5	2,940
Shrewsbury	107,245	139,050	149,652	4	8,822	1	10,017	4	29,805	7	57,099	4	2,808	8	8,296	6	3,752	8	6,971	2	3,853
MORRIS	2,266,146	3,165,657	3,367,082	113	153,959	39	326,408	329	831,590	156	740,604	282	239,839	252	180,939	178	198,246	561	282,911	75	80,664
Dover	65,779	88,142	93,129	3	2,167	2	10,979	11	3,463	11	40,913	8	3,144	7	5,856	10	5,189	32	7,004	3	1,916
Morristown	221,754	301,634	319,387	11	13,588	3	26,027	25	69,089	17	95,151	16	12,137	23	13,891	17	13,899	56	35,776	5	4,464
Parsippany	217,157	302,309	330,693	6	21,327	3	23,817	47	106,261	16	62,827	27	25,963	16	8,310	16	22,006	63	35,099	8	7,974
OCEAN	1,813,378	3,269,506	4,050,665	103	224,571	39	355,920	328	927,104	160	1,135,951	174	268,605	157	185,893	127	156,232	520	342,745	71	115,857
Brick Township	271,612	523,298	607,193	11	42,184	7	67,988	47	188,310	29	119,413	25	40,263	28	35,509	28	44,490	49	31,581	8	11,618
Point Pleasant	70,551	129,359	160,592	7	5,847	1	8,944	14	35,773	11	41,452	8	12,310	3	3,949	6	7,515	27	21,512	3	6,268
Toms River	NO DATA AVAILABLE FOR THIS CITY																				
PASSAIC	2,103,812	2,551,508	2,648,642	91	101,843	42	372,667	310	457,789	109	457,550	234	153,448	277	202,292	154	166,736	656	239,851	90	61,610
Clifton	395,342	566,493	501,251	28	35,749	4	30,156	57	113,417	15	111,388	59	37,682	27	31,171	19	10,481	124	57,402	15	10,187
Passaic	149,620	173,195	178,283	6	4,391	2	11,953	27	15,659	8	13,637	10	4,607	44	20,417	19	10,111	62	13,658	9	7,295
Paterson	340,091	390,967	402,164	18	15,862	11	23,220	88	91,431	30	89,268	47	24,149	59	19,251	29	26,482	150	25,296	29	15,450
SALEM	199,588	221,041	225,894	13	10,220	9	11,634	42	47,584	36	57,061	44	31,827	21	8,928	21	11,483	61	19,256	14	7,957
Salem	32,583	35,798	36,870			2	2,157	10	13,520	7	7,032	5	850	7	2,165	6	2,736	16	3,560	4	1,925
SOMERSET	1,193,993	1,605,675	1,697,170	61	69,446	20	146,273	148	383,629	81	456,676	140	123,686	112	76,801	99	96,071	295	142,006	36	41,995
Bridgewater	97,180	140,399	154,805	6	20,920	2	16,828	12	12,146	7	41,188	10	9,723	7	15,795	7	7,438	32	21,190	2	2,487
Somerville	186,317	232,849	242,971	8	6,281	2	9,632	25	55,597	15	78,992	22	18,187	31	15,310	25	23,984	38	10,935	7	6,796
SUSSEX	425,870	527,359	549,251	40	27,939	11	25,273	73	159,965	36	116,050	76	53,539	48	19,776	35	15,677	150	41,935	18	16,629
Newton	133,330	168,422	176,067	7	3,820	3	12,307	13	42,816	11	72,159	14	8,697	15	6,105	9	4,458	22	4,760	4	4,854
UNION	2,382,302	2,742,306	2,821,451	101	123,470	47	85,102	391	582,624	157	771,213	284	208,770	301	190,557	210	211,908	732	247,673	120	87,867
Elizabeth	386,764	441,285	453,300	15	23,835	14	7,982	92	104,821	27	96,462	44	32,265	72	54,602	35	30,846	180	40,449	30	16,681
WARREN	410,496	475,509	489,685	29	29,639	10	23,263	51	112,174	33	105,959	60	80,687	33	16,191	23	13,152	138	32,974	16	16,712
Phillipsburg	149,226	240,645	177,719	9	11,590	3	6,467	21	46,909	11	29,147	19	38,075	9	3,926	9	3,786	42	14,048	5	6,484

NEW MEXICO RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	6,318,724	7,948,562	8,426,240	398	580,742	265	753,558	1,001	1,831,672	645	2,111,451	770	672,827	766	439,480	551	386,473	1,929	816,639	220	222,899
METROPOLITAN STATISTICAL AREAS																					
Albuquerque, N.M.	2,295,888	3,016,226	3,215,482	95	184,514	47	346,733	277	630,914	186	846,408	200	202,874	240	168,661	182	196,189	611	341,598	53	85,210
Las Cruces, N.M.	402,747	547,710	587,233	20	30,878	15	62,304	67	112,446	40	149,090	49	64,730	57	28,658	37	26,682	123	55,870	14	15,951
Santa Fe, N.M.	516,721	698,010	748,414	31	58,286	17	54,239	72	151,343	41	176,430	44	41,577	70	53,019	60	34,176	173	79,652	20	32,482
COUNTIES, Cities																					
BERNALILLO	2,295,888	3,016,226	3,215,482	95	184,514	47	346,733	277	630,914	186	846,408	200	202,874	240	168,661	182	196,189	611	341,598	53	85,210
Albuquerque	2,149,926	2,825,850	3,012,928	83	171,558	44	340,757	245	539,411	172	840,227	182	178,611	232	165,730	172	189,885	570	316,535	47	79,194
CATRON	3,742	5,856	6,426					2	2,389			2	773					1	343		
CHAVES	288,958	364,169	385,461	26	41,693	7	27,481	47	78,260	35	98,098	31	37,081	38	19,789	32	17,506	76	32,730	10	7,084
Roswell	276,284	348,596	369,065	22	39,069	7	27,481	41	75,746	35	98,098	27	29,595	38	19,789	32	17,506	71	31,268	10	7,084
CIBOLA	76,663	85,557	88,521	4	2,649	10	12,503	22	29,399	8	12,061	13	6,979	4	2,126	7	3,248	27	9,465	4	3,344
Grants	53,729	67,451	72,025	3	2,727	5	10,095	14	17,458	6	12,060	8	4,704	4	2,420	7	3,697	21	9,274	4	3,809
Milan	15,705	16,884	17,277	1	294	1	1,236	5	9,710	2	1,337	4	2,377					5	1,140		
COLFAX	72,401	85,848	89,912	8	7,443	9	6,127	17	19,744	12	16,306	22	13,303	12	6,098	3	1,396	41	9,618	5	2,558
Raton	57,461	68,130	71,686	4	4,412	5	5,174	10	16,923	9	12,988	17	11,124	11	5,685	3	1,396	26	7,833	3	1,725
CURRY	199,193	232,648	243,234	14	19,970	5	21,680	38	42,533	33	80,902	16	8,422	39	15,009	37	14,088	46	18,217	8	6,252
Clovis	187,277	219,797	229,983	13	19,100	5	21,680	32	38,452	31	77,916	14	7,782	38	14,775	37	14,088	44	17,734	7	5,775
DE BACA	6,768	7,527	7,801	2	321			4	2,919	2	1,332	5	333	2	129	1		6	834	1	617
DONA ANA	402,747	547,710	587,233	20	30,878	15	62,304	67	112,446	40	149,090	49	64,730	57	28,658	37	26,682	123	55,870	14	15,951
Las Cruces	356,425	485,212	520,407	18	29,747	14	60,731	53	104,508	36	147,387	35	28,747	53	27,526	36	25,846	103	46,414	13	14,638
EDDY	254,769	286,111	297,055	19	20,678	11	25,277	50	67,533	30	82,728	18	22,482	33	19,333	27	12,753	67	18,677	14	7,212
Artesia	91,277	102,226	106,088	5	6,755	3	9,754	17	23,323	12	30,472	8	11,956	10	7,708	5	1,761	16	5,942	5	1,850
Carlsbad	158,350	178,569	185,525	14	13,923	8	15,523	30	43,192	18	52,256	10	10,526	21	11,625	22	10,992	44	11,367	9	5,362
GRANT	94,359	108,233	112,777	13	7,154	8	7,131	20	36,315	16	26,613	11	6,405	11	7,054	9	2,927	41	6,614	4	4,032
Silver City	80,409	93,540	97,917	8	6,268	6	6,641	11	29,609	15	26,157	7	4,452	10	6,878	9	2,927	26	4,879	3	3,756
GUADALUPE	31,727	36,178	37,600			2	721	5	4,677	2	1,212	20	21,029	2	327	1	60	15	4,640	2	
HARDING	2,772	3,777	4,048			1	818	1	698	2	216	1	735					2	154		
HIDALGO	28,560	32,098	33,297	4	1,006	1	273	7	7,337	4	4,619	13	16,337	1	109			12	2,035	1	448
LEA	346,692	389,162	404,123	29	40,807	9	20,763	61	94,030	38	113,427	48	24,954	59	28,522	30	17,143	93	31,072	16	9,178
Hobbs	260,978	294,618	306,259	17	30,390	6	15,183	35	68,700	28	95,772	27	13,277	40	23,401	25	15,235	57	22,543	10	6,086
Lovington	56,717	64,488	67,078	6	6,022	2	4,521	16	19,800	7	15,586	11	3,727	13	4,201	4	1,379	20	5,127	4	2,504
LINCOLN	80,087	106,657	113,937	8	16,083	4	6,027	25	27,481	7	23,665	11	4,215	14	4,385	6	2,839	36	14,110	3	474
LOS ALAMOS	53,728	71,154	75,910	3	3,119	3	7,937	13	26,016	5	2,834	9	9,517	7	5,241	4	1,830	18	7,139	5	2,459
Los Alamos	26,655	54,386	63,629	2	1,863	5	8,538	13	18,577	6	6,913	12	6,353	7	1,944	4	2,525	14	6,209	6	2,599
LUNA	64,216	74,271	77,479	6	4,587	2	3,936	9	23,495	13	14,520	16	12,879	13	3,135	3	2,151	18	3,850	2	3,402
Deming	57,500	66,220	69,126	4	3,425	1	2,443	8	21,507	11	12,820	15	12,265	12	2,951	3	2,151	15	3,361	2	3,402

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEW MEXICO RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
MCKINLEY	280,703	326,096	340,418	10	20,147	17	33,822	46	84,480	24	57,281	51	52,467	29	13,711	21	13,478	77	35,074	7	7,019
Gallup	239,438	278,630	290,957	9	18,057	11	23,438	31	68,647	21	55,387	34	42,490	25	10,405	20	12,810	69	32,587	7	7,019
MORA	4,822	7,499	8,220			1	1,736	2	1,406			1	1,833			1	112	2	265		
OTERO	185,005	222,427	233,390	14	18,540	9	16,682	36	42,228	30	69,252	22	14,067	26	13,408	25	12,531	62	22,788	5	5,422
Alamogordo	172,986	208,204	218,710	12	18,112	8	16,383	29	40,808	27	67,544	18	12,760	25	13,325	24	12,451	50	18,535	5	5,422
QUAY	58,202	65,305	67,785	2	2,130	5	6,572	10	17,083	8	12,316	14	11,707	9	2,032	2	287	31	9,997	3	1,289
RIO ARRIBA	78,399	110,937	119,732	8	14,056	9	9,725	9	34,974	7	22,827	16	10,576	3	3,473	1	1,088	29	9,473	3	877
ROOSEVELT	56,579	72,142	76,527	7	3,208	5	3,787	14	18,404	6	26,913	2	2,547	12	4,195	6	1,323	23	8,561	6	3,303
Portales	50,557	64,118	67,954	6	2,743	4	3,021	11	17,065	5	22,374	1	1,265	12	4,195	6	1,323	22	8,434	6	3,303
SANDOVAL	50,767	71,921	77,608	5	2,860	6	3,324	28	29,175	2	2,437	15	14,781	1	329	1	683	38	9,667	3	6,246
SAN JUAN	436,909	487,537	505,711	31	43,201	29	39,453	49	115,982	42	144,903	47	40,614	50	26,716	30	15,553	95	40,985	12	8,781
Farmington	345,413	385,691	400,173	21	32,153	18	34,902	30	80,127	32	126,681	21	21,193	47	25,910	29	15,291	74	34,492	9	7,687
SAN MIGUEL	72,190	92,007	97,565	7	11,192	7	10,450	18	27,332	10	13,616	14	8,381	11	4,710	6	2,139	31	9,263	5	2,859
Las Vegas	68,337	86,996	93,215	7	11,192	7	10,450	15	25,850	9	13,173	12	7,993	11	4,710	6	2,139	28	8,843	5	2,859
SANTA FE	462,993	627,456	672,504	28	55,167	14	46,302	59	125,327	36	173,596	35	32,060	63	47,778	56	32,346	155	72,513	15	30,023
Santa Fe	435,670	594,482	637,873	26	52,964	13	45,819	51	121,488	30	166,577	28	27,196	61	47,073	51	31,605	135	66,673	13	28,294
SIERRA	27,596	30,552	31,639	5	2,470	6	2,630	9	9,486	7	4,082	6	2,850	1	1,293	3	369	22	5,690	3	670
SOCORRO	43,693	52,858	55,567	4	2,283	8	3,725	8	14,118	8	20,767	16	3,713	7	1,358	1	32	14	4,943	3	652
TAOS	90,649	103,584	107,823	12	7,839	9	7,994	19	29,530	9	14,668	15	7,051	14	6,441	6	1,333	59	15,498	3	1,774
TORRANCE	27,390	29,920	30,909	1	463	1	539	7	4,315	4	13,209	10	7,353			1		12	1,761	2	264
UNION	16,696	19,698	20,609	5	1,829	2	1,228	2	4,150	3	1,675	8	4,510	3	923	3	1,046	12	2,611	2	942
VALENCIA	122,861	175,441	199,729	8	14,455	3	15,878	20	67,496	16	59,878	13	5,269	5	4,537	9	5,341	34	10,584	6	4,556

NEW YORK RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	72,266,609	90,860,042	95,504,646	3,851	3,814,453	2,018	10,162,500	14,850	21,470,566	4,276	16,766,502	6,335	4,953,455	10,993	7,290,164	6,503	5,724,942	26,168	9,854,481	3,835	3,596,108
METROPOLITAN STATISTICAL AREAS																					
Albany-Schenectady-Troy, N.Y	3,811,347	4,831,045	5,085,570	217	223,157	106	505,781	651	1,192,968	261	1,063,876	388	362,342	415	309,657	270	242,628	1,400	430,408	180	189,689
Binghamton, N.Y	1,164,910	1,447,780	1,518,308	62	61,607	35	171,791	186	357,398	91	328,549	120	113,858	138	84,356	101	75,906	407	129,845	53	68,918
Buffalo, N.Y	4,147,981	4,977,636	5,169,329	228	178,994	97	571,607	770	1,303,892	290	1,076,292	387	322,349	485	336,520	352	259,855	1,735	539,868	230	251,233
Elmira, N.Y	436,952	524,155	546,444	22	22,384	20	98,485	84	108,442	34	117,975	39	37,771	57	32,105	44	22,591	149	44,702	14	23,085
Glens Falls, N.Y	522,954	697,405	740,169	35	44,750	18	70,301	113	185,342	53	146,765	61	53,749	59	37,951	35	19,246	268	72,782	31	31,147
Nassau-Suffolk, N.Y	14,136,906	19,275,213	20,538,754	754	964,293	254	2,165,558	2,424	4,394,179	774	3,921,166	1,440	1,189,113	1,784	1,381,085	1,161	1,358,096	3,908	1,664,106	614	609,774
New York, N.Y	30,340,789	37,079,001	38,776,792	1,258	1,120,777	898	4,307,193	7,622	8,358,027	1,032	4,972,203	2,026	1,381,510	5,919	3,901,408	3,090	2,784,602	11,417	4,922,573	1,852	1,399,066
Niagara Falls, N.Y	854,220	1,035,298	1,081,335	56	38,278	34	142,916	152	274,525	84	231,325	85	50,001	126	62,094	79	37,904	403	106,951	55	50,975
Orange, N.Y	1,238,717	1,670,909	1,776,938	66	105,799	37	209,412	175	443,654	101	358,554	128	131,822	147	96,496	96	86,264	399	118,219	49	52,536
Poughkeepsie, N.Y	1,114,542	1,334,128	1,389,966	63	70,214	23	149,287	185	347,766	82	290,480	115	85,340	142	82,905	87	56,542	339	104,613	50	43,725
Rochester, N.Y	4,326,406	5,396,742	5,663,540	249	250,444	91	592,223	620	1,242,682	329	1,407,323	413	376,485	439	282,412	323	283,664	1,361	530,990	165	239,766
Syracuse, N.Y	2,765,490	3,441,885	3,610,503	181	160,426	69	346,612	432	880,946	235	813,404	267	215,781	332	226,493	224	177,538	1,019	333,264	113	181,432
Utica-Rome, N.Y	1,284,075	1,561,884	1,631,938	79	70,459	47	163,668	207	390,958	102	320,285	137	113,981	197	112,608	122	59,034	493	139,730	74	90,800
COUNTIES, Cities																					
ALBANY	1,704,538	2,121,683	2,225,629	71	68,977	41	252,307	231	401,919	75	512,607	137	118,083	184	184,779	119	137,966	560	201,631	56	66,028
Albany	481,886	585,127	611,158	18	8,155	10	25,882	86	133,923	24	190,390	36	28,595	74	43,668	33	30,350	264	72,606	24	25,426
ALLEGANY	129,068	152,895	159,059	16	5,872	7	9,366	44	51,048	23	42,926	18	8,513	16	4,214	15	3,980	56	13,277	10	6,585
Wellsville	59,275	72,482	76,884	6	2,772	2	2,706	10	18,806	9	29,354	5	4,411	12	3,055	9	2,887	14	4,911	3	3,924
BRONX	2,132,854	2,475,027	2,564,790	123	67,679	97	159,308	855	822,836	124	361,966	184	109,451	452	208,428	250	178,245	800	192,245	214	108,125
BROOME	1,039,034	1,301,763	1,366,966	52	53,879	29	163,528	156	306,498	77	294,921	99	97,604	133	83,174	92	73,825	365	122,280	45	64,196
Binghamton	348,027	423,699	442,738	12	14,017	6	21,144	56	105,712	26	124,785	28	26,293	38	18,077	29	31,185	147	44,750	14	24,399
CATTARAUGUS	291,434	334,744	346,359	35	24,288	20	41,596	57	85,370	39	73,289	33	16,596	55	22,455	30	12,534	163	34,514	20	14,159
Olean	151,744	172,570	178,270	8	11,681	8	28,893	21	39,582	13	39,113	10	5,237	37	14,700	14	7,969	64	16,331	6	5,738
Salamanca	32,961	37,792	39,402	2	1,396	3	4,052	6	12,737	4	7,317	5	2,452	5	1,962	5	1,012	15	3,677	2	2,359
CAYUGA	279,967	330,118	343,176	19	16,693	11	33,689	51	82,718	32	88,393	33	30,881	41	19,780	16	7,065	109	24,433	11	14,192
Auburn	208,286	241,337	250,117	9	8,215	7	23,020	32	65,018	15	61,598	22	19,532	35	17,162	13	6,262	69	18,894	9	11,920
CHAUTAUQUA	557,824	701,040	736,558	61	44,341	33	79,180	113	185,479	67	164,526	68	48,644	74	28,733	45	30,202	269	74,356	35	27,658
Dunkirk	71,785	85,683	89,237	8	2,714	7	12,749	24	23,816	7	8,939	10	5,401	11	8,451	8	3,176	29	9,876	5	5,437
Fredonia	53,826	70,750	74,907	5	4,301	2	8,848	7	19,481	6	19,231	7	4,391	3	517	4	1,953	25	9,970	3	2,021
Jamestown	187,897	235,409	247,198	9	5,728	6	23,710	32	54,284	16	77,921	16	11,644	30	10,869	19	11,689	87	20,596	12	11,225
CHEMUNG	436,952	524,155	546,444	22	22,384	20	98,485	84	108,442	34	117,975	39	37,771	57	32,105	44	22,591	149	44,702	14	23,085
Elmira	180,788	217,179	226,429	9	7,889	6	7,384	35	59,510	12	67,237	15	14,946	19	9,960	20	11,199	78	19,725	8	14,108
CHENANGO	159,761	202,962	213,609	13	7,990	9	12,864	37	59,539	30	56,540	15	10,196	19	7,048	14	5,240	78	14,219	9	10,636
Norwich	74,593	93,671	98,403	4	3,993	1	3,773	7	19,975	14	30,256	6	6,164	12	5,834	7	2,899	28	7,100	3	7,135
CLINTON	338,640	432,163	455,275	26	21,629	14	44,428	55	93,276	42	99,065	28	29,649	35	33,115	29	16,662	114	39,883	18	[illegible]
Plattsburgh	164,258	203,527	213,343	12	13,849	6	19,484	24	24,667	24	67,008	13	14,528	18	8,249	18	9,411	77	31,496	9	3,889
COLUMBIA	207,008	241,751	250,785	25	26,637	7	12,694	47	69,688	19	45,696	21	23,716	21	5,509	18	7,752	75	17,110	10	7,014
Hudson	106,993	126,936	132,032	11	7,293	4	7,617	17	45,008	11	30,437	8	5,619	17	3,855	13	5,635	24	6,112	5	5,902
CORTLAND	184,522	226,841	237,457	21	15,850	5	10,898	35	55,627	33	59,147	16	12,803	21	13,182	21	9,886	86	27,617	11	15,862
Cortland	149,281	183,944	192,628	13	13,312	5	10,898	20	47,895	21	41,203	14	10,444	16	10,128	18	7,905	59	23,674	8	15,250
DELAWARE	179,533	220,768	231,071	25	16,595	11	14,958	40	68,210	24	42,708	26	15,309	23	6,057	13	4,405	73	16,463	17	11,208
DUTCHESS	1,114,542	1,334,128	1,389,966	63	70,214	23	149,287	185	347,766	82	290,480	115	85,340	142	82,905	87	56,542	339	104,613	50	43,725
Beacon	33,336	37,957	39,211	1	331			11	9,117	5	12,538	6	3,145	4	1,129	2	304	12	888	4	2,768
Poughkeepsie	268,933	309,569	320,388	7	11,283	1	1,157	39	54,526	24	89,036	29	18,756	42	31,223	21	15,689	83	24,818	10	10,781
ERIE	4,147,981	4,977,636	5,189,329	228	178,994	97	571,607	770	1,303,892	290	1,076,292	387	322,349	485	336,520	352	259,855	1,735	539,868	230	251,233
Buffalo	1,061,008	1,225,919	1,269,825	55	36,956	21	72,191	297	401,148	71	188,463	103	67,063	124	81,679	90	57,295	680	173,720	85	78,392
Tonawanda	118,603	139,055	144,366	5	3,644	2	9,262	18	54,569	9	25,108	9	10,261	7	2,395	5	2,758	42	17,857	4	6,163
ESSEX	128,788	167,331	176,778	14	13,131	9	10,600	34	53,310	14	25,651	30	13,512	26	6,816	5	1,327	91	20,681	13	5,358
Lake Placid	25,800	31,124	32,898		607		776		6,528		568		2,255		4,152		325		7,708		1,647

NEW YORK RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
FRANKLIN	162,442	203,165	213,443	17	20,343	10	14,045	35	58,921	18	29,741	19	6,614	22	7,823	12	4,973	78	14,176	12	13,764
Malone	62,080	73,110	75,974	6	7,112	1	3,028	8	12,322	7	15,990	3	846	11	4,334	5	2,238	24	5,065	5	6,719
Saranac Lake	34,174	47,715	52,228	4	4,105	1	2,935	8	16,283	3	5,946	6	3,100	8	2,656	4	1,653	14	2,931	3	2,063
Tupper Lake	22,748	29,988	32,401	5	5,443	2	1,944	6	11,154	3	3,124	5	998	3	700	1	303	18	2,747	2	2,084
FULTON	189,030	217,293	224,883	19	13,705	7	15,009	32	52,113	30	56,585	19	14,285	28	16,732	9	6,348	72	13,728	11	15,963
Gloversville	88,896	102,590	106,218	7	4,196	4	8,903	16	26,123	12	19,862	9	5,161	17	13,035	5	3,919	29	5,683	5	8,982
Johnstown	69,582	76,631	78,719	6	5,807	1	2,526	8	21,407	8	21,690	5	6,151	11	3,697	3	1,865	23	5,376	4	6,283
GENESEE	208,472	250,283	[illegible]	24	18,963	10	18,130	41	62,383	26	54,293	27	22,307	22	14,328	24	15,483	94	27,154	9	12,454
Batavia	117,120	137,795	143,127	9	7,851	5	14,560	20	33,931	11	24,722	12	11,730	17	13,507	16	9,223	42	14,623	3	3,791
GREENE	175,626	223,083	234,775	19	14,385	7	12,674	46	69,566	21	49,846	24	26,268	16	6,993	8	5,139	99	16,773	10	7,769
Catskill	76,584	97,492	104,461	5	5,027	4	12,447	14	30,720	7	23,961	7	12,460	10	4,773	2	910	23	3,609	4	3,574
HAMILTON	14,055	14,233	14,422	4	2,302	4	1,117	7	4,197	7	1,656	3	299	1	478	2		31	2,563		
HERKIMER	207,607	250,735	261,642	14	12,803	11	35,240	50	68,475	28	38,456	25	20,555	32	11,160	27	11,141	100	20,911	14	15,841
Herkimer	67,845	78,723	81,584	3	3,291	4	12,989	12	21,250	6	15,227	7	2,501	11	5,205	10	4,055	25	7,847	4	4,127
Ilion	33,213	41,176	43,830	1	1,354	1	4,234	9	15,330	7	7,895	4	2,433	6	2,247	7	1,635	7	1,017	2	3,387
Little Falls	29,783	36,667	38,961	2	1,664	2	4,986	8	9,213	4	5,241	5	5,388	8	2,712	5	1,650	12	1,398	3	3,497
JEFFERSON	377,197	475,372	499,647	34	28,093	22	53,249	79	107,442	48	110,558	42	36,603	43	26,914	32	18,965	194	41,738	16	29,476
Watertown	217,224	274,800	289,043	14	15,248	11	42,857	36	59,484	21	52,029	21	16,006	29	23,156	24	15,128	88	24,496	10	21,885
KINGS	4,988,562	6,042,001	6,306,811	282	222,662	224	600,685	1,861	1,721,055	232	807,236	433	247,704	1,249	561,913	648	458,558	1,752	455,984	445	259,367
LEWIS	54,413	62,537	64,721	7	1,469	5	3,961	15	18,996	12	14,394	11	5,596	4	1,303	5	1,481	43	6,236	4	4,074
LIVINGSTON	192,013	233,304	243,654	19	16,811	9	13,109	36	67,311	30	50,620	29	27,852	20	5,428	18	4,585	101	24,469	10	7,518
MADISON	202,404	235,411	243,925	19	13,169	7	11,463	41	64,748	35	58,304	23	12,224	20	6,647	19	6,144	111	29,575	14	16,173
Oneida	84,575	97,743	101,261	5	2,385	3	7,755	9	24,425	14	34,800	5	4,805	10	2,675	12	4,376	21	5,308	4	8,207
MONROE	3,332,460	4,201,983	4,417,618	151	172,565	54	454,016	454	961,789	196	1,140,436	296	281,711	310	216,971	248	248,310	968	423,533	115	187,426
Rochester	929,593	1,104,239	1,149,135	46	44,164	8	72,750	194	219,292	57	276,153	109	74,453	79	45,933	75	80,807	464	148,518	46	60,843
MONTGOMERY	191,869	286,400	309,890	17	10,540	7	28,766	41	77,389	22	48,566	33	46,969	25	15,133	18	8,544	82	20,087	15	19,574
Amsterdam	112,362	167,098	180,678	9	5,778	3	13,996	23	48,742	10	24,142	19	22,568	19	14,086	13	5,327	42	12,107	8	13,503
NASSAU	8,230,516	10,848,543	11,491,114	353	375,461	135	1,261,758	1,323	2,285,996	356	2,091,166	816	659,745	1,101	845,970	682	879,474	2,115	969,319	347	323,444
Bethpage	NO DATA AVAILABLE FOR THIS CITY																				
Garden City	188,734	247,493	261,867	5	2,267	4	46,916	23	22,704	2	10,495	8	6,114	37	67,582	11	14,635	46	20,647	6	2,737
Hempstead	345,257	428,199	448,897	4	8,091	5	53,550	29	52,593	22	194,899	19	9,198	28	21,340	19	37,127	50	16,407	12	5,407
Hicksville	515,682	667,034	717,485		10,399		137,742		113,729		160,492		36,950		31,843		29,278		35,754		11,667
NEW YORK	10,856,507	12,781,764	13,281,202	238	192,701	263	1,836,534	1,974	1,746,559	84	619,665	111	94,103	2,425	2,030,919	1,033	1,209,596	4,945	2,749,161	463	461,933
NIAGARA	854,220	1,035,298	1,081,335	56	38,278	34	142,916	152	274,525	84	231,325	85	50,001	126	62,094	79	37,904	403	106,951	55	50,975
Lockport	79,137	89,070	91,833	9	4,009	2	6,892	21	24,042	13	14,456	9	7,150	13	4,544	9	4,528	58	13,833	8	3,530
Niagara Falls	264,310	304,888	315,658	14	9,839	15	36,942	50	91,467	14	41,180	35	18,930	43	23,610	24	8,535	169	44,151	19	16,648
North Tonawanda	127,762	217,396	156,425	9	6,157	4	14,907	32	54,484	12	35,295	14	6,097	8	2,110	13	7,099	47	10,057	8	10,364
ONEIDA	1,076,468	1,311,149	1,370,296	65	57,656	36	128,428	157	322,483	74	281,829	112	93,426	165	101,448	95	57,893	393	118,819	60	74,959
Rome	198,938	244,455	255,875	11	10,430	10	31,918	29	64,366	17	50,591	25	16,635	17	11,486	15	8,288	79	21,601	10	16,540
Utica	331,053	398,252	415,340	15	8,751	9	32,412	61	112,929	12	53,643	34	32,487	75	44,906	37	17,274	146	40,672	23	27,357
ONONDAGA	2,190,477	2,710,175	2,839,705	135	117,452	45	296,862	319	668,331	160	642,527	194	168,363	286	207,286	180	157,038	761	260,788	85	132,815
Syracuse	757,559	907,415	945,644	36	23,035	12	52,142	143	215,921	59	276,468	70	49,106	82	43,384	84	85,242	351	93,931	30	36,525
ONTARIO	442,424	542,367	567,523	29	26,124	11	95,861	62	103,936	47	109,189	45	33,342	72	46,541	29	19,074	152	53,199	15	21,532
Canandaigua	111,748	130,393	135,266	6	8,496	1	4,812	14	39,859	15	41,039	10	8,582	14	5,593	9	3,814	41	7,866	5	5,917
Geneva	70,578	80,363	83,007	7	2,584	2	12,252	13	12,232	7	7,063	8	5,610	16	8,645	10	4,716	37	12,255	4	6,866
ORANGE	1,238,717	[illegible]	1,776,938	66	105,799	37	209,412	175	443,654	101	358,554	128	135,822	147	96,496	96	86,264	399	118,219	49	52,536
Middletown	251,314	342,791	365,216	7	15,754	5	59,974	21	120,548	12	47,168	21	26,224	17	9,617	19	32,175	56	19,141	6	10,681
Newburgh	250,537	341,939	341,586	6	2,577	5	11,968	34	92,333	16	112,006	28	25,536	41	27,772	25	16,379	86	23,977	9	6,030
Port Jervis	58,301	78,815	83,836	5	3,447	2	9,687	8	17,881	11	19,290	4	4,271	10	4,878	7	5,220	18	4,405	5	5,235
ORLEANS	105,754	128,330	134,025	16	9,233	5	9,992	27	41,778	14	24,811	8	6,039	13	5,054	8	5,061	41	11,676	9	8,459
Medina	45,437	55,099	58,319	6	4,432	3	6,404	10	18,140	6	9,324	3	2,647	9	4,589	2	1,647	14	3,674	4	4,236
OSWEGO	371,609	496,299	526,873	27	29,805	17	38,287	72	147,867	40	112,573	50	35,194	26	12,560	25	14,356	147	42,901	14	32,444
Fulton	106,244	144,924	154,418	5	3,795	3	13,671	15	42,556	11	39,749	10	9,039	8	2,664	9	6,526	28	7,558	4	13,356
Oswego	118,050	154,951	163,974	3	7,549	6	21,069	20	46,381	9	29,747	14	9,708	12	7,158	9	5,982	54	19,715	3	6,629
OTSEGO	224,020	286,178	301,561	24	25,876	12	24,871	44	72,171	36	81,439	18	10,040	21	8,897	15	4,371	102	27,987	14	13,713
Oneonta	92,926	112,541	117,481	8	7,384	3	13,308	12	20,900	12	21,386	10	5,462	15	7,169	11	3,295	46	14,443	8	11,285
PUTNAM	272,769	371,139	395,281	23	30,810	5	21,178	62	94,752	28	100,088	40	30,615	18	8,522	26	12,746	99	23,109	17	16,830
QUEENS	5,111,766	6,437,905	6,765,421	259	203,067	163	566,319	1,577	1,803,329	227	1,191,952	528	354,840	845	443,532	511	373,553	1,931	756,066	361	271,469
RENSSELAER	454,996	604,115	640,787	27	27,476	8	34,473	113	213,951	47	127,670	64	52,132	32	17,623	28	19,087	206	52,064	37	34,657
Troy	186,170	235,169	247,244	11	7,461	3	6,189	56	79,537	11	43,949	20	16,379	22	9,668	18	14,183	108	29,091	16	22,376
RICHMOND	1,084,079	1,357,433	1,425,230	60	62,041	25	171,755	256	377,352	58	257,347	101	58,783	165	104,767	105	71,201	315	99,168	60	48,379
ROCKLAND	1,114,627	1,548,487	1,655,033	57	80,263	18	190,152	195	372,209	60	381,269	134	102,960	140	95,695	91	71,417	344	158,462	66	60,484
Nyack	48,235	67,143	71,802	4	1,741	1	1,429	10	2,129	11	40,177	7	4,353	2	116	5	1,812	28	10,134	5	3,568
ST. LAWRENCE	355,522	463,186	489,645	31	32,870	16	32,121	84	120,238	60	113,273	30	13,263	40	20,068	37	18,416	181	42,720	15	36,926
Ogdensburg	53,160	71,456	75,454	5	8,154	2	11,024	11	12,980	6	12,903	6	1,601	10	3,961	6	3,291	32	8,797	2	6,585
SARATOGA	579,287	784,359	834,648	41	54,559	23	80,468	99	212,340	44	165,908	60	65,510	73	33,493	41	28,021	229	81,531	23	27,517
Saratoga Springs	153,787	208,450	221,830	11	10,679	7	16,870	22	53,338	12	58,448	8	6,457	22	11,319	13	7,127	78	29,279	8	9,910
SCHENECTADY	705,031	811,405	839,841	42	47,220	20	97,093	121	217,803	52	159,279	70	53,380	85	51,636	56	43,871	224	58,322	39	34,144
Schenectady	368,720	418,271	431,881	19	10,370	9	41,112	64	114,851	31	97,403	39	34,993	38	21,614	28	24,608	142	34,873	23	20,401
SCHOHARIE	90,312	114,050	119,901	10	7,422	5	7,398	19	35,928	8	22,607	17	7,220	10	3,445	7	3,238	32	7,668	3	4,726
SCHUYLER	42,267	53,615	56,422	5	4,952	2	144	11	15,581	11	17,298	7	2,906	5	905	3	120	25	4,411	3	3,231
SENECA	102,041	118,419	122,727	8	8,300	2	7,862	16	34,548	12	31,459	12	9,413	11	2,109	9	4,149	52	9,873	8	7,767
STEUBEN	316,403	393,594	406,468	28	28,097	15	36,804	67	99,604	53	81,989	51	29,850	48	19,905	35	13,892	156	36,343	25	22,434
Corning	70,629	[illegible]	80,516	4	3,128	3	5,608	17	22,671	7	6,619	8	4,538	12	6,257	11	4,538	43	12,583	6	5,837
Hornell	68,669	77,539	79,987	1	2,150	4	8,130	11	19,940	11	17,149	7	4,120	19	8,264	8	2,412	29	7,022	6	4,973
SUFFOLK	5,906,399	8,426,670	9,047,640	401	588,832	119	903,800	1,101	2,108,183	418	1,830,000	624	529,368	683	535,115	479	478,622	1,793	694,787	267	286,330
SULLIVAN	285,933	366,064	385,881	23	31,683	14	35,083	51	102,166	31	74,937	43	23,983	20	6,159	16	5,068	158	33,792	20	11,650
TIOGA	125,876	146,017	151,342	10	7,728	6	8,263	30	50,900	14	33,628	21	16,254	5	1,182	9	2,081	42	7,565	8	4,722
Waverly	20,154	23,330	24,388			1	626	8	14,608	3	3,344	4	1,407	2	215	5	1,299	8	1,025	2	536
TOMPKINS	357,234	422,127	438,900	25	27,232	9	40,252	65	103,526	34	90,102	37	29,613	50	21,925	41	23,505	166	48,181	17	18,103
Ithaca	249,886	288,947	299,319	16	18,233	6	34,052	42	49,622	21	64,781	23	20,913	44	19,023	36	20,039	113	35,477	12	12,345
ULSTER	681,558	930,884	992,000	45	42,149	23	100,422	115	239,802	57	186,365	79	78,022	72	40,456	48	25,004	278	94,681	33	29,531
Kingston	267,515	351,656	372,304	13	13,945	5	33,686	41	102,214	20	86,948	21	15,998	38	23,500	26	12,552	68	28,107	8	11,121
WARREN	376,120	503,736	535,063	23	38,023	15	62,889	64	115,673	35	115,059	38	39,416	46	34,092	27	16,741	178	55,016	17	19,856
Glens Falls	219,200	282,635	298,211	6	14,314	9	46,247	26	71,619	16	81,453	17	14,802	15	11,489	17	11,066	59	15,223	8	9,708
WASHINGTON	146,834	193,669	205,106	12	6,727	3	7,412	49	69,669	18	31,706	23	14,333	13	3,859	8	2,505	90	17,766	14	11,291
WAYNE	253,755	290,758	300,720	34	25,711	12	19,245	41	67,868	42	82,267	35	27,541	24	8,418	20	6,634	99	18,113	16	14,831

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NEW YORK RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
WESTCHESTER	4,779,625	6,065,245	6,383,024	216	261,554	103	761,262	842	1,419,935	219	1,252,680	495	383,054	625	447,632	426	409,286	1,231	488,378	226	172,479
Mamaroneck	136,996	181,325	192,237	6	7,892	2	3,995	27	50,495	14	66,483	24	17,210	19	5,006	14	7,039	31	14,003	7	4,321
Mount Vernon	245,145	306,553	321,708	9	4,461	5	5,031	56	72,719	10	65,714	25	22,755	34	11,728	22	11,800	69	11,623	13	14,814
New Rochelle	370,498	470,956	495,859	12	15,743	9	44,281	93	72,646	20	166,937	34	17,893	59	31,401	37	36,571	119	36,982	19	12,141
North Tarrytown	38,882	58,910	65,586	1	519			8	3,182	4	52,394	6	3,350			1	323	17	3,660	1	500
Ossining	73,407	92,680	97,437	6	7,837	2	5,140	16	17,384	6	18,295	16	8,017	10	2,676	8	8,483	26	9,797	5	2,109
Peekskill	177,415	234,583	248,546	7	7,520	7	47,354	26	76,577	10	32,040	14	14,032	17	10,065	14	12,768	45	12,754	4	4,420
Port Chester	182,311	212,690	220,605	10	12,511	8	26,862	29	50,485	13	27,499	26	17,522	24	12,560	16	14,394	48	15,567	11	11,407
Tarrytown	59,606	76,457	80,588	3	1,474	1	4,388	11	26,697	2	11,049	4	2,634	5	4,525	3	284	27	12,421	5	4,013
White Plains	757,255	973,289	1,026,406	22	35,371	16	316,942	55	134,308	21	157,892	38	28,500	13	106,527	68	72,172	136	68,423	18	15,534
Yonkers	805,147	999,699	1,048,230	27	40,072	20	159,064	156	274,356	39	165,325	77	57,353	106	77,401	73	78,833	197	64,587	45	31,812
WYOMING	114,306	137,071	142,839	14	9,993	4	5,584	23	39,885	29	38,657	19	8,384	16	3,828	12	5,314	57	13,441	6	5,851
YATES	59,650	68,277	70,595	8	6,396	3	1,341	12	18,021	13	14,991	7	7,136	9	1,890	6	1,692	37	9,185	5	3,349
New York City	24,173,768	28,801,033	30,343,454	962	748,150	772	3,334,601	6,523	6,471,131	725	3,238,166	1,357	864,881	5,136	3,349,559	2,547	2,291,153	9,743	4,252,624	1,543	1,149,273

NORTH CAROLINA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	25,005,089	34,238,785	36,433,555	1,966	2,412,393	1,349	3,571,678	5,372	8,095,915	2,984	8,609,769	3,050	2,281,845	3,649	2,024,508	2,838	2,034,035	6,670	3,041,018	1,439	1,308,612
METROPOLITAN STATISTICAL AREAS																					
Asheville, N.C	848,523	1,152,200	1,223,419	56	88,238	31	139,558	134	246,473	92	291,830	91	92,124	106	71,333	83	55,624	207	105,971	37	48,497
Burlington, N.C	517,969	722,878	771,264	36	37,958	26	65,797	98	154,543	56	200,486	57	62,440	99	70,653	71	44,203	113	60,330	30	27,615
Charlotte-Gastonia-Rock Hill, N.C-S.C	4,720,304	6,369,726	6,759,986	295	379,596	160	652,041	806	1,568,810	435	1,706,873	490	418,266	629	407,411	455	360,214	1,129	556,204	227	221,527
Fayetteville, N.C	974,013	1,324,389	1,407,632	58	75,503	38	210,925	162	264,985	106	350,958	108	92,306	114	61,691	104	116,031	278	127,267	31	31,260
Greensboro-Winston-Salem-High Point, N.C	3,934,099	5,441,138	5,798,593	263	299,970	143	604,039	654	1,152,818	364	1,392,793	450	389,561	536	335,209	437	365,870	1,023	533,335	188	201,163
Hickory, N.C	840,858	1,102,608	1,163,803	81	91,017	35	102,008	184	263,585	107	257,954	79	48,349	141	70,358	102	59,668	220	99,899	61	48,124
Jacksonville, N.C	415,439	580,575	619,721	24	39,732	23	83,170	86	118,508	67	181,866	41	22,919	38	18,176	45	50,077	155	56,641	11	14,662
Raleigh-Durham, N.C	2,792,602	4,185,093	4,522,809	160	233,502	103	543,070	511	936,000	217	1,057,766	273	277,622	384	258,593	302	270,772	738	424,490	132	166,193
Wilmington, N.C	615,501	833,559	884,827	37	61,421	22	119,918	107	171,384	61	212,998	48	37,347	108	55,680	69	47,687	175	81,845	31	26,219
COUNTIES, Cities																					
ALAMANCE	517,969	722,878	771,264	36	37,958	26	65,797	98	154,543	56	200,486	57	62,440	99	70,653	71	44,203	113	60,330	30	27,615
Burlington	372,176	530,579	568,165	24	29,283	13	62,527	41	88,632	38	171,643	32	29,622	81	60,237	55	33,899	78	44,530	19	19,323
ALEXANDER	53,772	70,903	74,890	15	10,365	4	2,747	14	21,097	11	14,547	8	2,279	5	2,105	7	3,208	19	6,339	6	3,521
ALLEGHANY	25,973	32,816	34,404	5	7,492	4	1,345	9	7,010	7	6,332	5	1,882	6	733	1	295	10	1,852	3	1,912
ANSON	63,554	75,033	77,759	8	5,541	8	3,028	24	22,728	14	17,939	9	6,817	12	2,951	6	4,684	19	4,716	7	3,651
ASHE	73,097	96,114	101,487	10	9,965	8	6,970	18	21,875	9	26,886	12	4,061	13	4,570	10	3,964	16	4,995	7	3,268
AVERY	49,490	76,434	82,977	9	18,339	6	5,494	20	23,598	5	11,192	8	1,867	6	1,755	3	2,338	20	4,892	4	3,435
BEAUFORT	169,038	207,078	215,978	17	22,235	14	19,742	44	57,850	25	51,745	18	9,990	36	8,193	22	7,855	32	11,960	10	8,549
Washington	120,371	148,209	154,729	8	19,700	7	14,162	22	30,613	18	43,472	9	7,015	30	7,432	16	6,639	22	9,457	6	6,814
BERTIE	39,359	46,796	48,563	5	3,195	5	1,222	30	15,936	8	14,916	9	2,042	5	653	5	1,491	7	1,659	5	1,484
BLADEN	72,451	96,615	102,226	12	5,675	9	6,873	25	32,322	15	24,300	14	6,405	10	3,726	6	3,073	14	3,553	9	4,992
BRUNSWICK	117,246	184,280	200,674	11	20,330	11	13,287	40	76,105	15	19,066	24	10,683	9	3,144	9	3,177	60	25,701	9	7,215
BUNCOMBE	848,523	1,152,200	1,223,419	56	88,238	31	139,558	134	246,473	92	291,830	91	92,124	106	71,333	83	55,624	207	105,971	37	48,497
Asheville	599,405	800,091	847,070	32	67,257	19	125,294	77	143,494	60	193,830	52	48,978	91	64,332	62	37,112	151	80,173	24	34,302
BURKE	195,246	242,495	253,550	24	25,931	7	15,383	62	77,134	30	35,122	19	9,540	37	15,256	23	9,667	49	22,362	18	12,390
Morganton	133,814	161,664	168,218	13	16,863	4	8,831	32	51,109	18	28,303	10	5,242	24	11,232	11	5,133	31	14,766	11	8,314
CABARRUS	394,622	577,024	621,060	33	35,749	15	72,902	73	141,533	42	162,440	41	29,397	66	36,915	47	36,524	76	39,676	22	21,897
Concord	173,236	229,671	242,843	16	18,261	3	1,715	34	57,423	16	91,218	17	9,800	24	10,933	23	11,102	39	16,255	10	8,594
Kannapolis	122,641	248,213	204,749	20	8,976	9	26,997	36	42,663	44	55,606	35	12,993	31	10,601	31	13,438	55	13,424	12	6,409
CALDWELL	235,554	308,856	326,035	27	18,589	12	21,285	64	83,386	36	90,950	23	10,607	29	9,982	30	29,940	64	17,991	19	13,297
Lenoir	174,317	222,397	233,625	15	9,899	11	19,494	39	60,733	26	73,353	10	4,242	25	8,027	16	14,066	46	13,351	15	9,809
CAMDEN	10,701	13,220	13,801	1		1		4	2,697	2	299	3	4,635			2		4	878	1	
CARTERET	197,370	270,083	287,116	24	39,174	12	25,602	57	55,972	26	53,607	35	21,895	23	7,617	25	17,375	69	32,336	8	9,484
CASWELL	19,886	23,301	24,113	2	1,488	7	2,146	17	9,099	7	5,735	3	516			1	399	4	232	2	902
CATAWBA	591,840	789,210	835,363	42	54,721	24	83,878	108	165,354	66	208,285	52	36,530	99	52,997	72	46,793	152	71,198	37	32,213
Hickory	338,709	467,288	497,443	17	29,861	13	56,802	47	88,859	36	113,834	27	24,143	63	39,743	43	31,594	88	48,270	18	18,624
Newton	45,610	55,368	58,621	5	4,761	2	6,071	14	20,484	5	4,188	7	3,436	11	4,251	11	2,673	14	3,802	6	4,805
CHATHAM	88,367	115,422	121,716	13	4,710	14	6,971	24	34,286	20	34,026	16	10,235	17	4,930	15	3,726	28	8,263	6	3,279
CHEROKEE	68,383	98,673	105,842	9	10,037	8	7,940	19	32,910	9	9,259	11	4,916	19	5,478	7	8,654	18	7,777	5	4,264
CHOWAN	46,863	55,794	57,904	3	3,047	6	7,464	11	17,801	8	11,489	8	4,453	6	2,011	4	1,865	10	3,095	3	2,451
CLAY	21,421	27,140	28,470	4	5,108	3	687	5	3,910	4	9,931	7	2,504	1	318	3	1,125	1	378	2	1,821
CLEVELAND	284,386	374,090	395,035	19	17,577	24	35,701	75	109,187	48	87,970	48	25,916	37	17,428	40	18,674	82	34,506	26	18,755
Shelby	161,029	220,451	234,374	8	9,677	14	19,407	25	57,179	22	57,590	24	8,960	28	14,405	26	12,607	46	22,345	15	13,238
COLUMBUS	186,004	241,379	254,208	27	29,907	20	18,774	47	57,841	32	60,319	31	11,919	37	16,713	21	8,795	39	13,194	16	11,672
CRAVEN	319,197	400,778	419,790	16	30,548	17	47,259	84	100,962	35	118,033	37	19,310	48	14,104	42	22,982	68	30,240	16	10,895
New Bern	170,029	212,845	222,793	7	16,229	10	39,265	43	53,118	14	36,891	21	10,706	41	12,367	25	11,457	40	18,093	13	8,946
CUMBERLAND	974,013	1,324,389	1,407,632	58	75,503	38	210,925	162	264,985	106	350,958	108	92,306	114	61,691	104	116,031	278	127,267	31	31,260
Fayetteville	637,784	920,201	987,408	25	45,477	26	188,668	67	154,415	55	267,832	55	53,266	90	56,181	56	56,053	188	89,190	23	25,531
CURRITUCK	22,700	27,887	29,086	2	216	2	329	12	13,975	2	393	8	7,504	1	428	4	1,082	12	2,112	2	421
DARE	114,929	182,586	199,225	16	26,943	8	10,681	46	58,652	8	14,843	14	7,047	22	9,721	8	7,461	79	39,867	3	2,063
DAVIDSON	350,674	516,464	556,424	33	36,238	12	29,957	79	127,058	63	128,368	52	43,138	52	30,664	49	32,688	112	43,574	29	23,196
Lexington	180,606	285,312	310,998	12	25,667	5	18,288	31	71,648	25	66,634	19	20,528	34	26,084	20	13,969	43	19,611	15	14,469
Thomasville	108,647	147,647	156,774	11	6,435	5	11,122	25	36,231	21	46,008	16	11,327	11	3,402	16	10,180	30	13,480	12	7,396

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NORTH CAROLINA RETAIL SALES—CENSUS & ESTIMATES— Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
DAVIE	59,720	74,937	78,463	7	6,636	7	2,199	17	19,208	9	12,004	14	8,792	7	1,787	8	10,934	16	4,483	3	3,425
DUPLIN	116,750	144,107	150,493	16	6,394	17	7,857	48	46,747	28	32,746	22	9,391	23	6,640	18	8,664	28	9,177	14	5,942
DURHAM	747,552	1,073,206	1,150,966	34	50,384	19	151,844	133	228,001	49	280,745	81	79,768	121	62,934	85	68,268	185	102,240	30	48,220
Durham	643,070	901,540	962,518	23	42,323	17	133,356	116	213,266	41	227,009	77	73,402	108	57,632	67	47,214	161	86,760	27	24,579
EDGECOMBE	162,170	204,205	213,990	11	9,767	12	19,554	86	64,078	20	43,018	24	14,270	20	7,774	22	12,728	36	11,871	13	9,234
Tarboro	77,073	[illegible]8,942	106,232	4	7,175	7	8,618	20	24,603	11	28,934	11	8,756	11	5,508	5	2,833	23	8,374	7	5,852
FORSYTH	1,350,769	1,930,898	2,089,520	66	103,865	40	225,411	188	401,074	101	546,831	148	126,264	196	129,526	136	113,499	333	196,221	45	72,712
Winston-Salem	1,086,781	1,502,191	1,599,896	48	70,645	34	217,710	125	264,395	73	427,282	100	90,032	174	116,952	111	88,344	263	156,378	32	52,827
FRANKLIN	62,736	83,125	87,871	8	12,009	7	5,811	45	27,331	12	13,972	16	5,158	9	2,897	10	1,669	24	5,850	7	4,806
GASTON	633,365	867,356	922,167	45	54,448	35	125,594	142	242,385	75	206,412	72	43,361	84	37,438	69	36,161	144	70,840	36	39,638
Gastonia	404,889	558,219	594,263	20	21,902	19	110,813	65	123,925	43	146,429	47	31,989	66	21,502	39	25,833	73	43,309	18	23,150
GATES	13,975	17,702	18,571	2		3	556	10	5,694	3	8,174	6	1,447					4	242	2	
GRAHAM	13,300	15,580	16,119	4	3,163	3	123	8	5,725	3	411	9	762	4	580	3	103	7	1,063	2	1,927
GRANVILLE	84,831	112,868	119,375	6	6,399	9	8,578	34	36,523	14	24,853	20	4,887	18	7,615	12	3,399	21	6,601	11	9,954
GREENE	18,486	22,995	24,045	5	1,190	4	1,578	7	3,318	4	5,358	5	2,540	3	41	5	1,421	8	1,414	11	711
GUILFORD	1,763,785	2,418,535	2,572,492	101	107,052	57	212,906	258	479,860	111	593,449	175	176,649	228	145,592	190	189,111	438	249,412	82	79,524
Greensboro	1,212,446	1,713,992	1,832,235	55	78,141	38	246,598	154	328,979	66	428,341	114	124,081	164	115,177	111	118,564	299	185,518	50	51,850
High Point	443,680	589,823	621,486	31	23,613	15	64,005	64	119,149	34	148,279	39	35,196	48	24,407	63	66,768	102	47,105	22	21,328
HALIFAX	218,653	269,580	281,483	19	14,600	21	34,093	71	64,706	33	45,689	48	34,605	37	13,533	25	24,220	57	19,803	20	10,697
Roanoke Rapids	132,059	166,472	174,488	9	10,143	10	30,545	22	37,639	20	32,076	16	12,568	26	10,148	15	10,426	32	13,142	12	7,981
HARNETT	174,155	227,455	239,830	19	29,386	20	20,718	45	62,310	28	32,766	31	23,387	27	7,053	25	10,811	47	19,546	15	13,494
Dunn	93,772	126,559	134,196	10	26,484	10	18,161	18	29,846	12	19,278	9	5,348	21	5,052	13	2,776	21	13,302	5	7,581
HAYWOOD	203,813	285,747	305,571	17	27,411	12	11,597	36	65,179	29	88,493	40	31,291	25	9,526	30	10,315	61	21,523	16	13,077
HENDERSON	304,431	422,921	450,829	21	48,424	12	21,592	44	88,890	40	137,013	26	22,104	31	41,971	41	15,239	61	31,598	18	15,677
Hendersonville	206,484	283,791	301,960	14	31,509	8	19,198	27	67,925	24	61,399	16	11,443	23	38,172	32	13,073	43	26,202	15	13,038
HERTFORD	88,195	113,547	119,421	12	10,590	10	14,111	32	31,928	12	20,831	10	7,423	16	3,137	12	7,652	18	10,389	7	5,258
HOKE	29,746	37,002	38,692	6	2,523	5	3,715	16	15,263	8	6,598	5	648	5	876	3	1,584	12	2,439	5	2,153
HYDE	9,982	11,856	12,296	1	453	3	1,180	10	4,939	1	358	7	1,491	1	42	4	724	10	2,008	1	
IREDELL	314,923	455,913	489,496	38	41,924	20	41,423	70	123,411	51	107,554	47	24,806	47	27,807	36	23,638	97	42,519	24	22,352
Statesville	187,248	278,941	300,977	14	17,978	10	31,390	33	71,649	30	75,629	23	16,190	28	17,003	15	14,784	45	24,241	13	13,314
JACKSON	83,465	105,417	110,532	12	7,652	11	9,078	24	31,118	17	23,146	15	4,296	16	4,667	12	4,180	48	10,947	7	6,381
JOHNSTON	278,545	356,952	375,459	27	25,845	20	15,706	68	81,963	49	73,041	32	56,518	33	18,983	36	29,662	80	25,314	22	14,295
JONES	16,874	20,912	21,850	1	364	4	2,958	7	2,909	9	6,078	5	1,270			2		9	658	2	619
LEE	188,006	274,190	294,730	15	25,488	9	19,165	47	81,731	30	76,945	22	10,392	41	18,855	20	10,195	45	20,486	8	10,125
Sanford	162,041	235,965	253,574	12	17,659	8	14,827	39	73,991	23	71,679	14	7,653	39	15,666	17	9,506	38	18,911	7	7,705
LENOIR	255,014	331,687	349,564	20	25,086	15	39,933	73	77,148	31	80,420	28	15,009	41	24,778	34	19,709	56	24,242	19	13,387
Kinston	165,472	218,241	230,548	12	14,083	11	38,196	36	48,609	18	32,485	20	10,434	37	23,713	27	17,501	39	19,267	13	11,357
LINCOLN	126,061	178,881	191,351	20	19,103	8	14,018	32	52,891	23	42,747	16	8,038	19	4,861	18	7,630	38	13,411	14	9,291
MCDOWELL	113,277	140,264	146,554	12	9,694	8	10,129	34	38,602	25	35,716	12	11,733	18	7,608	10	4,425	31	11,089	8	6,332
MACON	95,202	121,345	127,383	11	30,583	9	11,375	22	28,459	13	9,841	13	6,406	18	6,156	12	5,429	38	10,142	10	5,607
MADISON	27,169	34,604	36,330	3	2,416	3	1,298	7	4,974	5	8,396	7	3,448	3	1,017	2	1,992	6	2,014	5	2,060
MARTIN	80,292	95,851	99,521	6	1,863	9	12,324	26	27,402	14	17,558	14	5,189	15	4,774	9	4,555	29	10,445	5	3,500
MECKLENBURG	2,501,701	3,361,672	3,563,046	124	186,827	59	335,334	337	679,730	165	967,692	239	246,309	301	244,612	214	222,046	636	328,698	93	98,595
Charlotte	2,231,107	2,959,220	3,129,091	103	156,508	48	304,920	275	508,678	145	941,877	204	208,505	257	210,512	191	204,125	557	290,170	79	86,569
MITCHELL	46,435	59,252	62,245	9	4,708	3	1,360	5	11,470	11	21,488	9	2,503	12	3,338	7	4,254	12	4,438	7	3,707
MONTGOMERY	56,408	76,143	80,735	7	5,531	7	3,116	19	22,624	10	16,134	11	4,284	9	2,332	7	3,567	23	6,273	7	4,405
MOORE	197,191	262,581	277,854	16	14,948	11	13,092	51	76,597	29	74,730	22	12,253	43	16,324	24	11,236	62	21,503	18	10,498
NASH	359,205	473,471	505,826	22	34,271	25	59,866	109	103,845	49	103,140	46	30,359	56	37,004	41	24,620	99	53,789	17	18,627
Rocky Mount	328,140	422,888	444,996	19	28,271	13	57,296	71	99,378	38	83,943	35	22,885	51	33,220	38	23,159	77	44,135	17	17,409
NEW HANOVER	615,501	833,559	884,827	37	61,421	22	119,918	107	171,384	61	212,998	48	37,347	108	55,680	69	47,687	175	81,845	31	26,219
Wilmington	471,264	617,724	651,763	29	36,582	13	92,626	70	115,099	40	157,008	35	28,562	95	51,487	55	37,786	118	34,248	28	24,947
NORTHAMPTON	34,906	39,242	40,323	9	6,321	2	573	30	13,681	3	6,751	7	2,240	2	461			9	2,559	4	1,302
ONSLOW	415,439	580,575	619,721	24	39,732	23	83,170	86	118,508	67	181,866	41	22,919	38	18,176	45	50,077	155	56,641	11	14,662
Jacksonville	310,863	451,045	484,377	10	27,952	18	80,765	54	33,203	41	136,553	21	16,940	33	17,620	36	43,633	98	42,509	8	10,079
ORANGE	295,381	404,743	430,871	20	34,776	11	24,363	70	129,771	22	54,241	26	25,447	40	20,056	36	21,941	110	56,212	15	15,437
Chapel Hill	185,638	233,474	244,589	8	11,332	5	19,301	30	57,368	11	34,276	15	15,263	41	19,145	21	12,856	78	40,908	9	10,624
PAMLICO	26,773	36,556	38,847	1	2,497	1	791	15	10,257	6	15,158	3	1,870			2	349	9	2,526	1	358
PASQUOTANK	154,257	212,705	226,601	20	34,630	6	22,588	31	35,463	23	56,715	27	14,891	24	10,327	19	13,425	35	14,792	8	9,415
Elizabeth City	135,337	180,757	191,358	16	24,464	6	22,588	28	34,045	18	42,238	22	13,633	24	10,327	16	11,378	33	13,486	7	8,007
PENDER	49,239	69,706	74,517	9	8,115	6	2,495	27	32,506	7	8,454	8	5,466	2	589	2	507	19	3,273	3	2,864
PERQUIMANS	20,038	23,329	24,124	6	1,106	3	566	6	4,371	6	9,050	8	1,209	5	919	2	667	9	2,126	1	586
PERSON	97,577	123,610	129,682	10	5,286	9	7,159	30	33,860	14	35,503	12	5,748	17	7,982	14	6,301	21	7,072	9	6,636
PITT	429,177	611,043	654,119	29	40,452	32	60,482	95	125,324	43	174,226	51	36,878	71	51,762	50	38,319	113	60,205	18	16,657
Greenville	333,628	482,740	518,182	20	34,208	10	44,500	53	92,477	29	144,335	33	29,899	63	48,034	34	31,780	91	51,234	12	11,877
POLK	34,096	41,526	43,269	5	822	5	1,188	12	11,088	3	10,889	9	4,950	5	1,160	3	1,329	16	3,355	5	2,670
Tryon	NO DATA AVAILABLE FOR THIS CITY																				
RANDOLPH	267,388	327,785	341,947	31	30,052	19	29,564	71	78,841	45	67,355	44	22,957	38	24,259	39	12,521	73	25,670	19	13,913
Asheboro	172,940	206,977	215,019	12	12,494	12	28,090	29	44,852	29	46,856	20	12,096	27	21,314	23	7,064	43	18,283	12	10,454
RICHMOND	161,088	202,032	211,565	13	17,499	14	19,338	57	53,742	25	47,561	24	9,927	30	9,847	29	12,689	41	15,278	11	10,000
Rockingham	120,715	151,783	159,023	9	13,662	7	16,541	34	36,791	18	40,261	15	6,295	18	6,152	21	11,391	26	12,104	7	7,817
ROBESON	344,182	444,006	467,213	28	45,490	24	24,008	86	103,424	57	86,639	48	45,625	56	34,779	39	29,188	77	29,914	23	16,650
Lumberton	190,655	241,084	252,790	14	19,173	8	15,354	27	50,781	29	42,936	21	23,787	34	27,355	27	22,211	43	20,876	8	8,177
ROCKINGHAM	292,761	390,897	414,161	35	27,503	23	34,669	70	124,033	43	55,907	32	21,772	62	28,391	46	34,705	73	32,729	27	20,880
Eden	122,073	152,875	163,142	14	9,103	8	12,229	26	48,268	15	25,582	8	4,946	29	14,162	16	20,540	31	11,771	10	7,440
Reidsville	104,657	157,104	169,693	11	13,062	6	16,595	20	52,443	20	19,984	10	10,545	20	11,002	20	11,011	24	12,964	10	10,011
ROWAN	408,330	534,376	563,666	22	26,392	14	30,722	66	204,853	39	112,673	43	32,917	44	37,325	41	21,179	92	34,790	24	18,839
East Spencer	NO DATA AVAILABLE FOR THIS CITY																				
Spencer	11,114	13,613	14,446			2	437	3	4,718	2	1,098	2	870	1	197	5	3,079	3	529	1	483
Salisbury	243,675	326,387	345,704	9	10,899	8	28,867	26	73,201	25	101,775	22	19,951	36	35,098	25	11,202	59	26,538	16	13,340
RUTHERFORD	205,959	318,196	346,069	20	27,450	14	22,007	41	83,549	54	98,053	23	15,043	29	11,765	27	17,152	58	21,096	18	15,170
Forest City	93,300	124,624	131,936	8	10,111	7	17,513	11	23,099	25	26,191	7	5,427	22	8,406	11	10,374	26	12,317	9	7,588
SAMPSON	141,373	174,007	181,611	19	13,482	16	16,706	41	44,628	28	39,057	22	12,436	24	8,651	20	11,589	44	9,187	12	8,343
Clinton	96,202	119,503	124,926	10	9,568	9	14,620	18	25,395	17	29,860	12	9,602	18	6,905	10	8,419	18	5,854	8	6,683
SCOTLAND	125,554	150,537	156,437	9	11,868	10	16,812	46	50,884	13	31,901	15	8,703	14	4,621	15	6,858	31	12,116	11	4,329
STANLY	161,804	245,752	266,081	14	19,136	14	16,401	49	64,860	39	61,913	25	22,094	26	16,163	27	11,165	54	18,462	12	13,191
STOKES	57,851	68,420	70,940	10	6,964	2	1,300	17	15,537	16	18,653	10	4,295	6	2,121	7	3,424	24	6,046	6	3,646

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NORTH CAROLINA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
SURRY	288,216	409,489	438,135	31	31,655	17	29,411	58	88,642	49	101,414	36	27,043	54	30,897	33	21,360	66	23,578	26	19,967
Mount Airy	136,651	194,986	208,770	17	21,565	8	15,208	20	44,531	22	51,412	15	7,854	28	17,329	22	12,235	27	10,745	13	11,213
SWAIN	44,286	51,797	53,598	4	2,916	4	1,577	13	16,249	8	6,032	9	3,723	5	1,656	6	1,360	36	8,782	5	1,690
TRANSYLVANIA	80,186	101,171	106,028	10	7,230	7	7,767	18	32,003	14	19,710	11	9,654	7	3,824	8	3,210	20	7,814	4	5,231
TYRRELL	6,876	8,905	9,374	4	2,158	1	480	4	3,708	4	959	2	304	2	148			2	622		
UNION	233,660	297,264	312,158	19	29,997	12	29,750	61	82,678	34	78,576	26	11,394	52	19,363	20	10,276	46	16,695	13	9,874
Monroe	176,726	218,205	227,913	11	12,427	9	26,957	39	58,144	22	65,194	15	7,728	44	18,236	12	5,120	32	13,641	9	6,371
VANCE	147,545	181,502	189,435	18	14,800	10	19,296	43	44,161	30	41,761	30	12,764	28	10,337	17	10,242	33	12,867	8	6,905
Henderson	124,183	154,185	161,171	16	14,093	8	18,017	28	40,131	25	29,915	23	8,467	28	10,337	16	9,944	27	10,013	8	6,905
WAKE	1,686,933	2,624,019	2,853,101	98	136,333	66	361,052	263	550,895	134	708,808	150	167,249	214	172,706	171	178,894	419	260,188	80	97,730
Raleigh	1,152,685	1,788,048	1,943,353	40	55,986	28	270,472	131	291,012	75	599,609	92	109,494	146	133,376	109	94,502	298	195,847	43	55,831
WARREN	30,429	35,833	37,114	6	1,688	9	1,823	23	13,333	9	4,893	13	3,050	3	988	5	3,440	6	1,310	5	1,696
WASHINGTON	35,960	43,032	44,697	4	1,455	7	3,567	17	14,628	5	8,567	7	2,358	6	1,617	7	2,613	10	3,157	4	2,149
WATAUGA	171,522	224,629	236,980	14	22,346	12	12,896	30	48,545	17	50,288	17	13,002	31	17,133	25	13,968	64	25,799	9	8,643
WAYNE	382,467	557,152	598,958	30	37,848	27	68,360	82	116,766	59	161,600	55	39,254	63	25,146	53	31,084	90	40,859	18	17,742
Goldsboro	254,858	358,390	382,825	13	15,754	15	56,081	44	55,464	36	113,087	32	16,912	51	23,252	37	25,277	61	27,440	11	12,024
WILKES	197,609	273,177	290,896	29	39,617	9	20,202	43	60,332	30	68,095	30	18,908	32	14,169	16	5,225	54	18,125	10	11,240
WILSON	290,641	416,031	445,713	27	32,539	16	52,137	81	90,609	38	111,084	33	27,459	56	21,539	34	19,728	68	35,252	14	16,320
Wilson	246,406	349,151	373,384	17	25,317	14	51,283	52	75,263	32	90,783	24	18,410	55	21,413	27	16,762	51	27,658	12	15,556
YADKIN	83,912	104,099	108,807	15	9,163	6	2,702	24	31,240	19	26,133	9	6,466	9	1,260	10	3,693	27	7,929	4	4,747
YANCEY	37,283	45,388	47,289	6	5,838	3	2,707	11	14,830	10	8,875	9	3,454	4	544	1	538	10	2,765	3	2,982

NORTH DAKOTA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	3,366,973	4,242,884	4,480,947	479	353,495	138	446,758	533	676,547	378	1,351,729	421	388,788	517	229,138	323	207,741	1,261	368,365	179	130,537
METROPOLITAN STATISTICAL AREAS																					
Bismarck, N.D	485,128	647,967	690,518	49	41,230	15	92,681	56	107,981	38	197,686	43	58,085	79	36,672	53	33,659	120	60,788	18	23,907
Fargo-Moorhead, N.D-Mn	844,103	1,130,820	1,204,324	50	71,161	15	140,024	88	165,928	55	347,850	69	114,554	88	56,340	66	56,654	212	116,275	27	28,671
Grand Forks, N.D	386,000	529,204	566,351	30	31,772	12	97,081	33	70,537	34	169,923	27	37,646	68	35,142	33	37,320	100	43,350	11	9,367
COUNTIES, Cities																					
ADAMS	14,992	16,975	17,583	3	2,555	1	659	3	5,351	3	2,450	2	1,101	3	891			7	1,551	2	783
BARNES	62,803	69,393	71,598	15	5,796	3	4,083	8	12,013	6	22,637	10	8,918	12	4,289	4	2,060	30	4,813	3	2,733
Valley City	56,343	62,747	64,881	10	3,722	3	4,083	5	9,865	6	22,637	9	8,493	12	4,289	4	2,060	20	4,002	3	2,733
BENSON	6,805	7,217	7,393	4	633	1	398	8	2,157	1	205	5	1,734	2	346	1	51	12	1,195	3	150
BILLINGS	1,419	1,769	1,862					2	121			2	454					4	821		
BOTTINEAU	34,211	40,254	41,973	12	6,049	2	950	8	6,094	4	11,672	9	5,137	6	2,162	3	1,853	24	3,565	4	1,293
BOWMAN	19,755	22,123	22,878	6	2,053	2	516	5	4,889	2	8,130	6	1,354	3	556	2	370	13	2,466	2	622
BURKE	11,987	13,310	13,742	4	1,171	2	63	4	2,003	4	3,584	5	2,776	1		1	85	17	1,602	1	54
BURLEIGH	379,360	522,753	559,792	28	24,332	10	91,867	36	85,322	25	148,593	28	41,490	68	33,816	43	30,091	83	49,147	14	22,215
Bismarck	373,355	516,131	552,964	26	22,885	10	91,867	33	82,949	25	148,593	26	41,054	68	33,816	42	29,513	76	48,227	14	22,215
CASS	656,220	907,761	972,815	33	49,974	11	131,958	59	109,873	38	306,416	47	92,482	67	45,919	48	39,838	145	89,944	16	20,130
Fargo	597,005	832,820	893,736	20	41,543	11	131,958	39	96,318	33	290,815	34	69,941	63	43,953	43	38,797	110	81,664	13	18,761
CAVALIER	23,678	26,898	27,879	6	3,207	1	312	8	6,062	2	5,922	4	1,529	6	1,604	4	1,609	19	2,031	4	1,282
DICKEY	23,057	26,216	27,175	7	3,170	3	669	5	5,655	5	7,061	5	1,017	8	1,319	3	1,828	18	2,836	5	1,679
DIVIDE	10,789	11,317	11,576	6	2,157	2	564	3	3,013	3	2,658	3	369	3	706			11	949	2	785
DUNN	10,423	10,673	10,876	2	536			4	2,656	4	5,074	4	858					11	893	1	93
EDDY	12,036	13,437	13,886	4	1,256	1	162	5	2,642	2	3,420	3	2,183	3	326	1	190	8	720	1	525
EMMONS	16,618	18,769	19,436	7	2,779	1	596	8	4,463	3	5,176	4	1,881	4	1,011	1	269	8	1,050	1	319
FOSTER	24,468	28,756	29,971	5	5,187	1	592	5	4,490	8	10,635	7	3,314	5	1,118	2	260	14	1,652	2	622
GOLDEN VALLEY	17,391	18,560	19,040	3	970	1		3	2,359	3	7,767	3	4,082	2	348	2	406	8	1,375	1	387
GRAND FORKS	386,000	529,204	566,351	30	31,772	12	97,081	33	70,537	34	169,923	27	37,646	68	35,142	33	37,320	100	43,350	11	9,367
Grand Forks	362,254	501,600	537,633	20	29,489	11	96,694	24	66,156	28	159,664	21	32,912	66	35,092	32	37,267	79	40,515	8	8,433
GRANT	9,781	11,332	11,786	4	1,757			7	2,104	2	4,925	3	396	1				7	744	2	825
GRIGGS	7,600	8,190	8,411	4	1,180	1	115	5	2,941	1	1,898	2	592	2	320			8	593	1	
HETTINGER	12,790	13,621	13,967	2	1,065	1	154	4	3,247	6	6,377	1	964	2	275			12	1,076	2	321
KIDDER	4,600	5,107	5,272	2	350			5	724	1	692	5	1,951					6	306	1	289
LA MOURE	12,216	13,727	14,202	6	3,463	3	163	5	3,212	3	3,402	5	723	2	165			14	1,382	2	555
LOGAN	10,682	12,048	12,472	3	836			5	2,012	3	6,373	3	1,587	2	100	1	264	8	511	1	187
MCHENRY	15,275	17,031	17,593	8	3,146			12	3,123	5	3,863	6	2,648	2	276			16	1,640	2	584
MCINTOSH	14,401	16,352	16,949	7	1,864	1		7	4,582	5	5,312	5	727	2	122	2	165	17	1,329	1	1,186
MCKENZIE	25,528	26,154	26,644	5	3,453			9	7,565	2	4,505	7	3,522	4	1,068	2	254	19	3,249	3	1,202
MCLEAN	35,510	38,770	39,916	11	5,521	4	297	10	10,514	6	5,838	7	6,100	2	1,453	4	893	24	3,450	4	1,219
MERCER	36,042	40,980	42,476	10	9,227	1	1,208	9	9,479	4	10,186	3	2,307	4	691	3	566	22	4,948	3	1,958
MORTON	105,768	125,214	130,726	21	16,898	5	814	20	22,659	13	49,093	15	16,595	11	2,856	10	3,568	37	11,641	4	1,692
MOUNTRAIL	26,968	28,785	29,528	12	3,931	3	526	10	7,026	7	8,831	6	1,591	6	829	2	494	21	2,679	6	1,754
NELSON	23,575	24,934	25,537	7	7,782	5	634	5	3,615	4	4,276	5	1,899	2	94			20	1,900	2	862
OLIVER	1,463	2,141	2,316	2	230			1	464			1	631					3	650		
PEMBINA	35,115	45,324	48,002	10	4,354	3	467	11	10,270	12	17,554	9	3,381	4	1,147	3	513	20	4,121	4	1,731
PIERCE	31,002	38,343	40,310	6	4,043	3	1,699	6	6,426	7	15,733	5	3,003	5	2,313	2	791	15	2,792	3	1,111
RAMSEY	82,159	97,943	102,330	9	8,498	4	4,193	11	16,574	10	30,402	7	6,331	16	7,608	8	3,969	35	8,457	6	5,279
Devils Lake	76,081	91,419	95,633	8	8,035	3	3,996	7	13,629	10	30,402	7	6,331	16	7,608	8	3,969	24	8,039	4	4,418
RANSOM	19,664	24,682	26,015	9	4,213	2	562	4	5,491	4	5,104	4	1,334	9	1,986	3	485	18	3,181	3	1,407
RENVILLE	9,313	10,678	11,081	4	1,213			4	2,342	2	2,295	2	1,817	3	143			9	450	1	1,231

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

NORTH DAKOTA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
RICHLAND	67,387	85,423	90,197	14	8,083	6	7,092	18	15,927	9	22,716	13	6,942	15	4,729	8	7,488	33	5,121	5	1,950
Wahpeton	50,608	64,074	68,562	6	4,675	4	6,563	6	11,668	6	18,403	8	4,055	13	4,589	7	7,280	7	2,532	3	1,776
ROLETTE	32,473	37,047	38,418	9	3,293	2	1,017	10	11,471	4	11,483	8	5,713	4	1,486	3	300	16	1,737	3	908
SARGENT	9,798	11,261	11,690	4	1,243	2		6	2,540	2	1,584	4	1,164	2	148			14	1,593	1	125
SHERIDAN	3,745	3,910	3,994	3	860			2	1,216	1	555	3	336			1	116	6	162	1	376
SIOUX	4,027	4,667	4,852	1		1	184	1	1,897			2	1,195	1	140			4	689		
SLOPE	962	766	804															3	643		
STARK	205,761	213,252	217,758	24	22,917	4	10,497	28	32,617	31	79,119	17	17,069	29	11,959	26	11,019	40	14,107	8	6,573
Dickinson	177,060	185,565	189,824	18	20,969	4	10,497	21	30,713	26	63,590	12	12,649	27	11,295	22	10,846	30	12,758	7	5,865
STEELE	6,471	7,128	7,350	2	430	3	1,068	3	1,007	1	2,847	2	216					7	474		
STUTSMAN	126,793	152,007	159,000	15	10,666	3	6,996	17	26,222	18	47,046	14	15,444	25	12,237	18	6,941	44	14,703	6	5,164
Jamestown	120,581	145,454	152,294	13	9,931	3	6,996	14	25,556	17	45,696	13	14,874	24	11,985	16	6,541	33	14,079	5	4,718
TOWNER	13,327	14,849	15,342	4	2,927	1	224	7	2,746	2	5,004	2	1,162	2	331			13	1,375	2	1,065
TRAILL	29,633	35,378	36,978	14	4,371	2	250	8	4,390	5	15,530	9	3,480	4	643	4	672	22	3,713	4	1,998
WALSH	66,351	81,964	86,167	11	8,741	7	6,330	12	14,946	11	30,210	14	8,210	9	4,181	9	2,525	33	4,646	6	2,164
WARD	353,573	480,047	512,895	34	40,513	7	62,805	36	66,157	30	158,096	31	40,224	59	28,671	40	34,435	102	38,381	8	14,285
Minot	338,377	464,298	496,817	27	39,070	7	62,805	28	63,421	26	154,021	28	39,960	56	27,903	37	33,549	81	35,420	7	14,081
WELLS	26,527	29,928	30,981	6	2,331	2	622	8	6,253	5	10,686	5	436	6	1,887	3	1,201	13	2,624	3	1,219
WILLIAMS	188,681	198,516	203,162	21	20,499	8	0,371	20	35,088	15	58,871	22	20,573	21	11,727	23	14,851	48	13,538	8	8,278
Williston	162,251	170,680	174,680	10	12,488	5	7,820	14	31,128	12	53,177	14	14,679	20	11,630	22	14,739	31	11,524	7	8,096

OHIO RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	46,315,071	55,996,196	58,165,166	2,758	2,550,749	1,364	7,657,963	7,716	12,836,971	3,804	12,615,119	5,907	5,541,145	4,925	2,496,426	3,686	2,673,675	15,787	5,816,082	2,048	2,154,625
METROPOLITAN STATISTICAL AREAS																					
Akron, Oh	2,874,499	3,452,054	3,579,820	156	215,219	71	428,460	465	828,297	237	748,369	392	345,980	285	142,225	211	132,957	947	381,830	120	125,615
Canton, Oh	1,794,045	2,022,593	2,074,705	114	109,203	44	248,004	300	480,604	169	451,787	233	191,055	194	106,691	151	90,041	604	200,538	68	66,746
Cincinnati, Oh-Ky-In	6,506,565	8,213,319	8,536,081	339	353,944	152	1,272,387	1,202	1,824,801	387	1,744,466	742	761,801	656	366,594	472	415,350	2,063	934,319	303	330,704
Cleveland, Oh	8,688,076	10,441,080	10,831,208	370	380,379	198	1,482,932	1,520	2,338,352	521	2,214,172	984	956,691	988	578,178	710	544,209	2,805	1,076,298	328	501,113
Columbus, Oh	5,960,488	7,609,150	7,974,463	285	324,621	133	1,005,762	780	1,621,203	373	1,874,433	659	747,607	506	336,061	397	429,227	1,896	851,341	246	244,396
Dayton-Springfield, Oh	4,178,696	5,169,311	5,388,530	210	205,434	109	735,626	543	1,158,777	288	1,176,397	466	500,062	449	236,511	284	278,590	1,352	552,466	174	161,925
Hamilton-Middletown, Oh	924,712	1,182,163	1,239,276	48	41,830	25	136,547	172	316,297	83	296,955	123	119,696	69	29,227	79	43,559	342	129,436	43	45,834
Huntington-Ashland, W.V-Ky-Oh	1,354,068	1,690,200	1,753,377	88	96,346	62	307,879	222	386,659	142	326,221	175	145,997	176	97,627	117	82,206	329	140,172	78	63,755
Lima, Oh	718,055	822,124	845,572	49	38,606	29	138,572	109	167,576	74	172,826	102	105,720	96	32,484	65	31,646	247	79,773	31	27,491
Lorain-Elyria, Oh	1,038,532	1,292,302	1,348,350	58	47,948	29	175,320	161	324,401	90	326,632	145	138,920	84	45,620	79	50,374	361	115,788	35	54,210
Mansfield, Oh	601,620	716,768	742,234	37	37,447	21	128,564	83	140,252	53	171,140	72	79,068	76	31,348	52	24,531	210	64,131	18	20,992
Parkersburg-Marietta, W.V-Oh	749,921	898,368	934,139	44	51,264	29	96,645	119	196,473	81	215,044	88	86,447	74	40,017	61	43,432	210	79,237	28	39,818
Steubenville-Weirton, Oh-W.V	558,505	594,057	614,080	39	33,388	20	81,741	135	166,560	64	122,299	95	53,029	68	25,316	52	25,495	239	49,380	39	24,654
Toledo, Oh	3,054,037	3,756,657	3,911,774	145	122,738	83	613,332	395	812,902	209	822,233	306	395,917	326	158,062	247	184,517	990	416,395	145	159,094
Wheeling, W.V-Oh	800,346	875,354	895,784	47	37,660	38	149,943	145	213,562	70	163,235	104	81,953	109	40,682	74	46,766	246	75,122	42	29,945
Youngstown-Warren, Oh	2,240,739	2,607,786	2,689,804	122	111,556	65	423,648	411	581,123	208	521,400	273	272,196	246	118,291	182	125,760	789	250,248	115	95,275
COUNTIES, Cities																					
ADAMS	64,506	70,222	71,628	12	5,218	7	4,281	17	17,814	10	24,968	15	6,575	6	426	6	1,062	24	2,648	5	3,538
ALLEN	559,553	639,350	657,351	33	30,797	23	125,969	80	122,085	44	134,377	70	75,857	74	26,806	45	22,897	185	61,346	23	20,971
Delphos	24,581	31,452	33,742	3	2,740	2	1,804	8	9,850	2	4,558	6	5,518	8	1,436	5	1,566	13	2,292	2	982
Lima	206,615	233,642	239,749	12	12,868	4	14,111	37	63,739	14	43,391	29	31,526	19	7,747	15	9,000	96	27,925	14	14,100
ASHLAND	159,255	184,199	189,770	11	7,567	9	11,655	34	50,265	18	45,884	30	23,947	22	6,845	18	6,934	60	18,823	8	7,105
Ashland	124,299	144,827	149,384	3	4,602	6	10,696	19	36,516	12	35,989	19	20,841	16	6,044	13	5,597	36	14,752	6	6,009
ASHTABULA	389,949	444,653	457,056	27	17,356	21	52,532	79	121,492	50	104,155	67	60,212	34	14,707	27	12,664	151	36,513	20	12,765
Ashtabula	120,153	134,132	137,393	11	8,557	7	15,258	31	26,584	13	33,284	21	14,479	18	5,537	11	5,165	56	13,247	7	5,237
Conneaut	52,174	58,898	60,439	5	1,589	4	4,786	16	21,086	8	13,734	7	4,379	7	2,769	5	538	23	5,115	3	2,485
ATHENS	190,830	213,774	219,030	13	10,171	15	19,671	37	58,725	31	43,493	29	19,504	20	6,094	19	10,055	77	22,789	7	5,964
Athens	138,305	155,118	158,962	11	8,903	6	16,590	15	33,086	22	36,866	13	12,293	15	4,640	12	8,106	52	18,448	4	4,895
AUGLAIZE	158,502	182,774	188,221	16	7,809	6	12,603	29	45,491	30	38,449	32	29,863	22	5,678	20	8,749	62	18,427	8	6,520
St. Marys	45,797	53,479	56,039	2	1,298	2	5,097	6	15,500	11	12,865	10	5,713	10	2,685	8	3,243	19	4,727	2	2,152
Wapakoneta	63,216	71,591	74,383	6	3,276	2	6,400	8	15,189	5	10,888	10	17,912	8	2,698	6	2,773	24	8,526	3	3,726
BELMONT	375,616	423,348	436,482	25	14,010	19	100,769	63	109,097	32	62,000	59	40,357	70	24,030	28	12,593	114	33,646	20	13,677
Bellaire	35,635	40,492	42,111	4	188	1	1,769	8	15,035	9	11,300	4	4,030	5	817	5	1,815	16	3,417	3	1,465
Martins Ferry	47,653	53,964	55,400	4	3,736	2	4,433	8	20,236	5	11,084	8	4,421	4	423	2	330	12	1,689	4	1,105
BROWN	64,298	71,748	73,477	11	4,394	5	1,349	25	26,670	10	10,384	18	9,653	4	762	5	709	46	8,093	5	2,250
BUTLER	924,712	1,182,163	1,239,276	48	41,830	25	136,547	172	316,297	83	296,955	123	119,696	69	29,227	79	43,559	342	129,436	43	45,834
Hamilton	289,245	360,306	375,997	15	14,526	10	48,228	64	108,100	28	52,091	40	36,352	30	14,055	34	19,688	120	44,536	17	15,841
Middletown	212,669	265,895	277,606	8	10,529	9	56,680	32	69,905	20	44,461	22	21,721	19	8,232	16	11,597	75	29,707	9	8,507
CARROLL	68,175	81,770	84,783	7	3,920	4	5,561	15	17,363	13	30,914	9	6,663	7	2,354	7	2,109	34	5,134	2	2,146
CHAMPAIGN	95,822	105,698	108,034	14	8,107	5	6,133	22	38,316	9	16,830	20	14,210	13	3,260	10	2,839	38	7,197	6	4,329
Urbana	72,161	79,661	81,436	7	4,048	4	5,286	11	28,398	8	15,536	14	8,427	11	2,912	8	2,450	23	6,034	5	3,833

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

OHIO RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
CLARK	573,587	676,670	699,654	35	27,488	16	118,016	73	158,966	41	145,056	69	70,816	58	27,655	43	23,234	182	63,533	29	22,637
Springfield	321,124	367,640	378,151	23	16,266	8	33,865	40	89,528	27	83,345	39	46,656	25	6,366	30	16,268	129	46,226	23	16,132
CLERMONT	496,926	710,298	759,115	37	33,909	13	118,982	98	180,359	44	199,650	61	59,297	45	17,584	36	31,612	111	52,591	20	20,138
CLINTON	138,985	169,595	176,366	17	7,741	5	8,125	23	45,871	21	52,489	28	19,600	10	5,042	13	6,798	43	12,606	6	5,451
Wilmington	84,751	105,471	110,038	9	5,234	4	6,530	11	25,876	12	31,493	15	10,807	9	4,545	11	5,769	25	9,653	4	3,667
COLUMBIANA	407,265	447,269	456,789	39	31,045	21	41,169	91	122,769	61	116,371	69	43,041	44	14,921	41	16,420	158	31,202	23	16,313
East Liverpool	93,960	102,673	104,766	9	5,602	6	18,018	23	19,341	11	21,861	17	10,428	14	6,277	9	4,937	32	7,248	7	4,393
Lisbon	24,294	25,233	25,546	3	1,361	1	1,041	7	12,731	5	3,031	6	3,284	3	363	1	365	15	1,413	2	841
Salem	94,702	104,630	106,972	5	3,994	9	15,118	17	22,344	10	27,754	13	8,601	17	5,896	14	3,333	33	8,419	4	4,646
COSHOCTON	105,309	118,412	121,409	12	9,579	7	11,265	28	35,946	12	17,943	18	10,744	12	5,932	13	4,089	42	11,511	6	5,176
Coshocton	92,617	103,478	105,973	9	8,961	4	11,034	18	32,818	8	11,657	14	9,266	12	5,932	11	3,233	36	10,556	6	5,176
CRAWFORD	158,414	177,160	181,494	16	9,716	5	12,380	33	50,460	28	35,751	27	18,403	27	7,060	16	5,434	73	17,315	13	9,061
Bucyrus	67,959	76,349	78,267	7	3,338	3	7,172	12	22,795	12	12,780	10	7,956	12	3,147	9	2,601	31	7,464	6	4,163
Galion	64,800	72,947	74,821	6	4,365	1	3,838	14	21,608	10	15,418	11	7,021	11	2,897	4	1,869	26	6,740	4	4,380
CUYAHOGA	6,905,708	8,145,507	8,421,803	255	258,443	147	1,188,715	1,235	1,783,522	369	1,607,795	748	714,179	845	500,584	577	468,983	2,288	879,546	262	415,025
Cleveland	1,904,866	2,158,891	2,216,264	70	52,941	46	267,656	532	544,284	138	308,496	244	219,815	152	78,019	156	119,210	1,010	301,935	91	153,225
DARKE	169,982	201,248	208,214	20	19,588	9	14,759	31	44,241	23	63,450	20	17,784	27	9,025	17	5,917	74	16,563	6	6,027
Greenville	108,478	126,927	131,043	9	6,494	6	14,176	14	31,657	10	31,005	12	13,344	23	8,504	9	4,605	40	10,947	4	4,200
Union City	NO DATA AVAILABLE FOR THIS CITY																				
DEFIANCE	155,517	168,153	171,297	18	8,480	8	18,157	28	39,342	23	39,560	20	20,439	23	6,059	17	6,752	56	12,899	8	5,429
Defiance	115,922	126,208	128,724	8	2,527	6	16,429	21	35,676	14	28,719	14	11,759	19	5,765	16	6,735	37	10,115	7	5,168
DELAWARE	171,780	216,123	225,912	17	10,859	5	8,497	19	51,673	19	64,273	33	33,969	14	5,856	9	3,513	57	20,814	7	8,093
Delaware	123,753	157,188	164,578	7	6,398	3	5,986	13	43,031	14	51,719	20	15,121	14	5,856	8	3,424	35	16,161	6	7,231
ERIE	386,651	469,273	487,54	22	22,589	13	80,140	49	91,071	40	107,219	46	43,747	52	24,438	31	18,808	156	54,834	12	15,613
Sandusky	250,944	299,330	310,013	11	10,827	8	58,218	25	49,710	17	57,815	28	26,772	46	21,265	26	17,992	96	32,406	10	13,125
FAIRFIELD	319,084	392,998	409,365	24	18,619	13	34,539	50	106,506	30	91,246	44	43,486	30	18,245	30	17,175	131	41,723	15	13,120
Lancaster	243,019	295,728	307,395	12	10,222	10	28,518	31	78,030	20	62,979	27	34,677	27	17,735	26	16,323	85	32,116	10	10,786
FAYETTE	112,471	129,075	132,792	8	5,590	3	8,238	22	32,856	17	16,461	16	35,275	13	7,199	9	2,784	41	12,369	7	5,296
Washington	80,942	92,716	95,359	7	5,394	3	8,238	19	30,303	15	15,356	6	7,790	13	7,199	9	2,784	30	8,255	6	4,868
FRANKLIN	4,693,056	6,030,006	6,325,866	175	230,197	84	869,893	569	1,225,496	233	1,500,639	468	530,399	380	275,600	298	368,024	1,405	694,762	184	187,325
Columbus	3,128,280	3,950,227	4,137,455	104	159,210	55	631,002	382	704,900	145	964,702	302	325,264	249	193,553	195	269,629	981	490,995	115	113,118
FULTON	149,486	166,839	170,91	18	11,658	11	9,156	23	37,352	24	54,536	23	16,287	15	2,554	28	11,045	51	10,179	8	6,860
GALLIA	128,868	138,390	140,821	11	7,006	5	12,300	23	33,267	17	28,139	23	16,200	22	7,620	18	6,935	35	12,474	6	5,832
Gallipolis	94,508	100,582	102,192	7	5,522	3	7,149	14	19,626	14	22,847	15	12,122	20	6,876	15	5,990	22	8,143	6	5,832
GEAUGA	225,003	278,011	289,670	20	21,972	12	17,575	54	83,015	28	61,064	33	25,866	13	4,143	18	6,496	79	22,356	16	15,187
Chardon	63,234	79,851	85,390	5	3,636	4	8,646	9	26,035	7	24,796	4	2,949	3	864	7	2,338	14	6,627	3	3,829
GREENE	462,941	573,472	597,857	32	17,148	16	40,892	66	141,801	43	205,230	65	70,000	39	16,056	29	12,071	142	47,344	20	13,615
Beaver Creek	70,364	88,799	94,944	5	2,807	1	3,896	10	34,641	5	18,538	13	17,098	5	967	6	2,232	24	6,576	4	2,986
Fairborn	172,540	211,010	219,507	6	5,055	6	16,240	16	34,642	15	101,152	22	20,556	11	4,334	7	3,206	50	19,286	6	4,305
Xenia	147,163	179,838	187,062	9	2,150	5	14,285	22	42,956	17	71,810	15	15,083	18	8,082	12	4,814	35	14,145	7	4,822
GUERNSEY	153,835	172,016	176,224	12	6,704	6	22,401	31	43,032	13	27,443	31	26,090	19	7,970	15	5,752	66	21,197	5	4,356
Cambridge	107,798	121,312	124,420	9	6,230	5	19,380	22	28,366	7	18,534	15	11,200	18	7,539	12	4,582	39	16,824	5	4,356
HAMILTON	4,411,909	5,427,788	5,651,941	197	229,265	90	875,703	777	1,121,233	227	1,222,173	459	429,367	459	276,592	319	303,496	1,409	652,640	202	206,604
Cincinnati	1,792,454	2,160,098	2,241,336	69	82,400	33	314,061	362	416,798	88	481,763	199	183,667	204	126,017	116	100,740	702	305,904	96	92,822
HANCOCK	308,205	392,259	410,850	28	21,578	9	53,353	49	82,853	30	108,939	37	35,448	31	11,194	31	16,968	96	43,315	15	13,394
Findlay	249,944	313,469	327,450	19	14,608	9	53,353	34	61,788	27	77,258	29	31,210	26	9,289	24	11,111	76	37,452	12	10,589
HARDIN	83,498	89,008	90,439	14	4,860	5	6,216	25	30,795	13	13,428	15	9,090	13	3,268	8	3,609	44	9,054	6	4,638
Kenton	52,810	56,059	57,142	5	2,367	4	5,356	10	17,572	8	8,758	10	6,720	9	2,688	4	2,361	20	4,319	4	3,568
HARRISON	37,175	41,314	42,282	10	3,397	4	818	18	13,218	6	13,639	14	3,281	3	303	5	1,045	26	2,114	3	1,502
HENRY	101,815	112,200	114,693	19	9,617	6	5,247	25	27,400	13	28,952	21	11,979	8	1,670	8	3,653	38	8,025	6	4,695
Napoleon	65,128	73,656	76,499	7	2,419	3	4,138	11	16,398	8	24,904	9	8,848	7	1,582	5	3,074	19	6,527	5	4,365
HIGHLAND	99,239	111,261	114,030	16	5,407	5	7,554	32	36,885	21	22,413	19	7,543	15	3,752	9	3,043	40	9,165	10	7,939
Greenfield	22,073	23,578	24,080	4	330	2	485	8	11,812	4	1,884	7	2,579	3	259	1	908	11	1,359	4	2,174
Hillsboro	60,453	68,039	70,567	9	3,743	3	7,069	14	20,248	9	13,744	9	4,510	12	3,493	7	1,758	16	5,473	6	5,765
HOCKING	75,324	88,199	91,078	6	4,070	5	8,591	14	21,304	12	20,264	15	10,272	7	3,729	4	1,456	22	6,530	3	3,444
Logan	68,074	79,250	82,975	4	3,723	4	8,151	9	19,381	10	19,402	10	8,219	7	3,729	3	1,362	16	5,523	3	3,444
HOLMES	75,342	93,491	97,481	9	26,284	7	2,339	24	20,669	5	19,151	15	7,397	4	768	9	4,237	22	7,344	4	3,036
HURON	201,220	243,294	252,587	22	12,733	6	18,713	40	61,295	38	71,257	39	21,250	20	6,050	20	12,083	88	22,546	9	10,919
Bellevue	47,953	53,397	61,541	1	427	2	6,481	7	15,246	7	19,759	9	6,157	2	335	2	773	21	6,594	4	3,652
Norwalk	95,196	114,689	119,011	9	8,875	2	5,331	16	31,142	16	33,471	13	8,270	13	4,841	11	5,736	27	9,607	3	5,747
JACKSON	98,552	102,272	103,446	8	4,433	11	10,104	19	25,718	15	19,459	24	13,638	9	1,549	11	3,047	45	7,462	9	8,890
JEFFERSON	347,769	375,150	382,023	25	23,481	11	56,138	78	90,062	39	87,549	54	29,083	46	16,833	36	15,749	140	26,771	21	13,650
Steubenville	195,245	211,442	215,449	6	9,554	8	44,161	36	34,633	19	45,061	20	15,406	38	15,846	23	12,201	56	15,850	12	10,321
KNOX	153,685	163,860	166,512	11	6,012	11	17,383	36	44,684	23	36,804	27	14,608	21	8,009	17	4,857	38	15,687	8	7,414
Mount Vernon	120,966	129,252	131,387	8	5,300	7	17,228	21	32,232	17	30,136	14	10,631	20	7,843	13	4,196	39	10,838	5	6,038
LAKE	1,115,462	1,433,669	1,504,203	67	67,277	27	233,784	161	317,589	79	398,946	131	119,790	96	56,603	85	49,793	309	127,313	34	38,391
Mentor	418,734	545,336	573,409	16	24,705	11	147,921	42	80,908	18	121,582	30	39,622	59	37,172	36	27,883	72	43,345	10	11,673
Mentor-On-The-Lake	18,985	24,204	25,943	1	870			3	10,135	1	9,127	3	1,313					5	2,284	1	823
Painesville	74,192	88,874	92,103	8	14,265	4	16,366	17	19,925	5	1,902	13	10,472	3	640	6	1,433	36	11,554	5	4,917
Willoughby	155,926	197,010	206,131	13	8,882			15	37,938	17	93,584	19	20,909	4	4,764	11	6,162	36	17,397	6	4,461
LAWRENCE	161,935	176,829	180,422	15	5,745	5	10,348	36	49,274	25	29,970	32	27,186	16	8,898	15	11,096	57	14,333	10	11,977
Ironton	80,673	87,550	89,245	11	5,238	2	2,578	13	26,476	12	16,514	14	10,640	10	4,916	6	2,766	33	7,651	6	8,737
LICKING	448,538	547,010	568,669	35	33,927	17	57,375	74	129,393	47	116,164	60	69,837	47	25,985	32	30,400	178	57,644	20	18,487
Newark	266,857	318,557	329,912	11	13,222	11	51,191	50	92,579	22	55,957	27	28,277	33	21,978	21	9,317	97	28,811	11	12,508
LOGAN	121,328	146,243	151,739	17	8,664	8	15,351	29	33,931	23	37,881	27	12,215	23	7,753	10	3,866	58	12,061	11	7,236
Bellefontaine	78,673	95,415	99,097	6	3,185	3	12,697	11	19,541	14	27,749	10	8,075	18	5,115	6	2,622	23	7,194	5	4,397
LORAIN	1,038,532	1,292,302	1,348,350	58	47,948	29	175,320	161	324,401	90	326,632	145	138,920	84	45,620	79	50,374	361	115,788	35	54,210
Elyria	321,973	397,465	414,071	9	11,209	10	114,296	37	60,338	16	79,059	37	40,124	42	23,409	24	21,621	78	32,895	8	14,982
Lorain	244,221	296,045	307,454	8	7,084	5	32,817	43	83,178	26	67,605	40	32,797	13	13,288	18	12,085	100	28,481	12	15,850
LUCAS	2,411,988	3,004,732	3,135,273	97	95,435	49	527,175	310	644,853	146	660,569	218	279,324	252	135,581	171	140,150	800	346,325	112	126,000
Toledo	1,655,127	2,038,225	2,122,173	69	66,982	37	432,140	241	478,742	98	239,761	160	205,619	213	115,486	130	82,469	627	264,270	89	99,965
MADISON	106,682	153,406	164,143	10	5,599	3	13,203	22	39,785	15	43,162	18	29,750	10	1,568	7	2,942	41	13,366	9	6,789
London	56,496	81,248	89,498	5	2,206	2	9,242	7	19,204	10	30,209	8	12,503	8	1,285	4	1,235	17	5,690	5	3,782
MAHONING	1,246,041	1,432,566	1,474,564	59	48,638	37	223,060	225	326,103	114	282,878	155	164,170	130	62,824	101	79,228	440	129,637	66	53,405
Youngstown	451,950	507,915	520,504	18	11,783	9	33,845	94	150,572	58	129,585	52	51,632	38	16,831	34	16,755	198	41,766	29	22,119
MARION	274,642	302,656	309,253	17	17,178	14	51,726	45	66,367	24	69,912	29	24,323	36	13,282	25	11,085	96	26,858	10	9,723
Marion	170,478	185,861	189,573	9	10,761	8	19,726	30	32,323	15	48,763	22	19,477	26	10,330	21	7,655	71	20,023	8	6,387

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

OHIO RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
MEDINA	441,903	583,893	615,532	28	32,687	12	42,858	70	154,226	45	146,367	72	96,856	34	16,848	30	18,937	129	47,083	16	32,510
Medina	127,935	167,686	176,534	8	8,623	6	15,311	13	47,349	13	32,627	22	24,208	12	8,102	12	6,208	37	17,397	4	8,334
MEIGS	63,073	67,192	68,269	12	5,696	5	2,956	19	21,374	11	12,395	10	4,837	13	1,293	6	6,100	26	4,172	6	3,996
Middleport	13,768	14,963	15,361	4	2,607	1	545	3	1,216	4	2,035	3	2,400	5	578	3	2,814	7	1,038	2	1,229
Pomeroy	36,809	39,188	39,981	3	1,597	3	1,946	8	16,560	5	9,088	2	1,093	6	577	1	1,593	13	2,631	3	2,234
MERCER	119,374	146,348	152,292	19	13,182	11	17,425	26	36,019	21	30,654	20	13,741	16	5,721	20	5,964	63	14,841	10	4,987
Celina	69,900	86,294	89,899	5	4,476	5	14,571	11	20,816	11	19,173	9	7,841	12	4,890	8	1,669	28	9,205	8	3,242
MIAMI	364,952	435,687	451,325	23	16,248	15	45,613	53	102,486	43	106,012	48	41,878	44	21,722	26	14,615	112	32,966	18	13,813
Piqua	141,886	171,318	177,855	8	7,849	6	15,004	17	38,070	19	49,569	17	10,844	19	12,635	10	6,620	44	13,564	5	4,338
Troy	106,965	128,043	132,672	8	5,535	5	11,522	16	36,342	14	29,069	18	15,759	18	7,681	8	2,591	35	10,716	8	5,559
MONROE	38,898	43,020	43,983	6	1,689	4	2,475	12	15,665	6	11,727	10	3,353	6	2,286	3	1,121	16	1,413	2	1,364
MONTGOMERY	2,777,216	3,483,482	3,639,694	120	144,550	62	531,105	351	755,524	161	720,099	284	317,368	308	171,078	186	228,670	916	408,623	107	111,860
Dayton	884,301	1,051,692	1,088,814	32	51,345	15	133,930	131	184,149	45	266,870	94	100,894	77	34,960	51	73,869	144	118,988	42	37,831
MORGAN	28,686	33,096	34,088	3	2,045	2	1,502	7	10,466	6	7,763	7	3,735	2	495	1	1,494	15	2,262	2	1,391
MORROW	51,486	56,214	57,355	3	794	5	2,288	10	15,211	9	11,472	15	14,841	3	948	3	901	22	5,096	3	1,841
MUSKINGUM	343,258	396,370	408,212	28	28,582	16	54,690	61	93,495	36	83,471	48	35,357	48	15,994	34	14,690	140	39,031	20	14,205
Zanesville	240,482	275,683	283,577	14	8,420	12	41,361	37	52,830	29	67,606	29	23,053	46	15,339	26	12,582	94	27,382	17	12,051
NOBLE	33,269	37,147	38,055	4	5,102	1	630	7	9,385	6	13,735	7	3,629	3	517	2	516	11	1,629	2	693
OTTAWA	172,970	224,159	235,501	22	10,828	8	7,539	33	54,564	23	56,763	35	36,752	10	2,750	10	5,791	92	35,905	7	5,661
Oak Harbor	17,498	23,212	25,117	4	2,554	1	1,688	4	7,404	3	7,187	7	2,024	1	556	2	259	9	1,313	2	1,114
Port Clinton	78,232	98,544	105,315	8	4,921	2	3,527	12	28,285	8	19,285	13	9,363	7	1,922	8	5,328	31	17,332	3	3,819
PAULDING	41,327	50,073	52,005	10	3,812	1	415	15	14,038	8	13,429	13	6,667	5	628	6	4,210	24	4,037	7	2,417
PERRY	60,965	74,720	77,740	8	3,891	5	4,168	18	25,975	11	19,331	16	7,769	4	951	5	1,280	38	5,812	4	2,751
PICKAWAY	139,699	181,665	190,982	14	21,468	6	10,856	32	45,378	18	38,558	24	30,141	12	5,467	16	5,422	54	16,019	7	7,511
Circleville	89,913	115,478	121,142	6	5,905	3	6,340	21	36,660	13	17,839	15	20,501	11	5,024	11	4,305	31	10,984	6	6,518
PIKE	71,305	80,337	82,395	9	8,964	3	2,507	15	22,226	12	15,393	15	11,219	7	2,693	6	1,745	27	6,081	6	4,829
PORTAGE	443,106	496,605	508,965	38	36,414	12	34,903	88	122,391	51	137,344	85	60,913	23	6,922	27	11,286	149	53,333	17	14,446
Kent	151,132	168,039	171,991	5	3,725	4	22,418	25	30,057	12	62,593	22	12,039	9	3,535	7	3,212	53	22,248	3	2,901
Ravenna	88,053	98,306	100,681	8	8,559	3	4,439	12	31,552	9	17,324	16	12,305	6	1,492	6	1,767	28	7,816	7	5,721
PREBLE	84,984	102,169	105,946	15	13,548	4	1,379	22	31,522	13	16,058	25	18,370	7	1,153	8	1,617	34	12,026	7	3,896
PUTNAM	85,203	96,333	98,861	16	10,498	4	1,077	21	26,643	16	25,288	15	8,321	8	1,587	11	[illegible]	48	9,601	8	5,765
RICHLAND	601,620	716,768	742,234	37	37,447	21	128,564	83	140,252	53	171,140	72	79,068	76	31,348	52	24,531	210	64,131	18	20,992
Mansfield	354,491	425,349	440,988	14	8,764	12	54,179	51	81,510	30	130,089	38	44,472	42	19,161	35	18,323	134	40,236	11	12,485
Shelby	46,236	56,197	59,517	5	3,452	1	5,246	6	15,923	8	20,511	6	4,679	8	1,324	7	1,861	16	3,096	2	1,576
ROSS	236,590	260,229	265,808	22	14,231	7	44,432	54	64,525	28	42,633	36	26,093	25	9,338	19	10,661	99	26,425	12	10,238
Chillicothe	213,114	234,886	240,003	18	11,624	7	44,432	37	53,140	25	40,217	23	23,070	24	8,962	18	10,094	74	23,869	10	9,586
SANDUSKY	233,859	266,232	273,570	20	12,179	11	18,363	43	72,493	33	63,963	39	34,132	25	7,911	18	10,227	98	23,703	14	11,502
Fremont	122,293	137,471	140,919	9	6,536	7	13,111	15	40,552	14	16,080	17	16,768	19	6,120	12	6,882	57	13,590	7	7,345
SCIOTO	332,006	368,176	376,678	25	16,222	11	54,036	61	86,020	40	84,523	61	32,939	37	15,466	32	19,893	106	32,230	14	11,221
Portsmouth	206,987	228,524	233,619	14	8,909	8	38,485	23	52,779	20	40,383	34	20,508	30	11,587	26	16,494	64	21,647	9	7,856
SENECA	204,613	270,773	298,142	25	17,560	8	35,952	43	73,993	21	49,240	38	30,563	33	16,393	34	11,710	92	22,699	8	17,400
Fostoria	80,583	100,268	104,594	7	3,122	3	10,079	15	26,984	8	19,917	11	11,168	12	5,379	12	3,542	25	8,215	5	8,605
Tiffin	133,662	164,477	171,257	13	10,800	5	20,745	23	44,766	14	24,907	16	17,254	24	9,930	18	7,430	51	14,474	5	6,533
SHELBY	123,878	144,123	148,658	15	8,582	3	12,211	21	42,353	19	31,381	26	16,657	18	4,383	12	4,065	62	16,942	7	5,500
Sidney	82,034	94,630	97,454	7	4,275	3	12,211	9	27,784	13	10,260	17	12,972	16	4,383	10	3,415	35	12,284	7	5,500
STARK	1,725,870	1,940,823	1,989,922	107	105,283	40	242,443	285	463,241	156	420,873	224	184,392	187	104,337	144	87,932	570	195,404	66	64,600
Alliance	152,375	169,789	173,826	12	11,828	7	14,458	27	46,090	21	34,750	19	16,000	16	9,652	14	9,198	56	17,053	6	6,745
Canton	512,217	569,505	582,813	24	26,252	11	71,753	83	109,091	40	151,313	64	54,561	60	32,189	39	21,914	181	50,880	21	20,022
Massillon	192,425	217,946	223,780	14	7,218	6	18,158	35	68,734	17	63,163	23	19,444	14	10,241	11	5,828	60	13,320	7	7,433
SUMMIT	2,431,393	2,955,449	3,070,855	118	178,805	59	393,557	377	705,906	186	611,025	307	285,067	262	135,303	184	121,671	798	328,497	103	111,169
Akron	1,145,050	1,387,849	1,441,278	47	84,963	27	261,557	167	290,106	85	269,304	120	114,265	136	63,285	92	59,794	415	160,341	50	50,896
TRUMBULL	994,698	1,175,220	1,215,240	63	62,918	28	200,118	186	255,020	94	238,522	118	108,026	116	55,467	81	46,532	349	120,611	49	41,870
Niles	222,986	263,140	272,001	3	4,529	10	110,010	28	36,596	13	25,449	10	12,221	52	23,923	16	11,621	57	25,066	5	6,882
Warren	325,295	372,437	383,148	19	12,093	5	12,541	65	89,555	33	122,869	40	34,000	32	13,385	32	18,325	123	43,681	20	17,015
TUSCARAWAS	350,914	394,665	404,712	28	21,171	20	42,918	65	89,079	52	99,478	62	39,283	44	16,494	32	19,624	130	34,363	19	12,844
Dennison	6,109	6,698	6,894	1	415			3	768	1	1,323	2	1,213	2	136	1	541	8	613	2	1,172
Dover	83,804	94,162	96,544	5	6,840	4	9,637	16	21,534	12	23,304	11	7,700	12	3,757	7	5,729	19	9,339	5	3,480
New Philadelphia	138,158	156,159	160,253	4	2,538	7	28,205	16	38,063	11	35,645	19	13,370	19	11,695	15	4,549	38	13,910	8	4,417
Uhrichsville	26,243	29,484	30,564	2	946	2	1,393	7	5,776	8	11,179	9	3,457	4	397	2	1,198	12	2,211	1	841
UNION	81,649	87,942	89,526	10	3,952	5	11,399	14	22,972	11	20,391	12	10,025	13	3,340	5	1,751	30	7,013	4	3,011
Marysville	59,269	62,416	63,465	7	3,487	3	9,875	9	17,266	4	7,868	10	9,466	12	3,255	3	1,516	17	4,727	3	2,758
VAN WERT	100,355	120,565	125,028	12	6,032	6	6,902	24	29,613	16	39,745	15	14,265	13	3,332	8	2,368	46	10,490	5	5,348
Van Wert	79,122	95,468	99,074	7	2,880	3	6,728	15	21,013	13	35,576	14	11,051	11	2,331	7	1,717	32	8,322	5	5,348
VINTON	15,983	19,402	20,158	4	4,364	1	683	6	4,838	5	4,184	2	1,641			2	221	13	1,248	1	200
WARREN	318,430	413,611	434,770	31	23,442	10	57,362	61	116,831	28	57,836	52	58,376	31	10,107	28	15,698	108	51,480	17	18,973
WASHINGTON	269,143	329,643	342,961	20	17,688	12	32,610	43	79,656	34	67,381	53	50,180	16	10,414	20	13,695	93	31,490	8	21,948
Marietta	159,769	193,718	201,161	7	7,459	7	28,017	19	43,514	16	28,259	22	23,765	14	10,035	11	8,744	51	23,763	5	17,369
WAYNE	354,929	420,005	434,378	34	36,108	13	38,129	66	110,090	35	117,201	59	39,700	30	9,240	27	17,713	110	33,314	12	11,366
Wooster	189,866	226,094	234,080	11	11,110	7	22,729	21	60,379	15	63,869	28	21,613	18	7,562	18	9,145	48	19,733	7	7,930
WILLIAMS	128,629	146,212	150,179	23	9,571	9	11,587	23	36,059	20	29,139	29	23,527	18	6,886	9	1,639	59	13,872	8	5,298
Bryan	72,182	82,674	86,171	6	3,389	4	8,452	11	19,168	11	20,486	11	9,560	16	6,513	1	929	21	7,137	4	4,009
WOOD	492,563	585,086	605,587	30	15,645	23	77,001	62	130,697	39	107,128	65	100,306	59	19,927	48	33,322	139	59,891	25	26,234
Bowling Green	141,762	165,853	171,231	10	5,206	7	18,462	18	36,439	13	40,820	17	18,950	16	5,431	16	6,549	39	19,868	10	6,671
WYANDOT	71,308	81,139	83,367	11	7,893	4	3,070	20	17,773	11	20,611	20	10,530	12	2,062	7	4,499	42	7,895	6	2,717
Upper Sandusky	39,639	43,612	44,936	6	3,806	2	1,355	11	10,625	5	8,173	9	6,334	8	1,824	4	2,272	24	5,229	3	1,199

OKLAHOMA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	16,070,649	19,081,371	20,338,294	1,039	1,277,661	543	2,206,063	2,674	4,238,853	1,641	5,736,112	1,589	1,138,020	2,025	1,194,829	1,360	1,039,904	4,256	1,726,991	756	438,239
METROPOLITAN STATISTICAL AREAS																					
Enid, Ok.	382,498	421,294	443,201	21	27,868	9	37,434	62	85,434	35	125,540	38	23,250	60	34,229	38	28,798	105	39,895	16	15,710

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
Fort Smith, Ar-Ok	744,543	917,494	961,080	59	65,590	34	129,848	159	176,019	88	247,988	85	75,613	121	49,963	68	44,149	221	74,483	44	23,127
Lawton, Ok	498,181	672,749	731,595	24	35,071	13	110,812	97	155,316	48	204,146	38	20,070	63	38,207	44	44,024	143	67,023	15	11,508
Oklahoma City, Ok	5,795,863	7,024,577	7,504,683	267	482,314	122	834,057	613	1,341,038	419	2,271,227	437	354,727	650	478,364	414	433,305	1,396	723,560	206	140,049
Tulsa, Ok	3,801,929	4,233,054	4,463,955	193	254,203	90	469,131	552	915,747	337	1,272,679	290	255,084	425	281,105	322	261,754	952	401,067	139	82,575
COUNTIES, Cities																					
ADAIR	34,530	48,234	52,736	6	2,203	1	7,702	14	15,683	4	13,011	5	1,816	4	1,313	2	605	15	3,077	3	1,399
ALFALFA	26,669	34,470	37,187	3	1,288	1	1,369	14	18,976	3	3,192	9	5,333	2	428	2	644	8	1,565	3	1,770
ATOKA	44,435	61,876	67,602	3	5,400	4	10,942	16	17,411	7	16,025	10	6,172	6	1,653	3	866	14	2,828	3	2,282
BEAVER	12,482	17,062	18,581	2	1,895			7	6,469	3	2,535	3	1,376	4	944			10	1,891	2	1,084
BECKHAM	188,014	168,976	172,141	12	14,363	10	22,813	32	38,798	17	37,747	21	15,925	22	10,212	15	7,117	33	12,130	10	3,862
Elk City	132,216	125,091	122,716	6	9,145	5	19,687	17	28,750	11	27,718	12	8,428	18	8,785	14	5,103	19	8,900	6	1,768
BLAINE	61,606	64,107	66,817	8	5,798	5	2,805	20	15,972	11	16,766	12	6,643	10	2,534	6	1,276	22	3,963	7	2,118
BRYAN	113,528	156,363	170,559	10	7,857	7	13,952	20	35,442	15	49,866	11	5,396	17	10,017	14	8,409	42	13,742	9	6,163
Durant	98,187	135,320	147,627	5	4,165	5	11,460	11	32,018	13	45,681	10	5,087	17	10,017	14	8,409	31	10,857	9	6,163
CADDO	134,372	143,230	149,881	15	6,538	11	14,029	41	3[illegible],018	17	52,954	16	6,987	18	4,711	9	5,944	37	6,521	10	3,138
Anadarko	59,229	63,841	65,378	3	4,210	4	10,056	11	21,179	5	14,077	5	2,151	11	3,074	5	3,967	11	2,511	4	1,236
CANADIAN	313,828	342,936	360,276	15	19,022	7	32,880	32	66,664	27	163,166	26	17,501	18	10,433	16	10,342	58	22,893	10	3,867
El Reno	105,812	114,618	120,243	6	4,339	3	14,066	12	24,691	12	40,077	14	7,545	11	6,334	8	6,789	25	10,070	4	2,245
CARTER	234,936	242,931	252,951	20	14,026	9	26,776	54	53,426	34	62,758	37	14,291	42	21,237	28	10,997	66	19,946	15	5,683
Ardmore	207,818	215,199	224,139	16	11,131	6	23,727	41	44,815	32	62,053	25	11,802	38	20,539	25	10,124	53	17,268	12	4,176
CHEROKEE	98,058	135,609	147,996	8	9,607	4	20,156	30	44,831	13	28,377	15	11,116	10	6,685	11	3,933	32	9,176	8	3,865
Tahlequah	81,279	113,001	123,575	5	7,720	2	14,876	24	40,615	9	23,805	12	8,296	10	6,685	11	3,933	19	6,996	7	3,613
CHOCTAW	47,539	64,028	69,622	4	1,206	4	13,052	13	16,846	8	18,440	9	3,995	7	2,418	6	1,941	14	3,194	2	970
Hugo	35,158	49,229	53,919	4	1,206	3	11,707	6	6,129	8	18,440	7	3,629	7	2,418	6	1,941	12	3,006	2	970
CIMARRON	13,690	14,601	15,278	3	635	2	1,234	4	3,743	6	4,347	4	2,807	2	252	1		9	1,316	1	305
CLEVELAND	803,272	1,030,655	1,111,441	32	50,829	17	109,723	75	170,594	49	452,429	51	47,680	103	75,870	56	38,843	176	92,423	27	18,416
Norman	613,056	788,396	850,645	15	26,591	14	88,056	40	96,426	37	406,505	36	36,481	76	61,139	44	26,116	128	68,064	15	12,377
COAL	9,405	12,941	14,110	4	3,702	4	2,204	4	4,550	1	632	2	634					5	571	1	413
COMANCHE	498,181	672,749	731,595	24	35,071	13	110,812	97	155,316	48	204,146	38	20,070	63	38,207	44	44,024	143	67,023	15	11,508
Lawton	472,060	637,053	692,724	21	31,767	13	110,812	75	136,707	46	202,132	35	18,760	57	35,268	44	44,024	129	64,303	13	9,776
COTTON	23,118	26,022	27,466	1	1,207	4	1,156	5	5,025	3	13,785	4	1,155	2	453	2	305	4	603	3	950
CRAIG	69,637	91,249	98,738	9	6,255	4	8,347	14	16,026	9	33,068	15	13,033	6	3,133	7	2,308	19	7,268	2	3,786
Vinita	50,354	67,915	73,768	5	3,079	3	7,103	8	14,791	7	28,692	10	3,249	6	3,133	6	2,112	8	4,249	2	3,786
CREEK	223,091	307,279	335,183	16	12,566	10	34,383	54	105,919	39	97,498	31	19,278	25	9,600	17	10,862	60	21,604	16	6,815
Sapulpa	134,515	185,196	202,030	7	4,871	5	24,097	26	62,185	17	65,726	10	8,958	10	6,818	10	7,648	28	11,938	8	3,842
CUSTER	213,516	212,336	218,995	19	17,048	8	20,367	36	44,615	25	60,478	33	12,979	40	12,734	21	11,973	46	20,421	9	3,972
Clinton	101,528	103,210	103,771	9	6,310	3	9,150	14	22,042	14	34,921	16	4,890	19	6,636	10	4,884	18	7,332	4	2,141
Weatherford	102,208	102,144	102,122	8	9,542	2	10,727	13	18,791	9	25,219	11	5,685	21	6,098	9	6,254	22	10,823	4	1,804
DELAWARE	64,050	92,703	101,933	11	11,886	4	15,778	18	27,722	12	14,842	12	5,913	7	4,321	9	5,054	24	5,332	4	1,927
DEWEY	16,431	15,994	16,486	1	1,480	1	507	14	7,707	1	1,622	5	1,424	1	270			13	1,251		
ELLIS	22,364	22,189	22,955	6	2,384	1	1,355	7	4,059	4	9,261	6	1,487	2	312	1	152	7	1,086	2	1,319
GARFIELD	382,498	421,294	443,201	21	27,868	9	37,454	62	85,434	35	125,540	38	23,250	60	34,229	38	28,798	105	39,895	16	16,710
Enid	365,292	402,299	423,219	19	27,012	8	34,104	50	79,767	32	123,207	33	19,914	60	34,229	37	27,956	102	39,200	15	15,564
GARVIN	123,904	136,431	143,496	10	8,187	9	7,586	37	39,970	21	41,031	19	12,168	19	7,711	11	5,759	35	7,925	8	4,063
Pauls Valley	54,811	60,670	62,623	3	3,257	4	5,895	10	18,152	7	14,148	5	6,613	8	4,149	6	3,014	9	2,435	3	1,637
GRADY	168,423	170,590	177,047	12	9,503	4	17,145	32	39,643	20	51,825	28	12,301	25	9,312	13	6,151	40	11,947	11	6,087
Chickasha	129,234	131,037	136,027	6	5,995	3	14,268	16	27,476	15	43,128	16	7,120	24	9,061	12	5,832	32	10,952	7	4,758
GRANT	20,484	21,872	22,891	6	878	1	103	9	5,173	5	10,789	4	1,804	2	110	3	510	9	[illegible],235	3	766
GREER	16,107	17,133	17,915	1	321	2	323	6	6,266	2	2,451	7	1,163	8	1,174	3	882	11	1,035	4	1,666
HARMON	10,146	14,007	15,284	1	480	2	921	6	4,908	2	4,374	3	894	1	613	1	206	2	213	2	154
HARPER	13,255	17,857	19,403	2	803	2	503	5	5,764	8	5,822	3	2,258	3	458	1	67	7	1,339	3	716
HASKELL	39,353	51,799	56,079	6	4,729	6	4,989	12	13,899	7	17,465	4	4,003	4	1,793	2	1,987	7	1,056	5	1,145
HUGHES	43,643	51,781	55,133	9	2,273	5	8,185	18	14,180	13	16,717	8	1,063	8	1,733	3	1,020	15	2,276	7	1,950
Holdenville	34,187	41,638	44,121	4	1,673	3	6,329	9	9,628	9	15,875	5	838	8	1,733	3	1,020	8	1,217	4	1,475
JACKSON	146,176	190,141	205,486	14	21,217	9	16,390	24	32,844	19	69,505	13	5,756	31	14,643	18	9,608	42	14,767	7	5,024
Altus	136,041	176.800	191,044	11	15,985	9	16,390	19	30,040	18	66,567	13	5,756	29	13,884	17	9,582	38	14,100	7	5,024
JEFFERSON	20,822	27,620	29,937	5	1,663	2	322	10	7,759	3	7,898	7	1,740	6	1,188	2	140	11	2,779	4	1,414
JOHNSTON	13,546	19,718	21,698	2	900			12	11,099	2	2,202	2	992	2	159	1	95	6	795	2	706
KAY	268,981	355,541	385,236	16	19,557	8	33,770	39	79,611	37	105,481	37	35,871	48	24,598	26	17,758	72	29,736	16	12,569
Blackwell	43,672	57,333	61,886	2	1,376	1	3,377	7	16,251	7	19,903	2	6,258	4	2,401	3	1,262	14	4,366	3	3,095
Ponca City	184,312	244,970	265,681	9	12,575	5	27,840	23	50,877	20	69,368	23	21,861	39	20,643	19	15,923	41	19,238	9	8,474
KINGFISHER	78,268	85,948	90,369	8	6,481	2	6,649	17	16,889	12	33,072	11	10,464	8	2,758	4	2,377	17	3,774	6	2,106
KIOWA	47,637	51,019	53,427	5	2,984	5	3,823	17	14,858	10	17,730	8	2,228	10	2,540	8	1,704	11	1,541	6	2,007
Hobart	33,050	36,199	37,248	3	1,753	2	3,600	5	9,597	7	12,159	6	1,636	6	2,289	6	1,252	8	1,214	4	1,310
LATIMER	21,441	23,401	24,568	4	2,858	4	1,626	9	10,943	4	2,194	4	1,127	3	897			4	937	4	780
LE FLORE	109,136	141,844	153,237	11	15,156	11	19,560	41	45,164	26	39,944	10	3,366	9	4,597	10	4,857	33	6,415	10	3,514
LINCOLN	85,097	112,770	122,222	9	15,765	8	8,288	27	32,052	13	23,209	19	11,719	9	3,134	6	5,269	39	10,115	5	2,592
LOGAN	82,178	99,261	105,978	8	4,230	4	9,761	17	29,854	18	35,331	20	6,096	10	3,538	3	935	28	7,502	6	3,329
Guthrie	61,172	74,704	79,214	5	2,476	3	7,256	9	23,887	14	27,232	8	3,609	8	2,805	3	935	15	4,440	5	2,750
LOVE	14,845	17,202	18,232	1	1,175	2	320	11	6,827	3	605	7	3,468	3	126	1	251	10	2,310	2	173
MCCLAIN	84,805	118,003	128,940	4	7,076	5	13,213	19	35,644	13	42,626	14	7,469	6	3,978	5	2,372	25	8,798	6	2,616
MCCURTAIN	114,048	149,384	161,613	12	10,864	7	22,721	36	41,330	22	36,156	12	7,698	11	6,102	11	6,074	32	8,140	10	5,382
Idabel	56,031	74,747	80,986	3	4,966	3	11,262	13	20,515	8	17,840	6	5,108	8	4,485	8	4,615	14	4,582	5	2,071
MCINTOSH	65,561	87,366	94,785	9	8,768	4	3,818	16	21,049	9	29,752	11	6,617	6	2,618	4	2,638	18	6,318	5	2,156
MAJOR	48,014	48,512	50,334	6	2,892	4	3,041	10	7,577	6	21,868	9	7,219	6	1,418	1	37	15	2,675	2	1,025
MARSHALL	40,653	55,496	60,438	7	3,888	4	3,297	14	16.633	8	21,346	4	2,188	3	783	2	473	15	3,774	2	2,154
MAYES	113,265	159,738	174,925	13	12,070	8	21,291	29	51,189	20	33,857	10	12,313	22	6,931	13	7,920	41	10,851	8	3,062
Pryor	75,282	108,923	120,136	4	7,869	6	18,622	14	34,935	11	25,483	5	2,204	18	6,540	9	7,286	22	7,398	4	2,093
MURRAY	57,287	67,260	71,473	5	3,940	3	6,153	12	16,433	7	29,382	6	1,864	10	988	4	981	15	2,865	5	1,492
MUSKOGEE	315,636	441,728	483,164	24	24,929	8	51,978	64	105,233	40	135,683	27	27,306	45	36,496	29	20,874	[illegible]	38,751	17	9,547
Fort Gibson	NO DATA AVAILABLE FOR THIS CITY																				
Muskogee	285,337	399,931	437,576	18	21,797	8	51,978	47	83,739	35	134,011	22	23,125	43	34,241	27	19,023	70	36,544	14	8,481
NOBLE	47,077	52,406	55,196	7	4,267	2	5,352	11	14,016	4	[illegible]0,673	15	7,876	4	1,350	2	457	17	4,124	4	1,761
Perry	41,624	47,353	49,262	6	3,281	2	4,799	8	13,232	4	10,673	12	6,238	4	1,350	2	410	14	3,717	3	1,185
NOWATA	28,995	33,613	35,651	6	3,942	3	3,935	8	7,165	7	9,222	5	1,309	3	778	2	2,173	11	2,557	4	953
Nowata	26,629	31,464	33,076	4	3,481	3	3,935	5	6,221	7	9,222	5	1,309	3	778	2	2,173	7	1,928	4	953
OKFUSKEE	23,871	31,080	33,578	6	4,023	3	1,783	10	11,612	3	4,335	7	2,860	3	951	1	528	11	1,268	2	1,704

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

OKLAHOMA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
OKLAHOMA	4,235,447	5,070,384	5,404,804	182	362,583	76	623,410	432	939,415	286	1,499,455	292	258,149	477	367,334	310	364,452	998	543,557	138	102,083
Edmond	235,132	292,393	313,628	14	32,609	6	23,557	21	64,098	15	114,084	16	10,403	24	15,664	11	6,496	53	24,347	10	5,998
Midwest City	353,827	418,571	445,328	7	16,388	11	98,426	28	117,380	25	85,458	17	20,414	42	31,788	15	9,491	85	40,412	14	8,414
Oklahoma City	3,209,218	3,835,286	4,086,745	140	299,423	49	471,436	317	570,965	195	1,166,638	222	196,166	372	298,754	235	312,180	740	425,673	85	70,452
OKMULGEE	144,071	185,371	199,942	13	9,540	7	30,854	32	54,055	23	45,188	21	11,523	24	11,798	11	6,941	35	12,030	6	4,278
Henryetta	52,264	67,452	72,515	5	3,243	3	15,431	6	11,736	6	16,227	14	6,899	14	4,497	5	2,724	13	4,466	3	2,298
Okmulgee	71,973	93,237	100,683	5	4,908	2	3,164	17	31,496	15	24,905	7	4,274	10	7,301	5	3,796	19	7,001	3	1,980
OSAGE	71,690	79,684	83,935	11	7,089	4	2,005	21	25,588	21	20,968	18	6,923	13	5,579	3	988	31	5,323	8	3,593
Pawhuska	26,634	28,712	29,404	4	3,939	2	767	6	10,285	4	2,351	9	3,608	7	2,710	1	251	10	1,573	3	1,031
OTTAWA	132,414	182,129	198,582	14	11,600	4	22,583	42	52,933	18	37,991	21	23,019	23	13,650	9	6,218	44	12,625	10	6,500
Miami	110,341	152,513	166,422	8	8,881	3	19,433	24	43,206	13	34,650	17	18,876	20	12,251	7	5,774	32	11,519	7	5,584
PAWNEE	50,256	70,122	76,640	6	3,195	3	7,253	14	20,443	12	19,178	7	7,373	4	2,082	5	2,223	16	4,919	6	3,246
PAYNE	280,804	374,533	406,405	21	32,708	12	49,621	48	96,271	37	84,350	34	22,809	50	25,731	36	16,572	93	41,959	15	10,052
Cushing	61,627	82,049	88,856	7	7,428	5	16,344	8	23,166	12	17,917	11	4,449	11	4,099	6	2,023	16	6,252	6	3,131
Stillwater	197,498	263,789	286,311	12	22,391	5	32,661	29	65,100	20	55,796	19	16,051	38	21,190	30	14,549	66	32,229	9	6,921
PITTSBURG	153,809	199,812	215,901	12	12,561	9	36,359	42	49,503	24	56,167	22	9,502	29	6,074	18	8,058	50	15,608	8	4,565
McAlester	123,525	163,427	177,095	6	7,713	7	33,938	27	38,802	19	47,715	16	6,102	28	6,012	15	7,655	29	11,797	6	4,269
PONTOTOC	165,640	219,073	237,346	13	13,641	6	27,650	30	53,472	17	61,821	16	9,497	35	17,592	20	11,091	40	16,859	9	5,173
Ada	149,811	198,427	215,031	11	12,926	5	25,445	17	42,835	13	58,715	15	9,211	35	17,592	18	11,020	33	15,945	8	4,898
POTTAWATOMIE	276,333	363,338	393,244	26	38,574	13	45,070	38	98,867	26	78,220	34	17,832	36	17,211	24	16,361	111	48,387	19	9,738
Shawnee	233,946	305,873	330,735	22	34,958	10	41,075	24	80,340	21	72,488	21	10,915	30	16,908	21	14,007	88	36,926	16	9,145
PUSHMATAHA	27,441	38,047	41,550	3	1,152	4	2,395	14	13,540	8	11,818	5	2,753	1	574	3	1,052	11	2,143	2	1,671
ROGER MILLS	17,929	18,050	18,710			2	3,188	9	6,026	5	3,616	3	1,928	2	330			8	1,044	1	476
ROGERS	156,349	218,227	238,655	17	21,292	4	25,568	42	63,885	18	63,501	14	19,837	19	8,299	13	4,214	44	17,993	5	2,478
Claremore	118,817	170,668	187,951	8	14,130	3	24,806	19	51,275	13	61,436	5	3,561	15	7,823	8	3,036	27	13,253	1	2,242
SEMINOLE	103,085	109,621	114,657	8	4,065	7	9,933	37	36,338	18	30,678	16	8,564	16	5,871	11	4,166	29	6,757	11	2,697
Seminole	69,972	77,341	79,797	3	2,294	4	8,777	16	22,442	8	24,204	7	3,831	12	4,917	8	3,858	16	4,807	5	1,611
Wewoka	18,678	15,248	20,330	1	257	2	557	8	8,036	8	5,087	5	1,902	4	954	3	223	9	1,439	4	951
SEQUOYAH	84,792	121,583	133,475	8	8,072	5	13,157	33	39,862	12	31,272	11	16,274	5	2,953	4	4,487	31	6,468	7	1,749
STEPHENS	227,575	235,244	244,944	17	17,808	11	21,673	34	53,616	27	78,397	17	10,290	34	13,501	23	10,330	52	16,526	14	7,395
Duncan	179,375	186,357	194,208	13	15,490	8	18,176	16	36,184	20	66,370	13	8,855	28	12,088	20	8,227	39	12,725	9	5,807
TEXAS	79,421	106,825	116,076	8	9,627	3	16,526	18	28,478	11	16,546	15	12,130	12	7,817	11	5,508	33	10,297	5	4,044
Guymon	64,792	87,885	95,583	4	5,373	3	16,526	8	22,333	6	14,615	10	7,395	11	7,540	10	5,295	25	8,983	4	3,700
TILLMAN	32,296	40,017	42,909	5	1,077	7	4,154	11	10,723	5	10,894	9	4,553	7	2,243	5	1,832	19	2,689	5	1,588
Frederick	25,944	33,150	35,552	5	1,077	5	2,841	6	8,601	5	10,894	5	2,426	7	2,243	5	1,832	11	1,894	5	1,516
TULSA	3,286,504	3,540,995	3,711,764	140	206,574	69	395,744	407	684,896	244	1,082,165	220	204,558	361	254,813	282	238,944	787	349,009	104	67,980
Broken Arrow	194,266	209,049	219,094	13	9,592	6	21,583	32	56,069	17	80,375	13	10,395	17	6,544	20	6,922	47	15,308	12	4,378
Tulsa	2,764,648	2,975,735	3,118,861	95	164,206	48	325,290	312	522,842	194	927,780	172	163,041	312	233,131	241	221,613	664	307,486	75	53,926
WAGONER	64,295	86,869	94,418	9	6,682	3	11,431	28	35,459	15	8,547	7	4,488	7	2,814	7	6,746	30	7,138	6	1,709
WASHINGTON	267,825	269,109	278,949	18	20,774	5	35,003	37	60,851	27	63,907	23	16,932	34	17,031	31	15,774	66	25,331	10	6,145
Bartlesville	248,203	245,420	254,377	16	18,101	5	35,003	25	53,309	24	63,387	18	12,689	33	16,435	28	14,156	61	24,340	9	5,431
WASHITA	56,561	53,756	55,242	8	5,275	2	2,660	16	15,973	9	15,346	9	5,402	6	1,726	5	1,477	19	3,489	3	723
WOODS	59,117	66,406	70,075	6	3,722	5	7,729	14	16,077	7	21,239	10	2,260	6	2,896	12	4,469	21	5,511	4	2,129
Alva	53,414	61,588	64,312	3	3,440	3	7,260	10	13,794	6	20,778	9	2,227	6	2,896	11	4,413	15	4,802	2	1,966
WOODWARD	180,091	181,821	188,606	12	14,097	5	25,455	14	38,752	16	49,818	18	11,963	25	11,469	19	9,505	40	13,792	6	3,292
Woodward	172,822	174,690	181,243	11	13,804	4	24,447	11	37,107	14	48,581	14	10,731	24	11,377	18	9,405	33	13,193	6	3,292

OREGON RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	12,634,032	15,060,390	15,678,679	941	767,286	369	2,195,462	2,370	3,080,083	1,221	3,507,521	1,492	1,141,523	1,354	753,636	1,253	744,613	4,581	1,649,678	465	487,544
METROPOLITAN STATISTICAL AREAS																					
Eugene-Springfield, Or	1,237,952	1,457,894	1,515,189	79	77,432	30	209,440	312	308,403	129	356,377	139	101,751	130	67,444	138	85,548	427	154,515	42	38,802
Medford, Or	661,061	855,139	903,107	58	43,127	24	129,398	113	160,456	59	217,431	76	60,285	65	38,991	67	42,395	222	78,888	22	19,076
Portland, Or	6,060,275	7,114,421	7,392,916	290	279,723	130	1,320,207	897	1,291,607	426	1,611,823	547	494,909	573	383,282	549	392,931	1,876	811,266	159	119,344
Salem, Or	1,034,814	1,188,069	1,229,361	104	69,422	34	201,868	177	234,549	106	273,647	132	91,418	108	59,863	108	60,824	380	126,533	41	34,365
COUNTIES, Cities																					
BAKER	59,963	67,450	69,555	5	1,922	5	3,634	18	19,595	13	16,743	6	5,599	10	3,271	7	1,544	34	8,207	3	2,334
Baker	50,904	57,459	59,288	5	1,922	4	3,302	13	17,061	13	16,743	5	3,431	9	2,785	7	1,544	20	5,466	3	2,334
BENTON	250,508	289,119	299,492	22	10,769	6	37,198	50	72,189	29	56,176	29	17,812	42	15,373	30	14,290	99	38,730	8	10,859
Corvallis	231,053	267,097	276,765	18	8,577	4	35,891	41	68,003	27	55,038	20	11,165	40	15,098	27	13,756	79	34,202	7	10,351
CLACKAMAS	970,994	1,181,250	1,234,528	71	63,273	24	206,951	214	338,554	86	235,252	95	87,303	105	38,535	85	47,349	278	110,479	32	22,027
Oregon City	137,676	165,338	172,421	4	2,783	4	44,795	21	43,912	10	31,122	9	9,849	14	3,882	15	7,022	30	13,166	4	3,035
CLATSOP	151,192	168,640	173,673	17	10,500	9	4,448	40	46,399	16	28,726	17	9,241	27	10,921	14	6,573	100	27,470	9	10,899
Astoria	77,011	84,886	87,265	5	3,395	2	877	16	20,437	11	24,071	8	4,821	14	6,408	7	4,262	36	11,187	3	3,257
COLUMBIA	89,641	116,508	123,104	11	5,563	6	1,899	33	43,014	16	17,854	14	9,344	12	4,438	12	8,720	57	13,934	8	9,242
COOS	267,951	306,026	316,388	29	24,987	9	22,561	65	76,398	33	65,938	40	23,754	33	16,642	31	14,609	125	28,684	15	13,776
Coos Bay	126,231	142,225	146,700	15	16,032	2	6,703	16	28,914	21	49,876	11	6,993	10	6,379	14	6,335	46	10,100	4	3,883
North Bend	83,566	96,222	100,441	5	4,778	3	13,543	15	20,624	4	10,585	18	11,012	18	8,707	11	4,577	33	8,546	4	8,285
CROOK	34,084	48,198	51,685	5	2,783	2	311	14	21,066	5	7,822	7	2,284	7	4,236	2	507	17	3,874	3	2,891
CURRY	67,253	84,969	89,350	13	10,507	6	2,957	20	24,588	12	16,653	16	8,147	9	1,829	10	3,416	45	10,786	5	4,178
DESCHUTES	315,139	410,234	433,709	44	37,397	9	38,368	54	99,544	38	88,176	48	34,141	55	26,395	34	12,354	127	42,025	16	21,052
Bend	204,637	264,901	279,816	23	22,021	3	22,558	31	56,780	20	67,133	26	19,042	33	15,816	23	9,338	73	28,150	10	13,597
DOUGLAS	351,045	472,036	501,802	24	19,454	20	43,584	105	121,549	42	127,425	68	51,732	40	18,214	35	16,669	172	48,433	22	18,770
Roseburg	222,756	300,490	319,625	11	9,691	8	38,675	39	58,468	24	97,707	23	21,890	31	15,837	28	14,365	73	26,836	11	15,465
GILLIAM	4,784	5,310	5,463	2	584			3	952	2	772	5	1,407					5	1,043	2	142
GRANT	21,022	26,335	27,659	4	1,037	1	1,410	8	9,408	4	6,347	6	1,298	4	1,415	3	699	13	1,510	3	1,513
HARNEY	26,163	33,059	34,764	7	2,809	4	1,263	5	9,279	6	7,574	12	4,703	5	557	1	687	17	3,315	1	1,363
HOOD RIVER	70,969	84,063	87,458	12	8,031	3	5,231	14	25,540	13	20,390	10	4,751	6	2,032	6	2,518	27	9,600	3	1,724

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OREGON RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
JACKSON	661,061	855,139	903,107	58	43,127	24	129,398	113	160,456	59	217,431	76	60,285	65	38,991	67	42,395	222	78,888	22	19,076
Ashland	63,165	80,120	84,319	6	3,578	4	6,147	15	30,309	1	6,375	11	7,104	12	2,512	10	2,933	44	11,346	4	3,653
Medford	462,468	605,322	640,586	21	22,500	12	116,562	53	64,033	45	180,317	41	38,128	51	36,094	51	32,838	106	49,448	10	12,165
JEFFERSON	47,818	51,366	52,578	6	3,120	2	1,483	10	15,894	9	16,219	11	4,525	4	1,418	2	130	20	5,355	3	1,705
JOSEPHINE	285,788	351,204	367,606	33	26,746	5	27,542	63	73,667	38	101,152	45	39,552	28	17,341	28	14,284	99	30,150	8	12,395
Grants Pass	240,020	295,627	309,561	17	12,478	5	27,542	41	57,794	31	94,696	31	31,045	27	16,946	25	13,303	70	22,775	7	11,545
KLAMATH	262,355	379,756	395,179	21	20,219	9	36,894	60	75,146	32	75,482	45	21,956	33	17,802	35	14,226	113	31,215	8	79,282
Klamath Falls	192,759	232,004	242,072	9	14,756	7	14,039	35	43,651	24	61,021	22	10,957	27	11,083	30	13,135	67	20,667	7	33,948
LAKE	29,636	36,296	37,967	5	4,511	1	841	11	10,456	5	9,984	8	2,867	4	543	3	1,414	16	3,241	3	1,565
LANE	1,237,952	1,457,894	1,515,189	79	77,432	30	209,440	312	308,403	129	356,377	139	101,751	130	67,444	138	85,548	427	154,515	42	38,802
Eugene	748,775	994,533	903,705	29	35,561	16	153,212	162	161,317	62	197,585	57	40,451	99	53,605	101	66,249	241	95,673	17	24,469
LINCOLN	164,264	191,043	198,110	21	21,550	6	6,859	53	42,340	21	29,725	33	20,618	17	4,861	16	4,062	116	37,315	13	11,502
LINN	361,782	426,567	443,408	35	24,805	14	54,171	69	83,350	49	112,882	57	51,585	30	14,417	33	16,683	135	40,645	18	17,242
Albany	231,519	274,724	285,860	18	10,937	5	51,332	28	38,258	27	71,472	25	32,396	16	10,622	24	13,178	74	33,385	5	6,351
MALHEUR	137,741	150,734	154,725	14	10,766	12	16,070	25	33,218	22	37,993	17	10,387	22	7,738	11	4,419	45	15,086	7	5,560
Ontario	114,537	125,764	129,170	9	8,615	7	14,958	13	24,251	18	34,387	11	7,656	19	6,865	11	4,419	34	12,899	5	4,252
MARION	945,907	1,088,288	1,126,523	83	59,018	28	198,482	156	192,355	92	264,501	109	81,330	98	58,375	95	58,082	330	113,308	32	31,542
1Salem	636,633	729,283	754,394	41	29,032	16	166,380	80	86,706	54	188,890	65	35,032	86	54,061	71	49,818	202	75,242	19	20,635
MORROW	17,921	23,808	25,253	5	2,114	1	914	11	5,349	4	4,762	7	4,920	4	801	3	514	11	3,211	2	552
MULTNOMAH	3,334,473	3,737,253	3,852,149	125	108,946	70	733,452	440	573,933	217	753,836	312	269,618	289	217,613	299	232,026	1,178	477,394	80	50,274
Portland	2,321,515	2,561,753	2,633,585	81	80,113	46	509,472	305	367,414	145	461,444	214	172,509	192	165,891	228	176,772	880	331,217	64	23,794
POLK	88,907	99,781	102,838	21	10,404	6	3,386	21	42,194	14	9,146	23	10,088	10	1,488	13	2,742	50	13,225	9	2,823
SHERMAN	8,307	11,334	12,073	1	414	1	49	3	595			6	6,033					8	4,050	1	145
TILLAMOOK	80,427	91,612	94,653	16	8,986	4	2,367	33	29,148	7	18,613	15	6,410	11	3,744	10	2,829	59	10,705	7	2,344
UMATILLA	290,892	324,408	334,086	27	18,645	7	12,877	51	83,248	48	95,259	40	28,846	37	15,063	31	9,810	116	29,908	13	15,873
Pendleton	110,066	121,386	124,795	8	4,340	3	11,225	15	24,475	21	38,332	13	9,433	19	8,566	12	3,547	47	12,512	3	3,137
UNION	91,688	126,442	134,997	13	8,382	3	2,741	21	31,862	13	33,644	15	12,371	15	6,205	15	6,521	39	13,252	9	10,785
La Grande	81,028	110,497	120,320	9	7,264	3	2,741	14	28,097	8	31,276	9	9,987	13	5,892	15	6,521	29	11,200	7	9,878
WALLOWA	26,806	34,641	36,577	8	2,722	1	968	8	10,451	9	12,981	7	1,561	7	1,190	3	779	16	2,298	5	1,296
WASCO	121,283	130,021	133,031	10	8,259	3	7,202	21	20,627	14	37,047	14	7,316	16	7,610	16	4,658	40	14,027	6	16,968
The Dalles	117,532	126,069	129,000	8	7,926	2	7,191	17	19,292	14	37,047	12	7,104	16	7,610	16	4,658	32	13,159	5	16,395
WASHINGTON	1,545,155	1,949,955	2,050,763	74	92,479	30	370,435	190	314,981	93	539,271	112	121,902	149	118,825	144	105,146	333	203,095	31	34,045
WHEELER	3,508	3,688	3,761			2	707	3	196	1	1,904							5	407		
YAMHILL	209,653	245,963	255,476	20	15,025	6	9,369	53	64,139	30	83,464	28	16,086	30	8,309	21	8,410	87	20,298	16	12,998

PENNSYLVANIA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	50,775,600	60,634,320	63,179,360	2,985	2,936,517	1,551	7,618,916	8,594	13,697,755	4,209	13,768,281	5,781	4,463,403	6,474	3,509,266	4,191	2,900,855	16,228	5,452,504	2,628	2,204,981
METROPOLITAN STATISTICAL AREAS																					
Allentown-Bethlehem, Pa-N.J.	3,008,001	3,596,454	3,745,386	153	150,969	76	443,134	456	807,963	234	834,592	347	291,096	325	176,073	228	157,676	902	309,613	116	114,677
Altoona, Pa	610,467	704,670	729,535	43	39,696	21	103,599	102	164,863	72	173,877	64	41,653	73	42,945	56	38,356	188	49,192	30	26,617
Beaver, Pa	751,924	745,069	752,169	44	28,144	29	139,480	158	206,774	59	117,670	96	59,239	104	32,130	66	31,668	237	53,458	44	29,464
Erie, Pa	1,184,298	1,362,223	1,409,638	72	58,789	41	168,464	187	[illegible]	118	312,796	159	144,523	150	71,614	96	70,982	383	124,522	53	52,110
Harrisburg-Lebanon-Carlisle, Pa	2,892,765	3,586,945	3,760,532	130	172,175	70	424,316	454	825,295	207	816,241	339	332,358	310	148,663	220	163,351	784	305,831	110	123,387
Johnstown, Pa	937,393	1,008,595	1,032,157	83	69,620	42	128,961	179	240,474	124	235,508	132	76,604	94	38,939	87	46,750	329	67,960	45	34,735
Lancaster, Pa	1,677,169	2,157,566	2,275,723	79	144,280	54	229,581	357	510,696	163	502,175	170	127,468	185	102,623	161	133,482	468	198,925	61	69,945
Philadelphia, Pa-N.J.	20,903,587	26,275,983	27,568,433	1,014	1,121,995	475	3,302,728	3,293	5,637,681	1,247	6,091,632	2,017	1,787,941	2,851	1,740,595	1,602	1,349,413	6,230	2,488,673	1,069	930,249
Pittsburgh, Pa	9,901,282	10,927,616	11,229,926	530	468,603	257	1,612,776	1,575	2,414,763	712	2,539,306	1,084	813,541	1,152	583,970	763	527,252	3,085	1,043,866	541	392,965
Reading, Pa	1,509,148	1,990,195	2,107,796	68	64,507	38	249,356	263	404,878	112	485,045	158	126,062	198	246,746	127	100,090	496	176,010	41	49,280
Scranton-Wilkes Barre, Pa	2,985,140	3,601,137	3,757,830	209	178,173	114	487,872	540	865,788	282	725,784	358	260,057	402	201,673	244	136,597	1,038	322,217	172	155,779
Sharon, Pa	506,626	533,070	543,546	29	28,044	20	71,155	105	120,996	65	142,107	83	40,389	72	25,695	50	24,931	187	47,123	28	15,395
State College, Pa	492,096	624,443	657,027	34	59,638	20	67,364	75	138,724	45	132,848	64	43,891	75	30,898	51	32,167	136	64,820	24	22,623
Williamsport, Pa	516,292	583,816	602,327	29	28,915	19	74,691	98	145,735	61	143,067	55	28,609	92	40,770	43	27,844	189	41,813	29	20,589
York, Pa	1,579,679	1,921,406	2,007,648	111	122,580	53	237,967	309	453,691	186	452,919	182	137,612	176	79,519	162	95,185	506	170,467	61	53,007
ADAMS	188,911	237,693	249,675	17	17,520	4	7,308	43	64,707	31	47,942	33	24,643	16	4,265	24	9,429	103	36,625	6	6,526
Gettysgurg	95,668	122,078	128,537	7	5,889	2	5,156	18	33,232	16	25,558	17	11,515	11	3,131	13	6,015	48	20,095	3	5,814
ALLEGHENY	6,841,666	7,521,354	7,724,225	302	251,313	150	1,142,737	1,023	1,635,305	392	1,711,615	675	521,050	784	436,636	505	371,060	2,170	789,827	368	279,517
Brackenridge	4,880	4,873	4,871	1	212			3	1,270	1	894	2	408			1	192	3	275	1	195
Clairton	47,971	50,484	51,468	3	2,990	4	8,877	17	16,296	6	6,372	5	7,000	3	787	2	596	19	3,908	2	606
Duquesne	34,951	39,459	40,690	2	1,466	2	9,773	4	8,420	3	1,540	3	2,071	4	2,187	5	2,523	22	6,315	3	3,713
McKeesport	143,614	200,106	160,174	8	6,983	4	7,552	35	37,647	12	54,190	13	12,439	12	7,363	12	8,672	59	13,946	8	5,531
Pittsburgh	2,129,969	2,316,444	2,374,404	62	42,441	27	283,908	334	492,720	83	480,426	182	138,711	287	180,222	149	110,316	858	327,137	130	104,787
Tarentum	36,506	43,072	45,260	4	5,795	1	3,008	12	7,111	8	17,151	3	1,147	2	503	7	2,659	12	2,365	4	3,405
ARMSTRONG	247,594	270,843	277,911	28	17,686	9	16,856	63	82,329	40	63,573	55	27,773	35	3,453	28	10,502	101	19,729	21	12,521
Kittanning	68,170	74,678	76,658	6	2,310	2	6,411	12	20,456	14	21,326	9	3,807	15	1,465	7	3,142	18	5,070	7	5,202
BEAVER	751,924	745,069	752,169	44	28,144	29	139,480	158	206,774	59	117,670	96	59,239	104	32,130	66	31,668	237	53,458	44	29,464
Aliquippa	72,517	71,300	71,868	3	2,578			17	27,634	6	10,795	11	8,518	9	2,578	5	1,324	35	4,586	8	5,233
Ambridge	42,334	41,612	41,941	7	5,942	1	1,725	13	11,677	4	3,525	8	3,996	9	1,544	12	3,233	22	3,163	3	812
Beaver	47,025	46,729	46,630	3	1,243	2	8,900	10	15,071	4	5,532	6	3,978	5	502	5	2,844	12	2,946	4	2,374
Rochester	39,389	38,838	38,654	2	1,372	1	10,184	6	6,671	1	2,732	6	6,110	3	1,833	4	2,462	18	3,356	1	1,402
BEDFORD	170,079	196,263	203,164	15	9,605	9	3,712	33	38,061	20	45,215	37	42,316	18	3,243	18	6,127	71	28,145	11	7,238
Bedford	43,505	50,920	53,392	2	3,639	2	1,644	6	17,191	6	8,358	6	2,753	10	2,197	8	3,562	12	5,017	7	4,579
BERKS	1,509,148	1,990,195	2,107,796	68	64,507	38	249,356	263	404,878	112	485,045	158	126,062	198	246,746	127	100,090	496	176,010	41	49,280
Reading	362,737	465,854	491,207	13	5,405	9	14,882	70	65,544	26	131,184	38	31,600	90	81,002	43	38,325	180	51,195	11	10,622

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PENNSYLVANIA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) | NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
BLAIR	610,467	704,670	729,535	43	39,696	21	103,599	102	164,863	72	173,877	64	41,653	73	42,945	56	38,356	188	49,192	30	26,617
Altoona	312,099	356,196	368,070	20	16,362	7	36,274	51	79,348	35	103,063	35	24,842	28	18,078	31	24,722	119	29,193	16	13,294
Tyrone	30,223	32,912	33,808	4	1,952	3	3,374	10	12,169	1	1,681	5	1,519	6	2,457	2	704	8	3,663	3	1,750
BRADFORD	207,220	259,655	272,662	23	19,846	8	16,708	43	64,024	32	80,382	28	17,744	29	10,250	18	8,176	75	14,490	20	15,852
Athens	29,553	40,082	43,591	3	2,618			2	2,773	5	28,250	3	7,014	1	214	1	482	6	527	2	530
Sayre	68,335	83,065	87,975	2	2,552	3	8,246	8	25,527	8	17,994	4	2,901	12	4,617	6	1,827	20	5,815	7	10,939
Towanda	19,712	22,926	23,997	3	945			6	9,337	1	1,611	5	1,187	9	2,070	4	2,126	10	1,790	6	1,789
BUCKS	2,660,873	3,502,100	3,707,860	134	217,927	58	427,432	349	736,936	189	1,065,241	256	236,302	264	155,984	174	143,061	565	272,500	92	86,959
Bristol	157,239	213,788	227,636	17	17,116	1	3,925	42	65,970	19	54,449	25	35,176	4	966	11	9,057	58	16,559	12	8,491
Doylestown	131,990	160,703	167,966	2	969	1	3,235	9	14,988	14	124,023	6	8,381	5	2,146	5	2,433	10	4,346	1	424
Langhorne	NO DATA AVAILABLE FOR THIS CITY																				
Levittown	NO DATA AVAILABLE FOR THIS CITY																				
Quakertown	132,803	175,395	185,813	8	16,767	5	19,597	18	39,049	15	35,444	13	14,324	18	11,641	17	14,889	23	15,704	7	7,732
BUTLER	576,311	641,373	660,088	45	36,279	21	74,944	91	139,146	72	157,793	74	66,924	63	26,003	48	33,727	188	59,468	30	21,800
Butler	213,788	230,599	236,070	7	3,573	8	55,110	18	46,958	22	73,857	10	9,911	20	7,079	10	8,188	44	15,386	6	6,953
CAMBRIA	681,438	729,653	746,057	52	50,564	30	109,988	124	175,880	73	144,768	101	56,551	78	34,018	62	31,165	223	46,898	31	26,470
Johnstown	211,595	219,223	222,877	14	18,739	6	14,580	40	63,799	13	54,664	20	11,317	20	7,823	18	9,707	86	14,491	10	9,565
CAMERON	19,871	22,676	23,425	1	881	3	1,966	5	8,768	3	2,364	7	2,716	3	1,303	2	459	13	1,278	3	702
CARBON	153,894	190,349	199,428	15	12,076	7	6,363	48	66,250	23	43,578	28	14,843	11	4,739	19	8,001	50	11,446	16	8,097
Jim Thorpe	14,662	16,656	17,321	3	878	2	885	6	6,434	1	646	5	3,520			2	333	9	1,718	1	200
Lansford	13,888	17,714	18,989	1	793	1	605	5	7,151	3	4,828	2	459	2	389	3	2,540	2	141	3	636
Lehighton	71,463	89,762	95,861	7	4,071	3	3,551	18	35,515	9	24,314	8	6,224	6	2,987	10	3,430	17	5,263	5	4,210
Mauch Chunk-East Mauch Chunk																					
Palmerton	16,341	27,548	31,284	6	1,785	1	3,420	16	7,701	6	7,980	15	2,112	7	1,875	1	857	23	1,402	3	1,020
CENTRE	492,096	624,443	657,027	34	59,638	20	67,364	75	138,724	45	132,848	64	43,891	75	30,898	51	32,167	136	64,820	24	22,623
Bellefonte	54,883	70,691	75,960	6	4,917	2	2,716	10	20,680	9	15,998	8	4,952	6	1,227	7	6,663	18	3,602	5	5,329
State College	292,893	369,315	388,239	9	15,364	11	57,999	34	68,446	24	106,323	22	16,063	51	22,720	30	16,236	69	46,494	10	11,122
CHESTER	1,287,982	1,644,548	1,732,098	89	106,403	30	117,667	192	368,191	119	467,415	161	124,300	132	59,061	119	88,778	349	140,780	54	56,715
Coatesville	32,567	39,133	40,778	1	309	3	3,589	11	5,974	2	1,842	9	6,972	9	5,187	4	3,796	19	3,178	3	2,815
Honey Brook	NO DATA AVAILABLE FOR THIS CITY																				
Phoenixville	74,446	91,642	95,911	10	8,711	3	378	13	18,463	7	29,808	15	8,668	10	1,807	11	5,681	25	8,460	6	9,242
West Chester	121,472	144,776	150,680	4	5,020	1	3,834	19	30,568	7	34,229	14	14,795	14	6,374	14	8,176	42	15,426	4	4,839
CLARION	163,762	179,054	183,705	18	12,993	5	12,433	38	39,199	24	39,010	39	23,383	27	11,574	13	5,891	63	17,189	12	7,550
CLEARFIELD	400,302	440,264	452,196	31	32,949	16	46,332	53	96,827	46	123,326	61	47,713	40	16,912	26	18,429	97	22,581	20	12,778
Clearfield	128,937	140,519	144,106	6	2,925	10	26,631	12	32,944	14	31,868	17	15,862	14	5,059	9	5,476	27	6,813	10	5,406
Curwensville	19,195	22,767	23,957	3	4,185			3	3,105	4	10,560	2	2,881					4	971	2	1,501
Du Bois	146,925	163,866	168,707	8	13,153	4	18,850	12	28,581	15	56,556	19	13,678	18	8,862	9	6,911	28	10,009	6	4,625
CLINTON	168,229	193,007	199,634	7	11,558	11	11,228	30	39,517	21	42,615	25	35,565	24	14,756	19	6,523	52	10,656	9	6,234
Lock Haven	88,822	101,221	104,593	4	4,349	6	6,296	16	28,374	11	29,890	8	4,554	18	7,375	9	4,464	31	5,453	5	3,535
Renovo	9,801	14,252	15,736	1	394	1	841	6	3,731	4	4,600	6	2,125	3	444	1	242	10	754	2	1,137
COLUMBIA	220,961	279,936	294,447	21	19,686	11	32,933	51	75,170	30	57,985	31	20,181	36	13,046	22	10,653	80	25,519	13	11,310
Berwick	79,350	100,748	105,997	5	4,889	5	7,489	17	29,629	12	30,263	6	3,845	16	5,476	6	2,214	23	4,767	5	4,946
Bloomsburg	89,276	114,036	120,127	5	4,935	5	24,850	17	22,442	10	17,948	13	11,070	19	7,207	11	7,064	26	10,309	6	6,053
CRAWFORD	336,682	408,505	426,630	40	33,220	16	43,507	60	98,677	46	95,653	49	34,151	43	18,272	26	14,079	148	40,001	16	13,101
Meadville	171,045	199,777	207,279	17	11,459	7	17,402	22	47,127	18	47,755	19	16,921	27	14,095	14	5,818	75	22,898	6	7,303
Titusville	73,418	89,612	93,658	5	6,851	4	12,507	10	17,577	10	25,091	10	7,359	11	1,944	5	4,173	23	7,052	2	2,700
CUMBERLAND	1,105,560	1,454,076	1,539,231	54	70,154	23	164,438	133	337,953	67	283,052	128	143,293	108	56,502	87	76,078	226	126,095	43	53,146
Carlisle	262,211	336,930	355,205	12	9,597	7	37,952	29	110,200	22	50,801	37	59,475	33	10,759	16	9,627	63	25,589	9	12,229
DAUPHIN	1,175,790	1,433,573	1,498,174	44	70,408	30	184,579	210	328,714	72	329,534	135	134,933	144	72,949	87	58,036	375	137,324	47	52,694
Harrisburg	312,084	357,111	369,160	6	4,063	7	31,960	55	76,648	11	93,352	36	29,926	52	24,534	18	12,642	161	39,940	12	12,538
DELAWARE	2,582,339	3,103,492	3,234,965	112	125,964	51	467,174	404	701,366	159	713,475	252	209,229	302	200,069	186	139,033	695	253,874	119	105,384
Chester	114,028	125,259	128,623	6	8,061	4	2,190	23	17,694	11	32,126	14	11,379	14	3,797	5	4,042	56	10,794	9	4,705
ELK	114,635	147,657	155,794	11	8,995	6	11,806	27	44,924	17	38,091	19	9,340	22	4,900	14	6,523	41	7,195	11	8,579
Ridgway	17,585	20,629	21,643	2	494	1	592	7	8,425	1	486	5	3,804	8	1,356	2	281	11	1,647	3	2,044
St. Marys	73,968	96,092	103,467	5	5,521	5	11,214	13	26,423	12	30,106	9	4,111	12	3,146	10	5,421	15	4,002	5	5,006
ERIE	1,184,298	1,362,223	1,409,638	72	58,789	41	168,464	187	308,188	118	312,796	159	144,523	150	71,614	96	70,982	383	124,522	53	52,110
Corry	35,522	40,682	42,402	3	1,926	4	7,813	6	12,124	5	5,685	6	3,812	8	1,032	3	691	13	3,615	4	3,384
Erie	503,784	559,159	575,029	21	21,277	16	32,198	92	177,895	42	110,886	63	50,360	55	21,213	45	35,263	178	54,224	28	29,027
FAYETTE	612,476	692,394	714,339	46	41,601	29	108,621	112	177,157	69	142,383	77	48,992	68	33,660	52	24,931	184	46,277	37	29,115
Brownsville	20,168	23,405	24,484	5	748	1	2,784	3	2,990	5	8,082	2	1,218	4	701	2	770	16	2,643	2	1,728
Connellsville	83,735	91,866	94,306	7	4,740	7	14,499	14	15,193	13	24,983	12	6,240	15	3,507	12	5,271	27	6,418	6	6,232
South Connellsville	NO DATA AVAILABLE FOR THIS CITY																				
Uniontown	255,729	292,475	302,345	12	21,667	10	72,572	38	41,274	20	56,719	23	17,823	37	23,925	19	12,710	58	20,195	11	8,919
FOREST	13,552	13,869	14,069	5	3,625	3	424	4	3,731	4	2,175	5	612	1				10	1,560		
FRANKLIN	444,892	493,214	507,218	35	31,589	15	54,866	80	115,977	56	117,624	52	31,451	62	30,125	46	15,462	140	40,414	23	21,421
Chambersburg	253,930	282,465	290,640	15	16,737	7	43,940	34	65,596	26	68,614	22	15,747	35	17,902	22	7,442	69	20,298	10	10,761
Waynesboro	89,763	99,271	102,045	7	4,584	5	9,651	15	24,022	15	21,574	8	2,416	25	11,184	12	3,337	28	8,994	7	6,222
FULTON	27,998	30,386	31,133	3	994	3	1,215	10	9,546	7	9,509	8	2,991	1	396	3	442	15	2,832	2	623
GREENE	122,181	142,983	148,422	12	6,373	6	14,484	23	40,516	25	42,463	20	12,878	13	3,012	8	3,766	44	7,857	7	4,805
Waynesburg	80,438	96,885	102,367	7	3,322	5	12,522	7	24,321	18	36,653	5	4,695	11	2,636	6	3,000	18	5,754	6	4,247
HUNTINGDON	120,480	137,916	142,598	18	10,400	8	13,611	26	39,273	18	23,781	17	7,769	13	5,509	8	3,258	45	10,996	5	4,439
Huntingdon	78,394	90,646	94,730	9	8,483	5	11,624	10	24,373	8	13,147	7	4,641	10	5,142	5	2,783	27	8,776	3	3,742
Mt. Union	22,549	25,774	26,849	3	696	1	896	4	10,695	5	7,162	4	855	2	269	1	214	7	876	2	697
INDIANA	334,527	374,186	385,404	23	21,200	17	66,910	49	58,301	39	103,964	52	32,388	45	15,868	35	15,665	91	28,616	17	11,183
Indiana	178,344	194,029	198,919	9	5,893	5	13,526	19	29,822	25	71,892	20	13,144	39	15,074	25	10,494	48	20,650	8	5,899
JEFFERSON	172,179	206,580	215,302	25	11,126	13	13,313	34	49,16[illegible]	28	47,866	30	39,818	27	7,562	18	7,672	53	11,611	11	7,828
Punxsutawney	56,375	[illegible]	70,923	4	1,462	2	5,092	14	25,804	7	12,405	6	2,896	16	5,001	9	4,051	12	2,868	4	3,822
JUNIATA	50,601	[illegible]	66,144	6	3,664	6	3,239	15	15,451	7	23,795	7	7,128	3	371	7	2,089	1[illegible]	3,597	4	1,243
LACKAWANNA	945,589	1,173,153	1,229,712	58	53,988	31	176,311	168	276,854	89	239,271	92	81,700	123	80,042	70	40,454	321	99,077	56	59,123
Carbondale	50,162	61,652	64,515	5	2,990	2	5,765	9	18,324	7	14,924	2	999	14	2,707	2	900	17	3,064	3	3,838
Scranton	419,808	518,542	543,158	22	23,500	13	93,378	74	105,777	39	129,582	33	25,681	67	36,569	33	14,168	136	40,872	21	23,019
LANCASTER	1,677,169	2,157,566	2,275,723	79	144,280	54	229,581	357	510,696	163	502,175	170	127,468	185	102,623	161	133,482	468	198,925	61	69,945
Columbia	39,632	48,966	51,278	3	4,386	2	3,826	11	20,563	5	3,207	8	4,564	6	1,292	3	1,145	18	3,875	3	4,046
Lancaster	387,663	472,815	494,180	5	14,606	14	134,753	57	51,013	24	109,340	27	22,530	88	46,082	42	34,767	104	34,006	10	8,243
LAWRENCE	395,477	431,957	443,134	35	19,406	20	46,313	85	117,839	49	95,250	56	47,580	62	17,528	39	16,268	141	30,401	26	17,100
Ellwood City	78,561	86,406	88,742	10	5,008	2	4,248	15	25,980	10	26,036	12	7,782	14	3,741	6	1,456	27	4,109	7	4,215
New Castle	205,659	219,674	224,524	15	8,732	10	19,757	40	47,773	26	56,460	26	23,538	35	8,953	22	8,980	69	14,823	17	10,383

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

PENNSYLVANIA RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate		Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs
LEBANON	512,984	587,108	607,208	26	28,860	14	74,932	90	131,411	56	164,574	62	44,114	54	18,880	39	26,299	142	35,961	14	14,296
Lebanon	177,389	188,513	192,480	9	6,067	3	15,407	44	37,598	15	42,804	28	15,419	31	8,620	19	10,991	61	13,381	9	8,542
LEHIGH	1,635,127	2,066,416	2,172,588	60	73,290	36	344,918	210	408,586	102	472,649	153	131,775	180	104,038	116	110,049	409	192,525	43	57,660
Allentown	640,414	795,443	833,950	21	32,788	12	70,452	94	148,205	43	240,719	57	48,797	71	33,734	46	36,423	200	92,126	22	24,402
LUZERNE	1,349,645	1,538,384	1,589,557	93	65,851	52	210,878	237	365,050	111	298,429	163	96,134	191	88,654	111	70,009	458	138,408	82	62,924
Hazleton	182,977	216,838	225,496	12	7,235	9	40,256	31	54,026	19	50,389	14	7,668	19	4,621	21	11,510	48	15,280	10	9,461
Pittston	57,405	65,518	67,678	6	8,052	2	2,089	8	26,199	3	3,062	6	4,979	15	5,340	6	2,039	19	3,787	2	655
West Hazleton	18,713	22,363	23,579	1	472	2	3,647	4	3,002	3	6,643	5	2,429	4	1,236	3	662	6	1,756	3	1,302
Wilkes-Barre	335,029	365,465	374,771	15	16,627	14	95,597	51	75,094	13	21,551	18	13,154	77	41,035	29	28,160	107	33,461	15	12,373
LYCOMING	516,292	583,816	602,327	29	28,915	19	74,691	78	145,735	61	143,067	55	28,609	92	40,770	43	27,844	189	41,813	29	20,589
Jersey Shore	35,904	41,041	42,753	4	783	2	1,335	7	12,197	10	16,658	4	2,982	3	1,460	1	103	14	1,473	3	1,684
Williamsport	190,533	212,695	218,959	12	16,898	6	25,516	33	32,787	20	56,566	21	10,579	33	14,678	16	16,592	79	13,179	12	7,813
MCKEAN	175,073	196,372	202,341	18	10,644	16	20,098	24	51,907	31	50,145	41	13,605	28	6,907	20	6,484	77	15,084	19	9,658
Bradford	98,248	111,446	115,052	7	5,927	7	17,260	8	25,209	14	30,333	17	7,171	16	4,999	11	3,410	32	8,406	8	5,495
Kane	28,199	30,057	30,676	3	1,637	3	878	5	11,980	2	2,882	7	2,130	5	1,280	4	1,517	11	1,814	4	1,984
MERCER	506,626	533,070	543,546	29	28,044	20	71,155	105	120,996	65	142,107	83	40,389	72	25,695	50	24,931	187	47,123	28	15,395
Farrell	13,262	13,895	14,149			1	1,021	7	5,806			4	2,764	1	74	1	118	14	1,666	2	335
Greenville	70,246	72,752	73,587	4	2,444	4	9,329	11	17,487	9	15,666	12	8,369	17	4,568	12	3,164	26	6,255	6	1,969
Sharon	92,748	103,156	98,002	5	5,691	4	7,022	32	19,956	8	29,456	13	4,700	16	10,158	12	7,434	29	7,332	6	2,881
Sharpsville	9,818	10,237	10,376	3	1,606			2	1,499	3	3,214	3	723			1	250	13	1,248	1	387
Wheatland	NO DATA AVAILABLE FOR THIS CITY																				
MIFFLIN	163,584	184,238	189,921	14	16,413	10	19,051	35	44,748	23	31,226	21	15,273	16	6,709	15	6,273	67	14,199	10	14,045
Lewistown	97,247	110,405	113,964	6	5,508	6	10,557	20	26,295	16	22,805	15	12,653	11	4,547	7	3,182	34	7,850	7	9,069
MONROE	379,523	498,477	527,560	28	29,343	16	61,652	62	116,650	38	105,607	59	51,302	47	18,013	33	12,923	149	51,594	18	16,847
East Stroudsburg	78,414	105,242	114,185	6	8,050	3	8,781	13	32,903	12	23,558	11	8,210	6	3,028	3	1,657	32	11,837	6	5,097
Stroudsburg	171,360	224,268	237,195	10	5,976	7	41,442	22	39,659	16	65,086	12	8,128	37	14,080	19	9,165	43	18,098	5	7,472
MONTGOMERY	3,960,817	5,183,156	5,482,569	185	212,093	86	823,412	488	1,008,402	233	1,247,485	369	335,156	592	396,667	307	263,180	915	427,947	165	173,688
Jenkintown	110,568	141,729	149,394	3	184	2	34,801	10	12,769	5	47,605	7	4,202	28	12,141	15	13,370	17	5,217	2	1,895
Lansdale	116,192	148,638	156,574	9	12,232	2	15,304	18	36,538	12	27,342	17	15,032	11	7,904	9	6,905	31	12,443	5	8,024
Norristown	208,013	260,919	274,023	10	6,499	6	37,436	31	88,655	17	65,251	18	21,544	16	4,860	14	4,914	61	13,656	13	11,374
Pottstown	212,007	273,167	288,137	11	15,088	7	37,320	26	55,504	18	61,909	26	16,904	36	17,673	16	10,205	58	24,450	9	13,662
MONTOUR	62,847	83,914	89,087	4	2,357	4	2,281	9	14,881	11	40,101	9	4,058	9	3,082	8	2,736	24	7,789	4	5,801
Danville	54,457	71,779	77,553	1	1,603	3	2,039	6	14,296	8	35,439	3	2,904	9	3,082	6	2,443	16	5,063	4	5,801
NORTHAMPTON	808,484	864,180	883,685	49	35,964	23	68,590	147	220,953	76	212,406	106	63,791	101	51,105	70	26,474	305	72,668	41	32,208
Bangor	32,380	33,581	33,981	6	2,720	2	2,613	6	9,287	6	7,453	4	2,521	4	399	4	821	11	1,032	3	1,207
1Bethlehem	310,148	329,820	336,773	8	10,289	9	35,562	43	87,989	19	74,597	34	24,227	30	11,267	23	15,719	96	24,992	16	14,225
Easton	132,688	222,264	140,957	6	3,480	3	7,977	19	47,886	8	5,642	13	13,231	29	22,150	16	8,968	66	12,634	7	4,981
Wilson	54,321	61,741	64,214	4	2,870	1	7,981	6	18,393	3	22,611	4	1,881	4	1,177	3	609	18	4,306	6	3,182
NORTHUMBERLAND	331,220	389,199	404,137	36	30,151	19	30,022	78	99,571	47	97,017	51	26,769	44	13,399	31	16,957	122	21,388	26	21,487
Milton	37,416	45,047	47,590	7	5,733	1	783	8	15,757	4	12,402	5	1,640	6	1,172	2	1,944	11	1,467	4	2,750
Mount Carmel	31,156	34,664	35,833	5	2,543	2	452	12	16,527			5	3,329	6	2,629	3	774	11	1,658	5	4,192
Shamokin	75,258	88,734	92,190	4	5,043	7	11,864	9	25,221	14	17,016	9	5,945	17	4,648	11	6,440	24	4,613	8	4,777
Sunbury	103,177	121,072	125,680	6	6,853	5	15,209	19	25,919	13	36,575	10	5,490	11	2,665	10	4,136	29	5,221	3	6,988
PERRY	98,431	112,188	115,919	6	2,753	3	367	21	27,217	12	39,081	14	10,018	4	332	7	2,938	41	6,451	6	3,251
PHILADELPHIA	5,391,039	6,526,741	6,811,182	256	214,228	148	607,225	1,074	1,548,541	210	944,585	448	403,136	976	578,555	467	404,409	2,564	832,462	432	326,394
Philadelphia	5,391,039	6,526,741	6,811,182	256	214,228	148	607,225	1,074	1,548,541	210	944,585	448	403,136	976	578,555	467	404,409	2,564	832,462	432	326,394
PIKE	47,513	60,934	64,210	5	9,316	2	1,204	13	13,229	5	9,442	16	9,384	2	1,368	4	1,248	37	9,819	2	428
POTTER	44,679	57,314	60,402	8	6,056	3	513	20	18,353	10	15,580	13	4,532	4	1,695	6	2,453	24	2,776	6	2,948
SCHUYLKILL	547,326	656,779	684,580	42	25,648	25	99,249	125	191,920	58	107,021	76	36,117	76	27,974	54	31,693	188	43,302	42	32,324
Ashland	16,734	19,494	20,414	2	611	1	1,965	5	5,105	3	3,699	2	746	4	1,547	3	512	9	1,778	3	1,147
Mahanoy City	15,630	18,197	19,053	3	1,924	2	2,799	8	5,865	2	1,789	5	1,455			1	224	7	341	4	2,269
Pottsville	139,683	178,409	187,937	5	6,829	6	44,022	20	49,872	11	25,355	10	5,324	20	7,874	11	8,019	41	13,927	7	12,359
Shenandoah	23,504	26,909	28,044	6	1,640	1	1,205	10	11,380					5	2,311	7	3,664	14	1,002	5	2,284
SNYDER	175,048	232,868	247,032	13	9,493	8	48,954	28	41,404	19	63,708	16	8,843	24	12,727	14	9,660	52	21,493	5	5,189
SOMERSET	255,955	278,942	286,100	31	19,056	12	18,973	55	64,594	51	90,740	31	20,053	16	4,921	25	15,585	106	21,062	14	8,265
Somerset	97,950	102,342	104,202	7	3,094	3	6,341	13	28,969	11	27,917	11	12,507	12	4,499	5	1,248	23	9,413	6	5,668
SULLIVAN	16,644	19,717	20,503	3	1,257	1	2,238	4	4,010	2	4,840	4	2,484	1	580			10	1,228	3	1,005
SUSQUEHANNA	94,791	124,047	131,183	12	5,382	5	1,510	24	31,756	17	36,443	29	17,889	3	1,038	5	3,171	41	8,853	9	4,605
TIOGA	114,500	134,228	139,330	26	17,944	10	9,892	29	31,576	29	33,693	30	13,605	11	1,699	9	3,310	58	10,807	14	5,745
UNION	105,782	137,732	145,521	11	8,727	5	8,324	28	39,484	12	25,092	16	6,724	15	5,040	10	4,107	41	20,402	7	7,962
VENANGO	225,605	232,575	236,309	21	11,422	12	32,726	39	54,851	31	48,876	40	20,617	33	12,677	29	9,910	74	18,465	11	8,011
Franklin	74,647	77,286	78,582	9	4,502	2	4,204	10	15,213	10	25,044	12	4,811	10	4,666	8	3,801	26	8,100	3	1,210
Oil City	60,839	62,412	63,357	4	1,425	4	2,930	11	18,271	6	11,951	12	4,697	14	5,044	10	3,498	30	6,377	6	5,314
WARREN	398,616	431,540	441,908	14	9,269	7	18,161	26	47,587	21	65,364	28	17,500	25	19,401	11	5,555	68	15,530	10	8,944
Warren	251,788	271,778	278,197	9	5,242	5	11,387	13	22,023	12	36,029	10	6,609	19	12,922	9	3,976	36	10,702	7	7,337
WASHINGTON	812,766	894,293	918,604	62	48,718	21	102,218	154	204,558	95	252,167	120	81,821	96	36,529	66	32,099	254	69,009	43	27,653
Charleroi	71,351	77,087	78,948	3	1,015	3	9,000	16	18,602	10	22,823	8	3,739	20	7,872	9	3,234	16	5,695	4	1,034
Donora	14,395	15,423	15,765	1	411	1	1,003	10	5,099	2	3,493	2	641	2	267			13	1,270	3	1,606
Monongahela	49,640	55,180	57,027	3	1,254	1	690	11	19,883	9	20,590	6	3,594	1	88	3	426	18	4,244	4	1,712
Washington	271,577	294,180	301,414	16	14,067	7	45,390	38	52,392	28	77,908	34	28,661	28	10,360	21	11,375	78	28,966	13	10,683
WAYNE	160,966	211,684	224,034	16	18,940	12	12,463	29	51,119	22	39,107	33	25,225	11	7,530	15	10,600	61	12,347	11	8,831
WESTMORELAND	1,634,374	1,819,575	1,872,758	120	126,971	57	259,200	286	397,743	156	433,141	212	161,678	204	77,145	140	99,162	477	138,753	93	56,680
Arnold	11,382	12,485	12,853	2	1,711			7	3,061	1	2,947	3	1,421			1	595	10	960	2	1,029
Greensburg	244,854	265,405	271,886	18	14,260	10	63,622	35	56,193	11	16,311	24	14,057	50	20,618	35	26,808	71	21,294	15	9,650
Irwin	53,769	60,541	62,412	1	1,075	1	4,675	8	15,791	4	19,549	11	10,957	4	835	2	2,008	12	4,077	2	1,748
Latrobe	113,122	126,290	130,003	13	9,980	6	12,253	21	27,957	15	29,007	15	12,136	20	4,922	12	8,654	37	11,121	7	6,241
Monessen	30,816	33,434	34,253	4	2,834	1	1,317	9	9,749	5	7,388	7	3,802	3	2,162	4	1,564	15	1,865	4	1,596
New Kensington	139,066	152,191	156,161	6	4,084	3	15,579	21	34,949	12	44,047	12	14,629	17	11,855	8	9,838	38	7,551	8	5,665
Vandergrift	40,967	45,832	47,453	4	4,636	2	10,305	9	9,994	6	9,097	2	1,772	8	3,471	7	2,171	10	1,463	5	2,030
WYOMING	89,422	111,187	116,554	9	9,305	4	6,098	22	32,064	14	24,492	13	10,740	5	1,918	8	2,558	30	7,619	3	5,575
YORK	1,390,768	1,683,713	1,757,973	94	105,060	49	230,659	266	388,984	155	404,977	149	112,969	160	75,254	138	85,756	403	133,842	55	46,481
Hanover	255,328	296,850	307,710	11	14,038	9	36,857	31	58,787	20	74,239	13	11,501	40	18,581	23	16,119	51	17,865	7	7,509
York	185,593	201,221	206,172	18	17,563	7	8,494	52	35,944	16	57,509	21	14,652	33	16,977	32	15,257	102	14,752	10	8,239

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

RHODE ISLAND RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	4,162,811	5,274,946	5,570,781	238	263,713	94	605,462	780	1,151,639	361	1,083,940	519	419,356	492	329,840	376	230,109	1,571	545,325	222	248,274
METROPOLITAN STATISTICAL AREAS																					
Fall River, Ma-R.I.	653,634	821,842	877,911	36	30,707	22	95,702	148	200,411	62	144,560	85	66,133	104	67,338	62	53,191	223	84,631	44	36,088
New London-Norwich, Ct-R.I.	1,360,897	1,753,626	1,884,535	76	103,960	42	157,638	197	376,833	130	457,644	138	154,381	155	80,907	128	93,366	451	182,021	60	58,464
Pawtucket-Woonsocket-Attleboro, R.I.-Ma.	1,866,130	2,508,422	2,722,519		116,318		275,063		613,729		661,951		189,350		174,044		104,078		164,745		100,307
Providence, R.I.	2,385,542	2,930,791	3,112,540		118,610		411,311		676,542		475,905		227,079		160,041		129,571		352,245		134,844
COUNTIES, Cities																					
BRISTOL	141,752	198,713	213,642	15	12,779	3	2,848	33	50,129	18	53,789	20	22,790	16	9,259	15	8,016	57	19,893	10	9,666
KENT	916,117	1,136,749	1,194,854	36	33,204	19	275,099	125	208,517	64	236,499	88	75,283	100	66,734	63	40,777	240	96,537	32	44,667
West Warwick	110,951	159,850	172,317	4	5,083	1	1,063	19	40,056	9	67,730	16	13,432	4	1,838	7	4,834	37	14,483	6	10,408
NEWPORT	370,888	449,353	470,618	21	24,950	11	28,125	62	77,796	42	111,754	40	28,975	55	20,940	28	15,689	175	75,460	20	19,117
Newport	133,921	174,336	184,658	7	4,773	6	10,363	27	28,104	10	22,359	9	8,217	37	16,308	16	5,075	98	50,392	11	9,156
PROVIDENCE	2,271,040	2,909,342	3,079,537	133	129,235	50	265,073	475	679,779	194	573,357	309	243,456	266	205,655	224	140,943	903	288,832	140	155,096
Central Falls	35,717	39,723	40,971	5	3,542			14	10,698	7	4,306	8	2,905			5	2,383	33	7,767	4	2,832
Pawtucket	299,146	385,087	383,477	18	13,995	3	42,951	52	83,254	26	65,085	30	26,100	22	27,626	27	14,209	97	22,027	17	18,702
Providence	599,787	686,415	711,399	30	41,828	13	61,920	161	141,452	40	128,431	66	44,422	91	47,713	77	48,134	304	80,084	36	25,812
Woonsocket	211,190	296,597	318,347	13	15,727	7	37,443	36	70,021	17	66,890	22	17,296	20	15,074	24	15,667	68	21,550	11	14,980
WASHINGTON	463,014	580,789	612,130	33	63,545	11	34,317	85	135,418	43	108,541	62	48,852	55	27,252	46	24,684	196	64,603	20	19,728
Westerly	152,597	220,128	237,288	9	31,151	3	21,012	25	51,942	10	19,997	17	12,760	26	10,091	17	9,667	57	22,954	6	10,997

SOUTH CAROLINA RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	12,498,005	16,198,486	17,157,823	993	1,092,096	621	1,680,955	2,616	3,954,435	1,434	3,784,528	1,667	1,366,031	1,963	956,540	1,454	926,826	3,372	1,482,166	775	595,807
METROPOLITAN STATISTICAL AREAS																					
Anderson, S.C	539,700	673,115	707,953	43	52,864	29	77,291	120	165,545	63	155,204	76	54,150	86	33,763	71	40,327	138	49,963	42	27,493
Augusta, Ga-S.C	1,452,316	1,969,073	2,102,374	100	129,281	55	260,697	257	431,908	172	502,726	157	158,488	214	123,554	147	109,597	347	175,106	85	73,696
Charleston, S.C	1,917,608	2,522,391	2,678,088	120	148,863	62	281,914	323	606,965	185	669,009	192	184,332	275	145,825	194	150,597	454	262,470	86	72,543
Charlotte-Gastonia-Rock Hill, N.C-S.C	4,720,304	6,369,726	6,759,986	295	379,596	160	652,041	806	1,568,810	435	1,706,873	490	418,266	629	407,411	455	360,214	1,129	556,204	227	221,527
Columbia, S.C	1,780,735	2,396,356	2,553,401	113	143,593	59	320,701	297	490,520	132	598,862	194	230,026	240	138,206	179	126,501	474	239,323	83	74,556
Florence, S.C	511,175	617,345	645,733	46	51,672	27	78,370	118	129,818	66	152,564	75	56,393	103	36,985	59	31,868	122	40,943	29	20,822
Greenville-Spartanburg, S.C	2,558,383	3,229,003	3,403,054	181	214,537	98	377,990	441	770,985	253	722,360	333	285,221	344	188,056	302	183,226	695	282,648	161	118,397
COUNTIES, Cities																					
ABBEVILLE	38,117	44,898	46,765	5	2,215	5	3,682	17	20,949	10	5,353	6	1,019	9	1,426	6	644	11	2,997	6	3,502
AIKEN	356,210	449,819	474,148	30	28,446	19	47,957	81	128,161	43	102,051	49	41,113	45	29,077	36	11,482	91	30,059	26	22,711
Aiken	145,896	179,903	188,867	12	13,719	8	23,352	22	43,099	20	36,897	17	13,169	27	12,072	18	5,466	45	15,656	11	11,441
ALLENDALE	26,407	28,376	29,108	6	1,924	1	329	10	11,962	5	6,268	8	2,045	4	859	5	1,130	5	1,091	3	808
ANDERSON	539,700	673,115	707,953	43	52,864	29	77,291	120	165,545	63	155,204	76	54,150	86	33,763	71	40,327	138	49,963	42	27,493
Anderson	338,210	415,456	435,786	20	33,267	11	53,449	51	83,968	33	95,185	42	35,906	68	27,700	41	21,084	85	35,094	24	17,189
BAMBERG	42,110	47,369	48,960	5	2,964	7	3,062	18	17,520	8	6,926	8	1,768	10	3,599	7	2,714	13	3,273	6	3,312
BARNWELL	44,695	56,646	59,725	9	3,709	3	2,084	18	25,421	9	8,931	7	1,497	7	3,839	12	2,949	14	3,182	7	3,472
BEAUFORT	348,986	494,279	531,301	25	38,021	12	24,381	63	120,955	35	112,958	24	27,549	65	34,691	54	49,505	111	63,960	9	11,648
Beaufort	107,534	152,069	166,914	6	4,729	4	11,097	17	40,902	12	52,997	8	4,422	22	11,105	14	7,572	25	12,653	5	[illegible],419
BERKELEY	175,115	268,428	292,465	17	12,146	7	20,598	48	95,667	29	61,987	36	29,219	12	5,939	19	11,390	37	21,489	11	11,813
CALHOUN	17,036	18,860	19,439	2	2,136	1	604	2	5,720	4	4,813	4	729	3	1,535	4	759	4	444	3	816
CHARLESTON	1,543,221	1,992,244	2,107,969	82	123,208	44	244,229	230	425,387	132	536,831	123	130,032	242	131,653	153	128,094	385	222,800	61	48,163
Charleston	728,701	923,759	974,237	17	39,262	22	99,875	93	175,993	41	295,961	44	52,065	143	73,196	71	54,797	195	115,433	24	18,353
CHEROKEE	136,073	176,656	187,058	18	12,115	6	19,168	43	56,702	18	25,971	26	16,181	19	15,015	18	7,003	48	15,021	7	8,357
CHESTER	80,031	121,589	132,268	7	5,833	8	8,762	31	41,708	11	26,083	16	12,156	14	6,995	11	4,044	26	8,951	8	8,605
CHESTERFIELD	99,651	124,915	131,474	13	10,922	15	9,326	33	38,252	22	21,093	14	8,956	21	7,272	12	4,954	34	5,498	13	7,707
CLARENDON	73,906	93,290	98,322	8	5,410	8	4,644	31	19,221	14	23,123	21	20,147	15	5,337	8	3,745	21	5,738	9	4,232
COLLETON	100,850	136,466	145,493	7	7,367	4	7,748	27	38,218	16	15,276	22	26,814	19	9,523	10	10,591	24	10,515	11	7,393
DARLINGTON	177,541	223,916	235,957	18	15,181	17	17,892	50	54,677	41	57,772	39	20,293	23	9,818	18	8,397	49	14,888	16	12,614
DILLON	100,562	118,967	123,986	8	5,666	7	7,853	24	28,108	19	19,648	14	16,816	20	7,538	12	5,894	22	10,181	10	5,372
DORCHESTER	199,272	261,719	277,654	21	13,509	11	17,087	45	85,911	24	70,191	33	25,081	21	8,233	22	11,113	32	18,181	14	12,567
EDGEFIELD	42,970	56,150	59,531	5	2,820	2	1,091	17	13,200	9	28,745	14	2,870	10	2,350	4	2,194	9	1,298	4	1,691
FAIRFIELD	42,068	46,073	47,396	4	1,681	7	3,641	20	14,739	6	7,689	9	4,955	6	1,988	5	991	16	2,281	7	3,009
FLORENCE	511,175	617,345	645,733	46	51,672	27	78,370	118	129,818	66	152,564	75	56,393	103	36,985	59	31,868	122	40,943	29	20,822
Florence	340,722	408,648	426,945	22	17,073	13	58,734	56	80,579	39	110,501	47	35,039	75	26,635	39	22,523	90	33,883	18	14,372
GEORGETOWN	180,751	252,439	270,675	20	19,087	11	14,813	39	70,958	25	66,080	18	13,657	35	15,533	28	15,465	61	31,972	13	7,965
GREENVILLE	1,462,243	1,851,820	1,952,801	98	123,551	48	255,860	219	400,923	135	420,212	176	155,270	203	108,423	186	116,685	384	157,378	81	58,408
Greenville	730,711	917,640	966,540	34	30,145	26	185,266	80	127,304	41	266,957	73	55,810	128	57,303	96	75,975	166	75,057	32	23,723
GREENWOOD	249,218	311,550	327,811	21	23,782	13	34,556	58	74,054	37	56,615	27	15,279	47	19,372	30	18,150	55	22,477	17	13,015
Greenwood	215,203	270,303	284,640	18	21,998	11	32,525	39	62,617	25	44,962	21	13,979	41	17,744	26	14,195	46	20,237	13	10,922
HAMPTON	60,484	70,293	73,061	8	6,376	3	3,391	20	20,733	14	15,359	17	8,515	16	5,456	8	3,065	9	1,939	4	2,513
HORRY	769,330	1,153,865	1,252,660	56	100,866	37	117,014	131	257,116	65	241,394	55	38,024	146	89,215	77	93,413	319	187,290	27	37,298
Myrtle Beach	380,319	574,699	624,732	18	45,704	13	89,511	54	121,474	19	70,689	16	15,950	97	64,055	39	27,058	196	127,210	11	17,072
JASPER	54,514	66,181	69,271	4	6,720	2	58	13	12,484	8	6,878	13	23,908	5	2,155	6	3,719	15	5,695	4	1,221
KERSHAW	142,276	182,790	193,254	19	11,273	9	17,315	32	47,701	22	51,387	31	21,975	16	5,146	18	7,500	45	12,047	13	6,975
LANCASTER	178,096	208,263	216,670	13	11,164	11	19,237	54	58,725	25	29,332	28	17,267	25	9,739	25	21,089	43	12,820	10	8,915

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SOUTH CAROLINA RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
LAURENS	136,189	162,506	169,622	11	6,873	15	18,269	32	50,144	29	38,767	29	14,149	20	5,205	15	5,346	32	7,686	15	8,632
LEE	36,911	42,041	43,536	5	2,515	6	1,880	16	9,573	11	10,929	8	7,526	8	1,919	5	2,427	10	2,543	1	435
LEXINGTON	491,103	664,894	709,037	43	48,554	17	38,650	114	205,747	51	142,209	61	70,978	43	27,549	48	24,191	150	67,297	31	26,541
MCCORMICK	10,830	12,836	13,381			1	16	13	6,449	2	1,195	5	1,824	1	120	4	673	4	331	2	824
MARION	98,951	113,467	117,665	7	3,191	10	7,217	27	36,095	18	21,763	16	8,095	29	8,354	15	6,522	20	5,556	11	8,068
MARLBORO	67,304	74,297	76,547	7	2,859	8	4,135	30	25,751	14	17,110	13	2,736	13	4,534	10	2,483	17	4,352	9	3,367
NEWBERRY	106,022	118,218	122,028	14	6,778	10	10,356	32	32,610	16	24,269	24	11,152	24	7,256	16	7,396	24	7,480	10	5,145
OCONEE	148,571	220,109	238,406	18	11,724	11	15,465	33	60,731	23	58,374	20	23,259	25	9,273	22	11,007	45	13,081	12	11,835
ORANGEBURG	275,566	326,203	340,006	29	29,251	26	26,873	53	66,167	38	80,876	56	34,782	51	18,504	38	17,335	78	23,766	19	13,197
Orangeburg	183,774	216,970	226,070	15	14,754	12	24,369	18	41,978	25	63,119	23	12,969	37	16,594	24	9,243	47	16,776	9	9,207
PICKENS	270,229	343,554	362,497	29	35,689	15	24,142	56	91,109	32	76,661	43	28,681	31	16,153	30	13,049	92	38,969	20	17,411
RICHLAND	1,289,632	1,731,462	1,844,364	70	95,039	42	282,051	183	284,773	81	456,653	133	159,348	197	110,657	131	102,310	324	172,026	52	48,015
Columbia	617,168	804,361	852,305	32	56,228	21	80,832	97	162,709	39	215,197	63	55,069	98	48,963	78	51,195	174	82,019	31	29,299
SALUDA	32,713	36,595	37,787	9	4,175	4	1,184	16	12,780	5	7,277	8	3,235	7	1,491	6	1,915	11	879	3	2,021
SPARTANBURG	825,911	1,033,629	1,087,756	54	55,297	35	97,988	166	278,953	86	225,487	114	101,270	110	63,480	86	53,492	219	86,301	60	42,578
Spartanburg	430,660	538,256	566,391	15	16,380	13	57,963	46	100,436	40	148,886	48	40,262	77	52,955	43	31,387	108	48,362	32	26,080
SUMTER	316,877	409,753	433,669	27	48,636	15	34,752	71	83,245	30	111,432	49	33,951	56	29,927	32	21,677	65	26,160	15	10,665
Sumter	245,685	313,395	330,898	17	31,966	10	34,323	52	70,539	19	57,643	37	24,319	56	29,927	31	21,018	51	22,145	14	9,973
UNION	87,325	100,238	103,930	11	7,032	5	6,807	22	32,752	14	13,005	19	14,618	20	5,466	11	3,933	24	5,590	11	6,911
Union	67,447	78,110	81,106	9	6,989	5	6,807	12	22,208	9	10,941	12	10,914	17	4,897	9	3,424	16	4,445	9	6,016
WILLIAMSBURG	88,698	107,210	112,146	9	4,775	10	5,406	45	32,281	12	25,454	27	10,219	18	7,281	15	7,798	17	3,484	8	4,352
YORK	422,565	553,153	586,538	32	27,080	17	43,721	95	164,740	57	136,333	53	46,830	63	26,897	46	26,398	97	52,294	25	23,393
Rock Hill	259,394	343,150	364,503	24	24,628	9	39,329	42	91,208	31	58,869	33	32,108	43	23,224	34	19,935	56	35,782	14	15,298

SOUTH DAKOTA RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	2,989,152	3,690,544	3,859,062	430	288,888	146	325,830	583	713,235	360	947,654	533	382,444	488	190,816	317	167,426	1,286	344,613	194	146,621
METROPOLITAN STATISTICAL AREAS																					
Rapid City, Sd	472,704	617,665	651,629	27	45,920	15	82,434	50	107,477	43	171,868	51	49,482	71	31,028	38	38,745	139	60,679	14	17,732
Sioux Falls, S.D	697,262	885,233	929,890	53	55,612	12	115,620	75	140,638	47	247,587	80	75,731	98	52,357	65	49,122	183	80,450	26	48,823
COUNTIES, Cities																					
AURORA	4,963	6,331	6,641	4	927	2	133	5	1,126	1	224	1	695			2	77	8	975		
BEADLE	89,818	96,595	98,596	15	6,038	4	7,644	10	16,890	17	23,422	17	10,668	22	7,930	14	5,372	38	8,904	2	5,711
Huron	81,191	86,233	87,826	10	3,759	3	6,640	8	14,863	16	22,581	12	9,490	22	7,930	14	5,372	28	7,164	2	5,711
BENNETT	12,676	16,990	17,999	3	1,062	1	123	4	3,879	3	6,911	3	1,239	3	463	1		4	710	1	1,997
BON HOMME	22,343	24,591	25,186	8	1,972	1	331	13	6,331	5	4,712	8	4,186	6	502	2	719	19	1,721	3	769
BROOKINGS	105,921	145,637	155,026	15	11,762	6	7,524	19	40,047	14	28,441	18	16,155	29	11,054	12	5,432	45	16,385	7	5,574
Brookings	96,672	138,092	147,375	10	9,592	5	7,345	14	38,623	12	27,865	15	15,155	29	11,054	12	5,432	40	16,008	7	5,574
BROWN	203,409	257,569	270,319	19	17,134	6	29,837	22	45,965	22	70,555	21	21,591	29	16,211	28	15,824	75	25,723	12	10,470
Aberdeen	181,414	232,785	244,829	11	9,646	6	29,837	15	43,701	17	61,173	18	19,549	29	16,211	27	15,412	60	24,166	11	9,832
BRULE	28,769	36,370	38,139	6	2,052	1	1,013	6	2,671	3	14,184	11	9,396	4	893	2	354	16	2,292	4	1,175
BUFFALO	1,331	1,392	1,412					2	694			1	516								
BUTTE	39,170	43,367	44,489	5	3,718	4	2,324	9	9,759	8	14,522	10	4,307	10	1,765	2	140	19	3,351	3	1,313
Belle Fourche	35,895	40,068	41,459	4	3,462	3	2,122	7	9,009	8	14,522	7	3,859	10	1,765	2	140	15	2,992	3	1,313
CAMPBELL	5,471	6,458	6,693	2	487			3	1,864	1	2,299	1	403	1	42			3	342		
CHARLES MIX	23,631	25,156	25,619	8	2,913	2	249	10	7,359	6	5,253	10	2,370	3	138	3	674	18	2,226	4	640
CLARK	10,152	11,041	11,287	5	1,420			6	1,104	1	4,545	4	861	2	161	2	170	10	922	2	844
CLAY	35,571	38,668	39,521	5	2,143	3	1,772	7	8,605	3	8,237	9	3,484	6	1,576	7	1,329	28	5,948	4	2,058
CODINGTON	129,132	149,307	154,201	8	11,703	5	10,748	17	30,347	11	33,752	18	16,747	30	12,370	16	7,705	40	9,877	5	5,524
Watertown	127,333	146,859	151,604	8	11,703	5	10,748	16	29,931	11	33,752	16	16,316	30	12,370	16	7,705	35	9,437	5	5,524
CORSON	5,268	6,982	7,377	3	1,050	1	207	3	2,030			2	501	1	228	1	161	9	803	1	57
CUSTER	17,787	23,563	24,905	3	1,065	1	272	5	6,656	1	4,619	5	4,390	1	354	1	75	18	3,810	2	28
DAVISON	114,351	160,887	171,901	14	18,183	4	14,385	11	29,158	18	35,872	20	17,521	22	13,292	14	8,122	45	20,867	4	2,199
Mitchell	111,297	157,692	168,659	11	16,292	4	14,385	11	29,158	18	35,872	19	17,321	22	13,292	14	8,122	43	20,656	4	2,199
DAY	22,252	24,566	25,176	7	894	3	503	8	4,541	6	6,801	4	5,331	3	746	3	445	18	1,764	3	1,041
DEUEL	8,579	9,457	9,690	2	1,605	2	447	5	1,131	2	2,633	5	436	2	427	2	355	10	1,048	2	106
DEWEY CO	13,126	15,610	16,199	2	432	2	710	6	5,336	1	3,693	6	2,138	1	207	1	535	6	1,495	1	
DOUGLAS	7,390	8,138	8,335	4	713	1	341	7	1,759	2	1,988	1	457	2	58	1	91	6	810	1	62
EDMUNDS	15,041	17,815	18,474	6	1,171			6	3,206	3	6,541	2	1,475	2	494	1	1,248	7	849	3	480
FALL RIVER	29,816	35,998	37,445	5	4,000	4	1,649	9	9,950	4	1,936	7	3,846	6	1,076	4	1,494	20	3,919	3	1,143
FAULK	5,551	6,461	6,682	3	891	1	174	4	717	1	2,177			1	49			4	410	2	616
GRANT	31,925	33,874	34,495	7	2,437	1	849	6	4,614	5	12,552	8	5,075	5	1,294	6	2,219	14	2,077	2	888
GREGORY	18,542	20,301	20,777	10	2,425	1	1,070	8	4,835	4	4,619	4	1,427	2	332	3	763	11	1,432	3	744
HAAKON	12,342	14,632	15,182	3	1,348	1	477	3	1,726	2	8,350	3	451	3	364	3	228	10	1,081	1	131
HAMLIN	11,265	12,012	12,228	6	1,518			7	1,759			5	4,478					9	970	1	874
HAND	14,696	16,321	16,742	3	1,562	1	776	5	5,267	4	2,539	2	2,993	3	597	1	420	8	1,221	2	695
HANSON	3,490	3,552	3,589	2	609			3	516	1		3	1,365			2	171	4	396		
HARDING	3,136	3,477	3,564	2	697			2	1,096			1	649					2	435	1	128
HUGHES	79,767	111,559	119,102	6	5,815	6	8,162	7	24,388	10	36,328	11	8,877	18	8,087	10	5,531	20	8,602	3	2,852
Pierre	77,855	107,112	116,864	5	5,551	5	7,792	7	24,388	10	36,328	9	8,437	17	7,963	10	5,531	20	8,602	3	2,852
HUTCHINSON	26,361	27,569	27,996	11	4,509	2	864	12	5,769	4	3,455	7	2,285	4	669	1	416	17	1,669	5	5,268
HYDE	5,005	5,725	5,901	2	1,112			3	1,651	1	855	1	681	2	286	1	430	1	210	1	
JACKSON	12,133	13,547	13,894	3	1,392			3	1,186			5	8,729	1				3	755		
JERAULD	10,070	11,269	11,571	3	792	1	273	3	4,449	2	702	3	2,101					5	651	2	1,191
JONES	13,658	16,026	16,593	1				4	2,783	3	6,021	5	5,887			1		3	854		
KINGSBURY	15,665	16,817	17,150	5	1,437	2	602	13	4,871	3	1,444	3	1,877	2	493	5	1,271	13	1,543	3	868
LAKE	38,984	51,402	54,322	7	4,842	2	1,794	6	6,353	5	23,804	9	3,345	9	2,477	5	2,319	23	4,784	3	1,734
Madison	35,435	46,138	49,705	6	4,555	2	1,794	3	5,029	4	21,822	8	3,190	9	2,477	5	2,319	20	4,524	3	1,734

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SOUTH DAKOTA RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
LAWRENCE	72,818	99,997	106,390	9	5,222	6	3,889	17	27,209	9	27,494	18	10,716	13	5,495	10	3,137	51	14,009	6	2,801
Deadwood	14,542	26,330	30,259		2,869		2,503		3,473		10,376		2,919		1,257		953		2,344		642
Lead	9,660	12,479	13,418			2	870	5	5,363	1	2,046	4	2,379			1.	210	9	1,514	2	625
LINCOLN	28,295	39,930	42,661	14	5,206	4	806	14	11,626	5	3,251	11	5,420	5	822	2	1,282	16	4,201	6	2,065
LYMAN	12,123	13,168	13,452	3	1,622			3	7,381			4	1,155					11	1,223	2	924
MCCOOK	17,386	18,509	18,850	6	2,644	1	242	12	2,220	4	5,547	8	4,653			1	52	13	1,360	1	380
MCPHERSON	7,132	7,963	8,174	3	963	1	81	6	1,910	1	743	5	920	3	366	2	39	8	903	3	559
MARSHALL	13,995	15,772	16,215	6	1,523	2	645	5	2,819	4	3,434	9	2,082	2	254	1	155	12	1,591	3	661
MEADE	45,560	55,148	57,397	9	6,160	3	1,598	11	12,403	7	16,508	8	7,438	6	1,722	2	317	30	5,528	4	2,348
MELLETTE	797	924	953			2	36	1	136			1	77	1				1	21	1	220
MINER	8,617	9,649	9,909	3	2,344	1	54	7	1,315	1	1,825	2	343					14	1,286	1	62
MINNEHAHA	697,262	885,233	929,890	53	55,612	12	115,620	75	140,638	47	247,587	80	75,731	98	52,357	65	49,122	183	80,450	26	48,823
Sioux Falls	628,804	817,104	861,307	42	52,701	11	115,512	57	134,107	39	236,446	53	60,023	92	50,604	56	42,154	157	77,167	21	47,558
MOODY	10,898	12,840	13,303	4	1,458	2	215	6	2,779	2	4,173	4	328	4	415	1	37	14	1,299	1	340
PENNINGTON	472,704	617,665	651,629	27	45,920	15	82,434	50	107,477	43	171,868	51	49,482	71	31,028	38	38,745	139	60,679	14	17,732
Rapid City	431,671	566,749	598,435	23	38,300	11	81,448	39	101,767	39	170,062	41	39,276	70	30,055	35	34,930	113	53,549	12	14,824
PERKINS	16,636	17,660	17,976	7	2,399	1	365	5	4,575	3	2,612	3	2,254	5	1,027	1	755	6	829	3	797
POTTER	11,172	11,675	11,855	4	1,119	1	581	6	2,869	3	1,873	6	2,622	1	236	1	202	10	683	2	691
ROBERTS	26,558	28,046	28,526	11	4,626	3	3,652	11	4,184	3	4,859	7	3,806	1	189	3	747	24	3,178	3	942
SANBORN	4,910	5,344	5,460	2	645			1	854	2	565	2	252	1	45			5	577		
SHANNON	6,887	7,462	7,615					5	3,671			2	2,558					2	175		
SPINK	25,233	29,336	30,324	5	1,701	2	730	7	6,173	8	9,029	5	4,992	4	1,112	4	250	20	3,175	2	775
STANLEY	8,480	9,502	9,757	1	1,780			3	4,847			1	841					6	1,553		
SULLY	10,243	12,600	13,157	1	813			2	772	3	9,094	3	424					5	781	1	46
TODD	11,260	12,097	12,329	3	851	1	308	3	4,883	1		6	4,261					3	351		
TRIPP	29,474	32,642	33,482	6	2,744	5	3,058	9	6,170	8	9,893	6	4,781	4	1,475	4	1,803	9	1,459	3	526
TURNER	17,198	18,779	19,210	6	2,149	3	412	8	3,416	5	5,861	4	1,201	2	67	1	132	15	1,497	5	1,006
UNION	19,642	20,542	20,851	4	1,458	1	201	9	4,855	3	1,856	10	5,665	1	76	4	495	17	2,567	2	358
WALWORTH	39,504	44,186	45,382	7	4,175	1	1,760	12	6,982	7	12,942	9	5,270	10	2,923	6	1,244	17	3,748	3	1,904
1WASHABAUGH																					
YANKTON	123,996	134,961	137,989	12	11,839	8	13,890	12	28,545	14	22,654	14	6,239	21	6,622	14	4,822	44	9,528	5	4,900
Yankton	117,495	128,261	131,203	10	11,012	8	13,890	10	26,551	12	21,298	13	6,053	21	6,622	14	4,822	36	8,963	5	4,900
ZIEBACH	1,815	1,882	1,908	1	85			1	138									2	131	1	581

TENNESSEE RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	19,604,644	24,498,038	25,739,655	1,348	1,272,002	938	3,044,941	3,857	5,543,186	2,083	6,229,618	2,490	2,125,465	2,803	1,295,056	1,906	1,228,493	4,913	2,155,427	1,167	881,794
METROPOLITAN STATISTICAL AREAS																					
Chattanooga, Tn-Ga	1,869,737	2,268,302	2,372,203	125	101,197	84	275,721	246	564,318	199	547,105	280	228,044	221	120,577	180	117,241	472	187,656	103	64,661
Clarksville-Hopkinsville, Tn-Ky	591,134	702,005	719,698	36	46,534	28	91,733	115	136,500	68	216,109	70	39,276	79	24,526	62	28,799	169	62,651	32	22,773
Jackson, Tn	400,985	539,142	573,414	27	40,778	18	106,416	73	101,430	39	120,266	51	40,847	59	34,080	42	25,497	96	44,468	22	16,661
Johnson City-Kingsport-Bristol, Tn-Va	1,787,685	2,110,687	2,196,811	127	131,536	82	272,135	355	493,254	203	589,075	195	125,940	234	101,545	162	95,562	404	164,779	105	73,048
Knoxville, Tn	2,880,814	3,304,069	3,420,259	192	190,768	109	387,796	515	717,967	228	766,302	313	285,447	366	176,582	270	172,642	715.	373,702	137	105,391
Memphis, Tn-Ar-Ms	4,308,708	5,540,083	5,846,088	185	213,633	154	725,220	731	1,189,473	347	1,465,402	439	557,762	588	345,724	350	315,332	939	457,773	161	203,117
Nashville, Tn	4,212,811	5,655,212	6,012,511	214	247,906	138	759,762	690	1,196,893	321	1,510,707	479	549,404	564	279,979	362	284,199	1,009	569,829	217	182,551
COUNTIES, Cities																					
ANDERSON	300,662	338,021	348,685	28	19,152	22	47,072	61	84,377	29	103,436	31	22,701	28	9,222	21	13,107	61	19,859	19	10,243
Oak Ridge	191,355	214,943	221,689	12	8,919	9	39,378	29	51,791	15	56,592	13	8,752	22	8,187	13	11,233	34	16,787	8	6,069
BEDFORD	88,257	106,349	110,981	5	3,765	5	8,141	20	26,240	20	27,165	17	11,093	15	3,900	15	5,684	18	6,480	7	4,940
Shelbyville	84,560	101,935	106,384	5	3,765	5	8,141	17	25,790	20	27,165	17	11,093	15	3,900	15	5,684	16	6,252	7	4,940
BENTON	48,718	65,076	69,106	6	3,365	4	4,312	17	25,215	10	11,985	11	7,967	10	1,872	7	1,710	15	3,668	3	4,627
BLEDSOE	15,088	18,784	19,710	5	3,469	2	649	8	4,574	4	5,744	1	782	1	513	2	706	3	428	2	867
BLOUNT	378,532	473,294	497,189	25	27,024	11	56,444	72	102,631	37	192,543	29	24,937	26	8,786	33	21,722	69	29,940	17	15,821
Alcoa	214,854	275,805	291,059	8	9,343	6	41,517	13	44,609	17	152,246	6	2,954	14	4,369	9	6,487	27	19,490	3	6,502
Maryville	128,223	156,227	163,325	11	15,601	3	14,582	29	43,634	14	29,330	16	19,022	9	4,326	21	12,506	21	6,758	12	9,214
BRADLEY	292,841	368,073	386,953	28	30,345	13	41,019	64	88,598	35	102,478	35	24,835	36	20,674	35	13,727	65	29,319	16	13,413
Cleveland	266,133	332,508	350,447	23	17,607	13	41,019	56	78,996	32	100,857	27	18,566	36	20,674	33	13,097	61	27,830	15	12,716
CAMPBELL	121,573	137,257	141,678	11	5,030	11	9,283	26	35,988	18	35,591	30	16,851	14	5,264	14	4,655	38	12,746	9	5,441
CANNON	21,516	24,155	24,908	5	1,626	3	1,146	9	8,027	2	7,079	3	234	5	424	3	1,172	5	616	3	591
CARROLL	79,785	102,167	107,722	18	8,046	6	10,197	32	27,516	10	27,606	19	4,139	24	3,415	8	5,865	31	4,381	12	5,136
CARTER	114,585	137,963	143,958	11	11,643	10	17,712	36	40,898	22	25,650	13	6,058	14	4,681	15	5,922	32	11,092	13	7,489
Elizabethton	95,491	114,760	119,719	7	11,098	6	16,987	19	32,576	18	22,595	9	5,357	13	4,461	14	5,661	25	9,623	12	7,109
CHEATHAM	44,836	60,596	64,479	4	2,857	4	946	12	18,183	5	13,409	7	17,553	2	405	2	477	11	2,284	5	2,093
CHESTER	30,026	38,747	40,909	3	2,721	5	1,721	8	9,204	4	13,193	5	1,970	8	1,952	7	2,638	8	2,289	4	1,392
CLAIBORNE	51,287	55,666	57,067	5	5,933	5	4,780	26	16,049	12	5,045	14	2,878	6	966	13	4,977	23	4,630	4	2,336
CLAY	10,015	12,620	13,264	2	1,520	2	713	3	4,491	1	335	3	1,227	1	107			8	986	2	498
COCKE	91,080	105,195	108,979	9	7,360	6	11,079	23	26,262	16	18,755	14	10,749	17	6,741	10	5,451	23	7,924	8	3,883
COFFEE	180,493	228,958	241,065	18	13,465	15	35,110	34	49,640	20	56,013	27	18,820	34	7,291	23	10,618	52	19,450	17	9,535
CROCKETT	31,342	37,890	39,563	4	1,455	6	1,233	12	10,177	5	14,230	7	2,339	6	1,218	4	1,257	9	982	6	1,523
CUMBERLAND	123,066	152,432	159,796	7	10,080	8	14,412	31	33,414	21	39,985	22	20,814	16	6,195	10	2,977	37	12,430	9	6,337
DAVIDSON	2,912,982	3,884,067	4,124,248	118	142,874	75	615,325	382	727,114	180	1,034,321	277	331,802	355	198,464	236	217,610	726	439,363	127	117,679
Nashville	2,770,244	3,675,282	[illegible]	112	136,521	71	545,308	369	688,410	172	1,028,571	265	310,562	323	173,543	226	206,376	694	420,304	118	107,123
DECATUR	32,245	46,159	49,623	2	2,460	3	4,268	8	10,974	6	15,592	12	7,468	4	714	6	1,234	11	1,797	3	918
DE KALB	35,749	43,290	45,216	3	1,247	6	3,749	17	13,132	7	10,538	8	4,217	7	1,146	4	1,846	12	2,136	4	1,971

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TENNESSEE RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
DICKSON	113,733	147,281	155,628	8	7,434	5	16,847	30	37,565	15	38,221	20	14,105	23	7,580	12	8,352	31	8,961	7	4,674
DYER	136,686	173,227	182,355	13	12,472	6	16,038	28	34,505	23	49,950	21	12,544	31	12,744	22	10,442	35	11,126	11	6,195
Dyersburg	121,604	152,885	160,718	11	11,265	6	16,038	18	27,374	21	47,056	19	11,749	30	12,468	18	6,726	28	10,154	9	5,452
FAYETTE	35,369	41,629	43,265	4	902	5	4,477	22	16,128	11	8,470	9	2,891	5	795	4	724	7	2,024	3	1,588
FENTRESS	41,635	49,589	51,645	3	6,909	3	2,831	11	12,481	8	3,807	10	5,465	9	8,668	6	1,271	9	1,875	2	2,140
FRANKLIN	98,920	118,522	123,582	13	14,014	6	12,453	28	29,191	16	29,427	13	7,613	5	2,437	13	3,890	25	7,791	12	4,647
GIBSON	161,344	192,397	200,442	20	10,389	18	21,488	51	49,775	30	56,200	35	14,982	46	8,319	21	6,036	49	8,823	19	10,382
Milan	43,135	50,852	53,424	2	883	6	7,828	11	16,226	9	12,696	7	3,442	13	1,448	5	1,067	15	3,432	6	4,052
GILES	89,734	115,117	121,407	8	4,805	6	10,812	26	25,461	15	19,760	18	19,697	16	5,315	8	6,686	28	6,415	10	6,361
GRAINGER	18,379	19,764	20,234			3	381	10	3,493	3	5,633	6	2,849	1		1	715	8	1,258	2	306
GREENE	205,265	256,805	269,691	21	16,287	15	26,210	45	62,423	30	59,171	23	31,310	28	11,257	18	10,112	46	17,236	11	10,117
Greeneville	180,203	226,618	238,205	17	14,473	12	25,543	27	55,509	26	57,147	16	19,388	28	11,257	18	10,112	39	16,536	10	9,773
GRUNDY	34,606	36,793	37,587	4	5,171	4	888	11	8,089	4	3,132	9	10,290			4	583	9	2,526	6	1,852
HAMBLEN	246,837	316,216	333,463	17	31,074	11	37,560	58	77,646	34	86,374	26	18,025	35	17,864	27	9,795	50	21,623	17	9,892
Morristown	231,253	298,482	315,140	14	30,183	11	37,560	37	65,804	29	85,038	25	17,913	33	17,698	24	9,379	43	20,924	16	9,798
HAMILTON	1,456,406	1,738,577	1,812,009	89	73,926	57	233,797	173	358,567	129	464,629	199	156,622	167	97,164	144	95,311	392	158,198	72	49,467
Chattanooga	1,185,600	1,412,389	1,471,619	55	52,823	46	205,772	125	258,226	108	444,041	136	105,342	135	86,823	107	68,235	287	113,482	51	38,206
HANCOCK	10,702	11,639	11,936	3				3	2,779	2	717	3	1,158	3	419	7	1,898	4	1,291	4	1,185
HARDEMAN	63,866	78,464	82,138	11	10,063	7	5,675	35	22,778	13	19,531	12	6,151	11	1,186	5	1,675	14	2,261	9	2,558
HARDIN	72,934	88,337	92,283	10	7,039	8	15,046	16	15,899	19	23,742	8	4,412	17	3,041	9	3,558	27	5,434	8	2,961
HAWKINS	95,685	114,090	118,842	11	7,800	10	7,644	33	41,269	12	25,874	14	6,090	11	2,882	7	1,490	22	6,155	11	6,394
HAYWOOD	53,005	62,830	65,381	7	3,603	4	6,412	17	17,865	7	8,322	12	13,113	14	2,635	9	2,746	16	3,427	7	3,016
HENDERSON	64,868	85,481	90,596	11	7,952	5	8,476	21	16,425	12	22,709	12	7,763	12	3,339	8	4,371	20	5,159	7	3,089
HENRY	105,346	131,957	138,624	8	7,337	9	16,001	28	32,530	15	27,936	16	10,456	27	9,039	10	5,372	36	9,846	8	6,192
Paris	94,367	117,676	125,445	6	6,441	5	12,521	21	31,036	14	27,027	14	9,818	27	9,039	10	5,372	20	7,279	8	6,192
HICKMAN	26,893	31,014	32,119	4	3,887	3	760	12	11,569	5	2,663	10	4,705	3	314	3	583	13	830	2	1,974
HOUSTON	12,665	14,668	15,199	1	721	1	114	7	6,318	3	817	3	1,146	1	121	2	106	6	613	5	4,144
HUMPHREYS	53,668	61,914	64,148	6	2,512	5	8,328	21	18,873	8	16,815	12	6,778	6	840	5	1,014	20	4,119	4	1,732
JACKSON	14,105	18,115	19,106	2	1,202	1	637	6	5,322	3	754	5	1,478			3	941	8	881	2	645
JEFFERSON	72,882	82,194	84,817	10	5,135	8	6,135	17	30,255	5	6,796	21	11,364	13	2,083	10	2,846	16	5,857	10	5,571
JOHNSON	26,212	29,798	30,791	4	2,340	4	2,143	12	12,019	7	2,548	6	3,233	4	843	3	620	7	2,245	3	1,794
KNOX	1,866,396	2,107,685	2,175,744	113	117,965	55	266,134	273	427,094	137	429,313	193	191,773	244	144,126	178	124,532	438	259,459	78	65,470
Knoxville	1,471,098	1,656,233	1,708,961	80	97,997	44	243,283	206	276,967	96	357,036	134	112,742	191	115,559	156	107,690	356	224,029	61	52,350
LAKE	13,939	15,349	15,773	4	930	2	685	10	5,505	3	1,759	6	1,521	3	184	2	495	9	1,201	4	1,337
LAUDERDALE	49,225	57,767	60,013	6	3,441	5	7,452	17	12,028	13	13,178	13	6,257	14	3,268	7	2,371	19	2,085	5	2,673
LAWRENCE	115,744	146,116	153,712	9	9,327	10	13,701	22	28,075	33	40,647	19	12,444	19	6,907	19	11,456	31	6,322	11	6,753
LEWIS	23,682	31,439	33,360	5	2,024	7	2,301	10	8,922	7	8,732	6	2,844	4	490	5	547	5	727	3	1,755
LINCOLN	78,924	104,028	110,229	12	4,476	5	10,271	26	34,512	15	14,087	12	11,420	16	5,236	10	3,568	23	6,148	6	5,636
LOUDON	96,018	102,026	104,278	8	7,149	6	6,454	29	25,713	21	31,034	17	10,700	15	3,207	10	5,030	26	6,184	9	4,102
MCMINN	164,195	211,401	223,083	9	10,747	6	16,196	35	85,048	24	31,483	32	13,257	30	14,192	21	7,835	46	16,069	11	9,516
Athens	133,323	172,399	182,065	7	9,634	4	15,322	18	75,702	18	28,196	16	6,440	25	12,152	13	6,004	26	11,581	6	6,966
MCNAIRY	57,609	68,568	71,392	10	2,650	4	4,467	14	17,102	16	17,775	10	4,368	11	1,795	7	2,379	17	2,971	7	2,826
MACON	38,242	43,512	44,962	7	4,681	6	3,163	15	15,939	5	5,031	8	3,386	4	1,100	3	1,128	8	932	4	2,016
MADISON	400,985	539,142	573,414	27	40,778	18	106,416	73	101,430	39	120,266	51	40,847	59	34,080	42	25,497	96	44,468	22	16,661
Jackson	377,651	511,779	544,999	26	40,623	17	103,409	66	98,713	38	119,414	43	27,944	59	34,080	38	21,455	91	42,624	21	16,459
MARION	73,074	85,708	89,036	8	3,573	8	7,130	14	23,020	15	19,276	17	11,065	11	3,969	4	2,700	14	4,255	8	3,900
MARSHALL	69,607	97,697	104,650	5	3,149	7	8,855	22	26,743	13	34,392	11	6,195	14	2,766	6	5,048	17	4,402	8	4,771
MAURY	194,004	264,757	282,257	23	15,644	12	31,659	55	69,435	24	51,567	35	20,220	39	17,508	32	15,275	55	22,348	19	12,312
Columbia	171,279	233,234	248,563	17	12,590	9	30,967	37	60,052	23	51,379	26	17,077	37	16,493	24	13,325	45	17,144	16	10,692
MEIGS	13,726	15,610	16,132			2	1,584	10	6,151	5	2,018	2	700	1		2	717	6	704	1	1,444
MONROE	92,258	110,066	114,659	12	10,731	9	8,973	29	22,708	19	26,140	17	12,111	15	6,414	10	3,357	33	9,502	7	3,427
MONTGOMERY	355,104	435,092	455,513	22	30,751	15	65,826	61	86,327	42	139,048	36	22,737	36	11,960	42	19,090	111	44,565	15	12,491
Clarksville	334,264	411,120	430,697	19	30,004	14	65,515	42	72,044	41	138,718	34	22,420	36	11,960	39	18,490	103	40,625	13	11,256
MOORE	4,981	5,584	5,664	1	61	1	14	7	3,176	1		3	538					4	301	1	108
MORGAN	15,193	16,854	17,341	2	576	2	146	12	6,941	5	3,302	3	2,878	3	110			2	205	2	102
OBION	128,875	158,460	165,952	17	13,432	8	16,200	26	34,411	26	42,384	18	11,716	33	9,639	17	4,359	34	13,940	9	5,574
South Fulton	7,742	9,210	9,699	1	419			1	1,315	3	1,192	4	1,547	3	459	2	299	6	3,142	1	405
Union City	105,055	129,994	136,291	11	9,559	7	15,548	14	27,468	16	38,585	8	7,691	27	8,644	12	3,868	20	10,004	5	4,413
OVERTON	40,155	48,075	50,116	5	7,195	5	4,239	14	14,964	6	4,631	8	3,116	10	1,357	4	3,039	10	1,999	5	2,910
PERRY	9,415	12,326	13,042	2	859			6	6,045	4	591	3	654	1	203	2	936	7	683	2	591
PICKETT	10,373	11,653	12,012	1	1,395	2	469	2	2,368	3	1,805	6	1,971	1	197	1	216	2	610	2	62
POLK	21,863	24,716	25,517	3	1,044	5	2,176	9	10,642	6	2,482	3	942	3	289	3	518	8	1,167	5	1,084
PUTNAM	207,514	273,788	290,206	20	17,198	9	29,409	44	72,593	25	39,736	35	30,579	44	25,245	20	10,955	61	25,712	12	12,156
Cookeville	185,624	247,861	263,231	15	14,649	8	28,767	31	61,784	23	37,459	28	27,942	44	25,245	19	10,564	52	24,262	9	11,309
RHEA	62,640	72,902	75,626	9	4,904	7	3,837	15	26,676	15	14,550	8	5,905	19	4,086	6	1,762	21	5,195	7	3,404
ROANE	162,610	179,338	184,447	14	8,599	13	13,265	38	50,615	24	60,244	19	8,692	22	7,120	16	7,324	38	11,482	15	7,960
Harriman	71,207	80,709	83,876	6	4,727	5	6,832	11	12,355	8	34,927	8	3,188	13	3,011	6	3,716	17	7,554	5	3,419
ROBERTSON	107,633	130,486	136,296	5	2,804	4	10,160	29	33,171	15	33,400	23	25,779	16	4,519	8	5,508	23	6,831	10	5,354
RUTHERFORD	351,096	482,845	515,439	24	31,998	16	47,808	66	121,920	36	109,806	59	54,447	64	32,364	40	22,906	74	43,699	22	16,523
Murfreesboro	271,938	377,651	403,832	17	25,827	10	32,669	43	78,450	29	97,612	45	38,230	58	31,126	33	21,848	56	37,319	14	12,614
SCOTT	51,624	56,529	58,039	3	1,833	4	7,530	19	20,001	11	8,390	11	3,150	9	1,233	1	2,611	10	2,296	4	3,324
SEQUATCHIE	22,118	25,424	26,323	1	214	4	1,162	7	12,231	4	4,831	6	2,685	2	277	2	370	8	1,052	3	869
SEVIER	229,382	267,345	277,432	13	20,232	9	10,990	70	65,794	15	23,353	31	30,349	54	12,365	27	9,720	121	57,030	10	7,578
SHELBY	3,816,663	4,902,137	5,172,980	151	164,968	125	672,061	604	1,027,275	273	1,306,189	369	435,231	530	326,701	324	301,259	850	425,511	138	183,849
Memphis	3,363,383	4,322,807	4,562,235	118	144,980	105	571,182	521	850,308	241	1,221,197	327	385,368	425	263,384	286	278,652	751	385,450	119	169,022
SMITH	37,446	45,835	47,960	5	2,840	8	2,248	13	12,039	6	7,460	9	4,679	6	1,715	5	8,188	10	1,602	7	2,039
STEWART	16,497	20,913	22,008	2	1,894	3	1,154	7	6,670	4	4,030	1	627	1	385	3	1,379	8	1,633	3	878
SULLIVAN	751,148	861,243	891,405	39	39,285	22	121,187	116	164,538	80	285,268	75	48,028	92	47,384	56	38,050	140	67,655	37	30,193
Bristol, Tenn.-Bristol, Va.	401,418	461,346	481,322	16	21,112	13	56,638	62	89,285	46	158,043	32	29,446	58	28,516	38	23,944	94	35,705	17	14,378
Kingsport	481,401	550,235	569,127	21	31,394	17	94,310	68	101,084	42	164,222	39	29,695	63	35,802	35	20,178	79	42,289	22	18,642
SUMNER	275,722	369,584	392,789	26	33,291	13	30,174	64	103,831	38	101,055	32	27,947	37	13,133	26	11,695	54	24,746	22	16,701
TIPTON	86,674	111,498	117,657	10	10,520	10	13,358	34	29,009	21	28,820	13	8,690	13	3,654	7	2,404	16	5,381	7	3,327
TROUSDALE	16,671	18,014	18,455	2	226	2	46	10	8,298	2	2,467	6	1,015	2	71	2	251	2	46	3	1,054
UNICOI	32,237	38,479	40,089	5	2,091	5	5,094	7	11,220	11	8,094	6	1,850	5	779	6	1,746	17	4,847	4	1,440
UNION	14,581	15,766	16,158	3	1,260	1	640	12	4,323	2	5,228	2	1,474					2	299	1	402
VAN BUREN	2,770	3,800	4,052					4	2,619									1	177		
WARREN	112,529	144,709	152,746	15	11,138	7	14,005	30	39,149	19	29,554	11	7,459	28	10,871	12	6,723	32	9,501	9	6,061

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TENNESSEE RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
WASHINGTON	419,713	512,676	536,345	30	32,478	14	69,982	74	127,575	43	131,791	46	29,565	57	21,289	40	25,888	105	44,010	21	16,488
Johnson City	375,269	458,140	479,262	20	27,317	14	69,982	49	116,815	33	119,750	32	21,167	52	18,666	38	24,021	90	40,876	16	14,367
WAYNE	28,477	35,257	36,950	5	4,807	3	585	20	15,089	4	5,109	6	919	4	768	2	315	8	859	4	1,874
WEAKLEY	88,554	108,734	113,831	14	8,043	7	11,798	35	31,016	15	21,961	15	6,615	19	4,263	9	5,872	34	8,407	13	5,142
WHITE	53,526	73,575	78,552	7	3,742	5	4,971	19	16,196	13	32,155	9	4,675	9	1,488	5	1,331	12	2,890	5	2,521
WILLIAMSON	234,074	347,931	376,485	13	10,445	10	20,978	53	94,274	15	129,200	31	32,720	34	14,073	22	10,755	45	26,518	13	12,456
WILSON	172,735	232,422	247,147	16	16,203	11	17,524	54	60,835	17	51,295	30	45,051	33	9,441	16	6,896	45	17,427	11	7,071
Lebanon	134,128	183,249	195,355	12	14,288	8	15,121	31	43,445	14	38,462	24	36,673	28	7,870	15	6,679	35	16,887	8	5,907

TEXAS RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	82,272,213	102,410,101	109,122,730	4,211	6,313,184	2,465	11,857,971	13,103	22,812,374	7,438	29,441,248	8,234	7,211,518	10,139	6,477,756	6,525	5,713,942	19,755	9,624,540	3,196	2,781,741
METROPOLITAN STATISTICAL AREAS																					
Abilene, Tx	804,342	975,894	1,037,832	36	89,479	23	123,007	106	175,075	71	308,416	79	67,143	115	57,108	74	52,945	169	80,033	27	24,746
Amarillo, Tx	1,220,497	1,606,984	1,732,399	59	126,615	25	174,158	154	325,992	105	531,273	102	81,429	153	121,261	118	99,163	309	155,404	37	28,797
Austin, Tx	3,399,672	5,041,121	5,542,333	152	423,064	72	588,606	497	1,089,921	245	1,444,633	313	327,233	392	330,364	311	337,863	1,005	595,264	130	114,276
Beaumont-Port Arthur, Tx	2,093,311	2,225,216	2,316,564	107	125,436	56	263,985	385	476,611	203	620,128	209	169,770	228	154,160	164	114,923	447	184,794	97	69,939
Brazoria, Tx	795,628	973,573	1,036,823	50	84,011	28	102,725	164	296,064	84	258,132	72	54,892	104	50,978	56	41,655	206	69,925	36	29,045
Brownsville-Harlingen, Tx	1,025,512	1,309,311	1,403,711	55	88,528	40	174,628	207	341,916	108	292,554	81	52,534	206	120,924	108	93,431	309	115,390	42	29,298
Bryan-College Station, Tx	591,693	718,419	764,036	30	60,017	16	109,613	87	172,814	43	155,861	42	47,627	81	50,746	45	30,539	161	84,787	15	12,102
Corpus Christi, Tx	1,844,288	2,024,709	2,118,030	73	107,751	53	211,341	311	496,877	170	563,562	206	175,873	211	107,523	147	116,702	512	191,172	68	42,097
Dallas, Tx	13,066,550	17,962,516	19,512,916	492	829,293	274	2,092,196	1,507	3,615,703	936	5,443,710	1,137	1,419,550	1,564	1,180,696	932	1,144,101	2,782	1,924,533	371	510,391
El Paso, Tx	2,120,722	2,772,478	2,984,440	83	144,741	82	445,734	334	584,229	184	716,989	179	179,677	320	211,360	194	192,876	664	277,857	73	67,288
Fort Worth-Arlington, Tx	6,122,691	8,726,768	9,530,581	267	485,800	141	1,129,899	827	1,942,495	511	2,713,225	527	614,263	689	505,291	438	445,263	1,491	877,494	191	232,622
Galveston-Texas City, Tx	1,042,954	1,071,327	1,108,947	60	72,542	26	97,319	211	289,835	88	282,998	89	72,890	130	69,732	69	35,329	295	104,794	38	33,128
Houston, Tx	18,823,669	21,069,722	21,818,406	685	1,165,738	259	2,362,002	2,371	4,327,487	1,138	5,947,059	1,408	1,434,956	1,723	1,306,161	1,241	1,162,543	3,678	2,003,562	515	601,611
Killeen-Temple, Tx	892,169	1,249,320	1,360,613	50	65,108	46	179,863	180	292,679	139	385,391	117	75,738	119	60,829	84	71,191	233	126,629	32	27,043
Laredo, Tx	701,337	911,684	980,256	34	50,169	33	154,246	116	218,169	59	128,492	48	34,239	159	140,084	55	103,482	116	57,192	22	19,515
Longview-Marshall, Tx	1,064,402	1,235,247	1,304,470	64	75,618	37	143,130	164	271,940	111	385,147	111	66,005	150	79,017	104	77,723	246	100,138	53	34,874
Lubbock, Tx	1,344,799	1,625,395	1,727,019	54	109,672	26	205,635	161	307,570	105	547,690	103	62,441	162	97,993	132	113,201	289	147,395	43	28,215
McAllen-Edinburg-Mission, Tx	1,352,119	1,536,655	1,616,573	71	123,022	53	225,983	261	349,559	162	343,721	104	55,262	238	173,567	121	100,575	318	108,666	50	39,851
Midland, Tx	713,358	738,295	765,100	32	70,337	17	95,213	80	151,395	42	172,372	57	59,121	92	42,661	66	50,800	140	60,158	13	15,283
Odessa, Tx	993,340	973,733	1,000,373	47	78,450	23	130,939	137	185,953	80	292,063	55	35,174	125	53,474	76	63,263	188	91,420	22	15,393
San Angelo, Tx	571,448	745,762	802,738	31	57,113	16	99,860	93	159,469	54	233,188	41	27,336	88	46,818	62	44,804	140	68,387	22	15,555
San Antonio, Tx	5,533,729	7,307,747	7,880,702	228	416,746	147	921,134	816	1,724,949	428	1,936,708	643	602,278	585	447,493	450	452,307	1,612	812,788	197	152,870
Sherman-Denison, Tx	488,622	670,315	727,392	45	54,978	19	89,584	68	142,872	61	211,178	49	36,980	68	38,715	47	32,861	111	50,932	21	26,263
Texarkana, Tx-Ar	585,884	777,628	835,149	36	45,874	21	104,351	115	176,854	65	201,945	60	65,262	94	50,038	58	38,126	150	62,490	28	24,543
Tyler, Tx	801,304	1,041,340	1,120,062	53	80,151	24	155,689	84	202,890	80	296,838	100	80,574	114	75,450	72	58,069	148	75,659	37	33,342
Victoria, Tx	492,936	529,351	551,810	22	41,562	14	69,379	80	110,934	40	141,894	43	42,551	66	33,113	46	27,133	112	40,567	15	10,063
Waco, Tx	943,336	1,260,558	1,361,898	48	86,158	36	174,338	165	289,046	93	357,470	116	80,479	123	67,609	84	65,114	245	121,460	36	30,319
Wichita Falls, Tx	750,305	804,697	838,841	38	56,074	25	119,890	108	140,953	82	245,735	63	44,476	108	40,647	80	53,485	182	64,920	28	20,577
COUNTIES, Cities																					
ANDERSON	178,100	234,092	252,157	18	21,787	9	14,860	42	63,965	31	69,806	18	11,018	26	14,368	15	10,235	46	14,296	12	8,480
Palestine	138,763	181,952	195,923	12	13,039	5	12,805	28	55,888	27	51,334	15	7,744	25	11,699	15	10,235	36	12,083	10	5,958
ANDREWS	61,362	63,593	65,914	3	3,278	3	2,610	13	16,719	9	25,029	9	4,231	11	3,195	4	768	16	4,879	4	2,031
ANGELINA	342,133	394,564	416,043	26	30,366	14	47,525	55	100,194	42	105,023	46	26,804	52	22,871	37	21,455	61	27,626	18	14,549
Lufkin	308,045	354,472	373,649	22	22,791	12	45,827	36	84,057	35	103,262	38	22,215	48	21,621	28	16,799	54	26,042	16	14,144
ARANSAS	68,176	87,243	93,572	5	15,364	3	2,419	20	33,745	9	7,829	13	10,681	7	1,568	11	4,760	20	9,808	4	1,772
ARCHER	21,545	22,307	23,118			1	331	11	5,667	4	12,413	4	1,102	3	504			6	800	1	463
ARMSTRONG	6,515	8,684	9,375					2	1,969	2	3,209	3	1,570	1	504			2	437	1	560
Poteet	8,915	10,950	11,628	1	791	2	1,266	5	4,620	2	1,765	2	681	1	647	1	286	4	701	1	274
ATASCOSA	85,879	106,408	113,529	12	14,153	6	5,655	38	39,509	17	22,347	19	9,718	6	5,766	4	1,701	23	5,995	6	2,450
AUSTIN	82,913	116,144	126,470	7	11,640	11	9,998	25	29,902	13	37,606	15	13,027	11	4,033	9	2,714	35	7,629	7	4,791
BAILEY	28,305	38,597	41,843	3	1,894	1	1,245	8	7,084	8	18,172	3	897	9	3,119	3	1,548	12	2,749	2	1,005
BANDERA	18,169	23,917	25,776	4	3,037	2	758	13	10,225	3	6,555	1	1,410	2	336	2	757	7	1,079	2	
BASTROP	80,548	111,411	121,051	12	6,233	7	5,166	31	44,895	10	25,846	21	14,449	8	2,770	7	2,514	36	10,272	8	3,559
BAYLOR	29,092	32,021	33,522	2	913	3	681	6	6,134	8	11,130	5	9,060	7	1,257	2	489	7	1,535	2	1,370
BEE	105,311	120,411	126,803	11	9,212	4	8,051	30	33,492	13	29,796	17	10,305	18	10,664	12	6,015	40	9,138	7	3,900
BELL	786,685	1,109,303	1,209,491	44	61,727	35	159,113	149	247,298	119	350,134	100	67,949	111	58,848	71	59,013	206	114,847	26	23,315
Belton	45,551	65,843	72,607	4	5,962	2	8,346	16	25,387	7	16,629	9	5,307	4	1,401	3	574	17	5,655	2	1,486
Killeen	346,321	490,732	535,472	14	22,772	16	68,762	59	94,163	67	187,150	35	25,955	47	23,682	32	31,843	80	46,918	10	7,365
Temple	327,528	462,487	504,411	15	19,048	12	77,101	46	104,932	34	136,465	36	22,002	57	33,669	33	24,838	81	47,182	13	13,771
BEXAR	5,197,814	6,842,766	7,375,350	186	367,948	132	895,587	718	1,588,444	391	1,809,078	586	569,319	549	423,002	421	429,924	1,501	771,809	181	140,119
San Antonio	4,533,613	5,988,504	6,458,255	156	311,272	109	776,912	640	1,333,215	347	1,696,162	517	489,345	457	357,009	351	363,520	1,333	681,962	170	128,190
BLANCO	14,940	21,511	23,514	4	3,659			6	7,970	2	1,127	9	2,898	2	69	3	520	15	3,995	2	310
BORDEN	136	138	142					1				1	105								
BOSQUE	41,322	59,117	64,574	6	6,483	6	2,571	15	13,708	6	19,372	11	6,850	6	1,065	1	2,115	12	2,558	5	2,956
BOWIE	430,569	589,510	639,550	28	39,511	16	92,663	79	108,310	56	191,827	41	41,619	71	38,486	46	30,448	93	44,460	21	15,782
1Texarkana	479,503	628,845	678,625	26	36,800	17	95,406	72	137,402	51	169,764	43	42,562	77	44,907	53	35,820	109	49,257	21	20,488

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

TEXAS RETAIL SALES—CENSUS & ESTIMATES—Continued

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
BRAZORIA	795,628	973,573	1,036,823	50	84,011	28	102,725	164	296,064	84	258,132	72	54,892	104	50,978	56	41,655	206	69,925	36	29,045
Alvin	155,871	190,234	202,536	10	9,833	8	14,196	27	66,641	12	58,076	12	10,145	12	8,702	8	7,369	38	14,384	6	6,331
Angleton	104,348	128,746	136,879	7	10,443	5	10,947	16	41,075	11	37,869	14	10,554	16	6,866	3	2,136	22	5,981	7	6,251
Clute	105,027	129,069	137,083	5	6,595	3	14,096	14	40,154	15	34,931	9	6,883	9	3,624	11	7,984	28	12,234	3	4,525
Freeport	95,144	109,762	115,724	3	10,186			21	34,953	17	39,942	5	4,186	6	4,172	6	2,781	32	7,413	4	3,128
Lake Jackson	121,144	150,233	160,322	4	2,420	6	51,490	18	34,556	3	9,909	9	5,989	41	21,854	13	6,608	31	15,365	5	3,451
BRAZOS	591,693	718,419	764,036	30	60,017	16	109,613	87	172,814	43	155,861	42	47,627	81	50,746	45	30,539	161	84,787	15	12,102
Bryan	354,019	419,830	444,764	23	41,992	9	38,328	52	88,711	34	137,521	28	27,280	30	20,859	33	22,402	83	39,559	11	8,111
College Station	229,142	289,784	310,158	5	14,589	7	71,285	25	80,787	9	18,340	14	20,347	51	29,887	11	7,462	75	44,379	4	3,991
BREWSTER	35,228	39,521	41,484	3	2,369	6	2,969	11	12,386	5	10,932	9	1,703	7	3,852	2	318	18	2,894	5	2,193
BRISCOE	5,277	5,121	5,249	4	597			5	2,127	3	1,347	1	146	1				2	56	1	80
BROOKS	34,6[illegible]	43,094	46,005	4	3,333	2	1,516	13	14,402	6	13,174	2	1,511	4	2,559	5	1,918	13	3,434	3	524
BROWN	164,096	168,856	174,778	10	13,156	8	19,849	41	41,223	20	38,228	22	7,748	29	10,504	24	6,754	48	13,740	12	7,093
Brownwood	138,872	142,758	147,754	7	9,522	5	13,393	29	37,553	14	36,216	18	6,660	21	8,059	20	5,584	39	12,186	9	5,464
BURLESON	48,358	48,667	50,221	3	4,479	5	1,866	24	13,275	6	16,013	10	5,727	8	1,450	3	1,328	16	3,115	3	898
BURNET	99,661	144,668	158,420	13	22,292	9	25,562	24	31,442	12	28,787	11	9,143	13	2,823	11	8,944	30	11,296	8	4,452
CALDWELL	81,602	95,928	101,484	9	4,230	7	8,278	18	28,226	15	30,820	11	9,987	15	3,434	4	2,206	29	7,042	5	2,415
CALHOUN	93,846	151,599	169,076	10	16,045	6	15,046	21	50,925	17	33,851	14	13,767	8	8,529	5	5,354	34	10,826	5	5,133
Port Lavaca	81,473	131,829	147,067	8	13,350	5	13,125	16	43,533	13	31,296	10	10,473	8	8,529	5	5,354	23	8,238	5	5,133
CALLAHAN	27,339	33,787	36,029			6	1,521	15	12,243	6	11,731	9	2,577	2	497			8	2,354	5	1,179
CAMERON	1,025,512	1,309,311	1,403,711	55	88,528	40	174,628	207	341,916	108	292,554	81	52,534	206	120,924	108	93,431	309	115,390	42	29,298
Brownsville	524,297	677,414	727,656	18	25,731	25	113,442	81	182,076	50	133,915	26	22,538	132	82,677	62	59,197	138	48,112	21	16,578
Harlingen	341,308	430,552	460,683	23	37,467	10	48,730	52	97,789	33	119,707	35	22,145	47	26,643	27	25,787	91	44,640	9	7,067
CAMP	37,601	46,206	49,222	4	4,613	4	1,191	9	7,032	10	16,418	9	3,161	4	4,248	5	3,738	15	3,158	3	1,985
CARSON	15,244	20,739	22,468	1	261			10	7,429	2	5,217	7	5,663	1	226			8	1,306	1	508
CASS	89,597	119,483	129,033	12	7,443	8	14,668	32	43,486	12	26,899	14	3,811	16	6,943	11	4,863	21	5,954	9	4,600
CASTRO	29,195	39,421	42,641	4	1,862	1	1,006	10	13,369	8	13,193	2	1,685	5	2,272	2	943	7	1,434	2	793
CHAMBERS	64,803	96,131	105,700	9	5,848	4	2,371	28	32,853	8	32,092	13	18,382	7	1,801	3	1,293	12	3,677	6	3,892
CHEROKEE	152,878	186,048	197,954	12	13,181	10	18,483	27	39,576	25	66,196	26	12,348	20	19,140	6	3,252	28	8,699	9	4,915
Jacksonville	102,425	122,061	128,606	7	3,429	6	16,224	15	29,707	12	30,800	16	8,003	16	17,970	6	3,252	20	7,567	5	3,447
CHILDRESS	27,220	28,835	29,984	5	798	1	855	10	11,021	6	7,417	7	870	10	1,866	1	481	12	2,467	6	1,186
CLAY	32,398	31,732	32,589	3	1,230	1	727	6	6,550	5	7,656	9	10,809	3	529	1	433	10	1,843	2	826
COCHRAN	12,192	13,388	14,006	1	430	1	377	4	2,600	3	6,647			1	1,024	2	697	3	219	2	834
COKE	13,867	16,017	16,896	1	83	1	240	4	3,629	5	10,577	1	211	3	321			2	96		
COLEMAN	33,724	37,031	38,727	5	3,009	4	1,473	12	12,726	8	9,178	6	3,194	6	2,229	1	326	11	1,575	6	1,546
COLLIN	767,651	1,191,206	1,319,781	37	73,125	18	180,732	99	317,096	54	276,252	79	95,167	139	81,547	77	89,580	152	97,272	29	41,509
McKinney	180,168	278,273	308,158	7	18,505	1	15,978	19	37,382	14	174,819	6	4,841	24	13,612	11	13,605	25	10,958	13	11,735
Plano	454,612	710,059	787,188	19	31,090	12	147,749	46	210,990	25	79,928	37	64,432	101	61,229	52	41,492	91	73,605	9	24,094
COLLINGSWORTH	16,813	18,467	19,308	3	1,171	2	2,564	6	4,586	3	2,520	2	2,091	2	865	2	689	4	536	2	2,010
COLORADO	100,979	115,886	122,086	13	10,478	9	3,021	30	31,505	15	38,807	22	11,434	12	3,574	11	3,426	37	8,867	10	4,165
COMAL	170,568	234,963	255,165	17	26,580	8	14,003	49	76,379	17	62,763	23	13,344	23	12,085	15	7,730	50	21,407	8	5,496
New Braunfels	158,538	217,908	236,577	15	25,147	7	13,293	40	65,697	17	62,763	23	13,344	22	11,843	14	7,491	41	20,142	6	5,093
COMANCHE	43,429	42,323	43,432	5	1,229	6	3,903	16	13,872	12	11,971	14	2,016	9	1,483	7	878	9	1,847	4	1,374
CONCHO	12,190	12,424	12,849	4	918	2	54	5	1,672	2	8,702	3	578					2	184	1	115
COOKE	148,774	167,524	175,912	15	16,898	6	11,294	21	41,166	23	43,105	23	14,839	26	8,285	16	5,942	39	12,453	8	4,732
Gainesville	111,918	126,825	133,311	8	12,028	5	10,990	12	32,860	14	25,277	17	13,141	23	7,946	12	4,253	31	9,990	8	4,732
CORYELL	105,484	140,017	151,122	6	3,381	11	20,750	31	45,381	20	35,257	17	7,789	8	1,981	13	12,178	27	11,782	6	3,728
COTTLE	10,603	11,188	11,630	3	803	1	499	3	3,261	3	3,548	3	1,253	1	594	1	207	3	573	2	426
CRANE	23,252	22,994	23,663	1	417	2	820	6	9,262	4	8,431	5	582	4	1,329	2	94	5	974	1	1,001
CROCKETT	32,746	32,356	33,279	3	1,478	1	1,255	7	7,430	3	5,584	9	12,432	3	687	2	433	7	783	2	1,552
CROSBY	16,938	18,666	19,536	3	624	2	1,095	10	6,995	9	6,653	7	1,595	3	290	1	522	6	202	5	378
CULBERSON	26,405	27,944	29,056	2	1,375	1	225	5	4,005	3	4,837	13	14,183	4	376	1	368	11	1,808	1	1,055
DALLAM	32,599	56,662	71,850	4	4,427	2	2,002	8	19,342	11	26,857	9	6,201	6	4,796			14	5,376	3	924
Dalhart	42,125	55,970	64,192	4	3,819	2	2,002	9	16,123	11	24,487	8	6,021	7	4,231	1		14	5,209	3	924
DALLAS	11,097,280	15,015,187	16,266,109	360	644,752	207	1,713,460	1,155	2,779,560	748	4,674,965	912	1,168,982	1,273	1,031,891	765	1,000,708	2,353	1,691,655	281	403,878
Carrollton	249,281	339,458	368,039	13	35,290	6	27,118	25	75,874	18	138,246	20	23,638	22	12,603	24	13,248	37	24,948	6	6,923
Dallas	6,759,385	9,091,638	9,831,361	202	326,383	113	1,074,129	698	1,608,185	402	2,585,835	565	692,327	844	719,786	486	688,754	1,605	1,118,037	165	227,868
Garland	671,568	907,185	981,660	38	111,894	16	64,088	74	244,946	83	231,128	67	96,023	56	36,804	46	49,735	131	81,583	20	25,092
Grand Prairie	288,851	387,078	418,391	10	6,382	7	13,906	50	91,120	35	110,048	30	36,699	24	13,739	16	12,690	89	56,156	12	45,251
Irving	816,191	1,114,740	1,209,159	21	28,443	16	112,015	80	199,657	63	585,293	59	59,291	60	37,358	41	37,602	129	77,526	20	27,088
Richardson	681,765	947,959	1,031,142	26	35,261	12	117,113	49	143,594	40	428,237	45	68,994	92	55,660	65	58,977	101	64,328	14	17,148
DAWSON	72,727	74,829	77,460	6	3,741	3	4,627	18	21,903	9	22,512	13	2,735	17	5,484	8	3,131	20	5,090	8	3,686
DEAF SMITH	68,736	112,961	126,389	4	5,566	4	9,523	21	37,672	18	33,251	9	5,063	20	9,309	12	5,530	16	10,142	4	2,932
Hereford	65,615	108,428	121,427	2	4,221	4	9,523	21	37,672	17	31,675	8	4,582	20	9,309	12	5,530	15	9,602	4	2,932
DELTA	9,648	13,905	15,206	1	1,608	2	319	6	5,264	1	4,747	1	449			1	426	3	160	1	430
DENTON	720,614	1,087,586	1,199,124	46	56,358	27	140,189	116	333,526	62	300,433	65	77,810	89	44,090	55	32,708	152	86,533	28	42,433
Denton	378,429	570,613	629,097	18	25,485	15	94,211	45	134,505	26	166,643	34	47,945	59	31,211	30	16,982	81	51,484	16	29,884
Lewisville	194,613	295,657	326,363	14	17,657	5	24,262	26	87,057	23	94,981	16	17,621	21	8,821	13	12,277	41	24,919	6	9,366
DE WITT	79,459	87,954	92,138	11	7,654	8	6,815	20	20,948	13	26,264	10	10,481	18	4,379	8	1,973	39	5,172	9	4,500
DICKENS	14,915	14,962	15,432	1	692	1	276	8	4,591	3	6,521	4	549	1	607			6	669	1	614
DIMMIT	28,473	26,344	26,815	2	2,342	3	4,226	13	10,538	3	2,270	6	1,683	6	795	2	829	9	1,544	2	1,290
DONLEY	28,087	28,879	29,904	2	647	1	1,343	5	5,025	4	15,242	6	1,529	1	1,678	2	722	7	817	2	1,194
DUVAL	26,677	31,790	33,687	3	1,382	1	1,032	21	13,195	7	6,256	8	4,282	5	1,138	3	355	10	1,917	3	656
EASTLAND	76,136	90,657	96,092	5	4,416	6	2,424	23	25,559	16	26,119	16	10,897	19	4,974	5	1,961	27	7,722	11	4,467
ECTOR	993,340	973,733	1,000,373	47	78,450	23	130,939	137	185,953	80	292,063	55	35,174	125	53,474	76	63,263	188	91,420	22	15,393
Odessa	922,762	907,267	932,563	37	57,729	21	128,882	116	176,915	77	289,940	50	33,628	99	43,351	71	60,837	167	80,121	21	15,150
EDWARDS	4,378	5,704	6,130	2	1,017	1		2	3,085			1	263	1	51			5	332	1	352
ELLIS	230,468	336,513	368,980	23	26,775	9	33,625	69	99,758	33	88,436	43	37,462	32	14,376	17	9,913	51	25,682	14	12,644
Ennis	67,827	98,737	108,197	5	4,026	5	16,713	23	35,105	11	15,590	12	9,640	12	4,116	5	4,121	18	9,571	5	4,211
Waxahachie	93,616	136,183	149,240	7	5,783	4	16,292	19	43,940	15	38,130	11	7,010	15	8,341	6	4,583	20	11,568	6	5,681
EL PASO	2,120,722	2,772,478	2,984,440	83	144,741	82	445,734	334	584,229	184	716,989	179	179,677	320	211,360	194	192,876	664	277,857	73	67,288
El Paso	2,058,895	2,693,384	2,899,619	76	137,391	79	438,704	311	562,990	177	699,514	166	166,517	318	209,989	191	192,760	644	270,233	70	65,432
ERATH	107,394	123,875	130,648	10	11,688	7	10,828	24	29,975	16	39,769	17	5,096	26	6,794	11	2,632	29	10,758	10	5,432
Stephenville	94,962	111,462	116,962	8	10,621	5	9,417	19	25,901	12	37,438	13	3,926	24	6,555	10	2,523	24	10,078	7	4,689
FALLS	56,771	73,048	78,427	8	4,576	10	9,403	22	21,993	11	10,728	10	7,359	10	10,139	6	1,622	15	2,913	7	5,263
Marlin	40,007	51,097	54,793	2	800	6	8,934	13	18,760	10	6,833	7	6,330	7	4,967	4	757	11	2,749	5	2,633
FANNIN	87,661	106,216	112,986	8	5,392	4	6,649	28	24,613	13	53,788	19	3,036	14	1,812	8	2,338	18	3,863	7	4,750
Bonham	67,811	84,967	90,685	5	3,407	3	6,227	11	15,417	8	48,532	10	2,764	13	1,780	5	2,117	9	2,830	6	4,576
FAYETTE	106,000	114,908	119,947	9	7,869	14	6,288	38	28,734	18	26,140	24	14,561	17	3,832	8	2,840	47	15,699	8	3,475
FISHER	13,385	17,018	18,235	3	930	1	729	6	4,848	4	5,895	2	760	2	795	1	547	6	1,276	5	1,357

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

TEXAS RETAIL SALES--CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
FLOYD	25,336	31,680	33,853	4	1,590	3	910	7	6,259	7	13,685	5	5,064	5	1,240	1	221	3	1,423	4	1,062
FOARD	5,845	6,234	6,491	1	950			2	1,648	2	2,260	2	1,012	1	99			3	130	1	
FORT BEND	495,179	654,770	706,226	37	89,185	9	19,876	80	190,979	53	220,017	54	51,897	40	30,361	32	20,649	94	37,029	20	19,503
Richmond																					
Rosenberg	229,553	302,707	326,442	14	26,927	5	10,581	27	73,351	25	146,121	21	14,898	21	16,889	11	12,255	29	11,278	5	6,961
FRANKLIN	21,584	28,668	30,930	2	3,039	1	954	8	8,703	2	6,553	5	3,281	2	615	2	2,108	8	860	3	1,961
FREESTONE	53,732	58,643	61,285	5	1,787	7	2,943	16	19,317	11	13,056	11	11,011	7	798	5	1,392	14	5,724	5	1,743
FRIO	33,911	34,767	35,965	8	2,689	2	718	15	12,180	6	8,821	7	1,799	7	1,251	2	1,420	11	2,510	3	1,353
GAINES	45,838	57,050	60,925	1	1,200	2	511	19	17,936	11	24,850	8	1,477	8	2,030	8	3,072	16	4,571	4	2,264
GALVESTON	1,042,954	1,071,327	1,108,947	60	72,542	26	97,319	211	289,835	88	282,998	89	72,890	130	69,732	69	35,327	295	104,794	38	33,128
Galveston	370,984	379,621	392,601	16	15,725	8	45,370	74	98,378	22	77,749	35	25,207	50	26,731	26	14,786	143	54,889	11	9,593
League City	69,293	70,923	73,358	3	7,257	1	4,494	14	22,485	8	16,032	9	7,832	4	2,160	6	1,666	9	4,562	5	3,653
Texas City	237,588	244,471	253,180	13	13,131	5	12,827	36	58,929	23	93,385	16	16,037	31	17,541	18	9,135	48	15,537	10	8,288
GARZA	19,688	20,537	21,302	4	1,340	1	741	9	8,556	4	1,147	10	4,846	3	634	2	535	8	1,281	2	573
GILLESPIE	78,647	105,467	114,003	5	18,502	7	5,447	22	28,777	10	25,802	11	7,795	11	3,307	14	5,343	34	8,665	4	2,511
GLASSCOCK	815	998	1,057					1	253									1	78		
GOLIAD	15,749	21,171	22,901	2	2,057	1	1,498	9	9,588	4	4,684	1	1,150	1	641	1	266	6	1,419	1	998
GONZALES	70,748	86,829	92,506	7	6,397	8	11,571	26	25,187	10	20,134	14	7,276	12	4,092	5	4,088	25	5,398	9	3,463
Gonzales	54,227	67,229	71,563	5	5,086	5	11,152	20	22,043	7	15,801	7	3,025	8	2,810	3	2,913	13	2,647	6	2,636
GRAY	160,057	162,540	167,907	18	7,702	6	16,805	38	45,289	18	39,212	15	6,763	34	15,432	18	8,889	40	11,840	7	3,632
Pampa	153,159	155,633	160,793	16	6,847	6	16,805	34	44,759	17	37,037	12	6,283	33	14,981	17	8,395	37	11,303	6	3,115
GRAYSON	488,622	670,315	727,392	45	54,978	19	89,584	68	142,872	61	211,178	49	36,980	68	38,715	47	32,861	111	50,932	21	26,263
Denison	156,591	214,755	233,041	16	10,175	4	21,005	20	50,186	22	73,354	15	13,402	22	13,110	11	5,242	39	16,979	7	14,163
Sherman	267,343	367,957	399,486	21	35,226	11	65,310	25	69,256	25	103,900	20	16,666	38	23,490	29	25,795	50	30,036	7	8,397
GREGG	838,132	972,614	1,027,222	51	62,382	26	122,837	123	218,991	84	307,999	74	38,534	119	64,355	84	48,985	202	81,307	40	26,899
Kilgore	133,447	153,020	161,262	7	4,435	3	11,283	24	34,906	12	75,275	10	4,123	20	7,869	9	3,543	31	9,076	6	4,346
Longview	642,577	752,229	795,030	38	54,550	21	106,137	79	164,872	61	206,316	51	29,321	92	54,313	69	45,148	143	69,902	28	21,492
GRIMES	59,449	55,441	56,522	7	8,409	5	7,525	16	9,898	9	18,533	10	2,818	5	1,185	3	629	25	2,668	5	1,139
GUADALUPE	165,347	230,018	250,187	25	22,218	7	11,544	49	60,126	20	64,867	34	19,615	13	12,406	14	14,653	61	19,572	8	7,255
Seguin	140,013	195,260	212,497	16	18,059	7	11,544	32	44,145	18	63,396	25	16,763	13	12,406	13	13,003	41	13,517	7	6,039
HALE	150,732	171,226	180,138	16	8,032	13	22,792	37	40,473	26	56,164	15	3,809	24	11,169	19	7,941	44	12,530	12	6,385
Plainview	137,774	156,534	164,696	11	6,903	10	20,873	28	35,331	22	53,146	11	2,983	22	10,966	18	7,787	39	12,250	9	5,276
HALL	16,651	19,136	20,165	2	1,273	2	1,468	7	9,908	3	2,488	4	460	5	711	1	455	6	1,187	4	946
HAMILTON	26,306	37,371	40,769	6	2,448	2	2,476	17	12,093	8	6,619	7	3,269	4	1,336	5	1,904	11	2,220	5	2,431
HANSFORD	30,133	35,227	37,245	4	2,285	2	1,719	6	8,173	4	16,058	1	1,276	8	2,614	4	1,441	5	1,957	2	710
HARDEMAN	17,333	25,626	28,139	4	1,281	3	596	5	12,376	4	1,617	6	2,164	7	2,288	1	318	5	3,382	1	818
HARDIN	166,045	204,427	217,952	9	15,912	10	19,503	53	54,373	25	86,385	19	9,527	15	5,202	6	3,196	32	7,038	14	8,475
HARRIS	17,342,296	18,541,336	19,541,749	575	909,660	221	2,261,159	2,108	3,776,866	998	5,158,157	1,260	1,275,698	1,605	1,234,787	1,157	1,104,452	3,409	1,879,688	447	536,949
Baytown	402,225	423,808	440,545	19	33,267	7	34,407	67	109,772	39	142,840	35	23,894	31	19,605	27	14,872	92	31,530	15	12,229
Houston	13,047,509	14,267,491	14,674,151	374	566,306	156	1,744,590	1,552	2,680,059	692	3,808,256	952	972,471	1,247	1,031,955	869	893,261	2,585	1,480,691	329	414,005
Pasadena	718,241	751,852	780,676	33	36,568	11	134,046	88	169,800	46	193,339	57	47,204	70	33,437	51	36,538	141	66,260	18	21,917
HARRISON	226,270	262,633	277,248	13	13,236	11	20,293	41	52,949	27	77,148	37	27,471	31	14,662	20	28,738	44	18,831	13	7,975
Marshall	184,608	215,876	228,174	8	10,386	8	18,666	27	45,836	22	72,427	26	19,154	30	14,522	15	14,187	33	13,948	11	7,616
HARTLEY	12,370	13,308	13,879	1	1,317			3	2,703	2	2,767	1	967	1	984	2	2,560	2	2,209		
HASKELL	31,059	35,691	37,622	5	1,810	6	2,001	10	7,890	7	14,713	8	1,087	12	3,824	3	756	10	1,730	4	1,530
HAYS	167,730	241,885	264,668	14	27,381	7	15,731	40	59,838	18	55,917	38	28,384	20	12,733	13	7,687	75	39,632	10	3,645
San Marcos	144,658	208,978	228,749	8	15,859	4	10,828	34	51,661	15	54,649	28	25,433	20	12,733	12	7,096	64	37,240	10	3,645
HEMPHILL	26,469	24,412	24,837	4	4,670			5	5,396	5	5,768	5	4,215	4	1,156	3	55	8	1,485	2	1,041
HENDERSON	165,223	172,185	178,609	14	11,338	11	14,819	29	45,320	18	48,541	22	19,603	25	8,142	15	3,167	39	8,546	14	8,177
Athens	96,886	103,605	105,844	8	4,774	4	6,862	11	21,587	12	33,173	15	13,318	18	7,468	9	2,148	17	5,646	8	4,847
HIDALGO	1,352,119	1,536,655	1,616,573	71	123,022	53	225,983	261	349,559	162	343,721	104	55,262	238	173,567	121	100,575	318	108,666	50	39,851
Edinburg	130,900	147,995	155,595	3	6,018	5	12,618	32	46,720	13	43,965	14	8,060	16	9,532	9	8,497	40	11,124	8	4,809
McAllen	719,190	817,100	859,593	27	59,393	22	134,125	76	121,152	57	184,487	31	21,025	147	131,467	74	73,306	131	61,380	19	20,282
HILL	109,706	140,808	151,120	17	9,441	7	11,662	29	36,977	18	39,522	24	21,135	12	2,873	9	2,610	25	9,935	11	5,012
Hillsboro	63,524	83,298	89,889	10	5,567	3	7,514	11	22,687	9	28,198	13	9,085	8	2,210	4	704	12	4,907	5	3,034
HOCKLEY	90,500	114,538	122,662	8	6,712	5	7,424	20	34,866	19	45,932	9	2,934	11	4,942	8	1,583	28	8,605	4	3,835
HOOD	97,599	144,246	158,536	6	13,219	5	15,304	23	32,887	10	57,623	10	6,302	11	5,411	6	3,504	22	12,241	6	3,519
HOPKINS	120,208	172,255	188,308	12	10,280	7	14,318	18	39,252	14	64,110	11	12,569	25	10,485	10	3,940	37	18,301	6	5,041
Sulphur Springs	112,421	161,661	176,841	10	9,271	6	13,113	11	35,592	14	64,110	11	12,569	25	10,485	10	3,940	29	14,786	6	5,841
HOUSTON	74,092	99,886	108,056	5	2,607	4	4,288	15	25,762	16	43,351	14	3,586	9	5,320	5	3,677	16	5,351	6	3,678
HOWARD	227,242	204,313	207,092	11	7,789	8	23,875	40	46,428	28	61,930	24	14,407	36	11,962	20	6,130	58	16,444	11	4,838
Big Spring	218,675	196,828	199,557	9	6,653	8	23,875	38	44,530	28	61,930	22	13,430	36	11,962	20	6,130	52	15,289	11	4,838
HUDSPETH	4,819	4,710	4,833	1	287	1	366	4	1,823	1		3	1,342	1				3	328		
HUNT	252,562	343,761	372,441	25	27,236	11	33,873	50	97,445	39	83,957	32	20,994	41	19,245	25	17,129	81	30,089	14	11,925
Greenville	164,916	223,586	242,112	10	12,273	8	26,398	29	57,201	22	60,296	20	17,692	33	15,729	19	13,883	40	15,870	8	7,827
HUTCHINSON	129,576	140,548	146,757	11	9,927	4	9,315	30	42,731	14	37,063	12	4,071	26	12,671	16	5,030	38	11,342	10	5,581
Borger	115,639	125,415	130,960	9	8,554	4	9,315	22	36,853	12	33,031	11	3,812	25	12,300	15	4,790	32	9,929	8	4,731
IRION	2,273	3,128	3,386	1				2	1,854												
JACK	24,843	26,579	27,680	6	2,190	2	134	7	7,275	6	7,084	6	1,832	8	836	3	1,115	9	3,372	2	1,418
JACKSON	52,454	55,815	58,107	4	3,487	5	2,196	25	18,211	15	22,101	11	3,109	11	1,716	5	1,372	20	2,416	6	1,444
JASPER	147,485	187,057	200,359	16	27,861	10	18,621	38	48,079	28	56,596	20	13,910	16	5,457	10	6,931	31	8,258	12	5,702
JEFF DAVIS	3,161	4,404	4,787	1	156			4	3,128			1	597					2	290		
JEFFERSON	1,538,129	1,633,824	1,700,098	70	86,879	34	208,360	246	319,369	132	424,479	146	120,335	178	127,077	133	97,144	339	155,678	64	48,037
Beaumont	952,310	1,015,025	1,056,909	45	66,365	22	151,411	129	156,603	75	262,535	81	75,415	112	79,402	80	73,559	202	104,105	30	24,853
Port Arthur	333,255	352,494	366,539	11	12,026	8	39,000	59	84,319	30	110,172	31	23,232	44	25,221	29	16,324	75	25,746	12	10,210
JIM HOGG	27,089	36,218	39,123	3	3,355	1	2,167	10	8,347	7	10,963	7	5,687	3	579	2	1,670	8	1,723	2	744
JIM WELLS	190,663	197,308	204,451	17	15,205	9	12,735	46	54,450	28	63,681	25	12,414	21	10,264	14	7,466	48	13,202	8	4,278
JOHNSON	293,534	419,454	458,306	21	37,879	9	41,796	59	118,641	42	135,864	33	20,181	44	23,440	18	8,712	71	28,163	15	18,463
Cleburne	168,070	240,463	262,839	12	18,951	6	28,497	26	56,501	27	94,823	13	7,188	32	17,313	12	5,939	34	15,612	9	7,942
JONES	63,275	65,550	67,938	2	1,227	6	2,128	21	14,143	13	29,187	15	7,134	7	4,152	3	1,029	15	2,705	7	2,398
KARNES	62,232	83,211	89,931	8	6,987	5	3,328	29	24,139	9	32,155	16	6,911	7	1,802	7	2,444	26	5,678	5	1,756
KAUFMAN	184,628	224,262	238,474	19	14,706	11	20,471	49	62,166	28	62,297	31	24,624	25	7,746	16	8,642	55	14,864	15	6,865
Terrell	93,624	113,999	121,283	6	4,308	4	10,266	20	29,596	13	39,633	12	8,506	10	5,217	8	3,868	22	6,892	7	4,382
KENDALL	47,981	69,651	76,309	8	3,731	5	1,665	12	17,940	8	33,111	8	7,569	5	1,603	2	488	27	4,716	4	1,493
KENEDY	410	401	411			1	411	1													
KENT	3,537	3,472	3,569			1		1	1,118	1	1,603	2	749								
KERR	158,510	207,382	223,265	12	26,652	10	21,059	32	57,775	14	41,595	21	14,968	25	11,618	13	9,434	53	18,438	7	5,706
Kerrville	139,322	181,526	195,298	7	18,394	7	17,798	27	52,335	10	36,579	17	12,836	25	11,618	12	8,890	48	17,504	7	5,706

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

TEXAS RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
KIMBLE	26,513	34,714	37,377	1	1,664	2	828	7	7,986	4	8,998	3	10,438	1	692	1	600	11	2,799	1	871
KING	1,200	1,497	1,597									1	1,462								
KINNEY	3,350	3,923	4,141	1		1	333	3	2,318	2		3	184					4	423		
KLEBERG	154,450	171,795	180,115	7	11,489	8	11,878	35	57,359	15	42,450	20	9,150	20	9,746	11	7,311	50	18,852	9	3,197
KNOX	14,240	18,564	19,965	5	774	2	111	9	9,212	4	1,370	9	2,544	5	1,257			4	834	3	2,109
LAMAR	204,226	279,123	302,659	15	30,904	9	40,166	35	61,189	28	71,726	14	11,559	34	17,309	22	14,572	49	22,582	12	10,004
Paris	189,466	259,341	281,316	14	29,471	8	37,077	27	56,469	27	69,938	12	10,424	34	17,309	21	14,111	45	21,302	11	9,425
LAMB	55,671	70,943	76,045	15	4,379	4	3,784	18	22,914	9	20,076	8	5,947	15	5,492	6	2,145	18	3,805	5	3,295
LAMPASAS	42,613	57,131	61,776	4	3,028	5	5,965	9	13,505	10	21,268	10	6,025	7	2,560	5	1,487	16	3,483	4	1,962
LA SALLE	13,439	14,552	15,178	1	642	5	2,642	7	3,884	3	2,157	5	1,377	2	1,322			4	614	1	797
LAVACA	80,827	103,021	110,426	15	13,110	7	3,137	31	34,980	15	29,494	14	7,199	12	3,088	13	5,423	24	3,231	9	4,289
LEE	67,117	75,789	79,642	8	6,106	5	1,651	20	21,467	6	16,436	13	11,361	10	2,402	7	6,725	19	6,479	4	1,626
LEON	33,857	50,411	55,428	5	5,505	3	2,340	18	13,502	3	5,232	17	8,978	6	2,114	1	4,866	15	5,336	3	1,496
LIBERTY	254,463	434,887	489,759	22	41,682	13	6,090	64	134,392	34	189,200	30	28,783	27	13,084	11	7,616	47	25,559	17	17,187
LIMESTONE	72,009	94,708	102,042	5	7,711	5	10,770	31	33,339	10	20,379	13	7,065	13	5,072	10	4,164	19	4,060	5	2,957
Mexia	53,700	71,336	77,214	3	6,921	3	8,989	15	24,350	6	15,178	8	4,590	10	4,798	6	3,387	12	2,820	2	2,258
LIPSCOMB	11,104	11,940	12,451	2	376	2	69	6	3,461	2	3,140	4	3,091	2	402	1	30	7	1,271	1	91
LIVE OAK	41,434	35,477	35,685	4	2,404	2	164	18	9,068	7	11,568	14	6,751	6	777	3	154	14	2,166	3	660
LLANO	40,591	53,128	57,178	7	5,275	5	2,388	17	16,328	7	13,784	7	3,506	5	1,355	3	1,378	16	3,703	4	1,714
LOVING	81	80	81																		
LUBBOCK	1,344,799	1,625,395	1,727,019	54	109,672	26	205,635	161	307,570	105	547,690	103	62,441	162	97,993	132	113,201	289	147,395	43	28,215
Lubbock	1,237,481	1,496,515	1,590,241	46	100,106	24	201,486	134	286,448	93	474,595	92	57,572	155	96,425	129	113,013	269	143,345	38	26,930
LYNN	14,141	15,723	16,484	2	380	2	224	10	5,444	7	7,303	2	648	2	153	2	476	7	722	2	370
MCCULLOCH	37,979	39,643	41,141	4	1,468	3	2,589	12	2,873	8	11,816	8	1,613	13	2,104	5	3,064	10	2,510	5	665
MCLENNAN	943,336	1,260,558	1,361,808	48	86,158	36	174,338	165	289,046	93	357,470	116	80,479	123	67,609	84	65,114	245	121,460	36	30,319
Mart	NO DATA AVAILABLE FOR THIS CITY																				
Waco	753,075	1,007,347	1,088,519	25	74,157	22	166,391	96	196,759	67	280,649	73	51,138	104	60,342	70	54,624	194	107,359	24	24,305
MCMULLEN	1,392	1,871	2,019					2	842			1	516	1				1	51		
MADISON	46,563	46,857	48,345	4	2,266	5	1,339	9	10,415	4	14,555	11	7,829	6	1,751	3	990	9	4,553	4	1,709
MARION	24,648	29,551	31,356	3	1,211	2	1,307	8	6,758	4	9,595	8	5,595	2	714	2	956	10	2,241	3	1,059
MARTIN	19,132	20,702	21,617	1	539			3	2,531	4	12,400	4	4,232	1	399			3	623	1	108
MASON	11,405	14,104	15,042	3	1,790	2	357	7	4,092	4	3,651	5	1,577	2	785	1		7	1,241	1	483
MATAGORDA	170,412	219,109	235,182	16	15,207	9	9,419	45	68,302	23	63,313	28	13,280	25	17,116	12	7,992	53	19,605	9	5,934
Bay City	140,391	181,855	195,449	10	10,981	6	8,470	24	57,457	16	53,086	21	10,394	21	16,432	11	7,790	36	15,341	8	5,736
MAVERICK	142,835	147,063	152,261	10	10,280	11	14,836	29	39,706	16	19,718	18	8,630	50	30,214	12	7,464	27	5,422	6	4,504
MEDINA	90,923	126,301	137,395	7	5,358	6	5,730	24	31,751	18	72,638	10	2,590	12	2,420	4	3,179	21	5,894	7	2,214
MENARD	7,133	9,679	10,486	3	2,125			7	4,043	2	2,710	1	363	2	210			1	285	1	224
MIDLAND	713,358	738,295	765,100	32	70,337	17	95,213	80	151,395	42	172,372	57	59,121	92	42,661	66	50,800	140	60,158	13	15,283
Midland	675,433	700,833	726,558	27	57,269	17	95,213	72	148,292	41	160,370	54	53,522	91	40,168	66	50,800	136	59,470	13	15,283
MILAM	63,616	87,679	95,211	9	7,135	10	10,655	21	21,452	14	26,608	16	9,131	15	3,459	8	2,538	19	4,112	6	2,986
MILLS	14,084	15,514	16,230	5	3,864	3	547	4	3,306	2	3,605	4	593	1	788	2	858	4	653	1	307
MITCHELL	40,257	41,656	43,163	2	1,463	2	1,252	9	12,178	6	9,383	11	5,922	6	3,837	5	1,218	13	2,686	4	2,692
MONTAGUE	71,318	83,851	88,695	9	6,429	5	12,130	19	19,576	14	29,049	12	2,659	13	1,589	10	2,852	20	4,416	7	3,772
MONTGOMERY	549,300	736,062	798,316	42	115,165	12	44,976	96	202,117	47	198,315	48	62,608	44	26,348	37	26,454	107	52,716	26	24,824
Conroe	373,072	515,525	563,009	18	87,051	8	32,718	37	117,290	29	185,891	23	27,843	35	24,570	23	20,383	51	30,365	15	14,472
MOORE	84,379	84,480	87,087	8	3,333	3	6,047	20	22,677	15	23,445	12	10,090	13	4,810	9	4,330	21	5,679	4	2,782
MORRIS	52,391	46,748	47,324	4	1,264	3	2,002	23	13,909	13	13,093	9	6,733	9	2,077	5	2,070	13	2,183	7	1,954
MOTLEY	4,196	4,096	4,201	2	726	1	295	3	1,027	3	727	1	501					2	83	1	92
NACOGDOCHES	219,676	275,188	294,147	23	27,864	8	19,793	41	67,576	34	73,779	26	12,964	34	23,328	19	14,289	49	19,310	15	11,633
Nacogdoches	204,365	256,741	274,595	19	24,215	7	19,559	34	62,965	29	71,177	21	12,389	33	23,124	19	14,289	46	18,228	14	11,402
NAVARRO	193,956	163,148	163,610	10	8,006	6	11,180	33	32,136	29	46,020	31	15,206	31	8,020	15	6,212	42	11,008	11	4,621
Corsicana	180,784	152,330	152,820	8	7,903	6	11,180	24	29,798	26	44,236	24	13,298	28	7,728	15	6,212	35	10,229	10	4,464
NEWTON	25,932	31,220	33,138	2	1,262	3	1,169	16	11,953	4	8,522	7	3,307	3	629	1		7	961	3	1,410
NOLAN	97,899	103,803	107,949	8	3,784	6	7,938	17	25,043	14	25,969	14	16,089	13	4,717	13	2,592	25	7,106	9	6,205
Sweetwater	83,042	88,101	91,637	7	2,897	6	7,938	16	20,805	14	25,969	10	9,864	12	3,834	13	2,592	21	6,301	8	4,838
NUECES	1,608,875	1,762,384	1,842,905	58	99,704	37	197,240	258	405,154	138	483,283	156	145,755	180	95,038	128	111,362	435	176,363	47	34,266
Corpus Christi	1,497,256	1,640,878	1,715,975	55	99,165	32	191,658	215	362,597	129	454,343	132	123,849	166	88,462	127	111,180	403	165,983	41	30,715
OCHILTREE	59,830	63,058	65,539	4	4,583	3	5,355	11	15,778	5	20,317	6	2,621	11	5,252	7	1,433	10	4,152	4	2,416
OLDHAM	6,959	7,824	8,197					2	1,640			4	2,306	1				4	962	1	558
ORANGE	389,137	386,965	398,514	28	22,645	12	36,122	86	102,869	46	109,264	44	39,908	35	21,881	25	14,583	76	22,078	19	13,427
Orange	220,995	219,198	225,644	14	11,006	6	18,125	40	56,358	27	74,256	22	16,531	18	11,712	13	8,887	40	13,348	8	5,012
PALO PINTO	131,377	160,725	171,137	8	14,774	4	7,550	42	43,111	19	49,171	23	18,918	16	5,455	10	5,421	46	10,572	7	4,756
Mineral Wells	95,972	114,406	121,291	7	10,087	4	6,931	28	27,109	17	39,555	13	6,778	16	5,455	10	5,421	34	8,700	6	3,639
PANOLA	74,234	81,497	85,265	5	5,108	5	4,786	15	21,303	16	28,779	13	7,623	15	3,157	5	1,724	18	4,463	6	3,440
PARKER	198,011	289,049	316,979	19	20,602	6	15,583	33	79,429	20	69,810	32	40,277	20	11,273	9	4,670	40	20,171	9	8,778
Weatherford	126,297	184,500	202,367	11	14,211	5	8,624	19	45,222	19	62,989	20	30,159	16	8,967	8	2,757	29	15,103	8	5,184
PARMER	19,690	29,725	32,791	6	2,494	2	1,377	10	11,684	6	13,012	1	425	3	205	1	46	9	1,610	3	620
PECOS	86,106	85,449	87,944	9	7,129	5	4,636	21	24,721	13	18,736	22	12,718	13	4,629	9	3,042	28	6,049	6	1,820
POLK	107,793	153,063	167,060	10	26,112	7	20,113	23	40,499	15	43,337	16	8,186	7	2,423	10	5,098	25	8,291	5	3,716
POTTER	859,003	1,111,367	1,194,445	40	85,199	15	132,276	104	201,931	72	352,359	69	68,406	95	87,798	75	60,654	219	116,982	29	21,678
Amarillo	1,155,092	1,517,468	1,638,260	55	120,499	22	172,660	144	305,976	99	491,853	95	77,765	143	116,944	109	96,674	287	143,158	35	26,870
PRESIDIO	20,868	20,719	21,322	8	2,424	5	4,306	8	3,578	4	2,638	9	1,729	4	1,367	3	929	14	926	2	958
RAINS	12,284	17,023	18,491	2	827			5	8,142	1	4,220	3	471	1	294	2	606	2	415	1	1,183
RANDALL	361,494	495,617	537,954	19	41,416	10	41,882	50	124,061	33	178,914	33	13,023	58	33,463	43	38,509	90	38,422	8	7,119
REAGAN	18,793	20,185	21,040	2	1,766	3	902	5	5,083	1	8,075	6	2,384					4	1,029	1	630
REAL	4,975	4,997	5,150	2	885			5	1,668	4	528	2	731	1	107			3	480	3	193
RED RIVER	66,108	95,938	104,995	6	4,905	3	20,755	16	19,964	5	9,311	5	1,997	7	18,207	3	1,679	8	4,186	5	2,792
REEVES	72,160	76,718	79,858	4	2,735	5	5,071	17	22,272	11	27,114	15	4,408	12	5,900	5	2,105	21	4,546	4	2,764
Pecos	68,871	73,266	76,275	4	2,735	4	4,513	14	20,112	11	27,114	13	4,085	12	5,900	5	2,105	18	4,409	4	2,764

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TEXAS RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
REFUGIO	44,747	50,337	52,861	2	524	2	799	14	12,078	7	15,738	14	12,523	8	2,776	2	590	20	4,142	4	1,437
ROBERTS	2,592	2,474	2,532	1	1,653			1	335			1	299			2		1	245		
ROBERTSON	49,404	59,417	63,081	8	3,625	7	7,254	23	17,305	13	20,827	14	2,935	7	1,714	3	965	16	2,764	2	2,127
ROCKWALL	65,909	107,762	120,448	7	13,577	2	3,719	19	23,597	11	41,327	7	15,505	6	1,046	2	2,550	19	8,527	4	3,062
RUNNELS	50,712	57,150	60,026	9	3,044	5	3,323	18	18,366	8	18,089	7	3,571	8	3,092	3	997	16	2,812	5	1,548
RUSK	139,047	174,048	186,023	15	10,460	11	20,202	36	39,009	28	56,743	30	13,703	25	8,672	14	10,142	32	10,288	17	6,850
Henderson	108,615	136,314	145,771	11	8,597	7	17,146	17	23,665	19	50,116	22	9,598	20	7,560	12	9,343	24	8,196	11	5,581
SABINE	30,385	42,800	46,619	2	4,335	1	1,024	13	12,089	7	13,461	8	3,027	4	475	2	1,719	7	1,504	4	1,812
SAN AUGUSTINE	25,491	30,856	32,800	5	2,043	4	1,095	6	6,754	5	12,051	4	1,180	7	3,539	3	1,745	8	1,363	3	695
SAN JACINTO	16,696	23,885	26,091	3	886	1	124	14	9,911	5	7,953	5	2,967					8	1,540	2	248
SAN PATRICIO	235,413	262,325	275,125	15	8,047	16	14,101	53	91,723	32	80,279	50	30,118	31	12,485	19	5,340	77	14,809	21	7,831
SAN SABA	17,837	20,512	21,610	2	1,641	3	544	9	6,870	4	6,300	3	618	4	2,254	3	405	4	326	1	561
SCHLEICHER	5,963	5,978	6,161	1	260	3	639	5	3,386	1	1,171			1				2	52		
SCURRY	89,080	91,973	95,283	3	2,982	4	6,050	22	23,551	21	27,423	16	6,014	18	6,192	16	4,734	26	8,588	7	3,833
Snyder	85,798	88,750	91,977	3	2,982	4	6,050	18	22,067	21	27,423	15	5,797	18	6,192	15	4,561	24	8,209	7	3,833
SHACKELFORD	14,065	14,605	15,142	2	1,082	2		5	4,702	4	4,398	4	2,103	2	486	1	497	5	950	1	89
SHELBY	92,089	98,862	103,002	13	7,743	9	11,786	27	28,621	9	21,499	18	7,914	11	3,885	5	4,364	13	2,817	9	4,964
SHERMAN	7,836	10,134	10,893	2	493	1	104	3	3,710	4	3,734	3	1,637	2	483	1	31	2	131	1	155
SMITH	801,304	1,041,340	1,120,062	53	80,151	24	155,689	84	202,890	80	296,838	100	80,574	114	75,450	72	58,069	148	75,659	37	33,342
Tyler	717,762	935,481	1,006,763	34	60,749	19	154,672	58	179,490	64	282,491	71	52,146	106	73,748	64	56,158	128	69,196	31	28,844
SOMERVELL	10,372	14,723	16,058	1	390	1		5	9,016	2	1,858	3	443			1	314	7	1,656	2	530
STARR	73,602	81,559	85,434	9	5,932	8	4,572	31	35,283	15	14,717	16	6,126	10	4,522	5	5,087	22	3,397	4	840
STEPHENS	51,591	48,177	49,109	3	1,053	3	1,176	11	12,922	14	17,180	6	920	10	2,842	4	1,087	20	3,325	6	4,447
STERLING	3,647	4,593	4,906					4	2,423			2	1,551								
STONEWALL	6,839	6,965	7,195	1	102			4	2,501	1	1,348	2	815	1	156			3	1,391	1	27
SUTTON	26,728	26,406	27,169	1	513	2	937	4	6,653	3	9,922	6	3,031	6	984	2	188	10	3,089	1	504
SWISHER	32,452	37,517	39,569	6	2,023	6	1,607	10	11,648	5	9,940	5	2,596	3	767	2	803	12	2,356	6	4,713
TARRANT	5,631,146	8,018,265	8,755,296	227	427,319	126	1,072,520	735	1,744,425	449	2,477,551	462	543,805	625	470,578	411	431,881	1,380	829,160	167	205,381
Arlington	1,217,641	1,746,576	1,909,777	38	70,867	24	242,432	122	373,896	74	632,795	71	93,255	133	121,124	77	66,527	259	195,689	25	32,959
Euless	91,666	129,522	142,141	5	20,591	2	12,814	18	50,376	8	4,528	11	14,333	8	3,564	7	3,473	38	23,076	3	3,323
Fort Worth	2,781,453	3,939,492	4,297,672	94	169,678	58	481,494	354	730,056	210	1,334,531	247	282,047	310	221,206	217	249,571	730	417,399	86	101,635
Haltom City	170,148	240,667	262,445	19	48,411	7	14,301	24	69,675	33	38,000	7	7,154	14	10,251	13	20,248	31	13,154	8	15,718
Hurst	410,064	586,605	641,048	13	28,493	15	204,645	30	100,767	20	114,575	15	17,255	70	62,621	41	42,263	54	31,949	5	4,832
TAYLOR	804,342	975,894	1,037,832	36	89,479	23	123,007	106	175,075	71	308,416	79	67,143	115	57,108	74	52,945	169	80,033	27	24,746
Abilene	754,962	919,793	978,688	33	73,293	21	122,538	93	167,541	68	298,682	72	51,874	110	55,655	73	52,924	154	75,429	26	24,150
TERRELL	6,670	5,879	5,939			1	557	1	690	2	1,822	4	1,914					4	322		
TERRY	67,250	71,824	74,827	7	3,818	5	4,619	18	18,923	10	26,784	8	3,645	12	4,619	6	1,524	13	4,040	6	3,682
THROCKMORTON	5,542	5,722	5,923					4	1,533	2	2,161	2	830	1				2	271	1	325
TITUS	143,396	175,626	187,093	9	14,256	5	24,577	20	31,542	15	48,392	21	19,842	23	10,053	14	7,955	38	11,521	12	8,662
Mount Pleasant	130,872	162,653	173,247	8	12,808	5	24,577	15	30,365	14	45,444	18	17,251	22	9,654	14	7,955	33	10,086	12	8,662
TOM GREEN	571,448	745,762	802,738	31	57,113	16	99,860	93	159,469	54	233,188	41	27,336	88	46,818	62	44,804	140	68,387	22	15,555
San Angelo	559,591	733,104	789,566	29	54,542	16	99,860	86	157,459	52	228,223	40	27,047	88	46,818	62	44,804	137	67,654	22	15,555
TRAVIS	2,933,316	4,335,731	4,764,177	114	369,712	55	535,190	386	879,866	183	1,246,342	216	255,607	343	293,991	269	313,901	827	519,749	98	97,217
Austin	2,740,007	4,067,401	4,470,084	88	305,465	51	488,859	340	825,450	170	1,234,549	199	234,828	314	278,663	249	287,023	769	492,487	89	88,888
TRINITY	36,139	38,297	39,833	6	1,721	3	1,875	13	10,875	5	14,418	6	3,711	4	1,039	2	197	11	1,368	3	1,298
TYLER	48,722	67,486	73,364	6	2,361	4	10,074	18	22,438	7	24,002	11	3,004	3	1,395	4	1,230	11	2,142	5	2,896
UPSHUR	85,713	83,185	85,268	7	6,010	4	6,874	17	15,778	11	28,919	15	5,549	13	2,397	6	738	23	4,113	6	3,442
UPTON	13,524	14,226	14,777	3	2,294	3	687	9	6,664	1	581	8	2,407			1	322	9	935	1	454
UVALDE	95,428	121,572	130,303	8	12,770	4	9,896	25	40,192	20	24,508	23	7,327	18	10,243	10	4,349	30	9,478	7	4,003
VAL VERDE	170,732	181,879	189,360	12	14,051	8	13,059	33	47,669	27	55,291	18	8,827	41	15,626	17	6,286	54	14,696	5	2,410
Del Rio	168,423	179,569	186,979	12	14,051	8	13,059	30	46,830	25	54,336	16	8,597	41	15,626	17	6,286	52	14,568	5	2,410
VAN ZANDT	99,490	146,536	160,893	16	17,241	11	3,176	22	35,646	18	55,172	27	13,600	17	5,185	5	1,699	27	5,989	13	11,970
VICTORIA	492,936	529,351	551,810	22	41,562	14	69,379	80	110,934	40	141,894	43	42,551	66	33,113	46	27,133	112	40,567	15	10,063
Victoria	480,830	517,253	539,350	21	40,903	13	68,146	70	108,319	39	141,780	36	39,929	66	33,113	46	27,133	101	36,704	15	10,063
WALKER	201,309	282,966	308,328	16	28,528	6	24,146	35	66,545	20	78,822	21	26,562	25	12,339	12	8,736	60	39,330	8	8,455
Huntsville	189,983	267,890	292,070	15	27,725	6	24,146	26	58,927	17	76,676	19	25,429	25	12,339	12	8,736	55	38,510	8	8,455
WALLER	182,431	258,626	282,356	9	10,046	4	29,901	23	23,133	6	181,370	16	15,970	7	1,581	4	3,372	21	8,570	5	3,148
WARD	63,774	62,824	64,606	2	2,647	4	5,628	18	18,353	3	17,084	14	6,125	11	2,954	5	3,105	19	4,407	5	1,671
WASHINGTON	144,213	190,126	204,967	14	19,083	4	15,197	38	56,117	11	56,281	17	10,189	23	13,240	20	7,973	30	9,126	11	7,549
Brenham	134,314	177,580	192,002	10	17,714	4	15,197	27	52,752	10	53,151	14	8,929	22	12,889	19	7,725	22	7,676	11	7,549
WEBB	701,337	911,684	980,256	34	50,169	33	154,246	116	218,167	59	128,492	48	34,239	159	140,084	55	103,482	116	57,192	22	19,515
Laredo	690,756	898,678	966,409	32	47,443	32	150,389	112	217,657	59	128,492	46	32,983	155	138,124	55	103,482	113	56,030	22	19,515
WHARTON	207,045	239,091	252,189	16	12,587	10	16,976	49	60,839	35	87,585	26	12,995	33	14,085	24	11,352	55	16,724	13	7,263
WHEELER	35,365	38,019	39,643	6	3,385	3	1,864	9	11,698	7	9,636	6	3,678	4	1,518	3	1,151	11	3,196	3	1,300
WICHITA	750,305	804,697	838,841	38	56,074	25	119,890	108	140,953	82	245,735	63	44,476	108	40,647	80	53,485	182	64,920	28	20,577
Wichita Falls	658,759	708,297	738,216	34	54,337	17	106,149	88	120,612	67	199,524	52	39,697	101	40,363	76	52,158	162	60,591	22	17,905
WILBARGER	72,988	78,915	82,346	7	3,205	5	9,186	15	20,522	13	19,433	17	7,598	16	5,164	7	3,054	19	7,011	4	3,658
Vernon	70,971	76,915	80,290	7	3,205	5	9,186	14	19,887	13	19,433	13	6,775	16	5,164	7	3,054	18	6,840	4	3,658
WILLACY	44,972	62,216	67,607	7	3,435	3	2,571	21	20,269	9	22,761	12	4,458	5	1,975	4	4,249	12	2,227	3	2,298
WILLIAMSON	298,626	463,505	513,488	24	25,971	10	37,685	71	150,217	44	142,374	59	43,242	29	23,640	29	16,275	103	35,883	22	13,414
Taylor	65,319	100,925	112,794	5	8,690	2	10,673	12	31,295	11	30,285	15	11,020	7	3,011	9	2,676	23	6,480	6	3,976
WILSON	53,957	73,405	79,560	5	4,427	6	3,831	23	25,977	9	27,397	9	4,399	7	3,908	1	1,258	16	2,222	3	1,333
WINKLER	49,414	47,433	48,581	2	3,556	3	2,726	13	7,332	7	16,687	6	5,217	9	2,285	8	2,904	16	2,545	2	2,443
WISE	112,448	161,241	176,289	6	5,339	12	16,834	28	36,499	16	76,140	16	19,748	16	3,705	3	945	18	3,308	8	3,138
WOOD	94,076	114,733	122,095	9	9,041	8	10,928	23	33,199	21	34,195	16	5,553	16	4,946	13	3,010	23	5,704	7	4,747
YOAKUM	30,478	36,631	38,891	6	4,193	3	1,915	10	13,123	10	11,692	4	1,165	4	2,777	3	706	6	1,124	2	384
YOUNG	91,641	96,226	99,928	6	3,775	8	14,144	16	26,508	14	24,959	13	4,533	17	4,172	10	4,086	25	6,300	6	2,339
ZAPATA	14,808	18,879	20,227	3	481	1		15	8,083	4	2,196	6	2,986	1	2,136	1		10	1,608	2	
ZAVALA	22,215	30,921	33,619	2	2,568	1	1,310	10	13,685	2	3,323	9	2,494	6	2,300	3	1,422	12	2,749	3	435

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UTAH RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	6,327,012	7,939,912	8,399,542	383	537,778	205	928,141	867	1,822,501	615	1,981,576	842	720,734	742	397,622	537	489,477	1,693	660,489	225	224,560
METROPOLITAN STATISTICAL AREAS																					
Provo-Orem, Ut	771,604	907,722	949,071	53	64,962	28	120,099	109	206,268	93	220,575	104	78,503	109	49,284	60	53,552	199	62,019	34	30,275
Salt Lake City-Ogden, Ut	4,220,819	5,369,526	5,688,410	203	333,489	88	691,256	504	1,188,480	326	1,390,187	421	403,880	464	300,167	370	373,208	1,011	455,142	120	135,515
COUNTIES, Cities																					
BEAVER	14,543	22,131	24,156	2	1,707	2	719	6	5,245	2	668	12	8,240	4	853	2		10	3,741	1	826
BOX ELDER	108,517	148,458	159,243	11	7,040	4	7,830	25	37,467	19	48,491	24	17,733	15	4,392	10	6,719	40	15,034	6	6,787
CACHE	213,991	275,697	292,665	18	23,785	9	39,437	32	65,275	23	57,183	28	21,758	33	11,038	29	17,226	56	19,054	12	8,348
Logan	179,865	232,592	247,073	10	15,010	7	30,315	18	54,377	20	56,032	20	17,837	31	10,305	25	15,908	43	17,033	8	7,233
CARBON	115,958	118,529	121,061	8	6,512	8	9,358	14	38,872	16	26,263	14	12,070	20	3,477	11	5,401	30	8,429	4	2,524
DAGGETT	3,170	3,561	3,692			1		2	1,920			3	1,133					1	357		
DAVIS	506,448	632,118	667,617	26	35,561	13	61,142	69	153,554	39	218,783	56	52,027	55	21,848	40	48,021	85	33,564	15	7,275
DUCHESNE	61,339	71,188	74,242	3	2,422	4	5,306	12	19,603	12	21,501	11	10,272	5	599	3	2,306	19	2,638	3	3,469
EMERY	27,415	28,087	28,681	5	3,701	3	275	9	6,644	2		11	9,970	4	646	1	83	14	2,992	2	1,000
GARFIELD	7,549	8,008	8,227	2	454	2	460	6	2,100	3	886	7	1,013					5	1,203	1	367
GRAND	52,533	54,269	55,513	2	3,247	3	2,133	9	15,456	8	5,640	14	10,126	6	988	1	569	18	4,603	2	1,252
IRON	112,630	141,411	149,484	9	12,672	8	9,193	14	29,284	19	40,698	19	22,792	17	4,627	9	6,336	32	11,616	5	2,024
JUAB	20,211	21,765	22,419	2	953			3	4,667	7	5,982	8	5,616	1	170	2	259	12	2,585	2	647
KANE	16,451	18,803	19,550	3	1,306	3	795	4	2,475	1	328	13	7,624	1	454	1	258	11	3,328	2	761
MILLARD	29,028	58,022	66,437	6	6,618	3	1,319	5	21,610	5	9,222	18	11,269	2	242	2	2,684	16	4,033	3	1,845
MORGAN	7,295	7,898	8,146					2	686	4	5,349	2	580			1		5	714	1	322
PIUTE	1,118	1,211	1,248			1		2	403			1	249					1	17		
RICH	4,005	6,806	7,301			1	592	1	155			4	4,214					5	1,051		
SALT LAKE	3,037,190	3,903,407	4,142,136	135	240,798	57	502,056	367	853,955	219	942,160	295	299,046	314	238,598	262	283,557	740	356,834	83	105,188
Salt Lake City	1,257,670	1,580,900	1,671,473	46	95,953	19	152,545	156	265,336	90	384,416	123	115,306	160	121,920	114	144,077	374	190,628	35	44,724
SAN JUAN	26,099	28,058	28,886	2	406	3	4,285	11	5,984	5	5,603	10	7,598			1	130	10	1,730	2	386
SANPETE	25,681	33,964	36,208	3	1,782	5	1,731	14	11,186	7	5,869	11	3,496	5	1,308	4	1,950	16	1,903	6	1,688
SEVIER	67,563	89,988	96,069	8	6,833	6	5,438	9	20,489	10	23,521	25	16,816	18	5,389	5	2,347	24	6,118	6	2,102
SUMMIT	54,204	74,167	79,519	5	7,895			13	25,284	6	8,687	12	5,710	5	755	4	395	44	17,178	2	2,175
TOOELE	73,697	86,433	90,288	7	5,976	4	2,962	14	31,560	11	14,016	10	16,003	4	1,436	3	2,524	26	7,974	3	2,261
UINTAH	135,511	152,969	158,809	13	26,417	10	12,217	14	33,458	15	39,277	19	14,365	10	3,977	7	5,439	28	8,442	2	7,957
UTAH	771,604	907,722	949,071	53	64,962	28	120,099	109	206,268	93	220,575	104	78,503	109	49,284	60	53,552	199	62,019	34	30,275
Provo	271,081	312,095	325,129	13	22,463	5	20,913	28	58,552	40	104,421	45	28,313	21	10,151	20	25,857	59	21,886	13	12,323
WASATCH	29,853	30,828	31,538	3	1,696	3	1,138	5	8,484	5	5,702	11	6,994	2	246			20	4,447	1	765
WASHINGTON	123,591	177,163	195,256	14	17,796	5	11,405	26	39,182	16	45,928	29	22,066	17	7,574	11	8,091	36	13,535	5	11,264
St. George	103,817	143,912	157,277	11	13,711	4	10,574	16	30,594	14	29,727	19	16,110	15	6,611	10	7,295	24	11,012	5	7,655
WAYNE	2,637	3,250	3,423	1	109	1	193	2	264			1	644					4	606		
WEBER	677,181	834,001	878,657	42	57,130	18	128,058	68	180,971	68	229,244	70	52,807	95	39,721	68	41,630	186	64,744	22	23,052
Ogden	519,842	640,304	674,631	34	52,028	14	109,835	45	117,150	46	189,974	50	38,976	83	32,911	47	28,817	131	45,379	12	13,277

VERMONT RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	2,600,585	3,324,167	3,529,866	265	269,517	155	235,811	662	770,733	286	820,544	359	250,507	316	152,867	255	127,900	908	301,722	142	99,658
METROPOLITAN STATISTICAL AREAS																					
Burlington, Vt	672,418	884,003	954,531	51	71,028	20	70,697	121	182,094	46	214,946	59	43,554	94	61,182	79	47,491	177	88,621	28	24,028
COUNTIES, Cities																					
ADDISON	113,957	146,383	155,551	12	12,054	10	8,327	40	42,122	17	33,503	22	13,301	12	7,301	9	2,203	39	11,558	8	5,528
BENNINGTON	256,230	337,051	359,436	17	23,611	13	20,264	49	65,064	21	57,011	22	17,608	31	15,794	21	13,140	73	26,481	9	9,174
Bennington	119,735	157,201	167,634	6	4,335	7	17,168	25	41,351	14	35,916	10	9,460	15	8,246	8	6,196	26	12,046	6	3,244
CALEDONIA	123,848	145,561	152,386	17	12,542	9	12,771	30	36,474	16	37,834	19	10,252	14	6,250	14	4,659	32	9,116	10	4,162
St. Johnsbury	NO DATA AVAILABLE FOR THIS CITY																				
CHITTENDEN	672,730	866,371	921,120	50	71,074	19	90,043	125	183,135	46	214,946	59	45,373	95	59,010	79	47,491	174	88,458	28	24,028
Burlington	220,546	287,124	305,732	11	22,146	5	47,075	46	47,544	11	29,075	20	13,127	53	42,461	32	17,103	76	41,553	9	8,244
ESSEX	6,324	6,951	7,193			1	1,835	3	1,478	1	174	4	345					10	1,585		
FRANKLIN	152,858	202,905	216,851	[illegible]	13,489	8	12,440	51	56,399	22	61,254	22	20,155	20	7,860	12	6,177	50	10,418	7	6,893
St. Albans	100,199	132,455	141,480	5	5,333	3	10,474	17	28,601	13	47,068	13	11,836	16	7,118	9	5,729	20	5,667	4	4,994
GRAND ISLE	9,649	10,701	11,092	1	126	5	1,052	6	2,226	2	3,106	1	539					6	483		
LAMOILLE	89,739	109,367	115,158	12	15,149	6	5,841	33	28,771	13	13,386	14	8,433	12	3,501	6	2,803	48	13,634	9	4,330
ORANGE	72,824	82,100	85,311	15	16,932	11	3,583	28	21,897	6	9,821	14	7,561	6	2,896	6	649	30	5,480	6	2,764
ORLEANS	82,821	111,350	119,277	8	6,199	10	7,291	28	32,803	13	36,009	16	8,669	6	1,453	8	2,603	31	7,173	7	4,059
Newport	35,344	45,805	49,292	2	89	1	5,094	11	14,214	4	12,045	5	4,379	5	258	7	485	18	4,285	4	2,752
RUTLAND	315,013	406,879	432,813	33	29,604	24	24,781	89	87,761	48	118,035	44	23,180	40	20,187	30	15,136	121	37,076	19	12,414
Rutland	191,662	245,020	260,181	15	19,234	7	24,498	38	48,360	17	61,623	21	13,535	36	16,912	21	11,918	59	21,879	11	9,152
WASHINGTON	261,564	335,760	356,764	31	23,036	16	24,792	67	77,665	38	94,899	36	22,859	31	8,953	38	19,493	101	31,973	14	10,984
Barre	97,146	122,687	129,975	9	8,671	5	22,973	14	31,616	8	16,374	8	6,509	13	3,710	16	9,906	25	10,630	7	6,381
Montpelier	69,003	92,404	100,204	8	6,772	2	340	17	15,009	12	47,108	8	6,976	10	3,053	9	3,209	21	6,744	1	677
WINDHAM	214,718	281,198	299,726	24	22,537	11	10,684	52	74,147	14	44,013	45	41,569	30	13,675	20	9,008	100	33,767	12	9,395
Bellows Falls	32,143	41,729	44,924	3	1,443	2	2,342	7	13,288	3	9,750	8	4,807	7	3,120			13	1,386	3	2,817
Brattleboro	124,310	164,154	175,234	13	9,660	4	6,150	24	42,301	8	28,990	19	24,383	17	9,058	15	5,289	44	19,926	7	5,478
WINDSOR	228,310	281,590	297,188	30	23,164	12	8,107	61	60,791	29	96,553	41	30,663	19	5,987	12	4,538	93	24,520	13	5,927
Hartford		43,062	57,416		3,201		980		10,762		23,673		4,801		827		1,058		2,886		1,900
Springfield	46,166	56,106	59,059	5	3,349	2	2,952	8	16,624	6	7,187	10	8,652	4	1,859	2	4,043	17	6,571	3	2,114
White River Junction	NO DATA AVAILABLE FOR THIS CITY																				

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VIRGINIA RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	24,706,372	31,514,501	33,324,668	1,277	1,611,855	984	3,828,577	4,465	7,185,788	2,208	7,773,737	2,652	2,672,272	2,846	1,701,460	2,314	1,855,439	6,024	2,846,890	1,076	1,240,599
METROPOLITAN STATISTICAL AREAS																					
Charlottesville, Va	597,451	746,174	786,174	27	49,946	23	98,476	134	176,575	45	131,100	59	55,779	81	55,999	64	44,503	138	63,766	20	26,224
Danville, Va	394,769	463,099	482,457	22	27,195	30	41,188	109	120,957	57	114,338	58	27,983	48	38,294	38	18,307	118	39,428	21	22,538
Johnson City-Kingsport-Bristol, Tn-Va	1,787,685	2,110,687	2,196,811	127	131,536	82	272,135	355	493,254	203	589,075	195	125,940	234	101,545	162	95,562	404	164,779	105	73,048
Lynchburg, Va	666,943	791,871	826,639	46	44,414	26	123,815	148	184,659	66	164,512	77	65,163	86	37,021	62	38,310	157	66,420	35	33,212
Norfolk-Virginia Beach-Newport News, Va	5,370,031	6,705,731	7,062,813	213	325,218	144	816,145	889	1,375,399	455	1,669,803	434	498,794	706	407,057	480	488,543	1,502	680,856	188	194,058
Richmond-Petersburg, Va	3,824,238	4,977,336	5,278,441	153	216,115	92	678,706	598	1,137,837	311	1,182,042	394	450,867	432	271,107	322	250,289	954	441,123	162	213,811
Roanoke, Va	1,104,421	1,408,648	1,488,462	68	63,965	38	201,058	229	339,028	100	273,360	121	140,803	146	80,056	105	86,113	274	134,155	64	59,276
Washington, D.C-Md-Va	17,824,496	23,670,906	25,098,592	521	876,254	291	2,984,878	1,967	4,876,349	817	5,745,575	1,391	1,930,350	1,784	1,563,471	1,384	1,550,079	3,770	2,595,083	546	1,009,773
COUNTIES, Cities																					
ACCOMAC	102,321	121,952	127,367	9	3,857	11	9,661	40	42,706	11	15,142	17	7,059	12	4,383	11	4,271	36	11,344	6	5,375
ALBEMARLE	154,192	220,436	237,508	9	19,669	8	51,559	40	43,533	5	24,492	17	18,204	37	29,496	15	8,219	31	19,319	5	4,765
ALLEGHANY	743	864	899			1	194	3	219									2	78		
AMELIA	16,454	18,593	19,242			3	696	7	4,748	3	4,547	5	5,635	1	275	1	1,129	4	410	2	44
AMHERST	90,081	104,591	108,746	8	5,636	5	4,869	32	36,065	12	24,606	16	13,946	5	2,282	4	1,264	25	7,828	5	5,912
APPOMATTOX	37,339	41,104	42,367	2	1,863	3	3,021	8	9,774	6	14,400	6	4,513	1	415	2	578	11	2,579	2	2,160
ARLINGTON	832,535	970,114	1,009,416	19	14,069	10	73,334	99	183,460	30	356,478	66	65,387	45	23,198	73	57,434	211	128,575	31	55,618
AUGUSTA	143,151	205,827	221,953	17	27,419	6	4,755	34	40,185	17	87,836	25	21,953	10	3,568	5	1,467	34	12,901	4	2,150
BATH	9,245	9,900	10,154			4	528	5	3,016	1	879	4	851	4	1,232	4	922	6	224	1	20
BEDFORD	18,293	27,695	30,121	6	7,356			16	9,935	5	2,478	4	1,980			4	1,517	10	1,891	4	1,520
BLAND	6,259	8,556	9,146	1				5	1,924	3	4,951	5	961	1				3	242	1	
BOTETOURT	50,158	70,383	75,548	5	3,788	2	3,764	21	11,680	5	3,748	17	34,326	4	1,024	3	1,658	16	4,031	5	1,114
BRUNSWICK	28,679	33,746	35,168	3	1,737	7	1,409	24	12,568	8	9,740	5	1,504	5	1,740	1	490	5	793	2	1,281
BUCHANAN	103,931	117,388	121,500	6	5,933	13	14,687	15	18,892	15	22,775	17	8,450	18	4,749	10	8,733	18	6,992	9	7,223
BUCKINGHAM	17,364	19,613	20,296			6	2,097	8	6,558	5	3,408	7	3,651	1	696			9	1,014	1	119
CAMPBELL	95,679	119,689	126,030	13	10,597	7	5,115	30	40,807	17	29,204	24	8,995	6	1,963	12	5,341	26	8,036	7	8,328
CAROLINE	35,983	44,707	47,004	4	641	1	525	18	14,417	9	10,574	15	10,132	1	463	3	196	10	4,439	4	1,303
CARROLL	44,966	51,828	53,814	4	1,955	7	5,427	13	13,660	10	7,512	12	5,548	7	4,193	5	1,385	18	3,044	4	3,067
CHARLES CITY	2,163	2,347	2,412					2	825			2	847					1	99		
CHARLOTTE	17,311	19,052	19,633	2	58	5	1,036	17	7,052	4	2,912	6	1,924	4	534	2	293	7	715	3	987
CHESTERFIELD	689,965	873,003	920,917	44	65,502	17	159,335	96	224,568	48	149,875	61	67,067	87	53,960	58	41,573	114	58,658	26	40,418
CLARKE	22,987	28,658	30,152	3	2,181	3	541	8	8,716	1	1,674	9	4,600	4	356	5	699	14	3,035	2	1,284
CRAIG	4,513	5,069	5,239					4	2,248			1	888					3	460	1	179
CULPEPER	78,514	99,233	104,701	10	4,666	7	13,386	23	31,737	11	17,780	12	8,697	11	3,503	9	6,015	15	5,979	4	5,915
Culpeper	68,711	84,613	89,913	7	3,961	5	11,455	14	29,567	6	9,499	12	8,697	11	3,503	8	5,678	13	5,576	4	5,915
CUMBERLAND	14,436	16,449	17,047	3		1	2,490	8	6,653	1	2,328	4	1,999	2	249	4	1,363	3	340	1	76
DICKENSON	55,766	59,439	60,941	3	5,909	9	3,140	15	17,941	10	17,567	9	3,045	5	477	7	1,579	15	2,504	4	1,808
DINWIDDIE	23,651	26,133	26,935	3	2,442			16	12,532			7	5,663	1	794			6	1,770	2	1,876
ESSEX	55,319	63,752	66,197	5	9,014	3	6,446	12	17,648	10	10,001	6	2,647	10	3,114	4	3,533	11	6,948	3	396
FAIRFAX	3,329,480	4,399,667	4,676,862	97	163,846	43	631,193	305	917,453	129	1,051,090	272	372,647	348	355,597	293	334,640	555	394,419	79	179,375
FAUQUIER	124,736	162,046	171,727	15	11,538	4	1,979	36	51,520	11	29,041	19	20,021	14	5,755	9	2,789	34	17,561	7	8,699
FLOYD	23,922	26,964	27,901	3	1,689	6	979	10	6,242	7	11,832	3	776	1	57	5	2,563	5	622	2	104
FLUVANNA	17,770	20,816	21,669	3	2,733			10	7,165	5	4,597	4	4,170	1	508			1	94	1	445
FRANKLIN	71,930	104,412	112,761	6	7,443	11	3,786	32	37,722	13	19,414	10	5,531	8	6,546	11	4,406	19	7,304	8	6,904
FREDERICK	71,319	105,996	114,942	5	18,738	3	6,624	26	27,677	10	34,951	13	14,085	3		8	3,734	19	4,890	1	
GILES	69,622	77,851	80,431	4	6,137	8	4,849	25	28,990	9	22,619	8	2,839	5	1,249	8	2,982	12	1,981	6	3,763
GLOUCESTER	82,227	115,165	123,616	11	7,883	4	10,076	18	46,516	11	25,611	7	4,175	6	1,787	7	3,686	20	6,248	4	5,909
GOOCHLAND	23,024	33,252	35,881	1	1,225	2	1,484	9	7,584	7	8,086	7	8,406	1	488	4	2,259	7	833	1	380
GRAYSON	21,577	30,737	33,088	1	980	3	1,584	11	10,953	6	7,142	5	633	1	86	4	3,410	9	1,125	3	1,265
GREENE	15,787	18,929	19,791			4	1,712	10	5,705	3	6,738	2	2,070	1	632			5	469	1	709
GREENSVILLE	2,128	2,377	2,454					2	79			1	1,421							1	
HALIFAX	20,589	27,913	29,791	5	3,749	3	1,415	10	8,034	4	2,660	8	4,843			1	863	11	986	2	957
HANOVER	207,866	229,956	237,156	13	11,326	5	5,672	41	57,539	20	28,335	43	75,024	9	3,276	13	5,268	48	20,122	12	9,908
HENRICO	1,063,072	1,482,763	1,590,549	28	46,361	27	278,356	117	326,440	70	369,503	85	109,787	111	96,218	85	83,988	220	128,294	38	68,539
HENRY	125,501	169,025	180,204	14	16,042	7	4,477	41	53,992	15	33,856	36	20,292	12	6,106	13	4,717	31	12,969	7	8,727
HIGHLAND	4,414	4,898	5,053			1	147	1	1,308	1	698	3	987			2	87	2	606		
ISLE OF WIGHT	50,710	56,810	58,713	10	3,656	6	2,511	18	23,309	5	12,391	10	3,308	4	944	5	811	22	4,595	3	3,055
JAMES CITY	85,944	142,444	157,499	1	1,531			18	25,125	2	2,309	5	4,954	6	7,010	5	94,987	11	10,802	1	3,361
KING AND QUEEN	4,913	5,606	5,812	1	75	1	190	5	2,137	2	1,228	1	711					3	174		
KING GEORGE	15,705	17,845	18,485	2	1,781	1	809	8	4,806	4	5,039	6	2,410			1	206	5	1,355	2	
KING WILLIAM	38,767	44,912	46,678	2	2,641	3	779	11	13,623	6	14,092	8	7,215	3	552	6	2,514	6	810	4	1,759
LANCASTER	48,035	54,087	55,957	4	5,101	8	2,067	14	17,071	12	15,167	14	2,682	10	2,239	7	3,353	14	1,932	4	1,846
LEE	46,963	51,826	53,434	8	4,770	9	4,266	28	19,146	11	8,796	8	3,397	7	1,241	6	1,026	18	2,481	4	2,367
LOUDOUN	260,928	371,370	399,768	22	37,634	9	17,618	43	135,301	27	70,702	33	29,454	33	15,807	25	19,255	49	25,475	11	20,640
LOUISA	35,531	40,022	41,394	5	3,265	5	2,203	18	17,574	6	5,097	11	6,674	1	23	4	846	11	1,641	3	1,623
LUNENBURG	26,465	28,349	29,075	3	1,324	9	2,160	13	10,411	9	4,285	7	3,264	5	658	5	926	7	782	2	1,877
MADISON	23,210	24,420	24,972	3		3	643	13	9,896	3	3,151	8	3,125	1				7	860	1	6,145
MATHEWS	18,677	18,370	18,583	3	1,760	2	538	10	7,811	6	2,358	4	1,875	3	599	3	672	6	563	2	786
MECKLENBURG	113,490	129,010	133,646	13	6,429	16	8,322	33	36,496	23	29,052	22	14,470	20	7,071	14	4,711	25	7,160	10	5,933
MIDDLESEX	21,762	24,503	25,343	6	2,914	5	837	14	9,615	6	2,116	3	1,779	3	317	3	1,258	9	1,554	3	563
MONTGOMERY	260,493	318,936	334,674	17	16,855	17	39,085	47	74,663	35	81,786	31	30,816	29	11,633	31	13,262	72	31,366	13	9,395
Christiansburg	115,612	137,567	144,885	9	14,691	5	15,500	20	26,611	20	43,113	14	15,444	11	5,573	16	4,005	20	9,116	5	3,532
NANSEMOND																					
NELSON	30,216	33,576	34,655	2	3,131	5	343	18	4,906	4	11,779	7	3,055	2		2	1,905	7	1,247	2	781
NEW KENT	17,892	23,315	24,719	2	2,084	1	791	9	7,386	4	5,907	8	4,913					7	1,724	1	859
NORTHAMPTON	44,471	50,125	51,842	6	3,903	7	3,252	14	21,006	9	3,691	14	4,357	5	924	3	764	15	3,150	4	3,675

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VIRGINIA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
NORTHUMBERLAND	28,325	32,826	34,108	5	3,041	4	655	16	13,187	5	2,750	5	1,906	1	341			7	1,185	2	6,630
NOTTOWAY	47,855	52,086	53,585	4	2,407	5	1,936	19	14,531	10	12,873	11	3,731	8	2,279	7	4,459	19	3,581	6	3,072
ORANGE	60,355	72,144	75,389	4	3,981	10	3,897	11	17,058	15	21,491	12	11,110	4	2,001	3	1,346	9	3,422	5	4,820
PAGE	57,636	68,286	71,228	3	1,353	6	4,442	22	20,526	9	11,304	10	4,549	2	317	8	2,418	25	11,685	5	4,862
PATRICK	28,352	30,888	31,772	1	1,218	9	5,385	16	9,728	4	4,092	5	1,984	2	663	5	695	7	1,010	5	1,785
PITTSYLVANIA	90,161	101,782	105,333	7	13,307	17	4,614	49	30,794	12	18,696	20	6,556	10	2,249	8	1,759	39	8,693	3	4,555
POWHATAN	18,249	21,092	21,916	1	837	1	382	10	6,164	5	10,644	3	2,337			1	387	2	163	1	329
PRINCE EDWARD	75,420	96,524	102,046	10	7,344	8	12,045	18	24,239	8	22,792	10	5,376	9	1,414	11	7,883	25	9,537	5	1,191
PRINCE GEORGE	36,557	51,485	55,316	1	2,025	2	8,958	7	11,345	4	14,864	8	6,783	1	971	1	452	4	6,495		
PRINCE WILLIAM	656,944	840,816	898,762	26	73,100	13	75,807	96	178,960	48	231,581	65	98,227	50	36,316	55	47,544	126	73,851	16	31,561
Woodbridge	285,692	363,463	389,387		30,337		28,851		78,787		97,890		41,481		16,493		30,561		31,641		12,183
PULASKI	96,925	123,242	130,117	7	9,738	4	10,355	25	40,115	9	25,427	14	14,414	13	3,360	7	3,510	28	6,691	9	6,255
Pulaski	63,346	79,692	83,994	3	4,670	3	7,908	15	20,288	6	23,338	7	6,754	12	3,110	7	3,510	19	4,077	7	4,937
RAPPAHANNOCK	6,566	8,219	8,651	1	278	2	851	9	2,211			4	1,057			2	473	4	1,063		
RICHMOND	25,814	37,212	40,139			5	2,059	12	17,791	8	5,827	3	4,749	5	1,341	6	3,293	5	2,248	1	215
ROANOKE	238,306	318,242	338,884	19	14,058	6	47,052	52	105,646	14	20,574	27	40,421	43	27,813	28	25,439	53	29,743	12	14,467
ROCKBRIDGE	65,331	74,588	77,313	7	6,605	2	1,064	18	11,202	9	11,717	23	35,281			4	2,054	14	3,947	2	126
ROCKINGHAM	99,364	99,115	100,479	16	17,917	8	4,727	40	24,404	17	20,994	23	5,342	13	2,675	16	2,702	43	7,002	7	2,718
RUSSELL	63,097	68,536	70,469	6	5,891	6	3,597	24	22,930	11	14,162	10	4,553	5	1,255	11	5,178	15	4,103	5	2,873
SCOTT	82,229	106,366	112,642	9	11,174	5	1,647	30	32,777	9	37,982	10	10,021	5	1,344	5	3,291	16	3,230	6	3,143
Gate City	NO DATA AVAILABLE FOR THIS CITY																				
SHENANDOAH	96,948	112,571	117,029	9	7,452	7	2,053	41	34,464	14	19,510	30	23,953	10	3,976	10	3,003	27	8,152	7	3,193
Strasburg	NO DATA AVAILABLE FOR THIS CITY																				
SMYTH	104,479	152,606	165,017	9	17,606	10	13,001	21	39,516	21	32,444	18	10,908	13	7,018	12	5,137	29	10,399	10	7,527
SOUTHAMPTON	32,456	35,116	36,091	5	1,079	6	825	21	8,321	6	11,849	10	5,382	1	1,157	4	1,381	12	1,788	2	406
SPOTSYLVANIA	164,558	188,714	195,808	3	2,887	8	49,189	27	40,868	13	52,065	16	15,270	26	7,833	5	5,242	29	12,437	3	2,409
STAFFORD	98,836	139,588	150,056	13	17,872	3	190	28	50,513	7	23,320	13	23,315	1	3,007	4	103	22	16,413	1	7,288
SURRY	6,810	7,908	8,221			1	331	4	4,324	2	844	1	728			1	84	3	1,311	1	109
SUSSEX	38,562	46,835	49,068	2	1,302	5	1,473	17	16,728	5	8,787	8	2,822	2	378	5	432	9	4,927	4	2,062
TAZEWELL	246,762	270,165	278,229	20	22,194	20	23,010	62	86,296	28	75,548	23	12,669	31	7,167	21	9,712	41	11,985	21	12,261
Bluefield	28,885	30,096	30,499	2	1,712	1	705	10	17,157	2	3,451	3	1,394	3	396	4	948	6	1,542	3	960
WARREN	81,095	97,605	102,085	9	6,209	4	9,073	31	35,059	8	16,093	16	11,015	12	4,878	9	3,586	31	7,859	3	1,179
WASHINGTON	105,343	122,329	127,193	13	10,329	7	8,425	22	39,796	7	19,969	15	10,000	18	4,439	9	8,489	27	11,801	8	2,901
WESTMORELAND	34,846	40,591	42,228	2	1,375	4	1,850	17	15,168	7	12,284	5	2,464	2	776	2	283	16	3,654	3	1,629
WISE	159,118	188,811	197,024	13	15,620	12	12,663	42	73,278	27	35,612	19	15,858	16	5,181	15	3,990	30	9,965	9	6,845
WYTHE	115,208	136,120	141,910	4	4,073	9	8,413	19	28,674	14	28,229	19	35,650	12	6,054	7	3,843	30	11,177	8	5,744
YORK	78,537	99,961	105,572	5	2,561	2	7,070	19	22,644	12	9,757	14	15,695	7	2,374	11	6,472	29	21,956	4	2,935
INDEPENDENT CITIES																					
ALEXANDRIA	790,334	1,204,215	1,311,886	21	31,757	10	206,488	72	187,941	39	430,633	52	71,308	63	51,068	60	72,046	173	142,056	21	40,172
BEDFORD	61,051	61,195	62,101	6	3,813	8	7,138	26	22,315	12	11,811	13	4,596	5	1,203	4	1,559	20	3,240	5	2,172
BRISTOL	186,745	217,541	226,337	9	16,736	9	40,444	37	35,181	19	54,447	16	14,328	32	18,747	24	10,686	45	15,989	5	5,000
BUENA VISTA	21,480	24,647	25,576	2	1,078	5	1,475	8	8,350	1	2,217	7	3,939	2	825	2	395	10	2,412	4	1,878
CHARLOTTESVILLE	409,702	485,993	507,206	15	27,544	11	45,205	74	120,172	32	95,273	36	31,335	42	25,363	49	36,284	101	43,884	13	20,305
CHESAPEAKE	424,507	553,282	586,694	24	49,085	9	64,974	79	135,861	40	153,750	38	70,624	47	15,964	28	15,633	91	38,637	14	16,291
CLIFTON FORGE	22,124	25,454	26,428	4	710	4	1,927	3	11,538	3	3,894	4	3,071	3	279	4	488	9	1,085	3	2,483
COLONIAL HEIGHTS	70,372	81,784	85,046	2	2,417	3	4,699	10	14,967	9	26,476	14	11,071	7	5,375	6	2,150	25	8,445	3	2,723
COVINGTON	85,084	130,020	141,680	10	11,375	8	13,418	13	29,699	9	37,150	9	10,309	14	10,065	9	5,910	22	9,528	5	5,720
DANVILLE	304,608	361,317	377,124	15	13,888	13	36,574	60	90,163	45	95,642	38	21,427	38	36,045	30	16,548	79	30,735	18	17,983
EMPORIA	62,594	76,772	80,548	6	1,899	3	3,831	14	19,477	11	14,883	14	15,209	11	4,408	10	4,957	20	7,156	6	2,909
FAIRFAX	467,619	638,884	683,119	17	31,235	7	115,934	29	85,814	23	222,398	30	38,902	40	25,424	41	51,899	69	52,715	11	24,139
FALLS CHURCH	190,410	222,854	232,127	6	3,152	3	41,697	13	24,473	6	93,019	14	9,963	13	21,692	21	10,629	23	13,839	6	7,411
FRANKLIN	44,567	63,911	68,889	6	3,194	7	8,142	12	15,705	7	9,678	4	2,699	13	6,323	10	5,081	9	5,415	6	6,720
FREDERICKSBURG	227,952	357,037	390,706	13	22,666	7	39,394	30	66,438	17	66,743	24	42,296	39	18,305	24	26,389	64	41,760	10	22,596
GALAX	66,161	80,431	84,283	6	3,835	5	9,589	10	22,023	17	15,689	6	6,553	12	4,121	9	5,627	20	7,378	4	3,306
HAMPTON	723,726	845,063	879,563	15	14,011	18	129,328	99	161,348	49	176,537	47	43,780	96	57,429	57	47,255	144	68,288	18	16,756
HARRISONBURG	210,220	329,230	360,305	14	11,480	10	65,727	28	81,951	25	62,006	17	23,936	27	15,485	32	25,707	57	34,370	7	13,049
HOPEWELL	100,120	127,442	134,605	5	10,926	5	16,383	20	36,290	7	15,174	9	10,812	15	9,864	13	6,669	25	11,272	7	9,634
LEXINGTON	56,342	69,924	73,529	6	3,718	6	5,490	11	20,628	6	11,358	9	8,207	8	1,903	9	3,292	27	10,277	4	3,262
LYNCHBURG	481,183	567,591	591,863	25	28,181	14	113,831	86	107,787	37	110,702	37	42,222	75	32,776	46	31,705	106	50,556	23	18,972
MANASSAS	189,337	284,526	309,572	4	21,557	5	15,213	17	65,230	18	126,768	13	20,719	5	3,896	13	9,252	27	19,809	4	5,812
MANASSAS PARK	11,731	15,789	16,573					2	2,112	1	1,447	2	2,313			2	1,065	4	4,515	1	2,648
MARTINSVILLE	146,273	169,088	175,674	7	3,139	10	28,816	21	39,672	20	35,362	12	8,051	28	8,866	21	9,943	27	12,3[illegible]7	7	7,797
NEWPORT NEWS	692,040	832,654	871,062	32	61,541	17	108,315	122	153,057	65	268,986	54	63,655	86	45,804	63	26,566	199	70,927	23	20,765
NORFOLK	1,210,315	1,482,283	1,555,550	38	51,976	35	197,683	187	261,905	101	382,928	90	98,555	156	114,891	121	103,309	412	173,706	42	41,147
NORTON	72,796	81,961	84,802	9	9,766	4	9,505	9	14,004	5	27,444	4	3,572	11	4,519	2	1,854	11	4,639	5	4,271
PETERSBURG	265,741	321,968	337,289	14	13,772	10	66,936	39	44,966	35	92,447	31	28,445	41	18,052	24	18,156	72	22,254	17	13,638
POQUOSON	17,882	20,295	21,027	1	534	1	2,934	7	6,816	2	1,609	1	927	1	829	1	3,700	6	1,130	1	957
PORTSMOUTH	416,078	479,482	497,949	14	22,942	17	55,097	75	110,449	49	136,244	35	30,754	67	37,132	32	21,292	112	36,207	18	17,914
RADFORD	63,163	95,198	103,496	6	4,615	2	8,042	17	21,267	7	31,832	4	3,719	14	6,331	11	6,911	17	5,940	5	5,318
RICHMOND	1,305,566	1,702,796	1,805,700	39	57,198	19	135,710	222	387,231	102	460,731	116	119,712	159	82,109	117	89,387	423	180,994	54	65,507
ROANOKE	641,354	800,150	842,279	33	34,610	25	134,051	131	163,353	59	177,725	62	53,793	83	46,036	59	49,433	159	85,961	35	31,454
SALEM	174,603	219,873	231,751	11	11,509	5	16,191	25	58,349	22	71,313	15	12,263	16	5,183	15	9,583	46	14,420	12	12,241
SOUTH BOSTON	85,925	101,321	105,647	8	7,909	10	15,751	18	27,478	13	17,085	12	7,005	12	3,492	15	7,512	21	6,632	11	5,185
STAUNTON	137,831	159,552	165,831	15	8,443	12	29,145	18	46,385	13	21,783	14	11,174	20	6,580	17	9,502	38	13,092	9	9,072
SUFFOLK	202,959	240,972	251,457	16	18,858	8	7,709	39	63,133	21	47,223	20	18,212	20	13,499	16	10,460	35	11,834	12	10,097
VIRGINIA BEACH	1,263,086	1,663,257	1,766,939	51	89,614	30	222,493	191	327,456	93	422,926	110	129,879	193	91,278	121	132,765	390	192,329	43	49,980
WAYNESBORO	106,843	120,012	124,108	8	6,370	6	13,224	15	28,573	19	29,733	12	10,906	14	4,986	14	6,876	27	10,094	7	6,082
WILLIAMSBURG	172,730	230,873	245,885	5	4,682	3	10,466	35	61,089	10	41,923	13	17,584	21	19,060	18	22,418	53	48,792	8	7,946
WINCHESTER	211,040	297,081	319,204	10	12,451	11	43,807	39	66,617	23	74,641	19	13,683	40	17,689	26	18,359	74	30,296	13	20,910

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

WASHINGTON RETAIL SALES—CENSUS & ESTIMATES

	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)																	
METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	20,007,660	24,850,414	26,188,432	1,335	1,596,108	480	2,822,982	3,299	5,869,006	1,880	5,344,137	2,144	1,838,461	1,909	1,313,248	1,958	1,302,382	6,543	2,936,228	842	1,099,957
METROPOLITAN STATISTICAL AREAS																					
Bellingham, Wa	539,403	635,063	662,975	50	56,912	19	74,845	97	147,148	62	126,340	62	43,551	55	26,947	67	36,143	207	78,538	20	24,808
Bremerton, Wa	566,598	724,493	766,937	45	62,496	12	66,877	105	183,652	63	153,303	64	50,634	65	23,652	72	40,100	181	81,377	36	53,387
Olympia, Wa	588,942	712,794	747,629	43	50,160	16	95,860	110	186,767	60	132,544	54	52,694	67	28,490	55	39,451	193	79,026	19	30,411
Richland-Kennewick-Pasco, Wa	718,353	787,252	812,247	37	44,892	21	101,[illegible]	109	194,566	76	161,588	71	59,890	76	33,377	70	32,923	219	73,285	36	49,137
Seattle, Wa	9,140,333	11,534,170	12,186,565	432	643,716	155	1,324,842	1,246	2,505,165	665	2,460,918	813	818,077	794	740,370	879	680,524	2,617	1,464,510	324	488,854
Spokane, Wa	1,653,724	2,126,423	2,253,357	93	114,591	36	279,557	251	488,584	167	514,208	172	143,847	147	107,576	169	119,949	516	233,031	65	85,897
Tacoma, Wa	2,121,085	2,666,599	2,815,622	126	204,637	34	336,870	326	566,365	206	645,215	242	222,901	158	113,227	200	136,382	616	289,520	78	99,329
Vancouver, Wa	685,927	885,837	939,629	46	46,824	13	154,303	163	230,953	63	162,775	74	60,738	66	39,810	53	38,258	252	110,674	23	41,318
Yakima, Wa	758,566	912,885	956,776	58	55,282	25	109,275	126	230,300	86	215,620	89	69,125	88	51,757	68	33,412	259	90,624	38	36,115
COUNTIES, Cities																					
ADAMS	46,489	51,998	53,828	8	4,035	1	3,732	13	15,041	10	7,594	12	5,728	4	1,567	6	1,542	29	6,419	6	3,113
ASOTIN	47,610	54,670	56,828	4	6,306			15	21,135	9	3,747	6	4,787	2	1,056	6	3,947	23	7,814	4	4,449
Clarkston	41,628	47,659	49,669	3	4,643			13	18,007	9	3,747	5	3,919	2	1,039	6	3,947	19	6,421	4	4,449
BENTON	514,913	567,018	585,411	28	34,759	15	77,672	88	151,717	51	87,023	51	42,066	67	29,007	58	26,305	152	53,573	26	37,733
Kennewick	304,741	430,505	349,956	14	23,515	9	54,531	33	79,977	32	52,995	22	21,937	41	23,424	24	15,319	73	27,225	11	22,049
Richland	155,165	168,520	173,563	6	6,864	3	19,726	33	50,617	11	20,692	21	17,114	14	4,099	23	9,993	50	19,292	11	14,205
CHELAN	257,776	333,383	353,651	25	30,479	12	32,303	48	74,945	39	81,706	41	23,440	40	13,616	29	15,287	105	34,178	15	17,953
Wenatchee	178,388	228,578	242,116	12	12,165	8	25,796	21	35,998	29	70,774	26	15,267	30	11,840	22	11,799	61	23,026	8	14,580
CLALLAM	228,661	262,356	272,786	31	17,878	16	24,160	49	67,013	36	59,293	26	18,401	23	8,909	18	9,104	78	28,547	12	16,486
Port Angeles	136,407	156,453	162,678	17	8,357	5	13,018	27	33,252	21	34,397	15	12,125	14	7,382	15	7,902	43	18,337	6	10,445
CLARK	685,927	885,837	939,629	46	46,824	13	154,303	163	230,953	63	162,775	74	60,738	66	39,810	53	38,258	252	110,674	23	41,318
Vancouver	234,119	291,428	307,196	12	18,236	3	28,495	44	56,195	29	99,728	23	17,821	12	2,925	19	15,493	85	41,386	7	10,864
COLUMBIA	11,755	12,311	12,604	4	920	2	685	6	4,166	2	972	3	2,697			2	463	9	1,636	2	345
COWLITZ	382,755	455,381	476,289	27	24,028	15	63,815	81	126,654	44	105,905	40	36,436	22	9,544	32	14,922	137	51,582	13	18,379
Kelso	50,786	60,612	63,399	5	4,969	1	183	21	26,479	4	2,652	8	7,714	2	352	6	3,958	37	10,490	3	2,859
Longview	270,188	320,696	335,335	16	15,623	12	63,227	40	64,401	35	93,189	20	19,920	19	8,980	26	10,964	72	30,719	7	12,262
DOUGLAS	76,796	102,364	109,132	8	7,745	1	8,866	16	40,885	5	10,676	7	3,096	9	7,494	10	2,517	37	12,040	5	6,731
FERRY	9,073	12,754	13,720	1	1,180			8	7,311	3	1,542	2	414	3	446	1	340	9	1,273	1	578
FRANKLIN	203,440	220,234	226,836	9	10,133	6	24,236	21	42,849	25	74,565	20	17,824	9	4,370	12	4,618	67	19,712	10	11,404
Pasco	175,083	189,837	195,594	6	8,459	5	22,223	12	29,570	23	71,582	16	15,092	6	3,362	12	4,618	54	16,104	8	10,267
GARFIELD	3,107	3,223	3,295	3	498			2	1,320	1	411	2	173			2	85	3	241	1	159
GRANT	192,561	240,717	253,866	34	29,862	8	6,145	42	70,431	33	50,353	26	17,747	31	12,240	15	6,884	88	27,105	11	15,057
Moses Lake	105,559	133,801	141,451	11	14,769	2	5,981	18	34,087	16	33,368	11	8,982	18	8,772	9	2,982	38	14,412	4	9,211
GRAYS HARBOR	289,227	332,990	346,379	31	27,008	8	17,299	65	111,891	25	54,704	48	23,299	45	12,755	30	17,801	140	38,878	18	17,946
Aberdeen	162,796	188,273	196,012	19	18,789	2	14,029	19	55,832	14	30,297	22	9,688	32	10,308	23	13,345	48	17,447	8	14,994
ISLAND	122,705	160,355	170,398	18	15,854	5	5,825	30	48,030	21	35,698	17	10,886	14	3,740	20	10,915	59	20,675	7	6,539
JEFFERSON	61,855	76,967	81,093	14	9,019	4	1,526	16	24,639	7	5,425	12	9,373	9	2,584	8	2,071	44	10,243	2	2,179
KING	7,553,166	9,465,587	9,989,319	315	513,692	121	1,066,684	993	2,013,572	519	1,992,280	641	648,983	628	638,578	718	559,354	2,164	1,241,914	269	412,751
Auburn	248,718	309,823	326,653	11	15,970	3	1,660	22	55,559	29	166,993	23	20,439	8	2,991	13	14,488	43	18,781	7	12,969
Bellevue	803,820	1,023,863	1,083,559	28	86,250	8	100,132	81	141,323	45	275,690	53	61,884	104	134,346	91	70,283	159	97,166	18	37,400
Kent	256,358	322,753	340,787	19	40,370	6	13,357	29	51,694	26	97,878	30	30,226	15	8,929	24	8,756	85	39,539	9	16,921
Renton	422,357	529,454	558,884	15	34,775	5	47,167	42	84,971	31	206,405	31	33,526	22	15,035	35	24,276	81	54,621	9	24,399
Seattle	3,076,876	3,796,685	3,996,336	102	147,831	46	417,664	429	736,510	197	725,886	237	227,754	247	324,983	286	221,340	1,104	603,290	123	147,321
KITSAP	566,598	724,493	766,937	45	62,496	12	66,877	105	183,652	63	153,303	64	50,634	65	23,652	72	40,100	181	81,377	36	53,387
Bremerton	306,656	393,177	416,443	11	16,739	5	52,368	43	71,178	37	105,463	25	19,785	23	14,477	40	27,816	96	44,727	15	32,216
KITTITAS	118,754	132,446	137,038	11	6,294	9	10,012	22	33,452	13	21,963	29	26,774	16	5,610	8	3,011	65	20,139	5	1,727
Ellensburg	96,722	108,259	112,085	5	2,952	7	8,977	15	26,211	11	20,392	20	23,991	11	5,221	8	3,011	40	13,538	4	1,680
KLICKITAT	36,871	41,869	43,448	8	4,075	3	468	15	11,813	9	9,758	12	5,871	5	935	1	122	24	4,119	5	1,980
LEWIS	259,079	304,275	317,547	26	22,708	10	34,578	62	83,482	30	53,939	40	34,293	26	9,117	24	10,535	104	31,888	14	14,343
Centralia	93,842	110,809	115,724	12	9,722	1	307	18	37,700	12	21,113	10	8,935	7	2,179	8	3,216	44	15,778	5	5,597
Chehalis	108,359	125,018	130,125	7	6,986	5	33,769	14	22,445	12	25,027	9	7,677	17	6,468	13	6,558	21	7,583	4	7,122
LINCOLN	23,448	26,566	27,551	4	3,106	2	383	15	10,091	7	5,269	9	1,957	4	235	1	120	18	2,411	5	1,642
MASON	102,054	127,246	134,134	14	11,542	6	6,070	23	50,216	10	16,870	22	14,830	8	2,778	13	5,024	51	13,770	5	3,360
OKANOGAN	117,811	136,473	142,075	20	10,032	6	15,755	29	40,551	18	17,874	22	11,471	19	6,155	8	4,312	68	14,589	12	6,412
PACIFIC	54,997	60,655	62,638	10	7,756	4	4,696	23	19,560	6	3,823	15	5,276	5	1,923	5	905	46	9,965	7	2,982
PEND OREILLE	23,426	34,549	37,471	2	706	2	1,182	8	20,449	2	3,794	8	3,262	1	225			14	2,455	2	2,346
PIERCE	2,121,085	2,666,599	2,815,622	126	204,637	34	336,870	326	566,365	206	645,215	242	222,901	158	113,227	200	136,382	616	289,520	78	99,329
Tacoma	1,045,780	1,314,583	1,388,192	30	48,637	15	263,097	110	198,996	96	358,440	99	101,631	84	73,726	89	74,554	294	138,970	38	43,539
SAN JUAN	31,193	40,127	42,513	8	8,982	2	1,338	13	15,555	1	1,152	4	2,766	5	1,254	1	182	26	5,445	2	895
SKAGIT	357,017	423,327	442,515	41	32,462	8	12,977	76	113,769	51	117,424	45	27,621	54	25,584	35	15,740	132	46,379	17	22,554
Mount Vernon	177,979	215,286	225,827	14	12,931	3	7,443	27	46,473	20	71,220	11	9,066	33	18,174	19	10,227	45	20,804	8	15,086
SKAMANIA	8,334	9,732	10,143	3	638	2		8	4,598	1	1,379	3	945					8	1,195	1	542
SNOHOMISH	1,587,167	2,068,583	2,197,246	117	130,024	34	258,158	253	491,593	146	468,638	172	169,094	166	101,792	161	121,170	453	222,596	55	76,103
Everett	484,613	625,138	662,976	25	30,271	11	111,226	87	114,565	59	152,006	42	39,209	54	23,503	48	33,105	157	75,557	14	30,374
SPOKANE	1,653,724	2,126,423	2,253,357	93	114,591	36	279,557	251	488,584	167	514,208	172	143,847	147	107,576	169	119,949	516	233,031	65	85,897
Spokane	1,071,683	1,363,378	1,442,087	37	50,086	23	214,907	148	302,129	89	304,340	105	81,057	102	82,482	108	86,178	325	150,589	45	59,996
STEVENS	84,921	110,952	117,896	20	14,748	9	3,451	23	34,549	12	22,427	17	11,109	14	5,638	11	4,510	49	11,853	5	3,588
THURSTON	588,942	712,794	747,629	43	50,160	16	95,860	110	186,767	60	132,544	54	52,694	67	28,490	55	39,451	193	79,026	19	30,411
Olympia	326,254	392,578	411,426	18	19,422	9	61,692	51	71,309	37	109,035	29	26,167	42	18,066	39	26,495	104	38,234	10	11,099
WAHKIAKUM	5,347	6,928	7,349	1	612	3	263	4	3,676			1	572					5	938		
WALLA WALLA	191,487	213,382	220,747	17	12,413	7	22,037	25	47,223	23	53,596	19	9,553	24	12,362	23	11,002	68	20,761	12	14,322
Walla Walla	176,584	197,387	204,310	13	10,975	7	22,037	16	39,689	22	53,132	14	8,023	24	12,362	21	10,810	56	18,469	9	13,030
WHATCOM	539,403	635,063	662,975	50	56,912	19	74,845	97	147,148	62	126,340	62	43,551	55	26,947	67	36,143	207	78,538	20	24,808
Bellingham	380,299	445,591	464,804	23	36,142	10	63,512	46	99,200	44	84,998	38	28,551	42	20,358	53	27,570	136	53,052	14	20,569
WHITMAN	89,620	96,902	99,761	12	5,712	4	1,079	29	33,061	14	24,332	15	4,227	10	2,275	16	3,899	44	9,105	14	4,094
Pullman	58,120	63,011	64,901	3	2,117	2	685	13	23,151	7	15,330	8	2,596	5	1,263	13	3,125	25	6,554	4	2,150
YAKIMA	758,566	912,885	956,776	58	55,282	25	109,275	126	230,300	86	215,620	89	69,125	88	51,757	68	33,412	259	90,624	38	36,115
Sunnyside	78,331	94,995	99,674	8	5,618	4	5,727	11	28,136	9	25,531	9	9,731	11	4,344	8	4,440	25	8,969	4	2,013
Yakima	440,758	527,015	551,800	20	30,107	11	74,961	43	102,875	36	140,719	43	38,098	43	30,306	45	23,557	127	54,692	19	19,461

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

WEST VIRGINIA RETAIL SALES—CENSUS & ESTIMATES

METRO AREAS COUNTIES Cities	TOTAL RETAIL SALES (THOUSANDS)			NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)																	
	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	7,521,088	8,565,827	8,865,608	543	576,380	500	1,173,739	1,553	2,150,869	783	1,974,342	1,062	690,614	903	397,634	661	391,151	1,955	615,670	433	333,837
METROPOLITAN STATISTICAL AREAS																					
Charleston, W.V	1,326,599	1,472,015	1,513,983	71	92,130	43	188,072	196	336,428	92	406,312	146	122,728	125	70,580	91	60,889	307	109,087	54	54,053
Cumberland, Md-W.V	423,361	523,338	547,007	26	27,813	31	88,919	102	119,517	39	93,179	69	48,373	69	29,023	51	27,079	141	46,285	33	26,827
Huntington-Ashland, W.V-Ky-Oh	1,354,068	1,690,200	1,753,377	88	96,346	62	307,879	222	386,659	142	326,221	175	145,997	176	97,627	117	82,206	329	140,172	78	63,755
Parkersburg-Marietta, W.V-Oh	749,921	898,368	934,139	44	51,264	29	96,645	119	196,473	81	215,044	88	86,447	74	40,017	61	43,432	210	79,237	28	39,818
Steubenville-Weirton, Oh-W.V	558,505	594,057	614,080	39	33,388	20	81,741	135	166,560	64	122,299	95	53,029	68	25,316	52	25,495	239	49,380	39	24,654
Wheeling, W.V-Oh	800,346	875,354	895,784	47	37,660	38	149,943	145	213,562	70	163,235	104	81,953	109	40,682	74	46,766	246	75,122	42	29,945
COUNTIES, Cities																					
BARBOUR	35,555	33,726	33,794	6	4,573	5	1,223	12	9,898	5	7,877	9	2,196	4	849	3	409	14	2,314	3	1,306
BERKELEY	181,272	233,251	245,886	16	12,341	7	22,347	40	72,179	21	45,374	25	29,462	26	17,255	14	4,352	58	15,116	8	10,201
Martinsburg	111,732	142,127	149,525	9	10,003	6	18,943	22	45,444	12	22,218	11	9,246	21	13,732	11	3,195	34	11,050	6	8,533
BOONE	99,133	97,978	98,823	9	10,494	14	12,470	23	30,951	9	14,932	22	7,897	7	2,415	9	3,965	15	5,078	7	5,339
BRAXTON	57,276	68,719	71,589	6	10,130	10	7,318	14	18,231	11	15,062	11	9,438	4	611	2	431	19	3,197	4	2,509
BROOKE	75,491	75,270	76,033	3	1,545	5	6,202	22	22,288	10	10,987	19	11,754	10	2,444	7	4,398	37	9,227	6	4,160
CABELL	646,738	887,281	945,902	31	53,490	25	209,933	89	175,284	45	183,611	65	63,138	95	61,023	53	46,730	168	81,676	35	29,609
[1]Huntington	437,526	595,199	633,568	23	38,754	16	72,255	59	133,350	33	142,187	49	46,398	53	38,380	40	37,412	141	65,200	27	22,975
CALHOUN	16,638	21,098	22,185	3	1,939	5	1,823	7	7,933	5	3,779	5	651	1	155	1	624	1	170	3	1,732
CLAY	19,061	17,826	17,811	2	107	4	1,481	8	7,544	1	1,880	5	1,991	1	266	2	125	3	113	2	
DODDRIDGE	7,860	9,781	10,249	2	108	2	516	2	5,083	1	324	3	1,803	2	154	1	259	3	394	1	
FAYETTE	189,828	186,936	188,497	19	11,097	15	17,983	46	40,300	17	57,413	31	13,335	31	6,382	23	11,274	48	9,672	15	10,656
GILMER	15,515	16,381	16,702	3	937	3	794	7	5,900	4	4,255	2	1,104	1	163	1	487	9	1,168	2	19
GRANT	26,628	34,978	37,007	5	4,799	4	1,436	11	12,574	5	10,540	7	2,256			4	1,038	7	1,561	1	475
GREENBRIER	160,044	179,586	186,044	15	7,677	14	18,252	39	59,758	23	46,559	26	15,103	23	7,678	9	1,854	40	9,996	14	8,706
Lewisburg	23,318	26,098	27,025	2	2,120	4	3,434	1	2,569	3	7,514	3	1,824	7	2,526	1	505	5	1,743	4	2,093
Ronceverte	25,400	26,850	27,333		1,517		1,982		7,309		4,210		4,877		1,893		217		1,875		905
White Sulphur Springs	18,886	20,454	20,977	5	1,544	1	654	4	4,707	3	5,042	4	2,374	7	2,317	1	162	6	701	2	1,278
HAMPSHIRE	36,163	41,556	42,975	4	4,905	4	1,421	13	12,457	8	9,135	7	4,293	3	1,600	2	1,389	10	1,669	3	956
HANCOCK	135,245	143,637	156,024	11	8,362	4	19,401	35	54,210	15	23,763	22	12,192	12	6,039	9	5,348	62	13,382	12	6,844
[2]Weirton	127,858	124,557	125,324	9	7,336	5	15,393	26	36,139	14	20,991	17	11,656	11	5,083	7	4,301	55	13,275	8	6,296
HARDY	29,913	38,994	41,195	5	5,912	4	1,598	11	14,081	2	5,237	10	4,945	2	764	2	454	11	2,192	3	1,991
HARRISON	310,493	351,795	362,971	19	24,774	13	53,022	63	88,730	38	82,900	36	26,536	29	11,451	25	12,137	84	27,106	20	16,494
Clarksburg	129,320	145,660	150,163	7	8,269	5	26,017	20	28,324	12	25,660	17	12,946	24	10,074	9	4,975	43	13,936	9	9,123
JACKSON	78,772	92,074	95,471	10	5,900	7	7,357	23	35,559	8	6,898	19	14,809	11	3,083	10	2,597	22	7,648	6	7,291
JEFFERSON	73,570	97,436	103,214	10	7,337	3	3,442	24	33,203	6	10,213	15	7,599	7	3,383	8	4,514	39	18,690	4	3,664
KANAWHA	1,198,033	1,306,766	1,339,819	57	78,558	38	179,763	174	295,347	78	351,834	123	94,252	118	68,672	84	58,206	278	98,080	47	49,757
Charleston	626,090	730,066	688,216	23	33,560	17	133,620	65	109,927	38	179,639	49	43,045	65	45,424	39	25,779	150	59,262	22	20,237
LEWIS	66,109	76,995	79,824	7	3,639	4	8,609	13	20,592	13	19,073	16	5,329	9	4,550	11	5,578	23	6,096	5	2,897
LINCOLN	31,436	37,341	38,825	5	2,171	9	3,246	14	12,744	6	5,481	13	5,180	1		5	1,572	12	1,753	3	1,475
LOGAN	199,461	196,535	198,148	12	11,609	24	29,446	37	46,611	24	43,614	33	15,569	26	8,818	13	9,616	51	10,673	14	10,139
Logan	94,997	94,294	95,175	5	4,760	9	12,079	7	21,993	13	23,462	7	2,870	19	6,668	7	6,531	14	4,127	8	6,168
MCDOWELL	115,635	115,357	116,562	7	4,456	17	8,270	37	39,666	10	25,188	19	8,491	17	4,972	19	6,816	27	5,169	9	4,682
Welch	56,108	58,089	58,749	3	1,753	6	5,229	10	22,388	3	13,873	2	822	13	4,221	8	3,025	12	2,722	3	2,440
MARION	310,234	339,720	348,556	17	20,408	19	71,970	69	83,395	36	70,117	35	24,366	39	17,770	30	19,441	72	17,503	16	12,131
Fairmont	225,872	246,798	253,116	9	10,032	12	42,846	48	68,177	24	50,014	25	18,306	36	17,527	26	12,578	52	15,421	11	10,311
MARSHALL	134,102	148,279	152,366	12	7,977	8	25,941	28	48,848	17	27,084	13	7,614	15	6,046	11	5,669	40	9,426	9	6,144
Moundsville	77,996	86,442	88,864	5	1,390	4	13,326	18	27,323	12	19,330	6	3,619	11	4,899	6	3,225	25	6,545	6	4,152
MASON	66,900	74,071	76,119	10	8,114	2	5,508	24	26,322	3	7,653	13	3,976	8	1,189	6	1,260	21	4,569	5	5,347
Point Pleasant	34,717	38,719	40,053	5	4,227	2	3,162	13	14,919	2	2,933	7	2,948	6	513	3	364	15	3,956	4	2,457
MERCER	363,737	392,400	401,633	21	24,949	26	73,204	66	79,381	37	99,164	36	23,893	57	19,039	37	24,203	74	26,401	22	14,441
[3]Bluefield	141,118	156,419	160,836	7	10,987	12	29,729	19	17,896	15	43,528	5	5,477	35	11,459	19	16,374	29	10,693	9	6,534
MINERAL	49,721	57,370	59,384	4	2,496	8	6,058	21	13,846	9	12,701	12	5,169	10	2,156	10	2,601	26	5,387	7	2,849
Keyser	30,762	36,082	37,855	4	2,496	2	2,021	9	9,809	5	8,673	6	2,512	8	1,774	9	2,371	11	3,257	5	2,128
MINGO	150,699	168,356	173,327	12	16,643	15	15,875	28	30,204	11	45,169	25	12,846	26	13,027	12	15,109	28	5,250	7	7,894
Williamson	65,236	74,656	77,796	4	5,582	5	7,197	4	2,959	4	20,076	9	6,052	17	10,285	8	12,501	11	2,589	6	6,911
MONONGALIA	299,723	358,411	373,419	18	28,149	10	52,136	51	90,462	26	63,063	42	30,295	45	20,466	35	24,390	68	26,362	15	15,202
Morgantown	211,902	265,120	278,187	8	17,588	6	36,449	40	77,818	15	37,077	24	21,799	41	19,674	22	16,217	54	20,152	14	14,392
MONROE	12,440	14,724	15,303	3	1,784	5	1,124	8	3,330	5	2,669	4	1,045	3	495	3	278	4	203	4	1,985
MORGAN	19,668	24,620	25,834	4	2,767	4		8	7,178	6	4,092	5	3,187	1	1,862	2	2,339	13	1,416	1	261
NICHOLAS	103,319	101,207	101,930	7	9,043	13	16,243	18	28,894	11	19,883	22	6,149	10	2,350	9	2,338	19	4,378	6	3,845
OHIO	290,628	301,827	306,936	10	15,673	11	23,233	54	55,617	21	74,151	32	33,982	24	10,606	35	28,504	92	32,050	13	10,124
Wheeling	251,703	262,041	266,587	9	14,459	11	23,233	49	53,290	17	63,239	25	16,686	24	10,606	34	27,975	81	26,838	12	9,520
PENDLETON	15,183	19,334	20,349	1	553	3	891	4	7,926	7	5,437	2	676	4	1,014	1	405	5	704	1	
PLEASANTS	17,444	18,217	18,540	3	2,574	3	912	6	5,425	6	5,790	4	1,033	2	718	1	195	6	1,116	2	66
POCAHONTAS	31,691	40,512	42,662	4	1,989	7	1,920	13	10,215	6	13,651	10	3,775	1	605	2	519	18	5,681	2	33
PRESTON	78,290	91,325	94,684	11	5,942	8	6,293	19	24,828	18	36,663	15	5,209	6	1,804	5	1,403	19	3,323	3	1,979
PUTNAM	128,566	165,249	174,164	14	13,572	5	8,309	22	41,081	14	54,478	23	28,476	7	1,908	7	2,683	29	11,007	7	4,296
RALEIGH	418,734	454,617	465,763	25	33,190	22	84,903	77	103,678	28	101,126	49	29,782	47	23,600	40	24,709	68	29,126	19	15,780
Beckley	299,592	325,416	333,474	16	20,489	13	63,790	37	55,491	21	84,675	21	15,073	42	22,789	33	21,339	51	26,094	14	11,288
RANDOLPH	121,183	140,724	145,803	10	13,003	9	15,533	21	34,080	14	36,251	25	9,470	17	6,668	8	4,645	40	10,425	5	5,673
Elkins	83,661	97,466	102,067	8	11,233	3	8,470	12	22,394	10	25,189	12	5,046	17	6,668	6	3,854	22	7,318	5	5,673
RITCHIE	26,128	33,361	35,131	4	739	5	1,402	15	12,619	7	11,503	5	2,589	2	178	2	344	9	1,803	2	1,787
ROANE	54,052	61,731	63,788	4	7,706	5	5,589	14	19,367	12	18,793	7	3,543	8	1,885	2	164	10	1,842	4	2,713
SUMMERS	34,610	46,077	48,861	4	3,309	5	6,561	14	17,480	3	3,720	8	4,474	7	2,330	4	1,529	8	1,714	3	3,342
TAYLOR	37,256	44,081	45,813	6	4,451	3	3,289	13	11,923	8	8,783	8	4,152	4	586	6	1,768	14	3,551	3	4,094
Grafton	32,846	38,952	40,987	4	3,164	3	3,289	11	10,334	8	8,783	5	3,547	4	586	6	1,768	12	3,112	3	4,094
TUCKER	27,496	36,007	38,073	4	1,743	5	2,278	5	10,985	2	6,842	8	3,836	1	744	1	359	10	3,453	2	58
TYLER	19,516	23,313	24,264	3	2,443	2	3,014	8	6,372	5	5,937	6	2,532	3	358	2	244	10	1,235	3	42
UPSHUR	88,492	103,103	106,871	9	11,054	4	11,408	19	27,243	13	27,485	14	6,265	13	3,996	4	1,149	22	8,503	4	4,044

Estimates produced for Editor & Publisher by Marketing Economics Institute, Ltd.

WEST VIRGINIA RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
WAYNE	107,190	135,565	142,490	7	7,923	8	24,485	23	36,883	19	24,046	18	14,716	19	6,089	6	3,054	24	8,727	4	2,053
WEBSTER	29,790	30,925	31,434	5	2,058	6	1,833	9	9,381	3	5,172	7	6,644	2	290			5	490	4	1,023
WETZEL	92,274	105,715	109,284	10	8,262	6	11,263	19	33,134	9	21,842	13	6,600	12	5,111	13	4,429	22	7,725	8	4,817
WIRT	5,306	7,484	8,016	1	221	1	909	2	1,548	1	1,476	5	1,579	1	834			5	641		
WOOD	480,778	568,725	591,178	24	33,576	17	64,035	76	116,817	47	147,663	35	36,267	58	29,603	41	29,737	117	47,747	20	17,870
Parkersburg	331,202	384,617	398,553	14	18,577	12	10,411	47	93,746	34	119,574	23	26,236	27	11,241	21	15,634	83	34,013	15	15,084
WYOMING	100,069	97,480	98,083	9	7,209	15	10,267	35	31,284	14	26,009	18	7,151	11	1,580	9	3,510	16	1,772	5	3,042

WISCONSIN RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	20,553,996	25,005,428	26,124,201	1,805	1,473,909	739	3,066,052	3,107	5,349,137	1,844	5,602,230	2,701	2,245,950	2,413	1,100,664	1,879	1,311,613	9,493	2,786,345	961	737,403
METROPOLITAN STATISTICAL AREAS																					
Appleton-Oshkosh-Neenah, Wi	1,287,214	1,547,407	1,612,853	99	87,944	43	225,900	168	303,984	126	350,178	149	130,637	155	71,672	132	88,248	553	164,939	52	36,839
Duluth, Mn-Wi	1,185,822	1,533,131	1,615,956	120	124,819	48	213,541	204	330,300	100	267,050	149	147,247	165	75,424	107	68,694	487	163,591	58	49,754
Eau Claire, Wi	646,064	856,081	907,574	47	65,436	21	112,646	92	149,907	64	236,148	82	73,146	66	38,641	65	41,446	264	88,264	25	20,238
Green Bay, Wi	875,583	1,121,487	1,181,617	60	60,974	31	226,072	104	174,192	62	264,318	85	91,616	131	60,498	93	71,840	360	127,476	28	21,039
Janesville-Beloit, Wi	623,390	761,122	795,366	39	36,710	22	130,397	85	168,885	46	142,114	82	85,595	93	34,384	53	31,110	257	80,304	32	24,938
Kenosha, Wi	454,807	509,315	524,355	34	19,275	13	60,290	75	138,330	33	78,794	75	60,859	41	17,201	46	21,601	250	65,051	22	16,090
La Crosse, Wi	511,606	635,634	666,237	31	38,135	17	100,231	66	120,867	47	144,366	55	47,084	86	34,649	59	42,652	226	74,066	18	18,914
Madison, Wi	1,783,865	2,253,798	2,369,270	101	95,286	44	273,667	241	390,057	102	520,873	180	185,606	221	115,721	133	250,877	628	273,740	74	59,919
Milwaukee, Wi	6,483,257	7,778,630	8,108,404	351	320,239	127	1,030,869	735	1,702,985	360	1,766,081	664	650,614	631	363,446	567	426,945	2,394	864,102	289	263,558
Minneapolis-St. Paul, Mn-Wi	11,433,732	15,530,764	16,511,928	608	926,587	193	2,298,141	1,317	2,874,023	614	3,893,629	1,028	1,411,838	1,182	812,465	912	829,224	2,743	1,571,522	359	454,762
Racine, Wi	736,356	877,819	913,577	44	47,225	23	113,101	121	204,416	74	196,872	83	76,635	90	40,615	77	45,593	309	90,154	32	28,890
Sheboygan, Wi	385,038	437,989	452,255	33	32,062	14	71,612	58	100,917	37	94,346	49	34,360	38	12,800	34	16,666	185	44,062	16	14,827
Wausau, Wi	453,278	587,639	620,393	45	49,460	15	87,344	59	123,861	50	140,520	60	53,240	57	29,078	39	29,770	181	48,555	17	9,520
COUNTIES, Cities																					
ADAMS	23,618	30,053	31,617	3	1,149	3	2,186	8	9,816	4	7,040	6	3,538	3	286	2	652	16	3,373	2	125
ASHLAND	74,941	99,420	105,359	13	8,694	4	8,467	13	18,542	8	21,375	20	9,761	11	6,149	6	2,743	39	9,543	6	2,968
Ashland	59,702	78,110	84,246	6	2,407	3	7,626	6	15,357	5	18,819	13	7,979	11	6,149	6	2,743	25	8,080	4	2,575
BARRON	174,189	206,683	214,966	25	18,098	12	20,654	46	37,139	39	58,837	29	20,077	22	8,259	20	6,538	102	20,297	12	7,108
BAYFIELD	29,369	36,494	38,232	7	4,522	4	1,434	11	11,186	3	1,906	8	3,564	4	368	1		52	8,302	3	1,379
BROWN	875,583	1,121,487	1,181,617	60	60,974	31	226,072	104	174,192	62	264,318	85	91,616	131	60,498	93	71,840	360	127,476	28	21,039
Green Bay	528,522	674,946	710,788	33	34,963	18	140,588	59	90,384	31	129,260	53	61,583	94	43,644	55	51,071	227	82,792	20	15,960
BUFFALO	31,656	33,252	33,872	7	2,571	1	384	18	8,815	5	6,570	8	3,384	1	63	5	913	36	4,948	3	1,258
BURNETT	38,141	45,376	47,208	8	7,399	6	1,897	11	10,521	8	10,749	8	4,306	2	593	2	371	41	5,559	3	935
CALUMET	87,175	101,348	105,023	13	6,918	6	15,839	26	24,139	11	25,133	13	6,681	11	1,996	8	2,965	56	11,726	5	3,182
CHIPPEWA	202,325	283,995	304,005	29	24,707	8	14,017	34	48,912	32	102,246	27	24,485	16	7,079	13	7,110	108	23,744	9	6,992
Chippewa Falls	108,208	151,028	161,500	8	8,158	4	11,853	12	28,422	9	43,509	11	13,677	12	6,578	7	4,532	40	13,273	5	4,263
CLARK	74,721	97,455	102,985	20	11,577	11	4,793	23	27,734	15	26,704	16	5,885	8	851	10	3,119	62	9,107	7	3,780
COLUMBIA	187,806	231,237	241,984	25	22,209	10	6,557	40	48,304	21	53,236	46	32,168	30	9,520	17	6,184	147	31,650	13	7,144
Portage	74,416	92,769	98,886	6	7,490	4	5,061	8	15,112	7	24,361	22	14,611	17	6,065	7	4,388	37	11,962	5	3,798
CRAWFORD	58,127	69,671	72,566	8	5,125	6	5,155	17	17,295	8	22,393	8	3,851	7	3,213	5	2,298	45	7,421	3	1,625
DANE	1,783,865	2,253,798	2,369,270	101	95,286	44	273,667	241	390,057	102	520,873	180	185,606	221	115,721	133	250,877	628	273,740	74	59,919
Madison	1,065,123	1,339,120	1,406,508	42	49,840	28	239,415	138	222,532	52	266,799	89	87,585	186	105,570	82	77,310	395	192,011	43	42,639
DODGE	230,844	259,719	267,676	33	27,386	13	37,240	39	56,600	34	50,165	35	20,881	43	13,682	20	7,424	134	23,231	13	6,002
Beaver Dam	113,125	127,776	131,803	11	6,748	6	27,412	7	22,237	16	31,332	12	8,672	29	10,146	11	5,014	40	10,834	5	2,222
DOOR	119,594	153,871	162,233	18	15,860	6	11,506	32	38,175	12	27,095	19	15,253	22	4,716	11	4,812	79	27,097	5	2,903
DOUGLAS	187,905	209,297	215,282	22	22,025	7	17,722	37	40,210	16	35,469	27	19,624	27	9,534	12	4,943	134	34,122	9	6,201
Superior	165,022	183,149	188,273	15	16,392	6	16,589	28	36,163	16	35,469	20	17,357	27	9,534	11	4,759	92	26,089	9	6,201
DUNN	106,969	130,484	136,309	14	7,558	6	13,215	20	30,488	11	28,849	25	18,176	14	5,309	11	3,232	70	15,703	6	4,729
EAU CLAIRE	443,739	572,086	603,569	18	40,729	13	98,629	58	100,995	32	133,902	55	48,661	50	31,562	52	34,336	156	64,520	16	13,246
Eau Claire	408,378	535,457	565,880	17	29,678	10	98,356	45	93,688	22	130,405	46	41,995	46	30,821	46	31,336	119	60,352	14	12,281
FLORENCE	6,688	7,361	7,556	1	438			2	719	2	2,291	1	232					17	2,211	1	106
FOND DU LAC	379,939	458,945	478,727	27	20,440	14	61,676	63	110,137	46	108,152	45	30,901	50	20,661	44	24,363	161	47,270	16	16,761
Fond du Lac	267,548	318,512	331,420	13	11,121	9	54,823	32	73,469	22	71,815	31	23,513	38	16,722	28	13,519	83	31,879	12	13,176
FOREST	15,316	18,469	19,254	4	2,398	3	833	9	6,667	3	834	10	2,985	1	156	1	244	23	1,881	2	235
GRANT	176,843	207,668	215,588	38	21,198	11	11,114	33	50,294	28	53,621	44	21,464	24	6,587	22	8,144	111	21,244	15	5,418
GREEN	200,956	246,012	257,144	18	10,515	8	9,237	33	48,532	22	57,562	19	7,871	24	7,859	11	6,712	67	17,878	8	6,202
Monroe	161,456	198,926	208,143	6	7,107	6	8,288	17	39,374	12	38,467	11	5,271	19	7,840	7	3,987	34	12,272	5	4,686
GREEN LAKE	91,927	101,845	104,699	16	6,829	7	17,585	19	21,991	12	20,647	15	9,680	8	3,843	6	2,726	48	9,651	5	1,791
IOWA	137,098	152,311	156,608	12	7,779	3	11,322	16	18,234	11	23,754	13	4,529	13	1,980	5	3,529	33	8,030	5	10,057
IRON	31,304	33,755	34,529	8	4,756	2	1,070	5	9,781	4	2,437	12	6,256			1	1,593	22	3,610	2	1,129
Hurley	7,232	14,486	16,904		4,270		161		2,504		645		1,195		77		136		4,120		400
JACKSON	72,256	88,986	93,123	13	9,833	4	1,094	18	23,240	14	20,947	14	17,796	10	976	4	1,026	45	8,892	2	1,828
JEFFERSON	221,624	288,168	304,346	27	17,656	12	38,457	32	74,890	27	40,948	36	37,299	33	12,717	23	13,059	145	39,406	12	8,512
Fort Atkinson	54,509	70,289	75,549	6	5,834	2	5,653	6	22,354	8	8,747	8	8,548	9	4,621	5	2,451	22	10,407	3	1,670
Watertown	92,216	120,448	127,340	5	4,368	7	25,661	8	26,919	6	26,712	10	10,088	12	6,844	10	3,167	43	10,419	4	4,520
JUNEAU	82,872	102,839	107,767	18	11,414	9	3,657	22	18,016	8	23,610	25	25,804	6	1,297	5	1,836	57	11,728	6	2,860
KENOSHA	454,807	509,315	524,355	34	19,275	13	60,290	75	138,330	33	78,794	75	60,859	41	17,201	46	21,601	250	65,051	22	16,090
Kenosha	342,674	382,442	393,524	19	8,828	9	52,890	59	103,441	22	61,957	48	47,506	36	15,931	41	19,778	178	48,235	19	14,198
KEWAUNEE	53,085	60,902	62,963	7	5,430	4	1,025	16	15,961	9	15,358	8	5,978	6	1,065	12	4,047	36	6,568	4	1,231
LA CROSSE	511,606	635,634	666,237	31	38,135	17	100,231	66	120,867	47	144,366	55	47,084	86	34,649	59	42,652	226	74,066	18	18,914
La Crosse	418,865	517,448	541,832	18	32,608	12	91,717	46	78,640	32	112,928	43	36,569	82	34,186	57	41,291	183	60,997	13	14,052
LAFAYETTE	34,307	37,387	38,322	10	4,757	3	635	10	8,532	9	8,781	8	3,554	6	1,017	5	925	35	3,991	3	486

WISCONSIN RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
LANGLADE	105,989	141,168	149,724	9	9,814	4	10,169	16	33,002	11	37,176	19	26,934	12	5,618	5	1,455	46	11,360	4	3,614
Antigo	90,288	117,025	125,937	6	6,169	4	10,169	13	32,598	7	25,897	15	25,563	12	5,618	4	1,098	25	8,148	4	3,614
LINCOLN	87,341	113,810	120,237	12	7,427	8	5,892	17	41,445	10	11,145	19	14,768	14	3,647	11	3,670	62	13,920	8	4,769
Merrill	47,881	62,463	67,323	6	3,502	6	4,160	11	25,265	5	5,256	11	8,058	8	2,704	7	3,158	19	7,266	5	3,518
MANITOWOC	287,121	336,999	349,820	28	20,004	16	61,009	52	70,244	35	72,296	52	34,463	39	8,885	30	14,677	168	34,134	11	9,939
Manitowoc	190,307	253,286	233,415	14	12,619	12	58,895	27	39,625	17	46,069	26	18,381	32	6,437	19	9,497	95	20,043	6	6,916
Two Rivers	50,449	59,641	61,970	3	2,269	2	1,226	8	15,241	12	13,600	12	9,449	5	2,207	6	3,080	33	7,165	3	2,566
MARATHON	453,278	587,639	620,393	45	49,460	15	87,344	59	123,861	50	140,520	60	53,240	57	29,078	39	29,770	181	48,555	17	9,520
Wausau	276,940	353,233	371,828	16	30,259	10	64,058	25	67,479	23	82,153	30	23,542	42	24,939	20	15,225	89	27,751	13	7,766
MARINETTE	156,768	183,179	190,003	22	14,173	8	18,664	32	43,663	15	36,597	28	15,949	21	9,606	14	6,000	96	19,065	7	6,143
Marinette	90,226	104,182	107,854	9	7,095	3	17,528	11	20,154	7	20,873	10	7,875	21	9,606	6	4,055	37	7,307	4	4,270
MARQUETTE	22,732	28,287	29,653	7	2,821	3	453	11	8,310	4	5,457	5	3,231	2	144	2	325	44	6,301	3	120
MENOMINEE	3,267	3,118	3,127	1		1	685	2	2,269									3	40		
MILWAUKEE	4,540,875	5,206,860	5,383,427	200	171,157	80	743,208	522	1,089,701	228	1,018,487	431	415,680	470	271,585	393	323,399	1,750	632,000	209	185,932
Milwaukee	2,490,938	2,823,435	2,913,408	105	104,891	44	339,528	349	662,670	128	448,109	254	232,077	276	142,562	229	190,303	1,195	412,649	124	115,366
MONROE	133,553	150,632	155,280	25	15,174	7	10,708	20	32,989	13	26,575	34	27,691	17	4,511	12	3,656	85	20,453	7	4,650
OCONTO	68,370	82,539	86,069	14	10,978	7	2,069	27	19,609	12	18,875	15	13,211	3	648	5	1,209	63	9,382	4	1,991
ONEIDA	180,038	215,739	224,688	22	20,493	11	18,889	24	50,484	27	51,254	28	15,957	24	11,119	19	6,860	99	24,855	10	4,368
Rhinelander	87,757	104,006	108,132	7	5,289	7	15,508	4	11,252	12	33,326	16	7,918	15	8,447	10	3,746	37	10,814	6	2,599
OUTAGAMIE	634,770	774,560	809,414	51	51,595	22	138,483	67	141,858	64	201,553	62	52,186	77	29,683	62	51,948	228	71,765	18	13,881
Appleton	308,902	458,039	380,554	13	7,986	12	94,967	37	72,390	22	48,991	29	27,259	55	21,202	47	32,245	115	36,118	10	8,571
OZAUKEE	269,938	345,647	363,992	20	22,557	5	10,269	38	80,136	28	127,936	41	33,651	22	8,179	29	12,903	109	32,724	14	12,794
PEPIN	23,186	40,241	44,688	6	6,793	1	682	5	7,910	4	11,474	3	1,523	3	1,265	6	1,977	18	6,239	4	555
PIERCE	93,158	104,534	107,665	21	7,338	2	1,013	30	23,102	17	24,070	24	14,222	7	1,977	12	4,363	83	16,719	10	5,545
POLK	111,928	134,911	140,677	24	13,275	6	3,249	27	32,710	19	27,340	28	15,602	13	3,179	10	4,143	83	17,704	9	5,755
PORTAGE	243,124	291,871	304,054	28	19,678	8	30,195	29	57,023	19	55,563	26	16,767	29	18,097	22	13,063	110	36,689	9	7,277
Stevens Point	201,390	241,906	252,023	14	8,039	5	28,311	20	48,112	14	49,163	17	10,233	27	17,836	13	6,927	83	30,572	7	6,936
PRICE	52,952	63,958	66,691	15	6,126	4	1,946	15	20,459	10	12,728	13	6,546	12	1,941	5	1,818	31	5,103	4	2,298
RACINE	736,356	877,819	913,577	44	47,225	23	113,101	121	204,416	74	196,872	83	76,635	90	40,615	77	45,593	309	90,154	32	28,890
Racine	442,537	519,645	539,413	22	20,874	14	101,552	80	141,132	30	61,982	43	35,151	71	34,856	49	30,519	174	49,073	18	20,688
RICHLAND	61,965	72,946	75,764	12	6,614	3	2,963	17	18,276	11	21,015	9	5,224	9	4,331	7	2,206	29	5,159	4	2,313
ROCK	623,390	761,122	795,366	39	36,710	22	130,397	85	168,885	46	142,114	82	85,595	93	34,384	53	31,110	257	80,304	32	24,938
Beloit	220,919	264,523	275,475	10	10,125	7	41,901	27	61,983	14	50,860	29	39,848	27	10,916	18	8,583	86	25,952	11	9,666
Janesville	328,786	407,004	426,350	17	14,025	12	87,780	36	85,686	22	78,858	35	32,778	52	21,433	29	19,856	103	42,397	14	11,579
RUSK	44,247	64,802	69,852	11	13,926	3	3,349	8	16,002	4	10,192	14	9,010	8	2,815	6	1,237	22	3,588	2	421
ST. CROIX	150,143	185,045	193,675	18	11,983	11	14,016	22	35,175	18	54,343	33	29,377	15	3,837	16	3,695	82	19,948	8	6,692
SAUK	196,977	238,593	248,970	32	24,742	9	12,420	45	80,108	22	35,516	36	17,861	22	10,248	16	7,875	122	32,446	15	8,777
Baraboo	64,369	77,748	82,208	12	10,150	3	4,915	10	24,455	10	11,646	10	5,487	12	5,342	7	4,615	28	6,865	4	2,331
SAWYER	55,389	63,115	65,174	12	8,688	4	1,118	16	17,563	4	9,195	10	9,021	6	1,306	4	1,212	47	6,799	4	937
SHAWANO	112,313	125,754	129,494	24	15,522	7	11,043	33	30,371	23	27,817	20	10,297	12	3,595	9	3,681	83	13,108	8	4,577
Shawano	73,011	82,123	85,160	9	9,026	5	9,911	14	19,731	11	18,105	10	6,551	12	3,595	7	3,388	33	6,148	6	4,166
SHEBOYGAN	385,038	437,989	452,255	33	32,062	14	71,612	58	100,917	37	94,346	49	34,360	38	12,800	34	16,666	185	44,062	16	14,827
Sheboygan	262,418	298,886	308,715	12	12,495	8	59,444	30	70,203	20	60,571	29	20,216	33	11,769	16	12,038	117	29,901	12	12,212
TAYLOR	45,890	53,088	54,966	9	4,063	2	3,605	16	9,403	9	16,440	8	6,358	8	1,555	4	2,763	29	3,986	4	1,678
TREMPEALEAU	87,500	100,137	103,479	20	10,287	10	2,322	31	21,765	17	31,676	18	9,116	8	840	4	2,538	68	10,259	6	1,536
VERNON	63,337	71,648	73,889	15	5,671	4	987	26	22,926	10	9,576	16	8,700	15	4,937	12	4,131	40	7,603	4	2,851
VILAS	81,167	99,778	104,360	17	8,063	6	2,622	27	34,786	14	15,085	21	9,864	10	2,607	7	1,145	80	13,193	7	2,692
WALWORTH	313,589	383,221	400,527	30	25,339	15	14,900	46	92,611	34	91,048	58	37,146	32	13,896	23	7,775	193	64,523	14	10,792
WASHBURN	54,792	61,391	63,225	6	5,517	3	1,492	17	19,543	8	11,886	10	5,373	4	1,682	5	1,435	59	7,604	2	3,255
WASHINGTON	291,099	394,412	419,519	27	31,479	11	39,328	41	109,259	22	63,208	39	38,884	29	17,855	42	21,273	144	45,721	16	13,582
WAUKESHA	1,381,345	1,831,711	1,941,466	104	95,046	31	238,064	134	423,889	82	556,450	153	162,399	110	65,827	103	69,370	391	153,657	50	51,250
Waukesha	335,282	433,656	457,760	18	19,299	8	54,292	24	82,145	23	171,971	32	40,018	23	9,492	27	11,916	99	32,109	13	11,426
WAUPACA	166,229	210,798	221,703	25	11,484	14	20,816	37	49,197	35	57,092	26	17,931	23	6,736	17	8,364	105	24,607	8	5,406
WAUSHARA	58,949	75,459	79,492	13	6,885	7	3,601	14	15,664	13	20,614	17	10,366	4	891	1	569	35	5,103	2	667
WINNEBAGO	565,269	671,499	698,416	35	29,431	15	71,578	75	137,987	51	123,492	74	71,770	67	39,993	62	33,335	269	81,448	29	19,776
Menasha	59,255	69,034	71,568	5	3,945	3	9,263	9	15,669	5	17,202	3	4,604	2	1,005	5	3,984	34	6,229	3	1,375
Neenah	102,988	123,590	128,763	7	7,079	2	5,171	13	30,309	7	24,759	18	18,912	18	10,798	9	4,734	48	11,083	8	7,398
Oshkosh	319,804	380,509	395,880	13	13,778	7	54,585	34	70,066	26	62,710	35	28,999	40	26,890	31	17,091	137	48,473	14	9,789
WOOD	409,429	534,086	564,439	41	30,669	16	84,131	48	102,308	46	136,245	42	29,233	57	31,345	36	21,590	144	43,029	12	10,240
Marshfield	170,679	219,329	231,130	14	13,128	6	45,328	12	37,765	16	22,352	15	9,229	27	16,177	12	11,583	47	18,349	4	5,688
Wisconsin Rapids	188,761	247,837	262,260	16	11,273	6	37,555	21	54,357	21	72,660	19	16,749	27	14,950	21	9,546	65	19,908	6	4,023

WYOMING RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS) — NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
STATE TOTALS	2,818,525	3,157,473	3,338,832	270	265,903	123	224,170	315	689,378	265	740,685	430	394,760	386	167,841	252	134,583	897	332,656	110	114,933
METROPOLITAN STATISTICAL AREAS																					
Casper, Wy	502,022	491,681	508,374	32	36,439	11	41,508	50	100,565	38	150,405	48	31,590	68	30,105	46	27,201	105	42,811	12	17,366
Cheyenne, Wy	392,658	515,080	558,019	30	31,258	11	58,530	39	84,138	35	131,604	40	62,445	53	32,277	40	32,549	109	52,365	11	17,144
COUNTIES, Cities																					
ALBANY	153,847	187,061	200,202	17	11,221	4	4,405	16	40,847	17	41,805	31	29,299	21	10,419	19	10,058	54	27,144	6	8,758
Laramie	137,105	170,546	183,149	16	11,121	4	4,405	15	40,459	16	41,432	27	15,964	21	10,419	19	10,058	49	25,497	6	8,758
BIG HORN	29,753	33,091	34,895	9	2,578	6	1,316	7	10,811	5	5,087	11	3,688	6	1,105	5	1,836	23	4,015	5	1,229
CAMPBELL	187,943	215,747	228,727	17	28,629	3	12,930	14	52,856	15	46,980	13	16,776	23	10,918	17	10,808	41	21,283	4	10,859
Gillette	179,158	209,490	219,601	16	27,395	3	12,930	13	50,087	15	46,980	11	14,881	23	10,918	16	10,340	39	20,521	4	10,859
CARBON	120,705	121,659	126,264	13	7,122	6	5,690	16	28,447	12	20,628	34	32,550	14	5,404	6	2,124	41	9,672	6	5,958
Rawlins	75,084	79,675	81,205	6	3,432	4	5,059	8	19,376	8	17,728	19	12,593	10	4,842	4	1,890	21	5,607	3	4,969
CONVERSE	69,702	71,827	74,829	8	6,475	3	2,540	11	18,228	6	18,223	11	10,888	7	1,987	7	2,079	26	8,264	3	1,904

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WYOMING RETAIL SALES—CENSUS & ESTIMATES—Continued

TOTAL RETAIL SALES (THOUSANDS)

NUMBER OF STORES (1982) and 1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS COUNTIES Cities	1982 U.S. Census	E&P 1985 estimate	E&P 1986 estimate	Lumber/Hdwr		Gen. Mdse.		Food		Auto		Gasoline		Apparel		Furniture		Eat/Drink		Drugs	
CROOK	14,571	18,310	19,675	4	1,655	3	496	7	4,257	1	539	7	6,070	2	467			13	3,351	2	128
FREMONT	196,973	201,754	210,000	24	20,016	10	13,715	24	44,647	25	50,931	28	19,371	26	10,965	21	7,260	69	18,002	7	8,617
Riverton	111,377	118,568	120,965	12	12,443	4	6,619	9	26,444	16	33,149	9	9,216	16	7,506	15	4,979	26	8,846	2	3,307
GOSHEN	47,049	60,309	65,053	9	7,516	2	2,891	7	17,249	6	8,758	11	9,631	11	3,648	3	508	22	5,938	3	2,987
HOT SPRINGS	33,091	40,838	43,790	6	4,751	3	894	5	15,663	3	6,814	6	4,404	5	2,083	1	742	13	3,984	2	1,721
JOHNSON	38,987	49,539	53,350	7	5,436	2	1,588	5	9,420	3	8,544	15	13,143	4	1,997	3	1,001	20	6,208	3	1,479
LARAMIE	392,658	515,080	558,019	30	31,258	11	58,530	39	84,138	35	131,604	40	62,445	53	32,277	40	32,549	109	52,365	11	17,144
Cheyenne	345,307	453,846	491,914	26	29,446	9	48,268	34	74,226	29	123,293	33	31,705	53	32,277	39	32,367	98	49,288	11	17,144
LINCOLN	66,496	77,022	81,740	7	3,887	4	1,163	7	17,445	9	23,502	15	14,249	13	2,873	2	568	39	9,963	5	2,663
NATRONA	502,022	491,681	508,374	32	36,439	11	41,508	50	100,565	38	150,405	48	31,590	68	30,105	46	27,201	105	42,811	12	17,366
Casper	465,485	456,334	471,944	27	29,859	9	41,183	41	91,505	36	149,225	40	21,810	68	30,105	46	27,201	86	35,310	12	17,366
NIOBRARA	17,228	22,164	23,918	1	818	3	570	2	3,718	1	4,298	8	6,856	3	928	1	257	8	3,033	1	812
PARK	136,292	171,925	185,047	13	13,506	18	22,309	13	42,243	13	42,489	24	16,319	25	10,571	16	5,356	48	14,771	6	4,674
PLATTE	40,453	45,295	47,807	6	3,415	4	2,682	9	13,478	8	10,558	12	7,064	8	1,585	2	699	19	4,248	2	587
SHERIDAN	140,755	176,325	189,611	15	14,634	5	12,701	13	34,172	17	46,894	16	13,457	21	10,425	17	10,293	48	17,984	9	9,901
Sheridan	125,295	158,853	171,145	12	13,266	5	12,701	8	27,977	14	43,030	11	11,745	21	10,425	15	9,730	35	15,610	9	9,901
SUBLETTE	24,063	24,801	25,822	3	1,109	1	462	7	10,704	3	2,066	10	5,131	4	587	4	773	17	2,597	2	408
SWEETWATER	249,082	237,689	244,692	21	23,440	10	21,637	25	58,038	22	48,418	45	29,289	26	10,566	18	9,209	68	22,224	6	7,096
Rock Springs	184,891	176,512	181,757	14	16,460	7	17,617	17	37,852	16	38,797	30	19,239	22	9,575	16	8,461	40	15,946	4	5,435
TETON	114,374	142,629	153,186	6	13,942	5	5,450	12	27,432	6	12,368	18	17,104	20	9,689	11	6,411	55	25,188	5	5,552
UINTA	149,226	148,537	153,818	10	20,086	3	4,444	16	31,737	8	21,924	19	38,880	10	4,083	3	1,910	26	22,985	3	2,261
WASHAKIE	53,918	62,170	65,983	7	5,592	3	4,923	4	12,013	7	26,074	4	2,375	10	3,426	7	2,571	16	3,453	3	1,285
Worland	51,807	60,936	63,979	7	5,592	3	4,923	3	11,609	7	26,074	3	2,295	10	3,426	7	2,571	9	2,560	3	1,285
WESTON	39,337	42,020	44,030	5	2,378	3	1,326	6	11,270	5	11,776	4	4,181	6	1,733	3	370	17	3,173	4	1,544

CANADA RETAIL SALES—CENSUS & ESTIMATES

TOTAL RETAIL SALES (THOUSANDS)

1986 ESTIMATE OF SALES (THOUSANDS)

METRO AREAS PROVINCES Cities	E&P 1971 estimate	E&P 1985 estimate	E&P 1986 estimate	Gen Mdse	Apparel	Furniture	Groceries	Bldg Matls	Restaurants	Autos	Gasoline Fuel Oil	Drugs
CANADA TOTALS	32,681,075	141,232,274	145,713,930	18,939,125	8,290,277	4,126,553	34,311,499	1,273,437	20,247,232	32,053,067	10,460,239	5,624,722
CANADIAN METROPOLITAN AREAS												
Calgary	767,104	4,031,271	4,497,580	858,728	343,967	180,728	909,510	5,472	270,213	967,148	190,884	157,762
Chicoutimi-												
Jonquiere	189,542	704,980	778,614	81,056	75,187	43,754	214,641	4,985	61,270	161,740	60,882	25,148
Edmonton	921,464	4,708,693	5,249,726	1,124,300	352,477	171,327	992,504	13,378	267,826	1,133,281	194,034	219,832
Halifax	400,042	1,551,244	1,715,701	202,878	114,966	40,961	353,302	8,447	239,669	384,998	90,965	98,210
Hamilton	797,791	2,506,830	2,750,978	405,443	128,875	59,285	660,046	20,393	387,798	542,447	195,163	105,111
Kitchener	408,784	655,687	690,959	208,820	46,514	15,494	54,086	3,287	101,316	169,851	48,101	1,697
London	499,891	1,745,492	1,923,435	271,905	97,861	36,802	413,776	10,183	339,042	365,132	135,798	72,140
Montreal	4,127,742	16,739,814	18,541,539	1,777,395	1,416,182	736,114	4,984,571	236,519	2,418,922	3,506,424	1,349,078	788,773
Oshawa	174,738	84,486	71,593	3,286	3,717	591	16,633	1,147	9,897	11,785	13,823	3,798
Ottawa-Hull	1,008,308	3,189,787	3,501,427	480,501	172,942	66,171	809,146	30,128	687,253	588,450	217,263	121,844
Quebec	822,551	4,232,703	4,719,868	444,526	405,927	194,974	1,169,394	53,528	565,725	1,015,917	314,259	154,628
Regina	311,601	1,116,997	1,232,053	155,288	49,242	305,264	223,713	8,031	118,285	181,379	30,237	39,735
St Catharines-												
Niagara	499,715	484,611	482,453	141,789	52,310	6,570	101,834	5,312	19,378	94,510	25,991	1,566
St John	160,867	541,184	595,515	89,200	30,657	11,526	143,188	1,778	72,352	138,078	37,665	18,045
St John's	226,104	951,925	1,055,614	119,189	76,876	36,204	257,522	4,770	55,380	280,294	89,249	56,754
Saskatoon	227,243	880,218	973,500	162,970	71,636	26,693	193,590	4,705	155,493	159,703	29,614	45,445
Sudbury	287,814	802,661	876,210	99,193	49,664	17,934	219,806	5,240	141,468	178,967	58,585	27,784
Thunder Bay	199,335	658,465	724,055	108,881	26,580	8,971	167,773	2,839	151,528	117,379	43,513	28,788
Toronto	4,557,563	17,872,089	19,774,164	2,226,148	1,066,668	382,262	4,199,018	128,216	4,115,936	3,824,106	1,255,470	798,096
Trois-Rivieres	141,796	403,762	441,186	39,953	45,763	14,338	117,516	15,100	45,635	105,448	5,654	19,941
Vancouver	1,937,706	737,677	566,244	206,558	10,520	3,258	30,377	474	22,677	170,821	79,901	22,547
Victoria	341,157	490,401	511,721	105,737	25,339	19,862	97,329	1,828	79,281	63,885	24,916	15,908
Windsor	425,065	1,370,896	1,506,015	209,337	84,379	38,862	324,057	8,889	262,257	297,898	98,446	58,968
Winnipeg	851,980	3,097,984	3,418,842	630,500	166,696	132,078	892,630	11,699	364,856	538,790	241,723	122,188
PROVINCES, Cities												
ALBERTA	2,675,088	13,909,393	14,711,886	2,751,968	1,025,236	450,757	2,845,400	59,627	999,313	3,384,485	654,361	641,443
Calgary	767,104	4,031,271	4,497,580	858,728	343,967	180,728	909,510	5,472	270,213	967,148	190,884	157,762
Edmonton	871,784	4,454,440	4,966,248	1,115,667	343,094	167,518	913,332	11,746	259,194	1,024,770	171,640	210,773
Fort McMurray	50,083	353,948	397,357	18,764	4,884	942	19,062	417	325,227	12,007	2,197	4,355
Grande Prairie	35,678	184,725	206,017	46,933	11,597	4,482	29,784	1,510	14,813	47,676	11,247	12,889
Lethbridge	106,513	394,903	436,101	69,967	43,681	20,489	86,712	1,698	24,658	100,684	12,870	18,609
Medicine Hat	53,519	222,884	247,079	33,937	24,586	11,752	52,544	1,603	10,084	58,881	10,075	12,343
Red Deer	79,426	365,679	406,572	64,147	24,502	10,952	50,752	2,007	19,124	146,444	8,034	15,363
BRITISH COLUMBIA	3,743,512	16,362,616	17,264,029	2,594,173	699,600	480,204	3,744,871	106,659	3,019,439	2,682,182	1,125,770	589,488
Cranbrook	32,703	226,231	253,878	21,963	15,901	8,455	54,465	2,613	28,699	44,074	20,695	18,420
Dawson Creek	29,265	192,510	216,973	25,606	7,936	2,475	48,261	5,270	35,135	59,506	14,498	8,388
Fort St. John	24,934	164,913	184,910	30,337	6,244	2,786	28,842	4,562	39,525	41,860	10,177	9,440
Kamloops	83,445	98,208	100,317	8,604	6,007	2,912	14,891	324	34,473	15,744	4,062	2,289
Kelowna	54,812	79,406	82,919	7,441	6,051	3,623	16,811	494	12,478	12,973	5,011	5,832
Kimberley	12,806	66,893	74,620	9,204	3,923	3,698	23,742	1,137	5,841	9,121	4,284	4,416
Nanaimo	53,930	43,130	41,587	6,835	2,314	1,586	8,375	273	7,099	6,913	1,853	904
Nelson	27,970	160,451	179,377	20,986	11,577	6,936	43,191	1,905	17,516	24,286	11,978	13,248
Penticton	44,801	33,220	31,566	2,288	1,883	897	6,108	369	6,154	5,275	2,372	2,008
Port Alberni	41,235	249,863	279,667	73,751	12,786	13,116	49,291	4,931	26,400	43,741	11,430	10,203
Prince George	108,877	588,560	657,086	121,787	23,591	25,364	103,431	2,074	90,897	153,886	31,331	11,047
Prince Rupert	30,273	29,531	29,425	3,281	2,173	859	6,641	67	6,154	3,000	971	2,030
Terrace	15,287	101,091	113,349	26,783	4,606	1,467	24,490	1,941	20,908	17,988	4,388	4,683
Trail	28,136	144,945	161,632	29,108	9,381	4,905	32,140	879	13,877	35,569	9,191	8,587
Vancouver	945,456	517,054	455,854	70,287	23,087	19,525	70,305	1,240	107,862	66,405	16,655	20,169

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CANADA RETAIL SALES—CENSUS & ESTIMATES—Continued

	TOTAL RETAIL SALES (THOUSANDS)			1986 ESTIMATE OF SALES (THOUSANDS)								
METRO AREAS PROVINCES Cities	E&P 1971 estimate	E&P 1985 estimate	E&P 1986 estimate	Gen. Mdse.	Apparel	Furniture	Groceries	Bldg. Matls.	Restaurants	Autos	Gasoline Fuel Oil	Drugs
Vernon	45,192	55,789	57,303	8,278	2,611	1,845	10,103	421	7,433	13,158	2,787	3,445
Victoria	230,645	335,598	350,591	89,161	21,678	16,494	41,902	863	57,934	47,919	10,466	10,914
MANITOBA	1,346,444	5,168,748	5,441,784	964,121	266,531	202,905	1,357,126	37,167	576,551	970,302	425,774	199,244
Brandon	62,765	203,425	223,519	43,149	16,848	11,717	40,145	1,101	18,655	54,581	11,169	7,181
Dauphin	20,607	72,788	80,242	15,415	6,241	2,453	14,111	222	8,169	18,158	6,983	2,357
Flin Flon	11,883	37,115	40,719	14,905	4,395		9,276		5,213			
Portage La Prairie	25,116	84,185	92,623	8,276	6,780	4,319	24,212	614	11,263	18,988	7,857	2,859
Roblin	1,133	4,428	4,899	517	402	60	1,136	265	224	1,601	513	78
Swan River	13,307	47,024	51,841	14,414	3,258	1,345	7,260	431	4,544	9,790	5,911	1,354
Thompson	31,959	99,261	108,875	14,871	3,488	1,547	30,456	274	17,050	16,872	8,217	4,465
Winnipeg	553,450	1,959,782	2,160,687	533,606	139,118	100,468	425,549	8,903	234,395	337,264	115,281	73,918
NEW BRUNSWICK	851,489	3,381,731	3,562,472	542,489	164,152	95,122	770,527	20,518	391,738	823,772	314,439	139,552
Caraquet												
Fredericton	88,344	357,277	395,696	80,020	26,595	8,432	60,127	1,534	36,007	108,997	23,302	17,534
Moncton	110,900	471,339	522,830	99,949	35,167	16,139	102,683	569	57,794	105,837	27,001	25,030
Saint John	153,715	518,270	570,349	88,102	30,064	11,007	133,284	1,437	70,078	138,078	32,197	16,813
NEWFOUNDLAND	599,435	2,564,117	2,704,459	434,878	160,308	82,351	741,498	16,189	181,657	504,204	289,447	124,896
Corner Brook	47,136	171,850	189,666	22,414	10,858	7,635	48,985		13,100	41,732	23,798	7,357
St. John's	180,111	748,101	829,242	113,109	75,710	33,928	204,134	4,298	45,810	183,162	49,582	49,827
NOVA SCOTIA	1,122,563	4,997,060	5,273,825	693,971	267,336	131,120	1,218,438	55,302	604,545	1,126,882	388,657	269,747
Amherst	21,278	93,076	103,333	13,503	5,493	2,050	25,858	1,547	6,767	24,674	9,934	5,468
Halifax	246,804	958,848	1,060,569	151,336	85,150	26,484	194,793	4,828	165,148	221,673	47,286	57,578
New Glasgow	37,133	155,661	172,593	21,235	14,611	4,929	36,930	4,588	10,729	43,642	15,203	8,389
Sydney	78,441	272,268	299,957	43,231	24,211	10,360	76,354	1,061	21,011	78,136	11,810	9,076
Truro	38,930	163,206	180,960	25,629	9,326	7,058	29,778	2,284	13,351	47,319	17,276	11,713
ONTARIO	12,605,695	54,510,100	54,231,016	6,458,612	2,673,425	1,034,491	12,495,497	443,634	9,695,845	13,596,788	4,026,470	2,139,596
Barrie	86,035	395,302	439,483	44,406	15,728	7,772	86,171	5,843	59,564	172,008	28,190	14,641
Belleville	82,589	293,177	323,261	27,916	18,753	8,552	67,172	2,668	49,528	109,957	15,289	13,908
Brampton	108,207	544,573	606,911	48,345	30,742	11,229	169,090	4,273	56,537	192,632	65,366	27,485
Brantford	101,063	377,420	416,899	38,885	30,125	11,946	114,652	2,598	58,521	117,127	23,975	14,820
Brockville	45,876	163,466	180,264	19,849	8,276	2,638	37,576	1,839	33,644	39,588	17,099	10,933
Cambridge												
Chatham	84,557	387,360	430,617	68,506	27,995	12,127	93,382	2,430	70,860	99,597	23,900	18,436
Cobourg	28,696	103,344	114,008	14,789	7,346	2,902	31,441	1,473	21,038	18,425	5,444	5,326
Cornwall	85,051	241,831	264,228	34,536	14,304	5,777	66,007	1,191	41,996	64,174	16,170	8,238
Fort Frances	22,600	73,92[illegible]	81,252	4,636	4,833	1,492	18,522	869	17,444	19,764	5,978	4,573
Guelph	109,148	386,471	426,088	47,576	24,931	8,217	115,241	1,909	52,666	118,763	27,388	18,367
Hamilton	538,778	1,687,496	1,851,598	319,507	91,159	48,503	427,568	12,250	261,402	426,903	119,249	108,153
Ingersoll	17,080	63,498	70,129	2,005	1,309	1,070	10,759	467	20,855	25,065	6,149	2,879
Kenora	42,273	144,840	159,492	4,410	4,379	819	18,308	842	98,515	13,923	7,457	5,410
Kingston	117,595	376,726	413,745	46,424	32,272	10,960	98,798	2,042	73,901	82,722	27,577	18,216
Kirkland Lake												
Kitchener	226,542	725,737	797,051	224,347	48,084	16,711	116,233	3,545	95,046	220,950	44,364	18,738
Lindsay	33,695	121,650	134,215	9,997	6,777	2,976	33,097	1,954	14,706	39,231	12,430	8,290
London	408,680	1,422,664	1,567,519	235,426	86,556	29,969	359,187	7,470	276,291	352,234	94,182	63,615
Niagara Falls	124,831	383,885	420,893	27,797	15,525	6,724	81,946	1,697	154,401	72,881	23,807	20,276
North Bay	94,969	351,510	388,159	54,645	16,866	8,221	87,125	3,237	71,306	97,476	29,120	7,174
Orillia	49,837	178,092	196,414	23,129	8,475	3,778	47,259	2,954	30,407	42,897	15,139	12,340
Oshawa	155,171	508,084	558,500	113,826	28,507	12,382	128,736	6,826	72,625	124,972	27,605	24,812
Ottawa	636,858	2,040,737	2,241,291	322,484	142,383	45,997	441,151	8,722	470,726	520,664	103,052	87,928
Owen Sound	41,949	156,277	172,610	15,378	12,633	4,240	46,113	2,914	17,756	45,764	13,721	9,390
Pembroke	41,324	129,702	142,327	20,996	11,195	2,735	35,043	1,605	14,368	34,444	9,311	7,838
Peterborough	129,559	409,230	449,183	61,221	25,437	11,832	107,929	2,526	56,595	130,256	19,949	15,577
Port Colborne	29,724	99,564	109,541	10,705	5,608	1,718	34,065	873	18,001	24,559	7,254	4,911
Port Hope	15,290	57,828	63,905	2,857	3,232	537	15,919	997	8,606	12,573	12,567	3,679
St. Catharines	213,400	1,056,986	1,177,498	198,018	87,756	22,210	283,798	7,373	149,260	292,035	74,735	40,163
St. Thomas	53,409	200,428	221,431	18,236	12,015	3,822	50,667	1,786	24,481	71,768	23,230	11,795
Sarnia	89,857	336,590	371,838	43,611	22,629	11,008	86,684	2,443	53,085	117,197	22,054	13,004
Saulte Ste. Marie	131,344	728,853	814,211	126,830	42,674	15,465	211,349	7,178	122,234	183,259	51,605	19,176
Simcoe	34,744	130,088	143,708	12,494	12,840	3,619	34,590	1,971	12,000	40,165	10,016	9,503
Sioux Lookout	8,205	30,384	33,552	6,066	573	356	7,006	366	10,568	3,564	1,912	1,571
Stratford	51,328	189,339	209,055	27,037	9,944	3,135	48,742	1,398	31,762	53,613	14,707	11,733
Sudbury	222,365	613,262	669,104	93,679	43,776	14,201	158,498	3,312	99,148	180,414	36,365	22,765
Thunder Bay	189,897	591,058	648,367	108,301	26,580	8,952	173,273	2,839	84,621	143,732	40,158	30,222
Timmins	53,155	227,626	252,550	26,707	19,168	5,474	77,012	2,226	49,300	40,598	10,633	12,849
Toronto	1,534,094	6,117,490	6,772,261	1,016,395	481,040	149,818	1,296,585	42,345	1,783,787	1,066,572	217,276	323,665
Waterloo	61,547	277,299	308,121	47,207	12,148	5,464	80,258	1,570	37,577	79,721	17,104	17,308
Welland	74,311	265,465	292,773	22,935	17,267	8,049	73,553	1,045	40,587	92,548	22,213	13,357
Whitby	58,815	224,034	247,637	39,333	5,000	1,779	54,187	2,483	26,331	90,281	24,825	8,619
Windsor	365,351	1,167,360	1,281,933	203,069	80,837	35,156	296,459	6,010	224,774	271,089	79,021	51,990
Woodstock	59,709	215,318	237,548	24,452	10,468	4,377	48,993	1,248	51,151	75,974	13,342	5,476
PRINCE EDWARD ISLAND	146,763	631,912	666,567	136,736	32,773	4,718	120,689	4,359	78,477	153,725	58,499	21,623
Charlottetown	53,162	214,458	237,500	56,952	20,072	2,352	40,143	646	31,559	44,825	9,728	8,332
Summerside	23,916	85,767	94,603	23,895	7,094	856	17,532	1,749	3,637	24,504	7,667	2,153
QUEBEC	8,324,718	34,181,106	36,028,090	3,292,908	2,717,748	1,510,356	9,647,999	445,561	4,000,978	7,694,743	2,966,610	1,264,842
Chicoutimi	77,551	295,275	326,378	26,270	45,638	13,399	69,690	1,527	21,015	101,616	17,417	9,980
Granby	56,978	168,531	184,467	19,874	18,353	8,754	48,053	1,336	17,180	47,593	7,624	5,356
Montreal	2,085,284	8,416,021	9,320,412	989,570	861,564	438,771	2,287,554	120,656	1,508,644	1,358,213	532,199	455,909
Quebec	429,267	2,204,075	2,457,619	250,125	248,472	95,227	591,295	12,622	290,528	549,082	104,188	87,966
Rouyn	39,614	142,070	156,706	14,796	19,965	6,225	32,517	506	11,410	49,893	13,069	2,495
Sherbrooke	141,507	420,237	460,055	30,251	55,724	21,165	107,365	3,193	40,202	112,260	35,367	16,677
Trois Rivieres	91,434	261,030	285,258	30,409	36,837	10,808	69,144	5,238	30,624	58,838	14,583	11,081
SASKATCHEWAN	1,187,559	5,107,272	5,387,267	929,630	277,672	132,986	1,275,633	74,629	639,817	1,070,851	203,812	226,527
Lloydminster	10,463	47,311	52,575	9,521	2,187	978	13,437	1,923	4,224	13,445	2,352	1,202
Moose Jaw	55,213	215,725	238,655	45,722	11,918	8,480	55,982	3,712	25,120	46,523	5,773	7,421
Prince Albert	52,596	190,026	209,659	28,192	13,006	7,846	51,160	789	19,434	50,827	6,109	7,472
Regina	239,519	851,605	939,046	155,288	49,242	30,526	223,713	8,031	106,420	181,379	29,619	38,306
Saskatoon	222,243	837,208	925,060	162,970	71,636	26,693	193,590	4,705	107,053	159,703	29,614	45,445
YUKON NW TERRITORIES	77,809	418,219	442,535	139,639	5,496	1,543	93,821	9,792	58,871	45,132	6,400	7,760

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The irony of research

Basic biomedical research, the kind of research that has brought us the polio vaccine, open-heart surgery, kidney dialysis and antibiotics, is not in the best of health.

What an irony: The very enterprise that has done so much to improve this nation's health is now in real danger itself.

And as with many other things, the source of this trouble is lack of money; money that is urgently needed, especially by voluntary health agencies like the American Heart Association.

This nation simply is not spending enough on basic biomedical research. If you consider the nation's total expenditures on health care, the total allocation to research amounts to only two cents of every health dollar.

The financial crunch is so severe that today's scientists with promising, approved research projects cannot find financial support for their proposed investigations. As a result, vital science is not getting done. Research momentum is slowing down.

That's where the American Heart Association comes in. Since its beginning, the American Heart Association has contributed a third of a billion dollars to support heart disease and stroke research.

The American Heart Association support has not only been stable, allowing research projects to continue uninterrupted and to plan for future ones, but it has been innovative. For example, we established the Career Investigatorship Program, fellowships and a national Grant-in-Aid program which supports hundreds of research projects.

And to attract more young physicians with clinical (patient care) backgrounds to do basic research, the American Heart Association instituted the Clinician Scientist Award.

Voluntary contributions, not tax dollars, support American Heart Association research. It's one way to keep research itself in good health.

The right way to exercise

Joggers cover the landscape these days, thanks to our growing awareness of health and how to maintain it.

But how many of us are aware of the proper way to exercise? After good exercise, according to the experts, we should experience a "pleasant sense of fatigue," not total exhaustion.

And if you're a beginner with a rather sedentary lifestyle, it's wise to check with your doctor to plan an exercise program that suits your needs. The doctor can give you an exercise test to determine your present capabilities and to identify any potential hazards.

Basic information is also available from health agencies like the American Heart Association in your area.

In selecting your physical activity, remember that it should be something you enjoy — and something you can enjoy the year around. It should be something rhythmic and repetitive, like jogging, roller skating, swimming or riding a bike. Exercise should challenge your circulatory system and the pumping action of your heart, at an intensity that is appropriate for you.

And remember your warm-up and cool-down periods so that you increase your heart rate gradually and bring it back to normal gradually.

Follow the program regularly, at least three times a week, preferably not on consecutive days.

And don't hunt for an excuse to avoid exercise!

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WE COUNT THE PEOPLE
WHO COUNT—YOUR CUSTOMERS

AS A CORNERSTONE for its economic survey and forecasting services, Marketing Economics Institute maintains a comprehensive library of information on the composition and change of U.S. industrial and consumer markets. MEI's nationally recognized team of professional demographers and economists update the county, city and city-part files of the library on a continuous basis.

The timeliness and accuracy of the data reflect the attention to detail at local market level made possible by MEI's exclusive system of monitoring activity in all U.S. counties, more than 2,250 cities and towns and in the 40,000 key industrial plants which annually account for 80% of value added by U.S. manufacturing. The resources of the library are made available to regular clients on a contract basis, but individual files may be purchased singly by business planners and research specialists with specific needs. Marketing Economics Institute will provide any of these county data files on IBM cards or magnetic tape or will aggregate the data to custom designed client market area format.

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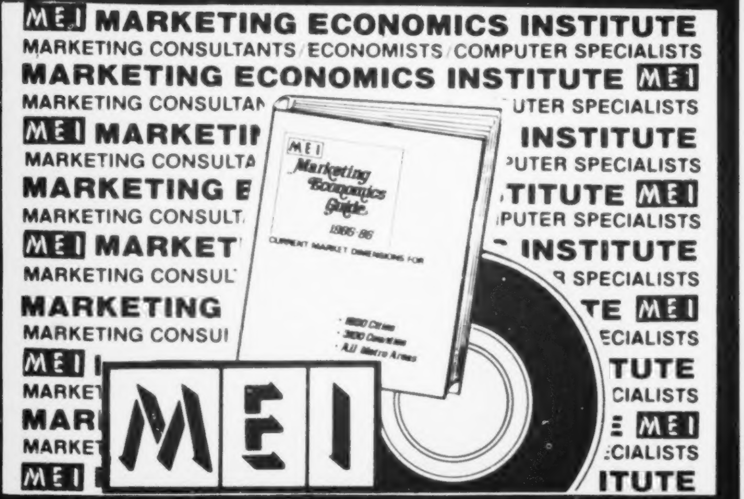
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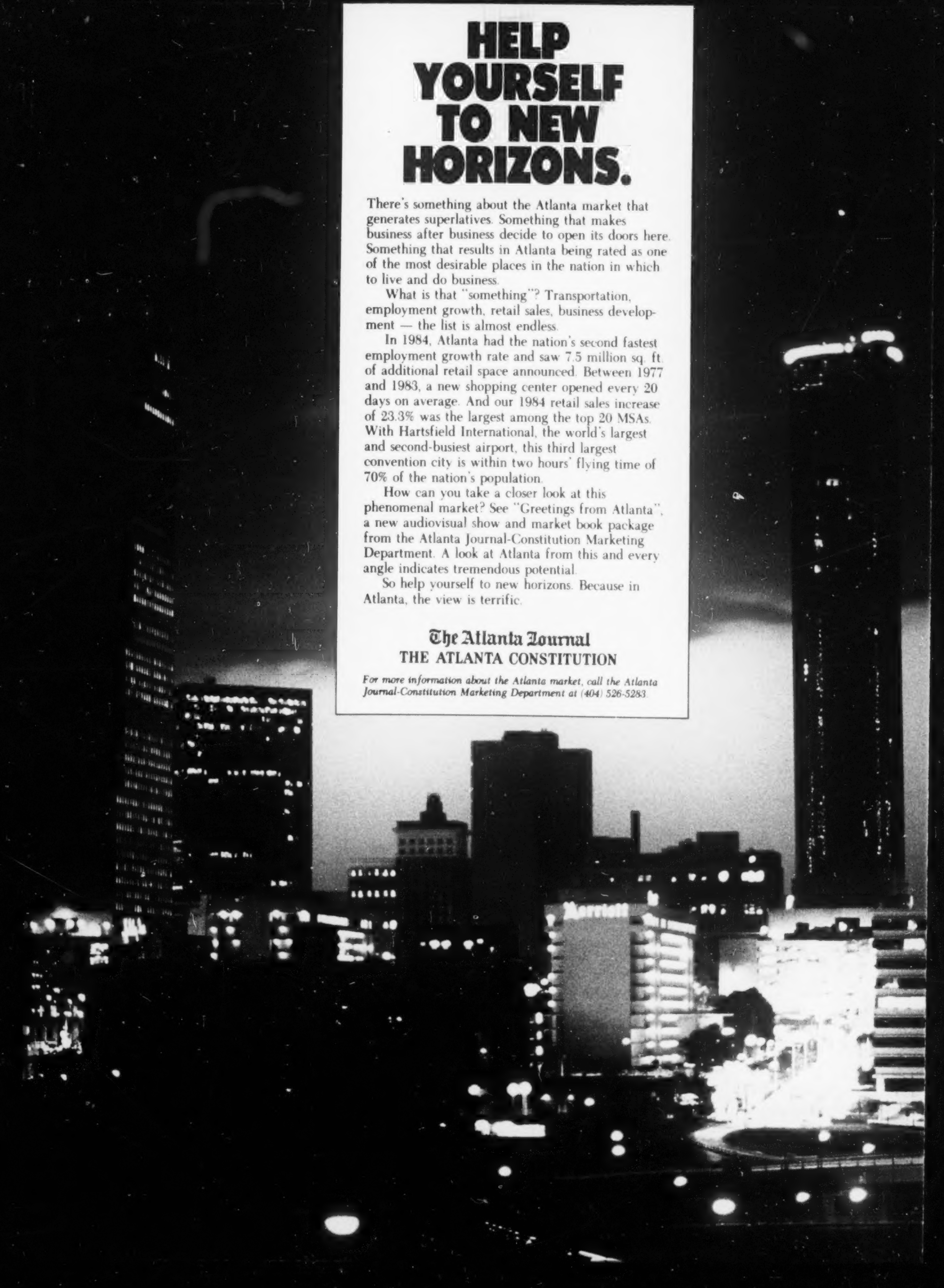

HELP YOURSELF TO NEW HORIZONS.

There's something about the Atlanta market that generates superlatives. Something that makes business after business decide to open its doors here. Something that results in Atlanta being rated as one of the most desirable places in the nation in which to live and do business.

What is that "something"? Transportation, employment growth, retail sales, business development — the list is almost endless.

In 1984, Atlanta had the nation's second fastest employment growth rate and saw 7.5 million sq. ft. of additional retail space announced. Between 1977 and 1983, a new shopping center opened every 20 days on average. And our 1984 retail sales increase of 23.3% was the largest among the top 20 MSAs. With Hartsfield International, the world's largest and second-busiest airport, this third largest convention city is within two hours' flying time of 70% of the nation's population.

How can you take a closer look at this phenomenal market? See "Greetings from Atlanta", a new audiovisual show and market book package from the Atlanta Journal-Constitution Marketing Department. A look at Atlanta from this and every angle indicates tremendous potential.

So help yourself to new horizons. Because in Atlanta, the view is terrific.

The Atlanta Journal
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For more information about the Atlanta market, call the Atlanta Journal-Constitution Marketing Department at (404) 526-5283.

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KENTUCKY
Georgetown *Georgetown News & Times*
Hazard *Herald Voice*

MASSACHUSETTS
Haverhill *The Gazette*

MISSOURI
Flat River *The Daily Journal*

MONTANA
Hamilton *Ravalli Republic*
Post Script
Bitterroot Real Estate Guide

OREGON
Coos Bay *The World*
South Coast Week
Oregon City *The Enterprise Courier*
Today's Home
The Dalles *The Dalles Chronicle*

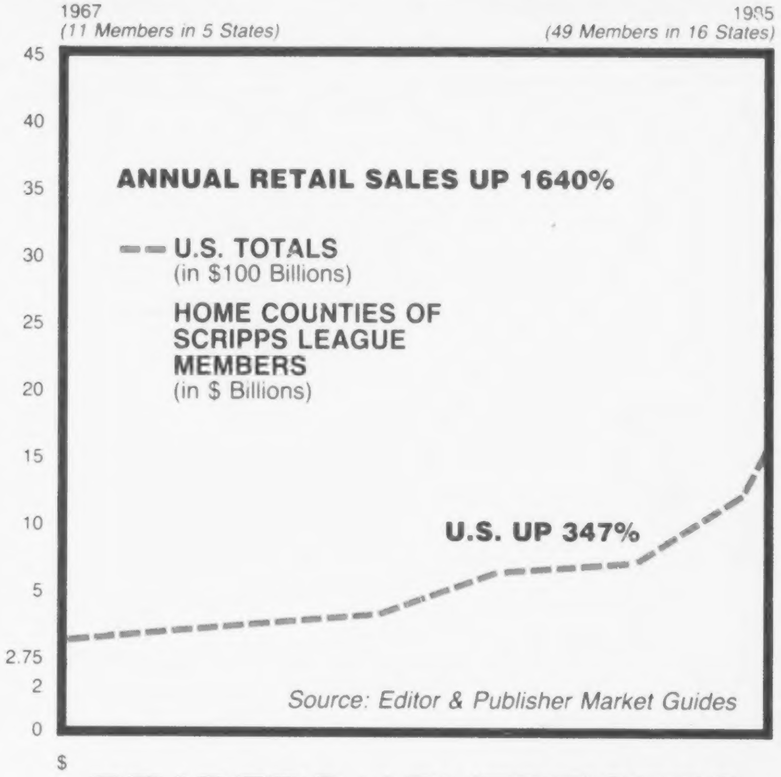
PENNSYLVANIA
Lewistown *The Sentinel*
Good News
Mifflin *Mifflin County Observer*

UTAH
Provo *The Daily Herald*
Utah Valley Enterpriser

VERMONT
Newport *Newport Daily Express*

WASHINGTON
Pullman *Pullman Herald*

WISCONSIN
Rhinelander *The Daily News*
Fun Country



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> "Proclaim liberty through all the land
> unto all the inhabitants thereof."
> [Lev. 25:10]

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